

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

In the Matter of Southwestern Bell Telephone)	
Company, d/b/a AT&T Missouri's Application)	
for Waiver of the General Distribution)	Case No. IE-2009-0357
Requirement of White Page Directories Under)	
4 CSR 240-32.050(4)(B).)	

AT&T MISSOURI'S REPLY TO PUBLIC COUNSEL

AT&T Missouri¹ welcomes the opportunity to work with Public Counsel and the other parties participating in this case to address their concerns about AT&T Missouri's proposal to change the method of distributing printed residential white page telephone directories in its service area. AT&T Missouri concurs that working together in this manner should reduce the issues and could potentially eliminate the need for an evidentiary hearing so that the case could be resolved by stipulation.

AT&T Missouri appreciates Public Counsel's shared interest in conserving resources and its willingness to work to develop a cost-effective plan that will target the delivery of printed white page directories to customers that want them. AT&T Missouri also appreciates Public Counsel's bringing to AT&T Missouri's attention public comments filed with the Missouri Public Service Commission ("Commission"). These comments, however, do not fairly reflect customer sentiment toward AT&T Missouri's proposed plan. Many who posed negative comments misunderstood AT&T Missouri's proposed plan: they appeared to believe incorrectly that printed residential directories were going to be eliminated. Others expressed concerns about an inability of customers without computers or the Internet to access residential listings.

¹ Southwestern Bell Telephone Company, d/b/a AT&T Missouri, will be referred to in this pleading as "AT&T Missouri."

AT&T Missouri's proposed plan, however, will take care of all these customers. Under AT&T Missouri's plan, all customers in its service territory wishing to have a printed residential white page directory will receive one for free, as they have for many years. All they need to do is place one quick phone call.

Public Counsel also described comments posted about the ability to reach the appropriate AT&T representative to obtain a printed directory when calling AT&T's general contact numbers, (through which, e.g., AT&T Missouri representatives handle customer requests for new service, adds, moves or changes to existing services, repairs, billing or collection issues). AT&T Missouri, however, plans to provide a dedicated toll-free 800 number for customers to obtain a printed residential white page directory. That number will connect customers to an automated system that only handles directory requests. That number will also be staffed by representatives dedicated solely to fulfilling directory requests.

Public Counsel's concern about the continued availability of the "Customer Guide" information² from the residential white page directory will also be addressed by AT&T Missouri's proposed plan. Going forward, the Customer Guide pages will also be placed in the AT&T Yellow Pages, which all customers will continue to receive. The Yellow Pages will also contain the business listings, government listings, and information on how to receive a printed residential directory, as well as how to access residential listings at www.RealPagesLive.com and www.Yellowpages.com.

AT&T Missouri wants all telephone customers that desire a printed residential directory to have one. AT&T Missouri simply seeks the option to cease the mass distribution of printed

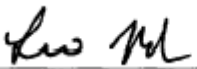
² The residential white pages "Customer Guide" section contains information such as telephone numbers for fire, police, and ambulance; customer rights, calling scopes and toll calls; bill payment and assistance; company contact information; instructions for contacting the PSC or Public Counsel; information on use of custom calling features; and assistance with obscene or harassing calls.

residential white page directories to all households and businesses in its service territory without regard to whether a customer needs or uses the book.

AT&T Missouri looks forward to working with Public Counsel and the other parties on these matters and other suggestions made by Public Counsel in its Initial Comments.

Respectfully submitted,

SOUTHWESTERN BELL TELEPHONE COMPANY,
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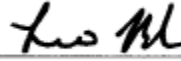
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CERTIFICATE OF SERVICE

Copies of this document were served on the following parties by e-mail on May 11, 2009.



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