

Ad Attacks Lt. Governor-Candidate Garamendi

Drawing Criticism



ELECTION COVERAGE

June 2 - KGO - Californians are being bombarded by political ads right now, many of them little more than hit pieces with little allegiance to the truth. But at least one ad is drawing complaints for entirely different reasons.

It's a TV ad that purports to tout Insurance Commissioner John Garamendi's stance on car insurance rates in California.

But Garamendi's primary opponent in the race for Lt. Governor calls it an end run around current limits on campaign spending.

Jackie Speier, candidate for Lt. Governor: "The fact that the issue ad is being filmed and aired in the Bay Area where that's not the issue is problematic. Secondly, it's done in conjunction with a campaign buy at the same time."

Sponsored by a group called Ad Hoc Consumer Coalition for Fair Auto Insurance Rates, the ad says nothing about Garamendi's run for Lt. Governor, though it started airing just days before the election.

John Garamendi, candidate for Lt. Governor: "They're not campaign ads. They are ads that are a direct counter to what the insurance industry is doing. The insurance industry has \$2.5 million dollars out there, attacking me for trying to implement the will of the people."

Garamendi also told us he's not at all concerned about the complaint Speier's camp filed over his ad with the state's Fair Political Practices Commission.

John Garamendi, candidate for Lt. Governor: "I'm not concerned at all. What I am concerned about is who's side is she on? Has she said anything about implementing the will of the voters?"

Jackie Speier, candidate for Lt. Governor: " "I think what we're going to have to do with these advocacy groups is prevent them from operating during the last three or four months of a campaign in which the person who's created the committee is campaigning."

Stanford's Shanto Iyengar studies political campaigns.

Prof. Shanto Iyengar, PhD, Stanford Political Communications Lab: "Well it strikes me as another example of rational candidate behavior. A candidate trying to maximize his share of the vote on Election Day."

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