

November 21, 2002

Ms. Marlene H. Dortch  
Office of the Secretary  
Federal Communications Commission

Re: Comments Regarding Rules and Regulations Implementing the  
Telephone Consumer Protection Act (TCPA) of 1991 (47 CFR Part 64)

Dear Madam Secretary:

Our company uses a predictive dialing system, and provides millions of calls annually for candidates running for office as well as public opinion surveys.

We are responsible in how we deliver these calls. To do otherwise jeopardizes the long-term effectiveness of calling voters and consumers. To mandate additional restrictions from the F.C.C. will raise the cost of calls to our customers without effectively reducing the annoyance factor to those we are phoning.

Additional cost means reduced business and reduced work for those people in the telemarketing industry. Please let me remind you that most telemarketers are students and/or people that might not find employment elsewhere. This is not the time to be laying off these types of workers.

If you should impose restrictions, I would urge you to exempt political polling and other political related calls. I don't think you want to limit the ability of elected officials and political candidates from communicating with voters by phone at a reasonable cost.

Thank you for your consideration. I am hopeful my comments have some bearing on your decision and ultimately a vote against additional restrictions of our industry.

Sincerely,

Linda Z. Cherry  
President  
Cherry Communications