BY ELECTRONIC MAIL ONLY
jessica@holtzmanvogel.com
jmbayes@holtzmanvogel.com
jtorchinsky@holtzmanvogel.com

Jessica Johnson
Michael Bayes
Jason Torchinsky
Holtzman Vogel Baran Torchinsky & Josefiak PLLC
15405 John Marshall Hwy
Haymarket, VA 20169

RE: MURs 7427, 7497, 7524 and 7553
On Message, Inc.
Starboard Strategic, Inc.
National Media Research Planning & Placement LLC

Dear Messrs. Bayes and Torchinsky and Ms. Johnson:


Documents related to the case will be placed on the public record within 30 days. See Disclosure of Certain Documents in Enforcement and Other Matters, 81 Fed. Reg. 50,702 (Aug. 2, 2016). A Statement of Reasons explaining the Commission’s decision will follow.

If you have any questions, please contact me at (202) 694-1650.

Sincerely,

Roy Q. Luckett
Acting Assistant General Counsel