

## Complaint Description

Chase Burns (Wed, 9 Oct 2019 at 1:03 PM)

Egan for Seattle purchased a cover advertisement on The Stranger's general election issue. The cover advertisement does not list the Sponsor ID on the first page of the ad (which continues on to the second page of the paper, where the Sponsor ID is listed).

From the PDC's Political Advertising Guide:

"Print ads & websites - display sponsor ID and any party preference in an area set apart from the ad text on the first page of the ad. Use at least 10-point type; do not screen or half-tone the text."

Full disclosure: I am The Stranger's digital editor. However, our editorial department is separate and fire-walled from our sales department. I am unaware of the details of this ad sale and was not involved in any part of its sale or production.

Our editorial department has produced award-winning reporting related to political advertising and public disclosure requirements. I feel it is important to report violations as we see them.

## What impact does the alleged violation(s) have on the public?

This cover advertisement is misleading. It appears The Stranger is endorsing Egan Orion, as the text reads: "The Stranger | ENDORSEMENTS | YOU BETTER VOTE! | Egan Orion for City Council D3." There is small text that reads "PAID ADVERTISEMENT" listed next to the ad on the spine line of the paper, but nowhere on the cover does it list who sponsored the ad banner at the bottom of the cover.

Copies of The Stranger are available all over the city of Seattle. The paper has a wide distribution. This issue, the Endorsements Issue, is one of the paper's most-read issues. The Stranger has a noticeable impact on voters in the city's urban core, a constituency Egan Orion needs to win the general election.

## List of attached evidence or contact information where evidence may be found.

The cover of The Stranger's print issue (10/9 - 10/22)

## List of potential witnesses with contact information to reach them.

## Complaint Certification:

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.



# EGAN ORION

FOR CITY COUNCIL D3

## A NEW DAY IN SEATTLE

VOTE BY NOV. 5TH!



“It’s time for a voice in City Hall who welcomes input, shows up and listens, and gets results for all of us.”

### SHELTER AS A HUMAN RIGHT, AFFORDABLE HOUSING AS AN IMPERATIVE

When Councilmember Sawant wouldn't meet with community leaders to address homelessness, I worked around her to return outreach workers and connect neighbors in need with services. On the Council, I will prioritize permanent and supportive housing, connect neighbors in need with mental health and addiction recovery services, and push for "light density" options to fill out the missing middle of housing.

### HARNESS INNOVATION FOR TRANSPORTATION AND CLIMATE CRISIS

We live in one of the most innovative places on Earth. Let's utilize our wealth of creativity to improve transportation choices, including electrifying our fleet and implementing first and last mile solutions. Seattle should be on the forefront of the climate crisis, investing in clean energy and leading on green building.

### PROMOTE OUR VIBRANT DISTRICT

The lack of affordability is pushing longtime neighbors and small businesses out. I have a track record—from PrideFest to the Capitol Hill BIA—of being a community builder that celebrates our diversity. On the Council, I will be in the district fighting to promote a safe, vibrant, and diverse District 3.

### ON THE COUNCIL, AS ON MY CAMPAIGN, I AM ACCESSIBLE AND ACCOUNTABLE TO YOU

My campaign has spoken with thousands of neighbors at their doors and in their communities, but I want to hear from you. Please take a minute to visit [eganforseattle.org/survey](http://eganforseattle.org/survey) and share your priorities, concerns, and hopes for our district.

### HYPERLOCAL!

93% of our contributions come from Seattle residents with 63% from D3.



ENDORSED!



## JOIN US!

info@eganforseattle.org  
eganforseattle  
eganforseattle.org

Paid for by Egan for Seattle  
1143 Martin Luther King Jr Way #33 | Seattle, WA 98122



JOIN US!

info@eganseattle.org  
eganseattle.org  
eganseattle.org

Paid for by Egan for Seattle  
Martin Luther King Jr Way #33 | Seattle, WA 98122