

State of Alaska
Department of Law

Gregg D. Renkes

Attorney General
P.O. Box 110300
Juneau, Alaska 99811

NEWS RELEASE



Press Contact: Theresa Woelk

907-465-6711
FAX: 907-465-2075
www.law.state.ak.us

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**ALASKA JOINS 45-STATE EFFORT TO CHALLENGE DECISION
BLOCKING NATIONAL DO NOT CALL LIST**

Friend of the Court Brief Urges 10th Circuit to Protect Consumer Privacy, Public Interest

(Juneau, AK) – Alaska Attorney General Gregg Renkes joined Attorneys General from 44 other states, the District of Columbia and Puerto Rico in filing a “friend of the court” brief urging the United States Court of Appeals for the Tenth Circuit to stay a Denver federal judge’s ruling blocking the National Do Not Call program.

“Nearly 50,000 Alaskans have requested to be a part of the National Do Not Call Registry,” Attorney General Gregg Renkes pointed out. “We want to be able to protect Alaskans from unrequested sales pitches in their homes. This is an important consumer protection law and we hope the appellate court will act quickly to allow it to proceed.”

California State Attorney General Bill Lockyer and Colorado Attorney General Ken Salazar filed the brief. The “friend of the court” brief argues that preventing the Federal Trade Commission (FTC) from enforcing its Do Not Call program would have a significant impact on the compelling public interest in protecting the privacy of citizens who have chosen to put their home and cell phone numbers on a list that telemarketers are prohibited from phoning.

The importance of the right to privacy in one’s own home was made clear by the fact that more than 50 million phone numbers were registered on the FTC’s list, and by how quickly Congress and the president acted to pass a law re-authorizing the FTC to create a national registry of phone numbers and bring actions against businesses that violate the privacy protection provided by the list.

In their brief, the Attorneys General note that denial of the stay may hamper the ability of the Federal Communications Commission and possibly some states to enforce their own laws and regulations. Delay in the implementation of the Do Not Call law would pose a burden on residents in states that have enacted similar protections that rely on the federal registry under state law.

Alaska has its own Do Not Call law, commonly known as the “black dot” law. Consumers, for a small fee, can request that their phone company place a black dot by their names in the telephone directory. The black dot indicates that they do not wish to receive telephone solicitations. The federal court’s ruling does not directly impact the continued operation of Alaska’s law, but the federal registry would give consumers an additional option for decreasing unwanted calls.

For more information about telemarketing laws in Alaska, go to www.law.state.ak.us/consumer/.

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