

PASADENA FAIR CAMPAIGN PRACTICES AGREEMENT

1. Fair Campaign Pledge

I pledge to conduct my campaign for election to City office openly and fairly. To this end:

- a. I will discuss the issues and participate in fair debate with respect to my views and qualifications;
- b. I will not engage in or permit defamatory attacks upon the character of my opponents;
- c. I will not engage in unwarranted invasions of personal privacy unrelated to campaign issues;
- d. I will not use or permit use of any campaign material or advertisements which misrepresent, distort, or otherwise falsify any facts regarding myself or my opponents;
- e. I will publicly repudiate support coming directly or indirectly from any individual or group whose activities would violate this Fair Campaign Practices Agreement.

2. Written Campaign Advertisements and MailingsMessaging

- a. I will clearly identify myself (or my campaign committee) as the source of all my written campaign advertisements and mailingsmessaging.
- b. If all my opponents sign this Agreement, then during the last 1430 days before the election I will provide my opponents with copies of all written campaign advertisements and mailingsmessaging distributed to voters at least 48 hours before they aresuch messaging is distributed, posted, or placed in the mail where myself (or my campaign committee) expends funds towards the distribution or amplification of such messaging, including mailers, billboards, signage, electronic mail (to 250 or more recipients), videos, or social media.
- c. I acknowledge having signed this agreement that I may not withdraw from the agreement without first giving written notice to all of my opponents, as well as the City Clerk, of alleged violation(s) and attempting to mitigate or address any alleged violation concerns within 72 hours of said notice. I will continue to abide by the agreement until such mitigation efforts have concluded, but no earlier than 72 hours from said initial notice.

3. Use of Polls and Polling Information

- a. I will not use or permit use in my campaign statements any false or misleading statements concerning the results of any poll.
- b. I will not originate or permit questions to be asked in polls which misrepresent, distort, or otherwise falsify the facts regarding myself or my opponents.

4. Voter Support Information

a. I agree that any campaign materials used to demonstrate voter support for my campaign will be distributed only after obtaining the voter's written consent, including approval of whether and what location information about the voter may be included.

DATE:

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Signature of Candidate