



STATEMENT OF ETHICAL CAMPAIGN PRACTICES
(Pasco County Ordinance No. 20-02)

As a candidate for public office in Pasco County, I believe that political issues can be freely debated without appealing to racial, ethnic, religious, sexual, or other prejudices. I recognize that such negative appeals serve only to divide this community and create long-term moral, social, and economic problems. Therefore:

1. I shall conduct my campaign openly, publicly discuss the issues, and avoid criticizing my opponent in a personal nature.
2. I shall not permit any unethical practice which undermines our systems of fair elections.
3. I shall listen respectfully to persons with opposing viewpoints and avoid language that is insulting or inappropriate.
4. I shall not make my race, color, religion, gender, national origin, physical disability, or sexual orientation an issue in my campaign.
5. I shall not make my opponent's race, color, religion, gender, national origin, age, marital status, familial status, physical disability, or sexual orientation an issue in my campaign.
6. I will condemn any appeal to prejudice based on race, color, religion, gender, national origin, age, marital status, familial status, physical disability, or sexual orientation.
7. I shall not attack or question my opponent's patriotism.
8. I shall not publish, display, or circulate any anonymous campaign literature or political advertisement nor shall I tolerate or permit members of my campaign organization to engage in such activities.
9. I shall not tolerate nor permit members of my campaign organization to engage in activities designed to destroy or remove campaign materials or signs lawfully displayed on public or private property.
10. I will abide by any ordinance or property restriction related to the placement or posting of campaign signage.
11. I shall not tolerate my supporters engaging in these activities which I condemn, nor shall I accept their continued support if they engage in such activities. I will not permit any member of my campaign organization to engage in these activities and will immediately and publicly repudiate the support of any other individual or group which resorts to the methods and tactics that I hereby condemn.
12. I shall run a positive campaign emphasizing my qualifications for office and my positions on issues of public concerns and I will limit my attacks on an opponent to legitimate challenges to that person's record, qualifications, and positions.
13. I will neither use nor permit the use of malicious untruths or innuendoes about an opponent's personal life, nor will I make or condone unfounded accusations discrediting an opponent's credibility.
14. I will not use or permit the use of campaign material either in print or by electronic means through social media that falsifies, distorts, or misrepresents facts.

Executed on this day 18 of MAY 20 2020

WITNESS:

Signature
KAREN ESTEL
Print Name

BY CANDIDATE:

Signature
Norman Ernest Keith
Print Name

2020 MAY 18 AM 11:26
RECEIVED
BRIAN E. CORLEY
SUPERVISOR OF ELECTIONS
LAND O' LAKES, FLORIDA