

SHERRI LIGHTNER

FOR CITY COUNCIL

For Immediate Release
September 23, 2008

Contact: Jesse Mays
Tel: (858) 454-4764

Sherri Lightner Challenges Thalheimer to Clean Campaign Pledge

(San Diego, CA). Sherri Lightner announced today that she has challenged opponent Phil Thalheimer to join her in pledging to keep dirty politics out of the District 1 City Council race.

“I believe the voters want to hear about issues and how we are going to make our neighborhoods better, not attacks on each other that offer no information to help them determine their vote,” said Lightner.

Lightner sent Thalheimer a letter by e-mail today and challenged him to sign it and return it within 48 hours. In the letter, Lightner writes, “before the press and the voters, let’s sign a pledge together promising the public that we will never engage in negative messaging, never send out even one negative mailer and never grossly mislead the voters by taking one another’s priorities out of context. I believe that this is true leadership.”

Both Lightner and Thalheimer signed the “Code of Fair Campaign Practices,” which attempts to focus candidates “on issues rather than untruths or distortions.” Lightner says she wanted to remind both herself and her opponent of the pledges they made in that document. “We are now getting into the period when campaigns develop their mail programs for voters,” she said. “This is the time to remind ourselves of this pledge before we spend thousands of dollars on mailers that may not meet the spirit of our promise.”

Lightner has posted both her signed “Code of Fair Campaign Practices” and her letter to Thalheimer on her web site at www.sherrilightner.org.

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P.O. Box 928495
San Diego, California 92192

Ph: 858.454.4764
www.SherriLightner.org

Paid for by Friends of Sherri Lightner. Committee ID #129937.

**SHERRI
LIGHTNER
FOR CITY COUNCIL**

Dear Phil,

Re: Negative Campaigning

As the General Election heats up, I wanted to ask you to join me in signing a Clean Campaign Pledge.

I took my share of hits during the Primary Election and though I am willing to defend myself, my family, my campaign and my ideas I am opposed to negative politics.

During the 2008 Primary Election and the 2004 election cycle, your opponents were forced to endure a baseless series of attacks regarding their priorities. Most recently, thousands of dollars were spent on mailers intended to convince voters that one of your opponents was more interested in using public money on expensive art than on public safety – we know this to be a complete fabrication.

Dirty politics have no place in our contest for City Council. The voters have consistently come out against candidates who transparently rely on trash rather than a real message about their own priorities and ideas to improve government.

This is my challenge: **within the next 48 hours (by 5:00pm on Thursday, 9/25/08), in front of the press and public, let's sign a pledge together promising the public that we will respect them by never engaging in negative messages about each other; that we will never send out even one negative mail piece and that we will not mislead the voters by taking one another's priorities out of context.**

I believe that this is an opportunity to show real leadership.

I hope to speak with you as soon as possible. Please feel free to call me at your convenience.

Thank you,


Sherri Lightner

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PROVISIONS OF THE CODE OF FAIR CAMPAIGN PRACTICES
as found in Chapter 6 of Division 9 of the
California Elections Code

Chapter 6. Fair Campaign Practices
Article 1. General Intent

12500. The Legislature hereby declares that the purpose of this chapter is to encourage every candidate for public office in this state to subscribe to the Code of Fair Campaign Practices.

It is the ultimate intent of the Legislature that every candidate for public office in this state who subscribes to the Code of Fair Campaign Practices will follow the basic principles of decency, honesty, and fair play in order that, after vigorously contested, but fairly conducted campaigns, the citizens of this state may exercise their constitutional right to vote, free from dishonest and unethical practices which tend to prevent the full and free expression of the will of the voters.

The purpose in creating the Code of Fair Campaign Practices is to give voters guidelines in determining fair play and to encourage candidates to discuss issues instead of untruths or distortions.

Article 2. Definitions

12510. Unless otherwise indicated, the definitions set forth in this article shall govern the interpretation of this chapter.

12511. "Campaign advertising or communication" means a communication authorized by a candidate or a candidate's controlled committee, as defined in Section 82016 of the Government Code, or by a committee making independent expenditures, as defined in Section 82031 of the Government Code, or by a committee formed primarily to support or oppose a ballot measure, as defined in Section 82047.5 of the Government Code, for the purpose of advocating the election or defeat of a qualified candidate or ballot measure through any broadcasting station, newspaper, magazine, outdoor advertising facility, direct mailing, or any other type of general, public, political advertising.

12512. "Candidate for public office" means an individual who has qualified to have his or her name listed on the ballot of any election, or who has qualified to have written votes on his or her behalf counted by election officials, for nomination for, or election to, any state, regional, county, municipal, or district office which is filled at an election. The provisions of this chapter do not apply to candidates for federal office.

12513. "Code" means the Code of Fair Campaign Practices.

Article 3. Code of Fair Campaign Practices

12520. At the time an individual is issued his or her declaration of candidacy, nomination papers, or any other paper evidencing an intention to be a candidate for public office, the clerk, shall give the individual a blank form of the Code of Fair Campaign Practices and a copy of this chapter. The clerk shall inform each candidate for public office that subscription to the code is voluntary.

In the case of a committee making an independent expenditure within the meaning of Section 12511, the Secretary of State shall provide a blank form and a copy of this chapter to the individual filing, in accordance with Title 9 (commencing with Section 81000) of the Government Code, an initial campaign statement on behalf of the committee.

The text of the code shall read, as follows: (see reverse)

12522. The Secretary of State shall print, or cause to be printed, blank forms of the code. The Secretary of State shall supply the forms to the clerks in quantities and at times requested by the clerks.

12523. The clerk shall accept, at all times prior to the election, all completed forms which are properly subscribed to by a candidate for public office and shall retain them for public inspection until 30 days after the election.

12524. Every code subscribed to by a candidate for public office pursuant to this chapter is a public record open for public inspection.

12525. In no event shall a candidate for public office be required to subscribe to or endorse the code.

CODE OF FAIR CAMPAIGN PRACTICES

There are basic principles of decency, honesty, and fair play which every candidate for public office in the State of California has a moral obligation to observe and uphold, in order that, after vigorously contested, but fairly conducted campaigns, our citizens may exercise their constitutional right to a free and untrammelled choice and the will of the people may be fully and clearly expressed on the issues.

THEREFORE:

- (1) I SHALL CONDUCT my campaign openly and publicly, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and criticizing without fear or favor the record and policies of my opponents or political parties which merit such criticism.
- (2) I SHALL NOT USE OR PERMIT the use of character defamation, whispering campaigns, libel, slander, or scurrilous attacks on any candidate or his or her personal or family life.
- (3) I SHALL NOT USE OR PERMIT any appeal to negative prejudice based on race, sex, religion, national origin, physical health status, or age.
- (4) I SHALL NOT USE OR PERMIT any dishonest or unethical practice which tends to corrupt or undermine our American system of free 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.
- (5) I SHALL NOT coerce election help or campaign contributions for myself or for any other candidate from my employees.
- (6) I SHALL IMMEDIATELY AND PUBLICLY REPUDIATE support deriving from any individual or group which resorts, on behalf of my candidacy or in opposition to that of my opponent, to the methods and tactics which I condemn. I shall accept responsibility to take firm action against any subordinate who violates any provision of this code or the laws governing elections.
- (7) I SHALL DEFEND AND UPHOLD the right of every qualified American voter to full and equal participation in the electoral process.

I, the undersigned, candidate for election to public office in the State of California or treasurer or chairperson of a committee making any independent expenditures, hereby voluntarily endorse, subscribe to, and solemnly pledge myself to conduct my campaign in accordance with the above principles and practices.

3/6/08
DATE

Sherris S. Lightner
SIGNATURE

SHERRI S. LIGHTNER, P.E. / CITY COUNCIL DISTRICT 1 /
PLEASE PRINT NAME, OFFICE SOUGHT, AND DATE OF ELECTION

JUNE 3, 2008

PROVISIONS OF THE CODE OF FAIR CAMPAIGN PRACTICES
as found in Chapter 6 of Division 9 of the
California Elections Code

RECEIVED
CITY CLERK'S OFFICE

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5 March 2008
DATE

Philip L. Theimer
SIGNATURE

Philip L. Theimer 1st District City Council 3 Jun 2008
PLEASE PRINT NAME, OFFICE SOUGHT, AND DATE OF ELECTION