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November 1, 2016

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PUBLIC SERVICE  
COMMISSION

Ms. Talina Mathews  
Executive Director  
Public Service Commission  
211 Sower Boulevard  
P. O. Box 615  
Frankfort, Kentucky 40602-0615

Re: Notice of Changes to Directory Publication and Distribution Plans  
Case No. 2009-00480

Dear Ms. Mathews:

In compliance with the Commission's April 12, 2010 Order in Case No. 2009-00480, this letter serves as notice of changes to AT&T Kentucky's directory publication and distribution plans in selected Kentucky markets. These changes will be implemented by YP LLC ("YP") pursuant to its contract with AT&T Kentucky.

Experience has shown that within certain portions of the eight markets described below,<sup>1</sup> the demand for and usage of printed directories is very low. Accordingly, beginning on the dates specified below, YP will no longer automatically deliver any printed directories – white pages or yellow pages – within those portions of the respective markets.

Instead of automatically delivering printed directories periodically in those portions of the respective markets, YP will send postcards that will inform consumers that they can call a toll-free number to order a free printed yellow pages directory, white pages directory, or both. These consumers, therefore, will have the option of continuing to receive a printed white pages directory upon request and at no charge – an option the Commission has found "qualifies as 'access' to a standard, alphabetical directory under KRS 278.541 . . . ."<sup>2</sup>

Listed below are the impacted markets and the implementation date of the changes in each market:

- Richmond – January 2017
- Winchester – January 2017

<sup>1</sup> These portions comprise up to 10% of a given market.

<sup>2</sup> See April 12, 2010 Order in Case No. 2009-00480 at p. 10.

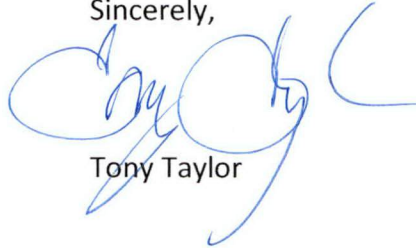
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- Henderson/Union Co./Webster Co./Marion/Princeton – March 2017
- Madisonville-Muhlenberg Co. – March 2017

If you have any questions regarding these changes, please contact Pam Jagers at 502-582-8643.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Tony Taylor', with a large, stylized flourish extending to the right.

Tony Taylor