



FEDERAL ELECTION COMMISSION
Washington, DC 20463

MEMORANDUM

TO: The Commission

FROM: Office of Commission Secretary ^{DCB}

DATE: June 4, 2018

SUBJECT: *Ex Parte* Communication Concerning REG 2011-02
(Internet Communication Disclaimers)

Transmitted herewith is an *ex parte* communication sent to Chair Caroline C. Hunter regarding the above matter.

Attachment

From: [CommissionerHunter \(External\)](#)
To: [Hunter Office](#); [Commission Secretary Office](#)
Subject: FW: request to testify on online disclaimers
Date: Monday, June 04, 2018 2:08:14 PM

From: [REDACTED] **On Behalf Of** Young Mie Kim
Sent: Friday, June 01, 2018 2:25 PM
To: CommissionerHunter (External) <CommissionerHunter@fec.gov>
Subject: request to testify on online disclaimers

Dear Commissioner Hunter:

I am writing to request an opportunity to testify at the hearings on online disclaimer rulemaking. I submitted my comments online on May 25, 2018.

I am a Professor at the University of Wisconsin-Madison who specializes in digital media and politics. Recently, my students and I published (forthcoming in an academic journal, Political Communication) a peer-reviewed scientific analysis of political advertising on Facebook in the 2016 elections. To the best of our knowledge, this is the first, large-scale, systematic, empirical analysis of digital political advertising on Facebook, and the most comprehensive empirical analysis of digital political advertising.

The full manuscript of this research can be found [here](#). A brief summary can be found [here](#). It also received a wide media coverage including [WIRED](#)

Based on our empirical analysis, I'd like to have an opportunity to detail the current state of digital political advertising and offer insight for the disclaimer rulemaking. Please note that other than tech platforms, no one else was able to empirically analyze digital political advertising independently.

Should you have any questions, feel free to contact me.
I look forward to hearing from you soon.

Sincerely,
Young Mie Kim

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[REDACTED]