

October 25th, 2019
Public Disclosure Commission
pdcc@pdcc.wa.gov

Re: Alleged Violation of RCW 42.17A.335

To Whom It May Concern:

This letter responds to the complaint from Andrew Saturn that the Commission received on October 11, 2019. Mr. Saturn alleges that Egan for Seattle made a false statement regarding *the Stranger* publication and their endorsement in the Seattle City Council District 3 election.

On October 7, 2019, the Committee purchased an ad from *the Stranger* promoting Egan Orion's City Council candidacy (appended page). The ad ran in the October 9, 2019 edition of the paper. The 'wrapper' ad spanned the first and second pages of a false cover of the Endorsements issue of *the Stranger*, mimicking the paper's actual cover except for the bottom third of the page promoting Orion's candidacy (appended page displays the purchased cover package). Turning the page, there was a full-page ad promoting the candidate. The sponsor identification was included on the second page full page ad but was not included on the 1/3-page ad on the first page. Mr. Saturn acknowledges that the disclaimer placement is being addressed with a separate complaint (PDC Case Number 58357). Additionally, the text PAID ADVERTISEMENT was printed on the spine of the paper, alongside the ad. The Committee reported the ad expenditure in the C4 report due October 15, 2019.

The cover advertisement package, to our knowledge, is not limited to or sold solely to campaigns, committees, products and organizations specifically endorsed by *the Stranger*. Presumably the ad space was available to any entity interested in purchasing it, and in this case the purchaser was Egan for Seattle. There was no statement or implication that Egan for Seattle was endorsed by *the Stranger* in the page and 1/3 of content that the Committee provided. Furthermore, the bottom of the second page included its own "Endorsements" section.

Thank you for the opportunity to address Mr. Saturn's complaint. Please let us know if there is any further information we can provide.

Sincerely,

Jay Petterson
Ministerial Treasurer

theStranger's COVER PACKAGE



YOUR AD ON THE *STRANGER* COVER... AND JUST INSIDE!

Price: \$6,000 **Deadline:** Wednesday, one week before publication

Front Panel Specs:

Document Size: 10.25"w x 5.45"h
Document Size with Bleed: 10.5"w x 5.7"h
Safe Area: 9.25"w x 4.7"h

Page Margins

Top: .375" Inside: .5"
Bottom: .375" Outside: .5"

Page Bleeds

Top: 0" Inside: 0"
Bottom: .25" Outside: .25"

Inside Page Specs:

Document Size: 10.25"w x 14"h
Document Size with Bleed: 10.5"w x 14.5"h
Safe Area: 9.375"w x 13.25"h

Page Margins

Top: .375" Inside: .375"
Bottom: .375" Outside: .5"

Page Bleeds

Top: .25" Inside: 0"
Bottom: .25" Outside: .25"

CIRCULATION: 60,000
MONTHLY PRINT/WEB READERSHIP: 512,382
MONTHLY WEBSITE VISITS: 5.1 MILLION

theStranger

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EGAN ORION

FOR CITY COUNCIL D3

A NEW DAY IN SEATTLE

**VOTE BY
NOV. 5TH!**



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 and share your priorities, concerns, and hopes for our district.

HYPERLOCAL!

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



ENDORSED!



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