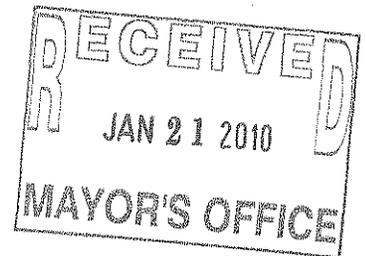


DATE MAILED

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BEFORE THE

PUBLIC SERVICE COMMISSION OF WISCONSIN

General Directory Publication Issues – AT&T Wisconsin

6720-GF-109

### REQUEST FOR COMMENTS

Comments Due:

**Thursday, January 28, 2010–  
Noon**

This docket uses the Electronic  
Regulatory Filing (ERF) system

Address Comments To:

**Gary A. Evenson, Administrator**  
**Telecommunications Division**  
Public Service Commission  
P.O. Box 7854  
Madison, WI 53707-7854

Wisconsin Bell, Inc., d/b/a AT&T Wisconsin (AT&T), intends to change the distribution practice for its 2010 residential white pages at Madison, Racine, Kenosha, the Fox Cities, and Green Bay<sup>1</sup>. Rather than automatically providing a copy of the residential white pages directory, AT&T intends to make a printed directory available only upon request, at no cost to customers. Because listings, as well as directory content, are available from other sources, including AT&T's website [www.realpageslive.com](http://www.realpageslive.com), AT&T is pursuing this change to reduce costs and to use fewer resources, while still meeting legitimate customer needs. In September 2009, AT&T used this process for the Milwaukee residential white pages. AT&T notes that requests for copies of the paper Milwaukee White Pages have been very minimal; to date, requests at Milwaukee have been for less than two percent of the number of white pages directories distributed in Milwaukee area in 2008.<sup>2</sup> Thus, hundreds of thousands fewer directories were printed and distributed.

Commission rules at Wis. Admin. Code § PSC 165.055 require that a directory shall be made "available to customers without charge." AT&T suggests that its planned 'request only' distribution process is consistent with this rule. AT&T will provide notice to customers of their abilities to obtain the paper directories without charge. This change has no impact on the distribution of business white pages listings or yellow page advertising directories.<sup>3</sup> This directory distribution change has no impact on the availability of customer listings from directory assistance operators.

<sup>1</sup>Current directory schedules for 2010 are: Madison in January; Racine and Kenosha in February; the Fox Cities in August; and Green Bay in November.

<sup>2</sup>AT&T notes that in similar directory distribution trials in Austin, Texas and Atlanta, Georgia only about three percent of customers actually requested a paper copy of the directory.

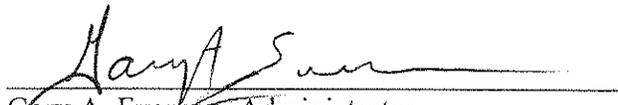
<sup>3</sup>These business directories will include information required by Wis. Admin. Code §§ PSC 165.055(4) and (6). Such information will also be available on the AT&T directory website. These sources will note the opportunity for customers to request the printed versions of the residential white page directories.

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Comments are invited on this AT&T white pages directory matter. Comments must be filed using the Electronic Regulatory Filing (ERF) system. The ERF system can be accessed through the Public Service Commission's website at <http://psc.wi.gov>. Members of the public may file comments using the ERF system or may file an original in person or by mail at the Public Service Commission, 610 North Whitney Way, P.O. Box 7854, Madison, Wisconsin 53707-7854.

Questions regarding this matter may be directed to Gary A. Evenson at (608) 266-6744 or [gary.evenson@wisconsin.gov](mailto:gary.evenson@wisconsin.gov).

Dated at Madison, Wisconsin, 20 January 2010

  
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Gary A. Evenson, Administrator  
Telecommunications Division

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