



Legal Counsel.

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Dear Station Manager:

I am counsel to gubernatorial candidate Bruce Rauner, and in that capacity request that you cease and desist from any broadcast of Illinois Freedom PAC's false, misleading, deceptive and unsubstantiated new advertisement against Mr. Rauner ("the Advertisement").

As you know, broadcasters cannot air independent campaign advertisements that violate the "public trust" granted to you by your license, and you have a duty "to protect the public from false, misleading or deceptive advertising." *Licensee Responsibility With Respect to the Broadcast of False, Misleading or Deceptive Advertising*, 74 F.C.C. 623 (1961). Failure to prevent the broadcast of false, misleading or deceptive advertising "may be probative of an underlying abdication of licensee responsibility" and grounds for loss of a station's license. *Cosmopolitan Broad. Corp. v. FCC*, 581 F.2d 917, 927 (D.C. Cir. 1978).

The Advertisement makes the serious claim that "*Rauner's company [GTCR] was accused of draining money from nursing homes, leaving seniors to suffer from malnutrition and dehydration.*" Curiously, while the Advertisement offers purported on-screen sources for other claims it makes, for this claim – the primary claim of the ad – no source is provided. We are at a loss what possible source there could be for this wild accusation. Unless and until the sponsor corrects the ad to provide a source for this claim, the Advertisement should not be broadcast.

Furthermore, the Advertisement claims that "[Rauner's] company's nursing homes made over a billion dollars while seniors paid the ultimate price." Here, too, when the Advertisement makes its second of two substantive mentions of Mr. Rauner, it fails to provide a source. In an ad full of on-screen graphics, it is telling that neither of the two actual claims made against Mr. Rauner is accompanied by a source – a red flag that the claims are, at best, inaccurate, and, at worst, defamatory.

Not only is this charge unsubstantiated, it is baseless. As the attached factual summary clearly demonstrates, no seniors identified as having "paid the ultimate price" did so *while any GTCR subsidiary owned a nursing home at issue*. This connection of Mr. Rauner to these seniors' deaths is morally reprehensible and a statement made in reckless and willful disregard for the truth.

In short, the Advertisement is baseless and false, and your station should not be a party to its continued broadcast. You should immediately cease airing it.

Sincerely,

Michael G. Adams

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Enclosure