

Santa Clara County Fair Campaign Practices Pledge

There are basic principles of decency, honesty and fair play which every candidate for public office in the County of Santa Clara has a moral obligation to observe and uphold, in order that, after vigorously contested, but fairly conducted campaigns, our citizens may exercise their constitutional right to a free and untrammelled choice and the will of the people may be fully and clearly expressed on the issues.

THEREFORE:

- (1) I shall conduct my campaign openly and publicly, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and criticizing the record and policies of my opponent or political parties which merit such criticism.
- (2) I shall not use or permit the use of false or misleading statements, character defamation, whispering campaigns, libel, slander or scurrilous attacks on any candidate or his or her personal or family life.
- (3) I shall not use or permit any appeal to prejudice based upon race, sex, religion, national origin, sexual orientation, physical health status, or age.
- (4) I shall not use or permit any dishonest or unethical practice which tends to corrupt or undermine our American system of free elections, or which hampers or prevents the full and free expression of the will of the voters, including acts intended to hinder or prevent any eligible person from registering to vote, enrolling to vote, or voting.
- (5) I shall not solicit nor coerce election help or campaign contributions for myself or any other candidate from any employees under my supervision.
- (6) I shall immediately and publicly repudiate support deriving from any individual or group which resorts, on behalf of my candidacy, or in opposition to that of my opponent, to the methods and tactics which I condemn.
- (7) I shall accept responsibility to take firm action against any subordinate, political consultant or other contractor who violates any provision of this code or the laws governing elections.
- (8) I shall defend and uphold the right of every qualified American voter to full and equal participation in the electoral process.
- (9) I shall be primarily concerned with the overall ability of all candidates to perform the task of the office in a competent and effective fashion. I shall not make any statements concerning personal character or traits of opposing candidates which have no bearing upon the candidates' ability to perform the position being sought.
- (10) I shall cooperate with the Campaign Ethics Commission and abide by its procedures.

I, the undersigned, candidate for election to public office in the State of California or Treasurer or Chairperson of a committee making independent expenditures, hereby voluntarily endorse, subscribe to, and solemnly pledge myself to conduct my campaign in accordance with the above principles and practices.

Date _____ Name _____

(please print)

Office _____ Signature _____

Address _____

E-mail _____

Phone(s) _____ Fax _____