

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.