

5/01/08

**ATT: MAYOR HEATHER FARGO
CITY COUNCIL
FROM: DON SOUZA
COMMUNITY ACTIVIST #1**

RE: ATTACK MAILER

A no-holds-barred political mailer slamming mayoral candidate Kevin Johnson is the product of the Plumbers and Pipefitters Local 447.

No criminal charges were filed in either case, and Sacramento police found “no merit” to the local allegation - facts not mentioned in the mailer. Heather Fargo’s campaign has stooped to a new low with an outrageous, over-the-top mailer spreading false allegations about Kevin Johnson - and doing it “no fingerprints” through her top supporters.

The Plumbers and Pipefitters Local 447 contributed the maximum amount to Fargo’s - campaign in 2004 and again this year.

WHY HASN’T HEATHER FARGO REPUDIATED THEIR DISGUSTING ATTACK?

“I HEARD THERE WAS SUCH A “PIECE”, FARGO SAID.

Veteran local political consultant Doug Elmets characterized the anti-Johnson mailer as “the toughest hit piece in the history of local politics.”

Elmets said such a negative material can backfire

“THIS COULD POTENTIALLLY BE A TURNING POINT IN THE ELECTION.

---BUT OTHERS WILL LOOK AT IT AND SAY THIS IS WHAT’S WRONG WITH THE POLITICAL PROCESS!”