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Portland City Council 2010: Jesse Cornett buys on-line advertising

By Janie Har, The Oregonian

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Portland city council candidate Jesse Cornett — the wealthiest of Dan Saltzman's challengers — just called to say he's spending about \$10,000 on on-line media buys.

The buy will go through Kari Chisholm, a friend of Cornett's and the keeper of the **BlueOregon.com** site as well as the go-to Web consultant for other Democratic candidates.

Where the money goes matters because Cornett is the only candidate to receive roughly \$150,000 in public campaign financing this year. In past years, candidates have gotten into trouble for spending lots of money on seemingly inappropriate items. (Think 2006 and Emilie Boyles.)

Cornett has been criticized for spending more than \$50,000 to hire people to canvas door-to-door for him. At last week's Portland City Club debate, candidate Mary Volm said that hiring canvassers suggested a lack of grassroots support. **Willamette Week**, in its endorsement today, said the same.

But Cornett defends the expenditure, saying he's created jobs with the **Democracy Resources** canvassing contract. The company is owned by Ted Blaszak (not a relation or a friend, Cornett says). Stacey Dycus, former treasurer Ben Westlund's right hand woman, is listed as the company's vice president of sales and communications.

Cornett's on-line ads will appear on progressive and conservative political blogs, Facebook, anyone in the right zip code who reads The New York Times. The ads will direct people to Cornett's Web site.

Saltzman, who's raised \$124,000 this year, is on television with a campaign ad, along with all the other traditional media politicians Ted Wheeler, Jeff Cogen, John Kitzhaber and Chris Dudley.

-Janie Har

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