

Mr. James Cregan
Magazine Publishers of America
District of Columbia
United States

The Magazine Publishers of America (MPA) is the national trade association for the consumer magazine industry. Our membership includes approximately 240 domestic magazine publishing companies that publish more than 1,500 individual magazine titles, along with more than 100 international magazine publishers, and more than 120 associate members who act as suppliers to the magazine industry. MPA members' magazines include nationally distributed publications such as Time, Reader's Digest, and Good Housekeeping, as well as smaller circulation publications.

Telemarketing serves a vital role in the magazine publishing industry. The majority of initial magazine subscriptions are generated by independent contractors, some of whom rely on telemarketing in their sales campaigns. MPA strongly opposes the Commission's proposal to substantially increase fees charged to telemarketing companies to access the national Do-Not-Call (DNC) registry. Raising the cost of outbound telemarketing may result in companies abandoning outbound telemarketing calls entirely, leaving a smaller number of telemarketers to share the total cost of the DNC list. This would also inevitably lead to the loss of telemarketing jobs. Loss of these jobs hurts the nation's most vulnerable workers because telemarketers often employ those who may be considered unemployable elsewhere: persons with limited education and training, single mothers, and persons with disabilities.

Before imposing a potentially crippling fee increase on a legitimate industry, the Commission should provide additional details regarding why the cost of maintaining the Commission's list is much more expensive than the national Do-Not-Call list maintained by the DMA, which cost telemarketing organizations only \$700 per year to access. The Commission's contract with AT&T to establish and administer the database is only \$3.5 million. Although the NPRM states that the Commission requires funds for law enforcement efforts and agency infrastructure, given that the Commission has praised the industry for its "exceptional compliance" with the DNC registry, it is not clear why the Commission is seeking additional funds from the industry at this time.

MPA urges the Commission to proceed cautiously before imposing such a large increase on the industry. Telemarketers have made budgeting decisions based upon the fees imposed by the Commission less than one year ago. To lessen the negative impact on the telemarketing industry, the Commission should consider phasing in any increase in fees over a period of time.

If you have any questions or concerns regarding these comments, any other comments filed by the MPA in the Commission's Telemarketing Sales Rule review proceeding, or any other aspects of the MPA, please feel free to contact us.