

The Campaign Civility Project

Who We Are:

The Campaign Civility Project is a partnership between *the Independent Voter Network* and the project *Restoring Respect*, an initiative co-sponsored by the San Diego Community College District, the University of San Diego School of Leadership and Educational Sciences and the Catfish Club of San Diego.

What We Seek to Do:

The Campaign Civility Project seeks to create greater awareness amongst citizens and elected officials concerning the levels of civility and incivility in local political campaigns.

The Campaign Civility Project: Special Election for Mayor

For the Nov. 19 special election, the Campaign Civility Project is focusing on reviewing ads (television and web) by the major candidates for San Diego Mayor.

The Review Panel

The ad review panel consists of the founder of the Catfish Club, Reverend George Walker Smith, Former State Senator Steve Peace, Former State Assemblyman Jeff Marston, retired political reporter John Beatty and political science professor Carl Luna.

Method

Our panel has developed a rubric to measure levels of civility on an A-F scale. The rubric (below) was developed out of the key factors political consultant Tom Shepard reported he uses when deciding how and if to put out an ad. The three factors are:

1. Is it Truthful?
2. Is it Relevant?
3. Is it Fair?

We refer to this rubric as “Shepard’s Rules,” which he stated at the 2012 *Restoring Respect: Restoring Civility to Civil Dialogue*, April 9th conference at USD for which he was a panelist. (You can watch a video of Mr. Shepard discussing the rules at: http://www.sandiego.edu/civility/2012_conference/videos.php in the Q&A session.)

We assigned a point value for how well an ad meets each of the three criteria and then, based on the average total points awarded by the panelists, we assign an A-F letter grade.

Contact: Carl Luna, cluna@sdccd.edu or 619-507-7246 for more information.

Links

Independent Voter Network:

<http://ivn.us/>

Catfish Club of San Diego:

<http://www.catfishclub.net/>

Restoring Respect:

<http://www.sandiego.edu/civility/>