

# Sarasota County Civic League



P.O. Box 3192  
Sarasota, Florida 34230

## PLEDGE AGAINST NEGATIVE CAMPAIGN ADVERTISING

As a candidate for public office, I pledge to refrain from negative political advertising in connection with my campaign. I also pledge to make it clear to my party or other organizations campaigning on my behalf that also I expect them to refrain from negative political advertising.

Advertisements will be considered "negative" if they violate the core values of compassion, honesty, responsibility, fairness and respect. Advertisements will be considered:

- compassionless, if they foster hatred and rancor
- dishonest, if they base their messages on lies or subtle deceptions and half truths
- irresponsible, if they degrade the tenor of public discourse and heighten cynicism about the electoral process
- unfair, if they use emotive spins to attack an opposing candidate's personal characteristics
- disrespectful, if they refuse to treat the opposing candidate as a worthy citizen and individual

The term "advertisement" shall include any communication intended to reach potential voters through the public media, including but not limited to: print media, such as newspaper or other periodical; outdoor advertising, such as billboards and other signs; radio, television, telephone, facsimile or computer; and written communication such as flyers delivered by hand or through the mail.

Date Signed: 2/6/09  
(month/day/year)

Candidate Signature: Jay W. Bernman

Candidate Name: Jay W. Bernman  
(please print)

rev 2009

*Dedicated to an engaged and informed community*