

OUCH!

DEAR PINOLE CITIZEN,

You may have heard that Mayor Maria Alegria has hired Kevin Reikes, a “political consultant” known for creative hit pieces, as an advisor for her anti-recall campaign.

Members of the Concerned Citizens of Pinole, also known as the recall committee, are sending you this flyer so you won't be surprised when you receive what we anticipate will be a barrage of sleazy, deceptive, and otherwise truth-stretching mailers from the mayor in the next few months, as she fights to retain her city council seat.

Based on his extensive record, here's what you should know about Kevin Reikes and the tactics he uses in his political campaigns:

☛ In 2006, Reikes worked for Laura Canciamilla in her unsuccessful Democratic primary race for the California State Assembly, helping produce negative cable and print campaign materials that portrayed her rival, then-Contra Costa Supervisor Mark DeSaulnier, as untrustworthy and in the pockets of developers. Canciamilla's campaign paid Reikes's firm, Media & Associates, \$193,267 in the 2006 election cycle. DeSaulnier beat Canciamilla in the primary and won the general election.

☛ In 2004, Reikes was on the losing side working for developer GreenPark in an unsuccessful campaign to derail Hercules Measure M, which passed by a wide margin. That ballot initiative, by residents and environmentalists, was designed to prevent suburban sprawl in Hercules' eastern hinterlands by restricting land use primarily to agriculture and recreation. GreenPark wanted to build more than 500 homes, a hotel, offices and stores at Franklin Canyon.

☛ In 2002, Reikes was interviewed by the *East Bay Express* about a mailer he created, supposedly **FOR** a Republican candidate for the El Cerrito City Council, when it actually was a hit piece **AGAINST** that candidate. When asked by the *Express* about managing to go negative without sounding negative, Reikes said, ***“We let voters draw their own conclusions. It's always better when doing a hit to lead the horse to water, but you shouldn't force water down the horse's throat.”***

We hope you will draw your own conclusions about the mayor and her decision to hire this person as a consultant.

— On February 5, 2008 —

Vote YES to recall Maria Alegria and Stephen Tilton

This flyer comes to you from

CONCERNED CITIZENS OF PINOLE FOR THE RECALL OF MARIA ALEGRIA AND STEPHEN TILTON
(510) 587-3225 FPPC ID# 1298568

More recall information is available at www.PinoleRecall.com