

# The Herald Bulletin

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March 5, 2002

Telemarketing Rulemaking-Comment  
FTC File **R411001**  
Office of the Secretary  
Room **159**  
Federal Trade Commission  
600 Pennsylvania Ave. NW  
Washington, **DC** 20580

To Whom It May Concern:

I am writing to voice my concern over the proposed National telemarketing do-not-call list. I am Publisher at The Herald Bulletin in Anderson, Indiana and am deeply concerned should this pass and become active. If passed, it will have a negative impact on our business and other businesses throughout Madison County and the State of Indiana. I am asking that newspapers be exempt from this proposal.

My concerns are that although telemarketing calls are disliked by many, very few people object to being contacted by businesses that already have a relationship with them. This would definitely include their local newspaper.

Local newspapers are recognized in communities as a vehicle for people to tell their stories, voice their opinions, express their viewpoint, gain news and information relevant to their lives. It provides communities with information to make informed decisions about areas such as voting in political elections.

Philosophically, newspapers play a unique role in communities and hampering newspapers ability to disseminate news injures the community. It hits at the core of the First Amendment and our freedom of speech.

If passed, the cost of doing business increases to operate a do-not-call list. This could have severe negative impacts to smaller newspapers. Since most of the new business in newspapers comes from telemarketing starts, this could damage newspapers across the country.

We already adhere to federal do-not-call lists and internal do-not-call lists. There is not a need to add an additional burden on newspapers. Please take this into consideration.

Sincerely,



JoAnn Reed, Publisher  
The Herald Bulletin