

# ARIZONA CAPITOL TIMES

## best of the CAPITOL Mall 2006

### Best Quote from the Political Campaigns & Best Campaign Slogan

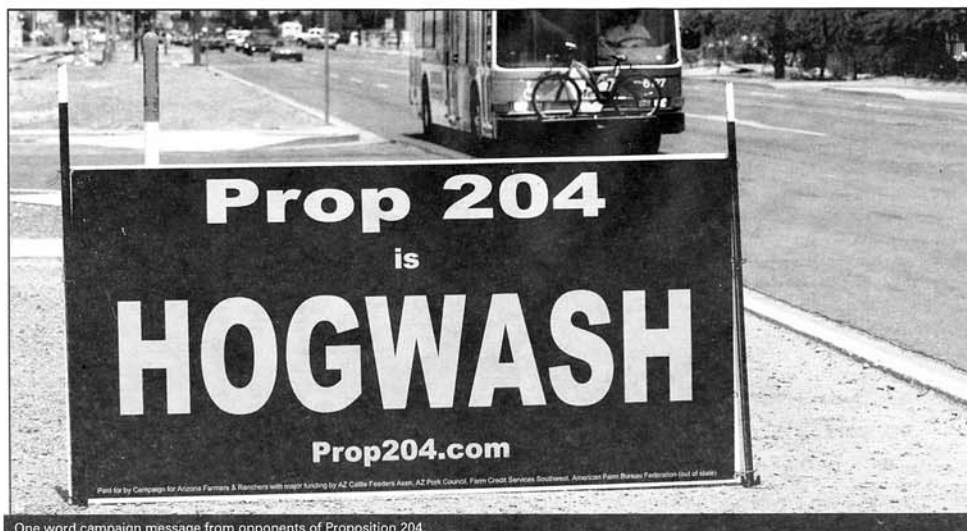
#### *'Hogwash' — Against Prop. 204*

While smashed windows, federal agents, death threats all came to play a part in the battle over the "Humane Treatment of Farm Animals Act," better known as Proposition 204, one firm used a single word to influence voters.

Copperstate Consulting, working for the Campaign for Arizona Farmers and Ranchers, a group that opposed the measure, made a valiant attempt to simplify the potentially confusing issue, and boiled its client's position down to one adjective: "Hogwash."

Despite their efforts to the contrary, the measure ultimately passed with 61 percent of voters favoring the proposition, which bans the use of gestation crates by hog farmers.

The opposition group did get their message out, via black signs emblazoned with big orange letters saying: "Prop 204 is HOGWASH." Respondents to our poll agreed the signs were noticeable and remembered them well beyond Election Day.



One word campaign message from opponents of Proposition 204.