

Post-it Fax Note	7671	Date	2/19/00	# of pages	1
To	KATIE M <sup>o</sup> BRIDE		From	LAWRENCE KELLY	
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Ms. McBride:

2/19/00

This is further to my fax of January 10, re "telemarketers' ring".

I recently heard that at least one local phone company is offering (likely at a premium price) an idiosyncratic telemarketers' ring. This reassures me that what I suggested on January 10 is easily technically feasible.

Secondly, the Associated Press yesterday reported (Ann Arbor News of 2/18/2000) that the FCC on February 17 unanimously directed all "phone companies" to institute "a new service nationwide that allows [disabled] users to speak directly to a special operator".

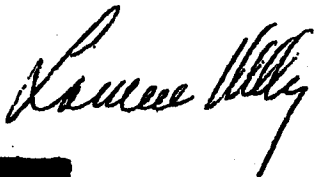
This example of unanimous exercise of FCC power suggests to me that the FTC might accomplish what it wants (the according to its public of some relief from the telemarketers' univited, gross and ever-escalating invasion of our homes) simply by the FTC proposing to its fellows over at the FCC that a telemarketers' ring be mandated nationally.

This mandated service, to be effective, should be both universal and free to the phone companies' subscribers. Should some de minimus expense be involved, this cent or two should be added to the phone companies' 800 and 888 charges to the telemarketers.

I'm curious as to what you at the FTC think of this rather simple, universal and virtually cost-free (and "freedom of speech" neutral) way of curing what seems otherwise (given recent history) to be regarded in Washington as a somehow permanent and insoluble problem -- or one which can only be handled by enhancement of the current "Rube Goldberg" type tangle of "consumer remedies" and wasteful FTC litigations.

Lawrence M. Kelly

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[REDACTED]  
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cc: Ms. Harrington