

# ALCORN

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November 2, 2016

Diane Tavenner, Board Chair  
Gary Borden, Executive Director  
California Charter Schools Association Advocates  
1017 L Street, Suite 141  
Sacramento, California 95814

VIA ELECTRONIC MAIL AND  
FIRST CLASS US MAIL  
[gborden@ccsaadvocates.org](mailto:gborden@ccsaadvocates.org)  
[info@ccsaadvocates.org](mailto:info@ccsaadvocates.org)

Dear Ms. Tavenner and Mr. Borden:

This office represents the Faculty Association of California Community Colleges and its affiliate, including, but not limited to the Faculty Association of California Community Colleges Political Action Committee (collectively "FACCC").

FACCC recently became aware of a political advertisement supporting the election of Laura Friedman to the State Assembly (an excerpt of which is attached) apparently issued by California Charter Schools Association Advocates ("CCSAA") the reverse side of which includes an image of FACCC Executive Director Jonathan Lightman, and a quotation by him.

FACCC and Mr. Lightman find this advertising misleading and offensive in that it implies Mr. Lightman and/or FACCC are affiliated with CCSAA in some manner, that Mr. Lightman and/or FACCC are in some way working with CCSAA, and that FACCC or Mr. Lightman consented to the use of the quote or likeness. Each of these inferences is completely false, and Mr. Lightman and FACCC are both taken aback and upset that CCSAA would use the quotation and likeness in this manner.

Use of the quotation and likeness in the manner described is likely to result in misunderstandings among FACCC members, and damage to the reputation of FACCC and Mr. Lightman, who are wrongfully led to believe that FACCC and/or Mr. Lightman have betrayed them.

On behalf of my client, I insist that (1) any continued use of this advertisement whatsoever cease; (2) all printed copies of the advertisement be destroyed; (3) CCSAA issue a written statement of clarification to all known or anticipated recipients of the advertisement, advising said recipients that neither FACCC nor Mr. Lightman are affiliated with CCSAA, that neither FACCC nor Mr. Lightman are working with CCSAA with respect to any political campaign or independent expenditure, that the image of Mr. Lightman and inclusion of a quotation by him were published without permission, and including a sincere apology to Mr. Lightman and FACCC for any misunderstandings caused by the advertisement. These steps, if taken immediately, will mitigate possible continuing harm to the relationships and reputations of FACCC and Mr. Lightman.

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FACCC will monitor the effects of the above-referenced advertising over the next few weeks to assess the damage done. Meanwhile, please advise at your earliest convenience as to whether you will respect my client's request. I will stand by for your reply.

Cordially,



Alcorn Law Corporation  
Mark Alcorn

C: Board of Governors, FACCC

Attachment

## We Support Laura Friedman



Laura Friedman will fight for affordable higher education and to renew California's historic commitment to quality public education. Local educators, teachers and professors are proud to endorse Laura Friedman for State Assembly.

**JOANNE WADDELL**, Local 1521 President  
*American Federation of Teachers*

“As a legislator, Laura Friedman will fight to ensure accessible, affordable, high quality opportunities through our community colleges.”

**JONATHAN LIGHTMAN**, Faculty Association of  
*California Community Colleges*



“We need leaders in Sacramento who will fight to make sure our schools have the support they need to succeed. That's why I'm supporting Laura Friedman for State Assembly.”

**CHARLENE TABET**,  
*Burbank School Board President*

Laura believes all children should have access to a quality education and the opportunities to succeed. Please visit [VoteLauraFriedman.com](http://VoteLauraFriedman.com) to learn more.