

OCT-24-2014 09:47A FROM:

TO: 814069442588

P. 3/7

THE STATE OF MONTANA

Commissioner of Political Practices  
1205 Eighth Avenue  
Post Office Box 202401  
Helena, MT 59620-2401  
Phone: 406-444-2942  
Fax: 406-444-1843  
www.politicalpractices.mt.gov

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2014 OCT 24 P 12:43

COMMISSIONER OF POLITICAL PRACTICES

HAND DELIVERED

CERTIFIED MAIL

SIGNED/NOTARIZED

Campaign Finance and Practices

Complaint Form (10/09)

Type or print in ink all information on this form except for verification signature

Person bringing complaint (Complainant):

Complete Name Linda McCulloch

Complete Mailing Address Montana Secretary of State's Office, PO Box 202801  
Helena, MT 59620

Phone Numbers: Work 406-444-2034 Home \_\_\_\_\_

Person or organization against whom complaint is brought (Respondent):

Complete Name Researchers at Stanford University and Dartmouth College

Complete Mailing Address 616 Serra Street, Stanford, CA 94305

Phone Numbers: Work \_\_\_\_\_ Home \_\_\_\_\_

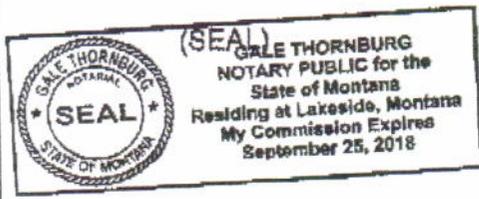
Please complete the second page of this form and describe in detail the facts of the alleged violation.

Verification by oath or affirmation

State of Montana, County of FLATHEAD

Linda McCulloch, being duly sworn, state that the information in this Complaint is complete, true, and correct, to the best of my knowledge and belief.

Linda McCulloch  
Signature of Complainant



Subscribed and sworn to before me this 24 day of OCTOBER, 2014.

Gale Thornburg  
Notary Public

My Commission Expires: 9-25-2018

OCT-24-2014 09:46A FROM:

TO: 814068442588

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**MONTANA SECRETARY OF STATE**
**LINDA McCULLOCH**

October 24, 2014

 John Motl  
 Commissioner of Political Practices  
 Helena, MT

Dear Sir:

On October 22, 2014 I received by US mail a flyer titled "2014 Montana General Election Voter Information Guide." The mailer prominently displays the Great Seal of Montana on both sides of the advertisement and deceitfully gives the impression that the information has been endorsed by my office and/or the State of Montana. My office was not asked to approve, nor would I have approved, the use of the Great Seal on this mailer. The advertising states that it is "Paid for by researchers at Stanford University and Dartmouth College." According to a statement received from Lisa Lapin, Associate Vice President of Stanford, 100,000 of these mailers were sent to Montana voters.

The mailer appears to violate the following sections of law of Montana, the first three of which are under the direct jurisdiction of the Commissioner:

Montana Code Annotated 13-35-218(2), which prohibits use of any "fraudulent contrivance" to compel, induce, or prevail upon any elector to give or to refrain from giving the elector's vote at any election;

Montana Code Annotated 13-35-235, which prohibits the dissemination of incorrect or misleading election procedures information;

Montana Code Annotated 13-37-201, which requires individuals or groups engaging in political activity to register with the Commissioner; and

Montana Code Annotated 45-7-209, which prohibits the impersonation of public servant.

The documentary evidence to support these facts includes a copy of the mailer and an email from Lisa Lapin of Stanford University with two attached statements.

Sincerely,

 A handwritten signature in cursive script that reads "Linda McCulloch".
 

Linda McCulloch  
 SECRETARY OF STATE

Oct. 23, 2014

## DESCRIPTION OF THE VOTER STUDY CONDUCTED BY DARTMOUTH AND STANFORD RESEARCHERS

The political science researchers at Stanford and Dartmouth study the democratic process and voter participation in the United States, and their study is seeking to learn whether, if voters are provided more information about candidates, those voters will be more likely to participate in the process.

The study design was nonpartisan in nature and not intended to favor any particular candidate nor influence the outcome of any race. The study is independent, with no involvement or prior consultation with state officials or candidates in any of the study locations. The study was reviewed and approved to go forward by the Dartmouth Institutional Review Board.

This academic research study uses publicly available campaign finance information, based on where candidates' supporters have made political contributions, to provide additional information about candidates in nonpartisan races. This type of information is available online for voters and is often published by news organizations to illuminate races.

The research study seeks to compare voter participation levels in precincts that receive the additional information with voter participation in precincts that do not. The precincts involved in the study were selected on a random basis.

The study has been conducted in three states. In September, 66,000 voters in New Hampshire received information about candidates in one congressional district. And this week, information about two Supreme Court elections was sent to 100,000 voters throughout Montana, and information about candidates was sent to 143,000 voters in two congressional districts in California.

The study is described by the faculty members on their Web site, and detail about other similar studies can be found there as well: <http://data.stanford.edu/dime>

## STANFORD STATEMENT REGARDING POLITICAL MAILER IN MONTANA

Stanford University learned about the political mailers late Wednesday and we can confirm that they are part of an academic research project independently undertaken by political science faculty members at Stanford and Dartmouth.

The researchers study the democratic process and are trying to learn whether, if voters are provided more information about candidates, those voters will be more likely to participate in the process. The study is described by the faculty members on their Web site, and detail about other similar studies can be found there as well: <http://data.stanford.edu/dime>

Stanford is conducting an inquiry into the facts of this matter and whether university procedures and rules regarding research have been appropriately followed.

This is a circumstance we take very seriously. We share concerns that the mailers have created confusion among voters, and we sincerely apologize to those voters as well as the office of the Secretary of State.

## Fjeseth, Blair

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**From:** Fjeseth, Blair  
**Sent:** Friday, October 24, 2014 11:03 AM  
**To:** Fjeseth, Blair  
**Subject:** FW: Political Montana Mailer from Stanford  
**Attachments:** Mailer Statement from Stanford.docx; Voter study description.pdf

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**From:** Lisa Lapin [<mailto:lapin@stanford.edu>]  
**Sent:** Friday, October 24, 2014 9:20 AM  
**To:** Fjeseth, Blair  
**Subject:** Re: Political Montana Mailer from Stanford

Good morning Blair,

We are so very sorry for the difficulties you faced yesterday, and again extend our apologies to your office. I tried to call you several times, but understand why you would have been occupied.

I am attaching two statements that we made yesterday. The mailer came to our attention late Wednesday and we continue to gather information about the research project. I am sure your office will hear from others at Sanford, but I wanted to make sure you have the information we have shared.

Please let me know if there is anything we might assist you with.

Lisa

Lisa Lapin  
Associate Vice President  
University Communications  
Stanford University  
[lapin@stanford.edu](mailto:lapin@stanford.edu)  
650-725-8396 office  
650-483-2591 mobile



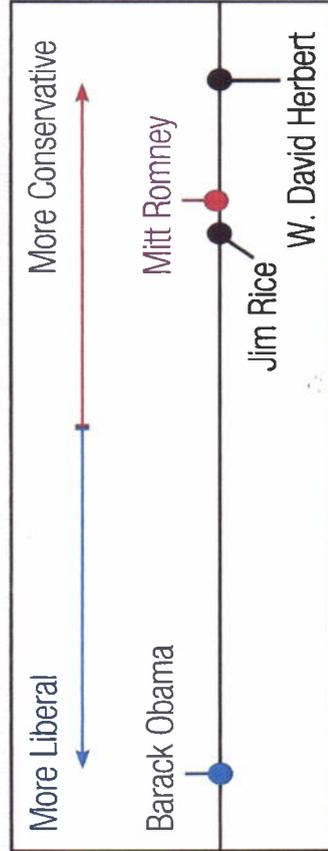


# 2014 Montana General Election Voter Information Guide

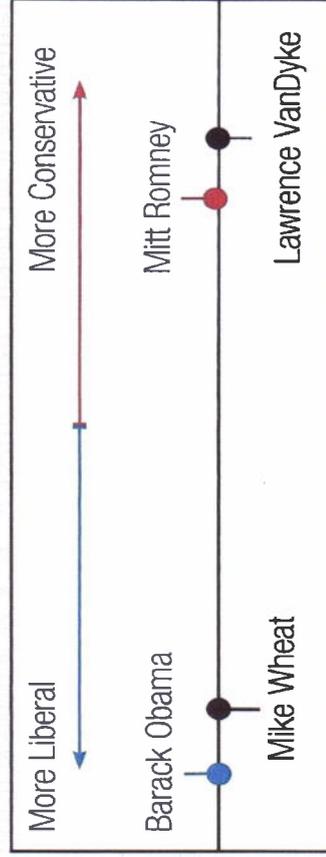
Election Date: November 4, 2014



## Nonpartisan Supreme Court Justice #1 Race



## Nonpartisan Supreme Court Justice #2 Race



For more information on how these figures were created, please see <http://data.stanford.edu/dime>. Please note that this guide is non-partisan and does not endorse any candidate or party. This guide was created as part of a joint research project at Stanford and Dartmouth.

Paid for by researchers at Stanford University and Dartmouth College, 616 Serra Street, Stanford, CA 94305

# Take this to the polls!

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PERMIT 3280  
84199



# 2014 Montana General Election Voter Information Guide



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HELENA MT 59601-4610

