



Missouri Ethics Commission

Stacey Heislen
INTERIM EXECUTIVE DIRECTOR

Final Action: MEC No. 24-0064-I: Steven Blair, Steven Blair for the Students, St. Charles, MO

Date: September 17, 2024

The Missouri Ethics Commission took final consideration of the complaint filed against candidate Steven Blair and his candidate committee, Steven Blair for the Students, at its September 17, 2024, meeting.

The complaint alleged Steven Blair and his candidate committee failed to include a conspicuous paid for by disclosure on printed campaign advertisements.

Section 130.031.8, RSMo, requires “any printed matter relative to any candidate for public office or any ballot measure shall on the face of the printed matter identify in a clear and conspicuous manner the person who paid for the printed matter with the words "Paid for by" followed by the proper identification of the sponsor pursuant to this section.”

Upon completion of the investigation, evidence shows that Francis Howell School District periodically publishes the *North Star* newspaper. It sells advertising space. The March 20, 2024, edition of the *North Star* included an advertisement in support of Blair’s candidacy. The advertisement does appear to include a paid for by disclosure, however, it was unreadable. However, the ad space was donated to Steven Blair by Fierce Creative Agency.

On an Amended 8-Day Before April 2, 2024, Election report, filed on April 11, 2024, Steven Blair for the Students reported receiving an \$81 in-kind contribution from Fierce Creative Agency.

Therefore, while the advertisement in support of Blair’s candidacy did not contain a clear and conspicuous paid for by disclosure, Steven Blair and his candidate committee did not pay for the advertisement and was not responsible for the paid for by disclosure.

The Commission finds no reasonable grounds to support one or more violations of Chapter 130 RSMo and dismiss.

Stacey Heislen
Interim Executive Director