

The People's Pledge

Because outside third party organizations – including but not limited to individuals, corporations, 527 organizations, 501(c) organizations, SuperPACs, and national and state party committees – might air, independent expenditure advertisements and issue advertisements either supporting or attacking Maura Healey and Warren Tolman (individually the “Candidate” and collectively the “Candidates”); and

Because these groups function as independent expenditures organizations that are outside the direct control of either of the Candidates; and

Because the Candidates agree that they do not approve of such independent expenditure advertisements, and want those advertisements to immediately cease and desist for the duration of the 2014 election cycle; and

Because the Candidates recognize that in order to make Massachusetts a national example, and provide the citizens of Massachusetts with an election free of third party independent expenditure advertisements, they must be willing to include an enforcement mechanism that runs not to third party organizations but instead to the Candidates’ own campaigns:

The Candidates on behalf of their respective campaigns hereby agree to the following:

- In the event that a third party organization airs any independent expenditure broadcast (including radio), cable, satellite, or online advertising in support of a named, referenced (including by title) or otherwise identified Candidate, that Candidate’s campaign shall, within three (3) days of discovery of the advertisement buy’s total cost, duration, and source, pay 50% of the cost of that advertising buy to a charity of the opposing Candidate’s choice.
- In the event that a third party organization airs any independent expenditure broadcast

In the event that a third party organization airs any independent expenditure broadcast (including radio), cable, or satellite advertising, or online advertising in opposition to a named, referenced (including by title) or otherwise identified Candidate, the opposing Candidate's campaign shall, within three (3) days of discovery of the advertisement buy's total cost, duration, and source, pay 50% of the cost of that advertising buy to a charity of the opposed Candidate's choice.

- In the event that a third party organization airs any broadcast (including radio), cable, or satellite advertising, or online advertising that promotes or supports a named, referenced (including by title) or otherwise identified Candidate, that Candidate's campaign shall, within three (3) days of discovery of the advertisement buy's total cost, duration, and source, pay 50% of the cost of that advertising buy to a charity of the opposing Candidate's choice.
- In the event that a third party organization airs any broadcast (including radio), cable, or satellite advertising, or online advertising that attacks or opposes a named, referenced (including by title) or otherwise identified Candidate, the opposing Candidate's campaign