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April 16, 2004

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

While I applaud and support your efforts to curb the problem of unsolicited bulk email, I am concerned about the proposed requirement for merchants to maintain suppression lists.

As there are so many problems and costs associated with this idea, with the likelihood of an immeasurable amount of damage that may be done to consumers and businesses alike, I feel I must *urge* you to consider this matter *most carefully*.

A retired school superintendent and proprietary college administrator, I have found the Internet to be a wealth of informative ideas often exchanged by colleagues and students in the format of newsletters, emails, and the distribution of legitimate creative products sold as downloadable ebooks for a fraction of what would otherwise be their hardcover cost, making them readily available to many who would not have access to the information otherwise.

Requiring the use of suppression lists will *seriously damage* many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

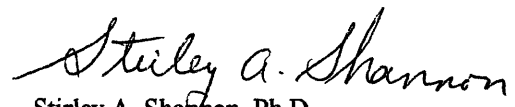
There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I am quite concerned at the potential problems this

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ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,



Stirley A. Shannon, Ph.D.  
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