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FOR IMMEDIATE RELEASE

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Contact: Emily Nelson, 415-513-6975

LABOR AND DEMOCRATIC LEADERS RESPOND TO NEGATIVE CAMPAIGN TACTICS

Leaders and District 1 Voters to Speak Out at San Francisco Labor Council Breakfast

What: Press Advisory Denouncing Negative Campaigning in District 1 Supervisor's Race
When: Friday, August 29, 9:00 AM (est)
Where: Holiday Inn, 1500 Van Ness @ Pine
Who: Dennis Kelly, United Educators; Jane Morrison, Democratic Central Committee; Tim Paulson, Executive Director, SF Labor Council; District 1 voters

San Francisco – Richmond District residents are receiving negative “push polls” by unknown opponents of Eric Mar, a two-term member of the San Francisco Board of Education who is now running for supervisor in District 1, the Richmond District.

According to credible reports from Richmond District residents, pollsters working out of the Sun Surveys Company in Miami, Florida asked a series of leading questions that distort Mar's accomplishments and positions in a highly negative light.

Richmond District resident Sheila Tully, who received one such push poll, said “The caller claimed to be conducting a poll about the District 1 race, yet went on and on with a lot of negative, untruthful information about Eric Mar's record as a community leader.”

In fact push polls are not really polls. They are telemarketing that pretends to be a poll. Push polls are designed to communicate negative information about an opponent in a one sided way.

According to Tim Paulson, Executive Director of the San Francisco Labor Council, “the anonymous funding source paying for the push polls is playing right out of Karl Rove's playbook. These push polls spread disinformation and play upon fear. Its sponsors are using classic Republican Party tactics with the goal of gaining control of a seat on the Board of Supervisors at any cost.”

“Eric Mar has stood out as a public servant who honored the people he worked for by dealing honestly and fairly with issues and treating individuals with the respect they deserved,” stated Dennis Kelly, the president of San Francisco’s teachers union and a resident of District 1. “It’s sad that his opponents have stooped to these tactics.”

According to municipal code, push polls made within 60 days of an election must include information about the individuals or organizations that paid for the poll. The pollsters conducting the poll did not identify the sponsors.

"The interests paying for this push poll are skirting the spirit of the law by conducting this poll just before the 60-day deadline," said Jane Morrison, long-time Democratic Party activist and an elected member of the Democratic County Central Committee."

Ms. Morrison’s reference is to SEC 1.160.5 of the municipal code that regulates persuasion polls.

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