

[Schrieve, Courtney](#) (Mon, 27 Jan 2020 at 5:09 PM)

to: "'pdc@pdc.wa.gov'" <pdc@pdc.wa.gov>

Cc : cbarriga@nthurston.k12.wa.us, cschrieve@nthurston.k12.wa.us

Dear Ms. Townsend,

Attached are our answers to the questions posed in the PDC complaint from Jason Chu on 1/12/20 . Case # 63091. Allegation: Violation of RCW 42.17A.555 for misuse of public facilities. I have also attached one of the documents in question (our official levy/bond mailer).

Regarding the allegation of misuse of public facilities, please note that nowhere in the items cited do we advocate or promote a "yes" vote which is prohibited by the PDC.

Please let me know if you have further questions, or if there is something else we are supposed to file.

Sincerely,

Courtney Schrieve

Courtney Schrieve

Executive Director, Public Relations

NTPS, 305 College St. NE, Lacey WA 98516

cschrieve@nthurston.k12.wa.us

(360) 412-4417, Ext. 40117

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From: Barriga, Carmen

Sent: Thursday, January 16, 2020 10:07 AM

To: Schrieve, Courtney <CSchrieve@nthurston.k12.wa.us>; Sabin, Monty <msabin@nthurston.k12.wa.us>; Clemens, Debra <dclemens@nthurston.k12.wa.us>

Subject: FW: PDC - North Thurston Public School District Officials: Alleged Violation of RCW 42.17A.555 for misuse of public facilities (EY20, Jan20)

Importance: High

FYI

Carmen Barriga

Executive Assistant to the Superintendent

North Thurston Public Schools

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**NTPS response to PDC complaint from Jason Chu on 1/12/20. Case # 63091.
Allegation: Violation of RCW 42.17A.555 for misuse of public facilities**

January 27, 2020

To whom it may concern:

Regarding the allegation of misuse of public facilities, please note that nowhere in the items cited do we advocate or promote a “yes” vote which is prohibited by the PDC.

Also, while you don’t ask any specific questions (below) about our digital ads, it was included in the complaint so I want to address that. It is common practice for school districts to share bond/levy information using district communication tools.

- The district uses digital ads to share information beyond the school community – it is a more affordable means of reaching more people
- We’ve used this prior and ran “Remember to Vote” informational ads in October and November.
- We’ve also paid to promote other major district events and information via social media (Facebook Boosts) and *Thurston Talk*, such as Early Learning, Language and Culture Family Night and Facilities Update.

Please let me know if you have further questions.

Courtney Schrieve,
NTPS Exec. Director of Public Relations
360-412-4417
cschrieve@nthurston.k12.wa.us

Answers to specific PDC questions shown in red.

1. Is the attached mailer the only one that was sent out or scheduled to be sent out? **See below.**
 - How often does you district send out Bond or Levy mailers? Please provide examples and dates mailed. **As permitted by PDC, we also include bond/levy language in other regularly scheduled publications and existing communications such as our website, social media and our 3x a year district-wide newsletter, *Community Connections*, which was mailed the week of January 6, 2020. Our official Bond/Levy Mailer which went out the week of January 20, 2020, is attached. Both were mailed and printed by Print NW.**

Link to *Community Connections* referred to in the PDC complaint:

<https://docs.google.com/viewerng/viewer?url=https://www.nthurston.k12.wa.us//cms/lib/WA01001371/Centricity/Domain/14/CommunityConnectionsWinter2020.pdf>

2. Who produced the mailer? The newsletter was produced by Community Relations Department for North Thurston Public Schools. The levy/bond mailer was produced in partnership with Strategies 360, a Seattle-based research and communication firm.
3. Who produced the Fact Sheet and website for the Bond and Levy? Our website is developed and managed by our Community Relations Department. The Fact Sheet was produced in partnership with Strategies 360.
4. What mailing list was used to send out the mailings for the Bond and Levy? We work with Print Northwest to mail our newsletters to every resident in our school district. We also send them to families from out of the district (transfers).
 - Where did you obtain the list? They pull the list from resident data. It is sent to everyone in our district. There are about 43,538 pieces mailed any time we do a mass newsletter or mailer.
 - Who is on the list? (all registered voters in what area or parents of registered students). The list includes all households in our district – not just voters or parents.
5. What is the source of the photo of the children on the Fact Sheet? NTPS Community Relations
 - Where was photo taken? Meadows Elementary
6. Who produced the videos for the Bond and Levy? The video was produced by our Community Relations Department in partnership with Strategies 360, a research and communication firm.
 - Where were the videos filmed? North Thurston High School, District Office, River Ridge High School, Salish Middle School and outside Komachin Middle School.
 - Where are the videos posted? On our website, NTPS social media, including YouTube.