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MARY ANN YOUNG  
ATTORNEY AT LAW  
OF COUNSEL  
(573) 634-8109  
FAX (573) 634-8224

November 8, 2002

FILED<sup>2</sup>

NOV 08 2002

Missouri Public Service Commission  
Attn: Secretary of the Commission  
200 Madison Street, Suite 100  
P. O. Box 360  
Jefferson City, MO 65102-0360

Missouri Public  
Service Commission

RE: Case No. CO-2003-0094  
**The Pager Company dba The Pager & Phone Company's Application for  
Designation as an Eligible Telecommunications Carrier for Universal  
Service Fund Support for Federal Lifeline and LinkUp Programs**

Dear Secretary:

Enclosed please find an original and five copies of an **AMENDED**  
**APPLICATION FOR DESIGNATION AS AN ELIGIBLE TELECOMMUNICATIONS**  
**CARRIER FOR FEDERAL LIFELINE AND LINKUP PROGRAMS** for filing  
with the Commission on behalf of The Pager Company dba The Pager & Phone  
Company.

Thank you for assistance in the processing this filing. Copies are being served  
on the Commission's General Counsel and Office of the Public Counsel. Please  
contact me at 634-8109 if there are any questions.

Sincerely,

  
Mary Ann (Garr) Young

Enclosure

cc: General Counsel  
Office of the Public Counsel  
Mark Foster, Foster & Malish  
Dale Schmick, PagerCo

BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI

**FILED**<sup>2</sup>  
NOV 08 2002

Missouri Public  
Service Commission

In the matter of the Application of )  
**The Pager Company dba** )  
**The Pager & Phone Company** )  
for Designation as a Telecommunications )  
Carrier Eligible for Federal Universal )  
Service Support pursuant to Section 254 )  
of the Telecommunications Act of 1996 )

Case No. CO-2003-0094

**AMENDED APPLICATION FOR DESIGNATION AS AN ELIGIBLE  
TELECOMMUNICATIONS CARRIER  
FOR FEDERAL LIFELINE AND LINKUP PROGRAMS**

Comes now The Pager Company dba The Pager & Phone Company ("PagerCo" or "Applicant"), by its undersigned counsel, and hereby files its Amended Application to correct, update and make more complete its request for eligible telephone carrier designation. In its Application filed herein on September 6, 2002, The Pager Company's fictitious name (dba The Pager & Phone Company) was omitted, both from the style of the case and from the body of the Application. The style of case shown above reflects the correct, current name of Applicant, and Applicant requests that the Commission revise the style of the case accordingly.

Since the filing of the Application on September 6, PagerCo has adopted the M2A with Southwestern Bell Telephone Company (SWBT), and notice of that adoption has been filed with the Commission and taken effect. PagerCo has also applied for and received certificate of service authority to provide interexchange services. PagerCo also wishes to address the potential benefit to customers this designation could bring and to advise the Commission regarding its plans for facilities-based service. Finally, the original Application was filed in paper form, and page 3 was omitted when the document was scanned into the Commission's Electronic Filing and Information System (EFIS), so the scanned version

skipped from page 2 to page 5. Therefore, to correct and update the original application, and to ensure that the Commission's official case file contains the entire contents of the Application, PagerCo submits this Amended Application, which from this point, essentially duplicates the original Application, with additions, changes and corrections. PagerCo has also added the pertinent portion of the Communications Act of 1996 to the text of the Application for the Commission's convenience.

The Pager Company dba The Pager & Phone Company ("PagerCo" or "Applicant"), by its undersigned counsel, hereby applies pursuant to Sections 214 and 254 of the federal Telecommunications Act of 1996 (FTA), for designation as an eligible telecommunications carrier for universal service support (ETC) for federal lifeline and linkup programs under the provisions of 47 CFR 54.201(d) in 11 counties in the state of Missouri, and for certification of this designation to the Federal Communications Commission (FCC). In support of its Amended Application, PagerCo states as follows:

1. PagerCo is a Missouri corporation with principal offices located at 3030 East Truman Road, Kansas City MO 64127. The character of business performed by Applicant is telecommunications services. PagerCo is authorized to provide basic local exchange and local exchange service in Missouri pursuant to the Commission's Order Granting Certificate to Provide Basic Local and Local Exchange Telecommunications Services issued April 12, 1999, in Case No. TA-99-115. The Commission acknowledged a change in corporate name from The Pager Company to The Pager Company dba The Pager & Phone Company in Case No. TO-2002-165 on October 23, 2001. PagerCo included copies of documentation it filed with the Missouri Secretary of State to register its corporate fictitious name in that matter, and that documentation is incorporated herein by reference

pursuant to 4 CSR 240-2.060(G). Attached hereto as Exhibit A is a copy of a Certificate of Good Standing from the Secretary of State for The Pager Company. PagerCo is also authorized to provide interexchange service in Missouri pursuant to the Commission's Order Approving Interexchange Certificate of Service Authority issued November 6, 2002, in Case No. CK-2003-0164. PagerCo has not yet filed tariffs for interexchange service, but will do so shortly.

2. PagerCo has no pending actions or final unsatisfied judgments or decisions against Applicant in any state, federal agency, or court which involve customer service or rates for which action, judgment, or decision has occurred within three (3) years of the date of this Application. PagerCo does not have any overdue annual reports or fees owed to the Missouri Public Service Commission.

3. All inquiries, correspondence, communications, pleadings, notices, orders and decisions relating to the case should be addressed to:

Mary Ann (Garr) Young  
WILLIAM D. STEINMEIER, P.C.  
2031 Tower Drive  
P.O. Box 104595  
Jefferson City MO 65110-4595  
Phone: 573-634-8109  
Fax: 573-634-8224  
Email: myoung0654@aol.com

with a copy to:

Mark Foster  
Foster & Malish, L.L.P.  
1403 West Sixth Street  
Austin TX 78703  
Phone: 512-476-8591  
Fax: 512-477-8657  
Email: markfoster@austin.rr.com

4. PagerCo can currently offer all the services that are supported by Federal universal service support mechanisms under Section 254(c) of the FTA. However, some of the services on the Section 254(c) list are currently blocked due to the credit-challenged status of PagerCo's customers. PagerCo provides lifeline and linkup service discounts to thousands of Missouri customers in the Kansas City and Springfield areas, on a resold basis. In filing this application, PagerCo is unveiling its plans to convert to UNE-P (unbundled network element platform) service which, along with PagerCo's newly-issued IXC certificate and the ETC designation sought herein, will permit PagerCo to offer lifeline and linkup eligible customers reasonable and affordable access to 1+ dialing, operator services and directory assistance.

5. Specifically, PagerCo currently offers services including: single-party service; voice grade access to the public switched network; DTMF signaling or its functional equivalent; and access to emergency services. As stated above, 1+ service as well as DA and OS are not available to our customers because we must block all 1+ services to avoid the inherent risk in offering these usage-sensitive services to credit challenged customers. These services are currently provided on a resold basis, but PagerCo is in the process of moving to a UNE-P platform for provision of these services, which will constitute a combination of facilities-based and resold services. As stated on page 1 above, PagerCo has, since the filing of the Application herein, adopted the M2A interconnection agreement with SWBT, and filed notice thereof with the Commission on September 20, 2002. PagerCo's current tariff designates all services as resold. PagerCo is in the process of preparing tariff revisions for these services to be provided on a UNE-P platform basis and will file those tariff revisions as soon as possible. Provision of service on a UNE-P basis

will permit PagerCo to offer expanded features at a lower cost than PagerCo currently charges for those services on a resold basis. PagerCo maintains two full-time field technicians and a fleet of service vehicles to assure quality of service and customer satisfaction.

6. PagerCo also provides such services as are required by the Federal Lifeline and LinkUp Programs at the rates established by the Commission for such services to eligible low-income customers and disabled customers pursuant to its current approved tariff. Those services are also currently provided on a resold basis, but will be provided on a combination facilities-based and resold basis upon approval by the Commission of the tariff revisions to be filed by PagerCo and upon approval by the Commission of this ETC designation. PagerCo, to the best of its knowledge, is the only Missouri CLEC providing lifeline service on a prepaid basis, and thousands of Kansas City and Springfield area customers have dial-tone service today because PagerCo is available as a competitive local exchange carrier. These customers would otherwise remain disconnected from the telecommunications network, unserved universal service fund statistics. If PagerCo obtains ETC designation, it will be able to provide lower priced expanded features and to offer to unblock other features like DA, OS and 1+ long distance dialing.

7. PagerCo intends to bring the benefits of UNE-P to prepaid customers in Missouri, and wishes to extend those benefits to its current and future lifeline customers. Through lower UNE-P costs, PagerCo will significantly reduce the price of options to its customers. Caller ID will be free, and single options will go from \$5.00 each to \$1.00 each, and the highest available package will go to \$4.00 from \$18.00. Options are important to all customers, and services like Caller ID are used by many customers to protect their privacy

and thwart harassing telephone calls. PagerCo's charge to restore service (due to suspension for non-payment of bill) will be reduced from \$20.00 to \$10.00. PagerCo has learned that many of its customers miss paying their bill on time—despite reminder efforts that go above and beyond the Commission's notice of discontinuance requirements—and invariably restore service the following day. This change alone will save our customers an estimated \$5,000 per month.

8. Due to the way UNE-P is set up, PagerCo will be able to allow customer access to 1+ long distance without exposure to an unacceptable level of risk of bad debt. PagerCo will offer a 1+ service that is based on a prepaid account for customers who want toll control, or customers will be able to choose their own long distance provider. The ability to dial 1+ will be a significant benefit to PagerCo's customers from the transition to UNE-P and is another reason granting the ETC designation to PagerCo is in the public interest, so low income lifeline eligible consumers will have a functionally equivalent option.

9. PagerCo seeks certification as an ETC for purposes of federal universal service support for Lifeline and LinkUp services only in the service area which includes the following counties located in the Kansas City and Springfield areas: Platte, Jackson, Clay, Christian, Polk, Lafayette, Lawrence, Greene, Cass, Buchanan, Adair and Clinton where Southwestern Bell Telephone Company is certified as the incumbent local exchange company .

10. To the best of PagerCo's knowledge, none of the areas for which PagerCo seeks certification as an ETC have been designated as areas served by rural telephone companies.

11. PagerCo currently offers and advertises essential services in the exchanges where Southwestern Bell Telephone Company is certified as the incumbent local exchange company in the Kansas City and Springfield areas, including Platte, Jackson, Clay, Christian, Polk, Lafayette, Lawrence, Greene, Cass, Buchanan, Adair and Clinton counties. PagerCo utilizes television and radio advertising, media of general distribution, in the Kansas City and Springfield areas and attached hereto as Exhibit B are copies of statements for August 13, 2002 and September 13, 2002, for television and radio advertising in the Kansas City and Springfield areas. These statements reflect PagerCo's average monthly expenditure of more than \$30,000 per month for advertising. Attached as Exhibit C are copies of scripts for 30-second television advertisements for PagerCo. Attached as Exhibit D are copies of CD-ROMs containing samples of PagerCo's television advertisements. PagerCo will continue to utilize similar advertising campaigns using media of general distribution in these areas upon ETC designation.

12. PagerCo is aware that the Commission has been reluctant in the past to designate ETCs on any prospective basis. However, PagerCo believes that its stated intentions, backed by its past and current actions, constitute more than an adequate showing of present intent and ability to meet the requirements of an ETC upon designation. Without the ETC designation, and the federal universal service fund support resulting therefrom, PagerCo cannot offer its lifeline customers the reduced prices for expanded options or the unblocking of 1+, OS and DA. Withholding approval of this ETC designation would be inherently unfair because it would result in non-lifeline customers receiving the benefits of UNE-P while lifeline customers would be faced with giving up the lifeline discount to take advantage of the benefits of UNE-P service.



13. PagerCo hereby certifies that it will only use federal universal fund support for the provision, maintenance and upgrading of its facilities and services for which the support is intended.

14. PagerCo also requests that if the Commission grants the designation as an eligible telecommunications carrier for Federal Lifeline and LinkUp Programs to PagerCo, that the Commission also certify to the Federal Communications Commission (FCC) that PagerCo will only use the federal universal fund support for the purposes for which it was intended.

15. Section 214(e) of the FTA provides that a State Commission:

Upon request and consistent with the public interest, convenience, and necessity . . . may, in the case of an area served by a rural telephone company, and shall, in the case of all other areas, designate more than one common carrier as an eligible telecommunications carrier for a service area designated by the State Commission, so long as each additional requesting carrier meets the requirements of paragraph (1).

Section 214(e)(1) A common carrier designated as an eligible telecommunications carrier . . . shall be eligible to receive universal service support in accordance with section 254 and shall, throughout the service area for which the designation is received——

(A) offer the services that are supported by Federal universal service support mechanisms under section 254(c), either using its own facilities or a combination of its own facilities and resale of another carrier's services (including the services offered by another eligible telecommunications carrier); and

(B) advertise the availability of such services and the charges therefore using media of general distribution.

16. It is in the public interest for the Commission to grant this application in order to promote competition in the provision of basic local service and to promote universal service to Missourians. PagerCo has shown that it will both offer and advertise the

services in question on a combined facilities-based and resold basis in the areas for which ETC designation is sought upon designation.

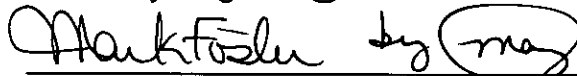
WHEREFORE, Applicant The Pager Company dba The Pager & Phone Company respectfully requests that the Commission 1) amend the style of this case to reflect Applicant's current name, 2) accept this Amended Application in substitution for the original Application filed herein, 3) designate Applicant as an eligible telecommunications carrier for universal service fund support for Federal Lifeline and LinkUp programs 4) issue proper certification of this designation to the Federal Communications Commission, and 5) take or authorize such other actions as may be necessary and appropriate as regards this Application.

Respectfully submitted,



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Mary Ann (Garr) Young Mo. Bar #27951  
WILLIAM D. STEINMEIER, P.C.  
2031 Tower Drive, P.O. Box 104595  
Jefferson City MO 65110-4595  
Phone: 573-634-8109  
Fax: 573-634-8224  
Email: myoung0654@aol.com



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Mark Foster TX Bar # 07293850  
Foster & Malish, L.L.P.  
1403 West Sixth Street  
Austin TX 67603  
Phone: 512-476-8591  
Fax: 512-477-8657  
Email: markfoster@austin.rr.com

COUNSEL FOR THE PAGER COMPANY dba  
THE PAGER & PHONE COMPANY

CERTIFICATE OF SERVICE

I hereby certify that a copy of this document has been hand delivered or mailed by first class mail, postage prepaid to the Office of Public Counsel and the General Counsel of the Missouri Public Service Commission on this 8th day of November 2002.




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Mary Ann (Garr) Young

VERIFICATION

STATE OF MISSOURI )  
COUNTY OF JACKSON )

I, DALE Schrick, being first duly sworn, state that I am the Vice President, General Manager of The Pager Company dba The Pager & Phone Company, Applicant herein; that I am authorized to sign this Verification on Applicant's behalf, that I have reviewed the matters set forth in the Application, and that the statements set forth therein are true to the best of my knowledge and belief.

  
Name: \_\_\_\_\_  
Title: Vice President/General Manager

Sworn to and subscribed before me this 6<sup>th</sup> day of November 2002.

  
Notary Public



RONALD L. MEDLIN  
Jackson County  
My Commission Expires  
June 13, 2006

Missouri PSC Case No. CO-2003-0094  
The Pager Company dba  
The Pager & Phone Company

**EXHIBIT A**

The Pager Company Certificate of Good Standing

No. 00417098

# STATE OF MISSOURI



Matt Blunt  
Secretary of State

CORPORATION DIVISION


CERTIFICATE OF CORPORATE GOOD STANDING

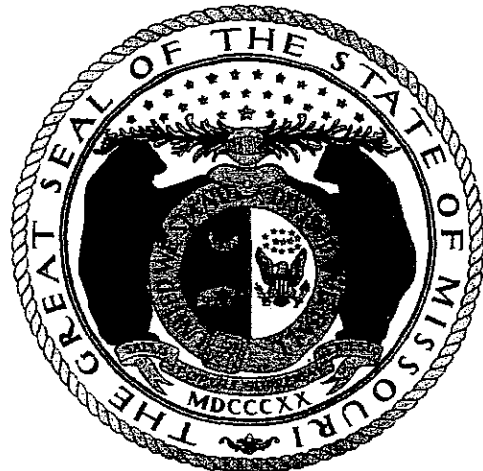
I, MATT BLUNT, Secretary of State of the State of Missouri, do hereby certify that the records in my office and in my care and custody reveal that

THE PAGER COMPANY

was incorporated under the laws of this State on the 4th day of OCTOBER, 1995, and is in good standing, having fully complied with all requirements of this office.

IN TESTIMONY WHEREOF, I have set my hand and imprinted the GREAT SEAL of the State of Missouri, on this, the 22nd day of OCTOBER, 2002.

  
Secretary of State



Missouri PSC Case No. CO-2003-0094  
The Pager Company dba  
The Pager & Phone Company

**EXHIBIT B**

Television and radio advertising statements



# KEYSTONE

media international

THE PAGER COMPANY  
3030 E. TRUMAN ROAD  
KANSAS CITY, MO 64127

The Pager Company  
July Advertising  
Invoice # 1425  
Invoice Date: August 13, 2002

## TELEVISION

STATIONS	Kansas City WDAF (FOX)		Kansas City KCWE (UPN)		Springfield KWBM (WB)		Kansas City KSMO (WB)	
	Program	Spots	Program	Spots	Program	Spots	Program	Spots
MON-FRI	6-9A	3						
	9A-12N	1			9A-12N	10	9A-12N	12
	12N-3P	5	12N-3P	27	12N-3P	12	12N-3P	21
					3-6P	14		
			6-10P	8	6-10P	28		
	10P-1A	2	10P-1A	17			10P-1A	13
SAT			12N-3P	3	12N-3P	6		
			3-6P	2				
			10P-1A	2				
SUN					6-9A	5		
					12N-3P	1		
	10P-1:30A	4	3-6P	2			10P-1:30A	5

Total TV Spots	15	61	76	51
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**RADIO**

	<b># OF SPOTS</b>
KCZZ (KUPN)	94
KPRS	92
<b>Total Radio Spots</b>	<b>186</b>

**CABLE**

<b>PROGRAM</b>	<b># OF SPOTS</b>	<b>Avg # Spots Per Zone</b>
BET	512	102
CMT	304	61
CMDY	401	80
EI	357	71
ESPN2	477	95
FAM	362	72
FOXS	308	62
FX	495	99
MTV	655	131
TBS	358	72
TNN	317	63
USA	433	87
VH-1	305	61
<b>TOTALS</b>	<b>5284</b>	<b>1057</b>

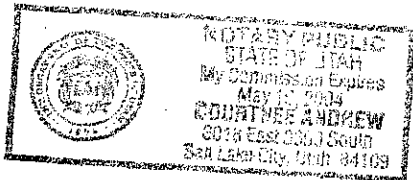
**TOTAL DUE KEYSTONE MEDIA**

**\$36,746**

Terms: Net 15 days from the invoice date

On this 13 day of Aug, 2002,  
I certify, based on the notarized station invoices,  
the listed spots aired, and this document is true  
and complete.

Courtnee Andrew  
Notary Public





# KEYSTONE

media international

THE PAGER COMPANY  
3030 E. TRUMAN ROAD  
KANSAS CITY, MO 64127

The Pager Company  
August Advertising  
Invoice # 1438  
Invoice Date: September 13, 2002

## TELEVISION

STATIONS	Kansas City WDAF (FOX)		Kansas City KCWE(UPN)		Springfield KWBM(WB)		Kansas City KSMO (WB)	
	Program	Spots	Program	Spots	Program	Spots	Program	Spots
MON-FRI	6-9A	1			9A-12N	8	9A-12N	12
			12N-3P	14	12N-3P	14	12N-3P	20
			3-6P	16	3-6P	12		
			6-10P	12	6-10P	30		
			10P-1A	12			10P-1A	20
SAT			9A-12N	1	9A-12N	3		
			12N-3P	3	12N-3P	2		
			3-6P	3				
			10P-1A	2				
SUN			9A-12N	1	9A-12N	6		
			12N-3P	2				
	10P-1:30A	4	3-6P	2			10P-1:30A	6

Total TV Spots

5

68

75

58

**RADIO**

	<b># OF SPOTS</b>
KCZZ (KUPN)	99
KPRS	91
<b>Total Radio Spots</b>	<b>190</b>

**CABLE**

<b>PROGRAM</b>	<b># OF SPOTS</b>	<b>Avg # Spots Per Zone</b>
BET	586	117
CMT	315	63
CMDY	451	90
EI	398	80
ESPN2	420	84
FAM	386	77
FOXS	250	50
FX	290	58
MTV	610	122
TBS	252	50
TNN	391	78
USA	434	87
VH-1	395	79
<b>TOTALS</b>	<b>5178</b>	<b>1036</b>

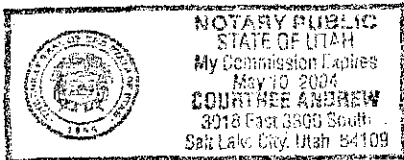
**TOTAL DUE KEYSTONE MEDIA**

**\$35,472**

**Terms: Net 15 days from the invoice date**

On this 13 day of Sept, 2002.  
I certify, based on the notarized station invoices,  
the listed spots aired, and this document is true  
and complete.

*Courtnee Andrew*  
Notary Public



Missouri PSC Case No. CO-2003-0094  
The Pager Company dba  
The Pager & Phone Company

EXHIBIT C

Scripts for television advertisements

# fountainhead

advertising

8024 Mesa Drive, #132, Austin TX 78739  
Tel: (512) 346-8839 Fax: (512) 338-9138

Advertising Script Proposal

## **The Pager & Phone Company :30 TV Spot**

Revision 6

November 7, 2001

The ideas contained in this document are the property of Fountainhead Advertising and are not to be used or disclosed without the express written consent of Fountainhead Advertising.

---

Client Approval: \_\_\_\_\_ Date: \_\_\_\_\_

# fountainhead

advertising

## VIDEO SCRIPT

Client: The Pager & Phone Company  
Market: Kansas City  
Length: 30 second Cable  
Job #: PPC0109-002  
Job Name: October TV Spot  
Revision: 6

### Concept 1-1: "Don't be Fooled!"

#### Audio

VO: DON'T BE FOOLED!

Many pre-paid home phone companies are offering what look like deals up front...

...compared to The Pager Company the monthly savings don't add up!

DON'T BE FOOLED!

Their discounts for Medicare, SSI, Food-stamps, and other 'lifeline eligible customers' - nothing...Ours!

DON'T BE FOOLED!

Their repair department, our repair department.

DON'T BE FOOLED!

Their customer service...(sfx: busy signal)...  
Our customer service.

Call The Pager Company today for the most affordable pre-paid phone service available.  
816-472-4377.

[Need second cut with Springfield number:  
417-866-3222.]

#### Video

Graphic: 'DON'T BE FOOLED!' Flashing black & white

Type rapidly zooming in on screen and staying up as a collage: COMMSOUTH \$52.75, SURETEL \$56.28, MAXTEL \$66.29, 1-800 RECONEX \$72.20, ends with 'Do Not' symbol over entire screen.

Type 'The Pager Company \$29.95 per month (tiny print '+ tax & Surcharges')

'Don't Be Fooled' graphic.

Type over split screen with table, 'Others/PPC Logo': 'Medicare, SSI, Food Stamps'. Then disappears just prior to the word nothing. On the word nothing a '0' appears on the Others side, then quarters build up on Pager Company side.

'Don't Be Fooled' graphic.

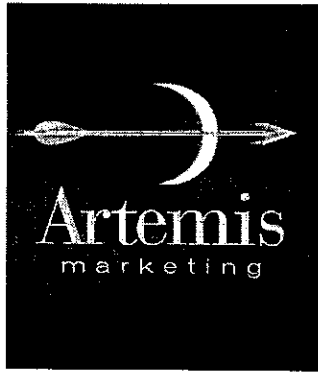
Split screen: (Others side) blank screen with question mark, (Pager Co side) telephone repairman on site.

'Don't Be Fooled' graphic.

Split screen: (Others side) image of phone with busy signal, (Pager Co side) pix of all of the stores in a collage.

TPC logo spins onto screen with phone number.

[Need second cut with Springfield number:  
417-866-3222.]



6104 Skahan Lane  
Austin, Texas 78739  
Tel: (512) 301-0946  
Fax: (512) 301-0947

1 x :30 Television Commercial

# The Pager Company Don't Be Fooled Revise

Revision 2

May 1, 2002

The ideas contained in this document are the property of Artemis Marketing, LLC  
and are not to be used or disclosed without the express written consent of Artemis Marketing.

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Client Approval: \_\_\_\_\_ Date: \_\_\_\_\_

V I D E O   S C R I P T

Client:           The Pager Company  
Market:           Kansas City  
Length:           30 second Cable  
Job #:             PPC0204-007  
Job Name:         Too Many Options  
Revision:         2

**Spot 4a: "Don't Be Fooled: Great Deal"**

**Audio**

VO: DON'T BE FOOLED!

Many pre-paid home phone companies are offering what look like deals up front...

...compared to The Pager & Phone Company the monthly savings don't add up!

DON'T BE FOOLED!

They want you to think you're getting a deal by loading you up with options you may never use. At The Pager & Phone Company, you get what you need for less.

DON'T BE FOOLED!

Their discounts for Medicaid, SSI, Food-stamps, and other 'lifeline eligible customers' - nothing...Ours!

DON'T BE FOOLED!

Their customer service...(sfx: busy signal)...  
Our customer service.

Call The Pager & Phone Company, the new name for The Pager Company, today!  
816-472-4377.

(106 WORDS)

**Video**

Graphic: 'DON'T BE FOOLED!' Flashing black & white

Type rapidly zooming in on screen and staying up as a collage: COMMSOUTH \$52.75, SURETEL \$56.28, MAXTEL \$66.29, 1-800 RECONEX \$72.20, ends with 'Do Not' symbol over entire screen.

Type 'The Pager & Phone Company \$29.95 per month (tiny print '+ tax & Surcharges')

'Don't Be Fooled' graphic.

Split screen of person wrapped in phone cords fumbling through stacks of manuals and looking frazzled. Opposite side shows cute girl talking happily on phone.

'Don't Be Fooled' graphic.

Type over split screen with table, 'Others/PPC Logo': 'Medicaid, SSI, Food Stamps'. Then disappears just prior to the word nothing. On the word nothing a '0' appears on the Others side, then quarters build up on Pager & Phone Company side.

'Don't Be Fooled' graphic.

Split screen: (Others side) image of phone with busy signal, (Pager & Phone Co side) pix of all of the stores in a collage.

TP&PC logo spins onto screen with phone number.



Missouri PSC Case No. CO-2003-0094  
The Pager Company dba  
The Pager & Phone Company

**EXHIBIT D**

Sample television advertisements on CD-ROM