

Hello

My understanding of the text messaging was that if I had a link to my webpage and it is stated there who is paying for it. I got this info from your email that was sent to me and I have attached a screenshot of what was sent to me. I have since talked to the company that is sending out my texting campaign and they have added it to my picture on who is paying for the text. Please let me know if there is something else that I need to do.

Thanks so much.

Jenny Mayberry



DISCLOSURES

News and Tips from the Public Disclosure Commission

Political ads sent by text messages must have sponsor ID

Each year, many political campaigns use text messages to reach voters. Those messages must include sponsor identification information -- also known as a "paid for by" statement -- but can do so under the small online ad alternative outlined in [WAC 390-18-030](#), which allows sponsor ID to be provided using an "automatic display," such as a clickable link, that takes the reader directly to sponsor identification information.

However, some Washington residents still use flip phones, which may not allow them to follow the link provided. The **PDC** recommends that campaigns therefore include mechanisms that allow the recipients to request sponsor ID information, such as through a reply text.

Sponsor ID on political advertising is a vital part of maintaining transparent elections for all Washingtonians. Make sure all of your communications to voters follow the law.

[See more information on sponsor ID on text messages here.](#)

Jennymayberry2020

replied

(Wed, 23 Oct 2024 at 9:46 AM)

To:"PDC Support" <pdcc@pdc.wa.gov>

External Email

Yes my web sight was hacked 2 days ago and we are currently having to rebuild it because I was targeted. The day that my text went out it did work. I do have another text going out this Saturday and it will have who paid for it on the picture and also my website link attached. I am very sorry for the inconvenience.

Jenny Mayberry