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[Telemarketers Split on No-Call Appeal](#)

Telemarketers are divided over the Supreme Court challenge to the national no-call list, with some favoring the American Teleservices Association's all-or-nothing fight and others siding with the Direct Marketing Association's low-key approach.

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[Court Upholds Charity Telemarketing Rules](#)

A U.S. district court in Maryland last week upheld new federal restrictions that require charities using professional third-party fundraisers to abide by telemarketing rules that once applied to for-profit solicitors only.

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[California ISP Files First CAN-SPAM Suit](#)

Hypertouch, a Foster City, CA, Internet service provider, sued the operator of homebuilder Bob Vila's Web site in the alleged sending of fraudulent commercial e-mail to its customers, in what is likely the first lawsuit brought under the CAN-SPAM Act.

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[Study: Publishers Turn More to Voucher Packages](#)

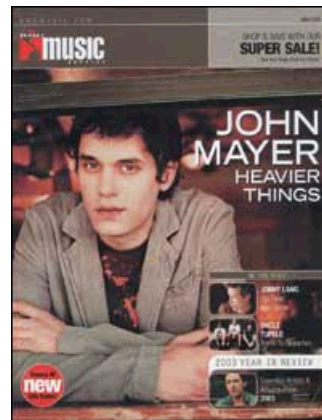
Just under half of the publishing offers tracked in a 2003 study by a list brokerage and data services firm were in the form of a voucher or professional courtesy package.

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[Born on DRTV, Kidz Bop Shifts to Retail](#)

Kidz Bop, the Razor & Tie series of contemporary pop music compilations adapted for children, has entered its fifth incarnation as the product that made its name on DRTV continued its shift to retail sales.

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To connect better with customers 30 and older, BMG Music Service began two new catalogs and listening-preference categories this year with promising initial results.

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[DM Draws College Students to Panama City](#)

The Panama City Beach Convention and Visitors Bureau concluded an ambitious campaign to continue the Florida location's dominance over competitors as the leader in spring break destinations

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[Prep Work Prevents Mistaken Identity for White Powder Sampler](#)

Direct mail sampling campaigns by Orange Glo International for OxiClean, a white powder laundry cleaner, have moved smoothly through the mail stream -- unlike some similar substances -- thanks to plenty of advance notice and communication among the U.S. Postal Service, its workers and Orange Glo, the company said.

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[Audi Shoots for Younger Drivers With March Madness Promo](#)

Audi, the lead car brand in the Volkswagen portfolio, is sponsoring the College Hoops mobile Web channel of AvantGo as part of a larger corporate branding and lead-generating campaign focused on the men's NCAA Basketball Tournament.

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[Overture to Introduce Local Search Ad Program](#)

NEW YORK -- Overture Services plans to release a local search advertising program in the next few months that lets advertisers set a geographic radius for the display of their search listings and participate without operating a Web site.

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[Ritz-Carlton Opens Review for \\$10M-\\$15M Account](#)

The Ritz-Carlton Hotel Company LLC begins a nationwide search for an advertising agency after ending its contract by year-end with Sawyer, Riley, Compton.

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