

State of Florida



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

-M-E-M-O-R-A-N-D-U-M-

100327-TL

NOV 17 2010
11:41:54

DATE: November 17, 2010
TO: Ann Cole, Commission Clerk – PSC, Office of Commission Clerk
FROM: *Frank* Frank Trueblood, Regulatory Analyst, Division of Regulatory Analysis
RE: Petition by Verizon Florida LLC for Waiver of Rule 25-4.040(2), Docket No. 100327

Attached is an exchange of emails between Verizon Florida LLC and Commission staff regarding the update and review of Attachments A and B of Staff's Recommendation. Please place this memorandum and the accompanying six emails in the above referenced docket file.

/ft

DOCUMENT NUMBER-DATE
09493 NOV 17 2010
FPSC-COMMISSION CLERK

Frank Trueblood

Subject: FW: Docket 100327, Verizon's Waiver of Residential Directory Requirement**Attachments:** FL Bill Mess 11.16.10.doc; Verizon FL White Pages waiver news release 11.16.10.doc**From:** Frank Trueblood**Sent:** Tuesday, November 16, 2010 2:52 PM**To:** 'Clark, Demetria Germaine'**Subject:** Docket 100327, Verizon's Waiver of Residential Directory Requirement

Good afternoon Demetria,

Staff has reviewed the attached Press Release and quarterly bill message. Unless I hear otherwise, I am going to send these revised approved copies (Attachment A and Attachment B) to the Clerk's Office to be added to the docket file. Thank you for your prompt response today and for clarifying when the message will appear in the subscribers' bill.

DOCUMENT NUMBER DATE

09493 NOV 17 2010

11/17/2010

FPSC-COMMISSION CLERK

Frank Trueblood

From: Clark, Demetria Germaine [demetria.g.clark@verizon.com]
Sent: Tuesday, November 16, 2010 10:44 AM
To: Frank Trueblood
Subject: FW: Docket No. 100327-TL, Verizon's Waiver of Residential Directory Requirement
Attachments: FL Bill Mess 11.16.10.doc

Frank, I think this is the correct version.

Demetria Clark, Specialist
Verizon Florida - State Government Relations
850-222-5479 (office)
850-294-2218 (cell)
demetria.g.clark@verizon.com

www.verizon.com/fl

From: Clark, Demetria Germaine
Sent: Tuesday, November 16, 2010 10:29 AM
To: 'Frank Trueblood'
Subject: FW: Docket No. 100327-TL, Verizon's Waiver of Residential Directory Requirement

Attached are the most recent updates, per staff's request, to the draft news release and bill message.

Please let me know if you have additional questions.

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www.verizon.com/fl

From: Clark, Demetria Germaine
Sent: Tuesday, November 09, 2010 2:58 PM
To: 'Frank Trueblood'
Subject: RE: Docket No. 100327-TL, Verizon's Waiver of Residential Directory Requirement

The revised bill message is attached. I apologize for the delay in responding.

Demetria Clark, Specialist
Verizon Florida - State Government Relations

DOCUMENT NUMBER DATE

09493 NOV 17 0

11/16/2010

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demetria.g.clark@verizon.com

www.verizon.com/fl

From: Frank Trueblood [mailto:FTRUEBLO@psc.state.fl.us]
Sent: Tuesday, November 09, 2010 2:15 PM
To: Clark, Demetria Germaine
Subject: FW: Docket No. 100327-TL, Verizon's Waiver of Residential Directory Requirement

I am going to be out of the office the rest of this week. Should I expect the revised bill message this week?

F. Trueblood, Regulatory Analyst
Division of Regulatory Analysis
Florida Public Service Commission
Telephone: (850) 413-7019
Facsimile: (850) 413-7020

From: Frank Trueblood
Sent: Wednesday, November 03, 2010 9:57 AM
To: 'Clark, Demetria Germaine'
Cc: Laura King
Subject: RE: Docket No. 100327-TL, Verizon's Waiver of Residential Directory Requirement

Good morning Demetria,

Thank you for providing a copy of the final draft of the press release for staff's review. When should I expect to receive a copy of the bill message in Attachment B for review?

Thank you for your prompt response.

F. Trueblood, Regulatory Analyst
Division of Regulatory Analysis
Florida Public Service Commission
Telephone: (850) 413-7019
Facsimile: (850) 413-7020

From: Clark, Demetria Germaine [mailto:demetria.g.clark@verizon.com]
Sent: Tuesday, November 02, 2010 2:57 PM
To: Frank Trueblood

11/16/2010

Cc: Laura King

Subject: RE: Docket No. 100327-TL, Verizon's Waiver of Residential Directory Requirement

Frank:

A revised press release is attached. The language more closely follows that of the draft bill message previously submitted. Also, this version includes additional environmental statistics.

Please let me know if this version is acceptable to staff. Also, advise whether I need to officially file it in the docket, or if you will handle that part.

Thanks!

Demetria Clark, Specialist

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demetria.g.clark@verizon.com

www.verizon.com/fl

From: Frank Trueblood [mailto:FTRUEBLO@psc.state.fl.us]

Sent: Thursday, October 28, 2010 7:37 AM

To: Clark, Demetria Germaine; Christian, David (David)

Cc: Laura King

Subject: RE: Docket No. 100327-TL, Verizon's Waiver of Residential Directory Requirement

Thank you Demetria for your prompt reply. Next week is fine. Have a great day and weekend.

F. Trueblood, Regulatory Analyst
Division of Regulatory Analysis
Florida Public Service Commission
Telephone: (850) 413-7019
Facsimile: (850) 413-7020

From: Clark, Demetria Germaine [mailto:demetria.g.clark@verizon.com]

Sent: Wednesday, October 27, 2010 5:08 PM

To: Frank Trueblood; David Christian

Cc: Laura King

Subject: Re: Docket No. 100327-TL, Verizon's Waiver of Residential Directory Requirement

Frank:

We'll have revised attachments to you for review early next week. Certain people who need to sign off on the revisions are out of the office until Friday.
Demetria

11/16/2010

From: Frank Trueblood
To: Christian, David (David)
Cc: Clark, Demetria Germaine; Laura King
Sent: Wed Oct 27 11:09:53 2010
Subject: Docket No. 100327-TL, Verizon's Waiver of Residential Directory Requirement
Good morning,

On September 14, 2010, Staff's Recommendation was approved with the understanding that we would work with Verizon on Attachments A and B of the recommendation. On Monday, October 25, 2010, the Commission issued the Consummating Order.

Have the attachments been updated and when should staff expect to receive copies for review? Should you have questions, please let me know.

F. Trueblood, Regulatory Analyst
Division of Regulatory Analysis
Florida Public Service Commission
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Frank Trueblood

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FPSC-COMMISSION CLERK

Consumer Choice: White Pages Proposal
Draft Verizon Bill Message for Florida:

Florida White Pages Change

Beginning in January 2011, most directories delivered in Florida will not include residential White Pages listings. All White Pages listings can be accessed at www.verizon.com/whitepages. To order a free print or CD ROM copy of your local residential White Pages, please call 1-800-888-8448 when your Verizon directory is distributed in your area.

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FPSC-COMMISSION CLERK

NEWS RELEASE



FOR IMMEDIATE RELEASE
November 2, 2010

Media contact:
Bob Elek
813-483-2541
bob.elek@verizon.com

Florida Public Service Commission Issues Order Approving Verizon's Request to Stop Automatic Delivery of Printed Residential White Pages for Two Years

TAMPA, Fla. -- The Florida Public Service Commission has issued its final order granting Verizon's request to provide customers with an online, electronic version of the Verizon White Pages directory as the primary means to access residential telephone directory information.

In September, the Commission passed a temporary order granting the two-year waiver period. The final order, issued on Oct. 25, formalizes that decision and follows similar moves in New York, New Jersey and Delaware.

Beginning in January 2011, most Verizon directories delivered in Florida will not include residential white pages listings. Customers can request a free printed or CD-ROM directory of residential listings be sent by mail by calling 1-800-888-8448 when your Verizon directory is distributed in your area.

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09493 NOV 17 09

FPSC-COMMISSION CLERK

Print directories -- containing business and government white pages, information pages and the yellow pages -- will continue to be delivered. All white pages listings are accessible at www.verizon.com/whitepages, and the residential print and CD-ROM versions will be available free, upon request.

To improve efficiency and reduce the environmental impacts associated with printed directories, Verizon in June presented a proposal to the Florida PSC to waive the existing requirement to deliver residential white pages. The company noted that significant resources are expended annually to print and automatically distribute directories to customers who may not want or use them.

Residential white pages usage has decreased considerably due to the Internet and mobile search. Gallup estimates the usage for residential white page directories had dropped to about 11 percent in 2008. In addition, the discontinuation of the residential white pages directories is expected to keep approximately 1,130 tons of paper out of the Florida waste stream.

Reducing the use of paper is a significant part of Verizon's comprehensive sustainability efforts. Last year alone, Verizon and its customers saved over 573 million pages of paper by switching to paperless billing. Verizon's aggressive energy reduction and recycling measures reduced the company's CO2 emissions by more than 793 million pounds in 2009, which is approximately the amount of CO2 emitted by 46,700 homes in a year.

SuperMedia LLC is the publisher of the Verizon directories.

Verizon Communications Inc. (NYSE, NASDAQ:VZ), headquartered in New York, is a global leader in delivering broadband and other wireless and wireline communications services to mass market, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, serving more than 93 million customers nationwide. Verizon also provides converged communications, information and entertainment services over America's most advanced fiber-optic network, and delivers innovative, seamless business solutions to customers around the world. A Dow 30 company, Verizon employs a diverse workforce of more than 195,000 and last year generated consolidated revenues of more than \$107 billion. For more information, visit www.verizon.com.

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VERIZON'S ONLINE NEWS CENTER: Verizon news releases, executive speeches and biographies, media contacts, high-quality video and images, and other information are available at Verizon's News Center on the World Wide Web at www.verizon.com/news. To receive news releases by e-mail, visit the News Center and register for customized automatic delivery of Verizon news releases.

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FPSC-COMMISSION CLERK

NEWS RELEASE



**FOR IMMEDIATE RELEASE
November 2, 2010**

**Media contact:
Bob Elek
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bob.elek@verizon.com**

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