**MEDIA ADVISORY**

**Good Government and Grassroots Groups Will Call on FEC to Advance Rules Preventing Secret Sponsors From Buying Political Ads Online**

**WHAT:**Good government and grassroots organizations and U.S. lawmakers on Thursday will call on the Federal Election Commission (FEC) to move forward with a rulemaking process establishing disclaimer rules for online political advertisements.

The groups have gathered more than 100,000 signatures to submit to the FEC urging them to address the issue of secretive sponsorship of online campaign ads. Currently, internet communications are largely exempt from campaign finance disclosure requirements, allowing ad sponsors to disguise their identities and even offer campaign ads as misleading news stories. Disclaimers should be placed in the ads themselves, informing the public who has paid for them.

In an era when the internet plays a critical role in the political environment, new rules addressing these issues are critical and could help curtail foreign meddling in elections.

The comments come as bipartisan legislation is introduced in the U.S. Senate to pick up where the FEC has fallen short. The Honest Ads Act would require that sources of funding behind paid political ads to be disclosed to the public and would require large platforms like Facebook and Google to work to ensure that campaign ads on their platforms are not purchased by foreign nationals.

Nov. 9 is the deadline for comments to the FEC on the disclaimer rules. The groups will deliver the signatures to the FEC after the event.

**WHEN:** 11 a.m. EDT Thursday, Nov. 9

**WHERE:** Senate Swamp (east front of the Capitol Building), Washington, D.C.

**WHO:**U.S. Sen. Amy Klobuchar (D-Minn.)
U.S. Sen. Chris Coons (D-Del.)
U.S. Rep. Derek Kilmer (D-Wash.)
Elizabeth Beavers, foreign policy manager, Indivisible Project
Lisa Gilbert, vice president of legislative affairs, Public Citizen (moderator)
Diallo Brooks, senior director of outreach and public engagement, People For the American Way
Steve Spaulding, chief of strategy and external affairs, Common Cause
Jeanette Senecal, Senior Director of Elections, League of Women Voters
Liz Kennedy, director of democracy and government reform, Center for American Progress

**VISUALS:** There will be boxes with the groups’ logos representing the more than 100,000 signatures.

“The FEC must hold hearings to examine how, in this era of “Big Data” and personalized digital marketing, the unrestricted use of consumer information for political targeting may threaten our democratic process,” said Katharina Kopp, policy director of the Center for Digital Democracy.  “Political campaigns now have access to an array of details on individuals that wasn’t previously available, including what they do online and offline.   As we witnessed last year, this new capability can be used to engage in online suppression tactics to dissuade individuals and groups from voting.  We urge the FEC to examine how digital data-driven campaigns may disenfranchise communities of color and economically at risk individuals."

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