



Lincoln County Democratic Committee

P.O. Box 675
Damariscotta, ME 04543
chair@lincolncountydemocrats.com
<https://lincolncountydemocrats.com>

Comments re 7, 8 on 10/16/2020 Maine Ethics Commission agenda

#7 [push poll]

The bulk of the money spent on the “polling” was over \$50k by Maine Senate Republican Majority PAC - for which Dana Dow is the Principal Officer, and according to statute (21-A § 1054-A(3) “is deemed to have participated in the spending decisions of the committee..”

What was the purpose of the Poll?

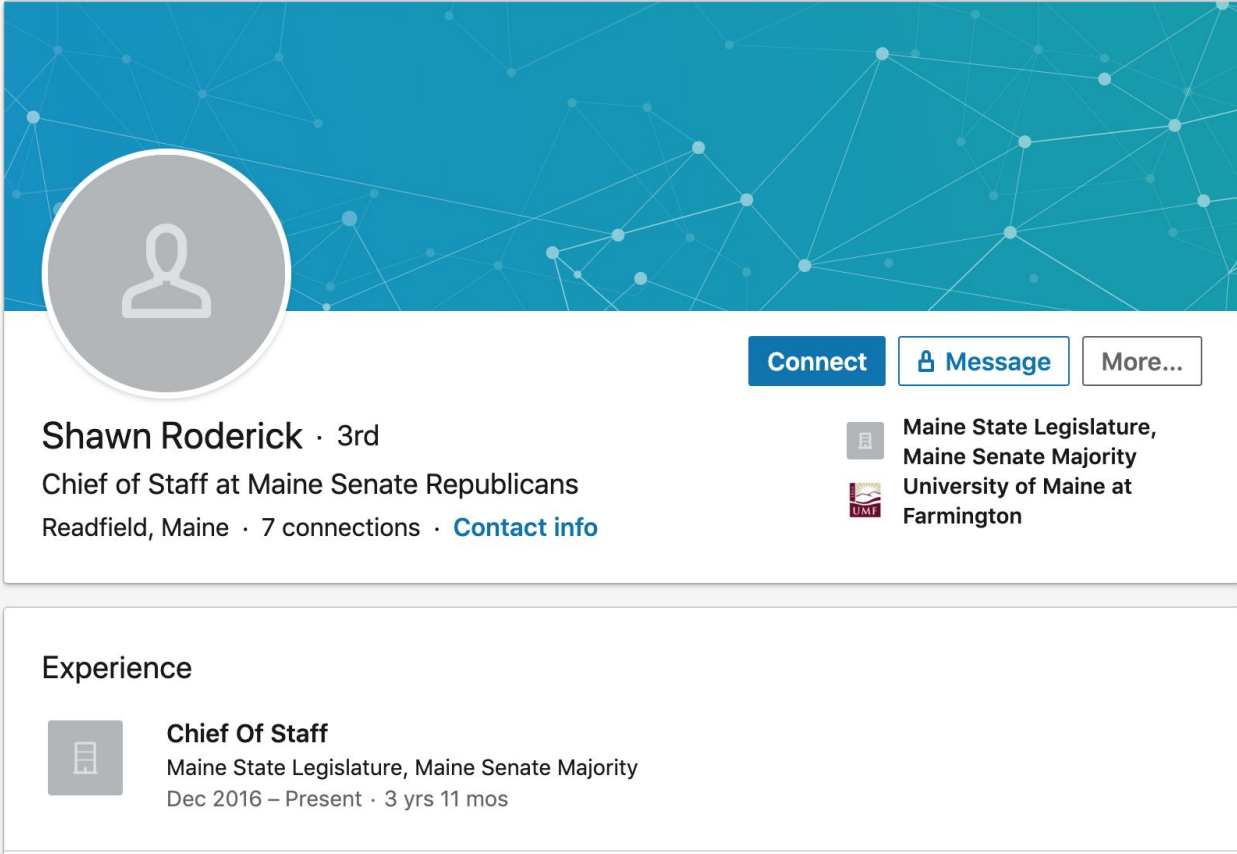
If we believe the claims of Mr. Tardy it was to measure how specific candidates are performing with voters of different political affiliations and testing whether voters of different political affiliations would be affected by specific campaign messages, among other things.

We contend that any reasonable person hearing the two statements about the candidates, and taking note that the firm which conducted it specializes in influencing elections, not conducting polls, would agree with the Commission Staff’s assessment: “Lastly, based on the two operative questions staff agrees with the LCDC that the primary purpose of the poll may be to influence the voting position of the call recipients.”

If you accept either purpose, then you must reasonably conclude that as Principal Officer of the PAC which mostly paid for the “poll”, Sen. Dana Dow knowingly paid for Red Maverick Media, LLC to either identify effective campaign messages through polling, or to influence voters, in his own Senate race among others.

#8 [video coordination regarding ads]

LCDC concedes we made the mistake of believing Mr. Roderick's own description of his position on LinkedIn as "Chief of Staff at Maine Senate Republicans" and not checking that the information he provided there was incorrect.



Shawn Roderick · 3rd
Chief of Staff at Maine Senate Republicans
Readfield, Maine · 7 connections · [Contact info](#)

Maine State Legislature,
Maine Senate Majority
University of Maine at
Farmington

Experience

Chief Of Staff
Maine State Legislature, Maine Senate Majority
Dec 2016 – Present · 3 yrs 11 mos

According to the Senate Republican Office web page Mr. Shawn Roderick is a Legislative Aide within that office, which is led by Dana L. Dow, Senate Republican Leader. Indirectly, Mr. Roderick works for Sen. Dow at the Senate Republican Office, in his regular job. But he is also the Principal Officer of the Maine Prosperity Alliance PAC.

Sen. Dow's campaign paid for a video to be filmed "earlier in the year", used in an advertisement for his campaign which first ran on 9/5/2020. Portions of that video and others were also used in a Maine Prosperity Alliance PAC advertisement that first aired on 9/2/2020. Given the abbreviated nature of the Flickr clip it could not have been used in the production of his own ad, which was a longer segment of the same original recording.

The Dow Furniture store video used by MPA PAC as the source of part of their ad had been uploaded to the 'Mainesenategop Media' page on Flickr on August 25th. The bulk of the images and videos there appear to have been taken in the same settings with different candidates and the same extras, and was likely a group activity of some kind that the candidates didn't pay for. In fact, anyone involved in those photo and video shoots or with access to the Mainesenategop Media page should have surmised these would be drawn from to produce advertisements, but

that doesn't mean they had any involvement in paying for, or choosing photos or video segments or any other production or buy decisions for that media.

This video segment is different.

Someone with access to the recorded video used in producing the Dow advertisement, which recording was paid for by the Dow campaign, selected a portion of that video, uploaded it, and made it publicly accessible. Which begs the questions:

- Who used the non-public original video to edit and process a clipping from it into a form compatible with Flickr?
- Who uploaded that selected video segment to the 'Mainesenategop Media' page on Flickr?
- Who provided that person with access to that page on Flickr for upload purposes, and when did they provide it?
- For what purpose was that particular segment uploaded to that Flickr page? Why would the uploader presume any purpose different from the advertising purpose which should have been obvious for all the other media that was there?
- Why wouldn't that process constitute participation by the candidate (or candidate's campaign) in making a decision regarding the content of the subsequent presumed advertising paid for by someone else?