

It is not enough for the FCC to simply mandate online disclosure of broadcaster's political file on an FCC created website. The FCC must require the broadcasters inform on live TV viewers about the website. Considering political ads in general already have a short disclosure at the end saying something like "MoveOn.org Political Action is responsible for the content of this ad" or even "Americans for Tax Reform paid for this ad" what is needed is to inform the viewer about the website disclosing broadcaster's political files. So the ad which already ends by saying the following organization is responsible for the content of the ad and/or paid for the ad will also say you can access this website to learn more about any group funding such ads.