

Dear Federal Communication Commission:

I wish to lend my support in consideration of a National Do Not Call List. A national list would allow consumers a one-stop method to put an end to telemarketing calls to their homes. The current "company specific" method requiring consumers to take at least one call from an endless stream of telemarketing companies is cumbersome. The "company specific" method also places the burden on consumers to record which companies they have already spoken with about their desire not to be called. Furthermore, the proliferation of automatic and predictive dialers requires that consumers hold until an available telemarketer can speak with them.

Ideally, consumers' local telephone carriers would be required to carry information concerning the National Do Not Call List so that the information would be as available as a local telephone directory.

Detractors of a National Do Not Call List point to the difficulties in maintaining the list and in protecting the consumer privacy of those on the list. These issues are inherent in any such list, regardless if an individual company, a state or a federal agency, maintains it. In fact, some states have successfully implemented such lists and there is likely much to be learned from their experiences. It is difficult to believe that having several such lists run by different states or companies would alleviate any of the difficulties in operating the list.

Finally, the National Do Not Call List should include all telemarketers because consumers that do not wish to be called want exactly that, not to be called. This will require that the new rules include banks, insurance companies, common carriers and for-profits calling on behalf of non-profits. Telemarketing calls masquerading as opportunities to win free gifts or as "informational-only" calls should also be regulated by the same rules as telemarketers.

I urge you to establish a National Do Not Call List to protect the privacy of consumers in a simple and effective manner.

Thank you.

Darla Lawton