

Regal Blue Media LLC
130 Carpenter St.
Blossburg PA 16912

Letter Re: MUR7788 FEC Notification Letter

Greetings,

In response the complaint filed by Mr. McCann, we provide the following Facts of the Case:

Intellz LLC was paid by the client, Pallotta For Congress, for consulting and for marketing. Regal Blue Media LLC was engaged by Intellz to conduct a small marketing campaign in support of the campaign.

For campaign ads, disclaimers were provided save for an advertisement which contained a graphic showing "Pallotta for Congress" but, due to inadvertent human error, a text disclaimer was not added, as it had been for other ads. That said it was one error among multiple ads placed with the disclaimer in place, the error proved harmless as to the result.

The Trump Revolution is not an entity but is a Facebook Page operated and owned by Regal Blue Media, in the same way a publisher might own or operate multiple publication titles. As a practice and rule, disclaimers were added to ads placed on this page on the campaign's behalf, with the possible exception of the one that clearly had a Pallotta for Congress graphic but where the text disclaimer was inadvertently not added.

In an abundance of caution in a good faith effort to preclude future such error we have placed additional checks into place. Additionally, Facebook now allows for connecting pages to other pages, for instance, today we would connect The Trump Revolution Page directly to a campaign page and it would automatically carry the campaign disclaimer. At this time, it was our understanding, and experience, that this linking of pages was not functional.

Submitted are screenshots of the ads that were referenced in the complaint letter which clearly show disclaimers manually added in text and which also show that the ad without the disclaimer manually added in text did clearly have a Pallotta for Congress graphic.

With respect to other aspects of the complaint, Regal Blue Media was not privy to any of those matters and provided advertising only for the campaign as a contractor to Intellz, which was the entity paid by the campaign.

Regal Blue Media is a media and digital publishing company and has its own websites and properties which it promotes, in addition to promoting pages and building a digital audience.

Regal Blue Media is owned by William R. Collier Jr. and Dora L. Collier whose ad accounts are connected to the business account. Facebook disclaimers show the name of the person on the ad account, hence, prior to upgrades in the disclaimer functionality, such as allowing pages to be connected, manual disclaimers were added via text and/or as part of images for political campaigns.



William R. Collier Jr
President, Regal Blue Media LLC
Date- October 13, 2020



The Trump Revolution

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Please sign our petition to get on the ballot for New Jersey's 5th Congressional District. PAID FOR BY PALLOTTA FOR CONGRESS



PALLOTTAFORCONGRESS.COM

SIGN THE PETITION TO GET PALLOTTA ON THE...

LEARN MORE

3 Placements

Facebook Feeds

Feeds



Stories



Inactive
Mar 21, 2020 - Mar 23, 2020
ID: 807803029630704

  ...

 **The Trump Revolution**
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Please sign our petition to get on the ballot for New Jersey's 5th Congressional District. PAID FOR BY PALLOTTA FOR CONGRESS



PALLOTTAFORCONGRESS.COM
SIGN THE PETITION TO GET PALLOTTA ON THE BALLOT [Learn ...](#)

[See Ad Details](#)

Inactive
Mar 21, 2020 - Mar 21, 2020
ID: 519844875604275

  ...

 **The Trump Revolution**
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Please sign our petition to get on the ballot for New Jersey's 5th Congressional District. PAID FOR BY PALLOTTA FOR CONGRESS



PALLOTTAFORCONGRESS.COM
SIGN THE PETITION TO GET PALLOTTA ON THE NALLOT [Learn ...](#)

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The Trump Revolution



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Governor Phil Murphy's shut-down of the Second Amendment cannot stand.



SUSSEXCOUNTYWATCHDOG.COM

Pallotta Demands explanation from Murphy on Second Amendment shut-down

[like] [laugh] [angry] Matt C... 87 Comments 20 Shares

[like] Like [comment] Comment [share] Share

[Preview All](#)

RESULTS



LIFETIME

7 DAYS

1 DAY

Mar 24, 2020 - Mar 31, 2020

37,112

Reach

