



NORTH CAROLINA
DENTAL SOCIETY®



NC Dental Society Editorial Policy

Updated: January 2021

The purpose of **NC Dental Society publications**, including the Gazette and eBite, is to share the most relevant information with NC Dental Society members. The **Gazette**, our triannual print magazine, and **eBite**, our bi-weekly electronic newsletter, aim to inform readers about topics of interest, provide value related to the profession of dentistry and help members achieve successful careers.

The **Editorial Team** for our publications is led by the Dental Society's Executive Director who serves as Managing Editor and is supported by members of the marketing and communications team who serve as Assistant Editors. The Editorial Team's primary responsibility is to implement this editorial policy while reviewing articles considered for publication. From time to time, the Editorial Team may consult with the NC Dental Society President in order to resolve questions or concerns.

For the Gazette, the Editorial Team will consider educational article and photo submissions related to the profession and practice of dentistry. Contributing authors, vendors and other commercial entities are invited to submit content to gazette@ncdental.org as long as the material is not perceived to be self-promotional for the contributing author/organization. We will remove any language that reads like an advertorial, promoting a specific business, service or product; the author/organization will receive credit at the conclusion of the article. Articles ranging from 600-900 words about innovative programs and practice successes are encouraged. If the amount of content exceeds available space, the Editorial Team may prioritize contributions and/or hold an article for later publication. Accompanying photographs are appreciated and should be in JPEG, TIFF, PNG or PDF format with a minimum resolution of 300 DPI to ensure print quality.

For eBite, the Editorial Team shares pertinent information with members based on the most newsworthy Tripartite (ADA, NC Dental Society and District Dental Society) announcements and events. If a non-profit, association or study club is interested in promoting an upcoming event, they can opt to advertise their meeting under eBite's "Upcoming Events." More information can be found in the advertising section on our website.

The Editorial Team strives to work collaboratively with contributing authors, but reserves the right to edit or rewrite articles as necessary to engage our readership. We also reserve the right to decide at any point in the process not to publish an article. All statements of opinion and of supposed fact are published under the authority of the author. They are not to be accepted as the views of the NC Dental Society or its subsidiaries unless such statements have been expressly adopted by the Dental Society.

The NC Dental Society has a policy of strict compliance with federal and state antitrust laws, which prohibit agreements among competitors that restrain trade. Likewise, the Dental Society is firmly committed to the principle of competition served by the antitrust laws, and good business judgment demands that every effort be made to assure compliance with all applicable federal and state antitrust laws and trade regulations. In general, beyond the protected right to petition government or the courts,

NC Dental Society activities and communications shall not include any discussion or action that may be construed as an attempt to:

- Raise, lower, or stabilize prices or fees;
- Allocate markets, territories, or patients;
- Prevent any person or business entity from gaining access to any market, or to any customer or patient;
- Boycott any person or business;
- Foster unfair trade practices;
- Assist in monopolization, or attempts to monopolize; or
- Otherwise violate applicable federal or state antitrust laws and trade regulations.

The Editorial Team shall seek the advice of legal counsel prior to publishing any article that contains information with perceived potential to violate antitrust laws.