

AOR 2013-14

August 26, 2013

Federal Election Commission
Office of General Counsel
999 E Street, N.W.
Washington, D.C. 20463

RECEIVED
FEDERAL ELECTION
COMMISSION
2013 AUG 27 PM 3:39
OFFICE OF GENERAL
COUNSEL

Dear Members of the Commission:

I am aware of and have read FEC Advisory Opinion (AO) 2011-02. My request has to do with the specific application of referencing my book in campaign literature. As I am running in the Democratic primary for the Massachusetts 5th congressional district (primary date is October 15, 2013), please consider this a request directly related to a campaign that is somewhat urgent.

Facts

Martin Long is self-publishing a book (electronic and physical book versions) in the coming days. He makes reference to the book on his web site and in social media consistent with the direction provided by the Commission in AO 2011-02.

Martin Long is not selling the book (for royalties) in conjunction with any campaign event. Rather, links to the website to buy the book from his campaign website, and refers to the book there – once again, consistent with the direction provided by the Commission in AO 2011-02.

Martin Long additionally is printing campaign literature, what in Massachusetts are called “palm cards.” These palm cards measure 4” x 9” and are generally given out at campaign events, left in doors and given to people on the street. They introduce Martin Long as a candidate, provide biographical material, contact information and summarize his positions on various issues.

The book that Martin Long is publishing is on a matter of grave public concern – gridlock in congress – and this issue is a central to Martin Long’s campaign.

On this palm card, Martin Long intends on referring to the fact that he has written a book (by the time that the Commissioners rule on this AO, he will have published it), and will contain a small image of the cover (less than 1” high and approximately ½” wide), and next to that image the following words will appear: “For more on the gridlock issue, read Martin’s book,” followed by the title of the book: “*The Reagan Memes: The Path from Reagan Conservatism to Modern Day Gridlock (and how to get out of it)*”.

No suggestion to buy the book will appear on the literature (palm card or other literature), rather a suggestion to read it. A copy to read could be acquired from one of several means: through the local library, as a gift (without royalty to Martin Long) from the campaign or by the reader buying a copy for him- or herself. It is left

to the individuals who read the palm card or literature as to what option is best for them.

For clarity, I have included a copy of the actual palm card literature that is being proposed to use (front and back) as a supplemental attachment to this document. Please note that I am including three 9" x 4" palm card "sides." The first is the front (which will not change). The Second is in two versions: one that makes reference to the book and one that does not. Please note that minor changes (in copy, correcting typographical errors, and very minor design changes may occur between this AO submission request and the actual palm card that will be produced, but the image of the book cover and the language to the side of it referencing the book and its title are not expect to change – if they do change at all, it would be very minor changes which would typically be expected in the production of any campaign literature including palm cards.)

Opinion Requested

Martin Long requests the Commission to rule on whether Martin Long can distribute a copy of the palm card that makes reference to the book, as described above, and consistent with the attachments. Martin Long further requests on whether Martin Long can reference the book in any other printed campaign literature consistent with the application on the palm card described herein.

Sincerely,

A handwritten signature in black ink, appearing to read 'M. Long', with a stylized flourish extending to the right.

Martin Long
Candidate for Congress
Massachusetts 5th Congressional District
30 Mill St. Suite 204
Arlington, MA 02476
Email: Martin@MartinLongForCongress.com

3 attachments

Choose the Democratic nominee
For the 5th Congressional District

We can get out of this mess!



MARTIN LONG

www.MartinLongForCongress.com

cell: (781) 234-5870

Martin@MartinLongForCongress.com



[linkedin.com/in/MartinLongProfile](https://www.linkedin.com/in/MartinLongProfile)



[@RecentrTheRight](https://twitter.com/RecentrTheRight)

**VOTE IN THE SPECIAL ELECTION
TUESDAY, OCTOBER 15**

- ★ Over twenty years as a successful sales and business management professional for Sun Microsystems, IBM, and other high-tech companies and a range of startups.
- ★ Laid off in the Great Recession; spent two years researching the causes of that disaster. Wrote the book *The Reagan Memes: The Path from Reagan Conservatism to Modern Day Gridlock (and how to get out of it)* about his findings, offering winning strategies for change.
- ★ Earned a master's degree in government from the London School of Economics and a bachelor's from the University of Illinois (Urbana) in political science (major) and math & computer science (minor).
- ★ Served on the Lexington School Committee and as a Town Meeting member.
- ★ Ten-year resident of Arlington. Over twenty years in this Congressional district.
- ★ Contributed his expertise, as an entrepreneur, mentor and judge, to the MassChallenge global startup competition and to other startup organizations.
- ★ Parent of two college students.

Paid for and authorized by Martin Long for Congress

**Choose the Democratic nominee
For the 5th Congressional District**

MARTIN LONG

I support the Massachusetts Senate resolution (35-1 vote) that urges Congress to deny unlimited, anonymous political contributions enabled by the Citizens United decision. This is a major factor contributing to Congressional Gridlock.



For more on the Gridlock issue, read Martin's book *The Reagan Memes: The Path from Reagan Conservatism to Modern Day Gridlock (and how to get out of it)*

THESE ARE THE ISSUES THAT MATTER:

- ✦ End congressional gridlock. It's the defining issue of our day. There can be no progress unless and until gridlock ends. My plan will take ten years, but we have to start now.
- ✦ Amend the War Powers Act so that conflicts extending beyond 120 days will trigger an automatic "war tax." (No more trillion-dollar wars on the credit card; presidents must build American support to wage future wars; put the responsibility to declare war back in the hands of Congress.)
- ✦ Require lobbyists and special interest groups to publicly acknowledge their participation in writing bills and regulations ("Truth-in-Authorship").
- ✦ Reform the unfair tax code to rebalance the burden on the struggling middle class, while limiting giveaways to the top 2%.
- ✦ Unite the common interests of organized labor and laid-off knowledge workers. We're all struggling because corporations have been put ahead of our middle class for far too long.
- ✦ Protect Social Security and Medicare benefits.
- ✦ Protect all of our individual rights including a woman's right to choose, LGBT rights and the right of same sex marriage.

Choose the Democratic nominee For the 5th Congressional District

We can get out of this mess!

MARTIN LONG

Martin Long is a former member of the House of Representatives and a former member of the Senate. He is a member of the Democratic Party and has served in the House of Representatives from 1993 to 2001. He is currently a member of the Senate and has served in the Senate from 2003 to 2011. He is currently a member of the Senate and has served in the Senate from 2003 to 2011.

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- ★ **Unite the common interests of organized labor and laid-off knowledge workers. We're all struggling because corporations have been put ahead of our middle class for far too long.**
- ★ **Protect Social Security and Medicare benefits.**
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★ Heart of a Liberal ★ Mind of a Progressive ★ Temperament of a Moderate

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@RecentrTheRight

OFFICE OF FEDERAL
CORRUPTION

2013 AUG 30 AM 11:05

FEDERAL ELECTION
COMMISSION

**VOTE IN THE SPECIAL ELECTION
TUESDAY, OCTOBER 15**

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- ★ Ten-year resident of Arlington. Over twenty years in this Congressional district.
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OFFICE OF CONGRESSIONAL COUNSEL

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OFFICE OF MARTIN LONG
CONGRESSIONAL DISTRICT 5

2013 AUG 30 PM 11:05

FEDERAL ELECTION COMMISSION

Heart of a Liberal + Mind of a Progressive + Temperament of a Moderate