



STATE OF MICHIGAN
RUTH JOHNSON, SECRETARY OF STATE
DEPARTMENT OF STATE
LANSING

October 7, 2014

Robert Taylor
2594 Eagle Island Road
Boyer City, Michigan 49712

Dear Mr. Taylor:

The Department of State (Department) has concluded its review of the complaint you filed against Valerie Snyder, concerning an alleged violation of the Michigan Campaign Finance Act (MCFA or Act), 1976 PA 388, MCL 169.201 *et seq.* This letter concerns the disposition of your complaint.

You alleged that Ms. Snyder failed to include a complete and correct paid-for-by statement on two campaign advertisements.

The MCFA and corresponding administrative rules require a person who produces printed material that relates to an election to include the phrase "Paid for by [name and address of the person who paid for the item]." MCL 169.247(1), R 169.36(2). A knowing violation constitutes a misdemeanor offense punishable by a fine of up to \$1,000.00, imprisonment for up to 93 days, or both. MCL 169.247(5).

You filed your complaint on June 17, 2014. Ms. Snyder filed an answer on July 15, 2014, and you filed a rebuttal statement on August 5, 2014.

You provided as evidence copies of newspaper ads which state "Valerie K. SNYDER FOR CIRCUIT COURT JUDGE." The paid-for-by statements in the ads appear to omit the committee's address.

In response, Mr. Snyder stated that when she purchased the ads in the Humane Society Newsletter, she requested that the ads contain "the following disclaimer: Paid for by Valerie Snyder for Judge, 101 M-66 North, Charlevoix, MI 49720" but that the humane society inadvertently left the address out of the disclaimer. Ms. Snyder asserted that she did not receive a copy of the proofs for the ads so she was unaware that the address was missing until after the ads were published. Ms. Snyder provided the email that she sent to the humane society requesting that the humane society do the layout for the ads, which included the correct and complete paid-for-by language.

In addition, Ms. Snyder provided a letter from Scott Mackenzie, Director of the Charlevoix Area Humane Society, in which he states that Ms. Snyder requested the address be included in the paid-for-by statement and that the error was committed by the staff and volunteers at the

Humane Society. Mr. MacKenzie confirmed that Ms. Snyder was not given an opportunity to review a proof of the ads.

The Department believes that the evidence tends to support a conclusion that Ms. Snyder did not violate section 47 of the MCFA with regard to the newspaper ads. The paid-for-by statement was omitted from the ads due to an error by the Humane Society. As a result, your complaint is dismissed.

Sincerely,



Lori A. Bourbonais
Bureau of Elections
Michigan Secretary of State

c: Valerie Snyder