

**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 REPORT  
CONCERNING TELEPHONE BOOK RECYCLING**

AT&T Missouri,<sup>1</sup> pursuant to the Missouri Public Service Commission's ("Commission's") July 24, 2009 Order Approving Unanimous Stipulation and Agreement, respectfully files this report setting out the efforts of its directory affiliate, AT&T Advertising Solutions, to encourage and facilitate the recycling of old telephone directories. These efforts are but one component of AT&T's overall corporate stewardship and sustainability efforts to reduce the impact of its business on the environment (other initiatives include expanding recycling opportunities within its own buildings; implementing programs for recycling of electronic waste, such as cell phone recycling; using alternative fuel vehicles; and participating in renewable energy programs).

1. Project ReDirectory. AT&T Advertising Solutions' effort to encourage the recycling of directories begins with public education. The cornerstone of this educational effort is Project ReDirectory. Project ReDirectory involves the publication of a nationwide toll free number, 1-800-953-4400, on directory covers. This telephone number provides information as to where and how directories may be recycled in the communities in which the directories are distributed. AT&T Advertising Solutions conducts research to identify the communities that will accept directories as part of their curbside recycling programs as well as locations where

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

directories are collected for recycling. This information is then entered into a database of verbal recordings. Members of the public can call the Project ReDirectory toll-free telephone number, enter their zip code and hear detailed information about the recycling options that are available to them. AT&T Advertising Solutions has identified recycling alternatives for 25 of the 46 directory titles published in Missouri, including all the major directories, and placed the Project ReDirectory telephone number on the cover of these directories.

AT&T Advertising Solutions adds to its public educational efforts by including messages that encourage directory recycling in all of its directory-related press releases and by participating in events such as this year's Earth Day Fair that was held in Forest Park in St. Louis, Missouri.

2. Efforts to Reduce and Recycle Surplus Directories. AT&T Advertising Solutions recognizes that there is no benefit to producing directories that will not be used and attempts to minimize the number of surplus directories at the end of each directory edition. Surplus directories are transferred to a third-party that uses the outdated directories to manufacture products ranging from home insulation to grass hydro-seed.

3. Direct Support of Community Recycling. AT&T Advertising Solutions also commits resources to efforts that directly involve the collection of directories for recycling purposes. For example, in St. Louis, AT&T Advertising Solutions pays for bins to be placed and serviced at nine locations (primarily fire stations) throughout the year. As a result of the year round availability of these recycling bins, AT&T Advertising Solutions pays for the collection and processing of not only its directories but also paper products originating from a number of different sources. These nine locations are listed on the City's website:

<http://stlouis.missouri.org/citygov/recycle/>. In Springfield, AT&T Advertising Solutions

provides the collection bins that are placed at Dillons stores for the collection of directories. These bins are in place for approximately two and one-half months. The area Girl Scouts organization retrieves the directories from the bins, delivering them to the local Nestle-Purina facility where the directories are used to produce animal litter. In addition, AT&T Advertising Solutions makes a donation to Waste Watchers in the Bagnell Dam area to support the collection site operated by this organization. AT&T Advertising Solutions also brings recycling benefits to Missouri by making a financial commitment to support the national Keep America Beautiful organization.

AT&T Advertising Solutions plans to continue to promote and assist in the recycling of directories in Missouri through educational efforts to encourage recycling and to make recycling easier, by controlling how excess directory inventory is used, and by taking actions to help facilitate the actual collection of directories.

Respectfully submitted,

SOUTHWESTERN BELL TELEPHONE COMPANY,  
D/B/A AT&T MISSOURI

BY 

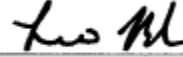
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## **CERTIFICATE OF SERVICE**

Copies of this document were served on the following parties by e-mail on September 1, 2009.



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