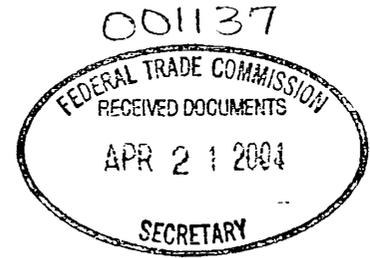


From The Desk of:  
Dr. Truman Massey, Ph.D.



April 15, 2004

Federal Trade Commission  
Office of The Secretary  
Room 159-H  
600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20580

**Re: Can-Spam Act Rulemaking, Project No. R411008**

Dear Commissioners:

There are many, including myself, commend your efforts to address unsolicited bulk e-mail. However, I am concerned that a shotgun approach is not used to fix it... particularly the proposed requirement for businesses to maintain suppression lists.

Many problems and cost are associated with the implementation of this idea, and there is so much harm can be done to both consumers and businesses, that I feel I must urge you to carefully approach it.

Legitimate business and newsletters must not be stifled with requirement of the use of suppression lists, unless your goal is to put us out of business. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

They are not who "CAN-SPAM" was designed to put out of business, but this requirement will very likely have that effect. And, as a Christian publisher trying to get our message to our audience will possibly be severely hindered.

There is also the potential for irreparable damage to the consumers, because of the problem of adequately knowing their intent when they unsubscribe from a list. In addition, these suppression lists could easily fall into the hands of spammers, and if this should happen, it would lead to more spamming, not less.

I urge the commissioners to review this with caution and from the prospective of every legitimate business on the web to avoid the potential problems this ruling could pose. I am against the implementation of it and I urge these commissioners to oppose it as well.

Sincerely,



Truman Massey

