

The
Proposition 227
English for the Children

Campaign

FOR IMMEDIATE RELEASE

MAY 24, 1998

PR #16

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**Republican Billionaire Owner of
Spanish Language TV Network Donates
Millions to Defeat Proposition 227**

A. Jerrold Perenchio, the Republican billionaire who owns the Univision Spanish-language television network, has suddenly emerged as the principal financial backer of the campaign to defeat Proposition 227, the "English for the Children" initiative.

According to newly released financial reports, Mr. Perenchio wrote a \$1.5 million check to the "No on 227" campaign in late April, and also began providing free television time with an estimated value of over \$1 million for "No on 227" editorials on his television network. The cash contribution alone is believed to be the largest made by any individual to any political campaign in California history, excluding self-funded candidates. The television editorial campaign is also without precedent in California.

Univision controls over 80% of America's Spanish-language television market, and constitutes the bulk of Mr. Perenchio's \$1.5 billion net worth, which ranks him as the 94th wealthiest American (*Forbes*, 10/13/97). A one point drop in Spanish TV ratings would cost Mr. Perenchio hundreds of millions of dollars.

Campaign finance documents reveal that Mr. Perenchio ranks as the largest individual donor to the Gubernatorial campaigns of both Dan Lungren, the Republican candidate (\$207,000), and Gray Davis, the leading Democratic candidate (\$100,000), as well as one of the largest donors to Jane Harman (\$50,000), the second ranking Democrat. Despite its overwhelming popularity, Proposition 227 has been publicly opposed by Dan Lungren, Gray Davis, and Jane Harman.

Proposition 227 would largely end California's controversial system of bilingual education, which critics charge prevents Latino children from learning English. Polls show that Latinos currently favor the measure by better than 2-1.

English for the Children—Proposition 227

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Who is A. Jerrold Perenchio?

Mr. Perenchio is an Italian-American television producer living in Bel Air, California, with a personal net-worth estimated by *Forbes* (10/13/97) at \$1.5 billion, ranking him as the 94th wealthiest individual in America.

In 1994, he became Gov. Pete Wilson's largest individual donor, providing \$131,000 to fund Wilson's successful reelection campaign, which featured highly controversial "187" commercials focusing on Latino illegal immigrants. During the years 1994 through 1996, he contributed a total of \$407,000 to Wilson's various campaigns.

Mr. Perenchio currently ranks as the largest individual donor to Dan Lungren, the Republican candidate for Governor (\$207,000) and also the largest individual donor to Gray Davis, the leading Democratic candidate for Governor (\$100,000). In addition, he is the second largest individual donor to Democratic Gubernatorial candidate Jane Harman (\$50,000), after Jane Harman's own father.

The bulk of Mr. Perenchio's net worth derives from his ownership of Univision, the leading Spanish-language television network, which controls over 80% of the market. According to *Forbes* (10/13/97), Perenchio "bought Univision from Hallmark in 1992 with Mexican, Venezuelan billionaire partners, who wanted in on U.S. television market, but faced complex foreign ownership restrictions. Perenchio paved their way."

Univision's enormous market value is based on an extremely high price-earnings ratio of 50, based on highly optimistic projections regarding the growth of the Spanish-language television audience in the United States. But a March article in *Forbes* (3/23/98) recently noted that younger Latinos were switching to English-language television programming much more rapidly than originally expected, as the population increasingly learned English and became acculturated into American society. Nielsen Media Research found that Univision this past season had lost 6% of its younger female audience and a huge 26% of its younger male viewers. If these trends continue, Perenchio's net worth could fall by hundreds of millions of dollars.

The Univision network recently began running a massive volume of "public service announcement" 30-second spots implying that Proposition 227 was an anti-Latino measure, which would deny an education to young Latino schoolchildren. Proposition 227---the "English for the Children" initiative---is intended to insure that all Latino children are taught English in California public schools.

Shortly thereafter, Perenchio donated \$1.5 million to the "No on 227" campaign. It is believed that this is the single largest donation of any individual to any political campaign in the history of California (excluding self-funded candidates). Simultaneously, all Univision stations in California began running a heavy barrage of daily editorials urging all Latino viewers to vote No on Proposition 227. There is no precedent in California political history for such an intensive editorial campaign by a television station or network on any political race. The latest polls show that California Latinos currently favor Proposition 227 by better than 2-1.

The Spanish-language-TV audience shows some signs of defecting. Early warning for Univision?

All in la familia

By Robert La Franco

ADVERTISERS REACHING FOR the Latino-TV market have an easy decision. The Univision network has an 80% market share among the nation's 18 million watchers of Spanish-language TV. Its only direct competitor, Telemundo, is struggling.

Univision is raking it in with its *telenovelas*—soap operas that feature pulchritude with a Pygmalion story line. These *telenovelas* play well in Latin America and in most developing nations, as well as in the U.S. (FORBES, Sept. 22, 1997).

No surprise that others cast envious eyes on this rich market. A consortium led by Sony Corp. and cable giant TCI's Liberty Media is seeking the Federal Communications Commission's blessing to acquire Telemundo for \$539 million.

Muy bueno, says Alvaro Moncada. The 38-year-old Nicaraguan native stopped watching soaps when he moved out of his father's house in 1984. Today, in Los Angeles, the only Spanish TV he watches is a nightly newscast and the occasional old movie. His ex-wife, of Puerto Rican descent, has also tuned out in favor of English-language TV.

So has Rosario Marin, a 39-year-old councilwoman in heavily Hispanic Huntington Park, Calif. Marin is raising her children to be bilingual and, but for its news and sports shows, shuns Univision's programming as too parochial. "Their niche is the newly arrived," says Marin. "Latinos are heterogeneous, and anyone who puts us into a box leaves a lot of people out."

The stakes are huge. U.S. Latinos have an annual buying power of \$356 billion; they are brand-loyal and have

large families. In numbers they are growing five times faster than the rest of the population. Studies show that advertising to them in Spanish is more effective than a marketing approach in English, but that may be changing.

Pepperdine University research fellow Gregory Rodriguez recently published a study revealing that Latinos



Al Moncada and his children

Today's Latinos are hungry for a network upgrade.

will assimilate into American culture within one or two generations. It retains a bilingual heritage, but is wide open to the majority culture. Could it be that Univision is catering to a market that is slowly moving away from it?

Since 1993, NYSE-listed Univision's revenues have more than doubled, to \$244 million, and cash flow has doubled, to \$107 million. But look

"Latinos are heterogeneous. Anyone who puts us into a box leaves a lot of people out."

behind the totals and you'll see a hint of trouble. According to Nielsen Media Research, this season Univision has lost 6% of its younger female viewers, while viewership among older women has grown 3%. Viewership among both younger and older men has dropped substantially—26% and 14%.

Telemundo's Los Angeles affiliate increased ratings 34% since making programming changes in August, when it began airing a locally produced entertainment magazine program. Much of that gain came at Univision's expense. Heating up the market is KWHY, an independent channel in Los Angeles, which last year began airing *Cafe California*, a local English-language program on Latino issues.

Historically, older Hispanic women have controlled the domestic purse strings. But as Latinos become more Americanized, buying power shifts down the generation ladder to a younger audience often as comfortable at home in English as in Spanish. Many young Hispanics prefer their Spanish programming with an Anglo touch or English shows with a Latin touch. A new hybrid culture, in short.

"Our strategy is to produce shows that have relevance to the people tuning in," says Sony's television chief, Jon Feltheimer.

"And if we get Telemundo, we will be something more than just a retransmission vehicle of Mexican product."

"Advertisers want programming that will attract new audiences," says Andrés Sullivan, chief creative officer with Mendoza-Dillon, a Spanish-language advertising and marketing house in Newport Beach, Calif.

Faced with Rodríguez' findings, Univision decided to fund a study on the same topic by a competing research center. Just to be safe, Univision's Los Angeles station, KMEX, promotes its news on English-language radio. And its Galavision cable channel now airs its own English-language program, *Cafe Olé*.

Jill Stewart

Tele-crapola

Meet the guys who run the Univision TV network, which serves up relentlessly dumb, vulgar programming to L.A.'s Spanish speakers

I'm wondering what could possibly be going on in the mind of Jerry Perenchio, the 197th richest man in America, an Italian-American Republican who gave a stunning \$500,000 to various Republicans in 1996 alone, and who controls Univision, the Spanish-language network that dominates the airwaves in many immigrant households here.

I'm wondering because the breathtakingly arrogant Perenchio almost never gives press interviews despite his role as one of the most powerful media tycoons in California. He is a well-known hedonist who made his early fortune as a partner of Norman Lear and built his wife a \$5-million private golf course on a Malibu bluff, and who is now getting even richer by feeding Southern California's Mexican-American population a steady diet of the dumbest, cheapest, most purulent TV programming imaginable.

But we are not allowed to ask Jerry why. Last year, to prove how ethnic and caring he is, Jerry hired former U.S. Department of Housing and Urban Development Secretary Henry Cisneros as his front man. Cisneros, as the new president of Univision, immediately moved to L.A. and ensconced himself in an exclusive, guarded, gated, lily-white enclave nestled above Bel-Air, and began acting as Perenchio's yes-man.

Thus my question to Jerry, if he ever decides to grace us with his thoughts, is: Is Univision your way of "keeping the Mexicans down"?

Since Lord on High Perenchio doesn't talk to the media, I called a few of the most respected critical thinkers in the city's Latino media and political circles, and was not at all surprised to find wide-ranging criticism of Perenchio, Univision, and its inexcusable broadcast fare, 75 percent of which is produced on the ultra-cheap by second-rate foreign studios in South America, Mexico, and Central America.

"Not only is Univision just plain crappy," says one of the city's most media-savvy Latino executives, "but when it comes to Latino teenagers and viewers under age 34, it's a real disservice. In fact, it's so bad that not very many of us believe Univision's Nielsen numbers for those age groups."

Alex Nogales, chairman of the National Hispanic Media Coalition, says Univision has long resisted producing quality programming. His group forced the network to add the award-winning Spanish version of *Sesame Street*, *Plaza Sesamo*, a few years ago by threatening to complain to the FCC. "Univision is just cheap programming from south of the border," says Nogales. "The danger is they keep people stupid by feeding them something so irrelevant to their lives."

Gregory Rodriguez, an increasingly influential writer and researcher associated with Pepperdine University, says, "I am really worried that a network that has

monopoly power, almost 80 percent of the Spanish-speaking market, is going so completely unscrutinized. If this were Murdoch or Tisch, people would be freaking out that Perenchio does not speak to the press."

Instead of "blaxploitation," Univision has managed to invent "mexploitation," assembling a hideous collection of shows that include a painful-to-watch Spanish version of *Hee-Haw* and infamous bodice-ripping telenovelas which are so filled with low-brow bad sex that a teenage friend of Rodriguez's calls Univision "the Porno Channel."

According to *Forbes*, hip American Latinos are beginning to defect as Univision plays to the older, Spanish-bound audience with shows featuring farting cowboys, big-titted women in distress, and an endless parade of seemingly low-IQ brown characters. The Latino media executive to whom I spoke last week told me Univision was deeply embarrassed recently when they made a full-court-press presentation to attract the Levi Strauss & Co. as an advertiser and the Levi's representative "told Univision that Levi's won't buy any ads because they're all such rotten programs."

This is not to suggest that, while Univision's foreign programming appears to have been made by children, the Los Angeles-produced shows are up to par. Locally produced KMX Channel 34 News has come a long way, specializing in important local stories that all seven of L.A.'s horrendous English-language news stations idiotically ignore. But KMX still openly wallows in one-sided and highly biased coverage of "Latino" issues, such as its fawning over unimpressive schools superintendent Ruben Zacarias and the station's obvious opposition to the English for the Children ballot measure, Proposition 227.

A recent in-house promo on KMX—not, mind you, a paid political ad—intoned: "187, 209, and 227—they are not simply numbers, they are measures that limit the education of your children, they put our children's health at risk, and they take away our right to work."

At any normal network, this sort of blatant editorializing by a news station would be met with demands for equal time from the other side—for example, from the 58 percent of Latinos who support Prop. 227, which would do away with California's failing bilingual education system. But Univision is allowed to freely pursue its throwback political agenda. Says Rodriguez: "We're really talking about the point at which advocacy becomes bias."

The bias at Univision has blinded it to how Latinos in L.A. really live. Rodriguez recently released a study showing that Latinos will integrate into American culture within one or two generations and—although they will retain their bilingual heritage—are fast switching to English. The study so shocked the snoozing moguls at nearly all-Spanish Univision that they launched their own study.

It's nothing new, of course, that powerful, rich, annoying TV execs insist upon spoon-feeding the public at a level far below their intelligence and tastes. Just look at the complete crap being showered upon us by Les Moonves at CBS, (*George and Leo*, *The Closer*) and Jamie Tarses at

"People believe they should be loyal to Univision because it's Latino, and that's pathetic."

ABC (virtually everything but *NYPD Blue*). But Perenchio and Cisneros have a greater responsibility to rise above the vapidness, since they could dramatically influence the development of Los Angeles itself, by influencing an entire generation of newly arrived Latinos.

Clearly, the fastidiously manicured Perenchio and the elitist Texan pretender Cisneros just don't get it, and money is the reason. As Alex Nogales notes, "Univision has had a near monopoly on what is, to them, the foreign soil of the U.S. When you see the kind of money these guys are making you can get very, very angry."

It is difficult to imagine that Cisneros—so steeped in the ways of Washington spin-doctoring that telling the truth is a somewhat foreign notion—will summon the courage needed to convince Perenchio that money isn't everything.

(Cisneros, after asking me to fax him some questions, didn't call back.) Univision went public last year and the stock has soared from \$21 per share to \$37 and Perenchio's net worth of \$750 million has soared accordingly.

Nogales says he has talked with Cisneros about Univision's future and both agreed t h a t

all-Spanish, all-tacky format. The network's executives and employees in L.A. are widely known for telephoning Latino figures who criticize the network, demanding to know how they could do such a thing. The buy-offs are even more blatant.

Just last month, Univision co-sponsored with the *L.A. Times* a half-hour TV special called *The Power of the Vote*, a supposedly informational show that some viewers found condescending. Perenchio's cozy—and eyebrow-raising—new relationship with the *Times* helps explain why the newspaper has not, and never will, publish any hard-hitting articles about Univision or its demeaning content. In fact, the *Times* hasn't breathed a word about *Forbes*'s negative critique of Univision in March, which revealed that Univision this season lost six percent of its young female viewers, 26 percent of its younger men, and 14 percent of its older men.

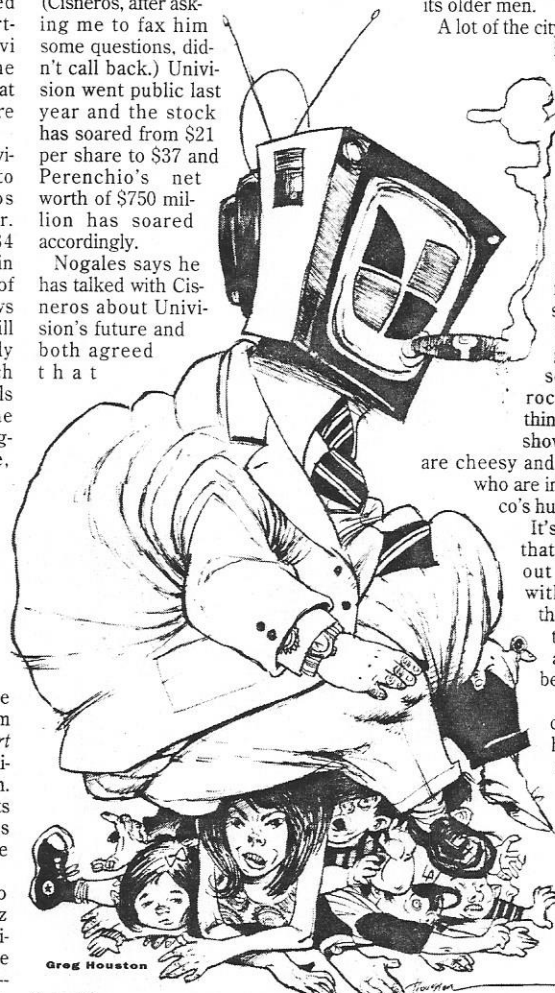
A lot of the city's leading Latinos are hoping that Sony's recent purchase of Telemundo will create competition and will force Univision to wake up. Manny Gonzalez, marketing manager at *La Opinion*, says that even Univision's attempts to appeal to a young audience badly miss the mark with corny foreign-produced rock shows. Gonzalez, who keeps an eye on the burgeoning Spanish rock scene in L.A., says, "the rock music crowd in L.A. thinks Univision's rock music shows *Control* and *Onda Max* are cheesy and filled with plastic artists who are in good standing with Mexico's huge network, *Televisa*."

It's so bad, Gonzalez notes, that "if ABC tomorrow came out with a quality program with Latino actors or plots they'd get the kind of attention NBC got with *Cosby*, and then Univision would be forced to react."

The whole Univision fiasco got me to thinking about how badly TV lagged in showing women in the work force, blacks not under arrest, and gays without swishy affectations. It is ironic that Perenchio, Cisneros, and company can get away with the same sort of discriminatory and narrow depictions under the guise that they are somehow "of the people."

One leading Latino media figure says Perenchio and Cisneros "have everybody kow-towing to Univision as some sort of Latino icon. People believe they should be loyal to Univision because it's Latino, and that's pathetic."

That is pathetic. And so is the specter of a mega-millionaire Republican who trots out a figurehead like Henry Cisneros to keep the heat off an embarrassment like Univision. □



Southern California's Latino community is moving away from Spanish and towards English at a fairly rapid pace. "Henry Cisneros at least agrees with this privately," says Nogales. "He sees a trend toward English, and if you want to be real you have to accept this."

It is curious that Perenchio, one of L.A.'s biggest anonymous philanthropists, is apparently convinced that he can simply buy off or scare off potential critics of the

The Sacramento Bee

FRIDAY

May 22, 1998

A4 Friday, May 22, 1998

► CAPITOL/STATE

Spanish-TV mogul funds Prop. 227 foes

By Phil Garcia
Bee Deputy Capitol Bureau Chief

A Los Angeles Spanish-language network mogul and major campaign donor to Gov. Pete Wilson and California Democrats alike has pumped \$1.5 million into the campaign to defeat the June ballot measure that seeks to all but end bilingual education.

According to a campaign disclosure statement released Thursday, A. Jerrold Perenchio, chairman and chief executive of Univision Communications Inc., a Los Angeles-based Spanish-language television network, made the contribution in late April. His contribution prompted a separate \$650,000 donation by the politically influential California Teachers Association to the opposition campaign, Citizens for an Educated America, said Richie Ross, politi-

CAMPAIGN ★ '98

cal consultant to the group.

The result is that the opposition campaign, which has consistently trailed in the polls, has bought \$2.7 million in television time statewide on both English- and Spanish-language stations.

The first ads ran earlier this month, and Ross said Thursday that a new spot will start airing statewide on Tuesday. He said the ad will highlight the fact that the four major candidates for governor — Democrats Al Checchi, Lt. Gov. Gray Davis and Rep. Jane Harman and Republican state Attorney General Dan Lungren — all oppose Proposition 227.

A spokeswoman for Ron Unz, the Silicon Valley software entrepreneur and author of Proposition 227, criticized Perenchio's dona-

tion as a raw demonstration of corporate self-interest.

"Perenchio is certainly placing financial gain ahead of children's interests by attempting to ensure that Latino children do not learn English for many, many years," said Unz spokeswoman Sheri Annis. "His large contribution makes it clear that it would be bad for his profits if children are to learn English."

Retorted Ross, "That's the single most racist statement made in this campaign. . . . The single condition that Perenchio put on his money was that none of it would be used on his own network."

The Perenchio money is being used to finance the English-language ads, Ross said.

Anne Corley, a spokeswoman for Univision, declined to comment directly on Perenchio's donation. But she did say Univision

has editorialized against Proposition 227 on its stations in California, using a "broad spectrum of community leaders."

"We are one of the most trusted institutions in the Latino community," she said. ". . . So when we see something like 227, which we consider to be bad public policy, we believe it's our responsibility to use our medium responsibly to communicate the issues to our community."

In the October 1997 listing of the 400 richest Americans by Forbes business magazine, Perenchio was ranked 94th.

According to media reports, Perenchio gained his wealth from the entertainment industry — he was the chief executive of Tandem Productions, which produced the TV comedy "All in the Family." He bought Univision from Hallmark Cards Inc. in 1992 with Mexican

and Venezuelan partners.

Perenchio, a Republican, has been an active political donor.

From 1994 to 1996, he contributed \$407,000 to Wilson's campaign coffers, including \$131,000 in 1994 when the governor successfully sought re-election and a single donation of \$200,000 in December 1996. Wilson earlier this week endorsed Proposition 227, which would impose a statewide system of English immersion instruction for students with limited English-speaking skills.

In addition, Perenchio gave about \$207,000 to state Attorney General Dan Lungren in 1996, including a single \$200,000 in December of that year.

But he also has given to Democrats as well, records show. In February, he gave Davis \$100,000, according to campaign disclosure records.

Los Angeles Times

FRIDAY, MAY 22, 1998

CALIFORNIA ELECTIONS PROPOSITION 227

\$1.5 Million Is Given to Measure's Opponents

■ Univision TV chief's donation will fuel ad campaign. Rival accuses him of trying to keep his Spanish-language audience.

By NICK ANDERSON
TIMES STAFF WRITER

The head of Univision Communications, one of the most prominent Spanish-language media companies in the United States, has given a whopping \$1.5 million from his own pocket to fight California's anti-bilingual education initiative, a campaign finance statement filed Thursday shows.

The contribution by A. Jerrold Perenchio, which is among the largest personal donations in the history of state initiative politics, enables anti-Proposition 227 forces to air a significant amount of English-language television advertising in the final weeks of its underdog effort to defeat the June 2 ballot measure.

The \$1.5 million is about twice what Ron K. Unz, a millionaire software businessman from Palo Alto, says he has spent from his own funds in favor of the initiative.

"Obviously what [Perenchio]

has done is, he's given our campaign its only hope of being able to talk to voters," said Richie Ross, a political consultant for Citizens for an Educated America. The campaign debuted an English-language TV commercial statewide last week that attacks Proposition 227 as costly for taxpayers and bad education policy.

Perenchio, 67, who lives in Bel-Air, has been listed among the nation's richest people for more than a decade. *Forbes* magazine estimated his net worth at \$1.5 billion in October. Perenchio, the chairman and chief executive officer of Los Angeles-based Univision, has also been a major donor to Gov. Pete Wilson, who on Monday endorsed Proposition 227.

The initiative would end most bilingual education programs in California public schools, prescribing instead English-intensive instruction for about 1.4 million students with limited English skills. It also would allocate \$50 million a year for 10 years to literacy programs for adults who pledge to teach English to children.

In addition to the Perenchio donation, the anti-Proposition 227 campaign is benefiting from a barrage of editorials against the initiative televised by Univision stations throughout the state—on average,

Please see DONATION, A31

A3

DONATION

Continued from A3
four times a day. The network, which reaches more than 1 million households in California, is not required to give the pro-Proposition 227 campaign equal time.

A spokeswoman said Perenchio would not comment. Anne Corley, Univision vice president of public relations, said the company's position is that Proposition 227 is "a simplistic answer to a very complex issue that ends up being bad public policy."

Corley said the initiative would foist a state mandate on local school officials for "an untested teaching method."

Unz, whose campaign is named English for the Children, suggested that the company's, and Perenchio's, motives are more cynical: to preserve the Spanish-speaking market.

"Look, whose financial interests are served if Latinos don't learn English in California?" Unz said. "We're talking about someone whose net worth . . . is based on people watching Spanish-language TV."

Unz said he plans to launch his own English-language TV commercial by today in the Los Angeles area, a spot that will depict the initiative as an effort to give the children of immigrants more opportunities in life.

The anti-Proposition 227 campaign had collected about \$3.3 million in donations from March 18

to Saturday. Perenchio's was the largest single cash contribution. Unz said his campaign has raised "a couple hundred thousand" dollars recently in addition to nearly \$750,000 that he has contributed.

Political experts say the amount of television advertising needed to make an impression on state voters can cost as much as \$1 million a week.

Steven A. Merksamer, a Sacramento lawyer and expert on initiative politics, called Perenchio's donation an "extraordinary amount of money," particularly from an individual, in an initiative campaign. Corporations, unions and other groups, though, have frequently given as much or more.

Also Thursday, one of the sponsors of Proposition 223, which would limit spending on school district administration, announced plans to launch a television advertising campaign Monday.

Opponents of the "95-5" initiative—so named because it seeks to allocate at least 95 cents of every dollar in the public education budget to direct school spending—have already begun at least two TV commercials. One features a state PTA spokesman denouncing the measure as bad school policy; another alleges that the measure would benefit Los Angeles schools more than schools elsewhere in the state.

The anti-Proposition 223 campaign reported raising and spending more than \$2 million this year as of Saturday.

The Sacramento Bee

A4 Sunday, May 31, 1998

► CAMPAIGN '98

CAMPAIGN NOTEBOOK

A weekly roundup of odds and ends from the trail of Campaign '98

Persistent questioning gets right sound bite

Quote of the week

"People don't wake up in the morning and say, 'I wonder what the Board of Equalization is doing today?'"

— Johan Klehs, a Castro Valley Democrat, on the relative obscurity of the state Board of Equalization, which collects more than \$35 billion a year in taxes and to which he is seeking re-election.

When the four leading gubernatorial candidates were asked at a May 23 debate on Spanish-language television to give a "simple and clear answer" on how they would vote on Proposition 227, there may have been a simple and clear reason.

The videotaped responses from candidates **Al Checchi, Gray Davis, Jane Harman** and **Dan Lungren**, all of whom had announced their opposition to the bilingual-education measure well before the debate, soon ended up on a statewide television ad for the forces fighting the initiative.

Those forces include **A. Jerrold Perenchio**, who has donated \$1.5 million to the effort against 227 and is the chairman of the Spanish-language network Univision, the debate sponsor.

Lungren appeared a little miffed when the Univision moderator pressed him for a "yes or no" answer even after Lungren had said he opposed the measure.

"I'm voting no. That's what I mean by opposition," repeated Lungren.

Checchi also said he opposed the measure, but was pressed until he finally said he too would vote no.

Sure enough, the anti-227 ad features those very sound bites, along with similar responses elicited from Davis and Harman.

A Univision spokeswoman denied their moderator was seeking sound bites for the commercial.

Richie Ross, the anti-227 campaign manag-

er who made the ad, said he went to the debate with a commercial in mind, but did not tell the candidates. He also denied any coordination with Univision, except to ask "for all the videotapes of the debate they had."

Nor did the candidates know why the Univision cameras captured them in a group shot before the debate, holding their hands together much like a sports team does before a game.

They know now. That rare show of togetherness among the four rivals closes the 30-second anti-227 ad. Univision spokeswoman **Anne Corley** said the group shot was taken for "post-event publicity" for Univision.

The un-endorsed candidate

Bill Lockyer's campaign staff says it was an innocent mistake. His opponents say it was a deliberate attempt to deceive voters.

Whatever the cause, about 440,000 voters last week received a "pro-choice" slate mailer stating that Lockyer, a Democratic state senator running for state attorney general, has been endorsed by U.S. Sen. **Dianne Feinstein**.

Problem is, Feinstein has not endorsed any candidates in the race for attorney general. The producers of the mailer were not informed of the error until after the cards were printed, but before they were mailed, and there were intense discussions about how to correct it. Finally, it was decided — with Feinstein's

approval — that the mailer would go out with the error, but that Lockyer would also send voters a separate mailer correcting it.

In his mailer, Lockyer apologized, blaming the error on "a miscommunication by my campaign for which I accept full responsibility." However, the "correction" underscored a different sentence — one praising Lockyer's endorsement by the Pro-Choice Voter Guide.

Cease-fire

Throughout Thursday's Republican senatorial debate in San Jose, state Treasurer **Matt Fong** and businessman **Darrell Issa** maintained a civilized demeanor despite frequently exchanging sharp words.

In fact, at one point, there was a toast.

Asked about campaign finance reform, the wealthy Issa, who has lent his campaign more than \$12 million, reiterated his support for raising the cap on the amount of money individual donors can give to Senate campaigns, a change that would have made it much easier for Fong to raise money.

"This is always a sad moment when I have to agree with Matt on the campaign trail, but he has some good points," Issa said.

"Cheers," Fong replied, raising a Styrofoam cup in Issa's direction. "Cheers," Issa replied.

It was a rare moment of peace between the two candidates in the final days of their increasingly acrimonious campaign battle.

— Bee Capitol Bureau

San Francisco Chronicle

THE VOICE OF THE WEST

MONDAY, MAY 25, 1998

A7

GOVERNOR RACE

CANDIDATE



NAME:
Daniel
Edward
Lungren,
Republican
candidate
for governor

RESIDENCE: Roseville

BORN: Sept. 26, 1946

EDUCATION: Notre Dame, B.A.,
English, 1964; University of
Southern California, Georgetown
University, J.D., 1971

FAMILY

Wife, Bobbi; son, Jeff; daughters,
Kathleen, Kelly

CAREER

Member of Congress, 1978-
1988; attorney general 1990-
1998

LARGEST CAMPAIGN CONTRIBUTORS

Andrew J. Perenchio, \$212,500;
Chevron Corp., \$116,800; Asso-
ciation of California Insurance
Companies, \$110,000; Alex
Spanos, \$110,000; Ernest and
Julio Gallo, \$105,189.

QUOTE

*"I believe in a compassionate
conservatism. I believe in an
inclusive conservatism. I want
children to feel that (they) can
work as hard to use (their)
talents as far as God has given
(them their) talents."*