

June 28, 2002

VIA HAND DELIVERY

Mr. Donald S. Clark
Secretary
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

Re: Telemarketing Rulemaking—FTC File No. R411001

Dear Secretary Clark:

Attached please find the results of a survey undertaken by the Direct Marketing Association (“The DMA”) regarding the composition of individuals who are employed in the teleservices industry.

The DMA believes that it is critical for the Commission to take into account the significant number of jobs that would be affected by additional regulation of the telemarketing industry. This is particularly the case given the percentage of minorities, welfare-to-work personnel, and women employed by this industry.

We thank you for your consideration of this survey.

Sincerely,

Jerry Cerasale
Senior Vice President
Government Affairs