

WV Ethics Commission
210 Brooks St., Ste. 300
Charleston, WV 25301
(304) 558-0664
ethics.wv.gov

Grass Roots Campaign Sponsor Registration

If the campaign has ended and no further activity will occur, this will be the only report required for this specific campaign. Please record all reportable contributions and expenditures made on behalf of the campaign.

If this campaign will continue, Periodic Lobbying Reports must be filed on May 15, September 15 and January 15 until the campaign terminates.

Please check one: ☒ The campaign was terminated on 2/23/22, and this registration will serve as my last report, or
☐ The campaign is ongoing and periodic reports will be filed.

Received

1. Campaign and Sponsor Identification (type or print clearly)

Name of campaign	Personal Income Tax	APR 22 2022
Date campaign originated	2/7/22	
Sponsor's name	West Virginia Center on Budget and Policy	WV Ethics Commission
Address	8 Capitol Street, 4th Floor	
Business or occupation of sponsor	Non-Profit, Non-partisan research and advocacy organization	

2. Campaign Purpose

Explain the purpose of the campaign, including the specific legislation, rules, rates, standards or proposals that are the subject matter of the campaign.

The purpose of this campaign was to utilize paid boosting through social media and paid radio ads to drive emails/contacts to members of the state legislature in opposition of bills that would have cut or eliminated West Virginia's Personal Income Tax. The bill that was the focus of the campaign was HB 4007.

3. Persons Controlling Sponsor

If the sponsor is not an individual, list the names, addresses and titles of the controlling persons responsible for managing the sponsor's affairs.

Name	Title	Address
Seth DiStefano	Policy Outreach Director, West Virginia Center on Budget and Policy	8 Capitol Street, 4th floor, Charleston, WV, 25301

4. Organization/Management of Campaign (attach additional pages if necessary)

List names, addresses, businesses or occupations of all persons organizing, managing and assisting in the campaign and terms of compensation for each. (Include public relations or advertising firms.)

Name	Business or Occupation	Address	Terms of Compensation
Chuck Westover	Next Level Digital LLC	2803 25th st. NE, Washington D.C., 20018	\$1400 to cover cost of ads on social media and that is all.
Ryan Frankenberry	West Virginia Working Families Party	77 Sands. St. 6th floor Brooklyn, NY 11201	\$10,000 for the cost of radio ads

5. Contributors of \$25 or more (attach additional pages if necessary)

Name	Address	Contribution
		\$
		\$
		\$
		\$
		\$

6. Contributions

Total Contributions this report (If none, indicate "none" or "0") \$ _____

7. Expenditures – Include all campaign expenditures by sponsor or made on behalf of another sponsor:

Entertainment including meals and beverages	\$ _____
Advertising	
Newspaper	\$ _____
Radio	\$ \$10,000
Television	\$ _____
Other	\$ 799.99 (Facebook)
Contributions	\$ _____
Office expenses	
Rent	\$ _____
Staff salaries	\$ _____
Consultant compensation	\$ _____
Printing/mailing	\$ _____
Total	\$ _____

8. Certification of Filing Grass Roots Registration

To the best of my knowledge, the information contained herein and on any attached materials is true, correct and complete. I understand that it is a violation of W. Va. Code § 6B-3-9 to willfully and knowingly file a false or incomplete report. I further understand that if I am convicted of such an act, I can be fined, sentenced to jail or both.

Signature _____

Date _____

4/19/22

Type or print name and position _____

Seth DiStefano, Policy Outreach Director, West Virginia Center on Budget and Policy

Phone 304.720.8682