



State of Washington
PUBLIC DISCLOSURE COMMISSION

711 Capitol Way Rm. 206, PO Box 40908 • Olympia, Washington 98504-0908
(360) 753-1111 • FAX (360) 753-1112

Toll Free 1-877-601-2828 • E-mail: pdcc@pdcc.wa.gov • Website: www.pdcc.wa.gov

November 12, 2020

Sent electronically to Tyler@EnterpriseWashington.org

Subject: Complaints filed by Alex Bond and Kathleen Landel, PDC Case 78962

Dear Tyler Mason, Executive Director, Enterprise Washington:

Enclosed is a copy of an electronic letter concerning complaints filed October 23 and 25, 2020 with the Public Disclosure Commission (PDC) alleging South Sound Future Enterprise Washington (Committee) violated WAC 390-18-040 by using the term "Re-elect" on political advertising for an appointed incumbent, specifically Ron Muzzall.

As noted in the letter to Alex Bond And Kathleen Landel, the PDC has dismissed this matter in accordance with RCW 42.17A.755(1) and will not conduct a more formal investigation into these allegations or take further enforcement action in this matter.

Pursuant to WAC 390-37-060(1)(d), however, this letter serves as a formal written warning concerning the Committee's use of the term re-elect on political advertising for an appointed incumbent. Staff expects the Committee will, in the future, use political advertising language properly, as set forth in WAC 390-18-040. The Commission will consider the formal written warning in deciding on further Commission action if there are future violations of PDC laws or rules.

If you have questions, contact Alice Fiman toll-free at 1-877-601-2828, or by e-mail at pdcc@pdcc.wa.gov.

Sincerely,

/s _____

Alice Fiman
Compliance Officer

Endorsed by,

/s _____

Peter Lavalley
Executive Director



State of Washington
PUBLIC DISCLOSURE COMMISSION

711 Capitol Way Rm. 206, PO Box 40908 • Olympia, Washington 98504-0908

(360) 753-1111 • FAX (360) 753-1112

Toll Free 1-877-601-2828 • E-mail: pdcc@pdcc.wa.gov • Website: www.pdca.wa.gov

November 12, 2020

Sent electronically to alexjbond@gmail.com and kathleenlandel@gmail.com

Subject: Complaints regarding South Sound Future Enterprise Washington, PDC Case 78962

Dear Alex Bond and Kathleen Landel

The Public Disclosure Commission (PDC) completed its review of the complaints you filed October 23 and 25, 2020. Your complaints alleged South Sound Future Enterprise Washington violated WAC 390-18-040 by using the term "Re-elect" on political advertising for an appointed incumbent, specifically Ron Muzzall.

PDC staff reviewed the allegations; the documents you provided; the applicable statutes, rules, and reporting requirements; the applicable PDC reports; and the response from Tyler Mason, Executive Director, Enterprise Washington, to determine whether the record supports a finding of one or more violations. Based on staff's review, we found the following:

- Ron Muzzall was appointed to the Washington State Senate in October 2019 and was a 2020 candidate for the Washington State Senate from the 10th District.
- South Sound Future Enterprise Washington (Committee), a continuing political committee, has been registered with the PDC since 2015, submitting its most recent registration on July 26, 2020.
- The Committee is affiliated with Enterprise Washington Jobs PAC, which has been registered with the PDC as a political committee since 2008.
- The Committee's most recent Summary Receipts and Expenditure (C-4) report, filed October 27, 2020, listed \$185,522.27 in contributions and \$98,060.78 in expenditures during the 2020 campaign.
- The Committee reported two expenditures for direct mail to support Ron Muzzall, a \$23,450.63 expenditure made October 7, 2020 for 37,521 pieces and a \$24,388.65 expenditure made October 14, 2020 for 37,521 pieces.
- In response, Mason stated "Those two advertisements were the only mailers with that language, and as soon as we realized the issue, we changed then-forthcoming mailers to say 'Retain.' The use of 'Re-Elect' was simple inadvertence in drafting, and the use of that common parlance did not signal any impropriety when the pieces went through our review... Out of an abundance of caution, we are updating our policies in the event that this situation arises in the future."
- Mason also noted the Committee ultimately chose not to produce and distribute those additional advertisements, so they did not reach the voting public.

Based on these findings, staff has determined that in this instance, the Committee using the term "Re-elect" on political advertising for an appointed incumbent does not amount to a finding of a violation that warrants further investigation

However, pursuant to WAC 390-37-060(1)(d), South Sound Future Enterprise Washington will receive a formal written warning concerning the use of re-elect as noted in this letter. The formal written warning includes staff's expectation the Committee will, in the future, use political advertising language properly, as set forth in WAC 390-18-040. The Commission will consider the formal written warning in deciding on future Commission action if there are future violations of PDC laws or rules.

Based on this information, the PDC finds that no further action is warranted and has dismissed this matter in accordance with RCW 42.17A.755(1). If you have questions, contact Alice Fiman toll-free at 1-877-601-2828, or by e-mail pdcc@pdcc.wa.gov.

Sincerely,

/s_____

Alice Fiman
Compliance Officer

Endorsed by,

/s_____

Peter Lavalley
Executive Director