

WC 08-11

DOCKET FILE COPY ORIGINAL

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554

Section 63.71 Application of )  
 )  
Illinois Bell Telephone Company, )  
Indiana Bell Telephone Company, Inc., )  
Michigan Bell Telephone Company, )  
The Ohio Bell Telephone Company, )  
Pacific Bell Telephone Company, )  
Nevada Bell Telephone Company, )  
Southwestern Bell Telephone Company, and )  
Wisconsin Bell, Inc. )  
 )  
For Authority Pursuant to Section 214 of )  
The Communications Act of 1934, As Amended, )  
To Discontinue the Provision of Service )

File No.

FILED/ACCEPTED

JAN - 9 2008

Federal Communications Commission  
Office of the Secretary

**Section 63.71 Application of AT&T Inc.**

AT&T Inc. ("AT&T") on behalf of its affiliates, Illinois Bell Telephone Company, Indiana Bell Telephone Company, Inc., Michigan Bell Telephone Company, The Ohio Bell Telephone Company, Pacific Bell Telephone Company, Nevada Bell Telephone Company, Southwestern Bell Telephone Company, and Wisconsin Bell, Inc., collectively referenced herein as the AT&T ILECs, applies for authority under Section 214(a) of the Communications Act, as amended ("the Act"), 47 U.S.C. § 214 and Section 63.71 of the Federal Communications Commission's ("Commission") rules, 47 C.F.R. § 63.71, to discontinue offering DirectLine Custom, Ameritech Directory Search, Electronic Directory Listing Service and Electronic Listing Access services in Arkansas, California, Illinois, Indiana, Kansas, Michigan, Missouri, Nevada, Ohio, Oklahoma, Texas and Wisconsin.

As required by Section 63:71(a) and (b) of the Commission's rules, AT&T is providing the following information:

**Name and Address of Carrier (47 C.F.R. §§ 63.71(a)(1), (b)(2)):**

Illinois Bell Telephone Company, Indiana Bell Telephone Company, Inc., Michigan Bell Telephone Company, Nevada Bell Telephone Company, The Ohio Bell Telephone Company, Pacific Bell Telephone Company, Southwestern Bell Telephone Company, and Wisconsin Bell, Inc.

One AT&T Plaza

Dallas, Texas 75202

**Date of Planned Service Discontinuance (47 C.F.R. §§ 63.71(a)(2), (b)(2)):**

The AT&T ILECs plan to discontinue offering these services effective March 28, 2008, subject to Commission approval of this application.

**Points of Geographic Areas of Service Affected (47 C.F.R. §§ 63.71(a)(3), (b)(2)):**

The relevant electronic directory listing services will be discontinued in the AT&T service territories in Arkansas, California, Illinois, Indiana, Kansas, Michigan, Missouri, Nevada, Ohio, Oklahoma, Texas and Wisconsin.

**Brief Description of Type of Service Affected (47 C.F.R. §§ 63.71(a)(3), (b)(2)):**

DirectLine Custom, Ameritech Directory Search, Electronic Directory Listing Service and Electronic Listing Access Service provide electronic access to the AT&T ILECs' directory listings database without the assistance of a directory assistance operator.

The AT&T ILECs offer these services pursuant to the terms of the following tariffs:

DirectLine Custom service is offered in Southwestern Bell FCC Tariff No.73, Section 17;

Ameritech Directory Search is offered in the Ameritech Operating Companies Tariff F.C.C. No.

2, Section 9; Electronic Directory Listing Service is offered in Pacific Bell FCC Tariff No. 128, Section 9.7; and Electronic Listing Access Service is offered in Nevada Bell Telephone Company Tariff F.C.C. No. 1, Section 9.7.

AT&T is upgrading the technology associated with these services and as a result of these upgrades, the functionality that allows access to the directory listings database will no longer be available. Instead, AT&T will offer access to its directory listings databases through comparable Internet accessible products, e.g. National Electronic Information Service and National Listing Match Service, which are based on more current technology and have more robust searching options.

Furthermore, there are many competitive providers of electronic directory listing services in the AT&T region which include [www.voltdelta.com](http://www.voltdelta.com), [www.choicepoint.com](http://www.choicepoint.com), [www.anywho.com](http://www.anywho.com). As a result, the public convenience and necessity is not harmed by AT&T's discontinuance of this service since AT&T will offer similar products and there are alternate providers of comparable services.

**Brief Description of the Dates and Methods of Notice to All Affected Customers (47 C.F.R. § 63.71(b)(3)):**

Southwestern Bell Telephone Company notified its customers of its intention to discontinue DirectLine Custom service on January 8, 2008. A copy of the customer notification is attached hereto as Attachment A. Illinois Bell Telephone Company, Indiana Bell Telephone Company, Inc., Michigan Bell Telephone Company, Nevada Bell Telephone Company, The Ohio Bell Telephone Company, Pacific Bell Telephone Company, and Wisconsin Bell, Inc. do not have any customers subscribing to this service.

Copies of this Application are being sent, first class U.S. Mail, to the public utilities commission and governor of each state in which discontinuance is proposed and also to the Special Assistant for Telecommunications to the Secretary of Defense, as required by Section 63.71(a) of the Commission's rules.

**Regulatory Classification of Carrier (47 C.F.R. § 63.71(b)(4)):**

This Application will be processed using the Commission's rules for dominant carriers. Questions about this application may be addressed to Toni Acton, AT&T Services, Inc., Director, Federal Regulatory, 1120 20<sup>th</sup> Street NW, Suite 1000, Washington, D.C. 20036, (202) 457-3039.

**Conclusion:**

The public convenience and necessity will not be adversely affected by the discontinuance of these services since AT&T offers comparable services and there are ample alternatives available from other carriers. Therefore, AT&T respectfully requests the Commission approve its Section 63.71 Application to discontinue DirectLine Custom, Ameritech Directory Search, Electronic Directory Listing Service and Electronic Listing Access services.

Respectfully submitted,

AT&T Inc.

By: /s/Terri L. Hoskins

Terri L. Hoskins  
Gary L. Phillips  
Paul K Mancini

AT&T Services, Inc.  
1120 20<sup>th</sup> St. NW  
Suite 1000  
Washington, DC 20036

*Its Attorneys*

Dated: January 9, 2008



240 N. Meridian Street  
Rm. 1050  
Indianapolis, IN 46204

January 8, 2008

To: Valued Customer

Subject: Discontinuance of DirectLine Custom<sup>sm</sup>

Changes in our industry require technical upgrades to the supporting systems that provide data for the DirectLine Custom<sup>sm</sup> products. AT&T has decided not to pursue these upgrades which will result in our inability to continue providing DirectLine electronic white pages and BIOA services. This letter is formal notification that after March 28, 2008, pending regulatory approval, this product will no longer be available in Arkansas, Kansas, Oklahoma, Missouri, Texas, Illinois, Indiana, Michigan, Ohio, Wisconsin, California and Nevada.

While we regret we will no longer be able to provide DirectLine Custom<sup>sm</sup>, we are pleased to introduce two web-based products as an alternative that provide the same functionality and more:

- National Electronic Information Service (NEIS)
- National List Matching Service (NLMS)

NEIS and NLMS operate as on-line directory listings look-up services with access to over 120 million local and national listings. Our listings are updated nightly and because they are internet based, are available to you 24/7.

These new products will be available to you prior to the discontinuance of DirectLine. We will be contacting you in the near term to answer any questions you may have. In advance, if you have questions about NEIS and/or NLMS, please feel free to contact Theresa Robinson, List Product Support Manager at phone: 404-986-6394, email: [Theresa.robinson1@att.com](mailto:Theresa.robinson1@att.com).

The FCC will normally authorize this proposed discontinuance of service (or reduction or impairment) unless it is shown that customers would be unable to receive service or a reasonable substitute from another carrier or that the public convenience and necessity is otherwise adversely affected. If you wish to object, you should file your comments as soon as possible, but no later than 30 days after the Commission releases public notice of the proposed discontinuance. Address them to the Federal Communications Commission, Wireline Competition Bureau, Competition Policy Division, Washington, DC 20554, and include in your comments a reference to the §63.71 Application of AT&T. Comments should include specific information about the impact of this proposed discontinuance (or reduction or impairment) upon you or your company, including any inability to acquire reasonable substitute service.

We look forward to working with you in the future and welcome opportunities to help make our products some of your best assets in business! Questions regarding Directline Custom<sup>sm</sup> should be referred the undersigned at 317-265-2765.

Veronica Lynch  
Manager-Directory Listing Products  
Tel: 317-265-2765  
Email: [V2587@att.com](mailto:V2587@att.com)

**CERTIFICATE OF SERVICE**

I do certify that I have, this 9<sup>th</sup> day of January 2008, served a copy of the foregoing  
Section 63.71 Application by U.S. Mail postage prepaid to the following:

/s/Lacretia Hill  
Lacretia Hill

Governor Kathleen Sebelius  
Office of the Governor  
Capitol, 300 SW 10th Ave., Ste. 212S  
Topeka, Kansas 66612-1590

Kansas Corporation Commission  
Commissioners, Utilities Division, Motor  
Carriers, Pipeline Safety and Energy  
1500 SW Arrowhead Road  
Topeka, KS 66604-4027

Governor Bob Taft  
30<sup>th</sup> Floor  
77 South High Street  
Columbus, Ohio 43215-6117

Secretary of Defense  
Attn: Special Asst. for Telecommunications  
Pentagon  
Washington, D.C. 20301

Governor Arnold Schwarzenegger  
Governor's Office  
State Capitol Building  
Sacramento, California 95814

Missouri Public Service Commission  
Public Information Office  
Governor Office Building  
200 Madison Street  
PO Box 360  
Jefferson City, MO 65102-0360

Governor Matt Blunt  
Office of the Governor  
Room 216, State Capitol Building  
Jefferson City, Missouri 65101

Oklahoma Corporation Commission  
P.O. Box 52000  
Oklahoma City, OK 73152-2000

Governor Brad Henry  
State Capitol Building  
2300 N. Lincoln Blvd., Room 212  
Oklahoma City, Oklahoma 73105

Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215

Michael R. Peevey  
President, California Public Utilities  
Commission  
Headquarters Office  
505 Van Ness Avenue  
San Francisco, CA 94102

Arkansas Public Service Commission  
1000 Center Street  
Little Rock, AR 72201

Governor Mike Beebe  
Governor's Office  
State Capitol Rm250  
Little Rock, AR 72201

Governor Rod R. Blagojevich  
Office of the Governor  
207 State House  
Springfield, Illinois 62706

Illinois Commerce Commission  
527 East Capitol Ave  
Springfield, IL 62701

Governor Mitch Daniels  
Office of the Governor  
Statehouse  
Indianapolis, Indiana 46204

Indiana Utility Regulatory Commission  
Indiana Government Center South  
302 West Washington St.  
Suite E-306  
Indianapolis, IN 46204

Michigan Public Service Commission  
P.O. Box 30221  
Lansing, MI 48909

Governor Jennifer M. Granholm  
P.O. Box 30013  
Lansing, Michigan 48909

Governor Jim Gibbons  
State Capitol  
101 N. Carson Street  
Carson City, NV 89701

Public Utilities Commission of Nevada  
1150 E. William Street  
Carson City, NV 89701

Public Utilities Commission of Texas  
1701 N. Congress Avenue  
PO Box 13326  
Austin, TX 78711-3326

Governor Rick Perry  
Office of the Governor  
P.O. Box 12428  
Austin, Texas 78711 -2428

Public Service Commission of Wisconsin  
610 North Whitney Way. P.O. Box 7854  
Madison, Wisconsin 53707-7854

Governor Jim Doyle  
Madison Office  
P.O. Box 7863  
Madison, WI 53707