

FOR IMMEDIATE RELEASE

October 22, 2026

Contact: Mary@StopProp1.org



Prop 1, Idaho Dems Collude to Pay Cheaper TV Ad Rates

Pro-abortion campaign launders \$620K to state Democrats to get candidate discount on Prop 1 ads

BOISE, Idaho — The Proposition 1 campaign to radically expand abortion in Idaho and the Idaho Democratic Party are colluding to fraudulently get cheaper rates for a new TV ad running on Idaho stations.

The ad carries the disclaimer that it's paid for by Idaho Democrats and authorized by Democratic gubernatorial candidate Terri Pickens. But it is solely a Prop 1 ad, using Prop 1's logo and messaging, with no mention of Pickens or the Democratic Party. **Idaho Secretary of State records show that the money for the ad, more than \$620,000, came from the Prop 1 campaign and was funneled to the Idaho Democratic Party.**

Why the subterfuge? Because political parties and individual candidates pay dramatically lower rates, sometimes as much as a 70 percent discount, for ads than issue campaigns – such as Prop 1 and Stop Prop 1 – do.

On Oct. 16 and Oct. 20, Idahoans United for Women and Families – the PAC behind Prop 1 – gave \$245,500 and \$375,000 respectively, a total of \$620,500, to the Idaho State Democratic Party.

On Oct. 20, Idaho Democrats paid \$371,246 to Screen Strategies Media, the same media buyer and placement firm the Prop 1 campaign uses. In its campaign finance filing with the Idaho Secretary of State, the Idaho Democrats noted that the media buy was in support of Prop 1. Despite being an issue ad which should have been charged the full rate, the Democrats paid only the discounted rate.

As for Terri Pickens' campaign authorizing the ad, the content of the ad has nothing to do with the candidate. Nor could it, as the candidate can only accept \$5,000 from any given individual or entity. The \$620,500 donation far eclipses the \$5,000 limit to candidates, creating a potential campaign finance violation.

Stop Prop 1 has sent letters to the general managers of Idaho's TV stations urging them to stop airing the ad and require that the full ad rate be charged and paid. The letter, with supporting documents, is attached. The ad can be viewed [here](#).

About the Stop Prop 1 Campaign

Too Extreme for Idaho PAC is the organization behind Stop Prop 1, the campaign opposing Proposition 1 on Idaho's November ballot. For more information or to join the campaign, visit: www.StopProp1.org.

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Paid for by Too Extreme for Idaho PAC



October 22, 2026

General Manager
Idaho TV Stations

Re: Idaho State Democratic Party purchases of Proposition 1 issue advertising at candidate lowest unit rates

Dear General Manager:

I am writing on behalf of Too Extreme For Idaho PAC to alert you to an arrangement that appears designed to obtain candidate lowest unit rates for ballot issue advertising that benefits no candidate for office. We ask that you review any orders placed by the Idaho State Democratic Party before airing them at candidate rates.

What happened. This week, Idahoans United for Women & Families, the political committee supporting Proposition 1, contributed more than \$620,000 to the Idaho State Democratic Party (see Attachment A). The Party then began buying media through Screen Strategies Media of Fairfax, Virginia — the same media buyer Idahoans United for Women & Families uses (see Attachment B). Until now, that committee has paid the issue advertising rate for its Proposition 1 schedule — the same rate our committee pays.

Why it matters. Under Section 315(b) of the Communications Act and 47 C.F.R. § 73.1942, the lowest unit charge is available only for a “use” of your station by a legally qualified candidate for public office, during the 60 days before the November 3 general election. Advertising about a ballot measure that does not feature a candidate is not a candidate “use,” and Congress did not extend the discount to it — regardless of whether the purchaser is an issue committee or a political party. Routing an issue committee’s money and media buyer through a party does not change what the advertising is.

The sponsorship identification rules raise a related concern. Section 317 of the Communications Act and 47 C.F.R. § 73.1212 require your station to use reasonable diligence to identify the true sponsor of paid political matter. When the funds and the buyer both trace back to Idahoans United for Women & Families, your audience is entitled to know who is actually paying for these messages.

Your public interest obligation. As a licensee, your station holds its license on the condition that it operates in the “public interest, convenience, and necessity.” Allowing one side of a ballot measure debate to buy discounted time intended for candidates, while the other side

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pays the issue rate, creates an uneven playing field on a question Idaho voters will decide in less than two weeks. Fair and even-handed treatment of both sides of a public question is central to that obligation.

Our request. We respectfully ask that your station:

1. Review any orders from the Idaho State Democratic Party, or placed by Screen Strategies Media on behalf of either entity, to determine whether the advertising features a legally qualified candidate.
2. Immediately stop airing any Proposition 1 issue advertising that was charged the candidate rate rather than the full issue rate, until the sponsor pays the full issue rate to run it.
3. Charge the applicable issue advertising rate for any spot that advocates on Proposition 1 without a candidate "use."
4. Ensure on-air sponsorship identification and your political file accurately reflect the true sponsor of this advertising.
5. True up any Proposition 1 issue advertising that has already aired at candidate rates. The Idaho State Democratic Party or Idahoans United for Women & Families should reimburse your station the difference between the candidate discount and the issue rate. That makes your station whole and ensures every issue committee advertising on Proposition 1 is treated equitably.

We appreciate your attention to this matter and your commitment to fair treatment of all advertisers during this election. Please respond to me today to let me know how you will deal with this. I am also available to answer your questions or provide additional information.

Sincerely,

Christian Welp

Christian Welp
Board Member/Director, Too Extreme For Idaho PAC

Attachments:

- A. Idaho Secretary of State campaign finance records: contributions from Idahoans United for Women & Families to the Idaho State Democratic Party
- B. Idaho Secretary of State campaign finance records: expenditures by the Idaho State Democratic Party to Screen Strategies Media

Click [HERE](#) to view the ad.

Paid for by Too Extreme For Idaho PAC.



Idaho Sunshine

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Register

Sign In

Overview

Campaign Finance

Candidates

Committees

Contributions

Expenditures

Independent Expenditures

Loans

Filings & Reports

Download Data

Idaho State Democratic Party

Candidate

Central Committee

Company

Person

Political Committee

Self

Itemized

In-Kind

Unitemized

Candidate/Committee Name	Contributor	City	State	Amount	Date ↓	Election Type	Election Year	Report
Idaho State Democratic Party	Idahoans United for Women and Families Inc.	Boise	ID	\$375,000.00	10/20/2026		2023	
Idaho State Democratic Party	Ada County Democratic Party	Boise	ID	\$25,000.00	10/19/2026		2023	
Idaho State Democratic Party	Idaho Democratic Legislative Campaign Committee	Boise	ID	\$220,000.00	10/16/2026		2023	
Idaho State Democratic Party	Idahoans United for Women and Families Inc.	Boise	ID	\$245,500.00	10/16/2026		2023	

Attachment A

Browse Expenditure Data

Home > Expenditures (675)

Filter By

Candidate/Committee Name

Idaho State Democratic Party1

Payee Name

Transaction Amount

Purpose

G - General Operational E...12

More Filters

Clear All

Download

Refresh

Idaho State Democratic Party

G - General Operational Expenses

L - Literature, Brochures, Printing

B - Broadcast Advertising (Radio, TV, Internet, & Telephone)

E - Event Expenses

W - Wages, Salaries, Benefits, & Bonuses

Z - Preparation & Production of Advertising

M - Management Services

C - Contributions to Candidates & PACs

D - Donations & Gifts

A - All Travel Expenses (Airfare, Fuel, Lodging, & Mileage)

O - Other Advertising (Yard Signs, Buttons, etc.)

I - Interest Accrued & Finance Charges

Itemized

Unitemized

Independent Expenditure

Candidate/Committee Name		Payee Name	Amount ↓	Date	Purpose	Report
⊖	Idaho State Democratic Party	Screen Strategies Media	\$371,246.00	10/20/2026	B - Broadcast Advertising (Radio, TV, Internet, & Telephone)	

Candidate/Measure ↓	District	OfficeSought	Stance	Amount Applied To Candidate/Measure
Proposition 1: Reproductive Freedom and Privacy Act			Support	\$371,246.00

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