

March 19, 2013

Chairwoman Edith Ramirez  
Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

Dear Chairwoman Ramirez:

We want to take this opportunity to congratulate you on your recent appointment as chairwoman of the Federal Trade Commission. All of us in the consumer advocacy community look forward to this new era of the Commission, as it continues, under your leadership, its important work in protecting consumers, which includes ensuring fair marketing practices, guarding consumer privacy, and policing the marketplace so competitive practices and fair-dealing firms can flourish.

To effectively ensure a pro-consumer agenda, we respectfully urge you to appoint as Director of the Bureau of Consumer Protection an individual with a well-established consumer rights and public interest background. Given the Bureau's role in protecting consumers from the many challenges they face today, we believe that the new director should be an individual who has been independent of industry, with a record of success protecting the interests of consumers, and with proven leadership ability.

This is a position, moreover, that requires both energy and vision. The Bureau of Consumer Protection needs someone who can conceptualize the Bureau's work, seizing opportunities to establish meaningful policy and articulating clearly both what the Bureau is doing and why. Nor is it sufficient to focus on individual cases and policy issues. Rather, the new BCP Director must be able to synthesize the bureau's work across a number of issues, making connections between various Bureau efforts and presenting a coherent philosophy of its work.

The new director, finally, will have to be tough, with the capabilities of speaking forthrightly and publicly on the marketplace behaviors that threaten consumer welfare, as well as honestly appraising the work of agency management and staff.

Again, congratulations on your recent appointment. We look forward to your selection of a new Director of the Bureau of Consumer Protection, and to working with you and the Bureau in serving the needs of consumers.

Cordially,

Advocacy for Principled Action in Government

American Academy of Child & Adolescent Psychiatry

Americans for Financial Reform

Berkeley Media Studies Group

Campaign for a Commercial-Free Childhood

Center for Digital Democracy

Center for Media & Democracy

Center for Media Justice

Center for Public Interest Law (CA)

Center for Science in the Public Interest

ChangeLab Solutions

Consumer Action

Consumer Federation of America

Consumers Union

Consumer Watchdog

Electronic Frontier Foundation

Electronic Privacy Information Center

Empowering and Strengthening Ohio's People

Essential Information

Friends of Privacy USA

Media Alliance

National Association of Consumer Advocates

National Community Reinvestment Coalition

National Consumer Law Center (on behalf of their low-income clients)

National Consumers League

New York Public Interest Research Group

Patient Privacy Rights

Prevention Institute

Privacy Rights Clearinghouse

Privacy Times

Public Citizen

Public Good Law Center

Public Health Advocacy Institute at Northeastern University

Public Health Institute

Rudd Center for Food Policy & Obesity, Yale University

Shaping Youth

U.S. PIRG