



**SAINT PAUL**  
CITY ATTORNEY

OFFICE OF THE CITY ATTORNEY  
LYNDESEY M. OLSON, CITY ATTORNEY

Civil Division, 15 Kellogg Blvd. West, 400 City Hall  
Saint Paul, MN 55102  
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October 10, 2022

Jim Schultz For Minnesota Attorney General  
ATTN: Jim Schultz  
3500 Vicksburg Lane N, Suite 400 – 362  
Plymouth, MN 55447

**RE: Cease and Desist**

Dear Mr. Schultz:

As the City Attorney for Saint Paul, I write to bring your attention to an advertisement that is airing on television for Jim Schultz for Minnesota Attorney General which is in violation of state law. The ad contains the phrase “police endorsed” underneath your name. Pictured next to you is a person in a police uniform, wearing a duty belt, with a shoulder microphone, displaying a badge and a patch which mimic St Paul Police. “St. Paul” is visible on the patch. The uniform shown appears specifically designed to mimic a uniform of the St. Paul police department. I have included stills from your ad as well as a media photo of St. Paul officers in uniform to alert you to this. The uniform shown coupled with a reference to “the police” are causing members of the public to conclude that the uniform is that of a Saint Paul police officer. The ad has the appearance that Saint Paul Police are endorsing your candidacy for Attorney General. Such an appearance violates state law.

As you may know, Minn. Stat. § 211B.02 prohibits false claims of support. The City of Saint Paul and its departments, including but not limited to the Police Department, do not endorse any political candidate. Mimicking the Saint Paul police uniform is misleading to the voting public and claiming directly or indirectly that the Saint Paul Police Department endorses any candidate’s campaign is false. As you may also know, monetary and other penalties may be imposed by administrative law judges for violating fair campaign practices.

As a candidate for Minnesota Attorney General, I’m sure compliance with the law and transparency with the public is paramount for you and your campaign. As such, please immediately cease and desist running the advertisement, and offer a public correction if you are, in fact, properly endorsed by a police union or other non-governmental entity. Because election day is right around the corner, and early voting is already happening, please respond immediately

CITY OF SAINT PAUL  
MELVIN CARTER, MAYOR

STPAUL.GOV

The Saint Paul City Attorney's Office does not discriminate based on race, color, national origin, religion, sex/gender, disability, sexual orientation, gender identity, age, or veteran status in the delivery of services or employment practices.

to confirm you will cease running this advertisement. If we do not hear from you within 7 days, we will move forward with a complaint under Minn. Stat. § 211B and a request for expediated hearing. Thank you for your anticipated compliance with this cease and desist letter.

Sincerely,

A handwritten signature in blue ink, appearing to read 'LO', with a long horizontal flourish extending to the right.

Lyndsey Olson  
City Attorney

Encl