

Phil & Jacob—

Thank you for providing us the opportunity to respond to the complaint filed by Jessica LaVigne of the House Democratic Campaign Committee (HDCC).

Below, please find our response to the alleged violations of RCW 42.17A.235, RCW 42.17A.240 and RCW 42.17A.320.

**1) Alleged Violation of RCW 42.17A.235 & .240 – Failure to file timely, accurate reports**

This late reporting of debt was the result of an office miscommunication between our consultancy and Walsh's campaign Treasurer. We placed the order for television ads on 10/13 (see attached e-mail from MediaPlus), but in the fervor of campaign season we forgot to communicate this to our treasurer. The complaint alleges that the cable ads started on 10/10, but as you can see on Jessica's attachment, this is merely the nominal "start date" of the contract (they are week to week). The actual television ads did not start to air until 10/14.

The invoice was generated on 10/17, but because it was mixed with other invoices, our treasurer did not receive the invoice until 10/21, which was the day he wrote the checks for the buy. This expenditure was reflected in on the most recent C4s submitted to the PDC.

An amended C4 for the previous reporting period will be filed with the PDC immediately to reflect the debt from the ad buy.

We apologize for this omission, and will take steps to prevent this from happening in the future.

**2) Alleged Violation of RCW 42.17A.320 – Failure to include sponsor ID**

This is an issue that had been brought to our attention earlier in the campaign season when we received a PDC complaint from Mina Mercer (also of the HDCC).

For context, here was what we wrote in response to the PDC's inquiries:

To Whom It May Concern –

We are writing to formally respond to complaint # 6594 that was filed against the Dick Muri and Mike Winkler campaigns for state House. The complaint alleged that the campaigns failed to include party preference on the mailers.

Upon reviewing the complaint, we see that the party preference was in fact not included on the mailers, as mailed.

In the past, we relied on our printer, PRINTNW, to include the compliance statement (paid for by ... R) in the mailpane, because the address of the committee doubled as the return address for the piece.

Apparently, they are not doing that for us automatically anymore, so the onus is now on us to make sure that this happens. We should have caught this during the final proofing stages, but failed to do so. In the past, they have not always included this information on the final proof we see, but have always included it on the final version that is mailed.

For the record, we fixed our mistake before we knew about the complaint after the first mailer and included party preference and "paid for by" on the subsequent Muri/Winkler mailer that went out.

Since the second mailing (with the party being clearly identified) was targeted to the exact same group of voters (plus some additional voters), all of the voters will see Dick Muri and Mike Winkler identified as Republicans.

Ultimately, the fault for this omission lies on us. We apologize, and will make sure that it does not happen again. Thank you for bringing this issue to our attention.

Please don't hesitate to contact us if you have any additional questions.

Best,

AB Hays, LLC

Point of Contact: Conner Edwards @ (425) 533-1677

We did err by failing to include party preference and “paid for by” on these mailers, however took immediate steps to correct the issue. Subsequent mailers by both Walsh and Kuehl Pederson went out to the same universe of voters and included the required information.

Our recollection is that we informed someone at the PDC of this issue when it came to our attention prior to the primary, and prior to this complaint being received. We looked through our e-mails, and could not find a record of this, however we believe we gave PDC staff the “heads up” telephonically on this immediately after it came to our attention.

This letter constitutes our response to the PDC on this matter.

If you have any additional questions, please don't hesitate to contact me.

Best,

Conner Edwards (On behalf of ABHays, LLC and Jim Walsh)  
(425) 533-1677 cell



Conner Edwards &lt;conner.edwards@abhays.com&gt;

---

**Can you tell us when we purchased the Walsh cable television ads for the general?**

Kathy Neukirchen <Kathy@mediaplussea.com>  
To: Conner Edwards <conner.edwards@abhays.com>  
Cc: Alex Hays <alex.hays@abhays.com>

Wed, Nov 2, 2016 at 1:47 PM

Jim Walsh Original #2192: sent 10/13

Jim Walsh Add #2210: sent 10/27

**From:** Conner Edwards [mailto:[conner.edwards@abhays.com](mailto:conner.edwards@abhays.com)]  
**Sent:** Wednesday, November 2, 2016 1:11 PM  
**To:** Kathy Neukirchen <[Kathy@mediaplussea.com](mailto:Kathy@mediaplussea.com)>; Alex Hays <[alex.hays@abhays.com](mailto:alex.hays@abhays.com)>  
**Subject:** Can you tell us when we purchased the Walsh cable television ads for the general?

Can you tell us when we purchased the Walsh cable television ads for the general?

We are trying to respond to a PDC complaint before this evening.