



**State of Washington
PUBLIC DISCLOSURE COMMISSION**

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July 28, 2025

Delivered electronically to jeffrey.lyon@gmail.com

Subject: PDC Case 174386 regarding Jeff Lyon and Democratic Woodinville Sponsored by Jeff Lyon

Jeff Lyon and Democratic Woodinville Sponsored by Jeff Lyon:

The Public Disclosure Commission (PDC) completed its review of the complaint filed by Janet Weisel on June 3, 2025. The complaint alleged violations of RCW 42.17A.320 for failure to provide sponsor identification on political advertising.

Applicable Laws and Rules

Pursuant to [RCW 42.17A.320](#), all written political advertising must include the name and address of the sponsor. Sponsor identification should appear on the first page or fold of the political advertising, in at least ten-point type, and be set apart from any other printed matter. [WAC 390-18-010](#) indicates that all advertising must clearly state that it has been paid for by the sponsor. Political advertising undertaken as an independent expenditure or an electioneering communication by a person other than a bona fide political party must also include the statement, "No candidate authorized this ad. It is paid for by (name, address, city, state)." Additional disclosures may be required, depending on the sponsor and type of advertising used. For a partisan office, if the candidate has expressed a party or independent preference on the *Declaration of Candidacy*, that party or independent designation shall be clearly identified in political advertising, electioneering communications, and independent expenditures.

Background and Findings

- The Complainant submitted a photo of the billboard in question. The Complainant alleged the billboard was an unreported in-kind contribution to Rebecca Best-Campbell's campaign. The photo submitted had trees blocking the bottom of the billboard.
- Sponsor Democratic Woodinville Sponsored by Jeffrey Lyon reported making an independent expenditure to support Best-Campbell on May 1, 2025. That report showed an expenditure of \$5,000 for a billboard.

- Independent expenditures are made without the coordination, consultation, etc. with any of the candidates or committees being supported or opposed and are not reported by the candidate or committee involved.
- Due to the possible connection between the billboard and the report filed by Democratic Woodinville, PDC staff opened a case against Democratic Woodinville (rather than Best-Campbell) for possible failure to provide sponsor ID on the billboard.
- The Respondent submitted photos showing the full billboard and the proof of billboard planning to show the full sponsor identification has been displayed on the billboard.

Summary and Resolution

Based on our findings, staff have determined that, in this instance, no violation has occurred. The PDC has dismissed this matter in accordance with RCW 42.17A.755(1).

If you have questions, you may contact Tabitha Townsend at 1-360-753-1111, toll-free at 1-877-601-2828 or by e-mail at pdc@pdc.wa.gov.

Sincerely,

Electronically signed by Tabitha Townsend

Tabitha Townsend
Compliance Officer

Endorsed by,

Electronically signed by Kim Bradford

Kim Bradford
Deputy Director
For Peter Frey Lavalley
Executive Director

cc: Janet Weisel