



FEDERAL ELECTION COMMISSION  
Washington, DC 20463

June 8, 1998

VIA CERTIFIED MAIL

Robert Riley, Jr.

Birmingham, AL 35209

RE: MURs 4568, 4633 and 4634

Dear Mr. Riley:

On May 5, 1997, the Federal Election Commission notified you of a complaint, designated as MUR 4633, alleging violations of the Federal Election Campaign Act of 1971, as amended ("the Act"). A copy of this complaint was forwarded to you at that time.

Upon further review of the allegations contained in the complaints, information supplied by you and other sources, as well as information obtained in the normal course of its supervisory responsibilities, the Commission, on June 2, 1998, found reason to believe that Robert Riley, Jr., violated 2 U.S.C. § 441a(a)(1) and § 441f. The Factual and Legal Analysis, which formed a basis for the Commission's finding, is attached for your information.

You may submit any factual or legal materials that you believe are relevant to the Commission's consideration of this matter. Please submit such materials to the General Counsel's Office along with your response to the enclosed Subpoena to Produce Documents and Order to Submit Written Answers within 30 days of receipt of this letter. Where appropriate, statements should be submitted under oath. In the absence of additional information, the Commission may find probable cause to believe that a violation has occurred and proceed with conciliation.

If you are interested in pursuing pre-probable cause conciliation, you should so request in writing. See 11 C.F.R. § 111.18(d). Upon receipt of the request, the Office of the General Counsel will make recommendations to the Commission either proposing an agreement in settlement of the matter or recommending that pre-probable cause conciliation not be pursued. The Office of the General Counsel may recommend that pre-probable cause conciliation not be entered into at this time so that it may complete its investigation of the matter. Further, the Commission will not entertain requests for pre-probable cause conciliation after briefs on probable cause have been mailed to the respondent.

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Requests for extensions of time will not be routinely granted. Requests must be made in writing at least five days prior to the due date of the response and specific good cause must be demonstrated. In addition, the Office of the General Counsel ordinarily will not give extensions beyond 20 days.

This matter will remain confidential in accordance with 2 U.S.C. §§ 437g(a)(4)(B) and 437g(a)(12)(A) unless you notify the Commission in writing that you wish the matter to be made public.

If you have any questions, please contact Mark Shonkwiler, the attorney assigned to this matter, at (202) 694-1650.

Sincerely,

*Joan D. Aikens*

Joan D. Aikens  
Chairman

Enclosures:

Subpoena to Produce Documents and Order to Submit Written Answer  
Factual and Legal Analysis

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**FEDERAL ELECTION COMMISSION**

**FACTUAL AND LEGAL ANALYSIS**

RESPONDENTS: Robert Riley, Jr.

MURs: 4568, 4633 and 4634

**I. GENERATION OF THE MATTERS**

MUR 4633 was generated by a complaint filed by James Anderson, Esq. *See* 2 U.S.C. § 437g(a)(1). After reviewing the complaints, the responses, and the publicly available material relating to MUR 4633 as well as MURs 4568 and 4634, the Federal Election Commission ("Commission") determined that it would investigate the three matters jointly. The respondent was added to the latter MURs based on information ascertained by the Commission in the normal course of its supervisory responsibilities. *See* 2 U.S.C. § 437g(a)(2).

**II. FACTUAL AND LEGAL ANALYSIS**

The Commission believes that the specific incidents recounted in the subject MURs are most appropriately viewed in the context of Triad Management Services, Inc.'s ("Triad") involvement in the 1996 election cycle. During the latter part of 1996 and throughout 1997, there were a number of press accounts concerning the activities of Triad in connection with these federal elections. In summary, it was reported that during both the primary and general elections, Triad came to the aid of a substantial number of

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Republican congressional campaigns, including Bob Riley for Congress, after learning of their needs through a process it referred to as a "political audit."<sup>1</sup>

Triad reportedly communicated the results of its political audits, along with solicitations for contributions to specific campaigns, to wealthy individuals who received periodic "Triad Fax Alerts." It appears that the firm then may have forwarded contributions from these same individuals to different campaign committees. Triad also reportedly set up a plan to arrange contributions from individuals, who already had made the maximum legal contribution to certain congressional candidates, to various political action committees ("PACs"). These PACs reportedly then gave identical or nearly identical amounts back to the original contributor's preferred candidate.

The Commission has found reason to believe that, during the 1996 election cycle, Robert Riley, Jr. may have violated the Federal Election Campaign Act of 1971, as amended ("the Act") by making contributions to Bob Riley for Congress committee in the name of another person. In the alternative, the Commission has found reason to believe that Robert Riley, Jr. may have made excessive contributions to his father's campaign after directly contributing to certain PACs, because the contributions to those PACs were made with the knowledge that said entities would then contribute a substantial portion of the funds received back to the Bob Riley for Congress committee, to whom the respondent had already made the maximum legal contribution.

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<sup>1</sup> The respondent, Robert Riley, Jr., is the son of the candidate, Robert R. Riley.

**A. THE APPLICABLE LAW**

The Federal Election Campaign Act of 1971, as amended ("the Act"), provides that no person, including a political committee, may contribute more than \$1,000 per election to any candidate for federal office or his authorized committee. 2 U.S.C. § 441a(a)(1).

The Act also prohibits a contributor from attempting to hide a contribution to a candidate or committee by making the contribution in the name of another person. 2 U.S.C. § 441f. Specifically, the Act prohibits (1) making a contribution in the name of another; (2) knowingly permitting one's name to be used to effect such a contribution; and (3) knowingly accepting such a contribution. *Id.* In addition, no person may knowingly help or assist any person in making a contribution in the name of another. 2 U.S.C. § 441f, 11 C.F.R. § 110.4(b)(1)(iii).

11 C.F.R. § 110.(h), entitled "*Contributions to committees supporting the same candidate,*" provides that:

A person may contribute to a candidate or his or her authorized committee with respect to a particular election and also contribute to a political committee which has supported, or anticipates supporting the same candidate in the same election, as long as -

(1) The political committee is not the candidate's principal campaign committee or other authorized political committee or a single candidate committee;

(2) The contributor does not give with the knowledge that a substantial portion will be contributed to, or expended on behalf of, that candidate for the same election; and

(3) The contributor does not retain control over the funds.

**B. FACTS**

**1. Triad**

Triad appears to have been created during the 1996 election cycle. Triad reportedly was founded by Carolyn Malenick, who previously had worked as a fundraiser for various political groups and campaigns, including, *inter alia*, Oliver North's 1994 bid for the US Senate. At different times, Ms. Malenick reportedly has described herself as the President and Chief Executive Officer of Triad; the Director of Triad; and the Chief Operating Officer of Triad. *See, e.g.*, 11/19/97 Carolyn Malenick letter-to-the-editor of the Dayton Daily News; Undated Triad Advertisement.

Triad advertises itself as a political consulting firm that provides services to donors interested in making political contributions to conservative candidates, campaigns, issues and projects. *See* Undated Triad Advertisement. Triad attempts to distinguish itself from other political consulting firms by claiming that it only works for donors, not for candidates or campaigns. *Id.*

Press accounts indicate that Triad representatives have described the company as operating in a manner akin to a stock brokerage for conservative political donors, providing research and analysis of upcoming elections, and dispensing advice on how to maximize the impact of political contributions. *See* 9/28/96 National Journal article. In sum, Triad reportedly seeks to give wealthy contributors advice on how to get the "biggest bang for the buck" with their contributions by telling them which conservative candidates look like winners and which ones need help. *Id.*

## 2. Triad Fundraising Efforts

At least one news account has reported that Triad personnel and consultants performed what Triad labeled as "political audits" on approximately 250 campaigns during the 1996 election cycle. See 10/29/97 Minneapolis Star-Tribune article. This news account also reported that a Triad spokesperson described the purpose of these political audits, many of which reportedly included meetings with the candidate or senior campaign officials, as the identification of "races where donors could support candidates who shared their ideological views and had a viable campaign." *Id.*

The Triad political audit reports released as exhibits to the Final Report on Investigation of Illegal or Improper Activities in Connection with 1996 Federal Election Campaigns by the Senate Committee on Governmental Affairs ("Senate Report") refer to what appears to have been a practice Triad had of soliciting donors who already had made the maximum legal contribution to particular candidates Triad was seeking to support. It has been alleged, and some of the audit reports seem to indicate, that Triad may have tried to interest such donors in making contributions to certain selected political action committees ("PACs"), which made subsequent, and often identical, contributions to the original donor's preferred candidate(s).<sup>2</sup>

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<sup>2</sup> It has been reported that Ms. Malenick acknowledged that Triad would try and match donors referred to it by a candidate to PACs who were likely to support the same candidate, but denied that there was any coordination between the individual contribution to the PACs and the PAC contributions to the candidate. See October 8, 1997 Article in The Hill. Triad's advertisements seem to hint at this by stating that its "services to clients" include "[w]orking with conservative political action committees and issue organizations for efforts to maximize their separate funding sources to accomplish common objectives." See Triad Advertisement.

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For example, an excerpt from the Triad audit report of the campaign of Pete Sessions, which is attached to the Senate Minority report, states: "Both Sessions and [the campaign manager] clearly understand the Triad concept and will have a list of their maxed out donors for our inspection as soon as there is a call from Washington." *See* excerpt from Pete Sessions audit report. Another audit report states that "Ed Merritt has a number of maxed out donors who might want to be introduced to Triad. Towards that end, I have recommended over the telephone to [a Triad employee] that we check out their receptance." *See* Ed Merritt audit report. In what appears to be a reference to the same practice, the Triad audit report on the Sam Brownback for US Senate campaign, notes that Triad will "[n]eed to work with potential clients that may be recommended by the Brownback campaign and with the finance chairman to ensure that Triad is properly advertised." *See* Brownback audit report.

In this context, the complaint in MUR 4633 alleges that Robert Riley, Jr., the son of Congressman Bob Riley, who had made the maximum legal contribution to his father's campaign, used Triad's services to make \$5000 in contributions to five PACs, which within a few weeks, and in some cases a few days, made identical or nearly identical contributions to the Riley Committee. These contributions are summarized below:



<b>Name of PAC</b>	<b>Date of Contribution by Riley, Jr.<sup>3</sup></b>	<b>Amount of Contribution by Riley, Jr.</b>	<b>Date of PAC Contribution to Campaign</b>	<b>Amount of PAC Contribution to Campaign</b>
Conservative Campaign Fund	5/09/96	\$1000	5/29/96	\$1000
American Free Enterprise	5/13/96	\$1000	5/23/96	\$1000
Citizens Allied for Free Enterprise	5/22/96	\$1000	5/24/96	\$1000
Faith, Family & Freedom	5/23/96	\$1000	5/24/96	\$500
Eagle Forum	7/12/96 <sup>4</sup>	\$1000	6/16/96 7/29/96 9/11/96	\$1000 \$500 \$500

### **C. LEGAL ANALYSIS**

Given the allegations and information in each complaint, response, and additional information from public sources, the Commission has made findings against Robert Riley, Jr. under two alternative theories. Under the first theory, the information available raises questions as to whether some or all of these contributions, when funneled through a Triad-selected PAC, may constitute contributions made in the name of another person (the PACs) in violation of 2 U.S.C. § 441f. Alternatively, the contributions made through

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<sup>3</sup> The reported date of the contribution is based on the date of receipt reported by the PACs. The Commission has other information which suggests that Robert Riley, Jr. wrote the checks for all five contributions on May 9, 1996 and that Triad forwarded the five checks to the different PACs with cover letters dated May 10, 1996.

<sup>4</sup> The current record does not offer any explanation for why the Eagle Forum did not report receiving this contribution until more than two months after it reportedly was mailed.

the PACs by the individual donors may constitute excessive contributions made in violation of 2 U.S.C. § 441a(a)(1), because the contribution was made with the knowledge that a substantial portion of the contributions would be subsequently contributed to a particular candidate to whom the original donor already had contributed. 11 C.F.R. §110.1(h).

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The following information from the complaint in MUR 4633 demonstrates how contributions from "maxed out" donors which appear to have been arranged by Triad may constitute violations of 2 U.S.C. § 441f and/or § 441a(a)(1). Some of the reasons for believing that the PAC contributions by Robert Riley, Jr. may have constituted contributions in the name of another person can be summarized as follows. As noted above, documents attached as exhibits to the Senate report appear to indicate that Triad had a practice of asking campaigns that Triad decided to support for lists of their "maxed out" donors. At this time, there is no other explanation for the proximity in timing and similarity in amounts between the contributions to the PACs and the subsequent PAC contributions to the Riley Committee. In addition, Robert Riley, Jr. had no prior history of contributing to the PACs involved in this alleged scheme, and all of the PACs that received his contributions and subsequently contributed to the Riley Committee. Further, while the PACs could have contributed up to \$5000 to Congressman Riley's campaign, each of their contributions were very similar in amount to the \$1000 contributions that Robert Riley, Jr. made to the PACs.

In MUR 4633, the respondent submitted a response which denied the allegation that his funds had been funneled through the PACs to the Bob Riley for Congress

Committee. Notwithstanding these conclusory denials, the Commission believes that there are substantial unanswered questions regarding the subject contributions.

It appears, however, that Triad had communications with both the contributor (Robert Riley, Jr.) and with the Triad-recommended PACs to which he contributed. These communications would have created an opportunity for the PACs to have agreed to make a contribution to a Triad-recommended candidate (Congressman Riley) in an amount identical to, or nearly identical to, the contributions that they received from a Triad client (i.e., Robert Riley, Jr.).<sup>5</sup>

The factors outlined above caused the Commission to find reason to believe that Robert Riley, Jr. may have violated the Act by making contributions in the name of another person (the PACs) in violation of 2 U.S.C. § 441f. In the alternative, the Commission has found reason to believe that Robert Riley, Jr. may have violated 2 U.S.C. § 441a(a)(1) by making excessive indirect contributions to the Bob Riley for Congress after directly making the maximum legal contribution, because the contributions to those PACs may have been made with the knowledge that those entities would contribute a substantial portion of those funds to the Bob Riley for Congress committee. 11 C.F.R. § 110.1(h)

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<sup>5</sup> The fact that all of the PACs involved in the communications subsequently did make identical, or nearly identical, contributions to the Triad-recommended political committees raises further questions about whether there was an agreement to make contributions in the name of another person.

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