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## Wireless Text Messaging Used in Quest to Awaken Young Voters

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Despite its reputation as a quick and trivial channel of communication, text messaging is beginning to emerge as an invaluable tool to encourage social awareness and civic action.

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A San Francisco-based non-profit organization by the name of Mobile Voter is using SMS to encourage high voter turnout in the upcoming 2006 U.S. elections. The so called TXTVOTER '06 campaign is especially targeted at young electors in the 18-to-29 demographic.

“You’re reaching out in the post-modern sense and touching an individual,” said Mobile Voter’s co-executive director, Ben Rigby, who noted that “text messaging is a native tongue of today’s youth.”

Although SMS advertising certainly has its limits – namely message length and numerous carrier restrictions – its use in this context is definitely an interesting innovation. If successful, it could open the floodgates for a wide range of political and non-profit groups to spread their message in this way.



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