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COMMISSION
CLERK

March 25, 2009

Ms. Ann Cole, Commission Clerk
Office of the Commission Clerk
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850

**Re: Docket No. 090082-TP
Petition by AT&T Florida for Waiver of Rule 25-4.040(2),
Florida Administrative Code**

Dear Ms. Cole:

Enclosed is BellSouth Telecommunications, Inc. d/b/a AT&T Florida's Notice of Filing, which we ask that you file in the captioned docket.

Copies have been served to the parties shown on the attached Certificate of Service.

Sincerely,



Manuel A. Gurdian

cc: All parties of record
Jerry Hendrix
Gregory R. Follensbee
E. Earl Edenfield, Jr.

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CERTIFICATE OF SERVICE
Docket No. 090082-TP

I HEREBY CERTIFY that a true and correct copy of the foregoing was served via
Electronic Mail and First Class U.S. Mail this 25th day of March, 2009 to the following:

Charles Murphy
Jamie Morrow
Staff Counsels
Florida Public Service
Commission
Division of Legal Services
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850
cmurphy@psc.state.fl.us
jmorrow@psc.state.fl.us



Manuel A. Gurdian

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Petition by AT&T Florida for) Docket No. 090082-TP
Waiver of Rule 25-4.040(2))
Florida Administrative Code)
_____) Filed: March 25, 2009

AT&T FLORIDA'S NOTICE OF FILING


BellSouth Telecommunications, Inc. d/b/a AT&T Florida ("AT&T Florida")

hereby files the following documents in the above-referenced docket:

1. Responses to Questions Raised at Meeting with Staff and OPC regarding AT&T Florida's Petition.

Respectfully submitted this 25th day of March, 2009.

AT&T FLORIDA



E. EARL EDENFIELD JR.
TRACY W. HATCH
MANUEL A. GURDIAN
c/o Gregory R. Follensbee
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**Responses to Meeting with Staff
and OPC on White Page Listings.**

Questions

1. What notice does the company plan to provide to customers of the change in the white page listings?

Answer: In order to inform its subscribers of the change to obtaining a copy of the residential white pages, AT&T Florida will provide the following notice: (1) on the directory cover (see mock ups attached – mock chosen will be dependent on advertisements sold) and in the following locations inside of the directories; (2) in the customer call guide in the front section of the AT&T Real Yellow Pages directory; and (3) on a stiff tab insert in the AT&T Real Yellow Pages directory. Moreover, for those subscribers who order CD-ROMs (where available), AT&T will also place ordering information on the cardboard cover containing the CD-ROM and on the CD-ROM itself. In addition, AT&T Florida will provide notice in the “News You Can Use” section of the customer’s bill for the month before and in the month the directory is issued for a specific area.

AT&T Florida believes the use of a post card is inefficient and will be problematic. If a post card is used for notice in this case, AT&T will have to distribute, collect and evaluate each post card. These functions are very labor intensive and unnecessary, especially with the notices the company has identified above. Since AT&T could have post cards filtering in from multiple locations, AT&T would have to identify the various locations, verify the customer is the customer of record, verify the customer is allowed to receive the directory requested at no charge, and if not, contact the customer and see whether the customer is willing to pay for the directory. Unlike other instances when the Commission has used post cards, such as evaluation of EAS or some other customer choice, the answer was generally a yes or no. AT&T does not believe use of a post card in this situation is a viable alternative.

2. Does the website www.RealPagesLive.com update as new customers get service?

Answer: The website www.RealPagesLive.com is a copy of the published directory and does not update as new customers obtain service. However, the website www.YELLOWPAGES.com does update as new customers obtain service and as customers disconnect service.

3. Has the use of 411 increased in Austin and Atlanta after AT&T issued their directories which did not include residential white page listings.

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Answer: AT&T did experience a small increase in residential calls to 411 the month the Austin and Atlanta directories were issued. AT&T normally experiences a spike in December for 411 calls. However, as it normally does, the trend of decline of residential 411 calls continued the following month.

4. What is the cost savings associated with AT&T's proposal?

Answer: If AT&T published residential white page listings for the four markets referenced in the Petition as it had done in the past, it would have cost AT&T approximately [REDACTED]. To replace the paper directories in the four markets with CD-ROMs, AT&T will incur a cost of approximately [REDACTED]. Thus, if the Petition is granted, AT&T's cost savings for the four markets will be more than [REDACTED], as AT&T will still incur costs to print residential white page listings for those customers who request same.

5. Does AT&T have the ability to allow customers to order a directory online?

Answer: At this time, AT&T does not have a process for subscribers to order directories online. AT&T is evaluating the potential of this alternative, but has not come to a decision as to whether this will be an option in the future.



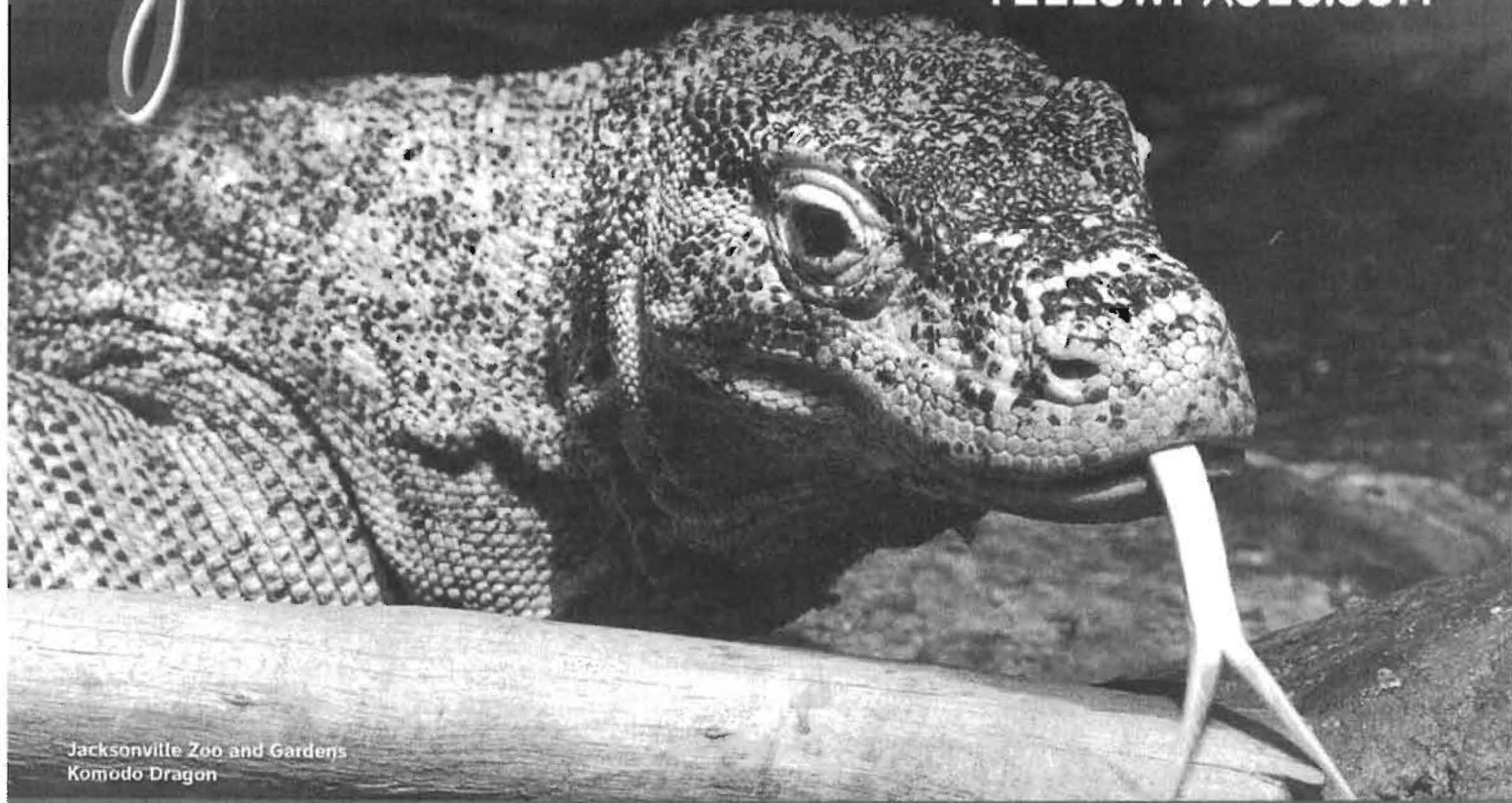
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