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February 21, 2001

The Honorable Dale Hardy Roberts
Secretary/Chief Regulatory Law Judge
Missouri Public Service Commission
301 West High Street, Floor 5A
Jefferson City, Missouri 65101

Re: **Case No. TO-2000-374**

Dear Judge Roberts:

Enclosed for filing with the Missouri Public Service Commission in the above-referenced case are an original and eight copies of The Customer Education Subcommittee's Customer Education Plan.

Thank you for bringing this matter to the attention of the Commission.

Very truly yours,

Mimi B. MacDonald /tm

Mimi B. MacDonald

Enclosure

cc: Attorneys of Record

FILED²
FEB 21 2001
Missouri Public
Service Commission

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

In the Matter of the Petition of the North)
American Numbering Plan Administrator,)
on Behalf of the Missouri Telecommunications) Case No. TO-2000-374
Industry, for Approval of NPA Relief Plan for)
the 314 and 816 Area Codes.)

**THE CUSTOMER EDUCATION SUBCOMMITTEE'S
CUSTOMER EDUCATION PLAN**

Comes now Southwestern Bell Telephone Company and, on behalf of the Customer Education Subcommittee, files the Customer Education Subcommittee's Customer Education Plan.

Respectfully submitted,

BY Mimi B. MacDonald /tm
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314 NPA Customer Education Subcommittee's **Customer Education Plan**

SWBT conducted the first industry Customer Education Subcommittee meeting via conference call on February 7, 2001. Participants included Allegiance, Arch Wireless, AT&T, Cingular, Fleishman Hillard, Global Crossing, Level 3 Communications, McLeod, Sprint PCS, SWBT, Voicestream, Winstar, and Worldcom.

It was determined that the industry would go forward with the Missouri Area Code Association ("MACA") Customer Education Plan. This includes a Web site, administration, and advertising. Fleishman-Hillard commits to provide basic outreach materials for both permissive and mandatory dialing periods, as well as serving as spokesperson for the MACA.

Fleishman-Hillard will respond to media inquiries and coordinate messages and activities with the MPSC. An outside accounting firm is recommended to handle the money of the industry. Examples of what the Web site will look like can be seen at www.texascode.com and www.kansascode.com.

A rough estimate for the proposed Customer Education Plan is \$150,000. These costs are to be shared by codeholders on the basis of the number of codes assigned to each respective company. This will be discussed in more detail on the next call scheduled for February 20, 2001. The estimated budget reflects the maximum amount of funding that would be necessary to cover all out-of-pocket expenses. A detailed budget is pending until final intent of interest by the industry Customer Education Subcommittee is obtained.

Please find attached examples of a news release and a media advisory from the overlay that was implemented in Fort Worth, Texas. This is similar to the approach that will be used in St. Louis. A copy of the MACA plan is included along with a list of all the companies in attendance at the industry customer education meeting and a list of companies who are in support of an industry committee/plan. It is also very important that each carrier provides additional internal customer education materials to its own customers.

DIAL the Code VS RELEASE

Dial Ten Digits On All Local Calls

DRAFT 03/06/2000 5:12 PM

FT. WORTH AREA GETS READY TO 'DIAL THE CODE' – TEN-DIGIT DIALING ON ALL LOCAL CALLS

Dialing the code is necessary with addition of new area code 682

FT. WORTH, March 27, 2000 — Beginning April 8, Ft. Worth area residents are being urged to "dial the code" – dial ten digits for all local calls. A new area code, 682, is being introduced in the same region served by the existing 817 area code, which includes most of Tarrant, Johnson, Parker, and Hood, plus portions of Wise and Denton counties. As a result, it will be necessary to dial ten digits for all local calls.

A voluntary transitional dialing period is being implemented from April 8 to October 6, 2000 to provide time to adjust to ten-digit dialing. During this time, calls may be completed using the seven-digit phone number, or by dialing the area code plus the seven-digit phone number. *Beginning October 7, ten-digit dialing will be required for all local calls. That means callers must dial the area code and seven-digit number in order to complete local calls.*

Current 817 phone numbers will not change, and the new area code will not effect long distance calls. Local calls today will remain local, and long distance calls will continue to require dialing either "1" or "0" plus the area code and phone number. Calls to 9-1-1 and directory assistance also remain the same.

Beginning later this year, the 682 area code may be assigned to new telephone numbers for homes and businesses located in the area currently served by the 817 area code.

Callers are urged to begin ten-digit dialing during the permissive dialing period, and to take steps to prepare their homes and businesses for the change, including:

- **planning ahead to revise printed materials such as business cards or personal checks;**
- **reprogramming fax machines, wireless phones, computer modems, security systems, and other electronic equipment;**
- **notifying important contacts such as friends and relatives, business suppliers and vendors, and employees.**

Area code relief projects are administered by the North American Numbering Plan Administration. The Public Utilities Commission of Texas approves all area code plans in Texas. Further details are available at www.texascode.com.

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For further assistance in preparing news stories concerning ten-digit dialing and the new area code for the Ft. Worth area, contact Ed Bryson at 214.665.1304.

The Texas Code Administration is a public service project funded by the telecommunications industry.



MEDIA ADVISORY

DRAFT 03/13/2000 2:46 PM

TEN-DIGIT DIALING IS HERE, FT. WORTH!

Go to Texas Code Administration web site - www.texascode.com - for full media kit materials on ten-digit dialing for the greater Ft. Worth area

EDITORS AND REPORTERS:

An important change in telephone dialing habits is underway in the greater Ft. Worth area. A new area code, 682, is being implemented in the existing area code 817 region. As a result, ten-digit dialing for all local calls will be necessary.

A **transitional dialing period** begins April 8 and lasts through October 6. The transitional dialing period is designed to give callers time to adjust to ten-digit dialing. Callers are urged to begin making local calls using ten-digits during the permissive period - and to use this transition time to make necessary changes to speed dials, fax machines, Internet dial-up numbers, and printed stationery.

To ensure a smooth transition, it is important that residents and businesses in the greater Ft. Worth area learn to "Dial the Code" by the **mandatory dialing date, October 7, 2000.**

Full details of the new area code and ten-digit dialing are available in the online media kit located at www.texascode.com. The media kit includes a map of the 817/682 area, dialing tips, a complete list of telephone number prefixes in the area, and more.

For further assistance in preparing news stories concerning ten-digit dialing, contact Ed Bryson at 214.665.1304.

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The Texas Code Administration is a public service project funded by the telecommunications industry.

3/27/2000

Missouri Area Code Administration

314 NPA, Area Code Overlay

Communications Plan

Situation

In the past, telecommunications providers in Missouri have educated customers and responded to media inquiries on area code changes on an individual basis, creating the perception that specific providers, not the industry, are requiring the changes. Further, this "multi-source" approach can lead to inconsistent communication to consumers preparing for the transition. To establish a single source for 314 NPA area code change information for consumers and the media, the following plan suggests the development of the Missouri Area Code Administration ("MACA"), a coalition of telecommunications providers in Missouri, to promote awareness of area code changes and educate affected consumers.

With the support and cooperation of the Missouri Public Service Commission ("MPSC"), the MACA would be modeled after the Texas Code Administration, which has successfully directed education programs for area code splits and overlays throughout Texas. The MACA would share common communications materials with all industry participants for direct customer communication, such as direct mail and bill inserts. The MACA would rely on media relations and paid advertising to drive its communications to consumers.

Communications Objectives

- Create general public awareness of the 314 NPA area code overlay, educating consumers through media relations and paid advertising on the reasons behind the change and positioning it as an industry issue affecting all users of telecommunications services
- Encourage consumers to take appropriate steps to update telephone systems and change personal dialing patterns prior to the conclusion of the permissive dialing period
- Position the MACA as a primary source of area code overlay information for consumers and the media, closely linked to MPSC Staff

Key Message

The Missouri Area Code Administration, working on behalf of the telecommunications industry, is dedicated to providing customers with complete, accurate information on the area code overlay.

- We realize consumers need to know about area code changes. The MACA, a coalition created by telecommunications companies in Missouri, provides a

central information source of facts and details related to the area code overlay to help ensure a smooth transition for consumers.

Area Code Overlay Communications Plan

Strategies

- Designate a contact within one of the state's telecommunications companies to manage the MACA on behalf of the industry
- Select an outside accounting firm to collect funding to support the MACA's "out-of-pocket" efforts, such as advertising and basic Web site designs, from each of the state's telecommunications companies, based on the codes each company provides in the 314 NPA calling area
- Develop media materials and advertising concepts with the MACA name and logo
- Develop a Web site, complete with dialing tips, frequently asked questions and answers, "to-do" checklist, prefix numbers for the new area code, community outreach materials, and a link to the MPSC Web site
- Lead media relations efforts designed to generate news media coverage of the area code overlay. These include media advisories, news releases, and public service announcements.
- Designate a MACA spokesperson to respond to media inquiries regarding area code changes; coordinate messages and activities with the MPSC

List of attendants:

Jeff Adrian	Sprint PCS
Adrienne Black	SWBT
David Bosch	AT&T
Jodi Brecht	McLeod
Jesse Brown	Worldcom ¹
Audrey Dungan	Sprint PCS
Debra Gooden	Worldcom
Shannon Harrington	SWBT
Bernice Henderson	SWBT
Kenniss Henrey	Winstar
Michelle Johnson	Fleishman Hillard
Blake Jones	Worldcom
Emily MacDonald	Fleishman Hillard
Kathy Murray	Global Crossing
Erin Nichols	SWBT
Jason Olson	SWBT
Shirley Paswaters	Level 3 Communications
Janet Perez	SWBT
Diane Rocha	Voicestream
Carla Spann	Allegiance
Craig Unruh	SWBT
Eleanor Willis-Camara	Winstar
Amy Yarkoni	Cingular
Steve Yerkey	Arch Wireless

The Customer Education Subcommittee created the MACA. Although no company opposed the creation of the MACA, only certain companies agreed to financially support the MACA. Those companies that have agreed to financially support MACA are as follows: AT&T, Cingular, Global Crossing², Level 3 Communications, SWBT, and Winstar.

¹ Worldcom agrees that Customer Education is an important factor in implementing relief in the 314 NPA. In fact, we have been very successful through our own individual efforts and believe those efforts have been sufficient to educating our customers and that is what we prefer. Therefore, we do not see the relevance towards participating in paying for a separately funded industry-wide education campaign. However, we will, if ordered to participate.

² While Global Crossing is generally opposed to sharing customer education costs based on the number of NXX codes it holds, Global Crossing has agreed to share customer education costs based on the number of NXX codes it holds with respect to funding the MACA.

CERTIFICATE OF SERVICE

Copies of this document were served on the following parties by hand-delivery or first-class, postage prepaid, U.S. Mail on February 21, 2001.

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