



FAIR POLITICAL PRACTICES COMMISSION
428 J Street • Suite 620 • Sacramento, CA 95814-2329
(916) 322-5660 • Fax (916) 322-0886

October 20, 2010

Ms. Cindy Finerty
Committee to Elect Cindy Finerty

Redacted

RE: Advisory Letter ✓
FPPC File No. 10/839; Committee to Elect Cindy Finerty; Cindy Finerty

Dear Ms. Finerty:

The Fair Political Practices Commission ("Commission") enforces the provisions of the Political Reform Act (the "Act") found in Government Code Section 81000, and following. The Act requires candidates and committee to be properly identified when they send 200 or more pieces of mail.

The Enforcement Division of the Commission received a complaint alleging that you failed to properly identify your committee as the sender of a two-page mailer dated September 27, 2010 supporting Palm Desert Council candidates Jean Benson and Jim Ferguson.

The Act requires that when a single candidate sends a mass mailing, the name, street address, and city of the candidate or committee be shown on the outside of each piece of mail. (Section 84305.)

The mailers and the envelope accompanied the complaint as evidence of a violation. The front of the envelope reads: "From the Mayor of Palm Desert, Cindy Finerty," and "From the Former Mayor of Palm Desert, Buford Crites." The return address is that of Mr. Crites. The back of the envelope identifies the Committee to Elect Cindy Finerty, with the committee's campaign identification number. One letter in the envelope is identified as being sent by you, the second letter is identified as being sent by Mr. Crites. Again, both letters contain Mr. Crites' return address.

While the envelope and the letters clearly indicate that you and Mr. Crites sent the mailers, the mailer itself does not contain the correct sender identification. The identification should have been the name of your committee, the committee's street address and the committee's city, not that of Mr. Crites.

Although the mailing did not contain all of the requirements of Section 84305, it is clear from the identification that was provided that the mailing was clearly sent by you and by Mr. Crites. We are therefore closing our file on this matter without taking further action.

If in the future you should send a mass mailing, be sure to refer to the sender identification requirements of the Act. Additionally, if you ever need guidance regarding your obligations, please call the FPPC's Technical Assistance Division at (916) 322-5660, Monday through Thursday, between 9:00 a.m. and 4:00 p.m. Please also visit our website at www.fppc.ca.gov.

If you have questions regarding this matter, please contact me at (916) 322-8194.

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Redacted
Jeanette E. Turvill
Political Reform Consultant
Enforcement Division

JT/jt

cc. Ms. Steffani Miller
Mr. Buford Crites