

ETHICS IN GOVERNMENT BEGINS.....☑...AT THE BALLOT BOX.

In any election, most citizens expect candidates and their campaign workers to conduct honest, fair and respectful campaigns that stick to the facts, focus on issues and explore relevant differences between candidates and positions.

This is one in a series on campaign ethics issues provided by the Torrance City Clerk to help residents develop practical skills to assess the ethics of a campaign and to encourage voters to hold candidates accountable at the ballot box for keeping campaign ethical.

**When candidates battle it out,
ethics can get scrambled.
Demand a *fair* fight!**

Voters know how they want candidates to behave - honestly, fairly, focused on the issues, and accountable for their actions.

Ethical candidates fight hard, but they fight fair. They double check their facts, especially about their opponents. They don't spread rumors or provide half truths. They don't misrepresent themselves or their opponents. And if they benefit from the unethical conduct of an independent group, they repudiate that support and take action to show that they mean it.

Voters want candidates who...

- ★ Tell the truth
- ★ Treat their opponents with respect
- ★ Are clear about their views and records
- ★ Are candid about who supports them,

Voters do not want candidates who...

- Overstate, fabricate, or evade the truth
- Make personal attacks
- Blame someone else for their mistakes
- Take credit undeservedly

Caution: Pay scrupulous attention to last minute mailers that arrive immediately before Election Day to make sure they are not making unsubstantiated negative charges about a candidate or issue.

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**No matter what route you take to making voting decisions...
Make ethics part of your candidate selection criteria.**