

Ian D. Volner

202-344-4814

idvolner@venable.com

January 10, 2005

Via Email and Electronic Submission

K. Dane Snowden
Bureau Chief
Consumer and Governmental Affairs Bureau
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: Ex Parte Presentation: CG Docket No. 02-278

Dear Mr. Snowden:

Attached is a letter from Art Conway, the President and CEO of DialAmerica Marketing, Inc. regarding a major fundraising milestone that it has reached for Mothers Against Drunk Driving. Please make it part of the record for DialAmerica's petition for reconsideration in the above-referenced docket. A copy of this letter and the enclosures has been filed electronically with the Secretary's Office in accordance with the Commission's rules.

As always, thank you very much for your time and consideration in this matter and please let us know if you have any questions.

Respectfully submitted,

Ian D. Volner

Enclosure

cc: Jay C. Keithley (*via email*)
Genaro Fullano (*via email*)
Erica McMahon (*via email*)

Noreen Kaminski (*via email*)



DIALAMERICA MARKETING, INC.

960 Macarthur Boulevard • Mahwah, NJ 07495
www.dialamerica.com

January 10, 2004

K. Dane Snowden, Bureau Chief
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: Sponsor Program Passes \$25 Million Milestone for MADD

Dear Mr. Snowden:

Thank you very much for the time and attention you devoted to DialAmerica's petition for reconsideration for its Sponsor Program in 2004. We hope that the information that we have provided has demonstrated how important the Sponsor Program is to a number of vital public charities and why it is essential that the Commission clarify the Telephone Consumer Protection Act rules in such a way that allows the program to continue without being subjected to the Do-Not-Call Registry.

As you know, since the inception of this program, the Sponsor Program has raised over \$209 million in contributions for our many participating charitable organizations. In November, we passed a tremendous milestone for one of our major participants, Mothers Against Drunk Driving. MADD has been a partner in our Sponsor Magazine Program since September of 1996, and in November, we passed the \$25 million mark in total funds raised for MADD through the Sponsor Program. As you can see from the attached email correspondence from senior staff at MADD, this program has had a profound impact on the ability of MADD to deliver its lifesaving message and provide continuous support to victims of this violent crime.

In the seven years prior to the implementation of the National Registry, the Sponsor Magazine Program contributed an average of \$10.6 million annually to all charities participating in the program. Contributions since the Registry dropped to \$7.6 Million, which is a *28% decline*. Furthermore, projections for the current year are estimated to be \$5.7 Million. This represents an additional *decline of 25%* from last year, and a *46% decline* from the 7-year average referenced above.

Not only will the non-profit organizations lose this important revenue stream, they also loose the ability to deliver their lifesaving messages. Last year approximately 15 Million



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conversations occurred between DialAmerica representatives and the American public. MADD estimates the cost to conduct this type of public awareness campaign directly in one-on-one conversations would exceed \$20 Million annually.

Unfortunately, without the exemption and clarification that we are seeking for our charitable partners, the no-cost funds for MADD and other worthy non-profit organizations will significantly diminish or cease to exist.

I hope that you will consider the profound impact that the Sponsor Program has had on these worthy charities and the importance of creating an exemption from the Do-Not-Call Registry.

Sincerely,

Arthur W. Conway
President & CEO, DialAmerica Marketing, Inc.

Enclosures (2)

From: Calandrucchio, Frank

Sent: Wednesday, December 08, 2004 9:19 AM

To: Conway, Art; Conway, Mary; Fischer, Bob; Kyse, Larry; Lawson, Craig; Korb, Mitch; Norberg, Mark; Kaminski, Noreen; Jannicelli, Rob; Burns, Robin; Deniz, Axel; Herrick, Chad; Leide, Dominic; Schell, Ronda; Walter, Jaimie; Badalamenti, Joseph; Ciaramella, Anthony; Sperber, Richard; Banchek, Jerry; Drain, Alan; Olson, Troy; Seth, Ronald; Zimmerer, Cathy; Renowden, Mike; Schultz, Rob; Janovsky, Megan; Paredes, Nilsa; Vinagre, Vinny; Maguire, Linda; Strand, Dawn; Infante, Debra; Pirrone, Dolores; Revilla, Felipe; Higgins, Nancy; Barreto, Miriam

Cc: Calandrucchio, Frank

Subject: FW: \$25,000,000 MILESTONE

[What a terrific Thank You from someone impacted by our contributions!](#)

-----Original Message-----

From: Evans, John [mailto:John.Evans@madd.org]

Sent: Tuesday, December 07, 2004 4:53 PM

To: Calandrucchio, Frank

Cc: Heard, Bobby

Subject: \$25,000,000 MILESTONE

[Dear Mr. Calandrucchio:](#)

[Bobby Heard just shared the wonderful news with us about the Dial America successes. Congratulations to you and your team!](#)

[I'd like you to know a little about what I do at MADD. I provide support services, grief literature, and advocacy directly to families and individuals who have been victimized in drunk driving crashes. I host web chat forums and message boards to link people who share a similar, horrific experience. These services cost nothing for the families who receive them during their time of need.](#)

[I also train our victim advocates on best practices to assist families when a crash occurs. I provide training to the Law Enforcement and Justice communities on supportive communication strategies when working with and on behalf of victims/survivors of crime. I have the best job at MADD and I am extremely passionate about my work. Afterall, I benefited from MADD's services following my personal victimization by a drunk driver in '92.](#)

[Without your support, I could not do what I do! I am grateful for your commitment and support of MADD and MADD's mission. On behalf of the Victim Services team, THANK YOU!!!](#)

[I wish you and yours a safe and peaceful holiday season.](#)

[Respectfully,](#)

John

John M. Evans

Victim Services Training Manager

MADD National Office

511 E. John Carpenter Freeway, Suite 700

Irving, Texas 75062

469-420-4564

John.Evans@madd.org

From: Calandruccio, Frank

Sent: Wednesday, December 08, 2004 10:02 AM

To: Conway, Art; Conway, Mary; Fischer, Bob; Kyse, Larry; Lawson, Craig; Korb, Mitch; Norberg, Mark; Kaminski, Noreen; Jannicelli, Rob; Burns, Robin; Deniz, Axel; Herrick, Chad; Leide, Dominic; Schell, Ronda; Walter, Jaimie; Badalamenti, Joseph; Ciaramella, Anthony; Sperber, Richard; Banchek, Jerry; Drain, Alan; Olson, Troy; Seth, Ronald; Zimmerer, Cathy; Renowden, Mike; Schultz, Rob; Janovsky, Megan; Paredes, Nilsa; Vinagre, Vinny; Maguire, Linda; Strand, Dawn; Infante, Debra; Pirrone, Dolores; Revilla, Felipe; Higgins, Nancy; Barreto, Miriam

Subject: FW: \$25,000,000 MILESTONE

[Another heartwarming thank you from a partner at MADD.](#)

-----Original Message-----

From: Mashburn, Jill [mailto:Jill.Mashburn@madd.org]

Sent: Wednesday, December 08, 2004 9:55 AM

To: Calandruccio, Frank

Cc: Heard, Bobby; Roark, Cindy

Subject: FW: \$25,000,000 MILESTONE

Frank:

This is so exciting! I know that this may seem redundant, but please accept my heartfelt thanks for all that Dial America does for MADD! I never lose sight of the fact that there are many who help fund our lifesaving mission!

Your associates graciously refer calls to our office when they have questions or concerns that your folks can't answer. I speak to many of these callers on a weekly basis to verify that you are indeed a part of MADD's team to end this senseless act. Please pass along our thanks to your entire team and the next time you're in our offices I would love to thank you in person!

Jill Mashburn, National Field Operations Manager

MADD National Office

511 E. John Carpenter Freeway, Suite 700

Irving, Texas 75062

469-420-4538

972-869-2206 Fax

From: Cindy Roark [mailto:croark@tfb.com]

Sent: Wednesday, December 08, 2004 1:03 AM

To: Heard, Bobby

Cc: Kaminski, Noreen; National Office Employees; Lawson, Craig; Korb, Mitch; Board Members; Schultz, Rob; Jannicelli, Rob; Drain, Alan; Walter, Jaimie; Ciaramella, Anthony; Calandruccio, Frank; Deniz, Axel; Zimmerer, Cathy; Banchek, Jerry; Fischer, Bob; Ellis, Gary; Leide, Dominic; Schell, Ronda; Olson, Troy; Renowden, Mike; Herrick, Chad; Seth, Ronald; Kyse, Larry; Conway, Art; Badalamenti, Joseph; Norberg, Mark; Burns, Robin; Sperber, Richard; Conway, Mary; Hamilton, Wendy

Subject: Re: \$25,000,000 MILESTONE

May I also send my deepest appreciation and gratitude. This promotion has probably saved many many thousands of lives of people who don't even know it because we are able to do MADD's mission.

Adding to Bobby's comment. I hope when you are at the candy counter and you see Lifesavers, please remember what you have done for us, I know I will!

Thank you

Cynthia S. Roark

Chairman MADD National

croark@tfb.com

The mission of MADD is to stop drunk driving support the victims of this violent crime and prevent underage drinking

Frank -

Thank you for sharing this tremendous news! We are so grateful for all your support. Everyone at Dial America should feel a real sense of accomplishment in knowing that the more than \$25 million you all have raised for MADD to date has enabled us to save nearly 300,000 lives since our founding. The team at Dial America are true lifesavers! You are right, this is a great way to kick off our 25th anniversary.

With sincere appreciation and gratitude -

Bobby Heard

From: Calandrucchio, Frank [mailto:FCalandrucchio@dialamerica.com]
Sent: Tue 12/7/2004 1:17 PM
To: Hamilton, Wendy; Heard, Bobby; Ellis, Gary
Cc: Conway, Art; Conway, Mary; Fischer, Bob; Kyse, Larry; Lawson, Craig; Korb, Mitch; Norberg, Mark; Kaminski, Noreen; Jannicelli, Rob; Burns, Robin; Deniz, Axel; Herrick, Chad; Leide, Dominic; Schell, Ronda; Walter, Jaimie; Badalamenti, Joseph; Ciaramella, Anthony; Sperber, Richard; Banchek, Jerry; Drain, Alan; Olson, Troy; Seth, Ronald; Zimmerer, Cathy; Renowden, Mike; Schultz, Rob
Subject: \$25,000,000 MILESTONE

We did it!!!! The DialAmerica Sponsor Sales Program just went over the \$25,000,000 mark in contributions to Mothers Against Drunk Driving. \$25,157,090.51 to be exact!!!! All in a little over 8 short years (MADD entered the program in September 1996)!!!

Congratulations to our many telephone reps, operational, marketing and sales support staffs who helped make this milestone possible. And thank you to all the good people at MADD for being a terrific partner.

Since MADD is celebrating its 25th Anniversary in 2005, what a nice way to begin the start of your celebration year!!!

Frank Calandrucchio