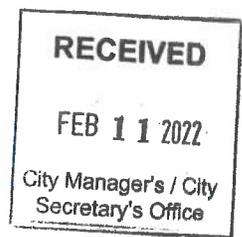




## CODE OF ELECTION ETHICS



### *PURPOSE*

The citizens of Denton deserve truthful, fair and open campaigns for public office. Such campaigns encourage, rather than discourage participation in the political process. They further discourage the cynicism, voter alienation and apathy seen too often in the election of those who hold the public trust.

### *ASSUMPTIONS*

The goal of free, open, sincere and honest debate on the issues.

Campaigns for public office are subject to unacceptable levels of negativism, attack advertising, unfair election activities and other practices, which discourage participation in the elective process.

Candidates are ultimately responsible for fair and ethical campaign practices.

### *FUNDAMENTAL CAMPAIGN PRACTICES*

My campaign shall be committed to the principles of honesty, fairness, and respect for my opponents and responsibility for my campaign activities.

My campaign shall emphasize my views, beliefs and experiences. Essential to such a campaign is an open and public discussion of issues and presentation of my record and positions in a truthful, frank and sincere manner.

My campaign shall not use and I shall discourage outside parties to use deceptions, half-truths, or innuendo in my campaign.

Claims made by my campaign, about myself or about my opponent(s), will be supported by publicly available, factual documents or evidence.

I shall disclose all contributions made to my campaign and shall supply campaign finance reports as required by law.

My campaign will not use the City Logo or letterhead.

### *OPPONENT RESPECT*

My campaign shall avoid references to my opponent, which are untrue.

My campaign shall not use personal attacks, which have no relevance to the issues before the public.

My campaign shall encourage debates in public forums.



My campaign shall present my record and that of my opponent(s) accurately in a manner focusing on the issues relating to the office sought.

My campaign shall ensure that my campaign staff and campaign supporters will observe these principles of campaign practices. As a candidate, I shall take full responsibility for all advertising or other statements created or used on my behalf by both campaign staff and supporters.

My campaign shall be conducted openly and publicly, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and yet free to present the record and policies of my opponents.

My campaign shall not condone or allow advertising, which does not meet these principles stated, and should such occur, my campaign shall correct such advertising in an appropriate manner.

2/11/22  
Date

Brendan McGehee  
Signature