City of Santa Clara, California
2016 Municipal Election
Code of Campaign Ethics

1. I pledge that I shall conduct my campaign openly and publically, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and criticizing the record or positions of my opponent which merit such criticism.

2. I pledge that I shall not use or permit the use of character defamation, whisper campaigns, or scurrilous attacks on my opponents or his/her personal or family life.

3. I pledge that I shall not use or permit any appeal to negative prejudice based upon race, gender, religion, national origin, sexual orientation, physical health status, or age.

4. I pledge that I shall not use any dishonest or unethical practice which tends to corrupt or undermine the system of fair 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. For purposes of this section, "dishonest or unethical practice" includes lies, distortions, or use of statements or quotes of or about my opponent which are clearly taken out of context.

5. I shall immediately and publically repudiate support deriving from any individual or group which resorts to campaign activities which I have pledged to eschew as set forth in this Code of Campaign Ethics.

Candidate's Name MICHAEL J. SELLERS Date 8-18-16

Candidate's Signature [redacted]

(This document was developed and used in previous election cycles by the City of Santa Clara's former Democracy Consultant, Dr. Thomas Shanks, Markkula Center for Applied Ethics, and updated by the City of Santa Clara's current Democracy Consultant, Fred Keeley.)