

Scroggin, Deborah

From: Amy Rathfelder <amy@tedwheeler.com>
Sent: Friday, May 22, 2020 4:25 PM
To: City Elections
Cc: campaign@tedwheeler.com; Scroggin, Deborah; Jef Green
Subject: Re: 2020-12-TW Video Disclosure
Attachments: TeamTedVideo (1) (1).mp4; One-Pager City Code 2.10 Timely Disclosures.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Cody, thank you for bringing this to our attention. The 4-second rule was not included in the guidance we were previously sent by your office (attached) and were following in good faith, but we see that it is in the code and have requested an updated version of the video with the disclaimer displaying for 4-seconds from our video editor. In the meantime, we have posted the disclaimer text as a comment on the videos across all platforms so it is permanently displayed. Below please find the answers to your other questions. Thanks again for bringing this to our attention, and please let us know if you need anything else.

-an exact copy of the video mentioned in the complaint as originally aired;
Attached.

-the cost to produce the video;
\$3,982

-any communication channels in which it was broadcast and the cost to broadcast on each of those channels, if any.
The video ran on Facebook and on Instagram as an ad from May 4 through May 19. The total spent on this video was \$10,900. \$10,457 was on Facebook, \$443 was on Instagram. No money was spent to promote this video on Twitter. The video was organically posted (not as an ad) on twitter, Instagram, and Facebook on May 4 and is still there -- we have posted the disclaimer text as a comment on the videos across all platforms so it is permanently displayed.

On Thu, May 21, 2020 at 1:15 PM City Elections <elections@portlandoregon.gov> wrote:

Hello Ted Wheeler and Friends of Ted Wheeler,

Attached to this email is the complaint for 2020-12-TW, which was sent to you with a notification on May 12, 2020. Prior to the deadline for the Elections Office to render a decision on May 27, 2020, please provide:

-an exact copy of the video mentioned in the complaint as originally aired;

-the cost to produce the video; and

-any communication channels in which it was broadcast and the cost to broadcast on each of those channels, if any.

Thank you for your prompt attention to this matter.

Sincerely,

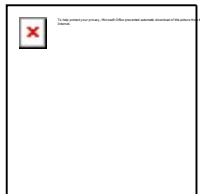
Cody Sibley

He/Him/His

Elections Coordinator

Office of the City Auditor | City of Portland

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Amy Rathfelder
Campaign Manager
Mayor Ted Wheeler
971-400-7743

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