

PoliticsOnline

Internet tools for politics

<http://www.politicsonline.com>

email: pol@politicsonline.com

Bradley Litchfield, Esq.
Associate General Counsel for Policy
Office of General Counsel
Federal Election Commission
999 E Street, N.W.
Washington, DC 20463

Comment to
AOR 2002-09

Re: Target Wireless' Advisory Opinion Request

Dear Mr. Litchfield,

I am writing in support of Target Wireless's request for an advisory opinion (AOR 02-09) that would allow political advertising via SMS technology on digital cellular telephones to be exempted from the disclaimer requirement of political advertising.

PoliticsOnline is an online fundraising and total e-commerce solution for campaigns. As such, we are in a position to see how useful and important political advertising using SMS technology on digital phones is and will become. One of our recent online articles discusses how the government wants to use SMS technology to allow the public to make appointments with state-run organizations such as hospitals, and to issue warnings of potential disasters such as flash floods. We believe that as SMS technology becomes more popular political advertising via SMS technology could become a vital aspect of political advertising overall. People are using portable modems and technology to communicate more than ever and as expected, this will only increase in time. Advertising via SMS technology may be the only way to connect with some audiences. And, given the character limit of 160 characters, it would not be possible to include news content along with a political advertisement and be able to include a disclaimer within that character limit.

In our experience, we think that this would be an immensely valuable service. We strongly urge the Commission to allow political advertising via SMS technology without a disclaimer.

Sincerely,

Phil Noble