

<b>Respondent Names</b>
No on 2117
<b>Complainant Name</b>
Dan Brady
<b>Complaint Description</b>
Dan Brady  Wed, 11 Sep 2024 at 12:34 PM  see attached
<b>What impact does the alleged violation(s) have on the public?</b>
see attached
<b>List of attached evidence or contact information where evidence may be found</b>
see attached
<b>List of potential witnesses with contact information to reach them</b>
see attached
<b>Certification (Complainant)</b>
I certify (or declare) under penalty of perjury under the laws of the State of Washington that information provided with this complaint is true and correct to the best of my knowledge and belief.



September 11, 2024

Peter Frey Lavalley, Executive Director  
Washington State Public Disclosure Commission  
P.O. Box 40908  
Olympia, WA 98504-0908

***Via Email Only***

RE: Possible Violation(s) of RCW 42.17A by the No on 2117 Committee

Dear Mr. Lavalley:

I am contacting you on behalf of Let's Go Washington (Sponsored by Brian Heywood) (LGW), a political committee registered in Washington State, regarding potential multiple violations of RCW 42.17A by the No on 2117 Committee, also a registered political committee in Washington State.

Current Public Disclosure Commission (PDC) guidance states the following for "broadcast, video, and online audio ads":

**Broadcast, video, and online audio ads**

Clearly identify or speak the sponsor's name and any party preference. Sponsor's address is not required.

The Top 5 (and [Top 3](#), if applicable) contributor information required in videos and television ads about ballot measures may be displayed on the screen for at least 4 seconds in letters greater than 4% of the visual screen height on a solid black background on the entire bottom one-third of the television or visual display screen or bottom one-fourth of the screen if the sponsor does not have or is otherwise not required to list its top five contributors, and have a reasonable color contrast with the background. Abbreviations may be used when naming a Top 5 contributor, if the full name of the contributor has already been clearly spoken in the advertisement. Attachment 1.

<https://www.pdc.wa.gov/rules-enforcement/guidelines-restrictions/sponsor-id-placement-and-size>

The No on 2117 Committee is currently running the attached and linked ad on multiple platforms including television: <https://www.youtube.com/watch?v=67rjZcwtg48>. Attachment 2. As is visible from the evidence here, this ad has had no black background as required in the guidance cited above. The lack of the black background makes it more difficult to view the top 5 contributors to this committee. In addition, there is no audio disclosure of the top 5 contributors.

Peter Frey Lavallee  
September 11, 2024  
Page 2 of 2

The severity of this apparent violation is compounded by the fact that in contrast to the No on 2117 Committee, LGW, the major proponent of I- 2117, is in fact using the black background in its broadcast and video ads as required by the PDC guidance.

Finally, this ad appears to have been running since September 5, 2024. The No on 2117 Committee has booked nearly millions of dollars in television advertising on broadcast and cable television. Attachment 3. This ad has run and will continue to run hundreds and perhaps thousands of times across Washington and through multiple digital mediums. If the PDC guidance is correct, the No on 2117 Committee must change all their advertising and face some sanction for improper disclosure of advertising expenditures valued at hundreds of thousands of dollars stretching back many weeks.

Sincerely,



Dan Brady  
Let's Go Washington Legal Counsel

Attachment 1: PDC Website Guidance  
Attachment 2: No on 2117 video ad  
Attachment 3: No on 2117 advertising booking

# Sponsor ID Placement and Size

Sponsor identification rules on political advertising varies, depending on whether the ad is in print, on a billboard or poster, broadcast or online.

Once you've determined what kind of sponsor ID must be provided, here are the rules for how it must be communicated.

## Print ads, websites, posters, yard signs

Display sponsor ID and any party preference in an area set apart from the ad text.

Sponsor ID and party preference should be on the first page of a multiple-page ad. Use at least 10-point type, or 10 percent of the largest size type used, whichever is greater; do not screen or half-tone the text.

Exception: If a person contributes cash, goods or services to the campaign in order to assist in paying for an ad, it is not necessary to show this contributor's name as a sponsor. The candidate or the candidate's committee may be shown as the sponsor instead, provided the candidate properly reports the contribution.

## Small online ads with limited characters

Display sponsor ID in an automatic display such as a mouse tip/rollover or nonblockable pop-up that remains visible for at least 4 seconds OR on a webpage that is conspicuously linked to the small ad and reached with one mouse click.

## Broadcast, video, and online audio ads

Clearly identify or speak the sponsor's name and any party preference. Sponsor's address is not required.

The Top 5 (and Top 3, if applicable) contributor information required in videos and television ads about ballot measures may be displayed on the screen for at least 4 seconds in letters greater than 4% of the visual screen height on a solid black background on the entire bottom one-third of the television or visual display screen or

bottom one-fourth of the screen if the sponsor does not have or is otherwise not required to list its top five contributors, and have a reasonable color contrast with the background. Abbreviations may be used when naming a Top 5 contributor, if the full name of the contributor has already been clearly spoken in the advertisement.

## Related Topics

[Sponsor ID: What to include](#)

[Items exempt from sponsor ID](#)

[Internal political communications - Sponsor ID](#)

## Read Guidelines & Restrictions for

[Candidates](#)

[Lobbyists](#)

[Lobbyist Employers](#)

[Political Committees](#)

[Public Agencies](#)

[Sponsors of Independent Expenditures](#)

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**Rules & Enforcement**

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**FILE ONLINE**

Attachment No. 2

How Would Initiative 2117 Impact Washington?



Imonary, Critical Care &  
Sleep Medicine

Gupta, M.D., M.S. MPH

PAID FOR BY NO ON 2117 COMMITTEE, PO BOX 21961 SEATTLE, WA 98111. TOP FIVE CONTRIBUTORS STEVE AND CONNIE BALLMER, CHRIS STOLTE, WILLIAM H. GATES, THE NATURE CONSERVANCY, AND PUYALLUP TRIBE OF INDIANS.

Exit full screen (f)

58°F  
Cloudy



Search



11:10 AM

9/11/2024





# WA - Ballot Initiative (2117) 2024

Sept 5 - Nov 5 2024

## Spend by Team

■ cable ■ tv



Media Type Spend by Team

■ NO



USD by Market

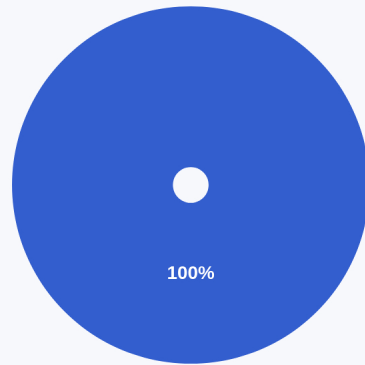
■ NO



## Share of Voice by Team

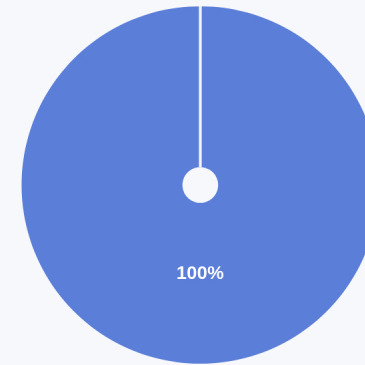
### GRPs

■ NO



### USD

■ NO



## Spend by Campaign

■ cable ■ tv



No on 2117

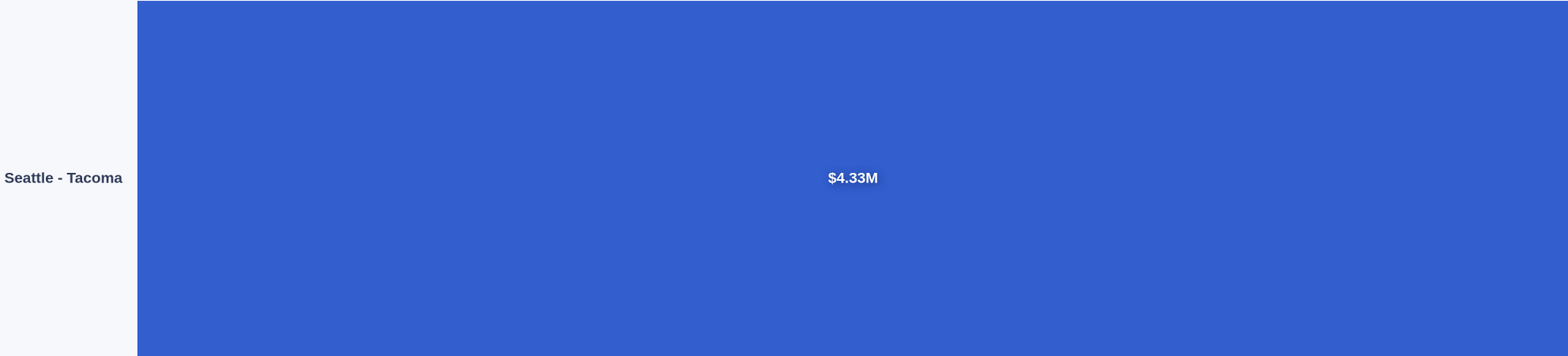
### Media Type Spend by Campaign

No on 2117



### USD by Market

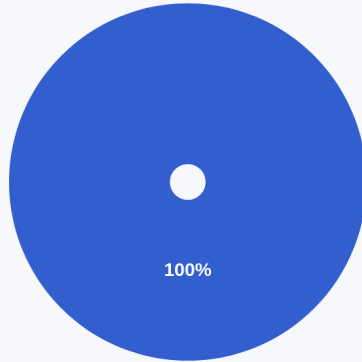
No on 2117



## Share of Voice by Campaign

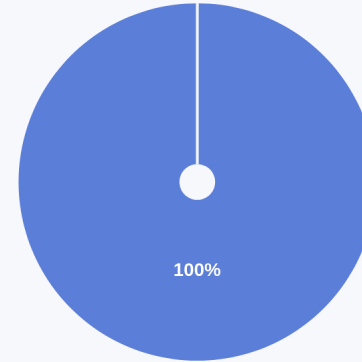
### GRPs

No on 2117



### USD

No on 2117



SNAPSHOT (WA - BALLOT INITIATIVE (2117)) 9/5/2024 - 11/5/2024

	TV	GRP	Cable	Radio	Addr.	Total
No on 2117	\$3,969,595	2.4k	\$362,691	\$0	\$0	\$4,332,286

Seattle - Tacoma	TV	GRP	Cable	Radio	\$4,332,286
No on 2117	\$3,969,595	2.4k	\$362,691	\$0	\$4,332,286