



**State of Washington
PUBLIC DISCLOSURE COMMISSION**

711 Capitol Way Rm. 206, PO Box 40908 • Olympia, Washington 98504-0908
(360) 753-1111 • FAX (360) 753-1112

Toll Free 1-877-601-2828 • E-mail: pdcc@pdcc.wa.gov • Website: www.pdca.wa.gov

October 15, 2021

Delivered electronically to Shane Hoffmire at "shanehoffmire@gmail.com"

Subject: Complaint filed by Joel Servatius, PDC Case 97603

Dear Shane Hoffmire:

Below is a copy of an electronic letter sent to Joel Servatius concerning a complaint filed with the Public Disclosure Commission (PDC).

As noted in the letter to Mr. Servatius, the PDC has dismissed this matter in accordance with RCW 42.17A.755(1) and will not conduct a more formal investigation into these allegations or take further enforcement action in this matter.

PDC staff is reminding you about the importance of including the full sponsor identification on all written political advertisement. PDC staff expects in the future that you will ensure all political advertisements include the required sponsor identification in accordance with PDC laws and rules.

If you have questions, you may contact Jennifer Hansen at 1-360-586-4560 toll-free at 1-877-601-2828, or by e-mail at pdcc@pdcc.wa.gov.

Sincerely,

Electronically signed

Jennifer Hansen
Compliance Officer

Endorsed by,

Electronically signed

Kim Bradford
Deputy Director
For Peter Frey Lavalley
Executive Director



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October 15, 2021

Delivered electronically to Joel Servatius at "servatius@mac.com"

Subject: Complaint regarding Christopher (Shane) Hoffmire, PDC Case 97603

Dear Joel Servatius:

The Public Disclosure Commission (PDC) has completed its review of the complaint you filed on August 11, 2021. The complaint alleged that Christopher (Shane) Hoffmire, a 2021 candidate for City Council for the City of Oak Harbor, may have violated RCW 42.17A.320 for failure to sufficiently identify the sponsor of a website.

PDC staff reviewed the allegations; the applicable statutes, rules, and reporting requirements; the response provided by the Respondent; and the applicable PDC reports filed by the Respondent, to determine whether the record supports a finding of one or more violations.

Based on staff's review, we found the following:

- On May 29, 2021, Christopher (Shane) Hoffmire submitted a Candidate Registration (C-1 report) declaring his candidacy for Oak Harbor City Council in the 2021 election and choosing the "Mini Reporting" option.
- RCW 42.17A.320(1) requires that all written political advertisement include the sponsor's name and address on the first page of the ad and be set apart from the rest of the text.
- Evidence was submitted with the complaint in the form of a screenshot of the Respondent's website which included, at the top, a photo of the Respondent followed by "Shane Hoffmire for City Council, Position 5" and, at the bottom, the words "Copyright 2021 Shane Hoffmire for City Council-All Rights Reserved."
- In his response on August 23, 2021, Mr. Hoffmire stated that he believed the full sponsor identification may have been cut off of the image sent by the Complainant as the language had been edited and relocated.
- The 2021 Shane Hoffmire campaign website currently includes the required sponsor identification with the statement "paid for by" followed by the sponsor's name and address at the bottom of the homepage.

It appears that the version of the website included in the August 11, 2021 complaint may have been missing the required sponsor information intended by Mr. Hoffmire. However, the website was not anonymous and did include at least enough language about its purpose and the likely sponsor to allow the general public to have a level of disclosure.

Based on our findings staff has determined that, in this instance, failure to include the required sponsor identification on a website used as political advertisement does not amount to a finding of a violation that warrants further investigation.

PDC staff is reminding Christopher (Shane) Hoffmire about the importance of including sponsor identification on all written political advertisement, specifically the full name and address, in the future as required in accordance with PDC statutes and rules.

Based on this information, the PDC finds that no further action is warranted and has dismissed this matter in accordance with RCW 42.17A.755(1).

If you have questions, you may contact Jennifer Hansen at 1-360-586-4560 toll-free at 1-877-601-2828, or by e-mail at pdcc@pdcc.wa.gov.

Sincerely,

Electronically signed

Jennifer Hansen
Compliance Officer

Endorsed by,

Electronically signed

Kim Bradford
Deputy Director
For Peter Frey Lavalley
Executive Director

cc: Christopher (Shane) Hoffmire