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**NEW FIELD GUIDE FROM MARKKULA CENTER FOR APPLIED ETHICS AIMS
TO FIGHT UNETHICAL CAMPAIGN PRACTICES**

**Resource Offers Practical Guidance to Those Running for Election,
Helps Voters Identify Ethical Campaigns**

SANTA CLARA, Calif., May 7, 2019 – The 2016 presidential race was seen as one of the dirtiest in American history and the 2020 race is not shaping up to be much better. In response, the [Markkula Center for Applied Ethics](#) at Santa Clara University today announced the launch of an ethical campaign movement with the publishing of *Campaign Ethics: A Field Guide*, a non-partisan, how-to book for candidates and political consultants on how to run an ethical campaign.

The purpose of this field guide, [available for free download](#), is to give tips and advice on how to run an ethical political campaign in order to maintain the integrity of the electoral process and the trust of the people in those who would govern. The book covers the primary areas in which campaign leaders will likely have to make ethical choices and provides nuts and bolts advice on how to create an ethical campaign organization. A copy of the field guide was delivered to every candidate in the 2020 presidential race.

“*Campaign Ethics: A Field Guide* offers pragmatic advice for candidates for avoiding any ethical problems in their campaigns,” said Tom Campbell, former five-term congressman from Silicon Valley. “Campaigns that don't follow the book's clear advice will be asked by editorial boards and voters why they haven't.”

“The name calling and mudslinging from recent campaigns have left many disgusted, frustrated and turned off from civic engagement,” noted Hana Callaghan, guide creator and director of the Center’s Government Ethics Program. “How can we take back our political process and reign in the bad behavior on the campaign trail? We need to start an ethical campaign movement and let politicians know that we, the voters, want them to conduct civil and ethical campaigns.”

About the Author

[Hana Callaghan](#) is the director of the Center’s Government Ethics Program. She has a background in law, government and politics. She has worked in private practice as a corporate litigator, for a member of the U.S. House of Representatives as a senior congressional aide, and as a political consultant managing statewide political campaigns.

About the Markkula Center for Applied Ethics

Founded in 1986 with a seed grant and initial endowment from Linda and [A.C. “Mike” Markkula Jr.](#), the Markkula Center for Applied Ethics at [Santa Clara University](#) brings the traditions of ethical thinking to bear on real world problems. Beyond a full range of programs for the SCU community, the Center also serves professionals in fields from business to health care, from government to the social sector, providing innovative approaches to problems from fake news to privacy protection. Through its website and international collaborations, the Center brings ethical decision-making resources to a global audience. For more information: www.scu.edu/ethics/.

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