

Docket No. UT-051291  
Sprint Nextel's Response to Public Counsel Data Request No. 94  
Date: Jan. 26, 2005  
Preparer: Brian Staihr  
Witness: Brian Staihr  
Preparer Telephone Number: 913.315.9777

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PC-94 At page 24 of his testimony, Mr. Staihr states, "Sprint Corporation allowed this brand to be used by the Sprint/United and local telephone companies beginning in the mid-1990s". Please respond to the following:

- a. Is it Mr. Staihr's belief that UTNW and the other ILEC's controlled by Sprint in the mid 1990's were given the option to adopt and promote the Sprint brand, or were they mandated to do so by senior management at Sprint?

**ANSWER:**

The ILECs were not given an option with regard to all activities or all areas. For example, Sprint's ILECs were mandated to use the Sprint brand on customers' bills. However, in other areas there were varying degrees of emphasis. For example, United Telephone of Missouri was re-named Sprint-Missouri, Inc. and currently files tariffs as Sprint-Missouri, Inc. but Carolina Telephone and Telegraph was not renamed, and currently files tariffs as Carolina Telephone and Telegraph.

- b. Identify each of the Sprint controlled local exchange subsidiaries that elected to not adopt the Sprint brand, trade names and marks, if any.

**ANSWER:**

All of Sprint's ILECs adopted the Sprint brand and trade names to a varying degree. (See response to PC-94.a)

- c. What approximate amount of total costs were incurred by UTNW to adopt and promote the Sprint brand, including but not limited to changes in signage, stationary, uniforms, customer notifications, regulatory filings and promotional costs?

**ANSWER:**

Please see Sprint's response to Staff Request 15a.

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**WA012449**

- d. Does Mr. Staihr believe that Sprint employed its standardized Sprint brand, logo, signage and promotional marketing/advertising across all of its subsidiaries since the mid-1990's in order to position all of its products and services favorably in the eyes of consumers?

**ANSWER:** Yes.

- e. Please provide complete copies of all studies, reports, analyses and other documents prepared by or for Sprint in connection with its adoption of common Sprint branding across all ILEC operations in the mid-1990's.

**ANSWER:** Please see Attachment PC-94e.

- f. Provide complete copies of all documents relied upon by Mr. Staihr to develop his understanding of Sprint branding decisions made in the mid-1990's.

**ANSWER:** Please see response to PC-94e.

**EXTERNAL NEWS RELEASE**

Contact: Laura Meyer (w) 913-634-6229  
lmeyer@igate.sprint.com

**Sprint To Place Familiar Diamond Logo On All Its Local Telephone Bills**

KANSAS CITY, Mo., June 24, 1997 - Sprint today announced it will begin immediately placing its highly recognized diamond Sprint logo on its local telephone bills - a reminder to its customers that their local telecommunications service is provided by a worldwide corporation with a wide-range of service offerings.

Until July, 1996, Sprint's local companies were known by the old company names of "Centel," "Central Telephone," "United Telephone," and "Carolina Telephone. Last July Sprint brought all its local telephone operations under the Sprint brand. Beginning this month, Sprint takes the initiative one step further by branding all of its local telephone bills with its highly recognized diamond Sprint logo

"We want to make our customers even more aware that their local telephone provider is Sprint Corporation, a world-renowned global communications company with over 16 million business and residential customers," said Mike Fuller, president and chief operating officer for Sprint's Local Telecommunications Division.

This move coincides with Sprint's efforts of late to reinforce the Sprint brand with its local customers.

"Our local telephone bill is the single most consistent way we communicate with customers," said Fuller. "We want customers to know that Sprint is more than just a long distance company. We are an industry leader in local, long distance and wireless services, and the Sprint brand has come to be associated with excellence in all three areas. Being a Sprint local customer makes them part of so much more. Branding our local telephone bills with the Sprint logo gives us a great opportunity to leverage the recognition of the Sprint brand."

"We recognize the move to a Sprint-branded local bill may generate customer questions," said Fuller "We don't want customers to think they've been switched to Sprint's long distance service - if they currently have another long distance company. We also want to assure customers that they will see no changes or added costs in their local service as a result of the now Sprint-branded local telephone bills. Customers should continue to call the same local business office numbers they are used to calling with questions about their local service or billing."

JUN-24-97 TUE 12:36 PM

Attachment <sup>n</sup> <sup>a</sup> PC 94e

Sprint is a global communications company on the forefront in integrating long distance, local and wireless communications services and the world's largest carrier of internet traffic. Sprint built and operates the United States' only nationwide all-digital, fiber-optic network and is the leader in advanced data communication services. Sprint has \$14 billion in annual revenues and serves more than 16 million business and residential customers.

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**LETTER TO STATE REGULATORS/LEGISLATORS  
TO BE DELIVERED/SENT BY THE LOCAL COMPANY PRESIDENTS  
OR VP-EXTERNAL AFFAIRS  
DECISION TO SEND LETTER WILL BE MADE AT OTC LEVEL**

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**LETTER TO STATE REGULATORS**

Date

State Regulator/Legislator  
Address  
City/state/zip

Dear State Regulator:

Effective immediately, Sprint's Local Telecommunications Division will begin branding its local telephone bills - Sprint.

Sprint has traditionally branded many of its local telephone bills with its old company names: "Centel," "Central Telephone," "United Telephone," and "Carolina Telephone."

Sprint brought its local operations under the Sprint brand in July 1996. The Company is now taking the initiative one step further by branding all of its local telephone bills with its highly recognized diamond Sprint logo.

We recognize that the move to a Sprint-branded local bill may generate customer questions. We don't want customers to think they've been switched to Sprint's long distance service - if their long distance service is provided by another carrier. Let us also assure you that customers will not see any changes or added costs in their local service as a result of the now Sprint-branded bills. Customers will continue to call the same local business office numbers they have previously called with service or billing questions.

In anticipation of customer questions surrounding this change, we have launched an external public relations campaign that we hope will prevent any customer confusion. To that end, we have initiated the following communications:

- News Release to be issued June 24, 1997.
- Bill message beginning with the June 25, 1997 billing cycle
- Informational ads to run in selected markets

Please see a copy of each of these attached communications elements.

Please feel free to forward any customer inquiries into this matter to \_\_\_\_\_.

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**If you have any additional questions, please feel free to contact me at**

\_\_\_\_\_

Sincerely,

**OTC President**

**or**

**VP External Affairs**

**WA012455**

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**OPEN LETTER - ADVERTISEMENT FROM MIKE FULLER  
ADS TO BE PLACED IN SELECTED OTC MARKETS**

**WA012456**



**OPEN LETTER FROM MIKE FULLER**

**SPRINT IS PROUD TO SERVE YOUR COMMUNITY --**

Dear Sprint local telephone customers:

For a number of years, Sprint has been proud to serve your local telephone needs. We have provided those services to you under several names - "United," "Centel," "Central Telephone," and "Carolina Telephone." To bring all of Sprint's operations under one name, last year we changed those names simply to "Sprint." Starting immediately, we will begin placing the highly recognized diamond Sprint logo on all of our local telephone bills.

In your next Sprint local telephone bill, you will notice a "Sprint" logo in the upper left-hand corner. You will also see the Sprint name and logo referenced on inserts and on bill messages. The appearance of the Sprint name and logo will be a new addition to some customers' local telephone bills.

We want customers to know that their local telephone service is and has been for years, provided by Sprint, the second largest independent local telecommunications provider. Sprint is a world-renowned global communications company with over 16 million business and residential customers. Sprint serves over seven million local customers in 20 states.

Please be assured that there will be no change to your local telephone service or the way you are billed for either local or long distance service as a result of this change. This is simply our way of communicating to you that Sprint is proud to be your local telephone company.

If you have any question as to who currently provides your long distance service, I encourage you to call -- toll-free -- 1-700-555-4141.

Again, the addition of the Sprint logo on your local telephone bill in no way impacts your local or long distance telephone service. You will still continue to call the same service numbers that you have in the past.

Sprint has provided local telephone service to customers for nearly 100 years. We're proud to be part of our local communities, and we look forward to continued relationships with you and an all of our local customers. Thank you for your business.

Sincerely,  
Mike Fuller

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**President and Chief Operating Officer  
Sprint's Local Telecommunications Division**

**WA012458**

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**BILLBOARD MESSAGE TO APPEAR IN CUSTOMER BILLS AFTER JUNE 25**

**WA012459**

**BILLBOARD MESSAGE TO APPEAR IN CUSTOMER BILLS AFTER 6-25**

**SPRINT TO PLACE FAMILIAR DIAMOND LOGO ON ALL ITS LOCAL TELEPHONE BILLS**

In this Sprint local telephone bill, you will notice the "Sprint" logo and name in the upper left-hand corner. You will also see "Sprint" references in our bill inserts. The appearance of the Sprint name and logo will be a new addition to some customers' local telephone bills.

We want our customers to know that their local telephone service is provided by Sprint, the second largest independent local telecommunications provider. Sprint provides local telephone service to over seven million customers in 20 states.

Please be assured that there will be no change to your local telephone or long distance service, or the way you are billed as a result of the Sprint logo appearing on your bill. This is simply our way of communicating to you that Sprint is proud to serve as your local telephone company.

If you have any questions as to who currently provides your long distance service, please call - toll-free - 1-700-555-4141.

Again, the addition of the Sprint logo on your local telephone bill in no way impact your local or long distance service. Please continue to call the same service numbers listed in your local telephone directory if you have service-related or billing questions about your local telephone service.

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**INFORMATION FOR BUSINESS OFFICE REPRESENTATIVES**

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**INFORMATION FOR BUSINESS OFFICE REPRESENTATIVES**

- Sprint will begin branding (using the Sprint logo) on all of its local telephone bills beginning June 25, 1997.
- This move was made to further reinforce the Sprint brand with our local customers.
- Sprint is an industry leader in local, long distance and wireless services, and the Sprint brand has come to be associated with excellence in all three areas.
- There will be NO CHANGE in customers' local or long distance service as a result of Sprint placing its name and logo on local telephone bills.
- Customers should continue to call the service numbers listed in their Sprint local directory for questions about their local service.
- Customers wishing to verify their long distance carrier can do so by calling 1-700-555-4141. This is a toll-free call.
- Sprint places a lot of value on the Sprint brand. It's name and recognition give the company instant credibility with customers. It signifies a global communications company capable of bringing its customers unlimited telecommunications products and services.
- We anticipate some confusion among customers not familiar with seeing the Sprint brand on their local telephone bill. The following Questions & Answers should be used to help answer customer questions, and assure customers that they will see no changes in any of their local services because of this change.

**Q. WHEN WILL CUSTOMERS BEGIN SEEING THE SPRINT BRAND ON THEIR LOCAL TELEPHONE BILLS?**

A. Effective immediately

**Q. WON'T THIS CONFUSE OUR LOCAL CUSTOMERS?**

A. This past April, many customers began seeing the Sprint brand on their local bills. Only customers who have AT&T as their long distance carrier, and those customers who had periodic AT&T collect and third number calls on their bill did not see the Sprint brand.

Our main concern is to assure customers that they have not been "switched" to Sprint Long Distance, if Sprint is not their chosen long distance carrier. Also, we want to assure customers that they will see no change or added cost in their local service as a result of this change.

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**Q. WHAT ABOUT CUSTOMERS WHO DON'T HAVE SPRINT AS THEIR LONG DISTANCE CARRIER? WON'T THEY THINK THEY'VE BEEN SWITCHED TO SPRINT LONG DISTANCE WHEN THEY SEE THE SPRINT LOGO ON THEIR LOCAL TELEPHONE BILL?**

A. Possibly, customers who are unfamiliar with Sprint as a local telephone provider, and still think of their local provider as "United Telephone," "Centel," "Central Telephone," or "Carolina Telephone," might be confused. This is our chance to further educate our customers that Sprint is their local telephone company. Following is a brief history of how we became known as simply -- Sprint.

On July 8, 1997, (May 1, 1997 in Southern Operations), Sprint announced that it was bringing the names of its then seven operating companies under the Sprint brand. Because Sprint's local operations continued to operate under so many different names, many of its customers didn't realize that Sprint also provided their local telephone service. This change was made to eliminate such confusion.

Sprint is the second largest independent local telecommunications provider. In the now competitive environment our industry is facing, it's important that customers know that the company that provides their local services is part of the same company that can connect them with the world -- seamlessly over Sprint's networks.

The name change to Sprint should make our customers more aware of who we are. We want customers to recognize that they are served by Sprint Corporation, a world-renowned, global communications company with over 16 million business and residential customers.

**Q. WHAT CAN WE DO TO ASSURE CUSTOMERS THAT THEY HAVE NOT BEEN SWITCHED TO SPRINT LONG DISTANCE?**

A. Customers can call 1-700-555-4141 to verify their long distance company. This call is toll-free.

**Q. WILL CUSTOMERS NOTICE ANY CHANGES -- SUCH AS INCREASED COSTS -- IN THEIR LOCAL PRODUCTS AND SERVICES AS A RESULT OF THIS CHANGE?**

A. There will be no change in our customers' local or long distance service as a result of Sprint branding its local telephone bills.

WA012463

**COMMUNICATIONS PLAN**  
**ANNOUNCEMENT - SPRINT SIGNING OF AT&T BILLING AND COLLECTION**  
**AMENDMENT**

**WHAT:** AT&T and Sprint have reached an agreement that will now allow Sprint's local telephone companies to use the Sprint brand (diamond logo and word "Sprint") within local telephone bills. Previously, Sprint had been restricted from using the Sprint brand on bills containing AT&T charges.

**WHEN EFFECTIVE:** Immediately

**IMMEDIATE NEEDS:**

- Internal - inform employees of the announcement; educate internal departments that have a need to know (advertising group, etc.)
- External - inform customers who have not previously seen the Sprint brand on their local telephone bill and explain why it now appears; alert state public service commissions in anticipation of calls to their offices

**INTERNAL PLAN:**

- Article for operating company publications, including a "slick" of the new bill format as a graphic for story
- Sprintdaily article
- Memo from Alan Sykes to affected work groups, including LTD/NIS advertising group, OTC PR directors, marketing and billing services (Ruth Krause) and all LTD/NIS director-level and above
- Q&A specifically for local service center reps
- Expanded Q&A for local PR directors

**EXTERNAL PLAN:**

- "Billboard" in first available local telephone bill
- News Release
- Bill insert in first available local telephone bill
- Letter for state utility commissions (as an FYI in case they get calls from telephone customers). This letter could also include our service center rep Q&A so they too can answer questions directly
- Open letter advertising in selected markets

WA012464



## **SCHEDULE FOR IMPLEMENTING "SPRINT"-BRANDED BILLING**

### **Thursday, June 19, 1997**

- Drafts of all materials to Mike Fuller, Alan Sykes, Richard Smith, Craig Smith for approvals (Steve Dykes, Laura Meyer)
  - ✦ News release
  - ✦ Letter/Q&A to commissions
  - ✦ Internal Sykes memo
  - ✦ Billboard message on 1<sup>st</sup> affected bill
  - ✦ Open letter to customers to be used in print advertising in selected cities/as bill insert in subsequent bills
  - ✦ Article for OTC publications
  - ✦ Article for SprintDaily
  - ✦ Q&A for PR directors
  - ✦ Q&A for local service center representatives
  - ✦ Slicks of old versus new bill look (news media, internal publications)
  - ✦ Sykes letter to OTC VP's for regulatory/external affairs and general counsels
- Notification of effective date to billing services for control card changeout (Dwayne Arnold)

### **Friday, June 20, 1997**

- Changes incorporated in materials (Laura Meyer)
- Conference call with PR directors (Steve Dykes, Laura Meyer)

### **Monday, June 23, 1997**

- Letters, contacts made with state commissions (OTC External Affairs)
- Materials shipped to OTC's (Laura Meyer)
- Talking Points/Q&A distributed to customer contact/service organizations (Meyer)
- Sykes memo distributed widely internally ( Alan Sykes)

### **Tuesday, June 24, 1997**

- News Release issued (Dykes, Meyer)
- Advertising (Open Letter from MBF) in selected markets

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Wednesday, June 25, 1997

- New branding appears on all bills/all billing cycles
- Billboard message appears in 1<sup>st</sup> bill – Open letter is enclosed as a bill insert in 2<sup>nd</sup> affected bill

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**DETAILED QUESTIONS AND ANSWERS  
DISTRIBUTION - PR DIRECTORS**

**WA012467**

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Attachment PC 94e

**PR DIRECTOR BACKGROUND INFORMATION**  
**QUESTIONS AND ANSWERS**

**KEY MEDIA POINTS**

- Sprint will begin branding (using the Sprint logo) on all of its local telephone bills beginning June 25, 1997.
- This move was made to further reinforce the Sprint brand with our local customers.
- Sprint is an industry leader in local, long distance and wireless services, and the Sprint brand has come to be associated with excellence in all three areas.
- There will be **NO CHANGE** in customers' local or long distance service as a result of Sprint placing its name and logo on local on local telephone bills.
- Customers should continue to call the service numbers listed in their Sprint local directory for questions about their local service.
- Customers wishing to verify their long distance carrier can do so by calling 1-700-555-4141. This is a toll-free call.

**\*\*\*NOTE\*\*\* THE FOLLOWING INFORMATION IS BACKGROUND INFORMATION ONLY. INFORMATION ABOUT THE RENEGOTIATED AT&T BILLING AND COLLECTION AGREEMENT SHOULD NOT BE MADE PUBLIC TO THE MEDIA.**

**BACKGROUND**

- Effective immediately, Sprint's four local operating companies will begin branding **ALL** of their local telephone bills - Sprint.
- Sprint has previously been precluded from using the Sprint brand on local telephone bills that contained AT&T charges. This was due to restrictions in the billing and collection agreement between Sprint and AT&T. Sprint bills and collects for AT&T charges to local customers in Sprint's local service territory, but has not include the Sprint logo on any of its bills containing AT&T charges.
- The billing and collection agreement between Sprint and AT&T has been renegotiated. While Sprint will continue to bill and collect for AT&T in its local service territories, Sprint will now be able to brand all local telephone bills - Sprint.
- Sprint places a lot of value on the Sprint brand. It's name and recognition give the company instant credibility with customers. It signifies a global

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communications company capable of bringing its customers unlimited telecommunications products and services.

- We anticipate some confusion among customers not familiar with seeing the Sprint brand on their local telephone bill. The following **Questions & Answers** should be used to help answer customer questions, and assure customers that they will see no changes in any of their local services because of this change.

#### **QUESTIONS AND ANSWERS**

**Q. WHY WILL SPRINT SOON BE USING THE SPRINT BRAND (DIAMOND SPRINT LOGO) ON ITS LOCAL TELEPHONE BILLS?**

A. Sprint and AT&T have renegotiated AT&T's billing and collection agreement with Sprint. Previously, Sprint was unable to use the Sprint brand on local telephone bills containing AT&T charges.

**Q. WHEN WILL CUSTOMERS BEGIN SEEING THE SPRINT BRAND ON THEIR LOCAL TELEPHONE BILLS?**

A. Effective immediately

**Q. WON'T THIS CONFUSE OUR LOCAL CUSTOMERS?**

A. This past April, many customers began seeing the Sprint brand on their local bills. Only customers who have AT&T as their long distance carrier, and those customers who had periodic AT&T collect and third number calls on their bill did not see the Sprint brand.

Our main concern is to assure customers that they have not been "switched" to Sprint Long Distance, if Sprint is not their chosen long distance carrier. Also, we want to assure customers that they will see no change or added cost in their local service as a result of this change.

**Q. WHAT ABOUT CUSTOMERS WHO DON'T HAVE SPRINT AS THEIR LONG DISTANCE CARRIER? WON'T THEY THINK THEY'VE BEEN SWITCHED TO SPRINT LONG DISTANCE WHEN THEY SEE THE SPRINT LOGO ON THEIR LOCAL TELEPHONE BILL?**

A. Possibly, customers who are unfamiliar with Sprint as a local telephone provider, and still think of their local provider as "United Telephone," "Centel," "Central Telephone," or "Carolina Telephone," might be confused. This is our chance to further educate our customers that Sprint is their local telephone company. Following is a brief history of how we became known as simply - Sprint.

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On July 8, 1997, (May 1, 1997 in Southern Operations), Sprint announced that it was bringing the names of its then seven operating companies under the Sprint brand. Because Sprint's local operations continued to operate under so many different names, many of its customers didn't realize that Sprint also provided their local telephone service. This change was made to eliminate such confusion.

Sprint is the second largest independent local telecommunications provider. In the now competitive environment our industry is facing, it's important that customers know that the company that provides their local services is part of the same company that can connect them with the world – seamlessly over Sprint's networks.

The name change to Sprint should make our customers more aware of who we are. We want customers to recognize that they are served by Sprint Corporation, a world-renowned, global communications company with over 15 million business and residential customers.

**Q. WHAT CAN WE DO TO ASSURE CUSTOMERS THAT THEY HAVE NOT BEEN SWITCHED TO SPRINT LONG DISTANCE?**

A. Customers can call 1-700-555-4141 to verify their long distance company. This call is toll-free.

**Q. WILL CUSTOMERS NOTICE ANY CHANGES – SUCH AS INCREASED COSTS – IN THEIR LOCAL PRODUCTS AND SERVICES AS A RESULT OF THIS CHANGE?**

A. There will be no change in our customers' local or long distance service as a result of Sprint branding its local telephone bills with the Sprint name and logo.

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**OTC PUBLICATION ARTICLE  
DISTRIBUTION - ALL LTD AND NIS EMPLOYEES**

**WA012471**

**OTC PUBLICATION ARTICLE**

**Sprint's Local Companies Begin Branding Their Local Telephone Bills - "Sprint"**

Beginning today, some Sprint local telephone customers will open their telephone bill and see something they've never seen before - the Sprint logo.

In conjunction with a renegotiated billing and collection agreement with AT&T, Sprint is now able to brand all of its local telephone bills - Sprint.

Previously, Sprint was unable to brand local Sprint bills, bill inserts or billboard messages when the bill also contains AT&T charges. As part of the billing and collection agreement between Sprint and AT&T, Sprint bills for and collects for AT&T charges appearing on local bills.

"This is a great opportunity for us to leverage the recognition of the Sprint brand," said Mike Fuller, president and chief operating officer of Sprint's Local Telecommunications Division. "Our local telephone bill is the single most consistent way we communicate with our customers. Inclusion of the Sprint logo on our local invoices and on bill inserts will certainly help reinforce in our customers' minds that their local service is provided by Sprint Corporation, a world-renowned global communications company with over 16 million business and residential customers.

"We recognize this move to a Sprint-branded local bill may generate customer questions," said Fuller. "Customers who are unfamiliar with Sprint as a local telephone provider, and who still think of their local telephone company as "United Telephone," "Centel," "Central Telephone," or "Carolina Telephone," instead of Sprint, might be confused, or think they've been switched to Sprint long distance service. We hope to minimize that confusion and assure customers that they will see no change or added cost in their local service as a result of the now Sprint-branded local telephone bills."

Brand recognition will be a powerful force in the coming local competition wars. As the telephone industry moves toward increased competition, and as companies like AT&T and MCI enter our local markets as a Competitive Local Exchange Carrier (CLEC), Sprint must position itself as a company that has provided both local and long distance service to customers for years. While the old Centel, United and Carolina Telephone names also represent a certain brand awareness in the customers' minds, the value of the Sprint brand - and the worldwide recognition it offers - establishes Sprint as a big player in our local markets.

Using the Sprint brand on bill inserts that promote local product offerings - i.e. Sprint telephones, telephone equipment, custom calling features and other time-saving, convenience-oriented services - will help solidify the quality of those products and services in customers' minds by associating them with the power of the Sprint brand.



Local telephone customers in all 19 states should begin seeing the Sprint on their bill starting June 25, 1997.

Following are a few selected questions and answers to help service center representatives answer customers' questions about the change.

**QUESTIONS AND ANSWERS**

**Q. WHY WILL SPRINT SOON BE USING THE SPRINT BRAND (DIAMOND SPRINT LOGO) ON ITS LOCAL TELEPHONE BILLS?**

A. Sprint and AT&T have renegotiated AT&T's billing and collection agreement with Sprint. Previously, Sprint was unable to use the Sprint brand on local telephone bills containing AT&T charges.

**Q. WHEN WILL CUSTOMERS BEGIN SEEING THE SPRINT BRAND ON ALL LOCAL TELEPHONE BILLS?**

A. Effective immediately

**Q. WON'T THIS CONFUSE OUR LOCAL CUSTOMERS?**

A. This past April, many customers began seeing the Sprint brand on their local bills. Only customers who have AT&T as their long distance carrier, and those customers who had periodic AT&T collect and third number calls on their bill did not see the Sprint brand.

Our main concern is to assure customers that they have not been "switched" to Sprint Long Distance, if Sprint is not their chosen long distance carrier. Also, we want to assure customers that they will see no change or added cost in their local service as a result of this change.

**Q. WHAT ABOUT CUSTOMERS WHO DON'T HAVE SPRINT AS THEIR LONG DISTANCE CARRIER? WON'T THEY THINK THEY'VE BEEN SWITCHED TO SPRINT LONG DISTANCE WHEN THEY SEE THE SPRINT LOGO ON THEIR LOCAL TELEPHONE BILL?**

A. Possibly, customers who are unfamiliar with Sprint as a local telephone provider, and still think of their local provider as "United Telephone," "Centel," "Central Telephone," or "Carolina Telephone," might be confused. This is our chance to further educate our customers that Sprint is their local telephone company. Following is a brief history of how we became known as simply -- Sprint.

On July 8, 1997, (May 1, 1997 in Southern Operations), Sprint announced that it was bringing the names of its then seven operating companies under the Sprint brand. Because Sprint's local operations continued to operate under so many different names, many of its customers didn't realize that Sprint also provided their local telephone service. This change was made to eliminate such confusion.

Sprint is the second largest independent local telecommunications provider. In the now competitive environment our industry is facing, it's important that customers know that the company that provides their local services is part of the same company that can connect them with the world – seamlessly over Sprint's networks.

The name change to Sprint should make our customers more aware of who we are. We want customers to recognize that they are served by Sprint Corporation, a world-renowned, global communications company with over 16 million business and residential customers.

**Q. WHAT CAN WE DO TO ASSURE CUSTOMERS THAT THEY HAVE NOT BEEN SWITCHED TO SPRINT LONG DISTANCE?**

A. Customers can call 1-700-555-4141 to verify their long distance company. This call is toll-free.

**Q. WILL CUSTOMERS NOTICE ANY CHANGES – SUCH AS INCREASED COSTS – IN THEIR LOCAL PRODUCTS AND SERVICES AS A RESULT OF THIS CHANGE?**

A. There will be no change in our customers' local or long distance service as a result of Sprint branding its local telephone bills with the Sprint name and logo.

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**NEWS RELEASE  
TO BE DISTRIBUTED TO ALL LOCAL MARKET PAPERS ON TUESDAY,  
JUNE 24**

*Faurie -*

*Not yet  
approved.*

*Faurie*

*will call you*

WA012475