

Negative Campaigning Starts Early

 By Nannette Miranda

June 15 - KGO - The governor's race is only a week old and both sides have come out with guns blazing. The governor's team fired the first shot, hammering his opponent in a television ad just days after the primary election. Now the Angelides camp is out with their own ad -- one that takes a page right out of the governor's playbook.

Angelides political ad: "Backwards? It's Schwarzenegger who's taking us backwards."

The Terminator look-alike in the new ad pokes fun at the governor and his policies.

Bob Mulholland, Phil Angelides' strategist: "We'll do what we need to do to make sure that Schwarzenegger doesn't go to bed without having to get a bottle of aspirin."

If the ad looks familiar, it should. Just days ago, the governor had a similar ad that also had a 'backwards' theme.

Schwarzenegger political ad: "Would you drive backwards?"

Governor Schwarzenegger said today he doesn't mind that his Democratic challenger copied his format.

Gov. Arnold Schwarzenegger, R-CA: "The direction he's going is going backwards. And we're making that clear in our ads. So I'm only concerned about what we are doing. What they are doing, I'm not that concerned about. They can do what they want."

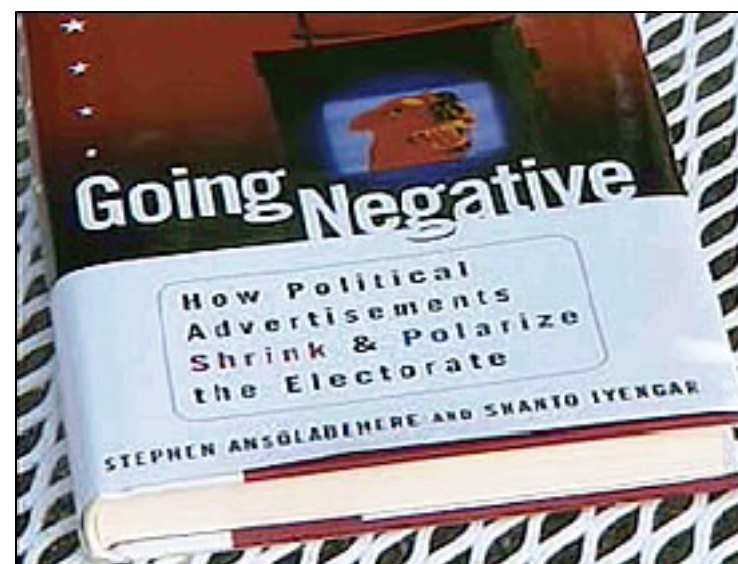
Stanford professor Shanto Iyengar wrote a book about negative campaigns and says the Schwarzenegger opening salvo couldn't go unanswered.

Prof. Shanto Iyengar, Stanford University: "It illustrates this basic principle of reactivity, which is to say that once you're attacked, you have to immediately counter-attack."

With the negative campaigns starting so early, it's clearly a sign of the nasty campaign season to come.

Prof. Shanto Iyengar: "Negative campaigns tend to depress turnout. They tend to turn people off, particularly those who are Independents. And if we have a lot of that, it seems to me that's going to have to benefit the governor."

The Angelides ad is costing a million dollars to run for a week in major markets. The Schwarzenegger ad cost three million to run statewide for also a week. The big bucks suggest this is going to be a well-funded race.



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