

Purpose:

To encourage substantive issues-oriented elections in the Council of Magical Arts that will educate the voter and help to improve the quality of dialogue about corporate policy.

Assumptions:

Past elections have been subject to unacceptable levels of negativism, direct and indirect attacks, and other practices which demean candidates and the membership at large.

Negative campaigns are directly related to the cynicism, alienation, and decreasing participation rates among the membership. We all have a stake in positive election processes—the centerpiece of a civil society.

Each candidate is responsible for fair and ethical practices by or on behalf of his/her campaign.

Five core values are fundamental to our society and are widely shared throughout the CMA: **honesty, respect, responsibility, fairness, and compassion.**

Honesty and Fairness

I shall emphasize my views, beliefs, and experiences. I am committed to an open and public discussion of issues and to presenting my record and my opponents' records truthfully and with sincerity and frankness.

I shall not use or agree to let third parties use subtle deceptions, half-truths, falsifications, or other such practices as flooding lists with deceptions. If such practices are used by third parties without my approval, I shall repudiate them immediately and publicly upon my knowledge of their occurrence.

Factual claims made by my campaign will be supported by publicly available documents which I will willingly and freely supply, in their entirety.

Respect

I shall avoid demeaning references to my opponent and demeaning visual images of my opponent.

I shall respect my opponent. I shall not use or allow to be used personal attacks, innuendo, or stereotyping.

Responsibility

I shall ensure that my supporters will observe these principles of fair campaign practices. I take full responsibility and will be fully accountable for all statements created or used on my behalf by my supporters.

I shall conduct my campaign openly and publicly, discussing the issues as I see them, focusing my ideas and policies with sincerity and frankness, without criticizing or demeaning my opponent, without causing fear or intimidation and without malice when discussing the record and policies of my opponent.

I will not condone or allow third-parties to participate in the above as it does not meet the principles contained in this document. If such practices are used by third parties without my approval, I shall repudiate them immediately and publicly upon my knowledge of their occurrence.

Compassion

In the conduct of my candidacy, I shall show compassion at all times for my opponent. I shall remember that the election process is fundamental to the membership acquiring qualified, ethical leadership and that my behavior in the process affects the integrity of the CMA and reflects my character.

Principles of Fair Campaign Practices:

My campaign will be committed to the principles of honesty, fairness, respect for my opponent, responsibility, and compassion.

I will willingly withdraw my candidacy, if I violate this code.

My declaring my candidacy, I am agreeing to this Code.

Signed and Dated

*adapted from the Maine Code of Election Ethics