

THE VOTER PARTICIPATION CENTER

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Commission Secretary:

The Voter Participation Center is a non-partisan, non-profit organization dedicated to registering eligible voters, particularly unmarried women, minorities and young people (collectively “the Rising American Electorate”), and encouraging them to vote. We understand that many voters are receiving spam text messages from an organization that they do not recognize or support. Although a text message may seem inconsequential, these individual messages have a real cost: both financially and in terms of how voters view the electoral process.

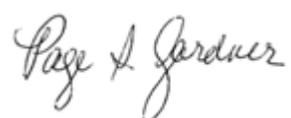
Most members of the Rising American Electorate must pay for their own mobile phone service, which includes text messaging. Although some may have unlimited text messaging packages, many of our followers may not, and are forced to cover the cost for these unsolicited messages. These abuses disproportionately impact low-income families, students, minorities and other groups because a higher proportion of these communities tend to use a mobile phone as their only phone.

Additionally, these text message abuses threaten to sour voters on what is a very promising technology. Currently, text messaging is a low-cost way for us to reach out to our constituency and to reach out to voters in general; particularly younger voters who do not necessarily watch television advertising and often are more responsive to text messaging and other forms of technology.

We work to ensure that only the members of the Rising American Electorate who want to receive text messaging will receive these messages from us. We understand that there are legal ways to opt these individuals in, and for anonymous organizations to ignore these regulations is a slap in the face to groups like ours that respect our followers and these rules, and we believe that spam text messaging should not go unpunished.

Thank you for your time and consideration,

Sincerely,



Page Gardner, President
The Voter Participation Center