

1 STATE OF MISSOURI  
2 PUBLIC SERVICE COMMISSION  
3 TRANSCRIPT OF PROCEEDINGS  
4 Local Public Hearing  
5 July 6, 2009  
6 Kansas City, Missouri, 6:00 p.m.  
7  
8 Volume 2  
9 In the Matter of Southwestern Bell )  
10 Telephone Company, d/b/a AT&T )  
11 Missouri's Application for Waiver of )Case No. IE-2009-0357  
12 the General Distribution Requirement )  
13 of White Page Directories Under )  
14 4 CSR 240-32.050(4)(B) )  
15  
16  
17 MORRIS L. WOODRUFF, Presiding  
18 SENIOR DEPUTY CHIEF REGULATORY LAW JUDGE  
19 ROBERT M. CLAYTON, III  
20 CHAIRMAN  
21 KEVIN GUNN  
22 TERRY JARRETT  
23 COMMISSIONERS  
24  
25 Reported by:  
Janet H. Wimer, CCR

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1                   P R O C E E D I N G S

2                   (Starting time of the Hearing: 6:04  
3   p.m.)

4                   JUDGE WOODRUFF: Good evening everyone.  
5   Welcome to this local public hearing. We're  
6   hearing case number IE-2009-0357 which concerns  
7   Southwestern Bell Telephone's Application for  
8   Waiver of the General Distribution Requirement of  
9   White Pages Directories.

10                  Let me introduce the Commissioners here  
11   with me. To my right is Chairman Robert Clayton.  
12   To my left is Commissioner Kevin Gunn, and I  
13   believe Commissioner Terry Jarrett is in Jefferson  
14   City.

15                  COMMISSIONER JARRETT: That is correct.  
16   Good evening.

17                  JUDGE WOODRUFF: Alright, we have a  
18   voice coming through the aisles here. Glad for you  
19   to be here, Commissioner.

20                  COMMISSIONER JARRETT: Glad to be here.

21                  JUDGE WOODRUFF: Let me start by -  
22   comment?

23                  CHAIRMAN CLAYTON: I'd like to welcome  
24   all of you here today - well, just actually one of  
25   you here today. Thank you for coming out, sir. My

1 name is Robert Clayton, I'm Chairman of the  
2 Commission. This is a local public hearing held in  
3 the Kansas City area. Is there an echo in here?  
4 Maybe if they mute it back home, all will be well.

5 This is a local public hearing of the  
6 Commission, held to be important that we have in  
7 the community and hear what folks have to say  
8 about, frankly, a fairly radical change in policy  
9 regarding telephone directories and White Pages.  
10 There is a settlement that is before us, and we  
11 appreciate the parties bringing forward a unanimous  
12 agreement.

13 The Commission would like to take up  
14 the pros and cons in that agreement in the near  
15 future. I know that some comments have been filed  
16 in our electronic filing system. We'll be taking  
17 those into consideration, as well, as well as the  
18 conversation that we have with the parties in an  
19 oral argument in St. Louis on Wednesday. We'll  
20 also be taking comments from the public in St.  
21 Louis at another local public hearing.

22 But we appreciate you, sir, for coming  
23 out here today and certainly if anyone else comes  
24 in, we look forward to hearing what anyone and  
25 everyone has to say about this issue, so thanks for

1 coming out.

2 JUDGE WOODRUFF: Commissioner Gunn, do  
3 you have anything you want to add?

4 COMMISSIONER JARRETT: No. The Chairman  
5 covered it.

6 JUDGE WOODRUFF: Commissioner Garrett?  
7 Alright. Let's start with entries of appearance  
8 for AT&T.

9 MR. BUB: Thank you, Your Honor. Leo  
10 Bub for AT&T.

11 JUDGE WOODRUFF: For the Office of  
12 Public Counsel?

13 MR. MILLS: On behalf of the Office of  
14 Public Counsel, the public, my name is Lewis Mills.

15 JUDGE WOODRUFF: For the Staff of the  
16 Commission?

17 MR. RITCHIE: Representing Staff, Sam  
18 Ritchie.

19 JUDGE WOODRUFF: Any attorneys that I've  
20 missed? Alright. We have one name on the list  
21 here that wants to testify, and the name is Jerry  
22 Rosenblum. Mr. Rosenblum, if you want to come up  
23 to the podium up here, the silver one over here,  
24 and raise your right hand and I'll swear you in.

25 (WHEREIN, Jerry Rosenblum was duly

1 sworn by Judge Woodruff.)

2 JUDGE WOODRUFF: First of all, tell us  
3 your name.

4 MR. ROSENBLUM: My name is Jerry  
5 Rosenblum. I'm a resident of Kansas City,  
6 Missouri.

7 JUDGE WOODRUFF: And are you a customer  
8 of AT&T?

9 MR. ROSENBLUM: Yes.

10 JUDGE WOODRUFF: What would you like to  
11 tell us?

12 MR. ROSENBLUM: Well, I really had some  
13 questions. I don't want to tell you anything, but  
14 my questions I feel were answered. One was  
15 assuming this is approved, when will it

16 JUDGE WOODRUFF: Can you speak into the  
17 mic a little closer?

18 MR. ROSENBLUM: One question I had is  
19 when the book will be terminated and as proposed,  
20 possibly as early as January, 2010, and how I can  
21 physically get a copy of that book which I will  
22 request, and will I have to go back there or is one  
23 going to be left.

24 I asked if they had any plans to  
25 actually terminate the book completely in the next

1 three or four years and they said no, that they  
2 would have to go back through the Missouri Public  
3 Service Commission. I think they answered those  
4 questions.

5 CHAIRMAN CLAYTON: Mr. Rosenblum, thanks  
6 for coming out here today. I just have a couple of  
7 questions. Since you have gotten your questions  
8 answered, and I think there's an information sheet  
9 in back that sets out the terms of the settlement  
10 among all the parties, how do you feel about this  
11 type of arrangement? Do you feel comfortable with  
12 it?

13 MR. ROSENBLUM: Well, as soon as I get  
14 my White Pages, I'll feel comfortable with it, but  
15 I think, hopefully, it will be made very easily  
16 especially for older people and someone who relies  
17 on this book.

18 CHAIRMAN CLAYTON: Do you think the  
19 system that they have set up to request a White  
20 Pages Directory is, do you think that's an  
21 acceptable process in place or do you think we just  
22 need to wait and see how it works out?

23 MR. ROSENBLUM: It seems to be  
24 acceptable to me, the way it was explained to me.

25 CHAIRMAN CLAYTON: Okay. Do you use the

1 physical White Pages on a regular basis, the White  
2 Pages book?

3 MR. ROSENBLUM: Well, I do use it  
4 sometimes, sometimes a couple times a week and  
5 sometimes I may go two or three weeks without using  
6 it, but I do use it. I also keep it handy.

7 CHAIRMAN CLAYTON: Do you think it's an  
8 important part, an important reference to have in  
9 the home?

10 MR. ROSENBLUM: Yes, I do.

11 CHAIRMAN CLAYTON: Have you ever used an  
12 online directory?

13 MR. ROSENBLUM: Occasionally at the  
14 library, I have.

15 CHAIRMAN CLAYTON: You don't have - do  
16 you mind if I ask you, do you have internet access  
17 at home?

18 MR. ROSENBLUM: No.

19 CHAIRMAN CLAYTON: Maybe you don't have  
20 broadband available at your address? Is that the  
21 case?

22 MR. ROSENBLUM: I don't know. I live in  
23 Kansas City, Missouri. I should.

24 CHAIRMAN CLAYTON: Have you had success  
25 in using the online versions of directory



1 assistance on the computer, when you do use it at a  
2 library?

3 MR. ROSENBLUM: Most of the time, I've  
4 had success.

5 CHAIRMAN CLAYTON: Most of the time, but  
6 you've had some problems?

7 MR. ROSENBLUM: I've had some problems.  
8 Couldn't find it.

9 CHAIRMAN CLAYTON: Couldn't find it?  
10 And, you have to go to a library to actually access  
11 that information?

12 MR. ROSENBLUM: Yes.

13 CHAIRMAN CLAYTON: Okay. I don't think  
14 I have any other questions. Thanks so much for  
15 coming out tonight.

16 JUDGE WOODRUFF: Do you have anything?

17 COMMISSIONER GUNN: I just have one  
18 follow-up question. When you've done the online  
19 searches, do you remember, and you may not, but do  
20 you remember if you used either Real Pages Live or  
21 yellowpages.com, or did you use Google or some  
22 other

23 MR. ROSENBLUM: No. I did not use the  
24 two that you mentioned.

25 COMMISSIONER GUNN: You didn't use

1     either one? Do you remember which one you used?

2             MR. ROSENBLUM: I was looking up a  
3     business, I think I did use Google.

4             COMMISSIONER GUNN: Google, okay.

5             MR. ROSENBLUM: Well, I was really  
6     looking for a toll-free number for them and I  
7     couldn't find it. I found out later on that they  
8     did have one.

9             COMMISSIONER GUNN: That's actually a  
10    very important point. So you used the search  
11    engine, couldn't find the toll-free number but  
12    later on, did you say they had one or they didn't  
13    have one?

14            MR. ROSENBLUM: Did have one.

15            COMMISSIONER GUNN: They did have one,  
16    but you couldn't find it online?

17            MR. ROSENBLUM: I couldn't. I'm not  
18    that slick on computers either.

19            COMMISSIONER GUNN: That's all I have.  
20    Thank you very much.

21            JUDGE WOODRUFF: Commissioner Jarrett,  
22    do you have any questions?

23            COMMISSIONER JARRETT: I don't have any  
24    questions. I'd just like to thank Mr. Rosenblum  
25    for coming out tonight and providing us testimony.

1     Thanks.

2                 JUDGE WOODRUFF: Any parties have any  
3     questions for Mr. Rosenblum? Thank you, Mr.  
4     Rosenblum. Mr. Rosenblum is the only name that's  
5     signed up on the list. Is there anyone else here  
6     who would like to testify? I don't see anyone  
7     else. I guess that concludes our hearing for  
8     tonight. Thank you all very much for coming. We  
9     are adjourned.

10                (WHEREIN, the Hearing is concluded at  
11     6:14 p.m.)

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## 1 CERTIFICATE OF REPORTER

2 STATE OF MISSOURI ) ss

3 COUNTY OF CLAY )

4 I, JANET H. WIMER, Certified Court  
5 Reporter, the officer before whom the foregoing  
6 hearing was taken, do hereby certify that the  
7 testimony in said hearing was taken by me to the  
8 best of my ability and thereafter reduced to  
9 typewriting under my direction; that I am neither  
10 counsel for, related to, nor employed by any of the  
11 parties to the action in which this hearing was  
12 taken, and further, that I am not a relative or  
13 employee of any attorney or counsel employed by the  
14 parties thereto, nor financially or otherwise  
15 interested in the outcome of the action.

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18 Notary Public in and for

19

the State of Missouri

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21 My Commission Expires:

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