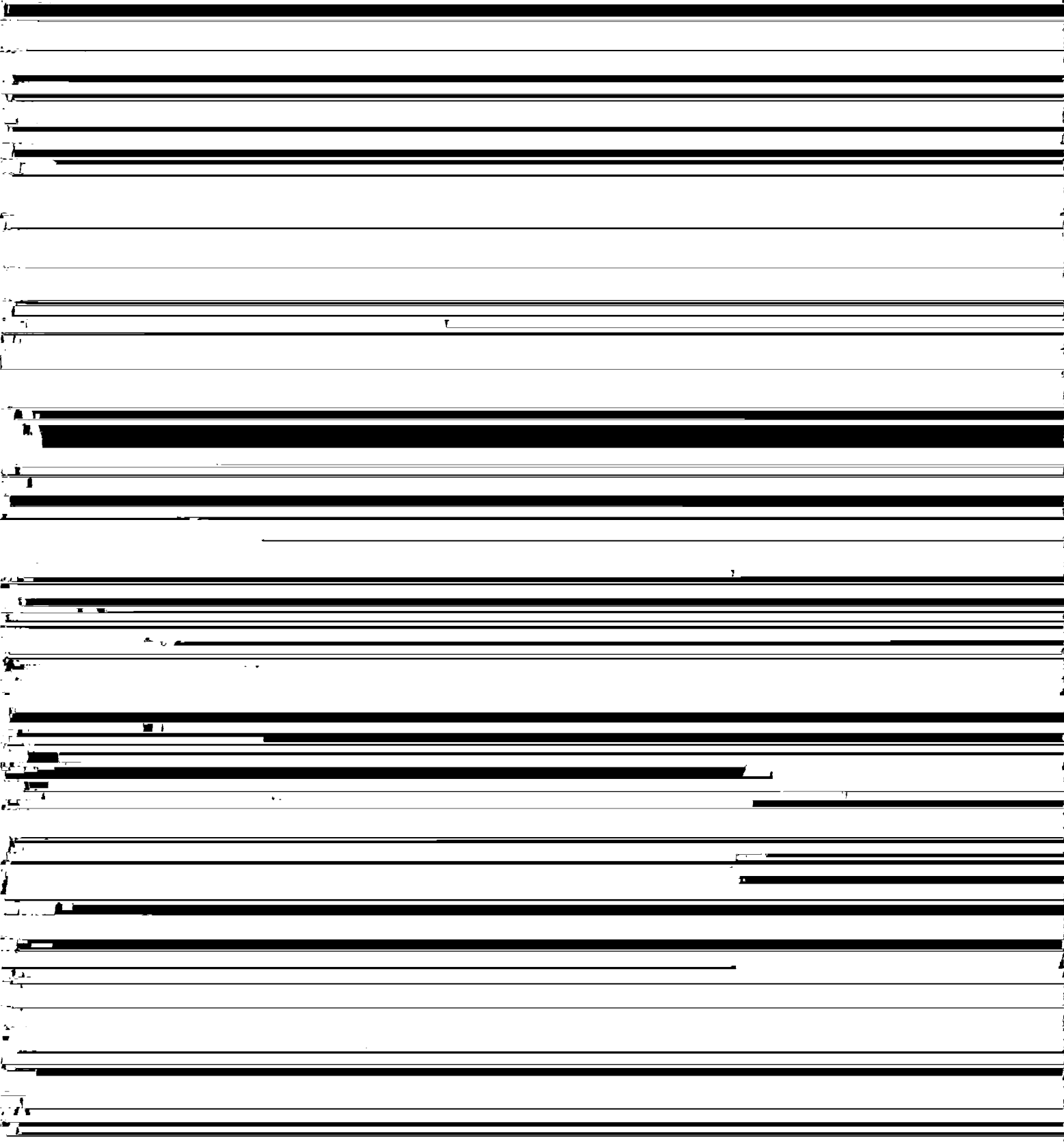




Conversely, DMA members have informed The DMA that meeting the 3% benchmark under the FTC's per day, per calling campaign standard presents a much greater compliance obstacle than meeting the FCC's abandoned call standard. Marketers who use predictive dialing technology are having difficulty meeting the 3% benchmark under the FTC's standard.



Establish an Appropriate Error Rate for Connections Made By an Automatic Dialing Device Pursuant to Section 2875.5 of the Public Utilities Code

[The remainder of the page is obscured by heavy horizontal black redaction bars.]