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Newsradio WTAM 1100 AM  
6200 Oak Tree Blvd., 4th Floor  
Independence, Ohio 44131-2510  
ATTN: Sales and Marketing

Dear WTAM:

In April of this year I wrote a letter to your Programming Department about possibly starting a radio bingo game. I won't bore you by repeating all the details. If you need to review my idea, just check with the mail room clerk for my earlier letter. They should probably still have it. While I would still like to see my idea become a reality and I would be willing to do whatever is necessary to move that project along, my primary purpose for writing to you today is quite different.

I just recently discovered that my name was placed onto a junk mail list and I am trying to track down the culprit that sold my name to those annoying little mail twerps. I went back through my recent history to try to find out who it was that might have obtained my address and passed it along to the highest bidder. This task was not an exact science, but the possibilities are not as wide spanning as you might think. I remain fairly sheltered, so it didn't take me an extremely long time to narrow down my list of suspects.

You see, I do not have a telephone, I do not have any credit cards, I do not have any utilities in my name, nor do I own or rent my home. I do not have any magazine subscriptions, I have never registered a product or service for anything by mail. I've done none of those things to get onto a list. I occasionally write letters to companies for which I have praise, complaints, or new ideas -- like the one I wrote to your Programming Department about radio bingo.

Therefore, my only conclusion is that some person or place that I have written to must have collected my personal information and sold that information to a junk mailer. So far, I have only gotten this one piece from a place called *Communications Publishing*, but we all know how that works. It only takes one small breach, and the floodgates open wide. It's like ants and a cookie on the floor. It only takes one ant scout to find the cookie and soon thousands of ants are swarming all over the cookie. Pretty soon I envision my post office box will be jam stuffed with unwanted advertising and solicitations for any number of products and services. I sincerely hope that my box will not fill up with this junk and prevent me from getting letters from my friends and family from across the country and around the world, but I fear that will be the end result.

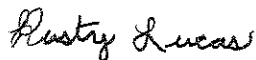
I blame WTAM for this junk mail. You radio stations are always looking to sell advertising. I know that is how you make your money and that's how you can afford such high profile on air personalities. Now you may be thinking that I cannot prove beyond a reasonable doubt that it was you that sold my personal information. You are probably correct, but it doesn't make sense that it could have been anybody else but you. Not to mention the fact that I wrote to your radio station in April and then in August I receive this junk mail. Does that sound like an astronomical coincidence to you? A very wise person once said to me, "There are no coincidences with radio advertising." This must have been exactly what she meant. (It also wouldn't be a coincidence if I happened to find other people who found new junk mail arriving in their mail boxes after writing to one of the departments at WTAM. I suspect that other victims are out there.)

In my last letter to you, I mentioned that getting people "in the door ... is the real name of the game" when it comes to advertising. Never in my wildest dreams did I imagine -- and I have a very wild imagination, let me tell you -- that I was consenting to or conceding that my personal information was free for you to use, sell, or disclose without my written permission to the other sharks who are only interested in getting me "in their door" (or in their tank to complete the analogy). I do not recall ever signing a release to that regard.

I demand that you remove my name from your "fresh fish" lists and immediately cease and desist any farming of my personal information in any way whatsoever. I also demand that you retract, recall, retrieve, redact and/or remove my personal information from any and all prior versions of your data lists for junk mailers.

I expect that you will take care of this as soon as possible and that I will not have to ask you a second time.

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

p.s. I never did get the free WTAM baseball cap(s) that you promised. Now the summer is almost over and the cap(s) will be far less useful to me now. If you send me a free WTAM baseball cap, as promised, you would certainly take significant strides toward making amends for the above prostitution of my personal information. And let's get going on the radio bingo idea...