

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

AREA CODE EXHAUSTION
AND RELIEF

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)

ADMINISTRATIVE
CASE NO. 373

O R D E R

The Commission has reviewed the consumer education plans filed by the local exchange carriers serving the 502 area code region and approves them with certain modifications enumerated herein. All local telephone companies serving the 502 area code region shall undertake the following:

1. Advertise in major newspapers in their areas for four weeks regarding ten-digit dialing. Alternatively, telephone companies may place such advertisements in their company publications disseminated to each of their subscribers.
2. Furnish customers with a bill insert relating to ten-digit dialing with the November 1998, December 1998, or January 1999 customer bills.
3. Furnish 606 area code region customers, if any, with a bill insert relating to ten-digit dialing for the 502 area code region in the November 1998, December 1998, or January 1999 customer bills.
4. Publish a bill envelope message or additional bill insert for March 1999.
5. Provide a business mailer directly to each business subscriber by no later than January 1999.

6. Insert into each customer's bill a telephone set sticker that reminds the customer to dial ten digits for local calling no later than the March 1999 billing cycle.

7. Provide, upon request, posters for display in businesses and homes.

8. Provide a recorded message regarding the new dialing pattern for persons placed on hold to be used in the carriers' own business offices and to be provided to business customers upon request regarding the new dialing pattern.

9. Publish an Internet site that contains information concerning the overlay.

In addition, the Commission mandates that BellSouth Telecommunications, Inc. ("BellSouth") undertake the following:

1. Advertise in major newspapers in the 606 area code region for four weeks relating to ten-digit dialing for the 502 area code region.

2. Advertise the 502 overlay once in *The Wall Street Journal* and once in *USA Today*. The Commission requests that BellSouth seek to sponsor such ads jointly with other local exchange companies.

3. Obtain billboard notices in Bowling Green, Louisville, Owensboro and Paducah for four weeks. The Commission suggests that BellSouth consider jointly sponsoring the billboards with other local exchange companies.

4. Provide radio scripts in the major regions for four weeks. The Commission suggests that BellSouth consider jointly sponsoring radio messages with other local exchange carriers.

The Commission directs all affected carriers to ensure that messages to customers given pursuant to this Order state clearly that the rates for telephone calls will not change as a result of the area code overlay.

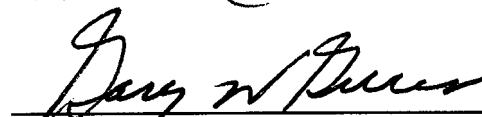
The Commission, having reviewed the consumer education proposals of telephone carriers serving the 502 area code region, and having been otherwise sufficiently advised, HEREBY ORDERS all local exchange carriers serving the 502 area code region to undertake customer education plans in accordance with the requirements set forth herein.

Done at Frankfort, Kentucky, this 15th day of October, 1998.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director