



CITY OF ROSEVILLE VOLUNTARY CODE OF CAMPAIGN CONDUCT

The City of Roseville's Voluntary Code of Campaign Conduct is established as the moral obligation of every candidate for City Council. The citizens of Roseville should not tolerate candidates who coerce or discriminate against others, and/or who violate rights guaranteed to our citizens under the Constitution.

This Code is voluntary. However, the City will publish this Code in the sample ballot. Further, the press and the electorate will be aware of the Code and its provisions. The citizens of Roseville should hold each candidate accountable to comply with the provisions and/or the intent of the Code.

AS A CANDIDATE I WILL:

1. Conduct my campaign openly and publicly; presenting my record and policies with sincerity and frankness.
2. Become involved in as many community-sponsored election events as possible discussing issues as I see them (e.g. "Candidates talk to the Community" nights etc.).
3. Refrain from and not permit in my campaign the use of character defamation, whispering campaigns, libel, slander, or scurrilous attacks on any candidate or his or her personal or family life.
4. Make every effort to meet the citizens of Roseville and walk the neighborhoods personally talking to as many citizens as possible in order to discuss issues important to them and the City of Roseville. Handouts will be distributed directly to individuals and not left on vehicles, doors, mailboxes, etc. so that they become "litter".
5. Attempt to raise funds from the broadest possible base, not relying on large contributors. I will also keep my expenditures reasonable, not relying on expensive media campaigns.
6. Make every effort to respond to community issues. If elected to office, I will continue to communicate to the community and be responsive to the needs of citizens.

I, Mike Franks (print name) have read and agree to abide by and ensure that my campaign staff abides by the provisions of the above voluntary code of campaign

Signed: _____

Date: 8/5/26



California Secretary of State
CODE OF FAIR CAMPAIGN PRACTICES
(Elections Code § 20440)

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 that merit this 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 a candidate's actual or perceived race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, age, sexual orientation, sex, including gender identity, or any other characteristic set forth in Section 12940 of the Government Code, or association with another person who has any of the actual or perceived characteristics set forth in Section 12940 of the Government Code.
- (4) I SHALL NOT USE OR PERMIT any dishonest or unethical practice that tends to corrupt or undermine our American system of free elections, or that 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 that resorts, on behalf of my candidacy or in opposition to that of my opponent, to the methods and tactics that 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 pr

Mike Franks

Print Name

8/5/20

Date

Council member

Office