

FOLDOUT CARD OF REMINDERS FOR RUNNING AN ETHICAL CAMPAIGN

Outside

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What would happen if everyone did it?

Would you want someone to do the same to you?

Would you do the same if your family was watching you?

Would your actions be the same if all the facts were published on the internet?

**Checklist for Making Ethical Decisions**

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Inside

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**Ethics Self-Evaluation for Candidates**  
*Adapted from City of Santa Clara Vote Ethics program*

- Do I always tell the truth about myself and my opponents?
- Do I focus on issues relevant for Torrance?
- Do I only tell truths about opponents that are important for voters to know?
- Are the differences I point out between myself and opponents relevant to the political office?
- Do I treat opponents with dignity and respect?
- Do I fight fairly and avoid demeaning or irrelevant personal attacks?
- Do I avoid intentionally confusing or misleading voters?
- Do I clearly identify campaign committees that are controlled by me?
- Do I take responsibility for all mistakes I make or mistakes made by my volunteers or consultants?
- Do I publicly and forcefully criticize unfair, dishonest or disrespectful attacks on other candidates from any source?
- Do I keep my promise to conduct a responsible, honest, trustworthy, respectful and transparent campaign?

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Actual size of card unfolded: 3 ½ x 4 inches  
 Actual size of card folded: 2 x 3 ½ inches