

Fresno County Voters are Invited!

A Guide for Fair Campaign Practices in Fresno County

Where: **Fresno County Free Library – Woodward Park Regional Library**

Conference Room at 944 E. Perrin, Fresno - CA 93720

When: **Tuesday February 12, 2008**

6:30 PM to 8:30 PM

Panelists

Charlie Eaton, SEIU – United Healthcare Workers West

Victoria Salisch, Greater Fresno Chamber of Commerce Political Action Committee

Mary Savala, League of Women Voters

Jim Shekoyan, Fresno Citizens for Good Government

Moderator

David Schecter, Associate Professor of Political Science, CSUF

Representatives of several political organizations will join in a panel to discuss and solicit public comment on the desirability of a shared *Guide for Fair Campaign Practices* in Fresno County.

We want to encourage our candidates for office to hold themselves up to a high ethical standard, and we want to encourage voters to hold candidates accountable to this standard. Campaigns can be critical and hard-hitting and still be fair and ethical. Our democracy depends on a free and vigorous exchange of differing ideas. Candidates must be pressed to make their case on the issues and their view of the future, and to explain why their past record and experience best qualifies them to lead. But campaigns too often cross the line into distortion, character defamation, appeals to prejudice and scurrilous attacks on the personal lives of opposing candidates.

All candidates for office in California are offered an opportunity when they file for office to voluntarily subscribe to the California Code of Fair Campaign Practices. Should we be encouraging all candidates for office in Fresno County to exercise this option? If they choose not to do so, are voters entitled to an explanation from the candidate? What tools can we give voters to assess the tone and character of candidates' campaigns? These are among the questions the panelists will be discussing. Members of the audience will be invited to weigh in with opinions and suggestions.

The glue that holds all relationships together – including the relationship between the leader and the led is trust, and trust is based on integrity."

Brian Tracy, 1997



Forum Host: Fresno Citizens for Good Government

Please RSVP by *Phone: (559) 244-2522 or,*

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