

The *ThinkRight Strategies* Case

Case Name: *ThinkRight Strategies, LLC v. City of Ann Arbor*

Significance: Whether the government can force people to promote political positions they oppose.

Case Status: Lawsuit filed in federal court July 30, 2019.



Background: Grant Strobl (STROH²-bull) and Jacob Chludzinski (clue-JIN²-ski) are political conservatives who believe in free enterprise, limited government, individual freedom, traditional values, and a strong national defense. Together, they founded [ThinkRight Strategies](#), a political consulting firm. ThinkRight's advocacy services include designing websites, developing slogans and social-media content, providing coaching for public speaking and media interviews, helping guide canvassing efforts to mobilize voters, and writing speeches for causes, candidates, lawmakers, and non-profits. Grant and Jacob want to provide these services to promote only messages, platforms, and causes that further their conservative principles. But Ann Arbor has other plans. Ann Arbor makes it illegal for businesses to “discriminate” based on “political beliefs.” So if ThinkRight provides advocacy services to Republican candidates to promote limited government, lower taxes, and protecting the unborn, Ann Arbor requires them to provide similar services to Socialist candidates to promote government control, higher taxes, and abortion on demand. To ensure compliance, Ann Arbor can fine violators up to \$500 per day and pursue additional remedies.

Key Points

- Freedom to speak transcends political beliefs. That's at the heart of the First Amendment.
- The government exists to protect freedom, not take it away. The government cannot force citizens to surrender their freedom of speech in order to run a business.
- If the government can hijack Grant and Jacob's voice, everyone's freedom is at risk. Although Americans disagree about many political issues, we should all agree on our freedom to disagree. Ann Arbor is trying to take that fundamental freedom away.

Key Facts

- Ann Arbor's ordinance makes it illegal for businesses like ThinkRight to “discriminate” based on “political beliefs.” That forces people to champion political causes that violate their convictions.
- In [NIFLA v. Becerra](#), the Supreme Court ruled that “the people lose when the government is the one deciding which ideas should prevail.”
- Ann Arbor law threatens fines of up to \$500 per day if Grant and Jacob decline to advocate for political beliefs they oppose.

The law threatening Grant and Jacob also gives the government power to punish...

- A Democratic speechwriter for not preparing campaign speeches for President Trump.
- A pacifist painter for not painting pro-war murals.

The Bottom Line: People should be free to choose for themselves which political positions they promote.