

Notification and response for Legal Missouri 2022

On November 4th we received the following email...

From: **Brad Ketcher** <brad@ketcher.com>

Date: Fri, Nov 4, 2022 at 2:59 PM

Subject: Formal Request to pull false advertising re Amendment 3 from KWIX, KTCM, & KRES

To: robert.dakin@alphamediausa.com <robert.dakin@alphamediausa.com>, Brad.Boyer@alphamediausa.com <Brad.Boyer@alphamediausa.com>, kresnews@alphamediausa.com <kresnews@alphamediausa.com>

I represent Legal Missouri 2022, the campaign committee supporting Amendment 3, the adult use marijuana measure on the November ballot.

On information and belief, KWIX, KTCM, & KRES aired one or more ads opposing Amendment 3 that claim Amendment 3 places “critical race theory” into the Missouri Constitution. The ad script is attached.

As evidenced in the linked news coverage, that claim is patently false: https://www.stltoday.com/news/local/marijuana/conservative-pac-falsely-claims-missouri-marijuana-measure-advances-critical-race-theory/article_c930cae3-63af-5ae4-bc70-289cb2f9fadc.html

Unlike candidate ads, stations can be legally liable for running false issue ads, particularly after being advised of the falsehood.

Legal Missouri 2022 demands that this false advertising be immediately pulled from broadcast on these and any affiliated stations.

Thank you for your prompt attention to this matter. Please call me if you would like to discuss.

Brad Ketcher

Bradley Ketcher

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After investigating the issue the following response was sent...

Les Tuttle <lester.tuttle@alphamediausa.com>

Fri, Nov 4, 6:17 PM (12 hours ago)

to brad, Robert

Mr. Ketcher,

I received your correspondence and the script attached. We have checked the commercials we are airing and none of them are using that script. The one airing does not say anything about critical race theory. I'm not sure where you heard the commercial but it isn't on our radio stations.

Please let me know if I can be of further assistance.

Regards,

Les Tuttle

Lester Tuttle (660) 833-9650
Regional Vice President Missouri, Iowa and Minnesota



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We received the following response from the attorney and considered the matter closed.

Brad Ketcher

Nov 4, 2022, 6:17 PM (12
hours ago)

to me, Robert

Thank you for the quick feedback