

000976



Michael J. McGroarty

April 17th, 2004

Dear Federal Trade Commission,

First of all, I would like to sincerely thank you for asking for input on how to deal with the issue of E-mail spam. Spam is an ugly problem that needs to be dealt with, and I sincerely hope we find a way to get it under control.

I was told that you are considering the use of suppression lists as a means of controlling spam. **Please don't take this step.** Not only will it not have any effect whatsoever on spammers, but it will make things worse for both the FTC and any and all legitimate business owners like myself.

I have a very popular gardening website. From that site I sell just a few products, but I also offer a great deal of free information that thousands of people appreciate. I publish a free gardening newsletter that is very popular, and people truly appreciate the information I send them.

Please don't make it impossible for me to continue to publish this newsletter. My newsletter is 100% opt in, and there is an unsubscribe link in each issue.

If I had to start checking a suppression list against my subscriber list I would have to cease publication. I just could not do it.

I get a ton of spam myself, and it all comes from mailers that will never honor a suppression list. These are the mailers that we need to target.

We also have to hold individuals responsible for their own E-mail accounts to a degree. If they sign up to receive a newsletter via E-mail, then they should not have the option of accusing the mailer of spam just because they lose interest. All they have to do is unsubscribe.

Once again, thank you very much for asking for input.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael J. McGroarty".

Michael J. McGroarty