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July 14, 2010 – **VIA OVERNIGHT MAIL**

Ann Cole, Commission Clerk
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850

CLAIM OF CONFIDENTIALITY
 NOTICE OF INTENT
 REQUEST FOR CONFIDENTIALITY
 FILED BY OPC

FOR DN 05810-10, WHICH
IS IN LOCKED STORAGE. YOU MUST BE
AUTHORIZED TO VIEW THIS DN. - CLK

Re: Docket No. 100327-TL
Petition by Verizon Florida LLC for Waiver of Rule 25-4.040(2), F.A.C.

Dear Ms. Cole:

Please find enclosed Verizon Florida LLC's response to Staff's June 30, 2010 data request in the above matter. Verizon considers the information in the accompanying Attachment C to be proprietary and confidential business information and requests that this information be treated confidentially pursuant to Section 364.183(1), Florida Statutes, and Rule 25-22.006(5), Florida Administrative Code.

If there are any questions regarding this filing, please contact me at 678-259-1657.

Sincerely,

Dulaney L. O'Roark III

Enclosures

c: Beth Salak (w/e)

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BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Petition by Verizon Florida LLC for
Waiver of Rule 25-4.040(2), F.A.C.

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Docket No. 100327-TL
Filed: July 14, 2010

VERIZON FLORIDA LLC'S RESPONSE TO DATA REQUEST

Verizon Florida LLC ("Verizon") hereby responds to Staff's Data Request dated June 30, 2010 in the above matter.

DATA REQUESTS

1. Regarding footnote 2 on page 3 of the Petition:

(a) How long will the test version of the Online White Pages be available to Commission staff?

RESPONSE: The test version of the online White Pages will be available indefinitely. Upon approval of the Petition by the Commission, the test version would be converted into a production version

(b) How does the Commission staff access the test version?

RESPONSE: The test version is accessible at www.verizon.com/whitepages.

(c) When would the Online White Pages be made available to customers?

RESPONSE: Each Florida white pages directory would become available online by its delivery start date.

2. What newspapers or other media sources would the final copy of the press release, provided in Attachment A of the Petition, be published and for how many days?

RESPONSE: The final press release would be provided to the following newspapers and other media, which would determine what information to publish and when:

Newspapers

Bradenton Herald	Bradenton
Citrus County Chronicle	Crystal River
Storch Report, The	Englewood
Englewood Sun	Englewood
News-Press	Fort Myers
St. Petersburg Times	Naples

DOCUMENT NUMBER / DATE

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Naples Daily News	Naples
Sarasota Herald-Tribune	Sarasota
West Coast Woman	Sarasota
Business Journal, The	Tampa
Oracle	Tampa
Media General	Tampa
Tampa Tribune	Tampa
Lakeland Ledger, The	Lakeland
Scrambling News	Lakeland

Radio

WKES-FM	Saint Petersburg
WFLA-AM	Tampa
WHNZ-AM	Tampa
Health Journal WQYK-FM	Tampa

TV

WBBH-TV	Fort Myers
WINK-TV	Fort Myers
WZVN-TV	Fort Myers-Naples
Bay News 9	Pinellas Park
WTSP-TV	Saint Petersburg
WWSB-TV	Sarasota
WFLA-TV	Tampa
WFTS-TV	Tampa
WTVT-TV	Tampa
WVEA-TV	Tampa

Web

Poynter.org	Saint Petersburg
Tampa Bay Online	Tampa
Rediff.com	Tampa

3. When would the Verizon bill message, provided in Attachment B of the Petition, first appear in the customers' bills and for how many billing cycles?

RESPONSE: Verizon would send four quarterly bill messages to Florida customers, with the first mailed the month a directory is initially delivered.

4. The Verizon bill message indicates that "most" directories delivered in Florida will not include residence[sic] White Pages listings.

(a) List by city the directories currently published in Verizon Florida's territory.

RESPONSE: Please see Attachment A.

- (b) Please identify the publication date for the directories listed in response to question (4a), and indicate if one or two directories are currently distributed, i.e., a white page directory and a yellow page directory.

RESPONSE: Please see Attachment A.

- (c) For those cities with two books, are the business white page listings included in the residential white page book or in the yellow page book?

RESPONSE: Please see Attachment A.

- (d) For those cities in which two books are currently delivered, would the waiver allow Verizon to completely eliminate delivery of one book?

RESPONSE: Yes, but Verizon may not eliminate delivery of one book in every case.

- (e) If the waiver is granted, would Verizon stop up-front delivery of residential white pages to its entire service territory? If not, please identify which cities would no longer receive the residential white pages up-front.

RESPONSE: Verizon would determine whether to stop up-front delivery of residential white pages based on market conditions and costs at the time each directory comes up for publication. In some markets, removal of the content and printing of a dedicated residential-only White Pages book for requests only might not be cost-effective. If so, the residential white pages might not be eliminated. Generally, Verizon would be more likely to retain residential white pages in directories with fewer white pages listings.

5. Is the notice that would appear on the front cover, "Order directories, stop delivery of this directory, or obtain a free copy of the residential white pages call 1-800-888-8448", in 14 point type or larger? If not, can Verizon change the font size to 14 point?

RESPONSE: Yes.

6. On page 3 of the Petition Verizon states that its customers would be notified of their directory listing options on SuperMedia's webpage. Would Verizon's customers also be notified of their directory listing options on Verizon's webpage?

RESPONSE: Yes.

7. Would Verizon's Yellow Pages directories have a "hard card" insert that includes a notice regarding the change to the residential White Pages?

RESPONSE: Yes. A blow-in hard card will be included in each directory.

8. Would the residential White Pages directories that Verizon provides to its residential customers free of charge also be provided to CLEC customers free of charge?

RESPONSE: Yes.

9. On page 4 of the Petition Verizon states that Rule 25-4.040(2), Florida Administrative Code imposes a substantial hardship because the cost of publishing and distributing the directories can no longer be justified. Approximately how much money would Verizon save if the waiver is granted?

RESPONSE: Verizon itself would not realize any immediate savings because the cost of directory publication and delivery is borne by the publisher, SuperMedia LLC ("SuperMedia"). The requested waiver would, however, help SuperMedia operate more efficiently, improving its chances of success and making it less likely that Verizon would have to incur the costs of publishing and distributing directories.

10. Please provide a color copy of the cover and 911 page that would include the notice regarding the residential white pages.

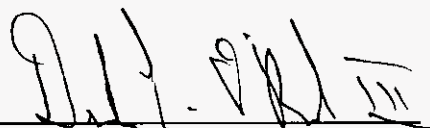
RESPONSE: Please see Attachment B.

11. Please provide a copy of the Gallup studies, referenced in paragraph 5 of the Petition, that shows the percentage of households that use stand-alone residential white pages.

RESPONSE: Please see confidential Attachment C

Respectfully submitted on July 14, 2010.

By:



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Attorney for Verizon Florida LLC

Directory Title (responsive to 4a)	Pub Date (responsive to 4b)	WP or WP/YP (responsive to 4c)	
Clearwater EAL	7/22/10	Bus and Res WPs	
Clearwater YP	7/22/10	Bus WPs and YPs	
Clearwater WP	7/22/10	Bus and Res WPs Only	
St. Petersburg WP	7/1/10	Bus and Res WPs Only	
St. Petersburg YP	7/1/10	Bus WPs plus YPs	
Tampa WP	1/23/11	Bus and Res WPs Only	
Tampa YP	1/23/11	YPs Only	
Tampa EAL	2/18/11	Bus and Res WPs Only	
Zephyrhills	2/18/11	Bus and Res WPs plus YPs	
Zephyrhills EAL	2/18/11	Bus and Res WPs Only	
Paimetto	11/11/10	Bus and Res WPs plus YPs	
Palmetto EAS	11/11/10	Bus and Res WPs Only	
Bradenton-Myakka City	11/11/10	Bus and Res WPs plus YPs	
Bradenton EAS	11/11/10	Bus and Res WPs Only	
Englewood	11/25/10	Bus and Res WPs plus YPs	
Frostproof	2/18/11	Bus and Res WPs plus YPs	
Haines City	2/18/11	Bus and Res WPs plus YPs	
Lakeland	2/18/11	Bus and Res WPs plus YPs	
Indian Lake	2/18/11	Bus and Res WPs plus YPs	
Lake Wales	2/18/11	Bus and Res WPs plus YPs	
Mulberry	2/18/11	Bus and Res WPs plus YPs	
New Port Richey	7/5/10	Bus and Res WPs plus YPs	
Hudson	7/5/10	Bus and Res WPs plus YPs	
Plant City	2/18/11	Bus and Res WPs plus YPs	
Polk City	2/18/11	Bus and Res WPs plus YPs	
Sarasota	11/11/10	Bus and Res WPs plus YPs	
Tarpon Springs	7/5/10	Bus and Res WPs plus YPs	
North Port	11/25/10	Bus and Res WPs plus YPs	
Venice	11/25/10	Bus and Res WPs plus YPs	
Winter Haven/Auburndale	2/18/11	Bus and Res WPs plus YPs	
Bartow	2/18/11	Bus and Res WPs plus YPs	

EMERGENCY CALLS ONLY**911****Emergency for Text Telephone
(TTY) Users****Fire Police Sheriff Ambulance**

For Nonemergency Calls Consult the Government Listings

**Poison Control Center
(Voice/TTY) 1-800-222-1222****SELECTIVE BLOCKING**

Prevents your name and telephone number from being displayed on Caller ID devices, one call at a time. However, this will NOT prevent your telephone number from displaying on calls placed to toll-free and cost-per-call numbers (see page 10, Area Code listings under WATS and CPC numbers), or on calls placed to 9 1 1 emergency services.

Press * 6 7. Listen for the one confirmation tone, then place your call. This service works on an individual call basis. Once you hang up, the blocking is no longer in effect. Order # 25029**VERIZON COMPLAINT RESOLUTIONS**

Verizon wants to provide excellent service. If your problem has not been resolved, after contacting an employee or supervisor, please call your Verizon Complaint Resolutions Department.

All Calling Areas

1-800-483-7988**FLORIDA PUBLIC SERVICE COMMISSION INQUIRIES**

CUSTOMERS OF UTILITIES AND COMPANIES REGULATED BY THE COMMISSION WHO HAVE FIRST CONTACTED SUCH A FIRM CONCERNING A PROBLEM, AND ARE NOT SATISFIED BY THE CORRECTIVE ACTION TAKEN MAY CONTACT:

COMISIÓN DE SERVICIO PÚBLICO DEL ESTADO DE LA FLORIDA
TODOS LOS CLIENTES DE UTILIDADES Y EMPRESAS REGULADAS EN LA FLORIDA QUE HAYAN INICIADO CONTACTO CON DICHA ENTIDAD Y NO ESTÉN SATISFECHOS CON LA RESOLUCIÓN DE SU QUEJA Y/O INVESTIGACIÓN PUEDEN DIRIGIRSE A:**THE FLORIDA PUBLIC SERVICE COMMISSION**
DIVISION OF SERVICE, SAFETY AND CONSUMER ASSISTANCE
2540 SHUMARD OAK BOULEVARD
TALLAHASSEE, FLORIDA 32399-8153
PHONE TOLL-FREE (TDD & VOICE) 1-800-342-3552
FACSIMILE TOLL-FREE 1-800-511-0809

INTERNET E-MAIL ADDRESS FOR FILING COMPLAINTS:

CONTACT@PSC.STATE.FL.US

INTERNET ADDRESS FOR RETRIEVING INFORMATION:

http://www.psc.state.fl.us/**For your convenience, please find the White Pages for this directory online at
www.Verizon.com/whitepages. To order directories, stop delivery of this directory,
or obtain a free copy of the residential white pages call 1-800-888-8448.****OTHER IMPORTANT NUMBERS**

24-Hour Community Information, Referral Services, & Crisis Intervention Helpline (where available)	211	Insurance Consumer Helpline	1-877-693-5236
Abuse Hotline—Children, Disabled, or Elderly Persons	1-800-962-2873	Missing Endangered Persons Information Clearinghouse	1-888-FLMISSING (1-888-356-4774)
Text Telephone (TTY) Customers	1-800-453-5145	National Center for Missing and Exploited Children	1-800-843-5678
AIDS Hotline		Text Telephone (TTY) Customers	1-800-826-7653
English Counselors	1-800-352-2437	National Hopeline Network—Suicide Prevention Hotline	1-800-SUICIDE (1-800-784-2433)
Consejeros Que Hablan Español	1-800-545-7432	National Response Center—Report Chemical/Oil Spills and Chemical/Biological Terrorism (Voice/TTY)	1-800-424-8802
Creole	1-800-243-7101	National Suicide Prevention Lifeline	1-800-273-TALK (1-800-273-8255)
Text Telephone (TTY) Customers	1-888-503-7118	Poison Control Center (Voice/TTY)	1-800-222-1222
American Bio Recovery Association		Police Department Communications for Nonemergencies	727-893-7780
Trauma and Crime Scene Clean-Up Assistance	1-888-979-ABRA (2272)	Rape Crisis	727-530-7233
Bureau of Alcohol, Tobacco, and Firearms	Tampa 813-228-2184	Recovery, Inc. Self Help Mental Health	727-525-1749
Casa Domestic Violence Center—Crisis Line	727-898-3671	Runaway Services	727-384-TEEN (8336) Or 1-800-RUNAWAY (786-2929)
Administration	727-895-4912	The Haven of RCS Domestic Violence Center	727-442-4128
Coast Guard—Marine and Air Emergencies Only	St. Pete 727-896-6137	Traveler Information Service	511
Consumer Services	1-800-435-7352	U.S. Customs Service, Office of Investigation	813-348-1881
County Disaster Planning and Assistance	727-464-3800	U.S. Marshal	813-274-6401
Crisis Intervention and Suicide Prevention		U.S. Secret Service	813-228-2636
Emergency Mental Health	727-791-3131	Vanished Children's Alliance	
Deaf and Hard of Hearing Services of Florida, Inc.	727-816-1314	24-Hour Sighting Hotline	1-800-VANISHED (1-800-826-4743)
TTY Customers	727-816-1868	Wildlife Rescue and Rehabilitation, Inc.	727-399-1525
Deaf & Hearing Connection for Tampa	1-888-832-4314		
Drug Enforcement Administration	813-287-5160		
Federal Bureau of Investigation (FBI)	813-273-4566		
Florida Council on Compulsive Gambling, Inc.	1-888-236-4848		
Florida Fish and Wildlife Conservation Commission			
Alligator Removal/Nuisance	1-866-392-4286		
Emergencies & Violations	1-888-404-3922		
Helpline—Crisis Counseling Information and Referral	211 or 727-562-1542		

To order directories or to stop delivery of this directory, call 1-800-888-8448.

State of Florida



Public Service Commission

CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD
TALLAHASSEE, FLORIDA 32399-0850

Dulaney L. O’Roark III
5055 North Point Parkway
Alpharetta GA 30022

Re: Acknowledgement of Confidential Filing in Docket No. 100327-TL

This will acknowledge receipt by the Florida Public Service Commission, Office of Commission Clerk, of a CONFIDENTIAL DOCUMENT filed on July 15, 2010, in the above-referenced docket.

Document Number 05810-10 has been assigned to this filing, which will be maintained in locked storage.

If you have any questions regarding this document, please contact Kim Peña, Records Management Assistant, at (850) 413-6393.