

**The Campaign Civility Project
2013 Mayoral Special Election
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Scoring Sheet Fletcher #1 -via YouTube

Nathan Fletcher For Mayor: The Mission

Paid for by Fletcher for Mayor

<http://www.youtube.com/watch?v=9R6yIGF017g&feature=youtu.be>

GRADE = A

	Carl	Jeff	John	TOTAL Points	Grade
TRUE	4	4	4		
RELEVANT	4	4	4		
FAIR	4	4	4		
Totals	12	4	12	36/3 = 12	A

Carl:

TRUE: Ad claims about leadership experience in Military and Sacramento verifiable.

RELEVANT: Ad claims leadership abilities and abilities to develop bipartisan coalitions that are relevant to job as mayor.

FAIR: Ad meets all criteria for fairness.

JEFF:

Truthful- 4—He was a Marine. The not caring about political parties is generally a given. His work on Chelsea’s Law is well known and was bi-partisan.

Relevant- 4—People are concerned about the issues mentioned along with working with others to achieve goals, whether in the Marines, the Legislature and certainly at City Hall. All are relevant, as is the mentioning of leadership.

Fair- 4—Clearly meets all four criteria.

John:

Straight low-key approach...True on Chelsea’s Law-4

Relevant –Issue of economy/jobs current-4

Fair – Boosts working together regardless of party- 4