

## Complaint Description

Peggyshepard reported an issue 3 days ago (Tue, 29 Jan 2019 at 9:47 PM)

In 2017, Matt Larson ran for mayor of Snoqualmie. In June 2017 he had the City of Snoqualmie published 4 PSA videos on the City's YouTube site.

According to the PSA Law (see below), the 4 YouTube videos (links below) are a violation of the law.

PSA videos posted June 2017

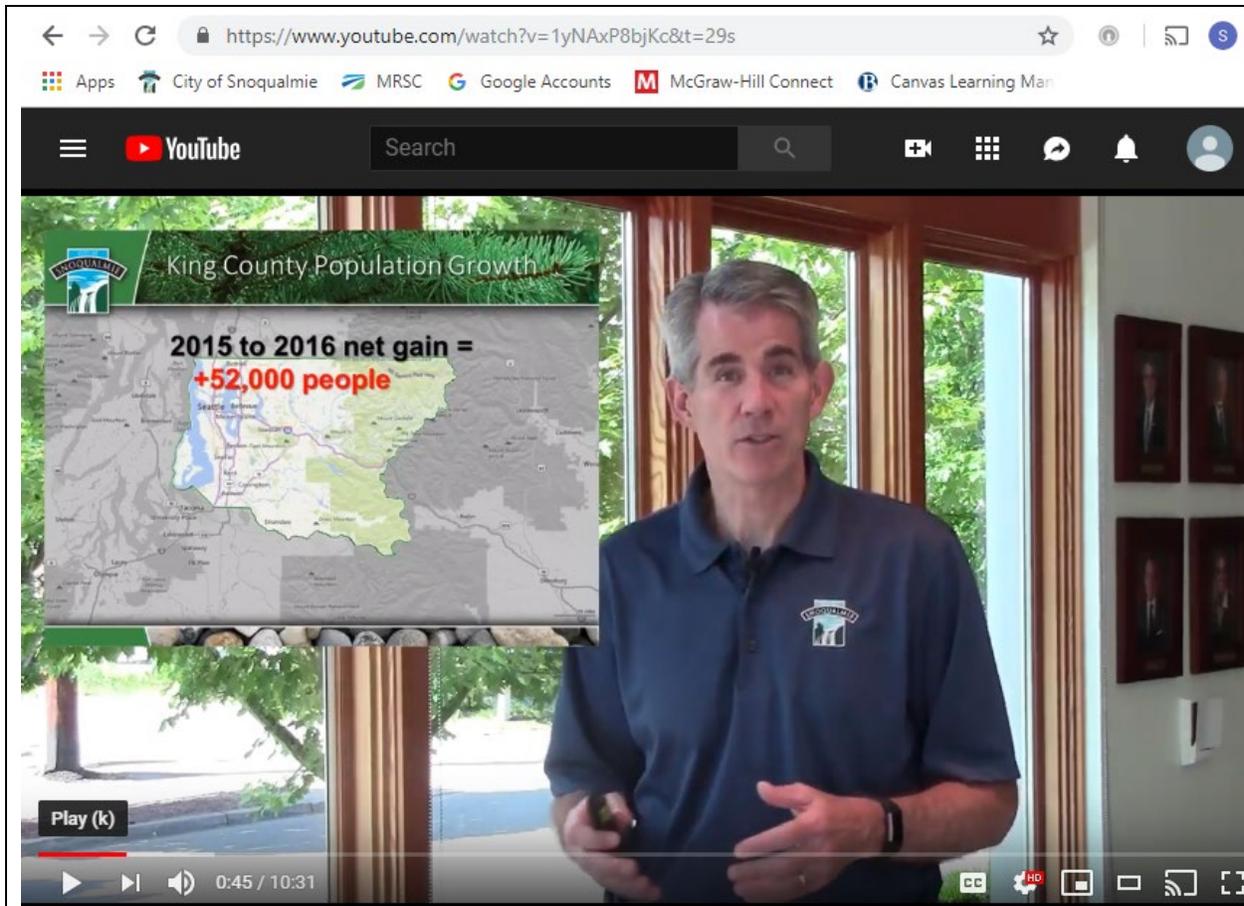
- <https://youtu.be/UBoYVwzTJpw>
- <https://youtu.be/Tdleyw5ngi8>
- <https://youtu.be/1yNAxP8bjKc>
- <https://youtu.be/UqP83nzvwig>

The screenshot shows the YouTube channel page for the City of Snoqualmie. The URL in the address bar is <https://www.youtube.com/user/SnoqualmieCityGov/videos>. The page displays a grid of video thumbnails. A red hand-drawn box highlights four videos:

- Part 4: Snoqualmie Mayor Larson Discusses the New...** (472 views • 1 year ago, 9:22)
- Part 3: Snoqualmie Mayor Larson Discusses a Potenti...** (416 views • 1 year ago, 7:15)
- Part 1: Snoqualmie Mayor Larson Discusses Growth in...** (541 views • 1 year ago, 10:32)
- Part 2: Snoqualmie Mayor Larson Discusse...** (320 views • 1 year ago, 1:40)

Other visible videos include:

- Snoqualmie Council Meeting October 23, 2017** (266 views • 1 year ago, 4:23:35)
- Snoqualmie Fireworks Laws and Safety Tips** (116 views • 1 year ago, 1:40)



Part 1: Snoqualmie Mayor Larson Discusses Growth in Snoqualmie

541 views

LIKE DISLIKE SHARE SAVE ...



City of Snoqualmie Government  
Published on Jun 15, 2017

SUBSCRIBED

City of Snoqualmie's YouTube site where videos are posted

<https://www.youtube.com/user/SnoqualmieCityGovt>

PDC site that references the PSA law

<https://www.pdc.wa.gov/learn/index-of-interpretations-by-subject/public-service-announcements-state-elected-officials-and-municipal-officers>

King County Elections - 2017 election

<https://info.kingcounty.gov/kcelections/Vote/contests/candidates.aspx?cid=3196&candidateid=3205&lang=en-US&pamphletson=true#&end3205>

# Candidates

2017 general election

## City of Snoqualmie Mayor

- [Matt Larson](#)
- [Fuzzy Fletcher](#)



### Matt Larson

7018 Fairway Ave SE  
Snoqualmie, WA 98065

(425) 444-3596  
[matt@reelectmattlarson.com](mailto:matt@reelectmattlarson.com)  
[www.reelectmattlarson.com](http://www.reelectmattlarson.com) 

**Education:** Bachelor of Arts, St. John's University, Minnesota; Advanced Certified Municipal Leader, Association of Washington Cities.

**Occupation:** Mayor, full time

**Statement:**

As your mayor, I have successfully worked with residents, business owners, council members, city staff, community organizations, and regional leaders to make Snoqualmie one of the safest and best places to live and raise a family in America.

Together, we achieved this by: providing high-value, balanced, equitable and sustainable city services; protecting and preserving our spectacular natural environment; demanding well-planned growth; maintaining our parks, trails, and built environment to the highest standards; investing in downtown revitalization and flood mitigation; and providing responsive and effective police and fire services.

I am honored to serve as your mayor. Help me *Keep Snoqualmie Thriving* by supporting proven, experienced leadership. Please vote for me.

Endorsements: State Senator Mark Mullet; King County Council member Kathy Lambert; King County Sheriff John Urquhart; Snoqualmie City Council members Jeans, Holloway, Prewitt, Munden and Ross; the mayors of North Bend, Carnation, Duvall and Issaquah; and mayoral candidate Steve Pennington.

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## [Section 703, Chapter 204, Laws of 2010](#) – “2010 PSA Law”

Effective March 25, 2010, a new law was passed which will be codified in [RCW 42.17A](#). [Section 703, Chapter 204, Laws of 2010](#) (“2010 PSA Law”). It reads:

No state-elected official or municipal officer may speak or appear in a public service announcement that is broadcast, shown, or distributed in any form whatsoever during the period beginning January 1st and continuing through the general election if that official or officer is a candidate. If the official or officer does not control the broadcast, showing, or distribution of a public service announcement in which he or she speaks or appears, then the official or officer shall contractually limit the use of the public service announcement to be consistent with this section prior to participating in the public service announcement. This section does not apply to public service announcements that are part of the regular duties of

the office that only mention or visually display the office or office seal or logo and do not mention or visually display the name of the official or officer in the announcement.

I have had email exchange with Kim Bradford at PDC, she has stated

"While **public service announcement** is not defined in RCW 42.17A.575, our enforcement of that statute has followed the common understanding of a **PSA** as advertising that aims to raise awareness about a particular social issue (such as suicide prevention awareness or something similar). That is why I mentioned RCW. 42.17A.555, which could be the **more relevant to questions about informational communications about city business.**"

She does not reference section 703, but 575 and 555. I would like to see where the distinction between informational communications and public service announcement is clearly defined.

Merriam dictionary defines public service announcement as "an announcement made for the good of the public", in which case I would argue that any informational video published on the city's public facing official site would be classified as a public service announcement.

**What impact does the alleged violation(s) have on the public?**

It impacted the results of the 2017 mayoral election for the City of Snoqualmie.

**List of attached evidence or contact information where evidence may be found.**

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PSA videos posted June 2017

<https://youtu.be/UBoYVwzTJpw>

<https://youtu.be/Tdleyw5ngi8>

<https://youtu.be/1yNAXP8bjKc>

<https://youtu.be/UqP83nzvwig>

**List of potential witnesses with contact information to reach them.**

**Complaint Certification:**

I certify (or declare) under penalty of perjury under the laws of the State of Washington that information provided with this complaint is true and correct to the best of my knowledge and belief.