

I strongly urge the F.C.C. to implement and enforce strong disclosure rules on broadcasters as soon as possible without delay so the new rules can take effect during this year's election cycle before the November midterms. As citizens and voters of this country we the people (natural persons) should be able to know who's trying to influence our decisions. The F.C.C. has always had rules requiring broadcasters to keep records of who's funding political ads even before SCOTUS's egregious Citizens United ruling but if we wanted to know who's funding the shadowy groups behind the ads an individual citizen has to go out of their way (which is inconvenient for us) contacting the broadcasters and ask them who paid to fund that ad. Requiring a paper trail is something the F.C.C. has always done and should continue to do as electronic records can get lost, corrupted, deleted, easily hacked into and stolen. However, the F.C.C. should require broadcasters to make it easier for us to get this information without calling and asking them for it because then each person who wants to know has to ask. They should make it publicly available information instead to anyone who wants to know. I suggest requiring they keep a paper trail they'd likely do so anyway in their accounting office but require they digitize the records and make the digital files available on their website publicly for all to see.

The broadcasters want you to delay so even if the rules are implemented they cannot take effect until the election or after the election and would be no use this election cycle.