

Via ECFS

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September 13, 2010

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: Notice of Ex Parte Presentation, Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991, CG Docket No. 02-278

Dear Ms. Dortch:

On September 13, 2010, Jerry Cerasale of the Direct Marketing Association, Chris Merida of U.S. Chamber of Commerce, and the undersigned of Venable LLP, on behalf of a coalition of interested trade associations, met with Kurt Schroeder and Karen Johnson of the Consumer and Governmental Affairs Bureau.

During the meeting we discussed the Notice of Proposed Rulemaking in the above referenced proceeding. In particular, we discussed the impact that the proposal to extend the written consent requirement to autodialed or prerecorded or artificial calls to cellular services would have on consumers and businesses. We discussed how companies use autodialed and/or prerecorded calls to provide valuable information to consumers. We provided a copy of the reply comments filed by the coalition of trade associations (attached).

If there are any questions concerning this matter, please do not hesitate to contact the undersigned.

Sincerely,



Michael A. Signorelli
Venable LLP

cc: Kurt Schroeder
Karen Johnson