

To Nina Link and Magazine Publishers of America and Affiliates

We lost our much loved sixteen year old son Marshall, to a disreputable sales group. We had so many hopes for him. We live daily with “what might have been”. Many argue that not all traveling sales groups are disreputable but the statistics that have accumulated through the years have proven otherwise. Many other parents have also lost their loved ones to these crews through death or injury, physical and verbal abuses, rapes and assaults. The crew managers and clearing houses they work through perform business in unscrupulous illegal methods. All of this profits your members. This is why you must hear our concerns and insist to your members that they curtail sales by traveling crews.

We are writing this in the hopes that you will hear our pleas to recognize our concerns and implement changes industry-wide in the way the sales of magazines are conducted. There is only one method that is of concern to us and that is the door-to door traveling sales orders. We feel that **you** are in a position to make a difference.

Traveling magazine sales represents a small percent of the income generated from this method of selling magazines. There is not enough regulation – it is too wide-spread to regulate and you are too far removed from the actual day - to - day operations to concern yourself with how the orders are gotten or the monies amassed. That is what we keep hearing. I personally, feel that you *are* influential enough to make a difference. I believe that you did not rise to the position you are in without others sitting up and listening to what you have to say.

Through out the years things have changed, no longer do we have ice or milk delivered to our door steps. Now you never know who is at your door. With the advent of the internet, sales of magazines can be done much easier with less cost. Charitable groups such as M.A.D.D. have worked out arrangements to earn profits for their groups and still advance sales of magazines for the members of MPA. Credit card offers magazine subscriptions as incentives, inserts in magazines generate sales and none of these methods endanger anyone by having them be transported in vehicles with “who knows who” driving, what condition they are in, licensed or not, without anyone being subjected to any of the abuses mentioned. No one who answers the door to their home is endangered by someone on the other side who could have a criminal intent.

The MPA is the trade group for the magazine publishing industry. You, therefore have a responsibility to your reading public, and to the young people who have been hurt selling your members’ publications, to publicly denounce the use of door-to door traveling sales crews. You must get your lawyers to produce the necessary legal opinions that will guide your member publishers through the process of **canceling** contracts with any clearinghouse that uses traveling sales crews. An apology issued to all of the young people who have been traumatized by the many abuses in the door to door sales industry and to the families who have lost their loved ones, whose future has been stolen, should be placed on your website for all to acknowledge.

Sincerely, Albert and DeAnna Roberts