

File a Formal Complaint - Kyle Murphy

Kyle Murphy reported 19 hours ago (Wed, 10 Aug at 5:12 PM) via Portal Meta

Shift Washington is running large scale political advertisements on Facebook. They are explicitly advertising to Washington residents encouraging them to vote no on Initiative 732 in Washington State. These ads are seen widely, and can be assumed to be to the sum of thousands of dollars worth of advertising. An easy way to gauge reach and viewership is the number of 'likes' and 'shares' the posts have, which is significant.

There are currently 7 ads running, of which we have captured screen-shots and links to 4 of them.

Shift Washington is not filing PDC reports on this political advertising activity.

I am concerned that they are in violation of two laws, RCW 42.17A.305, section 1 and RCW 42.17A.225 section 2, that require timely disclosure of donations and expenditures relating to political advertisements.

Screen-shots with active links are attached.



Shift Washington

July 26 at 2:58am · 🌐

Think a Carbon Tax is fair?



Carbon Tax: Hidden Costs?

Carbon taxes cause the cost of goods we need most to skyrocket. Those of us who already barely make ends meet will struggle even more to afford our groceries, gas, and heating bills. With our agricultural communities and energy businesses bearing...

SHIFTWA.ORG

[Learn More](#)

https://www.facebook.com/shiftwa/posts/958372144289493?comment_id=967805860012788&reply_comment_id=969472963179411¬if_t=share_reply¬if_id=1470859839493209



Shift Washington

July 26 at 2:58am · 🌐

What does a carbon tax mean for people you care about? Find out:



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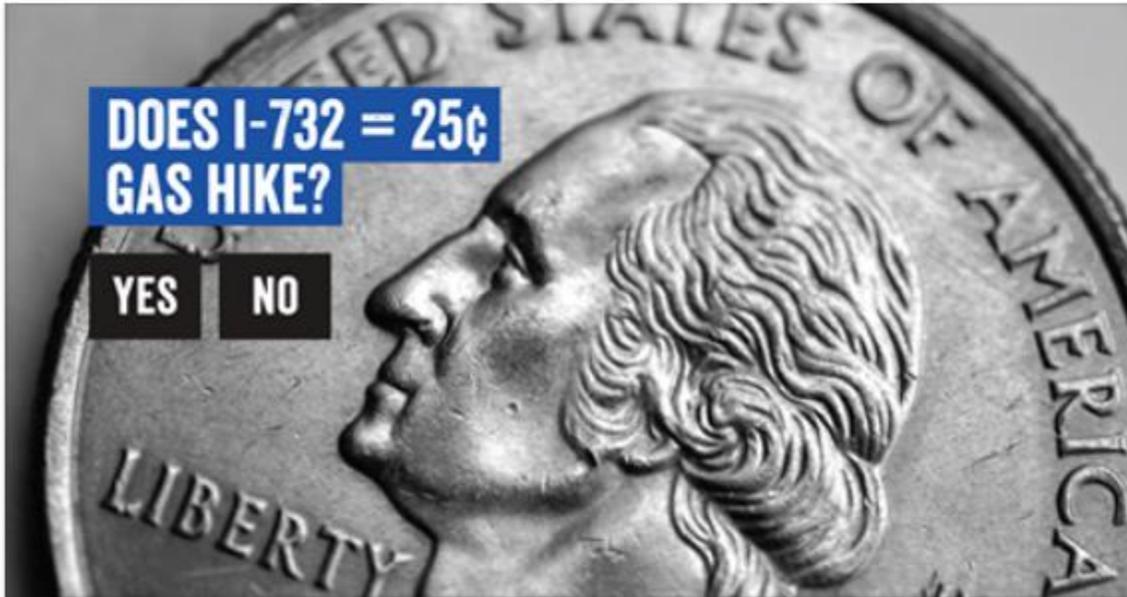
https://www.facebook.com/shiftwa/posts/958372374289470?comment_id=963926787067362¬if_t=like¬if_id=1470775423563311



Shift Washington

July 26 at 2:58am · 🌐

Use our calculator to find out how much a carbon tax will cost you.



How Much Will A Carbon Tax Cost You?

When gas prices go up, everyone feels the pain. Commuting to work, transporting food and taking family road trips, all become more expensive. Supporters of the carbon tax have estimated an increase of 25 cents per gallon if it goes into effect.

SHIFTWA.ORG

[Learn More](#)

https://www.facebook.com/shiftwa/posts/958372327622808?comment_id=969341243192583¬if_t=like¬if_id=1470862986722663



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https://www.facebook.com/shiftwa/posts/958372177622823?comment_id=969006183226089¬if_t=like¬if_id=1470865693946093

Kyle Murphy replied 2 days ago (Mon, 15 Aug at 3:52 PM)

to : pdc@pdc.wa.gov

Hi Jacob,

I am attaching 3 additional screenshots that show the 'sponsored' stamp from SHIFTWA - this means that they have financed with Facebook to 'boost' their post. You can see in one of the screenshots a comment from someone saying they see this ad 'every single day' (you can also use this link to the [SHIFTWA post](#) to see his comment, its about the 10th on down).

It is overwhelmingly likely that the sponsored posts exceed \$100, judging by the number of engagements with each post. I can also provide a handful of witnesses who can attest to seeing the sponsored posts, and some would even be willing to go to the PDC office and open their facebook accounts to show you if that is what it takes.

Here is a guide showing [Facebook's pricing](#), but without having access to their account info I cannot determine exactly how much they are spending.

It is impossible that these posts are generating this much organic attention because they are not posted on ShiftWA's [Facebook homepage](#). ShiftWA's regular followers are not seeing these posts - the way they are reaching people who are commenting and liking the posts is through 'sponsored' posts that they are hiding from their timeline.

Please let me know if this is enough to re-open the complaint.



3 Attachments

- 350 Corvallis
- Pitch, Please 11
- Sarah's Thirty-One ... 20+
- Island Choral Experi... 20+
- Discover Groups
- Create Group

- APPS
- Live Video
 - Games 3
 - On This Day
 - FarmVille
 - Pokes
 - Games Feed 20+

- FRIENDS
- Washington State ...

- INTERESTS
- Pages and Public ...

- PAGES
- Pages Feed 20+
 - Like Pages
 - Create Page

- FUNDRAISERS
- Create Fundraiser
 - Find Fundraisers

- EVENTS
- Create Event
 - Subscribed Events



Your Memories on Facebook

Greg, we care about you and the memories you share here. We thought you'd like to look back on this post from 3 years ago.

Greg Rock

August 12, 2013 · 🌐

1st Day of my 2 week vacation I sailed to Canada. Sweet!

🔒 This won't show in anyone else's News Feed unless you share it

➦ Share See More Memories

Ike Kastama likes Shift Washington

Shift Washington

Sponsored

Like Page

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Principia Comments About His Age

Alex Rodriguez New York Yankees Player
Set to Play in Last MLB Game on Friday

See More

PEOPLE YOU MAY KNOW See All

- Ben Slesky**
3 mutual friends
Add Friend
- Bill Finkbeiner**
5 mutual friends
Add Friend
- John McCoy**
Friends with Zack
Add Friend

SPONSORED Create Ad

Ellipsis 10 only \$149.99
www.verizonwireless.com
Save 50% on the Ellipsis 10 tablet. Only on the best network, because better matters.

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Dale Hjelm Everyday I see this post asking me if I know how much the carbon tax will cost me. Funny I haven't seen any asking if I know how much sea level rise, climate change, and everything that goes along with that will cost me, my children, and generations to come.

Like · Reply · August 4 at 8:59pm · Edited



Greg Rock Help this important campaign at www.yeson732.org and like our FB page Yes On I-732



Yes On Initiative 732

Initiative 732 makes taxes fairer. It taxes carbon to fight climate change, boost clean energy & save...

YESON732.ORG

Like · Reply · Remove Preview · 1 min



Write a reply...



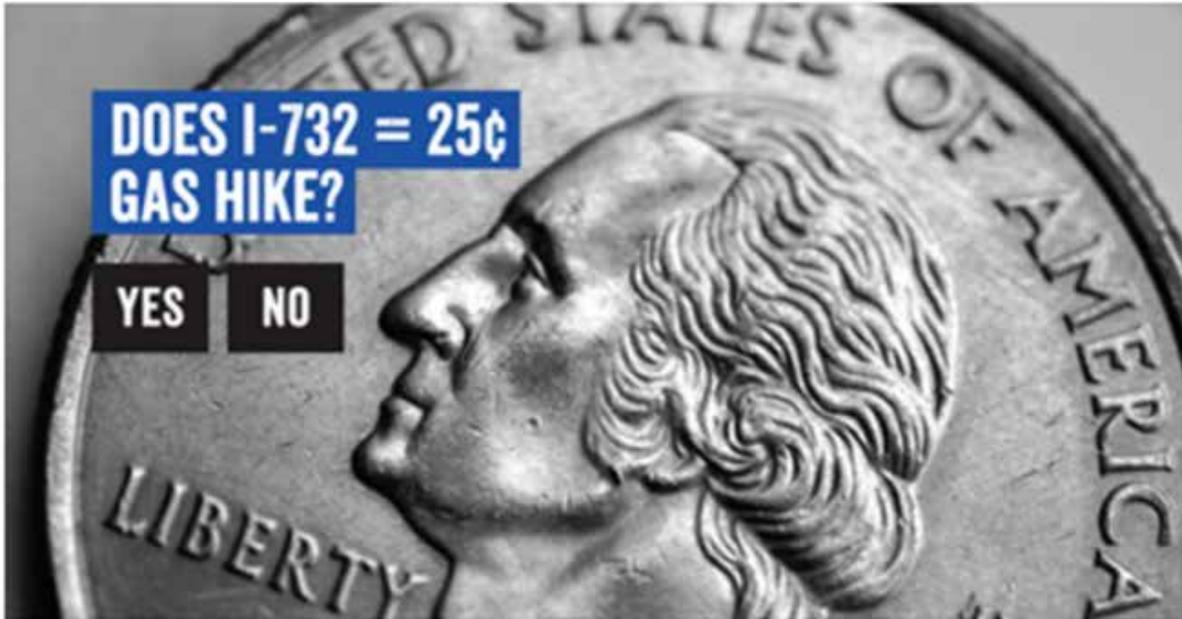


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