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July 14, 2000

SENT VIA FACSIMILE AND ELECTRONIC MAIL

N. Bradley Litchfield, Esq.
Jonathan Levin, Esq.
Federal Election Commission
Sixth Floor
999 E Street, N.W.
Washington, DC 20463

Re: AOR 2000-16

Supplement
to
AOR 2000-16

Dear Mr. Litchfield and Mr. Levin:

Pursuant to counsel's telephone conferences earlier this week, Third Millennium: Advocates for the Future, Inc. ("Third Millennium") submits the following supplementary information for the Commission's consideration of Advisory Opinion Request 2000-16.

First, you asked whether Third Millennium intends to select individuals of all ages to view the advertisements in question, or whether it would limit exposure to the advertisements to individuals of a particular age group. Third Millennium intends to study individuals aged 18 and older. Once its research is complete, it will examine the results by age cohort in order to compare how different age groups responded to the advertisements.

Second, you asked precisely how Third Millennium would choose certain individuals to view certain advertisements. The Internet Service Provider ("ISP") whose services Third Millennium intends to retain categorizes a pool of users as "most active," meaning that they have checked their e-mail at least once per week for each of the preceding four weeks. From this pool of "most active users," the first 250,000 subscribers who happen to log on to the ISP to send or receive e-mail after Third Millennium has elected to commence the survey will receive the survey.

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Third Millennium anticipates that approximately 40,000 subscribers will respond to the survey. It will be these respondents who will view the ads and who will ultimately be surveyed again after the election. With this smaller pool, the ISP will perform an "nth name select" to divide the survey respondents randomly into cells. Each cell will see either no ads, ads from one candidate, or an equal number of ads from each candidate. Third Millennium will show the same advertisements to all members of a particular cell, regardless of any particular member's age or other demographic characteristics.

If you have any questions, please do not hesitate to contact me or Holly Schadler at (202) 628-6600.

Very truly yours,

Brian G. Svoboda
Counsel to Third Millennium