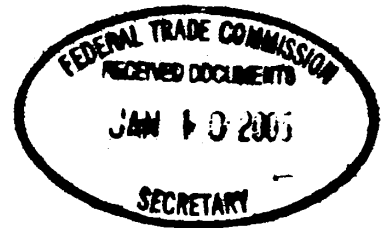


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Federal Trade Commission/Office of the Secretary
Room H-159 (Annex K)
600 Pennsylvania Avenue, N.W.
Washington, DC 20580.



January 4, 2005

Re: Prerecorded Message EBR, Telemarketing Project No. R411001

Today I learned that you are proposing to substantially weaken the rules governing telemarketers by allowing them to use prerecorded messages. This is a mistake. Companies that use every possible method to contact consumers are not acting in the interest of consumers. They are not trying to provide us with valuable information. They are not trying to benefit us by offering opportunities. They are trying to get our money. Their actions are completely self-serving and any claim otherwise is public relations spin.

If companies are allowed to use prerecorded messages, they will. The volume of calls to consumers will increase dramatically, sadly undoing so much of the relief provided by the do-not-call registry. I do not want to receive calls from telemarketers, prerecorded or otherwise. I signed up for the do-not-call list on the first day it was available. The loophole that allows calls to "current customers" is unfortunate but must be borne. At least companies must consider the costs before making those calls. If that cost is substantially reduced, prerecorded calls will become audible spam, another scourge that consumers must bear. You will have squandered an opportunity to act in the interest of the citizens you are supposed to serve.

Your primary responsibility should be to the citizens of this country; to the individuals that don't have high-priced lobbyists to promote their interests. In the interests of protecting individual consumers, you should not allow the rules change to allow prerecorded messages.

Thank you,
Erin Gideon

A handwritten signature in cursive script that reads "Erin Gideon".