

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

ELECTRONIC APPLICATION OF WEST)	
KENTUCKY RURAL TELEPHONE COOPERATIVE)	CASE NO.
CORPORATION, INC. FOR A DEVIATION FROM)	2025-00362
807 KAR 5:061, SECTION 5)	

ORDER

On November 13, 2025, West Kentucky Rural Telephone Cooperative Corporation, Inc. (West Kentucky Rural Telephone), filed an application seeking a Declaratory Order authorizing a deviation from the requirement to publish a physical telephone directory, as described in 807 KAR 5:061, Section 5. West Kentucky Rural Telephone intends to make its directory primarily available to its subscribers with access to an equivalent online directory, and continue to provide physical telephone directories free of charge once specifically requested by a subscriber.¹

CONTENT OF PROPOSAL

West Kentucky Rural Telephone is a is a not-for-profit, member-owned Kentucky cooperative, authorized to transact business in Kentucky and headquartered at 100 WK&T Technology Drive, Mayfield, Kentucky 42066.² West Kentucky Rural Telephone provides local exchange, long distance, and broadband services to business

¹ Application (filed Nov. 13, 2025) at 1.

² Application at 1, paragraph 1.

and residential members in parts of Calloway, Carlisle, Graves, McCracken, Marshall, and Hickman counties, Kentucky.³

The traditional method used by incumbent carriers for distributing a directory to Kentucky landline telephone subscribers has been to publish a physical alphabetical listing of all customers, their phone numbers, and addresses, and to deliver a copy to every individual subscriber. West Kentucky Rural Telephone seeks to alter this method by making a free, internet-based online directory available to all subscribers via West Kentucky Rural Telephones website at www.mywkt.net.⁴ In the event that a West Kentucky Rural Telephone subscriber requests a physical directory, West Kentucky Rural Telephone intends to provide one at no additional charge to the subscriber.⁵

West Kentucky Rural Telephone proposed to provide at least 30-days' notice to all subscribers that the residential and business directories will be transitioned to West Kentucky Rural Telephone's website, and will further inform each subscriber of their right to request a printed directory by calling the toll-free customer service number, 877-954-8748, or by sending a written request to the attention of Kevin Wiggins at WK&T, 100 WK&T Technology Drive, Mayfield, Kentucky 42066.⁶ Notice will be provided via billing messages, emails to subscribers, and a banner posted on West Kentucky Rural Telephone's website.⁷

³ Application at 2, paragraph 3.

⁴ Application at 2, paragraph 7.

⁵ Application at 3, paragraph 9.

⁶ Application at 3, paragraph 10.

⁷ Application at 3, paragraph 10.

In support of its plan, West Kentucky Rural Telephone stated that by using an online directory, significant costs ordinarily associated with hiring a vendor to print and distribute a physical directory will be saved, which will ultimately benefit subscribers.⁸ In addition, West Kentucky Rural Telephone contends that printed directories can be outdated by the time they are printed and distributed, but with an online directory, West Kentucky Rural Telephone subscribers will have access to directory information that is updated routinely throughout the year.⁹

Lastly, West Kentucky Rural Telephone maintained that, with the increased availability of broadband access the demand for printed directories has decreased, but because printed directories will still be available to those subscribers who elect to request one, it is unnecessary to continue printing physical directories for subscribers who do not use them.¹⁰

LEGAL STANDARD

West Kentucky Rural Telephone filed its application pursuant to 807 KAR 5:061, Section 5, which states in part:

- (1) Telephone directories shall be published at least yearly for each exchange listing the name, location, and telephone numbers of all customers . . . , and
- (2) Upon issuance, a copy of each directory shall be distributed by each utility to all of its subscribers served by that directory, and a copy of each directory shall be furnished to the commission.

⁸ Application at 3, paragraph 11.

⁹ Application at 3, paragraph 12.

¹⁰ Application at 4, paragraph 13.

In Case No. 2009-00480, the Commission found that electing carriers were no longer required to follow the mandates of 807 KAR 5:061, Section 5, which requires the annual publication and distribution of a printed white pages directory.¹¹

The Commission may also permit deviations from these rules in special cases for good cause shown pursuant to 807 KAR 5:061, Section 28.¹²

DISCUSSION AND FINDINGS

The Commission has previously granted deviations similar to the one proposed by West Kentucky Rural Telephone, such as in Case Nos. 2009-00029¹³ and 2009-00480¹⁴. In both of the aforementioned 2009 cases, the Commission noted that subscribers would have the option of continuing to receive a printed directory upon request, at no charge, thus would not have to rely exclusively upon the electronic version. Therefore, the provision of a directory via internet access, has the effect of providing subscribers with an additional method by which they can obtain directory listings.¹⁵

Having considered the evidence of record and being otherwise sufficiently advised, the Commission finds that West Kentucky Rural Telephones proposal for a deviation from the requirement to publish and distribute a printed physical directory to all of its

¹¹ Case No. 2009-00480, *Application of BellSouth Telecommunications, Inc. D/B/A AT&T Kentucky for Declaration of Compliance with Directory Requirements Applicable to Electing Telephone Companies Pursuant to KRS 278.541 to 278.544* (Ky. PSC Apr. 12, 2010), Order at 2

¹² 807 KAR 5:061, Section 28.

¹³ Case No. 2009-00029, *Application of Cincinnati Bell Telephone Company, LLC., for Declaration of Compliance with Directory Requirements Applicable to Electing Telephone Companies Pursuant to KRS 278.541 to 278.544* (Ky. PSC Apr. 20, 2009).

¹⁴ Case No. 2009-00480, *Application of BellSouth Telecommunications, Inc. d/b/a AT&T Kentucky for Declaration of Compliance with Directory Requirements Applicable to Electing Telephone Companies Pursuant to KRS 278.541 to 278.544* (Ky. PSC Apr. 12, 2010).

¹⁵ Case No. 2009-00029, Apr. 20, 2009 Order at 9, and Case No. 2009-00480, Apr. 12, 2010 Order at 10.

subscribers annually should be granted. The deviation should be conditional upon West Kentucky Rural Telephone creating an online directory in portable document format (PDF), updated at least semi-annually, and featured on WK&T's website consisting of all information required by 807 KAR 5:061, Section 5, as well as all existing directory information, including residential white pages listings, business white pages listings, government listings, emergency numbers; customer service information, instructions for local and long-distance calling, local service providers, and the location of WK&T business offices. The deviation should be further conditioned upon West Kentucky Rural Telephone providing no less than 30-day advance notice to its subscribers regarding the implementation of the online directory, their ability to request a physical directory and instructions for same. Finally, the deviation should be conditional upon West Kentucky Rural Telephone providing, at no charge, at least one printed physical directory to each subscriber who requests one during a calendar year.

IT IS THEREFORE ORDERED that:

1. West Kentucky Rural Telephones proposal for a deviation from 807 KAR 5:061, Section 5, is granted as described in this Order above.
2. West Kentucky Rural Telephone shall not be required to distribute a physical directory to all of its subscribers annually.
3. If West Kentucky Rural Telephone does not distribute a physical directory to all its subscribers annually, it shall create and post an online directory in PDF, updated at least semi-annually, and featured on WK&T's website consisting of all information required by 807 KAR 5:061, Section 5, as well as all existing directory information as described in this Order.

4. West Kentucky Rural Telephone shall provide at least 30-days advance notification to its subscribers regarding the implementation of the online directory.
5. West Kentucky Rural Telephone will distribute one printed directory, at no charge, to each subscriber who may request one during a calendar year.
6. This case is closed and removed from the Commissions docket.

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PUBLIC SERVICE COMMISSION


Chairman


Commissioner


Commissioner

ATTEST:


Executive Director



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