

Acting General Counsel  
Federal Election Commission  
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OFFICE OF THE ACTING GENERAL COUNSEL  
FEDERAL ELECTION COMMISSION

MUR #

6782

BY E-MAIL

February 12, 2014

**COMPLAINT BEFORE THE FEDERAL ELECTION COMMISSION**

To whom it may concern:

Mr. Justin Meeks files this complaint seeking an immediate investigation into Senator Mark Pryor's failure to comply with the basic disclosure requirements of federal campaign finance law which require that any television ad sponsored by a candidate include a so-called "stand-by-your-ad disclaimer." This disclaimer must be spoken by the candidate and accompanied by a full-screen view of the candidate speaking the required disclaimer or a photograph of the candidate that is at least 80% of the vertical screen height. The public records show, and an investigation will confirm, that Senator Pryor's two most recent television advertisements "Linda" and "Courtney" fail to include the required disclaimer in violation of 11 CFR 110.11(c)(3)(ii).

**FACTS**

On February 6, 2014, Mark Pryor's campaign reserved air time statewide for two television ads entitled "Linda" and "Courtney." Attachment A. (News Story re: Pryor Spots) Although these ads include audio of Senator Pryor approving the message, they fail to include the required full-screen view of Mark Pryor or a photograph of the candidate that is at least 80% of the vertical screen height that should have accompanied the verbal disclaimer.

The spots are available on Senator Pryor's campaign website at the following links:

**[CLICK HERE TO WATCH "Linda"](#)**

**[CLICK HERE TO WATCH "Courtney"](#)**

**LAW**

11 CFR 110.11(c)(3)(ii) plainly requires any "communication transmitted through television or through or through any broadcast, cable or satellite transmission" to include "a statement that identifies the candidate and states that he or she has approved the communication." 11 CFR 110.11(c)(3)(ii) further requires that the candidate convey the statement through either:

- an unobscured, full-screen view of himself or herself making the statement, or;

through a voice-over by himself or herself, accompanied by a clearly identifiable photographic or similar image of the candidate. A photographic or similar image of the candidate shall be considered clearly identified if it is at least eighty (80) percent of the vertical screen height.

By any reasonable standard, the postage-stamp sized image of Mark Pryor at the end of the two ads in question is not the clearly identifiable image or full screen-view of the candidate that is required by law.

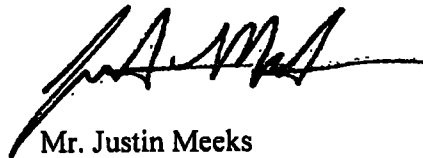
### CONCLUSION

The facts are clear: Mark Pryor has violated the basic disclosure requirements of federal campaign finance law and must be sanctioned appropriately.

Therefore, on the basis of the foregoing, Mr. Justin Meeks respectfully requests that the FEC:

- (1) Conduct an expedited investigation of the above to determine whether candidate is in compliance with federal campaign finance law;
- (2) Impose any and all penalties grounded in violations alleged in this complaint, or as otherwise deemed necessary by the Commission.

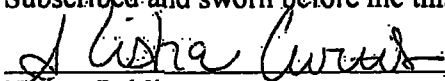
Respectfully submitted,



Mr. Justin Meeks

Little Rock, AR 72223

Subscribed and sworn before me this 12<sup>th</sup> day of February, 2014

  
Notary Public

My Commission Expires:

5/5/2021  
Date



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## Sen. Pryor knocks Rep. Cotton on Medicare in TV ads

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By Seth McLaughlin - The Washington Times

Wednesday, February 5, 2014

Arkansas Sen. Mark Pryor released a pair of television ads Wednesday knocking his Republican challenger, Rep. Tom Cotton, for supporting a "reckless agenda" on Capitol Hill.

In the ads, two women — Linda and Courtney — air their concerns about Mr. Cotton's record on Medicare and the negative affect it could have on their families.

"Retirement is just around the corner for us," Linda says in one of the 30-second spots that will run statewide. "That's why I was so concerned when I read Congressman Cotton voted to change Medicare into a voucher system. Cotton's plan would allow insurance companies to increase rates 8% , cut benefits and cost seniors thousands more each year."

Mr. Pryor is fighting for his political life and is thought to be one of the most vulnerable Senate Democrats heading into the 2014 elections.

The commercials highlight Mr. Cotton's support for Wisconsin Rep. Paul Ryan's budget plan , which narrowly passed the House last year on a largely party-line vote and served as a blueprint for the GOP's priorities for the next decade.

The budget would have reached "balance" over that time, in part by overhauling Medicare.

Jeff Weaver, campaign manager for Pryor's re-election bid, said that the stories from people like Linda and Court send clear message to Mr. Cotton: "Arkansans don't want your Medicare schemes."

Photo Galleries



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