

[EXTERNAL] Re: Ulmer v. Mullen, COPP-2024-CFP-047



Jesse Mullen <jesse@jessejamesmullen.com>
To Cook, Scott



2:38 PM

Scott,

The Aug/Sept report has been amended to reflect the print display advertisements raised in item #1, which is the entirety of the amount for the ads that ran through October 30.

In complaint #2, advertisements on META are referenced. The campaign does not place that advertising directly. Digital fundraising is ordered through Dialogue Digital, which is clearly marked in the reports. Dialogue Digital services include various digital fundraising services, including, but not limited to, emails, text messages, social media, and other online commercials. In our most recent report, META advertisements are explicitly noted as an additional billing charge for a more significant purchase on META to raise awareness of the candidate as ballots become available to voters.

In complaint #3, overpayments to the campaign are referenced. We are verifying the accuracy of the payments identified in the complaint, and any payments in excess of \$790 will be refunded to the donors this week. The campaign has refunded excess funds before, and will ensure it does not violate donation limits by refunding any additional overages.
