

Originally contained in United States public utility law, the "public interest, convenience and necessity" provision was incorporated into the Radio Act of 1927 to become the operational standard for broadcast licensees.

Public Interest? It's in my interest and the public interest to save time & gas money going to a station for paper copies, which will cost copying fees, as well. The added pollution caused by the driving and wasting of more paper will be saved if disclosure is made online.

Public convenience? In today's world of internet access, there is no more "convenient" way than accessing info online.

Public necessity? In order for everyone get a clearer picture of the moneyed interests behind political ads and make a more informed decision at the voting booth, it is necessary to make accessing information convenient.

In a time when shadowy groups are spending billions of dollars on misleading political ads, this FCC ruling will help everyone (except the cynical sponsors of negative and misleading ads, who prefer to remain anonymous.)