

Bill Sniffin, double agent?

“Thou doth protest too much!”

by Dave FEATHERLY

“I always felt and still do believe that journalists should not be actively involved in politics. I subscribe to the notion that journalists are members of a fourth estate.”

Three issues helped me make my decision. They were the fact that our family is pro-life, pro-business and pro-multiple use. ... Those issues made up the litmus test I had to pass when it came time to decide what party banner I would run under. Surprise to my friends, I determined that I was (and still am) a Republican.”

Bill Sniffin, politician or journalist?

Whether Bill Sniffin of Lander has ever been a journalist will be left to the judgment of others.

What I can tell you that is that he is no journalist now.

Whether Bill Sniffin has ever been a Republican or is one now will also be left to the judgment of others.

What I can tell you is that he has no credibility. The fact that he ran unsuccessfully for governor in 2002 in the Republican primary - or is now registered to vote as a Republican - does not make him a member of that party.

His “litmus test” is among the lamest anyone has even claimed. There are Democrats galore who are pro-life, pro-business AND pro-multiple use.

I won't delve into his pro-life or pro-multiple use representations in this story.

But I will expose Bill Sniffin for the hypocrite he is and provide evidence that both he and Dave Freudenthal crossed the ethical line in their dealings of mutual interest.

Within weeks of Dave Freudenthal being sworn in as Wyoming governor in 2003, he appointed Bill Sniffin to a post with the Aeronautics Division of the Department of Transportation.

It would not be unusual for a new governor to appoint a person who had a record of public involvement to such a post.

But the governor sought to defuse any criticism from the media, primarily the print media because broadcast media has little influence on voters in Wyoming, by appointing potential trouble-making “journalists” to seats on boards and commissions - effectively neutering and silencing them.

Bill Sniffin took the bait more than most.

He had left the Lander newspaper but would, during the four years of Freudenthal's first term, become a quasi-syndicated columnist and, according to his own claim, his columns now appear in seven of Wyoming's newspaper.

He probably never imagined that his personal e-mails to Dave Freudenthal and

and others in Dave's administration would one day become public documents.

Revelations in his correspondence are mostly embarrassing - to him - but some do rise to a questionable level of official interference in government business on the part of the governor.

Journalism in Wyoming seldom raises its bowed head. To be “on the take” does not always mean having a financial benefit in the outcome. It can also mean using whatever influence a writer has to affect the outcome of an issue or an election - **WITHOUT DISCLOSURE.**

In Wyoming, I am confident that voters can sort the wheat from the chaff **IF THEY'RE TOLD THAT WHAT THEY'RE READING OR HEARING IS BIASED.** If they are informed that the material is not fact, but opinion, voters must sort through the representations and be responsible for their decisions. It is on them to do so.

Bill Sniffin is Wyoming's O.J. Simpson. Whatever the evidence, he will hold onto a claim that he “did not do it.” Sniffin put in papers, put in e-mails, put in private writings, that he had become an avowed, journalistically unprincipled supporter of Dave Freudenthal and he wrote glowingly, adoringly, and fawningly about the governor and his bid for re-election.

He signed on as a campaign worker and then wrote repeatedly in support of the governor, without telling his readers that he was only a shill - not a journalist.

His column is carried in the McCracken chain of newspapers (Cheyenne, Laramie, Rawlins and Worland) and that is fitting. That newspaper ownership has a track record of disregarding the need for or purpose of disclosure. They do not support full disclosure. Bill Sniffin fits in with their philosophy perfectly.

The fact that Sniffin deliberately misled his readers is one thing. He is no journalist and that is proven repeatedly during a review of his exchange of correspondence with the governor and the governor's office.

It is quite another for Sniffin to use the governor and the governor's office as his personal lobbyist(s) whenever he had a disagreement, make that even a “potential” disagreement, anywhere in state government. Powerful lobbyists, they.

His obsequious language in referring to Dave Freudenthal as “the boss” and “the big guy” made me feel like I was reading the words of Herb from WKRP. Both Sniffin and Tarlek had the same objective. By extreme flattery, each hoped their superior would grant them favors.

And, from the documents I reviewed, it looks like it worked for Bill Sniffin.

He even enlisted Nancy Freudenthal in his efforts to gain an unfair advantage.

The flattery Sniffin's poured on the husband and wife that could do him much good, is greasy. Uncomfortable reading.

Worse, of course, would be if Dave and Nancy didn't, or couldn't, see through the chicanery being perpetrated on them.

Sniffin must have had his binoculars out to see the tobacco company funds coming into Wyoming. He operates a small family PR firm out of Lander and began immediately to nudge himself into position to extract as much of that money for himself and his interests as he could.

In spite of his proclamation in the WT-E on November 19th that he “was and is a Republican,” he knew he'd have to climb between the sheets with the Democrats to have a chance to gain any of the abundant funds provided this state by the tobacco interests.

There is a reference by one of the state's top officials that she had to prostitute herself (in her mind) to satisfy Sniffin's objectives and the governor's directives, but it was Sniffin who was willing to cast aside any stature he claimed as a journalist in order to cozy up to a man who he had only months earlier thought unqualified and incapable of holding the position of governor.

The review of about 300 documents did have its occasional examples of public officials doing the right thing, though.

Bill Sniffin is not reluctant to ask anyone - at any time and in any way - to endorse his positions and take his side against lesser serfs in state government, whether improper or illegal. Had Dave Freudenthal or Chris Boswell nipped it in the bud from the get-go, Sniffin would have ceased his aggressive use of state officials, particularly the governor and the governor's staff, to intercede on his behalf.

When he first uttered derogatory references about state employees, the governor should have told him to stop. Instead, Bill Sniffin was allowed to denigrate and challenge authority with impunity. He had the governor in his corner and that allowed him to treat staff like chattel.

He was not above using personal anecdotes and references to try to score with the governor, in spite of the references being hurtful to family or friends he should have harbored and protected.

When Sleeter Dover suggested Sniffin's position on the Aeronautics board was in conflict with his (Sniffin) effort to gain a contract with WyDOT, Sniffin first retorted that the Aeronautics shouldn't be under WyDOT and then used his trump card - the governor. The governor's handwritten note of support for Sniffin read that he (Dave) didn't think it was a conflict - so long as the law was followed. Evidently, Dover thought the law was not being followed. But the governor's edict then put him on the defensive.

Sniffin resigned his seat on that Board - pointedly telling the governor that he didn't want to but had to.

His willingness to perform public service would not be allowed to interfere with an opportunity to make a profit. He is not unique in that posture, just more blatant and direct in demonstrating it.

When his daughter's website had a chance to win a national award, Sniffin, proud father that he probably is, enlisted the governor's assistance to insure the voting would be stacked in her favor.

Don't try this at home. This is a professional - operating on a closed course.

Sniffin not only asked the governor to put out a press release asking Wyoming voters to cast their vote for a website most would have been unfamiliar with so that the Sniffin family member could claim a recognition otherwise unlikely, **SNIFFIN WROTE THE PRESS RELEASE** for the governor to issue.

How different was that action from a parent asking, and getting, the governor to e-mail the Miss Teen USA selection committee, or the Miss Frontier Days selection committee, indicating that he had a favorite in the race and would appreciate them voting accordingly?

Knowing that the award was the result of state intercession, is it a very valuable or legitimate award? How many other entrants had their governor directing state residents to a specific website address at which they could cast a vote, or hundreds, for a chosen contestant?

When Bill Sniffin and his organization was unsuccessful in the bid process and was not granted a state contract, he fired off a “woe is me” e-mail to the governor. Whether he was in danger of losing a contract he already had for “non-deliverance” or did not get a contract he prepared a brilliant presentation for - his stream of e-mails (and obvious and unrecorded telephone calls) to the governor would make any service wife blush.

When Chris Boswell shared with him the scoring on one of his failed efforts, Sniffin accused the selection committee of being biased against him, having inexperienced members on the selection committee, and/or “massaging” the results to push him out of contention.

Even the governor's offer of “intervention” did not secure Sniffin all he coveted. Even the governor couldn't lift Sniffin from grading out fourth in a bid presentation to first. Be that as it was, Sniffin still asked that the contract be “divided” so he could at least get a consolation prize.

Sniffin availed himself of favors from the governor at the same time he was writing approvingly of the job Dave was doing. He sold objectivity and fairness for a place at the governor's feet. Shame.

Bill Sniffin. Untrustworthy. Dishonorable.

For four years, Sniffin has played the Governor for his personal gain and advantage.

In his column that appeared in the local daily newspaper on November 19th, Bill Sniffin "explained" to the few remaining readers of that newspaper how he had become a politician turned journalist.

Only, he lied.

Sniffin wrote: "State Republican Chairman Drake Hill criticized me earlier this year for being 'too friendly' in my writings about Democrat Gov. Dave Freudenthal."

Then, "When I asked what this was all about, he explained that many of my loyal Republican supporters from 2002 were asking him, 'What happened to Bill?' He said they were asking, 'Has Bill crossed over?'"

Crossed over? No more than Benedict Arnold crossed over. I will prove on this and the following page how Sniffin manipulated the governor and the governor's staff into intervening on his behalf with state agencies - how he betrayed the Republican Party of which he truly never was in step - how he honestly feels about Wyoming - and what little journalistic integrity the man really possesses. I will do these things with his own messages to Dave Freudenthal and others in and around the Freudenthal administration.

In the WT-E article (and a handful of other newspapers around the state), Sniffin claims that, in 2002, he told "the crowd that my political career was over and no, I would not be campaigning for the winning candidate. I will be working from the other side of the desk," I said, "I will go back to being a journalist, and I never thought journalists should be actively involved in party politics."

Never thought journalists should be actively involved in party politics? You will read for yourself how dishonest that assertion was. He has been very involved in party politics - but it was Democratic Party politics, not the Republican politics some continue to believe Bill Sniffin supports.

These e-mails were provided as part of the public records request made by the Republican Party on the governor's office.

You will read how Bill Sniffin and his company became dependent on the State of Wyoming (Substance Abuse Program) to survive and how he continually (and effectively) used the governor's office to run interference for him with departments and agencies within state government that questioned his performance. Herald readers can review his many columns that appeared in some state newspapers (www.planetj.com) and decide for themselves how objective and unbiased he was in his columns as it related to Dave Freudenthal. Numerous e-mails will also demonstrate his fealty to Dave and his active and stated support for Dave's re-election - not just for one term but for two more and beyond.

Sniffin was not only a state contractor, to the tune of several hundred thousand dollars a year, he has written speeches for the governor for nearly three years.

Bill Sniffin has been actively invested in the Freudenthal campaign and he did it in the most nefarious way - by pretending to be an unbiased and objective journalist, while at the same time using his columns to support the campaign of his necessary candidate, Dave Freudenthal.

Starting early in Dave's first term, Bill Sniffin became an active and vocal supporter of the Freudenthal administration and 2006 campaign for re-election. His own written words confirm that.

Had he become a convert (not to the Democratic Party - he was always a Democrat but used registration as a Republican to gain entry he otherwise would not have had) to Freudenthal for legitimate and philosophical reasons, there would be no problem. But it is obvious that his love affair with Dave was one of convenience. He needed access and favor from this governor to benefit his small business venture in Lander.

And to pretend even now that he was an objective journalist during this period when he knows that he had prostituted himself for personal gain is despicable.

Over and over and over again he trashed state employees to the governor and Chris Boswell. If anyone questioned his performance, he would respond - with a "CC" to the governor. He always made sure that staffers knew of his close ties to the governor.

Even Rodger McDaniel's principled declination of providing a "letter of endorsement" for Sniffin was then described as "crazy" by Sniffin in an e-mail.

Sniffin's access to the governor has been phenomenal.

The publisher of the Cheyenne Herald has been unable to interview the governor. The only meeting they've had was when the governor asked for it. He has been unresponsive to subsequent requests.

However, a "journalist" supportive of, and compliant to the governor's goals gets calls at home on Sundays.

How dare that "journalist" write stories claiming independence, lack of bias, and objectivity, when he has announced that he wants to be active in the re-election efforts of his target. How dare he write repeatedly in support of a candidate he had a financial relationship with, through state contracts, without disclosing that fact. Bill Sniffin has violated every ethical rule of journalism. He has betrayed his claimed political party. He has sold his journalistic soul to the governor. He was a poor politician but he is no journalist. He may have once been, but no more.

BILL SNIFFIN E-MAIL SAMPLES

The governor believes it would be best not to pursue another RFP relative to the substance abuse advertising issue. Mr. Sniffin today told the governor that he (Bill) would be willing to discuss and sign an amended contract.

By the way, I think we have a good chance of getting Ron [Sniffin, Bill's brother] back to Wyoming early next year. I know that he is looking forward to helping with Dave's reelection, as I am.

My friend Dave -- Thanks so much again for your appearance in Lander last night. We truly are proud of what we have done in Lander. Ever the optimist, I think Lander (and Wyoming) could be looking ahead to its best decade ever.

You know I stand ready to help you in any thing that you need, my friend. Thanks again.

I am at Heritage in Casper and have been hearing a lot about Colin Simpson making a run for gov in 2006. Also heard some grousing from some hard core Repubs that you are planning on running for three terms - that you and Joe are conspiring to get rid of term limits. Frankly, I think it is a good idea for you to be gov for 12 years (or more) but seriously doubt you would want that.

I am wondering whether to jump into the fray on Reed's [Eckhardt] battle about openness on emails on Senate Files 4 and 5 -- where does Dave stand on this? I have been out of the loop for awhile, as you know, so could use some guidance.

Generally, I am always pushing for openness, but am just not sure I want to get into this fight or not.

The Genesis (Sniffin's appointment to the Aeronautics Commission)...

April 30, 2003 Memorandum -- TO: Sleeter Dover, Director DOT
FROM: Laurie Ghidossi, Office of the Governor
SUBJ: Aeronautics Commission Appointments
Bill Sniffin - Lander/Fremont County R At Large

The Romance Blossomed ...

It is with deep appreciation that I understand (sic) the Bresnan Cable TV company is considering donating a substantial amount of advertising dollars to help Wyoming launch its statewide campaign against Methamphetamine abuse.

As a former U.S. Attorney, I have seen first hand the damage this drug has done to our individuals, families and businesses by its abuses.

From a speech written by Bill Sniffin for Dave Freudenthal, sent by E-mail to Chris Boswell, 1/27/2004, 8:21 am

Hi Gov. Dave -- Sleeter Dover had inquired to you about a potential conflict of interest on my part for a job that my company wants to do for WYdot. It involved marketing PR for the Togwotee project, which is in our back yard.

Sleeter feels because I am on the Aeronautics, that might look like a conflict. I disagree.

Deadline is coming up for our submission of the application for this -- do you have any problem with this?

From an E-mail -- Bill Sniffin to Dave Freudenthal, 5/27/2004 7:50 am

Bill - I do not see a conflict, so long as the law is complied with. I will check with the Attorney General.

Handwritten note -- Dave Freudenthal to Bill Sniffin, CC'd to Sleeter Dover and Pat Crank 5/28/2004 7:50 am

My friend Dave -- Thanks so much again for your appearance in Lander last night. We truly are proud of what we have done in Lander.

Ever the optimist, I think Lander (and Wyoming) could be looking ahead to its best decade ever.

You know I stand ready to help you in any thing that you need, my friend. Thanks again.

From an E-mail -- Bill Sniffin to Dave Freudenthal, June 4, 2004 7:22 am

Dear Gov -- When I was in your office a few weeks ago, you asked me to help you find a new director of the Substance Abuse Division.

Your talk was very inspiring, by the way, and may very well be the subject of a future column.

From an E-mail -- Bill Sniffin to Dave Freudenthal, 6/15/2004 11:11 am

Enough of the Wine and Roses, Now I Need Help ...

Dear Dr. Fleming -- If this is, indeed, the case, then we are very concerned and urgently request some reconsideration and an explanation. If Diane's speculation is incorrect, then the rest of this letter is perhaps unnecessary, but I include it for your information.

The WDH is not "just another client" to my company or me. This contract represents 90 percent of the business being done by this all-Wyoming company. If the contract goes away, our company suffers a devastating blow.

Sorry to bother you with this, but if this action is being contemplated, I believe this is not just a crisis for our company but for the Wyoming Department of Health and the people of the state of Wyoming.

From an E-mail -- Bill Sniffin to Dr. Deborah Fleming, head of WDH, 7/8/2004 3:41 pm

Chris -- Diane Galloway wrote me an email which said that Phyllis Sherard from WDH is telling people she wants to do a new RFP for our contract, which provided for an additional two years.

If our contract goes south, I am convinced it is because of some reasons which need to be dealt with. At this point, let's keep this confidential and I will keep you and the Gov informed of what is happening.

From an E-mail -- Bill Sniffin to Chris Boswell, 7/8/2004 3:59 pm

Thanks, Bill; -- The Dep't. of Health folks mentioned the RFP to the governor a few days ago, and he mentioned that he liked the TV ads and such that he's seen. I won't pretend to know what happens from here, but have a lot of confidence in your firm's abilities. Chris

From an E-mail -- Chris Boswell to Bill Sniffin, 7/8/2004 5:38 pm

Chris (and Gov. Dave) -- Your note concerned me a lot. Apparently Deb (and Phyllis) are already moving toward going back to the RFP thing again on the Social Marketing contract for Substance Abuse. What a waste of money and time!

... What an incredible slap in the face! I kept the governor informed about what we were doing during the entire year and he could see that I showed him things that literally took three to four months to get through that silly WDH public information office.

Anyway, I would appreciate it if you would pass this along to the big guy and share with him my concerns.

I apologize for getting you guys involved in this, but trust me, this is a bizarre thing that is happening over at WDH!

Let's just hope we can all talk some sense into Deb so she doesn't pull the rug out from under us like this and set the state back for years when it comes to the Social Marketing called for in HB59.

From an E-mail -- Bill Sniffin to Chris Boswell 7/9/2004 1:01 am

Bill Sniffin. Manipulative. Disloyal.

For four years, Sniffin has played the Governor for his personal gain and advantage.

With Bill Sniffin, the only way to remain a friend or ally was to do what he asked be done. If you didn't, he would contact the Governor on you. The e-mails continued ...

Kiss, kiss. Still Need that Help ...

Chris -- I am planning on heading down to Cheyenne tomorrow morning and will come home late Thursday afternoon.

Any chance for a quick visit with you and Dave?

Still have not heard any response from Deb Fleming. Am not sure what to do.

Other than being in limbo, we are pretty upbeat about life, in general. I think you guys are doing great.

From an E-mail -- Bill Sniffin to Chris Boswell, 7/13/2004 1:27 pm

Bill, -- There's always an opportunity for a meeting between you and the gov.

From an E-mail -- Chris Boswell to Bill Sniffin, 7/13/2004 2:09 pm

Bingo! We have a Winner ...

Deb: -- The governor believes it would be best not to pursue another RFP relative to the substance abuse advertising issue. Mr. Sniffin today told the governor that he (Bill) would be willing to discuss and sign an amended contract

From an E-mail -- Chris Boswell to Dr. Deborah Fleming, 7/14/2004 4:50 pm

But the Doc Doesn't Sound Like a Winner ...

... I was finally able to track down the amendment to the contract (we gave them \$400,000 for June to June, by Dec they are out of money and back for another 400,000) --- anyway, that \$400,000 amendment was brought over here on December 23 when I was with my family, and so Dr. Sherard signed it for me. You are right. I can never take a day off. I hope nothing happens later this week, because I am going to try that annual leave thing again. I will tell the staff that NO Snif contracts are to be signed while I am gone ... actually I think we had a very productive meeting with the Snif ... I assured him that we will not put the RFP out for bid (my next professional aspiration might be in the red light district, by the way) but since he is out of money (God, some days, I hate myself, or at least will in the morning) we will develop a new, improved, tighter, "fits the original RFP" contract with clear deliverables on both sides.

From an E-mail -- Dr. Deborah Fleming to Chris Boswell, 7/19/2004 3:23 pm

Chris Should Know. He Served in the Legislature ...

Deb: -- No need for the red light, legislators of all sorts - both past and present - have a sign hanging around their necks which eliminates the need for red bulbs.

From an E-mail -- Chris Boswell to Deborah Fleming, 7/19/2004 3:36 pm

Don't Tell Anybody About Our Affair. We're Both Married Men ...

Hey Gov Dave -- I will try to get out on the hunt with you if there is room.

Obviously I would ask that you not mention to anyone that we chatted about being on a team with you -- that would be considered very bad form on my part and just one more thing some of these characters could hold against me!

From an E-mail -- Bill Sniffin to Dave Freudenthal, 9/13/2004 11:16 pm

And the Beat Goes On. Dave may Love Bill. Not Everyone Does ...

Chris, We have been looking at the contract with Bill Sniffin and Substance Abuse. There is some concern within our Department that we are not receiving the deliverables that were promised by Mr. Sniffin. We are going to carefully review what has been provided and/or what should have been provided to us that wasn't. We will keep the Governor's Office informed as our progress continues. If there is any problem with this approach please let me know. Thanks, Brent.

From an E-mail -- Dr. Brent Sherard (WDH) to Chris Boswell, 3/17/2005 4:16 pm

Brent, This is extremely sensitive, in a political sense. You'll want to have ducks in a row, and then have a conversation with the governor.

From an E-mail -- Chris Boswell to Brent Sherard, 3/17/2005 4:26 pm

Chris, I felt that it was and appreciate your feedback. Brent.

From an E-mail -- Brent Sherard to Chris Boswell, 3/17/2005 5:09 pm

The Governor asked if someone could find out why the meth campaign approval is being delayed. Will you get someone on this?

From an E-mail -- Barb Warburton (Gov's office) to Mary Flanderka (State Planning Coordinator), June 8, 2005 11:22 am

Hi, Julie and Beth are chasing this down - Thanks!

From an E-mail -- Mary Flanderka to Barb Warburton (Julie Sapp and Beth Worthen), June 9, 2005 8:14 am

You Scratch My Back. I'll Scratch Yours ...

Hi -- Excuse me, while I brag a little. This web site is operated by my daughter --- and is probably the busiest in Wyoming with 20 million hits a year.

Anyway, it looks like her web site was the only Wyoming site to be nominated for what is considered "the Oscars" of web sites in the International Webby competition.

The public can "vote" on the web sites and I was wondering if there would be a way the governor would be willing to give this a plug somehow to encourage Wyoming people to vote for a Wyoming company to help it win this honor?

From an E-mail -- Bill Sniffin to Lara Azar and Dave Freudenthal, 4/14/2005 9:23 am

Lara -- Chatted with the governor yesterday about this and he said he wanted me to write up a news release and send it to you guys so he could release it and encourage Wyoming folks to vote for yellowstonepark.com.

From an E-mail -- Bill Sniffin to Lara Azar 4/20/2005 5:07 am

Lara -- Here is a version of a press release Dave asked me to write while he was in Denver to promote Wyoming people voting for this Wyoming company's nomination in the International Webby competition. Thanks Bill Sniffin

From an E-mail -- Bill Sniffin to Lara Azar 4/20/2005 9:57 pm

I'm Not Just Saying This To Get Your Help. Really ...

Gov Dave -- Any chance you could carve out an hour or so during your trip to Lander? Come on over to the house for an iced tea. I have not been able to get Cheyenne very often and would like to chew the fat a little concerning a few things -- reelection, for one thing. Thanks.

From an E-mail -- Bill Sniffin to "GovernorGovernor" Dave Freudenthal, September 14, 2005 8:55 am

Nancy -- By the way, I think we have a good chance of getting Ron [Sniffin, Bill's brother] back to Wyoming early next year. I know that he is looking forward to helping with Dave's reelection, as I am.

As I have told you, I think you have lifted this campaign on your shoulders and done a wonderful job with it. But what you have done, on a personal commitment level, is nothing short of magnificent. My hat goes out to you for making a difference with a problem that is huge in Wyoming.

From an E-mail -- Bill Sniffin to Nancy Freudenthal, July 13, 2005 8:59 pm

What are Friends for if Not to Snitch on Friends? And Have I Told You Lately How Much I Love You? (Bibs Should be Issued With This Much Drooling) ...

I am at Heritage in Casper and have been hearing a lot about Colin Simpson making a run for gov in 2006. Also heard some grousing from some hard core Repubs that you are planning on running for three terms - that you and Joe are conspiring to get rid of term limits. Frankly, I think it is a good idea for you to be gov for 12 years (or more) but seriously doubt you would want that.

From an E-mail -- Bill Sniffin to Dave Freudenthal and Chris Boswell, November 18, 2005 4:25 pm

Trent and Barbara. I Just Love My Fellow Republicans ...

Dave -- Interesting development with Trent and Riverton building?

Is this an example of him going ready, fire, aim again?

Gave Babs a plug Sunday ... I need to show how non-partisan I am!

From an E-mail -- Bill Sniffin to Dave Freudenthal, 10/30/2004 1:17 pm

Let's Start 2006 on a Positive Note, Okay? ...

Dear Dave and Chris -- (Obviously want to keep this confidential -- we have to work with the SAD folks, etc.)

Montana's annual ad/PR budget is now \$4 million and ours is \$400,000. Plus because of the delays from SAD in getting our contract signed, nothing could happen in our state with ads and PR before December. Oh well.

Again, I would suggest that it might not be a bad idea of the governor to take over our Meth campaign (in conjunction with SDA), what with his law and order background plus the high profile of the problem in the state.

From an E-mail -- Bill Sniffin to Dave Freudenthal and Chris Boswell, 1/4/2006 1:50 pm

Rodger -- We are getting ready to make an oral presentation to the Dept of Health to renew our Social Marketing contract for anti-Meth and anti-tobacco.

I wondered if you would be willing to write a letter of endorsement for us.

In the face of that [four competitors], we are lining up all the support we can get to get this contract renewed and also to keep this business in Wyoming. It is a \$1.5 million annual contract. Thanks.

From an E-mail -- Bill Sniffin to Rodger McDaniel, March 29, 2006 11:16 am

Dear Bill -- I am sorry but I have to decline ... there is an ethical understanding that we reached when I first became director that directors will not attempt to influence grants particularly where our agency has an interest. I hope you understand.

From an E-mail -- Rodger McDaniel to Bill Sniffin, March 29, 2006 5:49 pm

Rodger -- There is a very conscious conspiracy, I believe, on the part of state government to keep Wyoming companies from getting these contracts. We just lost out of a \$1m Aeronautics one that we should have been a shoo-in for. I spent over \$20k on the presentation, alone.

Wyoming state government just loves to support out of state companies and I am getting very depressed over it. I have talked with both Chris Boswell and the gov about it, but it does not seem to be anything anyone can do. Cheyenne folks love to deal with Denver companies.

At this precise moment, I am quite bitter. And I am very pessimistic about our chances with SAD although I think we should have a good chance to get it ... The problem is nobody is fighting FOR Wyoming companies. Crazy. No wonder we have no economic development in this state.

From an E-mail -- Bill Sniffin to Rodger McDaniel, March 31, 2006 6:25 am

Don't Want to Undercut One of Your Best Staffers, But ...

Here is some correspondence between me and Rodger Mc -- it concerned my request to him to write a letter of endorsement for our effort to get the SAD contract ... as you can see, there is a prohibition of that sort of thing without our own state government. Seems nuts.

I am still very depressed and pessimistic and feeling hung out to dry as I spend, spend, spend so that some Denver company can reap the benefits.

From an E-mail -- Bill Sniffin to Chris Boswell, March 31, 2006 6:50 am

As Long As We're At It, Let's Carve Up Aeronautics, Too ...

Dave and Chris -- I now believe that the selection committee action on the Aeronautics marketing grant was flawed and should be voided as soon as possible. After talking with attorneys here and in Cheyenne, it is obvious that what we have here is a "mistrial" on a \$1 million program. They also call it "poisoning the well." Here is why:

... a consultant was sitting there with the selection panel during the entire process who had gone on record as stating emphatically that Wyoming Inc. "could not do the job" and who said the WAC should hire a "Colorado ad agency" for the project, makes this an easy call to make.

It is time for someone in Wyoming state government to stand up for a Wyoming company against out-of-state companies. It is time to stop this conspiracy that prevents Wyoming companies from getting these Wyoming contracts.

Also, I would very much appreciate the chance to chat with one of you two fellows about this ASAP, Sunday would be fine ... Thanks

From an E-mail -- Bill Sniffin to Dave Freudenthal and Chris Boswell, April 9, 2006 2:42 am

I am Not Whining. I am Not! And I'm Going to Tell Dave on You ...

Dear Mr. Delano (WAC chairman) -- Although the staff of our company believes it has grounds to protest the entire procedure and selection process connected with the recent marketing campaign RFP, I write this letter in the spirit of cooperation and problem solving.

I know that it is possible to split the contract into two contracts in certain cases. It was common for us (Wyoming Travel Commission) to split advertising and PR, for example. That is exactly what I am proposing here. The original grant request to DOT (which I helped write, as a WAC commissioner) called for a minimum of \$145,000 for PR plus another \$20,000 for branding, for example. So, our proposal is that WAC split this contract into parts, probably the bigger portion to CCT to implement their game plan and a smaller one to Wyoming Inc. for PR and other items, as requested.

Since time is of the essence, we think this makes more sense than going back to the drawing board on this process. Best regards.

From an E-mail -- Bill Sniffin to Jerry Delano, 4/10/2006 12:21 pm (CC to Governor Freudenthal)

Chris -- This is for your eyes only ... Just to keep you in the loop, my gut tells me we are screwed on this Aeronautics deal. My prediction is that 1) we will get nothing 2) if we get anything, we will get an almost impossible assignment from CCTA ... I am in Helena ... I did get a voice mail from Dave F and also sent him a voice mail. My next column is a fun one -- you will like it a lot.

From an E-mail -- Bill Sniffin to Chris Boswell, April 25, 2006 12:11 pm

Sniffin's column on April 26, 2006 was titled: "Revive the Democratic Party" It can be read at www.planetjth.com (April 26, 2006 issue, page 6)

Those with the gold don't always rule

In the county commissioner race, the winners each spent about one-third what one of the losers spent

"Jeff Ketcham and Diane Humphrey accepted money from contributors involved with suing the city."

So they did. For once, reporting in the WTE is accurate. But the story appearing on the front page of the November 21 WTE dwelled on the late campaign contributions to the winners.

"Cash: Humphrey and Ketcham spent \$5,432 late in the election"

That was on the jump page to the front page story. In the body of the story, it was reported that all of the \$5,432.00 went to the Wyoming Tribune-Eagle for advertising.

Larry Atwell, one of the defeated candidates said he "was disturbed" by the last-minute ads. Was he also disturbed by the \$3,913.94 he had paid the same newspaper a week earlier? Or by the \$22,577.88 his spending report showed he spent on his bid for election to one of the county commission seats?

If he was disturbed by the content of the advertising placed jointly by Diane Humphrey and Jeff Ketcham, does he think they should have been disturbed when his last-minute, WT-E half-page ad in color, suggested the incumbents didn't understand the issues, didn't understand growth, were fiscally irresponsible and wouldn't work with people?

Should they have been disturbed when he claimed, in that ad, that he had Vision and had a priority of "Economy & Good Jobs."

Larry Atwell, in that ad, referred to his 18 years as a downtown Cheyenne Chamber Executive.

Didn't he realize voters would put two and two together and realize that he had a responsibility similar to the county commissioners in terms of attracting "good jobs" to Cheyenne, if not to Laramie County? What can he claim as success? He was always in the frame when announcements were made about new jobs.

to Cheyenne. Why wasn't he more successful? To suggest that the incumbent commissioners were not doing an acceptable job while he could - when he hadn't - was disingenuous.

His greatest insult to the incumbents, including, of course, his close personal friend Jack Knudson, was that he would "work with state elected officials and those from other areas to build the capital County to one with respect."

Build? As he has the Chamber? With respect? Like the Chamber has?

The one thing in his final ad that rang true was the word "Collaboration" and that's what cost him the election. Jeff and Diane were successful in portraying him as a lap dog for the city government and voters decided that one mayor and nine city councilmen (ten, if you count Knudson), were enough.

The last-minute, full page ads placed by Diane and Jeff were masterful. Not only

did those ads allow them an opportunity to make their case - a case the WTE would never have done editorially or on their news pages - but the ads also came at a time when almost 75% of the voters had not yet voted and at a time when their opponents would be hard-pressed to answer with similar advertising, in spite of being unethically told by the WTE that the Humphrey/Ketcham ads were coming.

In a bit of a surprise, it appears that the ads did more to benefit Jeff than Diane. Based on the early voting results (before 11/7), which tend to hold pretty consistent on election day, Diane would have finished first without the ads. But that early voting had Larry Atwell in second place.

However the WTE tries to spin the results, city voters also supported Jeff and Diane. Had they not, the outcome would have been different. These winners are not products of county voting - Jeff finished first in the three wards of the city and Diane trailed Atwell by only 38 votes city wide. The Golden Rule did not apply.

Bill Sniffin ... conclusion

Principles of Journalism, my Ascot, What is the Safest Position? ...

I am wondering whether to jump into the fray on Reed's [Eckhardt] battle about openness on emails on Senate Files 4 and 5 -- where does Dave stand on this? I have been out of the loop for awhile, as you know, so could use some guidance.

Generally, I am always pushing for openness, but am just not sure I want to get into this fight or not.
From an E-mail -- Bill Sniffin to Dave Freudenthal and Chris Boswell, February 23, 2006

Dear Dave and Chris -- We just printed our latest Wyoming Faces Meth tabloid and made sure there was a big item by Dave on the cover.
From an E-mail -- Bill Sniffin to Dave Freudenthal and Chris Boswell, January 24, 2006 1:50 pm

Bill -- That would be fine. But I would like to make one suggestion, that you edit the governor's comments so that they have proper flow and grammar, etc. I know you were going for a word-for-word segment, but in a print ad, I'd rather see the corrections made. Thanks, Lara.
From an E-mail -- Lara Azar to Bill Sniffin August 25, 2005 10:43 am

The Republicans are Doin' What? You're on Your Own, Baby. I am outta here! ...

Bill: -- As an FYI, the state Republican Party has made a very extensive Wyoming Public Records Act request, involving virtually all state agencies. In part, the Party's request asks for virtually any documentation relative to any state contracts, MOUs, etc. relating to you, personally, and to your companies. As such, I thought you should be aware of the request, and the response.
From an E-mail -- Chris Boswell to Bill Sniffin, June 20, 2006 9:53 am

Chris -- Wow, sure looks like I am being singled out for something. Everything is very cut and dried on our end -- Not sure I welcome a big exam just because they can be time consuming, but we have nothing to hide. Everything has been done just right.

Maybe they are mad bout my column about a "third party in Wyoming."
From an E-mail -- Bill Sniffin to Chris Boswell, June 20, 2006 1:20 pm

Jill Doesn't Know the Rules. She'll Learn. Boy, Will She Learn! ...

Diane has decided to go ahead with the contracts (sic) as is. I think it is a bad decision, but she is the Administrator. I will send them over today. I will continue to suggest that we do amendments to these contracts as we need to be using Bill Sniffin for what he contracted for.
From an E-mail -- Jill Reinking to Ryan Lance, July 7, 2003 9:30 am

Confidentiality? No Way! This is Our Friend Bill We're Talking About ...

Hi -- Well, we did not get the SAD contract. We assume it went to Colorado, too. We have also not heard a word about a sub contract for the Aeronautics -- we can assume it also went to Colorado.

Yes, it is time to determine why the members of the Freudenthal administration (WyDot and SAD/WDH) are so excited about using out of state companies for its advertising and PR efforts? Puts us in an odd position of now having to re-invent our company. Definitely time to downsize.

It is laughable to imagine any agency of Colorado state government allowing its business to go to a company from Wyoming, that is for sure. But Wyoming loves using Colorado businesses.

Yes, right now, I think Wyoming is definitely a "colony." Our state does not deserve to have local companies trying to become great companies - the deck is stacked against us. Alas.
From an E-mail -- Bill Sniffin to Chris Boswell and Dave Freudenthal, May 1, 2006 9:16 am

Chris (for your eyes only -- feel free to call me) Thanks to some pretty good in-dept sleuthing by our staff, we are coming up with some pretty amazing facts concerning this bulls--- RFP process just accomplished by the ace staff over at WDH/SAD. Suffice it to say, it is a pretty sad tale, indeed.

A novel special effort was made to ensure that Wyoming Inc. did not score high enough for the governor's office intervention instructions to take effect. Evidence indicates we finished a very strong second, but score cards were massaged so that we finished third, thus eliminating the "need" for the governor's inquiry to kick in. I believe the state of Wyoming's meth campaign could now sink to the lowest in the USA ... pretty sad commentary.

I think it is time to launch that study to find out how this could be occurring? Why does this administration want to do business so badly with out of state companies?
From an E-mail -- Bill Sniffin to Chris Boswell, May 3, 2006 10:19 am

So We Came In Fourth. Tell the Governor to Bump Us to First ...

Bill, Ernie -- No excusing the bulls--- from agencies, which seems to never go away. But I'm looking at the scores which reflect the following:

Written:	On-Site:
Suckle, 68.	Sukle, 85.
Wendt, 67.	Wendt, 77.
Barnhart, 64.	Barnhart, 57.
Wyoming Inc., 56.	Wyoming Inc., 52.
Clear Channel, 34.	
Media One, 24.	

From an E-mail -- Chris Boswell to Bill Sniffin, May 3, 2006 4:45 pm

Cheyenne's Original Steak House

T-Joe's

T-Joe's New Menu
Has Your Favorites Every Night
Not Just One Night a Week!
Walleye, Grilled Chicken,
Pork Chops ... Any Night!

Nightly Specials!

Fresh Hand-Cut Ribeye Steaks
Lunch: Mon-Sat 11 am- 2 pm / Dinner: 5 - 10 pm Mon-Sat, 4-9 Sunday

Pete's Pickle Parlor
WHILE AT T-JOE'S, VISIT PETE'S -
NEARBY FOR YOUR CONVENIENCE

STEAKHOUSE AND SALOON
12700 E. I-80 Service Rd.
SMOKE-FREE DINING ROOM
SMOKING (AND DINING) IN BAR

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