

Dear Friends,
2010

April 1,

This week I received official notification from the Secretary of State that I have been certified as a candidate for Lieutenant Governor and my name will be on the ballot in the Democratic primary! Once again I want to thank all of the volunteers from throughout New Mexico who responded to my request to collect additional petition signatures.

YOUR EFFORTS ARE TRULY EXCEPTIONAL AND APPRECIATED!

The race is on and all the candidates for the Democratic nomination for Lt. Governor are spending the last two months sprinting to the finish. Unfortunately, this week one of the candidates decided to violate the general spirit of sportsmanship and ethics that has characterized the race to this point. Brian Colon's campaign has begun, according to reports he personally confirmed to me, making telephone calls to Democratic voters using the questionable technique known as "push/pull" polling.

In push/pull polling, unlike professionally conducted polling, there is no attempt at maintaining objectivity. The respondent's initial answer about his or her position is "pushed or pulled" (i.e., influenced) by follow-up questions like: "so you favor Senator Ortiz y Pino? Would you still feel that way if you knew he supported ending your tax deduction for mortgage payments?" Those follow-up questions are typically negative, often fabricated or distorted, and worded to insure that the respondent starts doubting the validity of their original position.

This is a technique that Republicans have honed into almost surgical precision for swaying votes away from Democrats. At best, it is dishonest. No one would argue with polls that actually surveyed the opinions of the potential voters, but planting misinformation is the technique at work in push/pull polling. In the spirit of Democratic values, Mr. Colon should immediately repudiate and cease this distasteful tactic.

Negative campaign tactics frustrate voters and keep many of them home on election day. My campaign strategy is about motivating those frustrated voters to come out this year because they can actually vote for someone they can truly believe in--someone who shares their values. I have a legislative record that proves it, and I urge you to examine it. You may visit my website, jerryfornewmexico.org, or [my page on the New Mexico Legislature's website](#). You can also search my opinion columns in the [Weekly Alibi](#). Evidence of my

progressive values and actions is out there for you to see. Read about me and if you have any questions or comments, please call me or email me and let's talk.

Running a clean campaign that is grassroots and volunteer-driven uses resources wisely, but it still requires resources. As you already know, I do not accept (nor do I attract!) large corporate donations. My success depends on you, my supporters. Please take a moment to [make a donation online now](#), or mail your personal check to POB 272, Albuquerque, NM 87103. No amount is too small, and it all adds up to help us reach out with our progressive message to voters throughout New Mexico.

Thank you very much for all you do.

Jerry

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