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...Congress at Your Fingertips®

December 31, 1999

Rosemary C. Smith, Esq.  
Acting Assistant General Counsel  
Federal Election Commission  
999 E Street, N.W.  
Washington, DC 20463

Dear Ms. Smith:

On behalf of Capitol Advantage®, the nation's largest provider of Internet-based legislator communications services on the Internet, and *e*-advocates, a Capitol Advantage subsidiary that provides a full range of Internet advocacy consulting services, we are pleased to submit our comments concerning the Federal Election Commission's Notice of Inquiry. For more than 13 years, Capitol Advantage has created products and services that enable the country's leading corporations, associations, and media organizations, and the public to effectively communicate with elected officials and candidates for public office. Capitol Advantage's flagship Internet legislative action tool, CapitolWiz™, is in use today by many of the top sites on the Internet, including America Online, Microsoft, and USA Today. ElectionWiz, an Internet application created by Capitol Advantage and utilized in the 1998 election cycle by America Online, New York Times on the Web, Washingtonpost.com, and many other sites, enables voters across the Internet to identify and research candidates for federal and state office. In Election 2000, we estimate that more than 15 million unique visitors will research and communicate with candidates using Capitol Advantage's ElectionWiz tools.

As the nation's leader in connecting citizens with the tools of democracy, we have seen firsthand the Internet's power to revolutionize democracy and strengthen the capacity of average citizens to participate in the political process. In just the last 12 months, citizens have utilized our services to log over 4.5 million communications to the Administration, U.S. House and Senate, and federal agencies. An Internet poll conducted by *e*-advocates and Juno Online Services between November 5 and December 7, 1999, asked more than 1 million online citizens over 18 their views on the topic of online democracy. By a margin of over 2 to 1, the poll found online constituents prefer Internet over traditional methods to register their opinions with lawmakers. When asked whether members of Congress should treat e-mail messages as seriously as calls and letters, 93 percent of Internet users said "yes." The results of the survey are enclosed.

In the same way, the Internet is enabling voters unprecedented access to candidate information via candidate, citizen, third-party, and media sites. In Election 1998, for example, the ElectionWiz service generated more than 7.5 million page views by America Online subscribers alone – a strong indication of voter interest in utilizing the Internet to gather election information. Technology is enabling voters and candidates for public office, like never before, to engage in online public discussions of the issues. The Internet is proving to be a viable tool for information-sharing, volunteer recruitment, fundraising, and voter outreach. The speed, increasing reach, and the quantity of information available because of the Internet is making our society more democratic and enhances the opportunity of increasing voter participation in the upcoming election.

It is critical to recognize, however, that the Internet as a tool is still in its infancy. Election 2000 provides the FEC and all citizens with a democracy “laboratory” to explore the Internet’s potential for increasing voter participation and involvement. As the FEC considers the Federal Election Campaign Act of 1971 in light of this new medium, we urge the Commission to uphold and protect the opportunity for average citizens to utilize the Internet to fully participate in the democratic process.

At this critical juncture, it would be disastrous for the Commission to interpret existing rules or apply new rules that would undermine or stunt the growth of our Internet democracy or the creation of new technologies that would enable even greater citizen and voter participation. For these reasons, during the upcoming election cycle, we urge the FEC to refrain from creating new regulations on online campaign activity and to place a moratorium on enforcement actions related to the activities outlined below. The openness of the Internet will allow the FEC to closely follow most campaign activities on the Internet. After Election 2000, the FEC can study all of the new uses of the medium and make policy based upon real activity.

During the 2000 election cycle, we urge the FEC to –

- Place a moratorium on valuing in-kind contributions for Web site hosting, creation, designing and building on Web sites controlled and maintained by a citizen or volunteer;
- Place a moratorium on valuing in-kind contributions for Web site hosting, creation, designing and building on existing organization Web sites (including labor unions and corporations) that use their sites to provide bipartisan candidate comparison information;
- Place a moratorium on valuing Web site links to candidate sites and other candidate information as in-kind contributions;
- Require reporting of actual cash outlays by a citizen or organization for placement of banner advertising or paid links on another Web site not under their own control. For example, an organization that purchases banner advertising on another site to drive traffic to their own election-related content should report these activities;

- Place a moratorium on any rule that would regulate the location to which an individual, volunteer, or organization may post press releases on their Web site concerning candidate endorsements or other campaign-specific content.

By following these principles for the current election season, we will have the best opportunity to promote free speech and advance the cause of our democracy.

Sincerely,

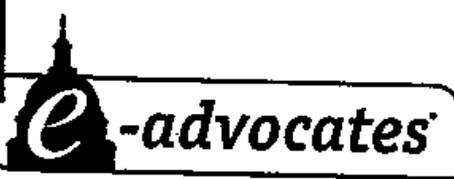


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Enclosure



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### Juno/e-advocates Poll Shows "Wired" Citizens Nationwide Favor E-mail to Communicate with Congress

*By a Margin of Over 2 to 1, Constituents Prefer Internet Over Traditional Methods to Register Opinions with Lawmakers*

NEW YORK, NY (December 9, 1999) -- E-mail is quickly becoming the preferred method used by Americans to register their opinions with elected officials, according to the largest-ever online political survey of the nation's "wired" citizens, conducted by Juno Online Services, Inc. (NASDAQ: JWEB) and Internet advocacy consulting firm e-advocates. When asked whether members of Congress should treat e-mail messages as seriously as calls and letters, 93 percent of Internet users said "yes."

The poll targeted one million adult users of Internet-related services to determine how individuals with Internet access prefer to communicate with Congress. The survey was conducted between November 5 and December 7, 1999 and generated more than 155,000 responses.

"These survey results should serve as a 21<sup>st</sup> century wake-up call to legislators still stuck in the 19<sup>th</sup> century," said Roger Stone, director of the Juno Advocacy Network, Juno's Washington D.C.-based public interest and political advertising division. "Members of Congress who unplug voters trying to reach them by e-mail may find those same voters doing some unplugging of their own next November."

Eighty-one percent of the poll respondents said that it is "important" or "very important" for Members of Congress to maintain a public e-mail address for constituent communication. By a margin of 58 percent to 25 percent, respondents registered their preference for e-mail over traditional mail as a method to contact or hear from their Members of Congress. Only 11 percent said that they would phone a congressional office.

"With nearly half of U.S. adults now online, lawmakers who ignore Internet democracy do so at their peril," said Pam Fielding, principal of e-advocates. "E-mail is the fastest and cheapest way for citizens to communicate with Congress," said Daniel Bennett, also a principal of e-advocates. "Why should elected officials force taxpayers to waste money on older, less efficient forms of communication?"

Page 1

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Despite strong constituent preference for e-mail communication, Congress remains woefully "under-wired," according to data provided by e-advocates. Many Members of Congress -- 200 -- only accept online comments via a Web-based form, rather than by e-mail. Web-based forms unnecessarily force citizens to limit communication to their elected officials. Another 25 lawmakers provide no means for citizens to communicate with them electronically.

"This data confirms that there is a rising tide of online activism in the United States," said Michael Cornfield, Associate Research Professor and Research Director at George Washington University's Democracy Online Project. "Congress should open the gates or prepare to get swamped."

Since the Starr Report's release online, citizen communication has tripled in Hill offices. During the past 12 months, more than 4 million constituent e-mail messages were forwarded to Congress through use of free, publicly available Web sites developed by Capitol Advantage, the parent company of e-advocates.

### About Juno Online Services, Inc.

Juno Online Services, Inc. is a provider of Internet-related services to millions of computer users throughout the United States. The company offers several levels of service, ranging from basic dial-up Internet e-mail -- which is provided to the end user for free -- to full, competitively priced access to the World Wide Web. Since the launch of Juno's basic e-mail service in April 1996, more than 7.6 million total Juno accounts have been created. Juno's revenues are derived primarily from the subscription fees charged for certain billable services, from the sale of advertising, and from the direct sale of products to Juno subscribers.

For more information about Juno, visit [www.juno.com/corp](http://www.juno.com/corp). To get a free copy of the Juno software, go to [www.juno.com/getit](http://www.juno.com/getit), or call toll-free 1-800-TRY-JUNO. To speak to Roger Stone, the director of JAN, please call (202) 429-6515.

### About e-advocates

e-advocates, based in Fairfax, Va., is a full-service Internet advocacy consulting firm dedicated to helping public affairs and advocacy organizations harness the power of the Internet to achieve legislative and political priorities. Principals Pam Fielding and Daniel Bennett are leading experts in the field of cyberpolitics and recently published a book, *The Net Effect: How Cyberadvocacy is Changing the Political Landscape*, which highlights how the Internet is reconnecting citizens with government. e-advocates is a subsidiary of Capitol Advantage, the premier innovator of Internet-based political tools and services. Through the use of its products, hundreds of organizations have promoted their agenda and influenced the political process by engaging individuals in political dialogue. Survey results can be viewed at [www.e-advocates.com/survey/](http://www.e-advocates.com/survey/).

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*Statements in this press release regarding Juno Online Services, Inc. that are not historical facts are forward-looking statements and are subject to risks and uncertainties that could cause such statements to differ materially from actual future events or results. Any such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The following factors, among others, could cause Juno's actual results to differ materially from those described in a forward-looking statement: failure to retain or grow Juno's subscriber base; increasing competition from existing or new competitors; failure to sustain current levels of growth; rapid technological change; possible unavailability of financing as and if needed; decreases in the popularity of the Internet among consumers or as an advertising medium; dependence on a limited number of vendors; possible industry consolidation; potential fluctuations in quarterly and annual results; risks associated with Year 2000 readiness of Juno or its vendors. This list is intended to identify only certain of the principal factors that could cause actual results to differ. Readers are referred to the reports and documents filed by Juno with the Securities and Exchange Commission, especially the Quarterly Report on Form 10-Q for the quarterly period ended September 30, 1999 for a discussion of these and other important risk factors.*

## **EXECUTIVE SUMMARY**

### **First Annual e-Politics Survey**

Conducted by  
Juno Online Services, Inc. and e-advocates

#### **Constituent Communication Methods**

- Internet users contact their Members of Congress by mail (45%), e-mail (40%), phone (24%), personal visits (9%), and fax (6%). About one in four Internet users (28%) has never contacted their Members of Congress to express their views or request assistance.
- The majority of Internet users (58%) would register their opinion with their Members of Congress by sending an e-mail message. Writing a letter was preferred by one fourth (25%) of Internet users with telephone and fax communications trailing behind at 11% and 2% respectively. Only 3% of Internet users said they would register their opinion by visiting a local office and very few respondents said they would visit their representatives on Capitol Hill in Washington, D.C.

#### **Importance of E-mail**

- The vast majority of Internet users (81%) believe that it is "very important" or "important" that their representatives accept e-mail. Only 12% of respondents said it was not "very important" for Members of Congress to accept e-mail. A small minority (5%) of Internet users said they "don't care" whether elected officials accept e-mail or not.
- E-mail should be treated as seriously as calls and letters, according to 93% of Internet users. Only 7% of respondents believe that calls and letters should carry less weight with elected officials.

#### **Survey Methodology**

- The survey targeted four questions to 1,010,983 users over the age of 18 between November 5, 1999, and December 7, 1999. A total of 155,316 respondents completed the poll from a variety of sources, including a free, publicly available Web site and an online survey instrument completed by Juno Online Services, Inc., e-mail subscribers.

## Survey Questions

1. Have you ever contacted your Members of Congress to express your views or request assistance?

E-mail	40%
Fax	6%
Phone	24%
Mail	45%
Visit	9%
Never Contacted	28%

2. How would you register your opinion with your Members of Congress?

Send e-mail message	58%
Send a fax	2%
Telephone office	11%
Write a letter	25%
Visit Washington office	0%
Visit local office	3%

3. How important is it that your Members of Congress accept e-mail?

Very important	51%
Important	30%
Not very important	12%
Don't care	5%

4. Should your Members of Congress treat e-mail as seriously as calls and letters?

Yes	93%
No	7%

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