

From: Ken Underwood <UDOG@compuserve.com>
To: "Federal Trade Commission - Comments: FTC File No. R411001" <tsr@ftc.gov>
Date: 4/15/02 11:53PM
Subject: 1-800-DoNotCall Comments: FTC File No. R411001

Dear Sir/Madam,

My name is Ken Underwood, owner of 1-800-DoNotCall, Inc. 1-800-DoNotCall is a company that I have formed specifically to address the problem of burdensome telemarketing. As you may recall, we have responded to the Federal Trade Commission's Request for Information (RFI) with answers to questions your organization has posed relating to forming a national registry.

Since that RFI, we have formed a partnership with the National Family Privacy Protection Association (NFPPA) to promote a grassroots effort to turn the FTC proposal into a reality. At the request of its President, Joseph Arnall (former Florida House of Representative Rules and Utilities and Telecommunication Chairman), the NFPPA is soliciting comments from the public and forwarding them to the FTC, Congress, and other interested parties. Friday was the first full day the NFPPA's web site was up and running. There were approximately 360 individuals who became members on that day alone who provided their comments. The survey will reach 12 Million participants by the time it is concluded. You may view the web site at www.nfppa.org. I have attached on a word document a sample of the comments provided, many of which I think you'll find both fascinating and troubling.

Additionally, please accept the attached first 531 comments that have been received by the NFPPA by citizens wishing to comment on the FTC proposal (ignore the first 5 comments as they were generated to beta test the data base). These comments may be opened with any spreadsheet such as Excel. As you can see, the comments are completely unedited and many citizens have the same disdain for unsolicited e-mail as they do for unsolicited telephone calls. Three fields are included: comment, state of residence, and what the individual would be willing to pay for a Do-Not-Call service. The NFPPA welcomes the FTC to view other fields should there be a desire, providing that no identifying information of the individuals commenting will be published.

One of the critical issues with the proposed national Do-Not-Call registry is determining who will pay for the service.

We asked the NFPPA to conduct a survey on our behalf to determine if consumers would be willing to pay to keep telemarketers away. Of the 360 initial responses, over 90% were advocating (and often demanding) 1-800-DoNotCall and 67.5% stated that they would be willing to pay from \$5-\$30 each year for a 1-800-DoNotCall service. The average amount that citizens say that they would find acceptable is significantly more than what we proposed in our RFI. This overwhelming public support could overcome many of the objections of opponents to the proposal.

We will continue to update the FTC as we receive comments from the NFPPA and other sources.

Finally, 1-800-DoNotCall is providing a web site where consumers can pre-register for the national

Do-Not-Call registry.

All that's required is the consumer's e-mail address and we will notify them when the national service becomes available through either FTC rule change ~~or~~ Act of Congress. The service is free and is located at www.1-800-DoNotCall.com (however it will be a day or two before you may view the web site as we're waiting for the address to propagate).

If you have any questions, please call me at 1-800-DoNotCall (1-800-366-6822). Thank you for this opportunity to comment.

Ken Underwood
CEO, 1-800-DoNotCall