

DIRECTORY LISTINGS

A. General

1. The rates and regulations for directory listings in this section apply only to the alphabetical directory containing the regular alphabetical list of names of customers. (C)
2. The alphabetical list of names of customers is for the purpose of informing calling parties of the telephone numbers of customers and those entitled to use customers' service. (C)
3. The Company limits the length of any listing in the directory by the use of abbreviations when in the opinion of the Company the clearness of the listing or the identification of the customer is not impaired thereby. (C)
4. Listings must conform to the Company's practices with respect to its directories.
5. Listings are regularly provided in connection with all classes of exchange service, unless the customer subscribes to non-published exchange service or non-listed service.
6. Except as provided in the "Rules and Regulations Applying to all Customers' Contracts" section of the Guidebook, the contract period for directory listings, including extra listings, where the listing actually appears in the directory, is the directory period. Where the listing has not been printed in the directory, the contract period is one month. (C)
7. The Company will furnish upon request the name and address of the customer to exchange service when such service is used to provide recorded announcements under the provisions of this Guidebook.
8. At the option of the Company and for the benefit of calling parties in placing telephone calls, the Company may include in its directories a Helpful Numbers List of frequently called numbers of government offices and other public and non-profit organizations engaged in furnishing to the public special services relating to health, safety and welfare in the community. Inclusion of listings in the Helpful Numbers List is without charge and at the sole discretion of the Company.
9. The Company will not be liable for damages arising out of errors or omissions in the makeup or printing of listings in the Helpful Numbers List where the listing is without charge and included for the purpose of assisting calling parties to place telephone calls.

DIRECTORY LISTINGS (cont'd)**B. Primary Listings**

1. One listing without charge, termed the primary listing, is provided as follows:
 - a. For each separate customer service. When two or more main station lines or P.B.X. trunk lines are consecutively operated, only the first number of the group is listed except as provided in paragraph D.5., following. (D)
 - b. For each customer that has Telecommunications for the Deaf (TDD) Service and they request their listing identified as TDD Only or TDD and Voice next to their number. (C)
 - c. For each Common Line 800 number. In addition, one Foreign Listing as specified in paragraph D.3.c. See the Common Line 800 service regulations for restrictions. (C)
2. The primary listing must be the actual name of the customer to whom service is rendered or:
 - a. In the case of residence service, the name of a member of the customer's family or household. Also, a dual name primary listing may be provided for two persons who share the same surname and reside at the same address or for a person known by two first names. This listing is comprised of a surname, two first names, address and telephone number, except as provided in paragraph B. following.
 - b. A customer with residence service may request that part or all of the address information which would otherwise be listed in the directory be deleted by the Company. Such deletion will be continued in successive directories without further request by the customer until the customer requests publication of part or all of the deleted address information in the directory.
 - c. In the case of a business enterprise, the name of the business or of a member, officer, employee, or representative thereof, or the name of another business which the customer owns, controls, or represents.
 - d. When a business enterprise is represented in the community by a division branch, or department of the business, the primary listing may include the name of the division, branch or department.
 - e. When business service terminates at a residential location, a dual name listing may be provided for two persons who share the same surname and reside at the same address. This listing must meet the same requirements as the residence dual name listing described in paragraph B.2.a.

DIRECTORY LISTINGS (cont'd)**B. Primary Listings (cont'd)**

3. No assumed name will be listed unless it is actually being used in the conduct of the business.
4. The primary listing may also be a phrase that directs calls to the proper number when a customer has another listing name in the directory under which the phrase can appear.
5. No name, whether actual or assumed, or phrase will be listed which in the opinion of the Company is likely to mislead or deceive the public.
6. When the Company publishes an alphabetical directory of subscriber listings in two sections, one section containing a list of individual names and the other section consisting of a list of business names, primary and regular extra listings of business service subscribers consisting of the names of individuals will be published in both alphabetical sections without additional charge. Primary and regular extra listings of residential service subscribers will be published in both alphabetical sections without additional charge if the listings are indented under business listings consisting of the name of an individual. Primary and regular extra listings of residence service subscribers whose listings contain a healing profession designation will also be included in both alphabetical sections without additional charge.
7. When the Company publishes a separate section in its directories of telephone numbers for government offices, the primary listing of the government office will be placed in this section. Regular extra listings may be purchased by the government office in the alphabetical section in which business listings regularly appear.
8. The Company will not be liable for damages arising out of errors or omissions in the makeup or printing of listings of government offices where the listing is without charge and included for the purpose of assisting calling parties to place telephone calls.
9. At the request of the customer, the primary listing may be omitted from the directory (Non-Listed Service) or from both the directory and the Directory Assistance Service records (Non-Published Service). Non-Listed and Non-Published Services are furnished subject to the regulations and rates specified herein. The omission of the primary listing in the directory at the customer's request does not entitle the customer to an additional listing without charge in connection with other services for which he may be subscribing.
10. During each college's Fall and Spring registration period, a special promotion will be held where only one Service and Equipment Charge will apply per order regardless of the number of regular extra listings on each order. These promotions can be 60 days in length during each annual registration period for each college.

During the 60 days prior to each annual directory close, a sales promotion will be held waiving the Service and Equipment charge for each Regular Extra Listing, Signature Listing or Family Space Listing added to an account.

DIRECTORY LISTINGS (cont'd)**C. Regular Extra Listings**

1. Business extra listings may be the names of partners or members of the firm, if the customer is a partnership or firm; the names of officers of the corporation, if the customer is a corporation; and, for any business establishment, the names of associates or employees of the customer. Business Extra Listings may be the bona fide names of firms or corporations which the customer owns or controls or is duly authorized to represent. Business extra listings must meet the qualifications for primary listings as set forth in paragraph B., above. Where the customer is engaged in furnishing service of a secretarial nature or rents or provides space to transient or permanent tenants, extra listings of individuals, firms or corporations using the secretarial service or occupying such space will be furnished only as set forth in paragraph D.4., following. When a business service terminates at a residential location, a dual name extra listing may be provided for two persons who reside at the same address. This listing must meet the same requirements as the residence dual name listing described in paragraph B.2 a. (C)
2. Extra listings of business names are not offered for purchase in the individual name section of an alphabetical directory published in separate sections for individuals and businesses.
3. Residence extra listings may be the names of members of the customer's family or of other persons residing in the customer's household. Also, a dual name additional listing may be provided for two persons who share the same surname and reside at the same address, or for a person known by two names. This listing is composed of a surname, two first names, address and telephone number, except as provided in B., *Primary Listings*, paragraph B.12.b., preceding. (C)
4. Residence extra listings are not offered for purchase in the alphabetical business section of a directory separated for individual listings and business listings, except that a residential service number may be included in the business section as an alternate listing under a business service listing. A residential service number will be included in the business section when the listing contains a healing profession designation.
5. Either business or residence extra listings may be nicknames, abbreviated names, names which are commonly spelled in more than one way, and rearrangements of names when, in the opinion of the Company, they are necessary for the proper identification of the customer.

DIRECTORY LISTINGS (cont'd)**C. Regular Extra Listings (cont'd)**

6. Ordinarily, all extra listings must be the same address and telephone number as the primary listing, except as provided below for alternate listings. However, when in the opinion of the Company it appears necessary as an aid to the use of the directory and provided satisfactory service can be furnished, a listing using the telephone number of the primary listing may be permitted under any address at which an extension or private branch exchange station of the customer is installed provided it is installed on premises of the customer.

7. Regular business and residence extra listings will be furnished at the following monthly rates:

	<u>Monthly Rate</u>	<u>Service and Equipment Charge</u>
Business extra listings, each	\$6.00	\$14.00
Residence extra listings, each.....	3.00	8.00

8. Extra listing charges date from the time the listing is posted on the information records. Information records are posted at the time application for the listing is made or at the date of issue of the directory, as the customer may desire.

DIRECTORY LISTINGS (cont'd)**D. Special Types of Extra Listings**

1. Alternate Listings

- a. Listing of an alternate telephone number to be called in case no answer is received at the primary call number or indicating an alternate telephone number to be called during certain periods or under certain circumstances in preference to the primary call number is permitted for customers to all classes of service. A phrase necessary to direct the method of calling and giving the number to call may be provided as an alternate listing.
- b. The alternate number may be that of a service not under contract with the customer in connection with whose name it appears. In such a case, the consent of the customer to the alternately listed service must be obtained for the alternate listing.
- c. When a customer has an extension line terminating in equipment located at a telephone answering bureau or another premises of the customer to enable the telephone to be answered at all times, or when the customer contracts for automatic answering and recording service, the telephone number of the primary or extra listing may be used as the alternate number with a directive note, "Telephone answered 24 hours" or other wording, showing that the telephone is answered at all times.
- d. Business and residence alternate listings, including the directive note, will be furnished at the following monthly rates:

	<u>Monthly Rate</u>	<u>Service and Equipment Charge</u>
Business Alternate Listings, each	\$6.00	\$14.00
Residence Alternate Listings, each	3.00	8.00

2. Extra Lines

- a. Extra line material may be provided in the alphabetical directory when, in the opinion of the Company, it facilitates the use of telephone service. Ordinarily, an extra line will be provided only when a customer has more than one listed telephone.
- b. An extra line consists of five words or any fraction thereof. When a customer needs more than five words to properly direct calls, he may arrange for two or more extra lines. If the customer requests separate lines consisting of less than five words, the extra listing charge applies to each line. If two items of supplemental address information appear on the same line, two extra listing charges apply.

DIRECTORY LISTINGS (cont'd)**D. Special Types of Extra Listings (cont'd)**

3. Foreign Listings

- a. Foreign listings /FLA/ are listings in the alphabetical list of an exchange other than the exchange in which the listed service is furnished.
- b. The regular extra listing rate applicable in the exchange in which the listing appears applies to each foreign listing.
- c. One foreign listing will be provided, at no charge, for each Common Line 800 number in addition to the customer's Primary Listing in paragraph B.1.e. See the Common Line 800 service regulations for restrictions.

4. Secretarial Listings

- a. A customer engaged in furnishing service of a secretarial nature may contract for telephone secretarial listings for the benefit of patrons under the following conditions:
 1. No physical telephone facilities shall be provided for the use of such patrons or tenants, other than pay telephone service.
 2. The customer subscribing for the secretarial listings is not to permit the use of his telephone service by such patrons.
 3. Secretarial listings will be accepted only upon written authorization to the Company from the patron to be listed.

b. Rates

	<u>USOC</u>	<u>Monthly Rate</u>	<u>Service and Equipment Charge</u>
Secretarial Listing, each.....	9FK	\$6.00	\$14.00

DIRECTORY LISTINGS (cont'd)**D. Special Types of Extra Listings (cont'd)**5. Additional Listings-Rotary Number Group^{/1, 2/}

Where a customer is served by two or more lines in a series completion group arranged for a hunting operation, additional listings may be provided on any of the lines in the group at the following monthly rates:

	<u>USOC</u>	<u>Monthly Rate</u>	<u>Service and Equipment Charge</u>
Additional Listings, each	ALR	\$6.00	\$14.00

E. Reserved for Future Use

(C)

(D)

(D)

/1/ Not applicable to PBX or Centrex installations and installations assigned Multi-Line Hunt Group numbers. Refer to Night Number Terminal and Additional Listed Number Group arrangement for appropriate rate for these services.

/2/ Based upon the operating limitations of the serving equipment.

DIRECTORY LISTINGS (cont'd)**F. Non-Published Exchange Service**

1. Customers who desire their telephone numbers to be omitted from the Company's directory may subscribe to non-published exchange service.
2. Incoming calls to a customer subscribing to non-published exchange service will be completed only when the calling party places the call by telephone number, notwithstanding any claim made by the calling party.
3. The undertaking of the Company in providing non-published exchange service shall be to omit from the Company's directory the telephone number of a customer subscribing to such service.^{/1/}
4. Non-published exchange service will be furnished at the following rate:

	<u>USOC</u>	<u>Monthly Rate</u>	<u>Service and Equipment Charge</u>
Non-Published Exchange Service, each non-published telephone number.....	NPU	\$5.50	\$8.00

5. The minimum term for which non-published exchange service will be billed is one month.
6. The rate will not apply in the following cases:
 - a. Foreign exchange service, where the customer is also furnished local exchange service.
 - b. Additional local exchange service furnished the same customer in the same exchange so long as the customer has local exchange service listed in the directory in the same exchange.
 - c. When a customer uses a Telecommunications Device for the Deaf (TDD / TTY) and requests non-published Exchange Service.
 - d. When the customer elects to publish their preferred number service telephone number in lieu of the local exchange number in the same exchange.

^{/1/} When a call is placed from a telephone number associated with a non-published listing, the number may be disclosed if the called party has equipment to display Calling Party Number (CPN). Customers may prevent the display of their CPN by activating CPN blocking. CPN blocking is available, at no charge, in areas where CPN disclosure is possible.

DIRECTORY LISTINGS (cont'd)**G. Non-Listed Service**

1. General

At the request of the customer, any one or all of the customer's primary listings, additional listings or other listings associated with the same or different residence telephone service line normally published in the directory will be omitted from the directory but listed in the directory assistance records available to the general public.

The customer indemnifies and saves the Company harmless against any and all claims for damages caused or claimed to have been caused directly or indirectly by the publication of the listing, which the customer has requested be omitted from the telephone directory or the disclosing of such a listing to any person. Where such a listing is published in the telephone directory, the Company's liability shall be limited to a refund of any monthly charges assessed by the Company for the particular Non-Listed Service.

The monthly rate for non-listed listing applies separately for each listing which normally would be published in the directory but which, at the customer's request, is furnished on a non-listed basis.

2. Rates

	<u>USOC</u>	<u>Monthly Rate</u>	<u>Service and Equipment Charge</u>
Non-Listed Service, each			
Non-listed listing, Primary.....	NLT	\$3.50	\$8.00
Additional.....	NLA	3.50	8.00

H. Special School Listing Guide

1. For the benefit of its customers, the Company upon request will list, without charge, public and non-public elementary and secondary schools alphabetically by name in a School Listing Guide to appear in the Alphabetical Directory. This School Listing Guide will appear in all Arkansas Alphabetical Directories and will include schools normally listed in these directories. (USOC: FLT)
2. The School Listing Guide will alphabetically list the school's main telephone number, unless school officials request the Company to list a different telephone number of the school. However, in no case will more than one number be listed for any school location.
3. The Company will not be liable for damages arising out of errors or omissions in the makeup or printing of listings in the special school listing guide section of its directories where the listing is without charge and included for the purpose of assisting calling parties to place telephone calls.

DIRECTORY LISTINGS (cont'd)**I. Residence Signature Listings**

1. General

Residence Signature Listings are distinctive directory listings available to residence customers. Customer surnames are not eligible in directories where individual surnames are suppressed. When a Residence Signature Listing is combined with another Guidebook listing, both monthly rates apply.

2. Rates

This monthly rate applies in addition to the established rates for the listings with which this is associated. Rates apply at the time the directory is printed.

	<u>USOC</u>	<u>Monthly Rate</u>
Residence Signature Listing, each	SPFT	\$3.00

DIRECTORY LISTINGS (cont'd)

J. Reserved for Future Use

(C)

(D)

(D)

DIRECTORY LISTINGS (cont'd)**K. Residence Personality LogoSM**

1. A residence Personality LogoSM listing allows a residence customer to add a logo to a primary or an extra listing and enclose that listing in a box frame. The customer will choose from a list of logos that have met company guidelines and have met any licensing requirements. A list of approved logos is available to customers upon request.
2. Only one logo is permitted per alphabetical listing.
3. Personality Logo listings are not intended for use as business advertising and are not available for purchase as business listings.
4. Personality Logo listings are available singly, in conjunction with either a Signature or Line of DistinctionSM listing, or in a combination of all three services. When a Personality Logo listing is purchased in any of these combinations, the monthly rate for the Personality Logo listing is discounted. Personality Logo listings are not available with Family Space listings.
5. Personality Logo listings only appear in the printed directory. Logo information is not available to Directory Assistance operators.
6. Rates

These monthly rates apply in addition to the established rates for the listing with which this is associated. Rates apply at the time the directory is printed.

	<u>USOC</u>	<u>Monthly Rate</u>
Residence Personality Logo Listing, each	LGO++	\$5.00
<i>When combined with ...</i>		
either a Signature Listing or a Line of Distinction Listing (\$1.00 discount)	ZD1	4.00
both a Signature Listing and a Line of Distinction Listing (\$2.00 discount) ^{/1/}	ZD2	3.00

/1/ \$1.00 discount on Personality Logo and \$1.00 discount on Line of Distinction internally.

DIRECTORY LISTINGS (cont'd)**L. Residence Line of DistinctionSM**

1. A residence Line of DistinctionSM listing permits a customer to add a customized extra line of information to a primary or extra listing in order to further describe the customer. The extra line of information is limited to 34 characters, including spaces, and must meet company established guidelines for acceptability. The extra line appears in italicized type directly below the associated alphabetical listing and above the listed address and telephone number.
2. Each Line of Distinction listing must be reviewed for acceptability based upon Company established guidelines when the customer applies for the service. Guidelines are available from the Company upon request.
3. The Line of Distinction listing is not intended to replace the Extra Lines Listing described in section D.2. of this Guidebook. Supplemental address information or phrases required to properly direct calls (such as, "Call after 5:00") can be included in the directory through the purchase of Extra Lines.
4. The Line of Distinction listing is not intended for use as business advertising and is not available for purchase for business listings.
5. The Line of Distinction listing is available singly, in conjunction with a Signature or Personality Logo listing, or in a combination of all three services. When a Line of Distinction listing is purchased in conjunction with a Personality Logo listing or with both a Personality Logo and a Signature Listing, the monthly rate is discounted as described in Section K.6. When only the Signature Listing is purchased with the Line of Distinction listing, the monthly rate for the Line of Distinction listing is discounted. The Line of Distinction listing is not available with a Family Space listing.
6. The Line of Distinction information only appears in the printed directory. This information is not available to Directory Assistance operators.
7. When a customer requests more than 34 characters of information, additional Line of Distinction listings may be purchased. If the customer requests separate lines consisting of less than 34 characters, the Line of Distinction charge applies to each line. The customer may purchase a maximum of eight (8) Line of Distinction listings associated with any one alphabetical listing.
8. Rates

These monthly rates apply in addition to the established rates for the listing with which this is associated. Rates apply at the time the directory is printed.

	<u>USOC</u>	<u>Monthly Rate</u>
Residence Line of Distinction Listing, each.....	ZL1-ZL8	\$3.00
When combined with a Signature Listing (\$1.50 discount).....	ZD1	1.50

DIRECTORY LISTINGS (cont'd)**M. Business Request for a Different Number in Company's Directory Assistance Records**

A Business Customer may list a different telephone number in Company's Directory Assistance Records than the number listed in the Directory; provided the Business Customer or its representative: (1) has entered into a separate agreement with the Company to list a different telephone number in the Company's Directory Assistance records; (2) complies with the Company's rules for such listings; and (3) has a local telephone number that the Business Customer will continue to answer. The Company reserves the right to reject such requests or remove such numbers from its Directory Assistance Records at the Company's reasonable discretion. Business Customer or its representative may not list a different telephone number in the Company's Directory Assistance Records, if in the Company's reasonable opinion: the use of such number could potentially mislead or deceive the public; the Business Customer does not comply with applicable law or regulations. Business Customer assumes full responsibility concerning the right to use the telephone number and the Company does not undertake to determine the Customer's legal, contractual or other right to use the telephone number. Business Customer will indemnify, defend, and hold harmless Company from any claims, lawsuits, costs, damages, judgments, liabilities, losses or expenses, including reasonable attorney fees, that arise from Business Customer not having the right to use the telephone number, not complying with applicable law and regulations, or misleading or deceiving the public in any manner.