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April 14, 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 entered on March 3, 1999, AT&T submits its second monthly report on expenditures for its education campaign. Over the last several weeks, AT&T has obtained numerous quotes from media outlets which may be used during the course of the education campaign. Because we do not have exact price quotations from all vendors at this time, many of these projected expenditures may need to be adjusted as the price information becomes available. AT&T's preliminary plan on the expenditure of \$200,000 for consumer education is as follows:

- \$75,000 estimated for cable time for 250-300 Florida PSC public service announcements (PSA) to be broadcast in the following cities: Fort Myers, Gainesville, Jacksonville, Miami, Orlando, Panama City, Tallahassee, Tampa and West Palm. The Florida PSC will produce the 30-second PSA (or multiple PSAs if different language PSAs are desired), and each PSA broadcast will be followed by the designation "This public service announcement was paid for by AT&T."
- \$25,000 for newspaper advertising of AT&T's slamming zero-tolerance policy and slamming resolution center number. Also the ads will include generic instructions for all customers to telephone their provider if they believe they have been slammed. The ad may also include publication of the Public Service Commission Consumer Complaint numbers.

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- \$50,000-\$75,000 for development, printing, and mailing of a new "Know Fraud" program which includes a postcard to be received in over 11 million Florida households. This postcard will alert Florida consumers on ways they can avoid telemarketing fraud and will contain hints on how consumers can distinguish fraudulent telemarketing offers from legitimate ones.
- \$15,000-\$25,000 for distribution of a slamming prevention brochure. This brochure will be distributed via public displays in approximately 70 retail outlets throughout Florida. These brochures will be available in both English and Spanish.
- \$1,500-\$2,000 for two programs devoted to slamming at Channel 17 Public Broadcasting of South Florida in Miami. The Florida PSC will be required to provide a program guest for each of these telecasts.

AT&T is generally prepared to move forward with each of these consumer education elements, depending on the availability of the PSA and the final contract negotiations with each vendor. We will continue to keep the Florida PSC informed of our progress via monthly status reports.

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

Sincerely,



Rhonda P. Merritt

cc: B. DeMello
R. Cunningham
K. Biegalski