



Federal Communications Commission
Washington, D.C. 20554

March 4, 2011

Danny E. Adams
Steven A. Augustino
Barbara A. Miller
Kelley Drye & Warren LLP
3050 K Street, NW, Suite 400
Washington, D.C. 20007-5108

Re: CC Docket No. 95-155
WC Docket No. 07-271

Dear Mr. Adams, Mr. Augustino, and Ms. Miller:

The Wireline Competition Bureau (Bureau) has recently become aware that the toll free number 1-800-SUICIDA (1-800-784-2432), operated by the Kristin Brooks Hope Center (KBHC), is not operating as a suicide prevention hotline.¹ Since learning of this information, staff has called the number and heard a recording that states: *"Thank you for calling. Please enter your five digit zip code now."* Once staff enters a zip code, the recording continues: *"The toll free number that you dialed is available for your use in your local area. For more information, you can either visit our website www.800Vanities.com, or call us at 1-800-Vanities, that is 1-800-826-4843. Thank you for calling."* We have researched the website www.800Vanities.com, which appears to market the shared use of vanity numbers.

We have two concerns about this development. First, it appears that the number 1-800-SUICIDA may have been transferred from KBHC to another entity in violation of our rules.² Second, the Commission has previously identified an important public interest in numbers, such as 1-800-SUICIDA, being maintained as suicide prevention hotlines. According to comments KBHC filed very recently in CC Docket No. 95-155 and WC Docket No. 07-271, 1-800-SUICIDA is one of its active numbers, accounting for the largest amount (33 percent) of KBHC's monthly hotline costs.³ KBHC also advertises this number on its Hopeline website, www.hopeline.com/suicida.html.

¹ See Letter from Rina Hakimian, Senior Attorney for SAMHSA, to Marlene H. Dortch, Secretary, FCC, WC Docket No. 07-271 at 2 (filed Mar. 3, 2011) (stating that 1-800-SUICIDA is not being used as a suicide prevention hotline).

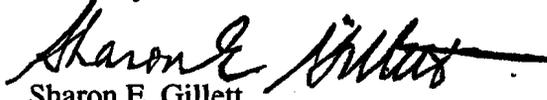
² See 47 C.F.R. Section 52.103 (d). See also Transaction Network Services, Inc., TSYS Acquiring Solutions, LLC, and Electronic Payment Systems, LLC, Regarding FCC Jurisdiction and RespOrg Responsibilities to Comply with Part 52 of the FCC's Rules and the SMS/800 Tariff Requirements, CC Docket No. 95-155, Declaratory Ruling, DA 11-355 (rel. Feb. 24, 2011) (declaring that under the Commission's rules, Responsible Organizations may not transfer toll free numbers directly from one entity to another without Commission approval).

³ Comments of the Kristin Brooks Hope Center, CC Docket No. 95-155, WC Docket No. 07-271 (filed Feb. 28, 2011) at 13.

Therefore, we are concerned that this hotline number is being relied on as a suicide hotline, and that many individuals cannot reach the suicide prevention services they need. As a preliminary matter, we direct KBHC to take immediate action to restore 1-800-SUICIDA as a suicide prevention hotline, and to notify us that service is restored. If KBHC is unable to restore 1-800-SUICIDA, it must notify the Bureau by close of business Tuesday, March 8, 2011, so that we can take steps to protect the public interest. In addition, the Bureau will seek information from KBHC to determine the circumstances surrounding the inoperability of that number for suicide prevention.

If you have questions concerning this letter, please contact Ann Stevens of the Bureau's Competition Policy Division (202-418-1543 or ann.stevens@fcc.gov). We will place a copy of this letter in the dockets listed above.

Sincerely,



Sharon E. Gillett

Chief

Wireline Competition Bureau