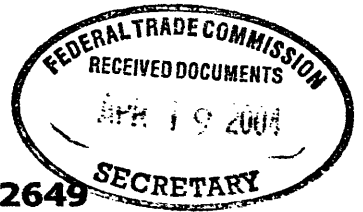


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Janet O. Taylor

92649

April 13, 2004

Federal Trade Commission  
CAN-SPAM Act  
Post Office Box 1030  
Merrifield, VA  
22116-1030

Re: CAN-SPAM Act Rulemaking, Matter No. R411008  
FACTA Free File Disclosures Proposed Rule


To the Commissioners,

Although I appreciate your efforts to stop unsolicited email, I don't believe "suppression lists" accurately address or solve the problem and they could really hurt legitimate businesses. Much of the information requested by email users is delivered in the "ezine" format. The equivalent of the "ezine" in the offline world is the magazine or newsletter. I subscribe to a magazine that has a lot of articles and ads about home decorating, cooking, and gardening. These are all hobbies of mine. The same magazine also contains articles and ads about parenthood and child rearing. I don't have any children. I don't read those articles. If the same restrictions were enforced in the offline world, this magazine publisher would need to omit articles and offers about children from my issues and omit articles about gardening for subscribers who are not interested in those topics, etc. **This idea is obviously as impractical for online publishers as it would be for offline ones.**

Where should I send my list of preferences to the folks who air *Jeopardy* on TV so that only certain ads are delivered to my TV set? Ever since the meteoric rise in Internet popularity, the U.S. Government has been trying to regulate every aspect of it. In truth, as email software related programs are continuously improved, this problem will take care of itself. Many of us already use MS Outlook Express which has a handy "Block List" built right into it. In an attempt to solve one problem, laws should not create new problems for those legitimate businesspersons who are serving the consumers who have requested their services and information.

Why is the government so concerned with unsolicited emails while it has never been concerned with the unsolicited junk mail I also receive every day? It wouldn't be because the U.S. Post Office gets money for delivering that junk mail to me would it? As much as I dislike spam, it is ecologically more environmentally friendly than its junk mail counterpart. I'm pretty sure no trees are cut down unnecessarily to create it. Once I hit the "delete" key, no additional recycling is required to destroy it.

Respectfully submitted,

  
Janet Taylor