

## NRSC MISLEADING NEGATIVE ATTACK AD “PROMOTION,” :30

### SCRIPT:

[V/O]: When a politician wants a promotion take a close look at his record.

### THE FACTS:

- **FACT: When a multimillionaire decides he wants a Senate seat, Coloradoans should “take a close look at his record.” Here are the facts on Peter Coors record for Colorado:**

**EDUCATION: Peter Coors Has Flip-Flop-Flip-Flopped On Fully Funding No Child Left Behind Despite Millions Under Funding, And He Has No Plan To Increase Teacher Pay Or Teacher Training**

Peter Coors has flip-flop-flip-flopped on whether to fully fund No Child Left Behind, despite the fact that under No Child Left Behind, Colorado’s elementary and secondary schools will be underfunded by \$76.3 million in 2004. His education plan consists of 112 words. He has no plan for raising teacher pay or teacher training despite evidence that the quality of a teacher is one of the most critical criteria for how well students perform. (Coors Campaign website; GAO Report 12/12/02; AP, 5/4/04; Coors interview, CPR, 5/17/04; Colorado Springs Gazette, 8/20/04; Denver Post, 8/20/04; PC, 8/21/04)

**ENVIRONMENT: Under Peter Coors, Coors Brewing Co. Has Been Named One Of Colorado’s Worst Polluters, His Company Has Dumped Tons Of Potentially Toxic Materials, And Peter Coors Has Even His Company Can’t Even “Justify The Expenditures” To Follow Clean Water Standards**

Under Pete Coors, Coors Brewing Co. has been repeatedly named one of Colorado’s worst polluters, the brewery has had dozens of spills, leaks and environmental accidents, tens of thousands of fish have been killed by the brewery, and they have dumped tons of ammonia, nitrates, lead, mercury, chromium, even raw sewage. And Peter Coors has said that Clean Water standards, “just don’t make sense” for Clear Creek and that his company can’t even “justify the expenditures” to follow such standards. (EPA TRI data, ” [www.epa.gov/tri/](http://www.epa.gov/tri/); Official CDPHE documents; Environmental Working Group 9/96; DP, 6/24/04; Modern Brewery Age, 9/18/95)

**HEALTH CARE: Peter Coors Falsely Blames Medical Malpractice For “Skyrocketing Healthcare Costs”; He Supports Expanding A Health Coverage Policy Which Has Been Shown To Dramatically Raise Insurance Premiums On Those Who Need Healthcare Coverage The Most; And He Even Received A Raise And More Than \$250K In Bonuses The Year After His Company Started To Charge Its Employees For Healthcare Coverage**

Peter Coors has repeatedly blamed trial lawyers, lawsuit abuse, and liberal judges for “skyrocketing healthcare costs” despite the facts that malpractice costs account for less than two percent of health care spending, and that number of malpractice suits have fallen in recent years. Peter Coors also supports expanding Health Savings Accounts, which have been shown to dramatically raise insurance premiums on those who need healthcare coverage the most. And in the year after Coors’ company started to charge its employees \$600 a year for health care coverage, Peter Coors received a \$17K raise and \$281,000 in bonuses. (Center on Budget and Policy Priorities, <http://www.cbpp.org/index.html>; American Academy of Actuaries, <http://www.actuary.org/pdf/health/msaib.pdf>; WP, 9/4/04)

**TAXES & THE ECONOMY: Peter Coors Wants A National Sales Tax; His Tax Plans Are “Self-Serving” But Would Hurt Colorado Families**

When asked what his priorities would be if elected to the Senate, Peter Coors said, “The first thing would be to move to a flat tax or a value-added tax.” A national sales tax would raise taxes on most Colorado families while giving the wealthiest Coloradans a \$228 thousand dollar tax cut. Coors also favors making all of President Bush’s tax cuts permanent and adding new tax cuts as well. When questioned about his tax plan Coors said, “I don’t think there’s anything wrong with being self-serving” (5280 Magazine, 5/04; ITEP, The Effects of Replacing Most Federal Taxes with a National Sales Tax A State-by-State Distributional, 9/04; RMN, 9/18/04)

	<p><b><u>HOMELAND DEFENSE: Coors' National Security Plan Is a Whopping 88 Words Long, and He Would Not Execute Osama Bin Laden But Has Acknowledged That He Is Out Of His Depth On Iraq</u></b>  Peter Coors' plan on national security is only 88 words long. Coors is opposed to sentencing terrorists like Osama bin Laden to death. He admits that he is "not anywhere near qualified or experienced enough to answer" questions on Iraq. (National Defense, <a href="http://www.petecoorsforsenate.com/issues4.htm">http://www.petecoorsforsenate.com/issues4.htm</a>; Meet the Press, 10/10/04; RMN, 9/30/04; RMN, 9/2/04; PPFC Past Meeting, <a href="http://ppfc.org">http://ppfc.org</a>)</p> <p><b><u>NEGATIVE CAMPAIGNING: During The 2004 Campaign Peter Coors Has Twice Promised A Positive Campaign And Twice He Has Broken His Word, Including the First Negative Attack In The General Election</u></b>  Peter Coors promised a positive campaign against Bob Schaffer and broke his word and ran an attack campaign against Schaffer. Then, Peter Coors promised a positive campaign against Ken Salazar and broke his word, and on September 15, 2004, ran the first negative attack ad aired by a Senate candidate in Colorado. (Salazar letter to Miles, Coors and Schaffer, 5/24/04, <a href="http://www.salazarforcolorado.com">www.salazarforcolorado.com</a>; <u>RMN</u>, 5/25/04; <u>DP</u>, 5/25/04; <u>RMN</u>, 7/16/04; <u>CSG</u>, 8/12/04; <u>DP</u>, 8/25/04; editorial, <u>RMN</u>, 8/25/04; <u>RMN</u>, 9/16/04)</p>
<p>Attorney General Ken Salazar refused to defend the law that prevents the state from deducting union dues from workers paychecks.</p>	<p>➤ <b><u>FACT: Ken Salazar opposed halting payments to fund that include the fund that puts flowers on the graves of fallen Colorado police officers, charitable contributions and meals payments.</u></b></p> <p><b><u>Salazar Denied Defending Owens In His Administration's Plan To Stop Making Union Payroll Deductions From State Employees' Paychecks</u></b>  Salazar refused to defend Gov. Owens (R-CO) in a suit filed by State employee groups who challenged Owens' plan to stop making payroll deductions for state employees. The deductions included: union dues, "flower" funds that law enforcement agencies frequently maintain to buy flowers or memorials for the families of fallen officers, recreational and athletic dues, sporting event tickets, art and museum subscriptions, savings bonds, meals not required by the employer and charitable contributions other than the Colorado Combined Campaign "The reasons for my decision at this point are confidential because in this matter my office has provided legal advice to the administration." (Associated Press 10/3/01)</p>

- **FACT: Only one candidate in the Colorado US Senate race has a poor record for protecting working families: Peter Coors.**

**Under Pete Coors, Coors Brewing Cut 1,500 Jobs – Including 900 In The Last Ten Years To Their Lowest North American Worker Count In A Decade**

In 1988 (when Pete Coors became President of Coors Brewing), Adolph Coors employed 6,900 workers, By 1994, the Adolph Coors (under CEO of brewery operations Peter Coors) employed 6,300 North American workers. By 2003, Adolph Coors (under Chairman Peter Coors) employed only 5,400 in North America, a decrease of 900 jobs and the lowest employment level of the decade. (DP, 8/27/04; RMN, 8/13/04)

**Coors' Proposed Tax Cuts Would Have Saved Him More Than \$650K In 2000 When The Rocky Mountain News Questioned His Tax Plan Favoring The Wealthy Coors Said, "I Don't Think There's Anything Wrong With Being Self-Serving, Either. What's Wrong With That?"**

According the Rocky Mountain News, if all of the tax cuts that proposed by Peter Coors had been in effect in 2000, Coors would have personally saved \$666,791 from his tax bill which was \$5,210,373 that year. Discussing the fact that his tax cuts helped the wealthiest Americans Coors stated, "I don't think there's anything wrong with being self-serving, either. What's wrong with that? Everybody wants to be self-serving, protecting their own situation." (RMN, 9/18/04)

**1993: Coors Began Charging It's Employees For Health Coverage**

In October 1992, Coors Brewing Company announced beginning 1993, it would be charging employees \$600 per year for family health care coverage. The plan was intended to cut medical costs which the company could no longer meet. "Our company simply cannot afford to continue to pay as we have in the past . . . The impact on the bottom line is undeniable," said Pete Coors, President of Coors brewing Company. Previous to this decision, the Coors Company covered the full cost of employee and their family's health insurance. (DP, 10/28/1992)

	<p><b>1993: Coors Received \$44K Bonus, \$49K in Long-Term Awards, and \$13K in “Other Annual Compensation,” On Top of \$466K Salary</b>  According to the Adolph Coors Company 1993 10-K filing, Peter H. Coors received \$465,688 in his annual compensation salary. In addition, Coors received \$44,185 in 1993 through ACC’s Annual Cash Incentive Award. A targeted award given when annual pre-tax profit targets are met. Coors also received \$49,312 in the Coors’ long-term awards program, a restricted long-term stock plan targeted toward the “75<sup>th</sup> percentile of relevant, broadly-defined external markets.” Additionally, Coors received \$13,041 in 1993 under the company’s “Other Annual Compensation.” The category includes their <u>non-qualified stock option plan, moving expenses, use of the Company’s Lear jet, and an auto allowance</u>. The total of extra executive compensation, outside of salary an long-term underlying securities, was \$106,538. (SEC, “Adolph Coors Company 10-K Filing,” 12/26/93)</p> <p><b>1994: Coors Received A \$17K Raise In Salary And \$281K Bonuses</b>  According to the Adolph Coors Company 1994 10-K filing, Peter H. Coors received \$483,000 in annual salary up more than \$17,000 from the \$465,688 in salary he received the year before. In addition, Coors received \$281,000 in bonuses (SEC, “Adolph Coors Company 10-K Filing,” 1994)</p>
<p>Then his office lost a case an 71 convicted sex offenders were released into our communities early.</p>	<p>➤ <b><u>FACT:</u> As Attorney General, Ken Salazar has helped keep thousands of child molesters and rapists behind bars.</b></p> <p><b>Just Between 2000 and 2003, Salazar Handled Nearly 3,600 Criminal Appeals</b>  According to official Annual Reports from the Office of the Attorney General of Colorado, between 2000 and 2003, Salazar’s office handled 3,599 criminal appeals cases, including 580 homicide appeals, 296 sexual assault appeals, 491 child-assault and child-sexual abuse appeals and 546 drug appeals. (OAG Annual Reports, 2000-2003) (Note: previous stats for 1998 and 1999 are not included because at that time record keeping was during Fiscal Year as opposed to calendar year, so statistics are not precisely comparable and were therefore not included)</p>

**Over Five Years, Salazar Average 88.1 Percent Appeal Winning Percentage**

According to the Office of the Attorney General Budget Crosswalks, over a five year period between 1998 and 2004, Salazar averaged a winning percentage on criminal appeals of 88.1 percent: 88.4 percent won in FY98, 88.4 percent won in FY99, 89.4 percent won in FY00, 86.3 percent won in FY01, no data available for FY02, and 88 percent won in FY03. (OAG Budget Crosswalks, 1998-2004)

**Under Salazar, Total Crime, Murder, Rape, Robbery and Burglary Rates Down**

According to the Colorado Bureau of Investigation, between 1998 (allowing for a baseline comparison over all of Salazar’s tenure as AG) to 2003 (the most recent statistics available):

- The total crime rate in Colorado is down over 4.7 percent;
- The murder rate in Colorado is down over 15.9 percent;
- The rape rate in Colorado is down nearly 13.5 percent;
- The robbery rate in Colorado is down over 1.6 percent;
- The burglary rate in Colorado is down over 13.5 percent.

(Colorado Bureau of Investigation, <http://cbi.state.co.us/>)

**RMN: In 2001, CO Supreme Court Released Sex Offenders, Despite Efforts By Salazar**

According to the Rocky Mountain News, “Despite legal arguments raised by Salazar and his staff, the state Supreme Court ruled in 2001 that mandatory parole provisions did not apply to sex offenders because state lawmakers forgot to eliminate wording of a 1979 law when they enacted new statutes in 1993 and 1996. The 1979 law said that sex offenders could not be on parole longer than their original prison sentences. Colorado prisons released 71 sex offenders in jail on parole violations that became moot as a result of the Supreme Court decision.”

(RMN, 10/14/04)

**CO DAs Council: “I Don't Know How Better Representation Could Have Been Had, Frankly”**

In response to attacks by the Coors campaign on Ken Salazar’s record on keep sex offenders behind bars, Peter Weir, executive director of the Colorado District Attorneys Council, said, “Because you lose the case doesn't necessarily mean you did a bad job in defending it ... I don't know how better representation could have been had, frankly.” (RMN, 10/14/04)

Now Salazar wants make the FBI notify suspected terrorists when their homes are being searched.

Ken Salazar, the last politician we should promote.

The National Republican Senatorial Committee is responsible for the content of this advertisement.

- **FACT: Ken Salazar supports a bi-partisan revision plan for the PATRIOT Act, which Peter Coors has already admitted has problems. Of course, when Peter Coors tried to attack Ken Salazar for supporting small adjustments to the PATRIOT Act, he couldn't name a single tool Salazar wanted to remove. Will the NRSC run ads against Senators Larry Craig (R-ID), Mike Crapo (R-ID) and John Sununu (R-NH) for supporting these reforms?**

**Salazar Supports Reforms to PATRIOT Act Backed By GOPers Craig, Crapo, Sununu and Specter**

Ken Salazar supports small adjustments to the USA PARTIOT Act, the Security and Freedom Ensured Act of 2003, or SAFE Act. The SAFE Act is sponsored by Sen. Larry Craig (R-ID), and is cosponsored by GOP Sens. Mike Crapo (R-ID), Arlen Specter (R-PA) and John Sununu (R-NH). (S.1709)

**Craig, Crapo Rank In The Top 24 Percent Of Most-Conservative Senators**

According to the non-partisan analysis by National Journal, Sens. Larry Craig (R-ID) and Mike Crapo (R-ID) both have voting records more conservative than 76 percent of the Senate. Their voting record ranked them both in the top-25 of most-conservative Senators. ([www.natinaljournal.com](http://www.natinaljournal.com)) **NOTE: This is the same publication used by the Bush campaign to claim John Kerry is the most liberal Senator in the Senate.**

**10/02/04: Peter Coors Admitted to Problems With the PATRIOT Act**

On October 2, 2004 Peter Coors told a Cripple Creek audience, "There are problems with PATRIOT Act, a lot like every other bill or act. There are always issues that could be fixed." (Coors at Action22 Forum, 10/02/04)

**During "Meet the Press" Debate, Coors Was Unable To Provide An Actual Criticism Of Salazar On The PATRIOT Act**

During the October 10, 2004 debate on "Meet The Press," Peter Coors and host Tim Russert went into an exchange over PATRIOT Act. In its entirety:

**MR. RUSSERT:** Which tools is Mr. Salazar in favor of which limit the ability of the law enforcement community to deal with terrorism?

**MR. COORS:** That ad relates to the PATRIOT Act, which Mr. Salazar says needs some modifications. I am not sure it needs modifications. I think our law enforcement officers need the kind of tools that are provided for criminal investigations to try to find and keep this country safe. These are terrorists--we're dealing with terrorists who want to do damage to my children, grandchildren, your children, grandchildren. This is--we need to be sure that they have the tools that they need. I'm not convinced that Senator Kerry or Ken Salazar believe that those tools need to be there.

**MR. RUSSERT:** Which tools do they want to take away?

**MR. COORS:** The PATRIOT Act, in my opinion, was designed to give the tools to our people in our Justice Department, who need tools to do wiretapping, do the things that they need to do to make sure that they are able to find--seek, find and take out people who are doing damage to this country.

**MR. RUSSERT:** So they're opposed to taking away wiretapping?

**MR. COORS:** I don't know that...

**MR. RUSSERT:** But you went on the air and said that they support limiting the investigative tools. And I'm asking you which tools?

**MR. COORS:** Changing the PATRIOT Act, in my opinion, would change some of those tools.

**MR. RUSSERT:** Any part of it? Any part of it?

**MR. COORS:** I believe so.  
(Coors on MTP, 10/10/04)



- **FACT: No one has been tougher on terrorism in Colorado than Ken Salazar. Just do what the NRSC suggests: “Look at his record”...**

**2002: Salazar and POST Proposed \$1M POST Fund, Died In CO House Committee**

In 2002, Salazar and the POST board strongly urged the creation of a \$1 million POST fund through SB 172. The proposal passed overwhelmingly in the CO Senate, but failed by one vote in a committee in the CO House. (OAG press release, 1/21/03)

**2003: Salazar Called for \$1M POST Fund, Sought For It To Be Focused On Smaller, Rural Departments**

In January 2003, Salazar and a group of police and sheriffs officers again called for passage of SB 103, which would provide funding for a \$1 million annual training fund for Colorado police officers. At a July 2003 press conference on the new \$1 million Peace Officer Standards and Training Board fund, Salazar called for the funds to be focused on small police departments, noting that of Colorado’s 324 state police agencies, over 200 are in rural areas with fewer than 15 officers. Later in 2003, Salazar noted the urgency for the fund, pointing out that ranked 48<sup>th</sup> in the nation for funds provided for peace officer training. (Denver Post, 1/22/03, 7/25/03; Fort Collins Coloradoan, 9/17/03)

**CO Has 14K Cops, Half Work For Small or Rural Agencies With Fewer Than 15 Officers**

Colorado has 14,000 law enforcement officers, of whom approximately half work for small and rural agencies with fewer than 15 officers. (Fort Collins Coloradoan, 9/17/03)

- **POST Approved \$151K CSOC/CACP Grant In January 2004**

On January 30, 2004, the POST Board unanimously approved a \$151,285 training grant for the County Sheriffs of Colorado and the Colorado Association of Chiefs of Police for 58 training presentations through June 2005 in rural areas. Topics were to include officer survival, use of force, ethics and decision shooting. (POST minutes, 1/30/04)

➤ **POST Approved \$112K CDAC Grant In January 2004**

On January 30, 2004, the POST Board unanimously approved a \$112,464 grant to the Colorado District Attorneys Council for 30 classes (20 in rural areas and 10 in metro areas) to provide legal updates, new case law and issues particular to each judicial district's practices. (POST minutes, 1/30/04)

**Salazar Announced The Sentencing Of A Leader Of A Local Terrorist Cell**

In March 2001, James D. Williams was sentenced to 69 years in prison for a 1993 conviction of conspiracy to commit first-degree murder, racketeering and forgery. Salazar said in a March 16, 2001 news release that Williams "was a leader of a cell of Fuqra, an international organization that has been investigated for terrorist acts including murder and arson in New York, Detroit, Philadelphia, Toronto, Tucson and Denver," said the Rocky Mountain News article. (Rocky Mountain News, 3/18/01)

**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. At every meeting of the E3 Committee, a designee from Salazar's office was present. (HB 1077; Office of the Attorney General)

**Salazar Visited Israel To Study Palestinian Conflict, Israeli Homeland Security Tactics and Visit Israeli Trauma Treatment Center**

From June 19, 2003 to June 27, 2003, Salazar visited Israel with four other AGs from other Utah, North Dakota, Montana and Nebraska. While in Israel, they planned to visit an Israeli trauma treatment center and meet with Israeli President Moshe Katsav and other elected officials to discuss the Palestinian-Israeli conflict and Israel's response to terrorist acts. The trip was sponsored by the National Association of Attorneys General and the American-Israel Friendship League, and Salazar said that no taxpayer funds would be used during the trip. Salazar said the purpose of the trip was to "learn about how the Israeli government deals with issues of crime, violence and homeland security." (Rocky Mountain News, 6/20/03; AP, 6/16/03)

**Salazar's Israel Visit Included Terrorism Law Specialists, Anti-Terror Experts and Top Israeli Leaders, As Well As Military Bases And The Lebanaese-Israeli Border**

According to the official record of the CO AG Mission to Israel, while in Israel Salazar met with:

- **Mr Ruben Merhav**, former director of the Ministry of Foreign Affairs and a Board member of the Council for Peace and Security, a think tank of former military officers;
- **Elyakim Rubinstein**, Attorney General for Israel, an apolitical position appointed by members of the Knesset and the Bar whose responsibilities include criminal investigation and acting as legal advisor to the government;
- **Jonathan Fighel**, Director of the International Policy Institute for Counter-Terrorism, who discussed Hezbollah threats and counter-terrorism strategies;
- **Major General Dr. Menahem Finkelstein**, the Military Advocate General, whose job it has been to help create a legal framework for the fight against terrorism.
- **Deputy Prime Minister Ehud Olmert**, who discussed this Israel-Palestinian Authority relationship;
- **Chief Justice of the Supreme Court Aharon Barak**, who in 2002 wrote in the Harvard Law Review entitled "The Judge, Democracy and Terrorism";
- **Dr. Ra'anah Gissin**, Senior Advisor to Prime Minister Sharon;
- **Dov Weissglas**, Chief of the Prime Minister's Bureau and his assistants;
- **Ehud Olmert**, Vice Premiere and Minister of Industry and Trade and former Mayor of Jerusalem.

Salazar also visited a military base in the Golan Heights, where he met with soldiers and observed a tank demonstration as well as visited military bunkers, and saw the Lebanese-Israeli border, including Hezbollah billboards and guard towers. (Attorneys General Mission to Israel, Colorado Attorney General Ken Salazar Journal, Office of the Attorney General)

- **FACT: Or, just compare the candidate's plans on national security. Ken Salazar has a real, detailed plan for keeping America safe. Peter Coors has ... 88 words, just one more word than the NRSC's ad.**

**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; NRSC's Misleading Attack Ad Against Ken Salazar: 87 Words, Just One Word 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, the NRSC's misleading and false negative attack against Ken Salazar is **nearly the same length: 87 words**. ([www.coorsforsenate.com](http://www.coorsforsenate.com))