

# **City of Saratoga**

## **Pledge of Fair Campaign Practices**

There are basic principles of honesty, fairness, responsibility and respect to which every candidate for public office should adhere in order to be worthy of the public office that the candidate seeks. Candidates who fall short of adhering to such principles alienate the public from the electoral process and erode the public's trust and confidence in the offices that those candidates seek.

**THEREFORE**, as a candidate for public office in the City of Saratoga, I pledge to run my campaign in accordance with the following principles:

1. **General.**

- ✓ My campaign for public office will adhere to principles of honesty, fairness, responsibility and respect.
- ✓ My campaign communications will present only fair, relevant and truthful information to the voters for their consideration of my candidacy and those of my opponents.

2. **Fairness.**

- ✓ The timing of my communications will be such that my opponents will have a meaningful opportunity to respond to any claims I make concerning their positions or qualifications to hold office.
- ✓ I will not take advantage of any position I hold in the public, private or nonprofit sectors to pressure people to support my candidacy with either campaign contributions or other election help.

3. **Relevance.**

- ✓ Irrelevant information includes appeals to prejudices based on race, sex, sexual preferences, religion, national origin, physical health status, or age, as well as information concerning the candidate's family.

4. **Truthfulness.**

- ✓ I will present my positions and record candidly and forthrightly, so that the voters can judge my candidacy for office.
- ✓ I will document all assertions my campaign makes in campaign communications.
- ✓ I will refrain from false or misleading attacks on an opponent or a member of his or her family and will do everything in my power to prevent others from using such tactics.

5. **Responsibility.**

- ✓ I support equal voting rights and privileges for all citizens and will take no action to discourage participation in the City election process.

- ✓ I will immediately and publicly repudiate those who take actions that either help my candidacy or hurt my opponents' candidacy which are inconsistent with this pledge of campaign conduct.
- ✓ I will be honest in my relationship with the news media and candidly answer questions from the media and voters.
- ✓ I will use all campaign contributions for my campaign and will disburse any excess contributions in accordance with all applicable laws.
- ✓ I will review and approve all printed materials (including mailers, lawn signs, flyers, advertisements, websites, and other media) sponsored by my campaign and will include on all printed materials a statement that my campaign is the source of the material. I will also do everything in my power to cause supporters producing independent printed materials to include on those materials a statement identifying the source of the material.

6. **Respect.**

- ✓ I will treat my opponents with courtesy and civility, even when we disagree about what is best for voters served by the office I seek.

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Candidate's Signature

\_\_\_\_\_  
Date