**BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION**

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| Rulemaking related to the mandatory distribution of white pages directories by local exchange carriers in  WAC 480-120-251(3). | Docket No. UT-120451  CENTURYLINK’S SECOND REPLY COMMENTS |

1. On September 14, 2012, the Commission sent a notice in this rulemaking, inviting the parties to answer some additional questions regarding the timing of changes to directory publication, and the co-bound directories issue.
2. As a general matter, CenturyLink does not believe that the white pages should be treated differently from the yellow pages. CenturyLink believes that the only reason Dex is seeking disparate treatment for the two kinds of directories is because it generates substantial revenue from publishing yellow pages directories and does not receive the same benefit from the white pages.  Dex's self-interest, however, is not consistent with the public interest.  It is more consistent with the public interest to adopt an opt-out program for directories, consistent with how the yellow pages are currently administered.  If the opt-out program is adopted, there would be no need to worry about “flash cut” versus “phased in”, and the notices to the customers advising them of their options could be easily provided, with no risk that someone who relies on the directory will not receive it.  An opt-out program is easier to administer, is more likely to result in consumers who need a white pages receiving one, and is consistent with the system used by directory publishers for yellow pages directories.

**Commission Questions**

1. What has been the experience in other states that have adopted either an opt-in or opt-out program for the distribution of directories?

***Response:*** CenturyLink is familiar with the experiences of Berry and with programs in Hawaii, Alaska and Cincinnati Bell. All of these were opt-out programs.

a. How was the transition implemented (*e.g*., by flash cut or phased in, and if phased in, over what period of time)?

***Response:*** The transition was implemented via flash cut. However, with an opt-out, a flash cut is acceptable because customers will not suddenly be deprived of a directory. . In other words, if customers were confused and did nothing, they would still receive a directory that has historically been delivered to them.

b. How were/are consumers notified of their option, and what is the number and nature of complaints that have been received about the programs?

***Response:*** Consumers were notified of their options by notices placed on the front cover of the directory. Additionally some publishers left door hangers on the doors of customers who had opted out confirming their choice. This seems very reasonable given a deviation from what had been the norm for so many years.

c. What has been the success rate separately for opt-in programs and opt-out programs in reducing the number of distributed directories?

***Response:*** There is no current opt-in program that CenturyLink is aware of in markets where CenturyLink is the ILEC, so there is no data to report. With regard to opt-out, the number of opt-outs for yellow pages directories nationwide is approximately 3 million.

2. With respect to the proposal to amend the proposed rule to treat service areas with “co-bound” white and yellow page directories differently than service areas with stand-alone white pages directories, please provide the following information:

a. The number of Washington service areas in which co-bound directories currently are being distributed.

***Response:*** See Attachment A. All Dex directories in Washington are co-bound except Seattle.

b. The total number distributed to customers in Washington of

i. co-bound directories; and

***Response***: CenturyLink is researching this number.

ii. stand-alone white pages directories.

***Response***: CenturyLink is researching this number.

c. Please provide examples and results from other states where co-bound directories are or were treated differently than stand-alone white pages directories.

***Response:*** CenturyLink does not have any information on this issue.

1. CenturyLink again suggests that the approach that has been established by the publishing industry in the yellow pages area seems to be an appropriate balance to strike for the white pages as well. The yellow pages process has already been established as an opt-out process which consumers are familiar with. The publishers have the website, processes, and resources in place, and could easily extend it for the white pages. CenturyLink urges the Commission to reconsider and adopt an opt-out approach for white page directories, as has been voluntarily and successfully adopted by publishers for yellow pages.
2. Furthermore, to the extent that co-bound directories would be treated differently, the available information shows that the exception would swallow the rule, with co-bound directories being the norm, rather than the exception.

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| Respectfully submitted this 25th day of September, 2012. | |
|  | CenturyLink, Inc.  Qwest Corporation  By:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Lisa A. Anderl, WSBA # 13236 1600 – 7th Ave., room 1506 Seattle, Washington 98191 (206) 345-1574 Fax: (206) 343-4040 [Lisa.Anderl@CenturyLink.com](mailto:Lisa.Anderl@CenturyLink.com) |

Attachment A

The 38 directories DEX publishes in WA – only one is a separate white pages directory.

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|  | **Dir #** | **St** | **Directory Name** | **Pub Co** | **Pub #** | **Legacy Telco** | **Close Date** | **Pub Date** |
| 1 | 77010 | WA | Aberdeen-Raymond | DEX | 822 | Qwest | 2/5/13 | Apr-12 |
| 2 | 77036 | WA | Bainbridge Island | DEX | 822 | Qwest | 4/23/13 | Jun-12 |
| 3 | 77062 | WA | Bellingham-Whatcom C | DEX | 822 | Qwest | 12/10/12 | Feb-12 |
| 4 | 77114 | WA | Centralia-Chehalis | DEX | 822 | Qwest | 10/10/12 | Dec-12 |
| 5 | 77846 | WA | Clark County | DEX | 822 | Qwest | 8/31/12 | Dec-12 |
| 6 | 77166 | WA | Cle Elum | DEX | 822 | Qwest | 6/6/13 | Aug-12 |
| 7 | 77190 | WA | Colville | DEX | 822 | Qwest | 7/30/12 | Oct-12 |
| 8 | 77049 | WA | Greater Eastside | DEX | 822 | Qwest | 7/19/12 | Sep-12 |
| 9 | 77726 | WA | Greater Snohomish Co | DEX | 822 | Qwest | 7/23/12 | Sep-12 |
| 10 | 110077 | WA | Gtr Eastside Midi | DEX | 822 | Qwest | 7/19/12 | Sep-12 |
| 11 | 77075 | WA | Kitsap County | DEX | 822 | Qwest | 5/9/13 | Jul-12 |
| 12 | 77410 | WA | Longview-Kelso | DEX | 822 | Qwest | 3/29/13 | Jun-12 |
| 13 | 77422 | WA | Lower Yakima Valley | DEX | 883 | Embarq | 12/27/12 | Mar-12 |
| 14 | 77470 | WA | Moses Lake | DEX | 822 | Qwest | 8/27/12 | Nov-12 |
| 15 | 77514 | WA | Okanogan-Grand Coule | DEX | 822 | Qwest | 10/26/12 | Jan-12 |
| 16 | 104723 | WA | Olympia Plus | DEX | 822 | Qwest | 8/9/12 | Nov-12 |
| 17 | 77526 | WA | Olympia-Lacey-Tumwat | DEX | 822 | Qwest | 8/9/12 | Nov-12 |
| 18 | 77578 | WA | Poulsbo-Suq-Slv-Bnbr | DEX | 883 | Embarq | 6/1/13 | Aug-12 |
| 19 | 77550 | WA | Pt Angeles-Sequim | DEX | 822 | Qwest | 10/9/12 | Dec-12 |
| 20 | 77562 | WA | Pt Townsend-Pt Lud | DEX | 822 | Qwest | 10/4/12 | Dec-12 |
| 21 | 77602 | WA | Puyallup | DEX | 822 | Qwest | 12/26/12 | Mar-12 |
| 22 | 110121 | WA | Puyallup Midi | DEX | 822 | Qwest | 12/26/12 | Mar-12 |
| 23 | 77614 | WA | Quilcene | DEX | 883 | Embarq | 10/25/12 | Jan-12 |
| 24 | 109875 | WA | Seattle Midi | DEX | 822 | Qwest | 4/14/13 | Jun-12 |
| 25 | 77677 | WA | Seattle(W) | DEX | 822 | Qwest | 3/29/13 | Jun-12 |
| 26 | 77678 | WA | Seattle(Y) | DEX | 822 | Qwest | 3/29/13 | Jun-12 |
| 27 | 77702 | WA | Shelton | DEX | 822 | Qwest | 8/9/12 | Nov-12 |
| 28 | 110076 | WA | South King Co Midi | DEX | 822 | Qwest | 7/6/13 | Aug-12 |
| 29 | 77730 | WA | South King County | DEX | 822 | Qwest | 6/20/13 | Aug-12 |
| 30 | 104398 | WA | Spokane Plus | DEX | 822 | Qwest | 6/27/12 | Sep-12 |
| 31 | 77762 | WA | Spokane-Coeur d’Alene | DEX | 822 | Qwest | 6/27/12 | Sep-12 |
| 32 | 77774 | WA | Tacoma | DEX | 822 | Qwest | 12/26/12 | Mar-12 |
| 33 | 110120 | WA | Tacoma Midi | DEX | 822 | Qwest | 12/26/12 | Mar-12 |
| 34 | 104608 | WA | Tri-Cities Plus | DEX | 822 | Qwest | 6/1/13 | Aug-12 |
| 35 | 77538 | WA | Tri-Cities Regional | DEX | 822 | Qwest | 6/1/13 | Aug-12 |
| 36 | 77870 | WA | Walla Walla-Dayton | DEX | 822 | Qwest | 1/26/13 | Mar-12 |
| 37 | 77930 | WA | Yakima Valley | DEX | 822 | Qwest | 10/17/12 | Jan-12 |
| 38 | 104609 | WA | Yakima Valley Plus | DEX | 822 | Qwest | 10/17/12 | Jan-12 |