

October 1, 2024

To: Portland Elections Office

From: Portland for All

Re: 2024-05-PFA

Here is information regarding your request for additional information and interviews related to the campaign finance complaint our office received and notified you of on Sept. 25, 2024 named 2024-05-PFA.

Here is context that your office may find helpful:

As stated in our previous correspondence, this video was created by a Portland for All volunteer Johnathon DeSoto. Johnathon uses one email and Instagram account for both personal and work use. To date, Portland for All has had no contractual or financial relationship with DeSoto or Roseto Films.

When Jonathon began volunteering with us, he was clear that he had not made a candidate or campaign videos through Roseto Films. He said Carmen's endorsement video was his first candidate or campaign-related video. We have provided a link to his website to review his work directly. As with all the volunteers who make up Portland for All, we contribute our time and skills without payment or contract. As volunteers, we all wear multiple hats – pitching in based on what our time and capacities allow. In his volunteer role, Johnathon has helped create social media content, did outreach, helped set up our community events, and co-hosted a community event. He also has donated money to Portland for All.

The video was Portland for All's endorsement announcement for Carmen Rubio for Mayor. We have posted content on Instagram announcing our endorsement for every candidate we have endorsed. In other cases, we have announced our endorsements on social media with a static image. In this case, it was a video. However, the function was the same—to communicate to our followers about our endorsement in the Mayoral race, for which we paid no money for production or promotion. Our endorsement posts were organic, meaning we did not spend any money to promote the post. This is important because Instagram and nearly all social platforms limit the visibility of organic posts to your followers and those who see it through shared content.

When posting on Instagram, it is a common practice to “tag” or ask to “collaborate” with relevant accounts. A collaboration of this type happens when the person posting asks to “collaborate” with others' Instagram accounts. Instagram notifies the account there is

an opportunity to collaborate. This is not the same as collaborating on content, strategies or tactics, nor does it imply shared ownership of a communication. Instead, it is a basic social media functionality. It is widely used across organizations and candidates, as demonstrated by [this collection](#) of Instagram screenshots from multiple organizations and campaigns beyond Portland for All and the candidates we support.

Our responses to your questions:

Who initiated the collaboration on Instagram? Diane Goodwin, a volunteer for Portland for All, posted the video on Instagram and other social media platforms as part of our announcement endorsing Carmen Rubio for Mayor. When she did so, she utilized the tagging and collaboration function on Instagram, which, as noted above, is a common practice.

Did all three collaborators (Roseto Films, Portland for All, and Carmen for Portland) confirm or agree to the collaboration to be posted together on Instagram? There are not three parties involved in the posting of this video. Johnathon DeSoto, whose instagram account is @rosetofilms is a volunteer for Portland for All. And there was no discussion or agreement between any parties to jointly post something together. Rather, Goodwin utilized the collaboration function on Instagram when she posted the video.

Does Portland for All contend that it is a Small Donor Committee as defined by the City's Small Donor Elections program? Portland for All does not contend that we are a Small Donor Committee as defined by the City's Small Donor Election Program.

Requested Documentation

All communications between Portland for All and Roseto Films about candidate Carmen Rubio and working with Carmen Rubio and candidate committee Carmen for Portland

These screenshots are from Portland For All's Slack channel, the platform that Portland For All volunteers use to communicate with one another. They are dated to allow you to see the conversations regarding the video in order.

Any communications with Portland for All about Carmen Rubio's candidacy

Assuming that this means communications between Portland for All and Carmen Rubio's campaign:

- Rubio, like all candidates, applied for an endorsement from Portland for All through our publicly available web form. The endorsement committee followed the same protocol we used for all our candidate endorsements. We read the

application, made a decision, and then announced our decision. There was no further communication with the campaign about our endorsement process.

- Before our endorsement process for the Mayoral race, Portland for All invited Commissioner Rubio to be a panelist for a community event that focused on how the city of Portland and Multnomah County could work together. Susheela Jayapal (former Multnomah County Commissioner) and Shannon Singleton (former staff of the Joint Office of Homeless Services) joined Rubio on that panel. We videotaped that event and invited all the panelists to answer some individual questions on video. This footage was used in our video to announce our endorsement of Rubio. [Here](#) is an email communication related to the planning of that event.
- Portland for All and Rubio's campaign also communicated about the endorsement form needed to include Portland for All's endorsement in the Voter's Pamphlet.
- Portland for All and Rubio's campaign have also communicated about the Meet Our Candidates events that Portland for All hosts in each City Council District.

Proof of all payments, receipts, and invoices between Roseto Films and Portland for All

As stated, there are no payments, receipts or invoices because the video in question was created by Johnathon DeSoto in his personal capacity as a volunteer for Portland for All.

Any contract between Portland for All and Roseto Films

There is no contract between Portland for All and Roseto Films.

Interview Request

You have requested a 1 hour interview with:

- The individual that works on behalf of Portland for All and is the main contact for work with Roseto Films
- The person that works on behalf of Portland for All responsible for creating or approving Instagram and other social media content.

Please let us know if you are still requesting interviews in light of the fact that the questioned endorsement video was created completely by volunteers and was not a paid communication. We appreciate your office's diligence in investigating this complaint and enforcing the city's campaign finance rules, and are committed to complying with your investigation fully to ensure you have all the information necessary to understand and resolve this complaint. As a volunteer organization, we are concerned about the

chilling effect this could have on our volunteers. However, to the extent you still believe interviews are necessary, Diane Goodwin is the volunteer most engaged with our social media postings, and probably best suited for this interview. Jonathon DeSoto is also willing to be interviewed, but again, he volunteers for Portland for All.

Diane Goodwin's (goodwindm@gmail.org) availability:

- Wednesday, Oct 9, 8 to 10 a.m.
- Thursday, Oct. 10, 4 to 5 p.m.
- Friday, Oct. 11, Noon to 2 p.m.

Johnathon DeSoto's (Info@rosetafilms.com) availability:

- Thursday, Oct 10, 4-5pm
- Friday, Oct 11, 11:30a-5p

Sincerely,
Moiria Bowman, Board Secretary
Portland for All
503-539-1481