

## COORS AD "FIREFIGHTERS," :30

### SCRIPT:

[V/O]: Ken Salazar's down and dirty attacks continue... trying to link Pete Coors to Osama bin Laden.

### THE FACTS:

- **FACT: Ken Salazar NEVER tried to link Peter Coors with Osama bin Laden. Ken Salazar did point out the facts: Peter Coors opposes the death penalty, even for terrorists, and cop killers, including Osama bin Laden.**

#### **Coors Opposes Death Penalty**

According to his official Rocky Mountain News candidate questionnaire, when Coors was asked the question, "Do you support the death penalty?", Coors replied: "No. I have a fundamental belief in the sanctity of life." (Coors RMN candidate questionnaire, [http://election.rockymountainnews.com/candidateDetail.cfm?cand\\_id=1467](http://election.rockymountainnews.com/candidateDetail.cfm?cand_id=1467))

#### **Salazar Ad Only Pointed Out Coors Opposed The Death Penalty For Bin Laden**

The script for Ken Salazar's comparative ad on the death penalty reads: "Osama Bin Laden. Should he face the death penalty for murdering 3000 Americans? Pete Coors says no. Unbelievable." (Salazar ad "Unbelievable," 10/04)

#### **MTP: Peter Coors Said Keeping Osama Bin Laden In A Box Would Be "More Severe" Than Putting Him To Death**

On the October 10, 2004 airing of Meet The Press, in a back-and-forth on whether Osama bin Laden deserved the death penalty Peter Coors said, "Now, if Osama bin Laden is captured, my personal belief, he has been sending his young followers off to kill themselves--suicide murderers. And, you know, I think his attitude is he wants to go to Allah. If he wants to go to Allah, by killing him, we would be granting his wish and perhaps even suggesting that he is a martyr. Keeping him in a box and letting him think about when he's going to eventually end up in his heaven, I think, would be a more severe punishment than putting him to death."

(Coors on "Meet The Press," 10/10/04)

#### **9/15/04: Coors Launched First Negative Ad of The Campaign**

On September 15, 2004, Peter Coors' campaign launched the first negative ad of the general election, a distortion of Ken Salazar's tax record. (RMN, 9/16/04)

As Attorney General, Ken Salazar has missed every meeting of Colorado's emergency response unit that's protecting Colorado from terrorism.

- **FACT: Once again, Peter Coors distorts the facts. Ken Salazar designated Renny Fagan, a top deputy who works directly with other departments, to the inter-governmental meetings. A Salazar designee attended every meeting, and Salazar received direct reports on Committee actions.**

**Salazar A Member Of Governor's Expert Emergency Epidemic Response Committee, Which Advises Owens In The Event Of Bioterror Attack And Is Responsible For A Bioterror Response Plan**

As Colorado's Attorney General, Salazar is a member of the Colorado Governor's Expert Emergency Epidemic Response Committee, which was created in March 2000. According to the Colorado Dept. of Public Health, the so-called "E3" committee was "established to serve in an advisory capacity to the Governor in the event of an emergency epidemic caused by bioterrorism, pandemic influenza or novel and highly fatal infectious agents or biological toxins." Among the group's many responsibilities is "To develop a supplement to the State Disaster Plan for responding to a biological incident." (Governor's Expert Emergency Epidemic Response Committee (E3), CO DPH, 11/5/01, 4/12/04)

**Salazar Appointed Chief Deputy Renny Fagan As Designee To E3 As Proscribed Under Legislation; Salazar Designee At Every Meeting Of E3 Commission**

As provided under HB 1077 (which created E3), Salazar's membership on the committee is defined as "The Attorney General Or His Or Her Designee."

Consequently, Salazar appointed Deputy AG Renny Fagan to serve as his designee on the committee. Fagan, the Deputy AG who works closest with the state agencies and the Governor's chief counsel, was deemed best suited to interact with the agencies present on the committee, and regularly reports directly to Salazar regarding E3 discussions and actions. According to the Denver Post, Salazar "sent a surrogate to every meeting." (HB 1077; DP, 10/10/04)

Salazar's actions could shut down out military bases used to train our soldiers for battle. Senator's Allard and Campbell call Salazar's actions "irresponsible."

➤ **FACT: Yes, Ken Salazar does oppose the Defense Readiness and Range Protection Initiative. Because Ken Salazar believes that Colorado's biggest polluter, the federal government, should clean up its own messes. Maybe this is why the Rocky Mountain News endorsed Ken Salazar over Peter Coors?**

**Salazar Opposed DOD Effort To Exempt 24M Acres From Pollution Laws**

In an April 19, 2004 letter to the US House and Senate, Salazar and 38 other state Attorneys General argued that the Department of Defense's request to exempt 24 million acres of bombing ranges and training facilities (including the Rocky Mountain Arsenal, Lowry Bombing Range and Pueblo Chemical Depot) from major federal pollution laws was unwarranted. Salazar noted, "Today the federal government is the largest polluter in America," and called the proposed exemption "a step backward in protecting the states' authority to require the federal government to clean up its own pollution." (Denver Post, 4/20/04)

**RMN: "Attorney General Ken Salazar Is Right On The Mark In Denouncing [Readiness And Range Protection Initiative]"**

On April 23, 2004 the Rocky Mountain News ran an editorial praising Ken Salazar's opposition to the Department of Defense's Readiness and Range Protection Initiative. The Rocky stated, "Attorney General Ken Salazar is right on the mark in denouncing an attempt in Congress to exempt the nation's biggest polluter, the federal government, from the same environmental laws that states, local governments and private industries must comply with... Even with current laws, it's often difficult to get the federal government to comply, as the cleanup at Lowry proves." (editorial, RMN, 4/23/04)

	<p><b>10/9/04: Rocky Mountain News Endorsed Ken Salazar For U.S. Senate</b>  On October 9, 2004, the <u>Rocky Mountain News</u> endorsed Ken Salazar for U.S. Senate. The endorsement started, "We have 18 reasons for supporting Ken Salazar's quest to become Colorado's next U.S. senator. They are the 18 years he's been in public service in this state... Salazar has consistently displayed the sort of pragmatic, sensible judgment that will serve him well in the nation's capital." The endorsement went on to say, "we've watched Salazar for years take on difficult problems, master their intricacies and offer workable solutions, and we are not sure whether Coors possesses a similar talent. It is not even clear to what extent he is responsible for the undeniable success of the Coors brewery ever since the family turned to outside expertise to manage the company." (<u>RMN</u>, 10/9/04)</p>
<p>Pete Coors supports tracking down terrorists and killing them before they can harm Americans.</p> <p>[PHC]: I'm Pete Coors and I approved this message.</p>	<p>➤ <b><u>FACT: Is Coors FLIP-FLOPPING on the death penalty due to political pressure? He told America on "Meet The Press" just 48 hours ago that having Osama "in a box ... would be a more severe punishment than putting him to death."</u> Now he's telling Colorado he'd <u>find Osama and kill him</u>? Which is it?</b></p> <p><b>MTP: Peter Coors Said Keeping Osama Bin Laden In A Box Would Be "More Severe" Than Putting Him To Death</b>  On the October 10, 2004 airing of Meet The Press, in a back-and-forth on whether Osama bin Laden deserved the death penalty Peter Coors said, "Now, if Osama bin Laden is captured, my personal belief, he has been sending his young followers off to kill themselves--suicide murderers. And, you know, I think his attitude is he wants to go to Allah. If he wants to go to Allah, by killing him, we would be granting his wish and perhaps even suggesting that he is a martyr. <u>Keeping him in a box and letting him think about when he's going to eventually end up in his heaven, I think, would be a more severe punishment than putting him to death.</u>" (Coors on "Meet The Press," 10/10/04)</p>

- **FACT: Peter Coors has no plan to combat terrorism or keep America safe. In fact, his plan for keeping the homeland safe is only six words longer than this negative ad. Ken Salazar has a real plan for fighting terrorism and keeping America safe.**

**Keeping America Safe - At Home And Abroad: The Ken Salazar Homeland Security Plan**

Under Ken Salazar's homeland security plan to protect American from terrorism and strengthen homeland security (available at [www.salazarforcolorado.com](http://www.salazarforcolorado.com)):

- Increasing military pay and benefits for those in uniform, their families and veterans, including imminent danger pay;
- Rebuilding the international coalitions to assist with the international war on terror as well as the recovery of Iraq, including honoring our commitment to aid and assist the new Iraqi leadership;
- Enacting all, not just a few pieces, of the bi-partisan 9/11 Commission's report and prioritizing the sharing of information with state and local law enforcement agencies;
- Putting in place the necessary funding for the hiring and training of border patrol officers, customs agents, air and sea cargo inspectors as well as nuclear facility security;
- Increasing funding for Colorado's and America's first responders to ensure they are fully prepared to respond to possible future conventional, radiological, chemical and biological attacks.

**Coors Plan on National Defense: 88 Words, Zero Proposals; Coors' Misleading Attack Ad Against Ken Salazar: 82 Words, Just Six Words Shorter**

Pete Coors national defense plan is just 88 words long. In its entirety, it reads: "The number one job of our federal government as outlined in the Constitution is protecting our homeland and keeping us safe from enemies. Today, our nation confronts enemies like we have never seen. Those enemies seek to destroy all we, and those who cherish freedom hold dear. We're blessed by the brave men and women who wear our nation's uniform and safeguard our freedom. I believe we must give our military the resources they need so they can continue to be the best fighting force in the world." In fact, Peter Coors' misleading and false negative attack against Ken Salazar is **nearly the same length: 82 words**. ([www.coorsforsenate.com](http://www.coorsforsenate.com))