



Interfaith Alliance of Rochester
PO Box 25245
Rochester, NY 14625

League of Women Voters/RMA
PO Box 10573
Rochester, NY 14610

August 29, 2011

Dear Candidate:

The Interfaith Alliance of Rochester (TIAR) and the League of Women Voters/Rochester Metro Area (LWV/RMA) are encouraging all candidates for public office to run positive, issues-oriented campaigns. Some candidates feel that negative ads are effective. We believe that positive campaigns that address important issues are *winning* campaigns and we urge you to publicly commit yourself to running a positive, issues-oriented campaign.

Please find enclosed with this letter a copy of The Fair Campaign Pledge (The Pledge) for your review. If you agree to abide by The Pledge, please sign, scan and email to FEPC@lwv-rma.org or sign and return the form to the League by US mail at the address above no later than Friday, September 2nd. If you prefer, you may sign the pledge at the Signing and Recognition Ceremony on September 7th at noon in the atrium of the Monroe County Office Building.

Who can sign The Pledge?

You can. All candidates recognized by the Monroe County Board of Elections are eligible except candidates for judicial office.

Who decides if The Pledge has been broken by a candidate?

First, only a candidate may file a complaint (in her or his own race). The Fair Election Practices Committee (**FEPC**) hears complaints. A copy of the **FEPC** complaint form as well as the committee's rules and procedures are enclosed with this letter. You can also download all these forms from the League's website (www.lwv-rma.org). PLEASE SAVE THIS INFORMATION! You may need it once the **FEPC** begins hearing complaints.

What about candidates who do not sign?

You can still file a complaint. Failure to sign the pledge provides no protection for unfair practices. By signing, you are publicly proclaiming your support for a fair, issues-oriented race. You can tout that fact in all your promotions and tell all your potential supporters. We'll even help (see below).

When will the complaint and hearing process begin?

The **FEPC** will accept properly filed complaints beginning on August 29th and continue to hear complaints until November 7th, the day before Election Day. Complaints will not be accepted after noon on September 12th for the primaries and noon on November 7th for the general election.

Will there be a press conference to promote The Fair Campaign Pledge?

Yes. TIAR and LWV/RMA will hold a joint press conference and signing ceremony on the Wednesday after Labor Day, September 7th, at noon in the atrium of the Monroe County Office Building recognizing those who have signed The Pledge. All local media will be invited to witness the ceremony and interview candidates in attendance who have signed The Pledge. For more information about The Fair Campaign Pledge and the FEPC, please visit the League of Women Voter's website: www.lwv-rma.org or contact FEPC Chair, Jim Morris at (585) 292-5750 ext 11 or jmorris@morrisatty.com.

Please join us in encouraging positive campaigning!

Sincerely,
Katherine Smith, President-League of Women Voters/RMA
Marilyn Wienk, President-The Interfaith Alliance of Rochester