

I'm writing to express my concern with spam text messages. While a text message may seem like no big deal, these individual messages have a real cost: both financially and in terms of how they view the electoral process.

Individuals must pay for their own mobile phone service, which includes text messaging. While some may have unlimited text messaging packages, many may not. 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 the National Council of La Raza (NCLR) to reach our supporters and to reach out to voters. Younger supporters are of particular interest because they may not watch television advertising and respond better to text messaging and other forms of technology.

NCLR has invested heavily in our mobile program and we have taken the necessary measures to ensure our program is run legally and responsibly. We work to ensure that only the supporters of our organization who want to receive text messaging will receive these messages from us. We understand that there are legal ways to opt our membership in, and we abide by these rules. For anonymous organizations to ignore these regulations is disrespectful to groups like ours that respect our supporters and respect these rules. We believe that spam text messaging should not go unpunished.