

Sept 2, 2026

Jennifer Hansen
Compliance Officer
Public Disclosure Commission

RE: Response to email notification for Case Number 195202

Ms. Hansen,

Thank you for your notification via email dated September 1, 2026, of an alleged violation of RCW29B.45.010.

The alleged violation is regarding a newspaper ad that I requested be placed in our local paper, The Sentinel, just after the primary closed, thanking the voters of Klickitat County.

Please note that the newspaper was contacted by a Mr. Dave West, informing them that I had violated State law and a complaint had been filed with the PDC. (It appears Mr. West knew of Mr. Essecson's complaint. I did not know of an error at that time.)

The newspaper, regarding Mr. West's report and doing their due diligence, contacted me for my clarity and statement. It was during my communications with the newspaper that the error in the ad was found, and that the newspaper staff had inadvertently picked up the wrong email address from a former ad placed by the County Commissioners' Office.

I have attached the entire email string between the newspaper and me for your information.

I immediately contacted PDC support for their assistance and direction. I have attached those emails as well.

As you can see, the PDC advised that, at the least, the newspaper should print a correction online. In the email string, you can see that the newspaper will be printing a retraction, free of charge, for the error.

In checking the body of the complaint, #195202, filed by Mr. Rick Essacson, I note he states "previous sanctions" from the PDC. Mr. Essacson's comment is regarding a previous complaint filed against me, to which the PDC records state, "Based on our findings, staff

has determined, in this instance, any violation that may have occurred was minor and has been cured. And “In this instance, the allegations in the complaint do not amount to violations that warrant further investigation”. No sanctions or fines were assessed.

If Mr. Essacson’s comment and report are available to the public, I would ask that my clarification be available as well to ensure that his statement is addressed and the record is clear.

Addressing Mr. Essacson’s claim that I used my County Commissioner business card for campaign purposes. His statement is inflammatory and false.

There is no reason to use my County Commissioner business card for campaign purposes. The only reason to give anyone a County Commissioner business card would be for contact purposes regarding current County business that we would be working on together and a way for them to contact me.

My County Commissioner business card has my official office number. My campaign literature has my alternative contact number.

His attached photos show a random table with my signs and campaign postcard. Anyone, including Mr. Essacson, could have placed the business cards there. They are available on the counter in the entrance of our County Commissioner's office and are openly available. And, Mr. Essacson states, “there are no witnesses”.

I am easy to find, contact, schedule meetings with, email, and reach by phone. I have never had contact from Mr. Essacson and have not had any contact with Mr. West for several years. I believe in being upfront and going to the source before forming opinions.

Thank you for your time and consideration. Please let me know if there is anything else you may need. I look forward to working with you.

Lori Zoller

Re: PDC - Ad error

Inbox

Summarize this email

P

PDC Support

Aug 26, 2026,
4:18 PM (7
days ago)

to me

Lori Zoller,

Thanks for reaching out to the PDC, if it is possible to correct an online version of the AD, we would recommend correcting that to remove the county website from the AD and replace it with your own or your Facebook page. Please keep this correspondence in your records in case it is needed in the future if someone files a complaint.

Please don't hesitate to reach out to us if you have any additional questions.



Alex Wood (He/Him)

Customer Service Specialist

Washington State Public Disclosure Commission

Main Line [\(360\) 753-1111](tel:(360)753-1111)

[877-601-2828](tel:877-601-2828) toll free in WA State

e-mail cdc@cdc.wa.gov

To respond, please reply to this email.

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On Wed, 26 Aug at 2:51 PM , Lori Zoller <lorrainezoller@gmail.com> wrote:
External Email

Just after the primary I placed a "thank you" ad in our local newspaper to the voters who participated in the primary vote.

I use our local paper all the time and did not catch an error they made. I am a current County Commissioner, and they just picked up our County Commissioners ' website and placed it in the ad at the bottom instead of my campaign Facebook page website.

Someone who does not like me has called the paper and is claiming it is illegal under PDC rules.

Please advise. Also, please let me know what I should do if I need to make any corrections.

I have attached the ad.

Thank you and best regards.

Lori Zoller Lori for Klickitat Klickitat County Commissioner District #2



Lorraine Zoller <lorrainezoller@gmail.com>

Aug 26, 2026,
4:40 PM (7
days ago)

to PDC

I will check, but the correction would have to be done by the newspaper, I would assume. They did offer to run a correction, but they have to charge again as per RCWs that pertain to them for "political ads" and the ad was 225.00. They do have an online version every week. So I can see what they would charge to correct that? Did this error break any rule of the PDC? Please advise, and thank you. Lori Z

On Wed, Aug 26, 2026 at 4:18 PM PDC Support <pdcc@pdc.wa.gov> wrote:
Lori Zoller,

Thanks for reaching out to the PDC, if it is possible to correct an online version of the AD, we would recommend correcting that to remove the county website from the AD and replace it with your own or your Facebook page. Please keep this correspondence in your records in case it is needed in the future if someone files a complaint.

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Please advise. Also, please let me know what I should do if I need to make any corrections.

I have attached the ad.

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Lori Zoller Lori for Klickitat Klickitat County Commissioner District #2



Lorraine Zoller <lorrainezoller@gmail.com>

Aug 26, 2026,
4:43 PM (7
days ago)

to Lou

Below is the PDC advice. They suggested just correcting the online version. ?? As per my return below, I told them more than likely you would have to do that correction and as per RCWs that pertain to you and "political ads" you would have to charge again. And, I asked if it the error broke any PCD rules? Just to be clear.

I will advise when they get an update back to me.

Lori

----- Forwarded message -----

From: **PDC Support** <pdcc@pdc.wa.gov>

Date: Wed, Aug 26, 2026 at 4:18 PM

Subject: Re: PDC - Ad error

To: <lorrainezoller@gmail.com>

Lori Zoller,

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Please advise. Also, please let me know what I should do if I need to make any corrections.

I have attached the ad.

Thank you and best regards.

Lori Zoller Lori for Klickitat Klickitat County Commissioner District #2



Lou Marzeles

Aug 26, 2026,
5:02 PM (7
days ago)

to me

We need to find out where that link came from, since it didn't come from you. And how was the phone number wrong? We need to track that down too. If that error was ours, I think we can run it again without charging you.

I'll follow up on this in the morning.

Lou

Lou Marzeles
Editor & Publisher
The Goldendale Sentinel
www.GoldendaleSentinel.com
(509) 773-3777

On 8/26/26 4:43 PM, Lorraine Zoller wrote:

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I will advise when they get an update back to me.

Lori

----- Forwarded message -----

From: **PDC Support** <pdcc@pdc.wa.gov>

Date: Wed, Aug 26, 2026 at 4:18 PM

Subject: Re: PDC - Ad error
To: <lorrainezoller@gmail.com>

Lori Zoller,

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Someone who does not like me has called the paper and is claiming it is illegal under PDC rules.

Please advise. Also, please let me know what I should do if I need to make any corrections.

I have attached the ad.

Thank you and best regards.

Lori Zoller Lori for Klickitat Klickitat County Commissioner District #2



Lorraine Zoller <lorrainezoller@gmail.com>

Aug 26, 2026,
5:36 PM (7
days ago)

to Lou

Thank you. We were working kind of fast together, as it was Monday. So Naomi called and said I needed to pay so that Leslie could get it done. I gave my card and said no problem and thank you. I did not check back in then for the proof. Did not even think about it. Just told her to keep it simple and thank the people for voting.

Everything is so fast and furious these days! Sorry Lou. Thank you, and I will let you know what the PDC responds tomorrow. If it did not break any RCW or rules, I say the heck with it. People make errors and it was not deception etc. I suppose you and I will really get scrutinised due to Todd's problems. If people would just own up, apologize, and move on, life would be better. Everyone has problems.

My standard policy. "You are not your circumstances, but you are what you do out of them".

Take care and talk tomorrow...Lori Z



PDC Support

Aug 27, 2026,
4:50 PM (6
days ago)

to me

Lori Zoller,

Linking to your public agency webpage in a political ad supporting you as a candidate would be a use public resources for campaigns.

I would recommend reviewing these guidelines from our website [Guidelines for Local Government Agencies in Election Campaigns | Washington State Public Disclosure Commission \(PDC\)](#)

Please don't hesitate to reach out to us if you have any additional questions.

Alex Wood (He/Him)

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Lorraine Zoller <lorrainezoller@gmail.com>

Aug 28, 2026,
10:39 AM (5
days ago)

to PDC

Understood ...thank you :). Lori Z

On Thu, Aug 27, 2026 at 4:50 PM PDC Support <pdc@pdc.wa.gov> wrote:
Lori Zoller,

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On Wed, 26 Aug at 4:41 PM , Lori Zoller <lorrainezoller@gmail.com> wrote:
External Email

I will check, but the correction would have to be done by the newspaper, I would assume. They did offer to run a correction, but they have to charge again as per RCWs that pertain to them for "political ads" and the ad was 225.00. They do have an online version every week. So I can see what they would charge to correct that?

Did this error break any rule of the PDC? Please advise, and thank you. Lori Z

On Wed, Aug 26, 2026 at 4:18 PM PDC Support <pdcc@pdcc.wa.gov> wrote:
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External Email

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Someone who does not like me has called the paper and is claiming it is illegal under PDC rules.

Please advise. Also, please let me know what I should do if I need to make any corrections.

I have attached the ad.

Thank you and best regards.

Lori Zoller Lori for Klickitat Klickitat County Commissioner District #2



Lorraine Zoller <lorrainezoller@gmail.com>

Aug 28, 2026,
10:44 AM (5
days ago)

to Lou

Hi Lou. Please review the below. Looks like the error could cause speculation that I broke regulations by using public resources for my campaign. Thin but West would twist it.

I do think their advice is prudent to do a correction of some sort.

We will have to talk about what to do, online, in the paper, etc and then think carefully about how to pay for it. If I use my personal funds it would be another infraction...or if I use campaign funds I am not sure .

Perhaps I will reach back out to them and ask that question. I will let you know.

At the least, can you correct the online version...or is that even accessible any longer.

Your thoughts?

Lori



Lorraine Zoller <lorrainezoller@gmail.com>

Aug 28, 2026,
10:47 AM (5
days ago)

to PDC

Regarding the error in a newspaper, thank you to the voters for the primary votes. I have one more question.

I do believe we should post a correction or change the online ad as you suggested. But the newspaper has to charge for the service because the work is political.

So how do I pay the newspaper? If with personal funds, is that wrong? With campaign funds?

Your advice, please.

Thank you. And, hopefully, the last question on this subject.

Lori Z



Lou Marzeles

Aug 28, 2026,
10:53 AM (5
days ago)

to me

Hi Lori,

We've taken the online ad down for now.

I asked where that link came from. Leslie, who built the ad, says she took it off one of your ads from your previous campaign. Apparently the link in that ad had the same problem, though it didn't surface then.

Not sure what to do. Let me discuss it with staff and get back to you.

Lou

Lou Marzeles
Editor & Publisher
The Goldendale Sentinel
www.GoldendaleSentinel.com
(509) 773-3777



Lorraine Zoller <lorrainezoller@gmail.com>

Aug 28, 2026,
11:52 AM (5
days ago)

to Lou

Not a problem. If you can, let me know which previous ad I would like to backtrack and check it out. I have to really stay on top of every spin that can come out of Dave West.

Lori



Lorraine Zoller <lorrainezoller@gmail.com>

Aug 28, 2026,
11:53 AM (5
days ago)

to Lou

Sorry, but actually I would like to see that old ad. I am not sure how that would be possible, as I would not have even been associated with that website as I was not a Commissioner. So curious.

Lori



Lou Marzeles

Aug 28, 2026,
12:06 PM (5
days ago)

to me

Just found out Leslie took it off your ad in "Journey Through Klickitat County" -- that was not a campaign ad, so it was okay to link to the County site at that time; you were already a commissioner then. Her mistake.

I'm thinking the best thing to do at this point is do a story on what happened, acknowledge our error.

Lou

Lou Marzeles
Editor & Publisher
The Goldendale Sentinel
www.GoldendaleSentinel.com
(509) 773-3777



Lorraine Zoller <lorrainezoller@gmail.com>

Aug 28, 2026,
1:16 PM (5
days ago)

to Lou

Oh man. So sorry. Things happen. I also have responsibility, as I should have remembered to look for proof and approve it! Whatever we do is ok with me. It's all petty, and I just want to cover our bases, as Dave West seems to be really unhinged these days.

Get back to me, and we will work together. An article may be good. Can we quote that Dave West called in with the concern?

Lori



Lou Marzeles

Aug 28, 2026,
1:27 PM (5
days ago)

to me

I did let Dave know the link did not come from you. I think he was disappointed.

Don't think we need to say who reported it.

Lou Marzeles
Editor & Publisher
The Goldendale Sentinel
www.GoldendaleSentinel.com
(509) 773-3777



Lorraine Zoller <lorrainezoller@gmail.com>

Aug 28, 2026,
1:33 PM (5
days ago)

to Lou

Perfect. Let me know what I can do. I have to run for a few hours and will check back in later.

Lori



PDC Support

Aug 28, 2026,
2:18 PM (5
days ago)

to me

Lori Zoller,
thanks for checking I would recommend using campaign funds.

Please don't hesitate to reach out to us if you have any additional questions.



Alex Wood (He/Him)

Customer Service Specialist
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Lori Z

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I would recommend reviewing these guidelines from our website [Guidelines for Local Government Agencies in Election Campaigns | Washington State Public Disclosure Commission \(PDC\)](#)



Lorraine Zoller <lorrainezoller@gmail.com>

Aug 28, 2026,
6:48 PM (5
days ago)

to PDC

Thank you. The newspaper checked back, and it was their error. The staff that created the ad just looked back at our current board's last ad and used what was there. Not understanding all the political rules, so it was not intentional on their part. The owner of the paper reached out to the person who complained and told them it was their error. That would be Dave West, in case you hear from him.

The newspaper is going to run a free retraction with the fact.

Thank you so much for your time, consideration, and for being there with timely answers.

Best regards.

Lori Z



PDC Support

8:15 AM
(28
minutes
ago)

to me

Thank you for contacting the Public Disclosure Commission regarding "Ad error".

We hope that your request was handled to your satisfaction.

We would appreciate your feedback regarding the resolution of this request.

Please tell us what you think of your support experience.

Awesome	Just Okay	Not Good

--

You can re-open the request by replying to this email if the issue is not resolved.

Washington Public Disclosure Commission

<http://www.pdc.wa.gov>

[1.360.753.1111](tel:1.360.753.1111)