

## Apparently, everyone was awake(ned) at 3 A.M.



Tony Romm

Last week, I wrote a piece [analyzing Sen. Barack Obama's, D-Ill., VP text message gimmick](#). To offer my argument a bit more credence, [check out the statistics](#) that *The New York Times* reported in its politics blog, *The Caucus*, earlier today:

*"Surely most subscribers didn't see the [3 A.M. text] message until they woke up on their own. The announcement spurred early morning texting by recipients of the message. The wireless provider Sprint Nextel said traffic on its SMS phone number for the Obama campaign rose by 255 percent following the announcement."*

Sprint Nextel, for the record, [has about 59.7 million customers](#).

This entry was posted on Saturday, August 23rd, 2008 at 4:31 pm and is filed under [RNC](#), [Uncategorized](#). You can follow any responses to this entry through the [RSS 2.0 feed](#). You can [leave a response](#), or [trackback](#) from your own site.

### One Response to "Apparently, everyone was awake(ned) at 3 A.M."



**James Lynch Says:**  
August 24th, 2008 at 6:36 am

The McCain campaign chimes in at 3 a.m. as well with their own cut of the fun.

<http://www.youtube.com/watch?v=3NrQ36Djf2E>

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Politics@theEAGLE is a presidential election blog owned by The Eagle, American University's student newspaper, and Tony Romm, the newspaper's special projects editor and a student in the COMM-490 Capstone class. [Click to read more](#)

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