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From: Brie Gyncild

Sent: Thursday, September 20, 2012 10:54 PM

To: UTC DL Records Center

Subject: Please approve an opt-in system for the white pages

When I was a kid, the phone book was crucial. It held the name and number of everyone in our town, and in the back were the yellow pages with businesses by category. We referred to the phone book when we wanted to order a pizza, call an acquaintance, or shop around for tree removal. But that was long before the Internet and cellphones were part of daily life.

Now we no longer turn to the yellow pages to find businesses; we search the Web. And even if we want to find an acquaintance's phone number, it's probably not in the white pages - most cell phone numbers aren't. Likewise, few people even keep their own address books anymore; they just store all the numbers they use on their phones. Every year, we receive a new white pages phone book, and every year, it goes directly into the recycling bin.

That's a huge waste.

While many of us don't turn to the white pages frequently -- or ever -- it's important the the books exist for those who don't have access to the Internet. Same with the yellow pages. And so an opt-in system described in the proposal to amend Docket UT-120451 seems like a great idea, as long as the opt-in is also available to people who don't use the Internet. To be effective, the opt-in process must include postcards, 1-800 phone numbers that are displayed on the evening news, and other methods of making it available to people who don't have web access. But if we cover those bases, and include the phone books in pay phones (which I strongly believe we must keep in place), I think we can do a good job of ensuring that people have access to the information they need without unnecessarily taxing environmental and governmental resources.

To make all of this even stronger, I'd love for folks to think about what happens when the Internet is unavailable. Every home should have a list of contact numbers for city departments and other necessary services, along with 911 of course, that they can keep handy so that they know who to call if they need help when they can't just look something up on the web to find those numbers.

I've rambled enough. Please do allow an opt-in system for the white pages, as other states have done, and create the system thoughtfully so that everyone who wants the white pages knows about the opt-in requirement -- and so that those who don't have the white pages or yellow pages have access to the numbers they need when emergencies arise.

Thank you!

Brie Gyncild
Seattle, WA 98122