

Cook, Scott

From: David Saslav <dsaslav@gmail.com>
Sent: Thursday, May 2, 2024 3:21 PM
To: Hendricksen-Scott, Shelley; Gallus, Chris J.; Cook, Scott
Cc: Elaine Schoyen; melissasmith4hd23@gmail.com
Subject: [EXTERNAL] Response to Rosales v. Smith, COPP-2024-CFP-009
Attachments: facebook ad 1.jpg; facebook ad 2.jpg

Scott, et. al.

Please see itemized responses to

1. The Facebook-boosted ads have been amended to reflect "Paid for by: Elaine Schoyen, 2860 Spring Meadow Blvd., Bozeman, MT 59715", in both cases of Facebook ads that have been or were recently boosted on the "Melissa Smith for a Thriving Montana" timeline on Facebook.

[See attached graphics "facebook ad 1.jpg" (expired) and "facebook ad 2.jpg" (running through May 5) corresponding with complainant images [IMG_2617.jpg \[drive.google.com\]](#), [IMG_2618.jpg \[drive.google.com\]](#), and [IMG_2619.jpg \[drive.google.com\]](#) uploaded to complainant folder at [https://shorturl.at/eknEP \[shorturl.at\]](https://shorturl.at/eknEP). The currently running ad, as modified, is currently in review with Facebook Advertising and should have been revised by the time this email arrives.]

Note: Melissa Smith is not herself a candidate for Great Falls School Board of Trustees, nor is she a candidate in any other partisan or non-partisan race in 2024. As such, there is no Campaign nor Campaign Treasurer on file with COPP; her Facebook timeline is being used exclusively as a mechanism for bringing voters' attention to opinions shared by Melissa Smith on Facebook, with wider dispersion than would otherwise be available on a personal Facebook timeline.

In the aggregate, less than \$200 has been spent on Facebook ads for the current School Board of Trustees election ending May 7, well under the \$450 minimum spending level.

2. The target website for the above ads, [http://gfvote.com \[gfvote.com\]](http://gfvote.com), has been erected solely as an informational source for Great Falls Voters, and treats all School Board candidates equally (aside from notating which candidate is the incumbent) as shown below (underline font is being used exclusively now; all hyperlinks to candidate material have been removed as of this date). Note contact info for this website is listed at the top of the site; complainant has made no effort to reach out to the site administrators to clarify or request any changes be made to its content. [GFVote.com \[gfvote.com\]](http://gfvote.com) is also not affiliated with any candidate or campaign in 2024 races, and as such has not been required to register as a campaign entity.

gfvote.com



Counting

Working in the

VOTE



3. The complainant's references to images [Capture.PNG \[drive.google.com\]](#), [IMG_2614.jpg \[drive.google.com\]](#), and [IMG_2620.jpg \[drive.google.com\]](#) did not originate from the Melissa Smith for a Thriving Montana timeline, but were simply reposted there without additional spending on Facebook. Therefore Melissa Smith has no knowledge as to whether any money was spent boosting these images on the original poster's timeline.

Thank you,

David Saslav (representing Melissa Smith and the content on the Melissa Smith for a Thriving Montana Facebook timeline).

2736 Clover Drive
Great Falls, MT 59404
(406) 315-3733



Tony Rosales

- Teaching Years 0
- GFPS Parenting Years 0
- School Board Years 0

A+



Marlee Sunchild

- GFPS Teacher Years 20+
- GFPS Parent Years 20+
- GFPS Board Years 3+
- CORE School Board 2024



Rod Meyers

- Teaching Years 0
- GFPS Parenting Years 0
- School Board Years 0

EXPERIENCE

VOTE

GFPS

"I know firsthand how the teachers and parents can work together to make GFPS the leading school district in Montana."

MATTERS!

SUNCHILD

BOARD

Paid for by:: Elaine Schoyen
2860 Spring Meadows Dr.
Bozeman, MT 59715



Grade A+

Marlee Sunchild

- GFPS Teacher Years 20+
- GFPS Parent Years 20+
- GFPS Board Years 3+
- CORE School Board 2024

Rod Meyers / Tony Rosales

- Teaching Years 0
- GFPS Parenting Years 0
- School Board Years 0

EXPERIENCE

VOTE

GFPS

"I know firsthand how the teachers and parents can work together to make GFPS the leading school district in Montana."

MATTERS!

SUNCHILD

BOARD

Paid for by Elaine Schoyen
2860 Spring Meadow Dr.
Bozeman, MT 59715