



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

**STATEMENT OF COMMISSIONER ALLEN DICKERSON REGARDING THE
COMMISSION'S ADOPTION OF FINAL RULES IN REG 2013-01 (TECHNOLOGICAL
MODERNIZATION)**

Once again, the Commission is successfully taking up a rulemaking that lay dormant for more than a decade. And, once again, I want to thank Commissioner Broussard for being a strong partner in resurrecting and finalizing that effort.

This is a long and technical document, and it has been in the public domain for some time, so I want to highlight only one portion: the updated definitions of “public communication” and “internet public communication.” These terms do not reach certain communications “promoted for a fee.”

I want to emphasize the Commission’s interpretation of that language. We are including within both definitions the circumstance where an advertising platform is itself, directly paid to “boost” or expand the viewership of content containing express advocacy or soliciting a contribution.

The Commission is explicitly *not* including instances where an individual – and not the advertising platform itself – is paid to create or share political content. Nor do the definitions encompass instances where individuals make decisions about what content to share with their own audiences. The Jersey Shore’s “Snooki,” to take an example from the record here, and other so-called “influencers,” remains free to advocate for Senator Fetterman to their own social media audiences.

Similarly, the definitions exclude staffing and other input costs used to create and post electoral messages – it is only the payments to advertising platforms themselves that are covered.

This regulation also provides long-necessary updates to a range of technical and payment-related questions. I encourage campaign professionals to consult those changes. And I fervently hope that those changes will promote efficiency here at the Commission.

Like many important things, this regulation is technical and maybe a bit dull. So, I am especially grateful for the many comments provided over the decade since this matter was first proposed. I appreciate the public’s patience, and its faith in continuing to engage with us as the years passed without progress. Hopefully today’s vote will reward their confidence.



Allen J. Dickerson
Commissioner

December 14, 2023

Date