Roy Moore Suit

Roy Moore, Republican candidate for the 2017 Alabama Senate election that captured widespread national attention, has filed a defamations suit against the creators and backers of a series of political attack ads against Moore during his unsuccessful Senate run.

The suit alleges that several media firms and Super PACS, such as Bully Pulpit Interactive and the Majority Senate PAC, helped to design and distribute targeted political ads against the 2017 candidate containing accusations of Moore “soliciting sex from young girls” and being a “child predator.” The suit references specifically an ad by the Highway 31 Super PAC, known as the shopping mall ad that ran on Alabama networks, which showcased a series of quotes regarding sexual misconduct allegations against Moore.

The complaint contends that these ads were completely baseless in facts and were constructed solely to defame Roy Moore and cripple his Senate candidacy.

“From beginning to end the shopping mall ad is a deliberately constructed maze of lies and deception. Defamation was not something that the powers behind Highway 31 accidentally or unintentionally stumbled into but was instead a weapon of choice consistently employed to annihilate a targeted political opponent,” the complaint states.

The suit also makes allegations that Guy Cecil, Chairmen of Priorities USA which is one of the largest Democratic Super PACS in the country, made several false allegations against Roy Moore via Tweets on Twitter and official press releases. The complaint states that Guy Cecil directly accused Moore of being a “a sexually assaulting pedophile” and a “child molester” among other sexual misconduct allegations.

The complaint disputes these allegations and suggests they were fundamentally false and unfounded.

“Cecil’s published statements were assertions of fact, not mere nonactionable opinion. Those statements, which are per se libelous, presented unproven allegations as fact even though Cecil had no way of verifying their truth or falsity,” according to the complaint.

Sexual misconduct allegations plagued Moore’s 2017 Senate campaign for much of its duration and served as a hotly debated media and public focal point in a race that was garnering intense interest around the county. Moore would later go on to lose the Alabama senate race to Democrat Doug Jones. Moore has announced plans to run against Jones for his Senate seat in 2020.

Representation for Roy Moore did not respond to request for immediate comment by press time.