

Jeanne Martin replied (Sat, 9 Mar 2019 at 1:49 PM)

to: "PDC Support" <pdc@pdc.wa.gov>

I must apologize for the length of this email. I tend to be too detail-oriented! I have attached some flyer photos at the bottom of this email, and will send others in a separate email. Thank you for taking the time to review my concerns:

1) Pertaining to the *bowling alley* ad:

See attachments: IMG_2850.JPG (sent with my Friday, March 1 email) close-up of text with footnotes 1 and 2.

IMG_2848.JPG outside, unfolded view of ad

IMG_2847.JPG inside, unfolded view of ad

IMG_2866.JPG close-up of footnote 1 on this ad

IMG_2851.JPG shows footnote 2 on this ad

The text of this ad, which uses a bowling alley setting, contains two footnotes. The two footnotes at the bottom of the page are in a small white font against a beige background (IMG_2847.JPG). This appears in my photo as a narrow white line at the bottom of the page. I had to put on magnifying reading glasses AND use an additional magnifying glass to read the websites given as references. Close-ups of the two footnotes can be viewed in attachments IMG_2866.JPG, and IMG_2851.JPG. Please note that this difficult-to-read text was a problem with footnotes and references on all OOCEW ads I was mailed.

Footnote 1 on this ad directs the recipient to the usual questionnaire:

https://waprogressives.org/wp-content/uploads/2018/09/Irene_Bowling_Caucus_Questionnaire_2018.pdf. As noted in my March 1 email, the reference given does not support OOCEW's statement that "She's pledging to vote straight down the party line in the legislature, meaning higher taxes and spending that we can't afford." Footnote 1 references a **questionnaire** Irene Bowling completed, **not a pledge**, contract, or promise. Because the footnote is so small, recipients are unlikely to bother trying to use it to verify the statement, and may take the statement at face value.

<https://www.wa-democrats.org/blog/endorse-irene-bowling-state-senate> is the reference given in support of **footnote 2** (see IMG_2851.JPG), following OOCEW's statement: "this has earned her (Irene) *the strong support of Seattle establishment liberals* and the State Democratic Party." When I go to the site referenced by the footnote, I get a *Washington State Democrats* Communication Blog. The page begins with a plug for Irene dated **June 3, 2014**, four years *before* the November 2018 election. This is not a *current* endorsement for Irene. Nor does it support the phrase that *Seattle establishment Liberals* support Irene. I can find no published statement anywhere that specifically states that *Irene has earned the strong support of Seattle establishment liberals*. This should be a minor detail, but politicians in the 35th LD often insinuate that 'Seattle liberals' are voting in a way that harms the 35th LD. Therefore, it was beneficial to OOCEW to *make up* a statement showing an alliance between Seattle liberals and

Irene Bowling. I am under the impression that statements presented as fact on political ads must be truthful.

2) Pertaining to the *Irene Bowling has already made up her mind* ad:

**See attachments: IMG_2857.JPG unfolded inside view of this flyer
IMG_3021.JPG unfolded outside view of flyer (contains mailing
address)
IMG_2858.JPG closeup of footnote on bottom of inside view.**

I find this ad to be the most misleading one against Irene Bowling produced by OOCEW.

The disclaimer on this ad is in a particularly light font against a white background making it hard to read (IMG_3021.JPG). As usual, the disclaimer only lists two contributors.

This ad also has an incredibly small footnote that directs the reader to a questionnaire Irene completed: https://waprogressives.org/wp-content/uploads/2018/09/Irene_Bowling_Caucus_Questionnaire_2018.pdf. To see how small the footnote font is, and how hard it is to read the white font on the light beige background, see IMG_2857.JPG. As noted earlier, the site this footnote directs the recipient to is a questionnaire, not a contract or promise. The site references standard Democratic issues, but certainly does not cover everything that would come up in the course of a four-year Senate term. However, this ad states, based on this footnote, that “Irene has decided no matter what, she’s voting for whatever her party wants from her.” The ad goes further to say, “Irene has earned strong support from the state Democratic Party for her *promise* to vote a straight party line in the legislature.” Two fictitious statements. This ad also makes other fictitious statements: “Irene Bowling decided she isn’t going to work for us”; and “Irene Bowling works for the Seattle liberal establishment.” I can find nothing to back up these statements.

The ad also states that “*Our taxes pay her salary, her votes affect our lives*, and she has decided no matter what, she’s voting for whatever her party wants from her.” (see IMG_2857.JPG) This appears to be an intentionally misleading statement that implies Irene was currently working and voting in the Senate. This statement may *falsely represent that a candidate is an incumbent* (I believe this is disallowed by PDC rules). Irene was a current candidate, NOT an incumbent. This statement is most likely designed to anger voters by making them believe that their tax dollars have already been paying an incumbent candidate who supposedly does not represent their interests.

I also find it questionable that this ad, produced by OOCEW, uses photo-shopped pictures of Irene wearing ear protectors and carrying a crazy sign. I don't know if it is within PDC guidelines to alter photos to fit the sponsor's agenda. Here is Merriam-Webster's definition of photo-shopping:

[Photoshop | Definition of Photoshop by Merriam-Webster](http://www.merriam-webster.com/dictionary/photoshop)
www.merriam-webster.com/dictionary/photoshop

Definition of photoshop. photoshopped; photoshopping; photoshops. transitive verb. : to alter (a digital image) with Photoshop software or other image-editing software especially in a way that distorts reality (as for deliberately deceptive purposes)

2) Pertaining to the *Tim Sheldon/Veteran* ad:

See attachments: **IMG_2859.JPG front side of ad with disclaimer and mailing address**

IMG_3022.JPG back side of ad

I included this flyer to show the interesting use of an upside-down disclaimer (see IMG_2859.JPG). The disclaimer is actually easy to read, but not inviting to read because it is upside-down. Once again, only two contributors are listed. I have included an image of the back side of the flyer (IMG_3022.JPG) to illustrate that there appeared to be no need to have any upside-down text on the back side of the flyer. I would have to guess that the designers wanted everything on the back side of the flyer to be reader-friendly (as opposed to the disclaimer on the front side).

4) Pertaining to the *Tim Sheldon's Values Are Our Values* ad:

See attachment: **IMG_2852.JPG**

This was the only flyer I received sponsored by OOCEW that listed more than two contributors in the disclaimer. This flyer lists *three* contributors. I may not agree with the statements on this flyer, but they appear to be opinions because they are not footnoted and have no 'supporting' documentation. Therefore, with the exception of only three contributors, instead of five, listed on the disclaimer, I do not believe this flyer has any other issues that are not in agreement with PDC guidelines.

Additional Note 1: An online ad from OOCEW contained the same unsupported or fictitious statements I have detailed above. To see an online OOCEW ad opposing Irene Bowling and supporting her opponent, go to <http://timsheldonforwa.com/> This online ad contained statements at the end of the ad opposing Irene Bowling.

I was surprised to *not* see this ad detailed under Independent Expenditures against Irene Bowling on her PDC page. It would seem that the portion of this ad that opposed Irene would have been

reported. The only Independent Expenditure by OOCEW I saw on Irene's PDC page was for *direct mailing* against her. Was this OOCEW expense reported to the PDC?

Additional note 2: I received at least four flyers in the mail shortly before the November 2018 election. (if there were more than four, I did not save them)
According to OOCEW's PDC report, it looks like they claimed a total expense for flyers opposing Irene in 2018 of \$9264.53. Knowing something about the cost of printing, I find it hard to believe that so many people I know received these four flyers with a total cost to OOCEW of only \$9264.53. These were large, glossy, color two-sided flyers. Some of them were folded. One especially large flyer (the *bowling alley* flyer) contained two folds AND a cut-out of a donkey.

The *bowling alley* flyer was **19 inches by 10.5 inches**

The *Irene Bowling Has Already Made Up Her Mind* flyer was 11 inches by 10.5 inches

The *Tim Sheldon/Veteran* flyer was 11 inches by 8.5 inches

The *Tim Sheldon's Values Are Our Values* flyer was 11 inches by 6 inches

I would have expected these flyers, with postage, to cost at least \$5 each. Does OOCEW supply the PDC with receipts for their expenses that can be matched to each flyer they produced? Do these receipts, if received, detail the quantity produced, the cost of mailing, and other expenses?

IMG_2848.JPG

4.35 MB

IMG_2847.JPG

3.8 MB

IMG_2866.JPG

5.86 MB

IMG_2851.JPG

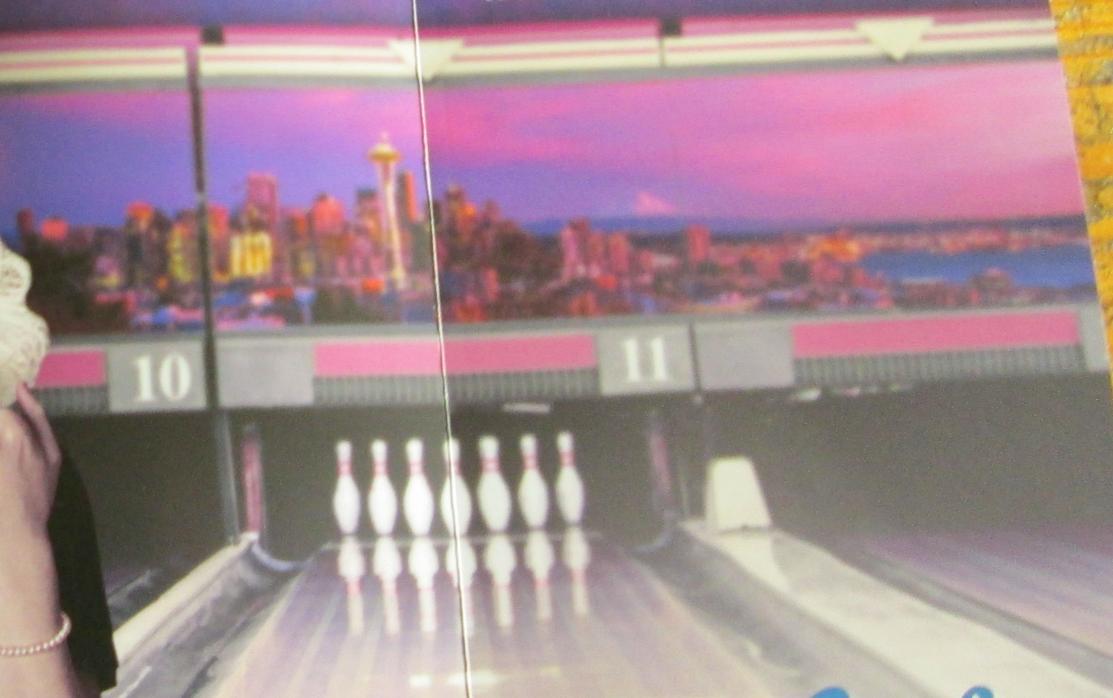
5.27 MB

IRENE *Bowling*



IRENE BOWLING
IS NOT LOOKING
OUT FOR OUR FAMILIES
OR OUR VALUES.

WILL LEAVE OUR FAMILIES IN THE GUTTER



VOTE 'NO' ON Irene Bowling

She's pledged to vote straight down the party line in the legislature, meaning higher taxes and spending that we can't afford.¹

This has earned her the strong support of Seattle establishment liberals and the State Democratic Party.²

This means more support for the Democrats in the legislature as she puts her party first, not the district she represents.

Irene Bowling will work for the Seattle establishment liberals and leave us in the gutter.

¹ https://www.progressives.org/wp-content/uploads/2018/09/Irene_Bowling_Caucus_Questions_2018.pdf | ² <https://www.democrats.org/199/16/irene-bowling-donate>



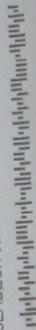
SHE'S ROLLING
STRAIGHT DOWN
THE LINE FOR
Seattle
LIBERALS

Prepared
Standard
U.S. Postage
®
PSN
®
EBS (Priority)

Paid for by Our Olympic Communities Enterprise
Washington. No candidate authorized this ad.
Top 5 Contributors: Enterprise WA's Jobs PAC and
Washington Hospitality Assoc PAC.

1603 116th Ave NE Suite 120
Bellevue, WA 98004

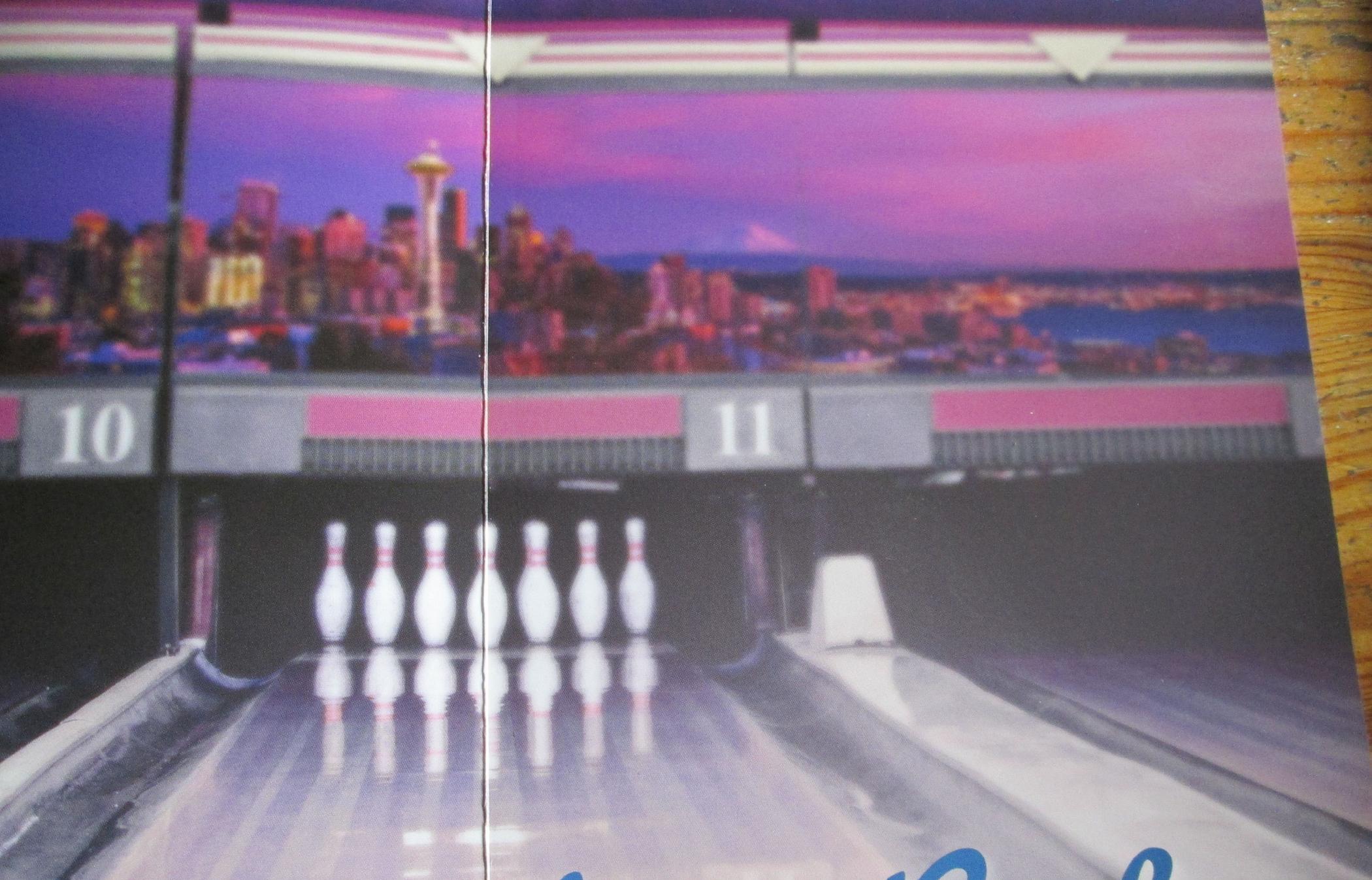
00015764 31 *****AUTO**5-DIGIT 98380
THE MARTIN HOUSEHOLD
OF CURRENT RESIDENT
PO BOX 116
SEABECK WA 98380-0116



IRENE BOWLING IS VOTING STRAIGHT DOWN THE LINE
FOR SEATTLE LIBERALS AND LEAVING US IN THE GUTTER
VOTE 'NO' ON IRENE BOWLING^(D)

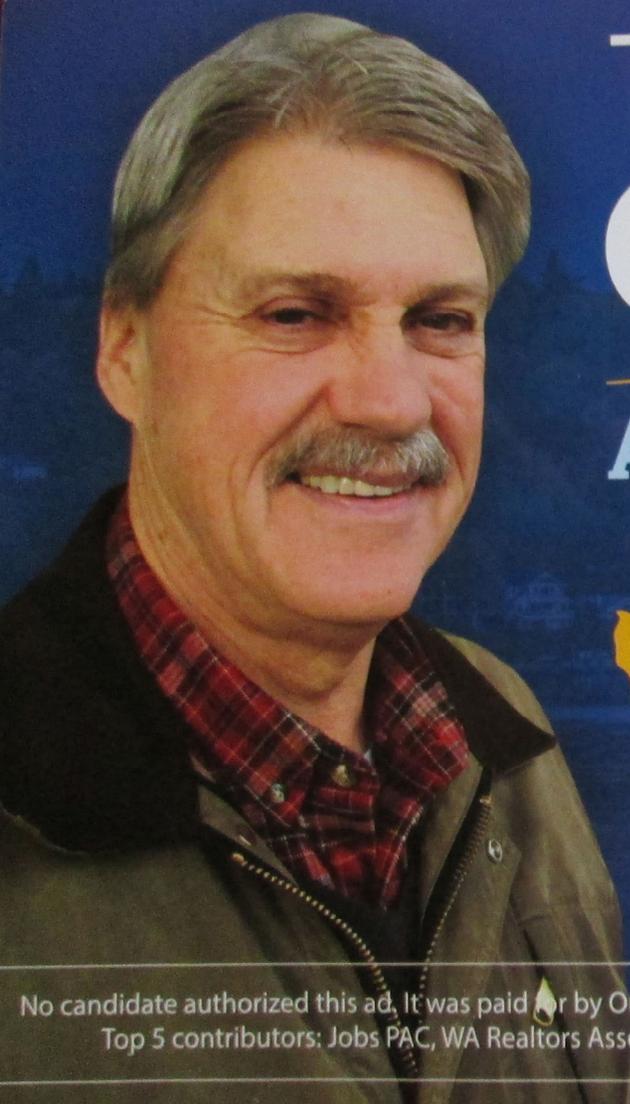


Irene Bowling
HAS MADE IT CLEAR
WHOSE SIDE SHE'S ON



VOTE 'NO' ON

Irene Bowling



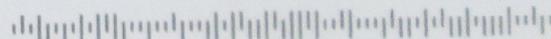
Tim Sheldon's Values Are **OUR VALUES**

And They Have Changed Olympia



Our Olympic Communities Enterprise WA
1603 116th Ave NE #120
Bellevue, WA 98004

STANDARD
U.S. POSTAGE
PAID
TACOMA, WA
PERMIT #397



*****5-DIGIT 98380

JEANNE & JOHN MARTIN
OR RESIDENT
PO BOX 116
SEABECK, WA 98380-0116

7 / 6072 / 1

No candidate authorized this ad. It was paid for by Our Olympic Communities Enterprise WA.
Top 5 contributors: Jobs PAC, WA Realtors Assoc PAC, WA Hospitality Assoc PAC

**IRENE BOWLING HAS ALREADY
MADE UP HER MIND.**

SHE'S NOT LISTENING TO US.

Irene Bowling decided she isn't going to work for us.

Our taxes pay her salary, her votes affect our lives, and she has decided no matter what, she's voting for whatever her party wants¹ from her.

**Irene Bowling works for the
Seattle liberal establishment.**

Irene has earned strong support from the state Democratic Party for her promise to vote a straight party line in the legislature.



**WE CAN'T TRUST
THAT KIND OF LEADERSHIP.**

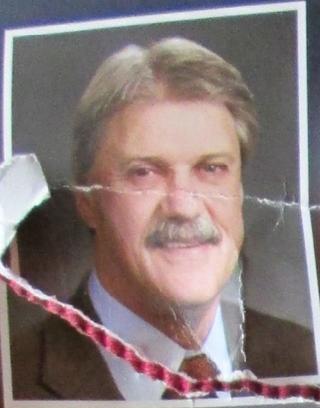
**VOTE "NO" ON
IRENE BOWLING**

1 https://waprogressives.org/wp-content/uploads/2019/09/Irene_Bowling_Caucus_Questionnaire_2018.pdf

THAT KIND OF

VOTE "N
IRENE BO

1. https://waprogressives.org/wp-content/uploads/2018/09/Irene_Bowling_Caucus_Questionnaire_2018.pdf



TIM SHELDON

WON'T STOP FIGHTING FOR WHAT'S RIGHT.

It's time to give back to those who gave everything for us.

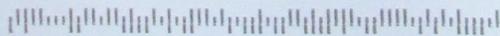
It's time to stand up for our veterans.



Tim Sheldon (D)
for State Senate



**Vote by Tuesday,
November 6th**



.....ECRL0T**B001 P-1 P151
The Martin Household
Or Current Resident
PO Box 116
Seabeck WA 98380-0116

8920

PRSRT STD
U.S. POSTAGE
PAID
P S P

No candidate authorized this ad. Paid for by Our
Olympic Communities Enterprise Washington.
Top 5 Contributors: Enterprise WA's Jobs PAC and
Washington Hospitality Assoc PAC
1603 116th Ave NE Suite 120
Bellevue, WA 98004



VOTE 'NO' ON

Irene

1 https://waprogressives.org/wp-content/uploads/2018/09/Irene_Bowling_Caucus_Questionnaire_2018.pdf



TIM SHELDON

Fighting for What's Right.
Fighting for Our Veterans.

After risking everything, too many of our vets now live on the streets.

Tim is working to change that.

Tim Sheldon reaches across the aisle, working with both parties, to lead the fight to end veteran homelessness.

Tim has worked for, and succeeded in, securing the necessary funding and services for homeless veterans.

It's time to give back to those who gave everything for us.

It's time to stand up for our veterans.



TIM SHELDON ^(D)
FOR STATE SENATE



**Vote by Tuesday,
November 6th**