

The Law Office of
RYAN T. DARBY

SENT VIA U.S. MAIL & E-MAIL

October 24, 2016

Stephen Chad Peace, Esq.
IVC Media, LLC
c/o Peace & Shea LLP
2700 Adams Ave. Ste. 204
San Diego, CA 92116
chad@peaceshea.com

Re: IVN.us “Ballot Information” for San Diego
Notice of Error & Request for Retraction

Dear Mr. Peace:

I am writing on behalf of the Lincoln Club of San Diego County regarding the “Ballot Information” campaign mailer that IVN.us distributed by mail and posted online¹ for the November 8, 2016 election for the City of San Diego. You are listed on the IVN.us website as President of IVC Media, LLC; a legal strategist for the Independent Voter Project; and managing editor of IVN, so I write to you in each of these capacities.

Your mailer states that the Lincoln Club is opposed to Measure C, but the Lincoln Club actually takes no position on Measure C. In fact, its Board of Directors formally voted for the organization to take no position on Measure C on August 19, 2016. This is reflected in the Lincoln Club’s official voter guide, viewable at <http://sdlincolnclub.com/endorsements>.

The Lincoln Club meticulously crafts its non-partisan voter recommendations based upon thoughtfully crafted questionnaires and frank interviews of candidates and advocates, followed by deliberations from its Political Affairs Committee, Executive Committee, and Board of Directors. The Lincoln Club takes great pride in the integrity of this process and the quality of its endorsements, and insists that the record be corrected on this issue.

Therefore, we request that you promptly correct this error and post a retraction on your online materials and future print publications, accurately stating that the Lincoln Club takes no position on Measure C. I see that one of your published Etiquette Guidelines is to “Substantiate Sources.” That clearly did not happen in this instance, so I am confident that your organization will take this opportunity to retract this error and correct it in future publications.

The election is drawing nearer and voters are presumably reviewing your Ballot Information mailer as we speak, so time is of the essence. Please indicate your anticipated compliance to my office at your earliest convenience.

Best regards,


Ryan T. Darby, Esq.

¹ <http://ivn.us/2016/09/12/guide-san-diegos-propositions-independent-minded-voters/>