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AT&T

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REPORTING

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March 31, 1999

Ms. Blanca Bayo
Division of Records and Reporting
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

RE: FPSC Order PSC-99-0433-AS-TI, Docket 971492-TI

Dear Ms. Bayo:

In accordance with the above Order, this is AT&T's first monthly report on the expenditure of \$200,000 for consumer education. Since the issuance of the Order, AT&T has met twice with Staff to discuss various ideas on the most effective way to educate Florida consumers.

AT&T is currently obtaining price quotes for sponsorship of several 30-second public service announcements for both television and radio. We are also having discussions with Channel 17 Public Broadcasting about the possibility of having one or more programs focused on slamming.

AT&T also is investigating other forms of consumer education, such as newspaper advertising, the distribution of anti-slamming brochures, and a web site location to which consumers can be directed for more information on how to protect themselves from being slammed. The Better Business Bureau has also approached AT&T about partnering in the mailing of a "Know Fraud" education piece to consumers, and we continue to explore this opportunity.

We expect to have the above price quotes within the next few weeks and will submit a plan at that time. We appreciate the assistance you have provided, and look forward to working with you on this important effort to make sure Florida consumers are informed on their right to choose their telecommunications provider.

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If you have any questions, please call me at 425-6342.

Sincerely,

Rhonda Merritt

Rhonda P. Merritt

cc: B. DeMello
R. Cunningham
K. Biegalski