

860-6631

CH/HB/HY

TC99-098

DOCKET NO.

In the Matter of

IN THE MATTER OF THE PETITION OF  
U S WEST COMMUNICATIONS, INC. TO  
RECLASSIFY U S WEST'S DIRECTORY  
ASSISTANCE SERVICE

Public Utilities Commission of the State of South Dakota

DATE	MEMORANDA
9/22/99	Filed and Packeted;
9/23/99	Weekly Filings;
10/4/99	Procedural Schedule; Order for and Notice of Hearing;
10/18/99	Notice by Commission of Non-qualified Attorneys (Ally M. Duarte);
10/18/99	Notice by Commission of Non-qualified Attorneys (Ally M. Duarte);
10/18/99	Proposed Order Submitting Non-qualified Attorneys (Ally M. Duarte);
10/27/99	U S West's Answers to Staff's Data Requests;
11/3/99	Stipulation and Settlement Agreement;
11/16/99	Revised Page 2 of 7 to Stipulation and Settlement Agreement;
11/19/99	Order Cancelling Hearing;
12/8/99	Reclassifying Directory Assistance as Fully Compulsory; Order Approving
12/8/99	Packet Closed.

TC 99-098

**USWEST**  
COMMUNICATIONS ©

125 South Dakota Avenue, 8th Floor  
Sioux Falls, South Dakota 57194

**RECEIVED**

SEP 22 1999

**SOUTH DAKOTA PUBLIC  
UTILITIES COMMISSION**

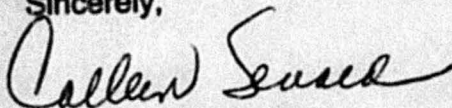
September 20, 1999

Mr. William Bullard, Executive Director  
Public Utilities Commission  
State Capitol Building  
Pierre, South Dakota 57501

Dear Mr. Bullard:

Enclosed please find Petition to Reclassify U S WEST's Directory  
Assistance Service along with ten copies of same.

Sincerely,



Colleen E. Sebold  
Manager-Regulatory Affairs

Attachment

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA**

TC-99-\_\_\_\_\_

**IN THE MATTER OF THE PETITION OF  
U S WEST COMMUNICATIONS, INC. TO  
RECLASSIFY U S WEST'S DIRECTORY  
ASSIISTANCE SERVICE**

**COMPLAINT FOR RECLASSIFICATION OF  
DIRECTORY ASSISTANCE BY U S WEST  
COMMUNICATIONS, INC. and REQUEST  
FOR CONFIDENTIAL TREATMENT OF  
CERTAIN INFORMATION**

U S WEST Communications, Inc. ("U S WEST") pursuant to SDCL 49-31-3.2 and ARSD 20:10:24:11 files this complaint to reclassify directory assistance and related services from noncompetitive telecommunications services to fully competitive services. In support of its complaint and consistent with ARSD 20:10:24:11 U S WEST states as follows:

- (1) Name, address and telephone number of complainant: Larry Toll, Vice President, U S WEST Communications, Inc., 125 S. Dakota Avenue, 8th floor, Sioux Falls, SD 57194; (605) 339-5411
- (2) Service and requested classification: Directory assistance and related services are requested to be reclassified from noncompetitive services to fully competitive services
- (3) Geographic area: All of the State of South Dakota
- (4) List of other providers and significant functional differences between other available services: See prefiled direct testimony of David Teitzel dated September 20, 1999 and Attachments
- (5) Estimated market share of the complainant: See prefiled direct testimony of David Teitzel dated September 20, 1999 Attachments
- (6) Cost allocation methodology: See prefiled direct testimony of Marti Gude dated September 20, 1999 and Attachments
- (7) Two copies of applicable tariff pages of service: See prefiled direct testimony of David Teitzel dated September 20, 1999 and Attachments.
- (8) Description of effective rate elements of service: See prefiled direct testimony of David Teitzel dated September 20, 1999 and Attachments.

- (9) Identification of accounts affected and separate costs of investment and expenses: See prefiled direct testimony of Marti Gude dated September 20, 1999 and Attachments
- (10) Information in support of reclassification and reclassification will promote the public interest: See prefiled direct testimony of David Teitzel dated September 20, 1999 and Attachments
- (11) The manner by which notice of price list changes will be provided to customers and the Commission. See prefiled direct testimony of David Teitzel dated September 20, 1999 and Attachments.

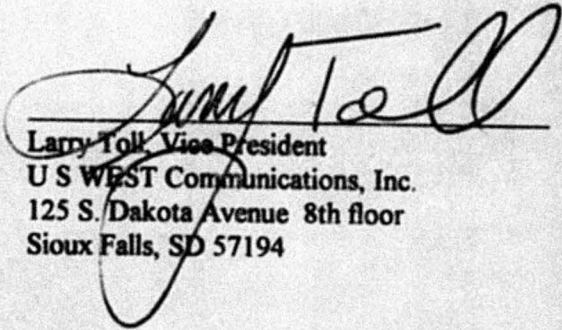
Incorporated by reference as if fully set forth herein, and as required by ARSD 20:10:24:12 is the prefiled direct testimony of David L. Teitzel dated September 20, 1999 with Attachments and the prefiled direct testimony of Marti Gude dated September 20, 1999 with Attachments which constitute the exhibits to be offered at the hearing in this matter.

#### **REQUEST FOR CONFIDENTIAL TREATMENT OF INFORMATION**

Confidential treatment is requested as to Attachment 1 (1998 South Dakota Results Non-Competitive Services - Directory Assistance Services) to the prefiled direct testimony of Marti Gude dated September 20, 1999 pursuant to ARSD 20:10:01:41 and Attachment 12 (Proprietary U S WEST Call Volumes, "Share") to the prefiled testimony of David Teitzel dated September 20, 1999 because such attachments contain confidential and proprietary information claimed to be trade secrets of U S WEST. Confidentiality is requested until final disposition of this docket. When this docket is closed all protected information must be returned to U S WEST. Colleen Sevold, Manager of Regulatory Affairs, whose address is U S WEST Communications, Inc., 125 S. Dakota Avenue, 8th floor, Sioux Falls, SD 57194 (605-335-4596) is the person to be contacted regarding the confidentiality request. The request for confidentiality is based upon ARSD 20:10:01:39 and SDCL 37-29-1(4)

The Attachments are proprietary information of U S WEST regarding its business operations that are not otherwise available to its actual and potential competitors. Disclosure of such information would provide actual and potential competitors with a unique and unfair competitive advantage.

Dated this 20th day of September, 1999.



Larry Toll, Vice President  
U S WEST Communications, Inc.  
125 S. Dakota Avenue 8th floor  
Sioux Falls, SD 57194

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA**

**In The Matter of the Petition of  
U S WEST Communications, Inc.,  
To Reclassify U S WEST's  
Directory Assistance Service**

)  
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)  
)

**Docket No. TC-99 \_\_\_\_\_**

**DIRECT TESTIMONY OF  
D. M. (MARTI) GUDE  
FOR  
U S WEST COMMUNICATIONS, INC.**

**September 20, 1999**

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### **APPENDIX - CHRONOLOGY OF PREVIOUS DOCKETS AND TESTIMONY**

#### **ATTACHMENT 1 - 1998 SOUTH DAKOTA RESULTS NON-COMPETITIVE SERVICES - DIRECTORY ASSISTANCE SERVICES**

**I. IDENTIFICATION OF WITNESS**

**Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.**

**A. My name is D. M. (Marti) Gude. My business address is 1314 Douglas-on-the-Mall, Omaha, Nebraska.**

**Q. PLEASE IDENTIFY YOUR EMPLOYER AND EXPLAIN YOUR POSITION AND RESPONSIBILITIES.**

**A. I am employed by U S WEST Communications Inc. (U S WEST)<sup>1</sup> as a Director in the Cost Accounting organization. In this position, I am responsible for various regulatory and management accounting functions, including the preparation and analysis of embedded cost studies for purposes such as deregulation, cost accounting and regulatory filings.**

**Q. WHAT IS YOUR EDUCATIONAL BACKGROUND AND PROFESSIONAL EXPERIENCE?**

---

<sup>1</sup> In my testimony, all references to U S WEST Communications Inc. and U S WEST refer exclusively to U S WEST Communications Inc. unless otherwise noted.

1    **A.**    I received a Bachelor of Science degree in Business Administration with a major  
2           in Accounting, from the University of Nebraska - Lincoln and a Masters of  
3           Business Administration (MBA) degree, with honors, from the University of  
4           Nebraska at Omaha. I am also a Certified Public Accountant, certified in the State  
5           of Nebraska as an inactive registrant.

6  
7           I was a member of the audit staff of Arthur Andersen & Company (AA&Co.) for  
8           four years prior to joining U S WEST (then Northwestern Bell) in 1979. My  
9           experience at AA&Co. included audits for companies in various industries, which  
10          included the issuance of opinions on financial statements. Since leaving AA&Co.  
11          I have held various positions in the Budget, Finance, Corporate Accounting and  
12          Cost Accounting departments of U S WEST. I have worked in the area of cost  
13          accounting since January, 1986.

14  
15   **Q.**    **HAVE YOU FILED TESTIMONY AND/OR TESTIFIED PREVIOUSLY**  
16           **ON BEHALF OF U S WEST ON THE SUBJECT OF EMBEDDED COST**  
17           **DISTRIBUTION, COST ACCOUNTING AND/OR THE**  
18           **RECLASSIFICATION/ DEREGULATION OF U S WEST'S**  
19           **TELECOMMUNICATIONS SERVICES?**

20  
21   **A.**    Yes. Appendix A provides a chronological listing of the dockets/cases, by State,  
22           in which I have previously testified. They are separately identified as to the

1 regulatory dockets that concerned embedded product costs and/or the deregulation  
2 of intrastate telecommunications services and the dockets concerning embedded  
3 avoided cost analyses and studies developed for the establishment of wholesale  
4 discounts.

5  
6 **II. PURPOSE OF TESTIMONY**

7  
8 **Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY IN THIS**  
9 **PROCEEDING?**

10  
11 **A. The purpose of my testimony is to address the financial filing requirements of**  
12 **ARSD 20:10:24:11, sub-paragraphs (6) and (9). These sub-paragraphs of ARSD**  
13 **20:10:24:11 rules specify that any complaint initiating a reclassification**  
14 **proceeding include the following:**

15 (6) Cost and demand data unless a cost allocation methodology has been  
16 prescribed pursuant to SDCL 49-31-4:

17 (9) Separation of jointly used investment and expenses associated with  
18 the service;

19 I address these requirements in my testimony, describing U S WEST Directory  
20 Assistance (DA) services financial data, and the underlying cost allocation  
21 methodologies, that are already on file with the Commission. I also provide an

1 attachment that depicts the embedded revenue, expense and investment data that  
2 supports the Company's petition to reclassify its DA services as fully competitive.  
3

4 **III. COST ALLOCATION DATA AND METHODOLOGIES**  
5

6 **Q. DESCRIBE THE SUPPORTIVE FINANCIAL DATA FOR U S WEST**  
7 **DIRECTORY ASSISTANCE SERVICE(S) THAT IS PROVIDED IN**  
8 **SUPPORT OF THE COMPANY'S RECLASSIFICATION PETITION .**  
9

10 **A. U S WEST's Directory Assistance Services revenue, expense and investment**  
11 **related financial data filed in this proceeding constitute the same data already on**  
12 **file with the South Dakota Commission. The data originates from U S WEST's**  
13 **Cost Accounting Allocation System (CAAS) and it reflects cost allocation**  
14 **methodologies previously prescribed, ordered, and approved by the South**  
15 **Dakota Commission. U S WEST CAAS Financial Results Reports are routinely**  
16 **and annually filed with the Commission in compliance with the requirements of**  
17 **the Cost Allocation Dockets F-3848, F-3849 and F-3850 and subsequent**  
18 **Memorandum of Understanding. The non-competitive services summary report**  
19 **contained in these filings has in the past, and currently, identifies data for the**  
20 **DA service category. The Company has filed and relies upon this same data to**  
21 **support this reclassification filing.**  
22

1 Attachment 1 to my testimony reflects a redacted, Directory Assistance Services  
2 only, version of the financial data that is already on file with the Commission.  
3 Note, that data reflected in Attachment 1 are depicted in rounded thousands  
4 (\$000) of dollars.

5  
6 **Q. DESCRIBE BRIEFLY THE COST ACCOUNTING**  
7 **METHODOLOGIES/PROCEDURES THAT UNDERLIE THE**  
8 **FINANCIAL DATA WHICH SUPPORTS THE COMPANY'S PETITION**  
9 **FOR RECLASSIFICATION OF DIRECTORY ASSISTANCE SERVICES?**

10  
11 **A.** In order to isolate South Dakota Directory Assistance services, U S WEST has  
12 employed cost allocation methods and procedures in accordance with SDCL § 49-  
13 31-4 and methodologies prescribed by this Commission in its final Order in  
14 Docket Nos. F-3848, F-3839 and F-3850. In compliance with the Commission's  
15 orders regarding cost accounting/allocation procedures, U S WEST prepares and  
16 annually files detailed product financial results from its Cost Accounting  
17 Allocation System (CAAS). These annual compliance filings reflect Commission  
18 approved methodologies and they contain, and separately identify, the Directory  
19 Assistance Services product category revenue, expense and investments necessary  
20 to support U S WEST's petition for reclassification.

21

**IV. CONCLUSION**

**Q. WHAT CONCLUSIONS CAN BE REACHED AND WHAT RECOMMENDATIONS ARE YOU MAKING IN THIS PROCEEDING REGARDING THE DATA PROVIDED BY U S WEST TO SUPPORT ITS REQUEST FOR RECLASSIFICATION OF DIRECTORY ASSISTANCE?**

**A. The Company has provided the requisite cost accounting data and this data is in compliance with Commission prescribed, and ordered, methods / procedures as addressed in Docket Nos. F3848, F3849 and F3850. In data filed annually with the Commission, U S WEST has separately identified relevant revenues, expenses and investments associated with its Directory Assistance Services. The Company's latest annual filing should readily serve as support for the Company's reclassification request. Thus, the Commission should render a finding that the U S WEST financial data filed in this proceeding conforms to Commission rules and requirements for product reclassification. And in this regard, the Commission should grant U S WEST's petition to reclassify Directory Assistance Services from the non-competitive, to the fully competitive, service category.**

**Q. DOES THIS CONCLUDE YOUR TESTIMONY?**

**A. Yes, it does.**

**D. M. (MARTI) GUDE - HAS TESTIFIED ON BEHALF OF U S WEST COMMUNICATIONS  
 ON THE SUBJECT OF EMBEDDED COST STUDIES IN THE FOLLOWING:**

STATE	CASE/ DOCKET NO.	CASE NAME	DATE OF TESTIMONY	DATE OF CROSS
Iowa	RPU-88-9	Rate Design Case	D - 7-29-88 * R - 12-13-88 *	1-11-89
Iowa	RPU-88-6	Iowa General Rate Case Rehearing	R - 6-8-89	6-22-89
Iowa	RPU-91-4	In the Matter of the Petition of the Consumer Advocate Division of the Department of Justice Requesting Reduced Rates for U S WEST Communications, Inc.	D - 9-25-91	Settlement reached prior to Hearing
Iowa	TCU-93-3	In Re: McLeod Telecommunications, Inc. (Resale of Centrex Plus)	D - 8-25-93	9-13-93
Iowa	RPU-93-9	In Re: U S WEST Communications, Inc. (Iowa Earnings Investigation)	D - 11-30-93 SR - 2-21-94	3-23-94
Iowa	RPU-95-11	In Re: U S WEST Communications, Inc. (Rate Rebalancing)	D - 9-22-95 R - 2-20-96	Testimony Withdrawn and Proceeding Terminated
Minnesota	P-421/CI-86-354	NWB Earnings Investigation	R - 9-26-87 *	12-87
Nebraska	C-1874	In the Matter of the Application of U S WEST Communications, Inc. for Authority to Increase its Residential Basic Local Exchange Rates Pursuant to Neb. Rev. Stat. Section 86-803(9).	D - 11-25-98 R (oral) - 12-17-98	12-17-98
North Dakota	10,823	IMTS Deregulation	D - 1-13-88 *	1-20-88
Oregon	UX 22	In The Matter of the Petition of U S WEST Communications, Inc., To Exempt From Regulation U S WEST's IntraLATA Toll Service	D - 8-9-99	

**D. M. (MARTI) GUDE - HAS TESTIFIED ON BEHALF OF U S WEST COMMUNICATIONS  
ON THE SUBJECT OF EMBEDDED COST STUDIES IN THE FOLLOWING:**

STATE	CASE/ DOCKET NO.	CASE NAME	DATE OF TESTIMONY	DATE OF CROSS
South Dakota	F-3848, 3849, 3850	In the Matter of the Inquiry into Northwestern Bell Telephone Company's Allocation of Revenues, Investment, and Expenses Among All Services Offered	D - 9-1-90 SR - 11-15-90	12-4-90

\* Filed as D. M. Conley

D = Direct  
R = Rebuttal  
SR = Surrebuttal  
Sup = Supplemental

**D. M. (MARTI) GUDE - HAS TESTIFIED ON BEHALF OF U S WEST COMMUNICATIONS  
 ON THE SUBJECT OF EMBEDDED AVOIDED COST STUDIES IN THE FOLLOWING:**

STATE	CASE/ DOCKET NO.	CASE NAME	DATE OF TESTIMONY	DATE OF CROSS
Colorado	96S-331T	Re: The Investigation and Suspension of Tariff Sheets Filed by U S WEST Communications, Inc., with Advice Letter No. 2617, Regarding Tariffs for Interconnection, Local Termination, Unbundling and Resale of Services	D - 12-13-96 (Filed by D. Elder)  R - 3-28-97 Sup R - 4-9-97	4-16-97
Iowa	RPU-96-9	In Re: U S WEST Communications, Inc. (Cost Docket)	D - 3-26-97 Panel: Sup D - 5-19-97 R - 7-30-97	5-29-97 D - 8-2-97 R - 9-19-97
Montana	D96.11.200	IN THE MATTER OF the Interconnection Contract Negotiations Between AT&T Communications of the Mountain States, Inc. and U S WEST Communications, Inc. Pursuant to 47 U.S.C. Section 252	D - 12-26-96 R - 1-22-97 SR - 1-29-97	2-4-97
Nebraska	C-1385	In Re The Matter Of A Petition For Arbitration of an Interconnection Agreement Between AT&T Communications of the Midwest, Inc. and U S WEST Communications, Inc.	D - 10-29-96	10-31-96 and 11-1-96
Nebraska	C-1473	In The Matter Of Cox Nebraska Telecom, Inc.'s Petition For Arbitration Pursuant To Section 252(b) of the Telecommunications Act of 1996 To Establish An Interconnection Agreement with U S WEST Communications, Inc.	D - 10-1-97	10-1-97

**D. M. (MARTI) GUDE - HAS TESTIFIED ON BEHALF OF U S WEST COMMUNICATIONS  
 ON THE SUBJECT OF EMBEDDED AVOIDED COST STUDIES IN THE FOLLOWING:**

STATE	CASE/ DOCKET NO.	CASE NAME	DATE OF TESTIMONY	DATE OF CROSS
Nebraska	C-1415	In the Matter of the Commission on its Own Motion to Investigate U S WEST Communications' Cost to Establish Rates for Interconnection, Unbundled Network Elements, Transport and Termination and Resale Services	D - 8-12-98	12-10-98
New Mexico	96-411-TC	In The Matter Of the Interconnection Contract Between AT&T Communications of the Mountain States, Inc. and U S WEST Communications, Inc., Pursuant to 47 U.S.C. Section 252	Reply - 12-20-96 R - 1-21-97	2-14-97 and 2-17-97
New Mexico	96-310-TC 97-334-TC (Phase II)	In the Matter of the Consideration of the Adoption of a Rule Concerning Cost Methodologies	D - 7-8-98 R - 8-5-98	8-27-98
North Dakota	PU-453-96-497	AT&T Communications of the Midwest, Inc. Interconnection Arbitration Application	D - 1-13-97 R - 2-14-97	2-28-97
North Dakota	PU-314-97-12	Re: U S WEST Communications, Inc. Interconnection / Wholesale Pricing Investigation	D - 12-22-97	Wholesale portion was postponed indefinitely
South Dakota	TC96-184	In The Matter Of the Interconnection Contract Negotiations Between AT&T Communications of the Midwest, Inc. and U S WEST Communications, Inc. Pursuant to 47 U.S.C. Section 252	D - 1-17-97 R - 1-24-97	2-6-97

**D. M. (MARTI) GUDE - HAS TESTIFIED ON BEHALF OF U S WEST COMMUNICATIONS  
 ON THE SUBJECT OF EMBEDDED AVOIDED COST STUDIES IN THE FOLLOWING:**

STATE	CASE/ DOCKET NO.	CASE NAME	DATE OF TESTIMONY	DATE OF CROSS
Utah	96-095-01	In the Matter of MCI metro Access Transmission Services, Inc.'s (MCI metro's) Consolidated Petitions for Arbitration with U S WEST Communications, Inc. (U S WEST) Pursuant to Section 252(b) of the Federal Telecommunications Act of 1996	R - 11-22-96	Did not go to Hearing
Washington	UT-960310	In the Matter of the Petition for Arbitration of an Interconnection Agreement Between MCI metro Access Transmission Services, Inc. and U S WEST Communications, Inc. Pursuant to 47 U.S.C. Section 252	R - 11-8-96	11-19-96
Washington	UT-960369	In the Matter of the Pricing Proceeding for Interconnection, Unbundled Elements, Transport and Termination, and Resale	D - 3-28-97 R - 4-25-97	7-18-97
	UT-960370	In the Matter of the Pricing Proceeding for Interconnection, Unbundled Elements, Transport and Termination, and Resale for U S WEST COMMUNICATIONS INC		
	UT-960371	In the Matter of the Pricing Proceeding for Interconnection, Unbundled Elements, Transport and Termination, and Resale for GTE NORTHWEST INCORPORATED		

**Docket No. TC99-**

**U S WEST Communications, Inc.**

**Direct Testimony of D. M. (Marti) Gude**

**Attachment I**

**THIS INFORMATION IS REQUESTED  
TO BE KEPT CONFIDENTIAL PURSUANT TO ARSD 20:10:01:41.**

**BEFORE THE SOUTH DAKOTA PUBLIC UTILITIES COMMISSION**

**IN THE MATTER OF THE APPLICATION  
OF U S WEST COMMUNICATIONS, INC.  
TO RECLASSIFY DIRECTORY ASSISTANCE  
SERVICE AS FULLY COMPETITIVE**

)  
) **DOCKET TC99-**  
)  
)

**DIRECT TESTIMONY**

**OF**

**DAVID L. TEITZEL**

**SEPTEMBER 20, 1999**

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OF DAVID L. TEITZEL**

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**I. IDENTIFICATION OF WITNESS**

**Q. PLEASE STATE YOUR NAME, TITLE, AND ADDRESS.**

**A.** My name is David L. Teitzel. I am employed by U S WEST Communications, Inc. (U S WEST) as Director-Product and Market Issues. My business address is 1600 7<sup>th</sup> Avenue, Room 2904, Seattle, WA, 98191.

**Q. PLEASE REVIEW YOUR EDUCATION, WORK EXPERIENCE, AND PRESENT RESPONSIBILITIES.**

**A.** I majored in Industrial Psychology and received a Bachelor of Science degree from Washington State University in 1974. Since then, I have been continuously employed by U S WEST and its predecessor company, Pacific Northwest Bell. I have held a number of management positions in various departments, including Regulatory Affairs, Network, and Marketing. As a Marketing product manager, I was responsible for product management of Basic Exchange, Centrex, and IntraLATA Long Distance services. I have also served as a Market Manager for U S WEST Dex. I was named to the Director - Product and Market Issues position in March 1998.

**Q. HAVE YOU TESTIFIED IN SOUTH DAKOTA PREVIOUSLY?**

**A.** Yes, I testified in Docket No. TC 98-187 in April 1999.<sup>1</sup> I have also served as an expert witness in various dockets in Arizona, Colorado, Iowa, Minnesota, Montana, New Mexico, North Dakota, Utah, Washington, and Wyoming.

**II. PURPOSE OF TESTIMONY**

**Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?**

<sup>1</sup> TC 98-187, In the Matter of the Petition for an Order Directing U S WEST Communications, Inc. to File Updates to its Exchange and Network Services Catalog, Access Services Catalog, Advanced Communications Services Catalog, and Private Line Transport Services Catalog.

1     A.     The purpose of my testimony is to request that the South Dakota Public Utilities  
2           Commission (Commission) reclassify directory assistance and other related services as  
3           fully competitive and, consistent with SDCL 49-31-3.2, reduce regulation and  
4           requirements associated with provision of the service by U S WEST. My testimony will  
5           include a review of the following: 1) the number and size of alternative providers; 2) the  
6           extent to which services are available from alternate providers; 3) the ability of alternate  
7           providers to make functionally equivalent or substitute services readily available at  
8           competitive rates, terms and conditions; 4) U S WEST's share of the directory assistance  
9           market; and (5) ways in which approval of this request will promote public interest.  
10          Based on the information presented, I request that the Commission reclassify the service  
11          and allow U S WEST the regulatory freedom it needs to compete effectively in this  
12          market.

13

14     Q.     **ON WHAT BASIS IS U S WEST MAKING THIS REQUEST?**

15

16     A.     U S WEST is petitioning the Commission to find that U S WEST's directory assistance  
17           services are fully competitive pursuant to SDCL 49-31-1.3, 49-31-3.2 and ARSD  
18           20:10:24:11 et.seq. In making that determination, 49-31-1.3 requires that alternative  
19           services be available to over fifty percent of the company's customers. 49-31-3.2  
20           specifies that the Commission, in determining how a telecommunications service be  
21           classified, shall consider the following:

22           (1) The number and size of alternative providers of the service and the affiliation to  
23           other providers;

24           (2) The extent to which services are available from alternative providers in the  
25           relevant market area;

26           (3) The ability of alternative providers to make functionally equivalent or substitute  
27           services readily available at competitive rates, terms and conditions;

28           (4) The market share, the ability of the market to hold prices close to cost, and other  
29           economic measures of market power; and

30           (5) The impact on universal service.

31

1 Lastly, ARSD 20:10:24:11 of the Telecommunications Services Rules specifies, in  
2 summary, that any complaint initiating a reclassification proceeding include the  
3 following:

- 4 (1) The name, address, and telephone number of the complainant;
- 5 (2) A specific description of the service;
- 6 (3) The geographic areas in which the service is offered;
- 7 (4) A list of other providers of similar or substitutable services and any significant,  
8 functional differences between the complainant's service and other available  
9 services or products;
- 10 (5) The estimated market share of the complainant;
- 11 (6) Cost and demand data unless a cost allocation methodology has been prescribed  
12 pursuant to SDCL 49-31-4;
- 13 (7) Two copies of all applicable tariff pages for the service;
- 14 (8) A description of all effective rate elements for the service;
- 15 (9) Separation of jointly used investments and expenses associated with the service;
- 16 (10) Specific information upon to show why the service is subject to reclassification  
17 and that reclassification will promote public interest; and
- 18 (11) The manner by which notice of price list changes will be provided to customers  
19 and the commission.

20  
21 **Q. ARE YOU ADDRESSING ALL OF THESE ISSUES IN YOUR TESTIMONY?**

22  
23 **A.** I will address these issues in my testimony, with the exception of the following:

- 24 • Impact on universal service (I am not addressing this issue because Directory  
25 Assistance is a discretionary, vertical service unrelated to maintaining universal  
26 service);
- 27 • Cost and demand data (A cost allocation methodology has been prescribed, as  
28 discussed in the testimony of Ms. Gude, making it unnecessary to provide cost and  
29 demand data); and
- 30 • Separation of jointly used investments and expenses associated with the service.  
31 (This is discussed in the testimony of Ms. Gude.)

1  
2 My testimony will cover all other information required to be considered in association  
3 with a request for reclassification.  
4

5 **Q. HOW IS DIRECTORY ASSISTANCE CURRENTLY CLASSIFIED?**  
6

7 A. Based on SDCL 49-31-1.1 currently in effect, Directory Assistance Service is classified  
8 as a non-competitive service. SDCL 49-31-1.1 is provided as Attachment 1 to this  
9 testimony.  
10

11 **Q. HAVE REGULATORY COMMISSIONS IN OTHER STATES RECOGNIZED**  
12 **THAT THE DIRECTORY ASSISTANCE MARKET IS COMPETITIVE?**  
13

14 A. Yes. Commissions in five states (Idaho, Nebraska, North Dakota, Washington, and  
15 Wyoming) have made a determination, based on alternatives available to consumers, that  
16 pricing flexibility for U S WEST's directory assistance services is appropriate.  
17 Commission action is pending in three states (Arizona, Utah, and Iowa) and filings  
18 similar to this complaint are underway or planned in the remaining states. The fact of the  
19 matter is that U S WEST is experiencing significant competition in the Directory  
20 Assistance market across its entire fourteen-state region, as several state commissions  
21 have already acknowledged.  
22

23 **III. DIRECTORY ASSISTANCE SERVICE**  
24

25 **Q. WHAT IS MEANT BY DIRECTORY ASSISTANCE SERVICE?**  
26

27 A. The service addressed in this testimony includes local Directory Assistance and related  
28 services. Local Directory Assistance provides callers with the ability to obtain in-state  
29 telephone numbers and addresses. Customers are assessed a charge of \$.40 per call and  
30 are allowed one free call per month. The charge assessed to payphone service providers  
31 who subscribe to Public Access Lines (PALs) is \$.25 per call. Customers with special

1 needs may make up to 100 calls per month to U S WEST's Directory Assistance service  
2 at no charge. Two copies of U S WEST's Directory Assistance tariff, which includes a  
3 description of the rate elements, are attached to this testimony as Attachment 2.  
4

5 **Q. IN YOUR PREVIOUS ANSWER, YOU REFER TO LOCAL DIRECTORY**  
6 **ASSISTANCE AND "RELATED SERVICES." WHAT DO YOU MEAN BY**  
7 **"RELATED SERVICES?"**  
8

9 **A.** Although all existing related services are already classified as "fully competitive",  
10 U S WEST may, in the future, consider offering related services such as call completion  
11 or other enhancements to directory assistance that will allow customers to utilize the  
12 service for much more than simply telephone numbers and addresses.  
13

14 **Q. IN WHAT GEOGRAPHIC AREA IS DIRECTORY ASSISTANCE AVAILABLE**  
15 **IN THE STATE OF SOUTH DAKOTA?**  
16

17 **A.** U S WEST provides the service in the 38 exchanges it serves. Attachment 3 lists each  
18 U S WEST exchange and the communities included in each exchange. Exchange area  
19 maps are on file with this Commission. Competitive alternatives are available in every  
20 U S WEST exchange in the state.  
21

22 **IV. THE NUMBER AND SIZE OF ALTERNATIVE PROVIDERS**  
23

24 **Q. HOW MANY ALTERNATIVE PROVIDERS OF DIRECTORY ASSISTANCE**  
25 **SERVICE ARE THERE IN SOUTH DAKOTA?**  
26

27 **A.** Attachment 4 is a sample of directory assistance alternatives in South Dakota. The  
28 attachment lists over 35 options to U S WEST's service. It should be noted that this list  
29 is not exhaustive; rather it comprises a snapshot of some aspects of the current  
30 competition as compiled by U S WEST.  
31

1 Q. WHAT TYPES OF COMPANIES CURRENTLY ARE AUTHORIZED TO SERVE  
2 AS ALTERNATIVE DIRECTORY ASSISTANCE PROVIDERS IN SOUTH  
3 DAKOTA.

4  
5 A. Alternatives to U S WEST's directory assistance products are available from  
6 interexchange carriers (IXCs), competitive local exchange carriers (CLECs), wireless  
7 telecommunications providers, and Internet data bases. I discuss each category of  
8 provider below:

9  
10 Interexchange Carriers

11 Interexchange carriers offer directory assistance for in-state telephone numbers to South  
12 Dakota consumers, in direct competition with U S WEST. AT&T's customers can obtain  
13 local or long distance telephone numbers. Consumers also have the option of obtaining  
14 directory assistance from dial-around IXCs. Dial-around services are not regulated by the  
15 Commission; however, they provide substitutable alternatives to U S WEST's directory  
16 assistance services.

17  
18 Wireless Companies

19 Wireless carriers, including Sprint PCS, Cellular One, and CommNet Cellular, also  
20 provide directory assistance to their customers in South Dakota. Wireless carriers often  
21 offer a number of product enhancements not currently available from wireline providers.  
22 The Commission does not regulate wireless directory assistance providers.

23  
24 Internet Providers

25 Directory assistance information may also be accessed over the Internet. On-line  
26 directory assistance web sites include "AnyWho," Four11, and Switchboard.<sup>2</sup> A market  
27 scan recently completed by Bellcore cites fourteen predominant Internet providers of  
28 directory listings; however, the company is quick to note that this number is in no way  
29 meant to represent an exhaustive list of such providers. The Commission does not  
30 regulate the provision of Internet directory assistance.

<sup>2</sup> U S WEST also provides on-line Directory Assistance at [www.uswestdex.com](http://www.uswestdex.com).

1  
2 Other

3 South Dakota consumers may also use calling cards or credit cards to make directory  
4 assistance calls at rates that are competitive with service provided by U S WEST.

5 Moreover, consumers may access directory assistance through the numerous payphone  
6 providers of directory assistance in the state. A sampling of such options is described in  
7 Attachment 4.

8  
9 **Q. HAVE ALTERNATE DIRECTORY ASSISTANCE PROVIDERS MADE**  
10 **THEMSELVES KNOWN TO SOUTH DAKOTA CUSTOMERS?**

11  
12 **A.** Yes. Competitors have spent millions of dollars advertising their products on television  
13 and through print media available for viewing by South Dakota consumers. For example,  
14 last year, on a national basis, AT&T spent \$12 million dollars advertising its directory  
15 assistance services. It devoted more advertising dollars to directory assistance than to  
16 Internet-related services.<sup>3</sup> Print ads have appeared in magazines such as the TV Guide.  
17 Commercials sponsored by directory assistance competitors have appeared on national  
18 cable and network television programs, including Frasier, Late Show with David  
19 Letterman, and ER, as well as during nationally televised sporting events. Examples of  
20 AT&T's advertisements are attached to this testimony as Attachment 5.

21  
22 Furthermore, anyone in South Dakota who utilizes the Internet is regularly made aware of  
23 directory assistance options through advertising flashes that appear on the browser screen.  
24 Additional sources for directory assistance information can easily be found using web-  
25 based search engines. For example, using Yahoo, a simple word search for "411" netted  
26 65 possible web sites, most of which were web directories; a search using the words  
27 "directory assistance" resulted in 35 possible web sites, and 217 sites for "Phone  
28 Numbers and Addresses" were available using Yahoo's reference menu.<sup>4</sup> Other browsers

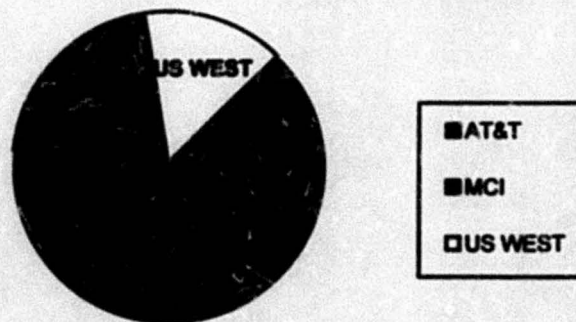
<sup>3</sup> Competitrack Regional Telecommunications Advertising Report, November 1998.

<sup>4</sup> Searches conducted July 6, 1999.

1 offer similar capabilities. Anyone using a computer can instantaneously become aware of  
2 directory assistance resources with just a few simple keystrokes.

3  
4 **Q. ARE ALTERNATIVE PROVIDERS OF DIRECTORY ASSISTANCE SERVICE**  
5 **IN SOUTH DAKOTA FINANCIALLY SOUND COMPANIES?**

6  
7 **A.** Yes, they certainly are. Many of U S WEST's competitors, including AT&T and MCI  
8 WorldCom, are some of the country's largest corporations. They are well established  
9 companies with much larger cash flows than U S WEST, strongly positioned financially  
10 to make investments and marketing initiatives necessary to grow market share in  
11 competitive directory assistance services. For example, for the year ending December 31,  
12 1998, reported revenues were as follows: AT&T Communications - \$53.2 billion; MCI  
13 WorldCom - \$17.7 billion; and U S WEST Communications - \$12.4 billion.



15  
16 **National Operating Revenues - December 31, 1998**

17  
18 Although not as large, other telecommunications companies providing directory  
19 assistance service in South Dakota are also very robust financially. For example,  
20 McLeodUSA (McLeod), owner of Dakota Telecommunications Group, provides  
21 integrated communications services to business and residential customers in 11 Midwest  
22 and Rocky Mountain States, including South Dakota.<sup>5</sup> The company has 16 switches,

<sup>5</sup> McLeod has announced plans to expand services into nine additional states according to McLeod Press Release issued July 26, 1999.

1 8,500 route miles of fiber optics network, 554,700 local lines, and 7,1000 employees.<sup>6</sup> It  
2 recently reported record revenues of \$222.7 million for the quarter which ended June 30,  
3 1999, an increase of 23 percent over the previous sequential quarter, and up 43 percent  
4 from revenue reported in the second quarter of 1998. On August 30, 1999, Forstmann  
5 Little & Company announced that it was paying McLeod \$1 billion for a 12 percent stake  
6 in the company. McLeod, responding to the announcement, said they plan to use the  
7 proceeds from the investment to develop their fiber optic network, introduce new  
8 telecommunications and data services, and increase their market share.<sup>7</sup>  
9

10 FIRSTEL and Midco are two other examples of smaller companies authorized to provide  
11 Directory Assistance in South Dakota. In orders granting Certificates of Authority, the  
12 Commission found that both companies have sufficient financial capabilities to provide  
13 telecommunications services in the state.<sup>8</sup>  
14

15 These are just a few examples from the wide variety of directory assistance providers in  
16 South Dakota. One can reasonably conclude that the companies offering alternatives to  
17 U S WEST's directory assistance service are healthy, financially sound companies which  
18 are quite capable of competing aggressively for directory assistance business and will be  
19 providing service to South Dakota customers for many years to come.  
20

21 **Q. SDCL 49-31-3.2 ALSO DIRECTED THE COMMISSION TO CONSIDER THE**  
22 **AFFILIATION OF ALTERNATIVE PROVIDERS TO ONE ANOTHER. DO**  
23 **YOU HAVE EXAMPLES OF SUCH AFFILIATION?**  
24

25 **A. Yes. For example, AT&T provides directory assistance to South Dakota consumers via:**  
26 **1) "00" Info, including "00" dialing for presubscribed customers and 10-10-288-00 for**  
27 **non-presubscribed customers, 2) 1-800-CALLATT Calling Card, 3) Lucky Dog Dial**  
28 **Around (10-10-345), and 4) "AnyWho" Internet directory assistance. MCI WorldCom**

<sup>6</sup> McLeod Press Release, July 26, 1999.

<sup>7</sup> "Deal Gives McLeod a Boost," Argus Business Leader, August 31, 1999.

<sup>8</sup> Final Order and Decision Granting an Amended Certificate of Authority; Notice of Entry of Judgement, TC96-083, October 22, 1996 (FIRSTEL); Order Granting Amended Certificate of Authority, TC96-163, December 16, 1996 (Midco).

1 offers directory assistance through its wholly owned subsidiary, Telecom\*USA. Such  
2 empirical data demonstrates that the directory assistance market is not only highly  
3 competitive but it also must be highly profitable or carriers would not be investing in it to  
4 the extent they have.

5  
6 **V. THE EXTENT TO WHICH SERVICES ARE AVAILABLE FROM ALTERNATE**  
7 **PROVIDERS**  
8

9 **Q. ARE DIRECTORY ASSISTANCE SERVICES REASONABLY AVAILABLE TO**  
10 **SOUTH DAKOTA CONSUMERS FROM ALTERNATE PROVIDERS?**  
11

12 **A. Yes. I demonstrate, throughout the remainder of this section, the extent to which such**  
13 **alternatives exist. Documentation is provided to show that directory assistance is**  
14 **available from competitors in virtually all telecommunications markets to consumers**  
15 **throughout the state.**  
16

17 **Q. DO THE ALTERNATE PROVIDERS YOU HAVE CITED SERVE CUSTOMERS**  
18 **THROUGHOUT THE STATE?**  
19

20 **A. Yes, many of them do. In fact, while U S WEST's access to retail wireline directory**  
21 **assistance customers is limited to only those who use U S WEST for local service,**  
22 **U S WEST's largest competitors in the directory assistance market have access to 100%**  
23 **of all customers in South Dakota. Certainly interexchange carriers such as AT&T serve**  
24 **the entire state. CLECs are available in many areas of the state and offer alternatives not**  
25 **only to U S WEST's local service, but also to its directory assistance service. Wireless**  
26 **providers' service areas span the vast majority of the state, as depicted in the information**  
27 **provided as Attachment 6. Internet directory assistance is available to consumers**  
28 **throughout South Dakota who have access to the Internet.\* (According to a South Dakota**  
29 **Internet consulting firm, approximately 153,000 people (primarily adults) residing in**

\* Access to the Internet is available from many other locations if the consumer does not subscribe to an Internet Provider at home, e.g., many schools, public libraries, community centers, and colleges allow the public to access the internet, most of the time at no charge.

1 South Dakota have Internet accounts.<sup>10</sup> According to a July 9, 1999 article in the Sioux  
2 Falls Argus Leader, about half of all Sioux Falls residents use the Internet.<sup>11</sup> Future PC  
3 access in households nationwide is projected to rise to 60% by the year 2006, with those  
4 equipped for Internet access rising to 80%.<sup>12</sup>) While not every one of these providers  
5 offers service to every person in South Dakota, all consumers with even the most basic  
6 telephone line have access to a number of services that are direct substitutes for  
7 U S WEST's directory assistance services.

8  
9 **Q. ARE THERE CONSUMERS IN SOUTH DAKOTA WHO DO NOT HAVE AN**  
10 **ALTERNATIVE TO USING U S WEST'S DIRECTORY ASSISTANCE**  
11 **SERVICE? IN OTHER WORDS, ARE THERE ANY CAPTIVE CUSTOMERS**  
12 **FOR THE SERVICE?**

13  
14 **A. No. Every U S WEST customer in South Dakota has at least three alternatives to**  
15 **U S WEST's directory assistance service:**

16  
17 1) Customers presubscribed to AT&T's interstate long distance service can simply dial  
18 "00". They are able to obtain local and long distance telephone numbers, and AT&T will  
19 even complete the call for them.

20  
21 2) They can dial 10-10-288-00 to reach AT&T's directory assistance. Consumers need  
22 not be presubscribed to AT&T in order to use the service.

23  
24 3) They can access directory assistance provided by a dial-around carrier.

25  
26 Each of these options is available to U S WEST's customers as alternatives to  
27 U S WEST's directory assistance service. It is clear that a captive customer base no  
28 longer exists for the service in South Dakota.

29

<sup>10</sup> Internet Consulting of Pierre, Mary Beth Crowe, August 30, 1999.

<sup>11</sup> Business, "Online Shopping Rises," July 9, 1999.

<sup>12</sup> Bellcore, "Directory Assistance, Traditional Versus Internet," September 16, 1998, p. 5.

1 Q. DOES THE EVIDENCE YOU HAVE PRESENTED DEMONSTRATE THE  
2 EXTENT TO WHICH DIRECTORY ASSISTANCE SERVICES ARE  
3 AVAILABLE FROM ALTERNATIVE TELECOMMUNICATIONS  
4 PROVIDERS?

5  
6 A. Yes. I have shown that alternative providers have established a presence in all segments  
7 of the telecommunications market. In addition, every consumer in South Dakota has at  
8 least three alternatives to U S WEST's directory assistance service available to them.  
9

10 **VI. THE ABILITY OF ALTERNATIVE PROVIDERS TO MAKE FUNCTIONALLY**  
11 **EQUIVALENT OR SUBSTITUTE SERVICES READILY AVAILABLE AT**  
12 **COMPETITIVE RATES, TERMS AND CONDITIONS**  
13

14 Q. PLEASE DESCRIBE DIRECTORY ASSISTANCE SERVICES AVAILABLE TO  
15 SOUTH DAKOTA CONSUMERS FROM INTEREXCHANGE CARRIERS.  
16

17 A. I will focus on the offerings of AT&T, since its services are currently being heavily  
18 marketed. AT&T's "00" Info is a directory assistance service which allows customers  
19 presubscribed to AT&T to obtain information for locations within the United States, as  
20 well as international country and/or city codes, and time-of-day information. AT&T  
21 customers access the service by dialing "00". Consumers who are not presubscribed to  
22 AT&T may access the service by dialing 10-10-288-00. Customers may request up to  
23 twelve listings per call but are billed a "00" Info charge for every two listings requested.  
24 After receipt of the listing, customers may request that AT&T complete the call for them.  
25 This will be done at no additional charge.<sup>13</sup> The rate for "00" Info is \$.99, although  
26 AT&T waives the charge during specific promotional periods.<sup>14</sup>  
27

28 Q. HAS AT&T POSITIONED ITS PRODUCT AS A DIRECT ALTERNATIVE TO  
29 U S WEST'S DIRECTORY ASSISTANCE SERVICE?

<sup>13</sup> If appropriate, long distance charges will apply.

<sup>14</sup> Tariff F.C.C. No. 27, Pages 8-9, 8-9.1, Effective January 1, 1999; Page 21-247.24, Effective February 12, 1999;  
Page 24-451.2, Effective February 1, 1999.

1

2 A. Yes. One of AT&T's ads, attached as Attachment 7 to this testimony, shows a large "X"  
3 over 411 and 555-1212, the numbers South Dakota customers dial to reach U S WEST's  
4 Directory Assistance service. Another AT&T ad states, "Forget 411 and 555-1212, for an  
5 AT&T information specialist just dial 00." (See Attachment 8) Clearly the company is  
6 portraying its service as a direct competitive alternative to the directory assistance  
7 offerings available from U S WEST and other RBOCs. With this competitor's service,  
8 customers are able to obtain local and/or long distance telephone numbers, and be  
9 connected to those numbers.

10

11 Q. YOU MENTIONED IN THE PREVIOUS SECTION THAT CLECS ALSO  
12 PROVIDE DIRECTORY ASSISTANCE. PLEASE DESCRIBE THEIR  
13 OFFERINGS.

14

15 A. Several CLECs in South Dakota offer directory assistance service to their customers. For  
16 example, according to the customer bill shown in Attachment 9, McLeod offers directory  
17 assistance for its local service customers at \$.40/call. Customers receive one call to  
18 Directory Assistance per month at no charge.

19

20 FIRSTEL's tariff indicates its customers may access directory assistance for \$.75 per  
21 call.<sup>15</sup>

22

23 Midco charges their customers \$.60 per call. Midco furnishes local exchange and long  
24 distance directory assistance.<sup>16</sup>

25

26 Customers who choose a local exchange carrier other than U S WEST also receive an  
27 alternative directory assistance provider.

28

<sup>15</sup> FirstTel, Inc. South Dakota PUC Tariff No. 2, Section 3, Page 3, Effective July 28, 1999  
<sup>16</sup> Midco Communications Tariff SDPUC No. 1, Page 26, Effective December 1, 1997.

1 Q. WHAT IMPACT HAVE WIRELESS COMPANIES HAD IN FOSTERING A  
2 COMPETITIVE DIRECTORY ASSISTANCE MARKETPLACE?  
3

4 A. Wireless communication is one of the most rapidly growing segments of the  
5 telecommunications industry. Wireless Weekly recently reported that a new wireless  
6 customer is added every 2.24 seconds.<sup>17</sup> 1998 subscribership levels increased 25% over  
7 1997 and total annualized revenues for the industry increased by 16% during the same  
8 time period.<sup>18</sup> Most wireless carriers provide their customers with directory assistance as  
9 a value-added enhancement to the service. Insight Research recently estimated that by  
10 the year 2002, wireless carriers will realize \$1.5 billion in revenue from their directory  
11 assistance offerings.<sup>19</sup>  
12

13 At present, there are at least three wireless providers of directory assistance service in  
14 South Dakota, CommNet Cellular, Sprint PCS, and Cellular One. According to an  
15 independent study conducted by Microvision Profiles, more than 30% of households in  
16 the state of South Dakota have wireless phone service.<sup>20</sup> As an example of what is  
17 available in South Dakota, Sprint PCS provides its customers with national directory  
18 assistance for \$.75 per call. Call completion is provided at no extra charge. CommNet  
19 Cellular charges \$.85 per call plus airtime. Cellular One's rate for its directory assistance  
20 service is \$.75 per call. These services are comparably priced to wireline directory  
21 assistance, and oftentimes provide features such as event location, movie listings, and  
22 automatic reconnection to a directory assistance operator not currently available with  
23 traditional directory assistance. Attachment 10 is a copy of Sprint PCS's Internet web  
24 pages, showing the advanced directory assistance services that Sprint offers its wireless  
25 customers in South Dakota. Included are call completion, operator standby, automatic  
26 reconnect upon busy or no-answer, entertainment listings, movie listings, etc. - all  
27 provided at a very competitive rate, available just by dialing directory assistance.  
28

<sup>17</sup> [www.wirelessweek.com](http://www.wirelessweek.com), September 1, 1999.

<sup>18</sup> CTIA Data Survey, June 30, 1998.

<sup>19</sup> Knapp, Jennifer. "National Directory Assistance Battle Heats Up," PHONE+, December 1998, Page 26.

<sup>20</sup> 1998 Convergence Survey, Microvision Profiles, Claritas Database.

1 Q. YOU ALSO MENTIONED THAT DIRECTORY ASSISTANCE-TYPE SERVICES  
2 ARE AVAILABLE OVER THE INTERNET. PLEASE DESCRIBE THESE  
3 SERVICES.  
4

5 A. There are a number of options available to consumers who desire directory assistance  
6 information over the Internet, including Yahoo! People Search, Big Foot, infoUSA.  
7 Additional web sites are included in Attachment 4, along with a description of the  
8 services available on each site. Usually, this directory assistance alternative is free of  
9 charge with access to the Internet. Most companies offering Internet directory assistance  
10 provide a greater array of advanced services than current wireline telephone offerings  
11 such as U S WEST's. These enhanced services include, for example, maps, directions,  
12 neighborhood information, phone numbers and addresses of neighbors, reverse look-up,  
13 e-mail addresses and more.<sup>21</sup>  
14

15 With all of these services available at the click of a mouse, at no additional charge, and  
16 with unlimited use, these sites are a huge draw for customers seeking a more  
17 comprehensive one-stop option for directory assistance. In fact, infoUSA recently  
18 reported that a study done by PC Data found that directory assistance is the third largest  
19 use on the Internet today.<sup>22</sup> Attachment 11 contains copies of Internet web pages and a  
20 sample directory listing, including available options. With over 20 million customers  
21 accessing the 15 most popular Internet directory assistance sites in the U.S. each month,  
22 Internet directory assistance is a formidable form of competition in this market.<sup>23</sup>  
23

24 Q. PLEASE SUMMARIZE YOUR TESTIMONY ON ALTERNATIVES THAT ARE  
25 DIRECTLY SUBSTITUTABLE AND FUNCTIONALLY EQUIVALENT TO  
26 U S WEST'S DIRECTORY ASSISTANCE PRODUCTS IN SOUTH DAKOTA.  
27

---

<sup>21</sup> The reverse look-up feature allows a customer to find out the name of the business or person associated with a particular phone number or address.

<sup>22</sup> Whitaker, Stuart. "Electronic Directories," The Operator Daily, August 17, 1999.

<sup>23</sup> *Id.*

1 market is expected to increase by more than 8% per annum to 12 billion directory  
2 assistance calls.<sup>24</sup>  
3

4 **Q. HAVE YOU ATTEMPTED TO ESTIMATE WHAT U S WEST'S DIRECTORY**  
5 **ASSISTANCE MARKET SHARE IS IN SOUTH DAKOTA?**  
6

7 **A.** Yes, I have. Using straight line trending methodology, analyzing U S WEST's growth  
8 rate prior to the advent of measurable competition and projecting forward, it can  
9 reasonably be estimated that at the end of 1998, U S WEST's share of the South Dakota  
10 Directory Assistance market was XX% (See Proprietary Attachment 12). However, even  
11 this number is overstated, since it does not reflect call volumes for all directory assistance  
12 providers serving South Dakota customers; nor does it consider alternative technologies  
13 such as the Internet and wireless. Assuming a conservative annual growth rate of 6% per  
14 annum (compared to the 8% growth rate referred to in my previous answer), U S WEST's  
15 share in 1998 would be XX%. (See Proprietary Attachment 12). Projections for years  
16 1999 - 2001 using this same conservative 6% figure are also shown on Proprietary  
17 Attachment 12. It is apparent that U S WEST has already lost significant market share  
18 and will continue to lose market share as competition escalates.  
19

20 **Q. DOES U S WEST'S DIRECTORY ASSISTANCE MARKET SHARE SUPPORT**  
21 **THAT THE SERVICE IS FULLY COMPETITIVE IN SOUTH DAKOTA?**  
22

23 **A.** Yes. There was a time when customers looked exclusively to the local exchange carrier  
24 for local directory assistance and exclusively to the long distance carrier for long distance  
25 directory assistance. With the advent of national directory assistance within the past  
26 several years, that paradigm has become outdated. Customers can now go to a number of  
27 providers for directory assistance anywhere in the country. The removal of the traditional  
28 framework has led to a sharp decline in the usage of U S WEST's Directory Assistance  
29 service. As one might expect, call volumes which previously flowed directly to

---

<sup>24</sup> Cenentano, John M. "Nationwide Directory Assistance. A Sound Choice in the Competitive Cacophony," X-Change, December 15, 1998, Page 30.

1 U S WEST are now dispersed among a wide array of providers and types of directory  
2 assistance services in the market. U S WEST accepts this as a natural result of the  
3 introduction of competition into the market. The decline in U S WEST's call volumes  
4 when compared to overall market growth, coupled with the introduction of new services  
5 aggressively promoted by its competitors, indicates that U S WEST's market share for  
6 this product has significantly decreased and will continue to do so absent freedom from  
7 binding regulation which is inhibiting its ability to effectively compete.

8  
9 **VIII. PUBLIC INTEREST**

10  
11 **Q. HOW IS A FINDING THAT U S WEST'S DIRECTORY ASSISTANCE SERVICE**  
12 **IS FULLY COMPETITIVE IN THE BEST INTEREST OF ITS SOUTH DAKOTA**  
13 **CUSTOMERS?**

14  
15 **A.** With reclassification of the service, U S WEST will be able to respond creatively and in a  
16 much more timely manner to meet the needs of its South Dakota customers in a  
17 competitive environment. South Dakota consumers will benefit in the form of innovative  
18 product offerings and enhancements. For example, U S WEST may consider offering  
19 call completion services as well as enhancements to directory assistance that will allow  
20 South Dakota customers to utilize the service for much more than simply telephone  
21 numbers and addresses. Reclassification will bring greater choices to customers by all  
22 directory assistance providers, spurred on by a marketplace not hindered by regulatory  
23 constraints.

24  
25 **Q. DO ALTERNATIVE PROVIDERS OF DIRECTORY ASSISTANCE SERVICES**  
26 **IN SOUTH DAKOTA FACE REGULATORY CONSTRAINTS?**

27  
28 **A.** No. While interexchange carriers (IXCs) and competitive local exchange carriers  
29 (CLECs) are subject to regulatory oversight, it is in the form of reduced regulation and  
30 certainly cannot be considered a constraint in their provision of the service. Other  
31 providers, such as wireless carriers and Internet directory assistance sources, are not

1 regulated by this Commission at all. U S WEST's competitors are able to respond to the  
2 market without being hindered by regulatory constraints.

3  
4 **Q. WHY ARE THE EXISTING REGULATORY PARAMETERS FOR U S WEST'S**  
5 **DIRECTORY ASSISTANCE SERVICE NO LONGER APPROPRIATE?**

6  
7 **A.** The need to comply with existing regulatory requirements in the increasingly competitive  
8 marketplace has placed U S WEST at a distinct disadvantage. Because tariff filings are  
9 public documents, competitors are provided significant advance notice of U S WEST's  
10 marketing strategy whenever it makes a filing. They have a further advantage in being  
11 able to develop a competitive response while the filing is under consideration by the  
12 Commission. Because competitors have the ability to intervene in U S WEST's filings,  
13 they can effectively delay implementation of U S WEST's marketing strategy for several  
14 months, giving them additional time to respond. Finally, U S WEST is required to  
15 furnish support documentation with each filing - a costly burden not shared by its  
16 competitors. In a market as dynamic as the directory assistance market, it is imperative  
17 that U S WEST be allowed to compete more effectively.

18  
19 **Q. WHAT IMPACT ARE THESE REGULATORY CONSTRAINTS HAVING ON**  
20 **SOUTH DAKOTA CUSTOMERS?**

21  
22 **A.** U S WEST's customers are not able to receive new services at attractive prices.  
23 Regulatory constraints make it far more costly and difficult for U S WEST to introduce  
24 new services and offer competitive rates. Just the delays associated with the approval  
25 process make it virtually impossible to lead our competitors or even to respond in a  
26 timely fashion to their initiatives and innovations. As I have pointed out, our competitors  
27 can assure these delays by routinely contesting our initiatives. U S WEST stands ready to  
28 compete aggressively and deliver value-added services which customers are demanding.  
29 When alternate carriers must deal with U S WEST on equal competitive footing,  
30 consumers will benefit from enhanced service offerings, new services, and companies  
31 that are extremely customer focused.

**IX. RECOMMENDED COMMISSION ACTION**

**Q. WITH THIS UNDERSTANDING OF THE STATUS OF DIRECTORY ASSISTANCE COMPETITION IN SOUTH DAKOTA, WHAT ACTION IS U S WEST IS REQUESTING THIS COMMISSION TAKE?**

**A. U S WEST is requesting that this Commission reclassify directory assistance and related services as fully competitive telecommunications services in South Dakota.**

**Q. HOW WILL U S WEST NOTIFY THE COMMISSION AND ITS CUSTOMERS OF CHANGES TO ITS DIRECTORY ASSISTANCE AND RELATED SERVICES ONCE THEY ARE RECLASSIFIED AS FULLY COMPETITIVE?**

**A. U S WEST will notify the Commission of price list changes once the services are reclassified via the U S WEST Internet web site.<sup>25</sup> U S WEST will notify its customers in advance of any price changes.**

**X. SUMMARY**

**Q. PLEASE SUMMARIZE YOUR TESTIMONY.**

**A. I have demonstrated through this testimony and the attachments that U S WEST's directory assistance and related services are fully competitive. In support of this position, I have shown that :**

- Alternative providers for the services exist. These providers primarily consist of interexchange carriers, competitive local exchange companies, wireless companies, and Internet-based companies. I have provided documentation showing there are over 35 alternative directory assistance services available to South Dakota consumers. This is not an exhaustive list.**

<sup>25</sup> <http://library.uswc.uswest.com>

- 1       • Alternative providers are offering South Dakota consumers services that are directly  
2       substitutable and functionally equivalent to the services U S WEST provides. Prices,  
3       terms and conditions of competitors' offerings are comparable to those offered by  
4       U S WEST.
- 5       • U S WEST's "share" of the directory assistance market in South Dakota has steadily  
6       declined over the past several years, while competition in the market has dramatically  
7       increased. This means that U S WEST's proportional share of the market has been  
8       reduced due to the competitive gains of other directory assistance providers.
- 9       • South Dakota consumers will benefit by having U S WEST's Directory Assistance  
10      services reclassified as fully competitive, as U S WEST will then be able to compete  
11      on equitable terms with other providers. This will drive increased functionality,  
12      innovative service enhancements, and competitive pricing, available much more  
13      quickly than under the current fully regulated environment.

14  
15      In accord with SDCL 49-31-3.2, I am requesting that the services be afforded reduced  
16      regulatory oversight and increased pricing flexibility.

17  
18    **Q.    DOES THIS CONCLUDE YOUR TESTIMONY?**

19    **A.    Yes, it does.**

20

**BEFORE THE SOUTH DAKOTA PUBLIC UTILITIES COMMISSION**

**IN THE MATTER OF THE APPLICATION  
OF U S WEST COMMUNICATIONS, INC.  
TO RECLASSIFY DIRECTORY ASSISTANCE  
SERVICE AS FULLY COMPETITIVE**

)  
) **DOCKET TC99-**  
)  
)

**ATTACHMENTS TO DIRECT TESTIMONY**

**OF**

**DAVID L. TEITZEL**

**SEPTEMBER 20, 1999**

**INDEX OF ATTACHMENTS  
FOR THE DIRECT TESTIMONY  
OF DAVID L. TEITZEL**

<b><u>ATTACHMENT</u></b>	<b><u>ATTACHMENT NO.</u></b>
<b>Statute Classifying U S WEST's Directory Assistance Services as Non-Competitive</b>	<b>1</b>
<b>U S WEST's Directory Assistance Tariff</b>	<b>2</b>
<b>U S WEST Exchanges</b>	<b>3</b>
<b>Example of Competitive Alternatives</b>	<b>4</b>
<b>AT&amp;T's Directory Assistance Advertisements</b>	<b>5</b>
<b>Wireless Providers' Service Areas</b>	<b>6</b>
<b>AT&amp;T Advertisement - "X" Over 555-1212, 411</b>	<b>7</b>
<b>AT&amp;T Advertisement - "Forget 555-1212, 411"</b>	<b>8</b>
<b>McLeod Telephone Bill</b>	<b>9</b>
<b>Sprint PCS Directory Assistance Offering</b>	<b>10</b>
<b>Internet Directory Assistance Web Pages</b>	<b>11</b>
<b>Proprietary U S WEST Call Volumes, "Share"</b>	<b>12</b>

TELECOMMUNICATIONS SERVICES

49-5.

76 Am. Jur 2d, Telecommunications, §§ 8-59.  
§§ 636, Telephones, Telephones, Bells, and  
Telephony, §§ 1-25, 60-62, 260-271.

Advertising or promotional expenditures of  
public utility as part of operating expenses for  
marketing purposes. 25 ALR 2d 600.

Allocation, amount paid by public utility to  
affiliate for goods or services on installment in  
utility's rate base and operating expenses in  
rate proceeding. 15 ALR 6th 604.

Construction of franchises or statutes as to  
tariff rates and services of telephone company.  
15 ALR 1238.

Discontinuing or reducing service as affected  
by demand required by public utility. 45 ALR  
2d 2282.

Disturbance between property within and  
that outside governmental districts as to rates.  
5 ALR 2d 612.

Exclusion of credit, discrimination in respect  
to. 15 ALR 594.

Franchise rates, power of public service com-  
mission to increase. 3 ALR 730; 9 ALR 1160;  
9 ALR 287; 20 ALR 282.

Minimum monthly bill or fixed monthly re-  
view charge, right of public utility to make. 125  
ALR 290.

Number, telephone company's right to  
change subscriber's telephone number. 75 ALR  
2d 760.

Public telephone, right to make charge for  
use of, in excess of that charged by public util-  
ity. 75 ALR 1236.

Public utilities code, what telephone compa-  
nies are within. 21 ALR 1160; 125 ALR 1211.  
Refusal to which telephone company is en-  
titled. 21 ALR 600.

Right of public utility to discontinue line or  
branch on ground that it is superfluous. 10  
ALR 2d 1151.

Right of telephone company not having an  
exclusive franchise to protection against, or  
damages for, interference with its operations,  
property, or plant by competitor. 115 ALR 648.

Service, right of public utility to deny service  
at one address because of failure to pay for past  
service rendered at another. 75 ALR 2d 1200.

Street franchise, regulation of rates of tele-  
phone company which continued service after  
expiration of. 112 ALR 560.

49-51-1.1. Noncompetitive service defined. For the purposes of this  
chapter, "noncompetitive service" is a monopoly service for which no competi-  
tion exists or the regulation of which is necessary to insure affordable local  
exchange service. Such services include:

- (1) Residential local exchange service;
- (2) Business local exchange service;
- (3) Agricultural local exchange service;
- (4) Emergency service;
- (5) Public and semipublic coin telephone service; and
- (6) All services not otherwise listed in §§ 49-51-1.2 and 49-51-1.3.

Source: SL 1980, ch 876, § 2.

49-51-1.2. Emerging competitive service defined. For the purposes of  
this chapter, "emerging competitive service" is a service that satisfies the  
criteria of § 49-51-1.3 and which has alternative services available to over  
twenty percent of the company's customers for that service. Such services  
include:

- (1) Inter-LATA message toll service and intra-LATA message toll ser-  
vice;
- (2) Inter-LATA wide area telephone service and intra-LATA wide area  
telephone service; and
- (3) New products and services not functionally required to provide local  
exchange service.

48-51-1.3

**PUBLIC UTILITIES AND CARRIERS**

Source: EL 1308, ch 878, § 2.

**48-51-1.3. Fully competitive service defined.** For the purposes of this chapter, "fully competitive service" is a service that satisfies the criteria of § 48-51-3.2 and which has alternative services available to over fifty percent of the company's customers for that service or which is of limited scope or so discretionary in nature that regulation is not warranted. Such services include:

- (1) Cellular radio services;
- (2) Cordless and cordless-like services;
- (3) Billing and collections;
- (4) Optional services;
- (5) Private line and special access; and
- (6) Premise cable and inside wire.

Source: EL 1308, ch 878, § 4.

**48-51-1.4. Price regulation defined.** — Determination of fair and reasonable price. For the purposes of this chapter, "price regulation" is the procedure used by the commission to approve the charge for an emerging or noncompetitive telecommunications service which is not based on rate of return regulation. In determining whether the price is fair and reasonable, the commission shall determine and consider the price of alternative services, the overall market for the service, the affordability of the price for the service in the market it is offered, and the impact of the price of the service on the commitment to preserve affordable universal service. In determining the price for an emerging competitive service, the commission shall also consider the actual cost of providing the service. In determining the price for a noncompetitive service, the commission shall also consider the fully allocated cost of providing the service.

Source: EL 1308, ch 878, § 6; 1982, ch 528, § 2.

**DECISIONS UNDER FORMER LAW**

**Cost Review of Rate-Setting Determinations.**

Rate making is a legislative process whether done directly by Legislature or by an agency of its creation: the legislative discretion implied in the rate-making power extends to the process by which a legislative determination is made and within the broad field where that discretion is exercised legislative determinations are conclusive; so long as a legislative agency exercises its authority and does not transgress constitutional limitations the courts have no power to interfere with its determinations. Application of Washington, Fall 24, Ch. (1989) 79 SD 12, 98 NW 2d 170.

**Determination of Reasonableness of Rates.**

Commission is by statute required only to determine whether proposed rates are reasonable and just, and no other standard, such as fair value or other rate base, is prescribed; usual method employed is to determine a base reflecting value of utility's property and this method is not inconsistent with the "fair value" theory, while commission is not bound to follow any single formula or combination of formulas, it must appear that method followed and rate-making rules do not produce an unjust or arbitrary result; commission in using book-cost method was not required to calculate rate base as of end of last year and could properly average and investiture at beginning and end

of that year in making change and reduced to placed in new schedule as to most to test when complete and level of an continued use current rates.

**48-51-2.**

The provision all telecommunication facilities receiver, whether a

Source: § 481; EL 11 1911, ch 20 SEC 1920 § 48-51: EL 1 41: 1922.

Commission The court "shall give" to the issue of the

Statute: Statute: to make a utility's violation to cause that this case

**48-51.**

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**U S WEST COMMUNICATIONS, INC.**  
**Exchange and Network**  
**Services Tariff**

**SECTION 6**

**Page 5**

**Release 3**

State of South Dakota  
Issued: 3-31-98

**Effective: 5-5-98**

**6. MESSAGE TELECOMMUNICATION SERVICE**

**(T)**

**6.2 STANDARD SERVICE OFFERINGS (Cont'd)**

**6.2.4 DIRECTORY ASSISTANCE SERVICE**

**A. General**

Directory Assistance service is defined as furnishing aid in obtaining telephone numbers. The Directory Assistance charges specified in this Tariff apply when a customer within South Dakota requests the telephone numbers of other customers within South Dakota or within any adjacent local calling area covered by tariffs on file with the South Dakota Public Utilities Commission. Such charges also apply to customers within such adjacent local calling areas who request numbers of other customers within such local calling areas or within their state of residence when a directory assistance charging plan is in effect in that state. These charges will apply to all calls placed from an exchange tariffed for this service even if calls are charged to a calling card or third number of an independent company exchange not tariffed for this service.

**B. Allowances**

1. An allowance of one dialed call per month is provided without charge for each:
  - Exchange service line
  - Dormitory student account
  - Wide Area Telecommunications Service line
  - Trunk line
  - Five Centrex stations; where the number of Centrex stations is not a multiple of five, the customer is allowed one dialed call for the fractional amount.
2. Call allowances are not transferable between accounts.

**U S WEST COMMUNICATIONS, INC.**

**Exchange and Network  
Services Tariff**

**SECTION 6**

**Page 6**

**Release 4**

State of South Dakota

Issued: 3-31-98

Effective: 5-5-98

**6. MESSAGE TELECOMMUNICATION SERVICE**

(T)

**6.2 STANDARD SERVICE OFFERINGS**

**6.2.4 DIRECTORY ASSISTANCE SERVICE**

**B. Allowances (Cont'd)**

3. For the purposes of administering this Tariff, the full allowance will apply for service on record as of the customer's billing date.
4. An allowance of 100 dialed calls per month is provided from a residence telephone where a member of that household has been certified by a qualified authority as unable to use a directory. This also applies to the business telephone of a certified customer where other assistance is not available. A qualified authority is defined as including doctors of medicine, ophthalmologists, optometrists, registered nurses, therapists, professional staff of hospitals, institutions and public welfare agencies. Certification of physical disability sufficiently severe to prevent reading or using conventional reading materials may also be made by professional librarians or by any person whose competence in this area is acceptable to the Librarian of Congress of the United States.

**C. Charges**

1. Directory Assistance Charge (maximum of two requests per call)

**CHARGE**

- |   |        |
|---|--------|
| • Each call dialed directly by customer     | \$0.40 |
| • Each call placed from Public Access Lines | 0.25   |

2. In locations (including Public Access Line telephones) where the customer has the capability to direct dial Directory Assistance but chooses to place the call as a Mechanized Calling Card or Operator-Assisted Station-to-Station call, the appropriate charge applies as specified in 6.2.1.C., in addition to the Directory Assistance charge. The Operator Dialed Service Charge does not apply.

**U S WEST COMMUNICATIONS, INC.**  
**Exchange and Network**  
**Services Tariff**

**SECTION 6**

**Page 5**

**Release 3**

**State of South Dakota**

**Issued: 3-31-98**

**Effective: 5-5-98**

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**U S WEST COMMUNICATIONS, INC.**

**Exchange and Network  
Services Tariff**

**SECTION 6**

**Page 6**

State of South Dakota

**Release 4**

Issued: 3-31-98

**Effective: 5-5-98**

**6. MESSAGE TELECOMMUNICATION SERVICE**

(T)

**6.2 STANDARD SERVICE OFFERINGS**

**6.2.4 DIRECTORY ASSISTANCE SERVICE**

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U S WEST Exchanges and Communities

<b>Aberdeen</b>	<b>Huron</b>	<b>Redfield</b>
Bath	Bloomfield	Ashton
Mansfield	Broadland	Athol
Mina	Carpenter	Frankfort
Warner		Miranda
Westport	<b>Iroquois</b>	Rockham
	Bancroft	Zell
<b>Arlington</b>	Esmond	
Hetland	Manchester	<b>Sioux Falls</b>
		Renner
<b>Belle Fourche</b>	<b>Lake Preston</b>	Rowena
	Erwin	
<b>Canton</b>		<b>Sisseton</b>
	<b>Lead</b>	
<b>Cavour</b>		<b>Spearfish</b>
Yale	<b>Madison</b>	St. Onge
<b>Chamberlain</b>	<b>McIntosh</b>	<b>Sturgis</b>
Oacoma		Boulder Canyon
	<b>Milbank</b>	Fort Meade
<b>Colman</b>	Corona	
	Twin Brooks	<b>Tea</b>
<b>Deadwood</b>		
Cheyenne Crossing	<b>Miller</b>	<b>Timber Lake</b>
Nemo	St. Lawrence	Firesteel
Rochford	Vayland	Glencross
Terry Peak		
Trojan	<b>Mitchell</b>	<b>Vermillion</b>
	Fulton	Burbank
<b>DeSmet</b>	Loomis	Meckling
<b>Elk Point</b>	<b>Morristown</b>	<b>Volga</b>
Richland	Keldron	Bruce
Spink	Watauga	
		<b>Watertown</b>
<b>Flandreau</b>	<b>Pierre</b>	Grover
Egan		Krenzburg
	<b>Rapid City</b>	Waverly
<b>Ft. Pierre</b>	Black Hawk	
	Box Elder	<b>Whitewood</b>
<b>Harrisburg</b>	Caputa	
	EAFB	<b>Yankton</b>

**Hill City**  
**Edelweiss Mountain**  
**Mystic**  
**Silver City**

**Johnson Siding**  
**Piedmont**  
**Rapid Valley**

**Mission Hill**  
**Utica**

U.S. WEST's Offering				
U.S. WEST	\$ 0.40	Local	One free call allowance per month -- 2 numbers may be requested in same call	Tariff -- 06/06/99
	\$ 0.85	National	2 numbers may be requested in the same call	Catalog -- 06/06/99 (already classified as fully competitive)
Direct Competitive Alternative Offerings				
Dial Around Options				
AT&T 10-10-288-00	\$ 0.99	National	Includes Call Completion	FCC Tariff No. 27-2/1/99
10-10-220		National	Provider - Telecom*USA	
10-10-321		National	Provider - Telecom*USA	
10-10-345		National	Provider - AT&T	
10-10-432		National	Provider - Qwest	
10-10-811		National	Provider - VarTec	
Ameritech Communications	\$ 1.05	National	2 numbers may be requested per call -- Charge applies whether number supplied or not	Tariff -- 04/14/99
Long Distance Carrier Options				
AT&T "00" Info	\$0.99	National	Includes call completion - 2 listings per charge	FCC Tariff No. 27-2/1/99
CLEC Options				
CenturyTel Telecommunications	\$ 0.95	National	Per call	Tariff -- 02/17/98
FIRSTEL	\$ 0.75		Per call	Tariff -- 7/28/99
McLeod	\$0.40	IntraLATA	1 free call per month, 2 requests per call	Customer Bill
Megsnet-CLEC, Inc.	\$ 0.95	Intrastate	2 numbers may be requested per call -- Charge applies whether information furnished or not	Tariff -- 10/13/98
Midco Communications	\$ 0.60	Local	Per call	Tariff -- 12/01/97
Calling/Credit Card Options				
Americomnect, Inc.	\$ 0.80	National	Per call	Tariff -- 02/25/96
BellSouth Long Distance	\$ 1.20	Nat'l	2 numbers may be requested per call -- Charge applies whether information furnished or not	Tariff -- 01/16/99
BLT Technologies	\$ 0.75	National	Initial minute charge	Tariff
	\$ 0.50		Additional minute rate	
Cable & Wireless	\$ 1.40	National	Per call	Tariff -- 12/06/98

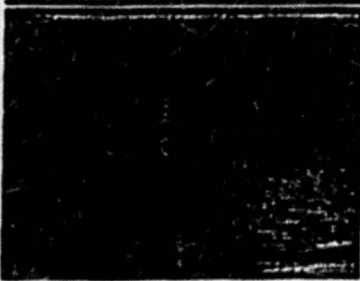
GST Net, Inc.	\$ 0.80	Intrastate	Per call	Tariff
North Dakota Long Distance	\$ 0.80	National	Per call	Tariff -- 06/19/98
WorldCom Technologies	\$ 0.60	National	Service is grandfathered	Tariff -- 10/17/97
	\$ 0.60	Call Completion -- By Request		
<b>Wireless Options</b>				
Sprint PCS	\$0.75	National	Includes call completion. Airtime extra	www.sprintpcs.com
CellularOne (Western Wireless)	\$0.75	National	Airtime extra	(800) 635-0304
CommNet Cellular	\$0.85	National	Airtime extra	(800) 264-6638
<b>Payphone Providers</b>				
NTI Telecom, Inc.	\$ 0.60	-- National		Tariff -- 12/01/97
USN Communications	\$ 0.85	National	Per call	Tariff -- 02/01/99
www.switchboard.com	6.20	National	Address, Phone, E-mail	USA Today 10/12/98
www.infospace.com	3.20	Worldwide	Address, Phone, E-mail, Directions, Maps, Reverse Lookup	USA Today 10/12/98
www.whowhere.com	2.60	National	Address, Phone, E-mail, Website	USA Today 10/12/98
www.four11.com	1.90	National	Phone, E-mail	USA Today 10/12/98
www.anywho.com	1.40	National	Address, Phone, Website, 800#, Reverse Lookup	USA Today 10/12/98
www.bigfoot.com	1.10	National	Address, Phone, E-mail, Website	USA Today 10/12/98
www.zip2.com	1.10	National	Address, Phone, Map, Directions	USA Today 10/12/98
www.databascamerica.com	0.60	National	Address, Phone, Reverse Lookup	USA Today 10/12/98
www.bigyellow.com	0.30	National & Canada	Address, Phone, E-mail, Website	USA Today 10/12/98
www.bigbook.com	0.40	National & Canada	Business - Address, Phone, Directions, Map	USA Today 10/12/98
www.555-1212.com	0.40	National	Address, Phone, Website	USA Today 10/12/98
www.nhand.com	0.30	National	Business - Address, Phone	USA Today 10/12/98
www.smartpages.com	0.30	National	Business - Address, Phone	USA Today 10/12/98
www.theultimates.com	0.20	National	Address, Phone, E-mail	USA Today 10/12/98
www.worldpages.com	0.20	National & Canada	Address, Phone, Website, Map	USA Today 10/12/98

# Competitrack, Inc.

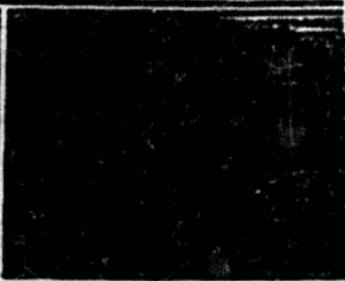
7 West 23rd Street, New York, NY 10011 (212) 694-4222

Length: 30 Seconds First Air: DEC  
Chicago's Minority and Operator Ser

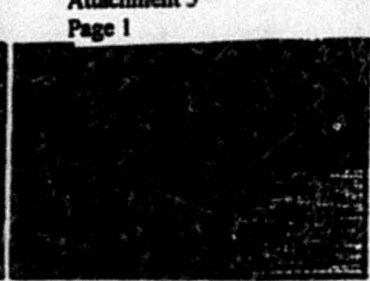
Docket No. TC 99-  
Direct Testimony of  
David L. Teitzel  
Attachment 5  
Page 1



(Muffled)  
PUSH. JIMMIE: I know what you're thinking,  
10 10 this, and 10 10 that...



you've got 10s and 10s coming out of you  
can...



you're confused, I understand that ...



I'm confused too.



Well, here is a number that can actually  
clear things up.



10-10-ATT-00...



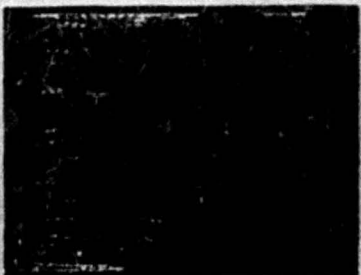
It's for minority confusion.



They can help you find any number in  
America, even if you're a little confused.



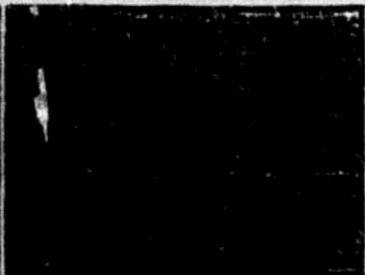
YOUR GUESS: 10-10-ATT-00...



It's the only number you need to know.



Try it free in February.



Now pointing to the man with the letter  
confused I'm confused again. Why?

Video: Chicago.com/1010att00

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(Blink)  
DIRECTORY ASSISTANCE: Directory  
Assistance.  
CUSTOMER: Uh...Purley's Dog Grooming.



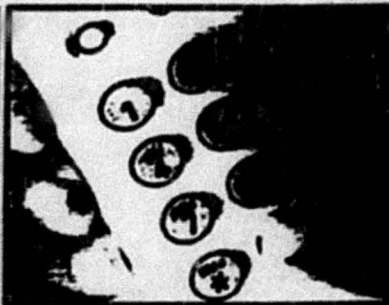
DIRECTORY ASSISTANCE: I have a  
Purley's Hair Salon.



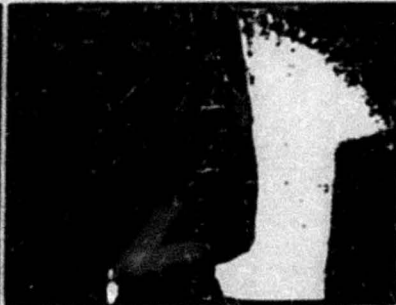
CUSTOMER: It's dog grooming. Try...  
DIRECTORY ASSISTANCE: I need the  
name.  
CUSTOMER: Oh.



VOICE OVER: Forget 411 and 888-1212.



Now AT&T customers dial zero-zero.



AT&T OPERATOR: AT&T Double O Info,  
how can I help you?



You don't need the exact name.



AT&T OPERATOR: Found it. Purley's Dog  
Grooming.



V.O.: Dial zero-zero for any number  
anywhere.

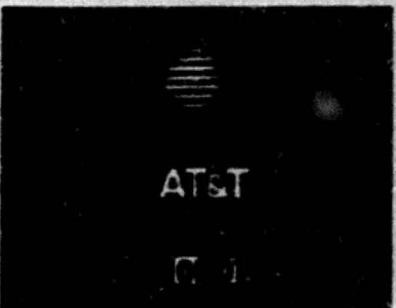


Just remember dial zero-zero.

Turn Per Info to the U.S. on phone outside that to AT&T.  
Domestic Directory Assistance charges apply.



(Blinked Intero)



(Blinking) Oh, oh, oh, oh, oh...  
(Blinking 00 sound)  
you know.



(Beats)  
AT&T OPERATOR: AT&T Double 0 Info,  
how can I help you?



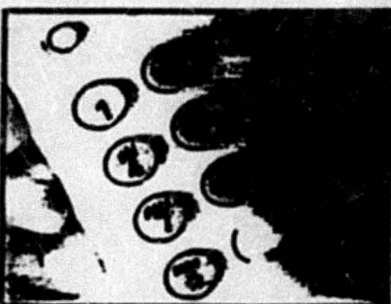
WOMAN: Yes, I'd like the phone number of  
The Blue Lagoon Resort.



I don't know the area code. Do I need to  
call Florida Information?



VOICE OVER: Now all you need is one  
number to get any local or long distance  
number.



AT&T customers, dial 00.



You never need the area code.  
WOMAN: Got it, I'm there.

Test the phones connected to AT&T, toll charge system.



V.O.: Dial 00 for any number, anywhere.



We'll even connect you to your number for  
free.

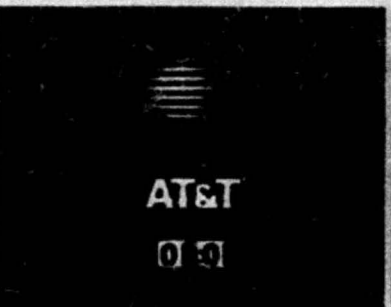


SWISS: Oh, oh...

Test the phones in the U.S. that connect to toll-free calls.



It's simple...



(Shilling 00)



you know.  
Test: Try it now.

**VODAFONE AIRTOUCH ACQUISITION OF COMMNET  
TO EXPAND AIRTOUCH'S FOOTPRINT IN 9 WEST**

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David L. Teitzel  
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San Francisco, CA and Englewood, CO, July 19, 1999 - Vodafone AirTouch Plc (NYSE:VOD) and CommNet Cellular Inc. (NASDAQ: CELS) today announced that Vodafone AirTouch has agreed, through its subsidiary AirTouch Cellular, to purchase CommNet, based in Englewood, CO, for \$764 million in cash, plus debt which is expected to be about \$600 million at the close of the transaction. CommNet is controlled by Blackstone Capital Partners II, a private equity fund of The Blackstone Group, a private investment bank in New York.

The deal, which is expected to close in four to five months, will add vast new regions to AirTouch Cellular's coverage area in the Western United States. CommNet offers service in most of Colorado, Montana, North Dakota, ~~South Dakota~~, Utah and Wyoming and parts of Idaho, Iowa and New Mexico. It also owns minority interests in operations in three other states. ←

CommNet's share of those markets today gives it access to about 3.6 million potential customers. It has about 360,000 proportionate customers.

The purchase fills gaps in AirTouch's coverage area, which until now have been served through costly roaming agreements. AirTouch will now be able to extend service to communities such as Rapid City and Sioux Falls, South Dakota; Sioux City, Iowa; Bismarck, North Dakota; Great Falls and Billings, Montana; and Pueblo, Colorado.

"CommNet's markets are well managed and fit ours like hand in glove," said Chris Gent, CEO of Vodafone AirTouch Plc. "This deal will allow customers to enjoy the benefits of AirTouch quality over a much broader area. It will cut our roaming costs and offer significant marketing synergies, which will enable us to improve the value we offer customers."

Under the terms of the agreement, shareholders of CommNet will receive \$31 per share in cash, plus 8 percent annual interest from July 18, 1999 until closing.

Arnold C. Pohs, Chairman and CEO of CommNet, said, "This transaction joining CommNet with the world's largest wireless telecommunications company is a true benefit for our shareholders, subscribers, telephone company partners, employees and future customers. As the definitive provider of cellular telephony to rural America, we know that our heritage of service and quality is now firmly secure for the future."

Mark T. Gallogly, Senior Managing Director at The Blackstone Group who is responsible for the firm's cable, communications and media investments, observed, "We have been privileged to partner with an outstanding team at CommNet. Arnold Pohs, Dan Dwyer and their team have done a tremendous job to maximize value for all CommNet shareholders. AirTouch is a world-class company with the capability to grow CommNet to compete effectively on a national basis."

The transaction is subject to customary conditions including receipt of approval from the Federal Communications Commission. Blackstone has agreed to vote in favor of the transaction. CommNet was advised by Morgan Stanley Dean Witter, which delivered a fairness opinion, and the law firm of Simpson Thacher & Bartlett.

AirTouch serves 9 million U.S. cellular and PCS customers on a proportionate basis. Its ventures operate in 25 states and 22 of the top 30 U.S. markets, including Atlanta, Chicago, Dallas, Detroit, Houston, Los Angeles, Miami, Phoenix, San Diego, San Francisco and Seattle. AirTouch is part of Vodafone AirTouch Plc, the world's largest wireless communications firm, based in the United Kingdom. It has mobile operations in 24 countries on five continents, with more than 28 million proportionate cellular customers. For more information, visit the AirTouch web site at [www.airtouch.com](http://www.airtouch.com).

The Blackstone Group is a private investment bank based in New York City. It was founded in 1985 by its Chairman, Peter G. Peterson, and its President and CEO, Stephen A. Schwarzman. Blackstone is a leader in private equity investing, and is currently in the process of investing its Blackstone Capital Partners III fund, which represents approximately \$4 billion of equity capital. The Blackstone Group is also engaged in five other business areas including Mergers and Acquisitions Advisory, Restructuring and Reorganization Advisory, Private Equity Real Estate Investing, Private Lazzanine Investing, and Liquid Alternative Asset Investing.

Contacts:

## **Neighborhood Locations**

**Find the Cellular One nearest you and link to their web site to learn about rates, service plans and equipment for that region**

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### **South Dakota**

#### **Aberdeen**

Cellular One

1923 SE 6th Avenue, #109

Aberdeen, SD 57401

Phone: (605)229-2646

Fax: (605)229-2741

<http://www.cellularonewest.com>

#### **Brookings**

Cellular One

Village Square Mall

1715 6th Street, Suite A

Brookings, SD 57006

Phone: (800)947-2496

Fax: (605)692-6499

<http://www.cellularonewest.com>

#### **Chamberlain**

Cellular One

114 South Main

Chamberlain, SD 57325

Phone: (605)734-6284

<http://www.cellularonewest.com>

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## **Huron**

Cellular One

1741 Dakota South

Huron, SD 57350

Phone: (605)352-7299

## **Mitchell**

Cellular One

210 N. Main

Mitchell, SD 57301

Phone: (605)985-0091

<http://www.cellularonewest.com>

## **North Sioux City**

Cellular One

208 N. Derby Lane

North Sioux City, SD 57049

Phone: (605)235-1341

<http://www.cellularonewest.com>

## **Pierre**

Cellular One

633 East Sioux Avenue

Pierre, SD 57501

Phone: (605)224-5854

Fax: (605)224-8480

## **Pierre**

Cellular One

1007 E. Wells Ave

Pierre SD 57501

Phone: (605)224-5854

<http://www.cellularonewest.com>

## **Rapid City**

Cellular One

2449 West Chicago Street

Rapid City, SD 57702

Phone: (800)727-1212

Fax: (605)343-8360

## **Rapid City**

Cellular One

Baaken Park Plaza

2001 W. Main

Rapid City, SD 57702

Phone: (605)348-8800

<http://www.cellularonewest.com>

## **Rapid City**

Cellular One

685 North LaCrosse #4

Rapid City, SD 57701

Phone: (605)341-5811

<http://www.cellularonewest.com>

## **Sioux Falls**

Cellular One

4521 East 25th Street

Sioux Falls, SD 57110

Phone: (605)371-0029

Fax: (605)371-0422

<http://www.cellularonewest.com>

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## Sioux Falls

Cellular One

3800 West 41st Street

Sioux Falls, SD 57106

Phone: (605)362-8000

<http://www.cellularonewest.com>

## Spearfish

Cellular One

3151 E. Colorado Blvd.

Spearfish, SD 57783

Phone: (605)642-5800

<http://www.cellularonewest.com>

## Watertown

Cellular One

1414 9th Avenue SE, Suite C

Watertown, SD 57201

Phone: (605)882-1111

Fax: (605)882-4747

<http://www.cellularonewest.com>

## Winner

Cellular One

328 S. Main

Winner, SD 57580

Phone: (605)842-1290

<http://www.cellularonewest.com>

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## Yankton

Cellular One

1100 Broadway, Suite 2

Yankton, SD 57078

Phone: (605)665-1935

Fax: (605)665-0959

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Coverage

### Service Area Maps

Map out your coverage area

The Sprint PCS Network includes more than 4000 cities and communities nationwide. Plus, we're adding more cities all the time. The big picture? Sprint PCS is the largest 100% digital, 100% PCS network in the U.S.

View coverage in other states:

Brookings

Sioux Falls

Watertown

[Home](#) | [Online Messaging](#) | [Contact Us](#) | [Site Map](#) | [Other Sprint Offers](#) | [Help](#)  
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**7 7 7 7**  
**5 5 5 5**


**0 0**

(now for any number anywhere, just dial **0 0**)

Introducing AT&T **0 0** INFO.

AT&T customers, dial **0 0** from your home  
for all local & long distance info in the U.S.  
for an AT&T representative who stays with you  
for when you don't have the exact name  
for when you don't have the exact location  
for when you don't have the area code  
for addresses and zip codes

AT&T **0 0** INFO

It's all within your reach.  AT&T

Ad Code: ATTL-9977

# (how can I help you?)

forget 411 and 555-1212, for an AT&T Information specialist just dial 111

AT&T customers, dial 111 from your home 111 for all local & long distance info in  
111 for when you don't have the exact name 111 for when you don't have the exact  
111 for when you don't have the area code 111 for an AT&T representative who stays  
111 for addresses and zip codes

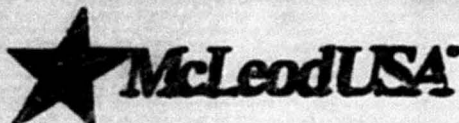
Introducing  
AT&T 111 INFO

It's all within your reach.

AT&T

Ad Code: ATTTL-10004

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# Invoice and Account Statement

24-Hour Customer Service: 1-800-500-34

JEFF CANNON

Account#: 3180702 Invoice Date: 09/08/1999

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## Local Service

ITEM DESCRIPTION	RATE	AMOUNT
Line: 605-371-4020		
Full Month Charges 07/25/1999 - 08/25/1999		
US West Activation Fee	6.00	6.00
Porting Charges from 08/24/1999 - 08/25/1999		
Call Forward Variable	3.00	.20
Full Month Charges 08/25/1999 - 08/25/1999		
Priseline	22.55	22.55
Local Line Service		Included
Call Waiting		Included
Call Forward Variable	3.00	3.00
Non Published Service	3.00	3.00
Wire Maintenance	2.80	2.80
Federal Access Charge	3.80	3.80
Telephone Relay Service	.15	.15
Enhanced 911 Service	.75	.75
Line Total:		36.65
LOCAL SERVICE TOTAL		\$36.65

## Additional Services

BILLED NUMBER	DATE	TIME	CALLED NUMBER	CALLED LOCATION	CALLED FROM	PRD	MIN	AMOUNT
DIRECTORY ASSISTANCE								
Local								
605-371-4020	8/13	11:27 AM	411	DIR ASST, SD	605-371-4020	F	1.0	.00
605-371-4020	8/13	11:28 AM	411	DIR ASST, SD	605-371-4020	F	1.0	.40
605-371-4020	8/13	11:31 AM	411	DIR ASST, SD	605-371-4020	F	1.0	.40
605-371-4020	8/13	11:31 AM	411	DIR ASST, SD	605-371-4020	F	1.0	.40
605-371-4020	8/13	11:32 AM	411	DIR ASST, SD	605-371-4020	F	1.0	.40
605-371-4020	8/13	11:34 AM	411	DIR ASST, SD	605-371-4020	F	1.0	.40
Subtotal:								2.00
ADDITIONAL SERVICES TOTAL								\$2.00

Perms Code: F = Flat Rate

## Credits

ITEM DESCRIPTION	AMOUNT
Courtesy Credits	-36.00
CREDITS TOTAL	-\$36.00

## Nationwide Plans

### Sprint PCS Free & Clear Plans - Sioux Falls, SD

Our nationwide service plans let you call from anywhere on the Sprint PCS Nationwide Network for one low price. Plus, while on our network, you'll never pay long-distance charges for calls made to anywhere in the U.S., Puerto Rico and U.S. Virgin Islands.

Need Help? Use our [Plan Advisor](#).

Nationwide

Standard

Premium

Click tabs to view other plans

	Details	Details	Details
Monthly Service Charge	\$29.99	\$49.99	\$69.99
Additional Minutes Charge	35¢	30¢	25¢
Long Distance	✓	✓	✓
Numeric Paging to a PCS Phone	✓	✓	✓
Call Forwarding	✓	✓	✓
Three-way Calling	✓	✓	✓
Directory Assistance	✓	✓	✓
Basic 911	✓	✓	✓
Roadside Rescue	\$2.99	\$2.99	\$2.99
Text Messaging Plan	\$1.99	\$1.99	\$1.99
Canada Long Distance Option	\$3.00	\$3.00	\$3.00
Weekend Option	n/a	n/a	n/a
Pay As You Go	n/a	n/a	n/a

#### Roaming

You can roam on conventional cellular networks if you use a national roaming rate of 69 cents per minute applies. Long d charged an additional 25 cents per minute. [Learn more...](#)

#### Off-Peak

The off-peak option is: Monday - Thursday 9:00 PM - 7:00 AM - Monday 7:00 AM

Standard Features Included

<b>Long Distance Included</b>	While on our network, you can call anywhere in the U.S.,
<b>Vicemail</b>	Vicemail answers your calls and takes messages when you're away. You can retrieve your messages quickly and easily. <a href="#">Learn more...</a>
<b>First Incoming Minute Free</b>	First Incoming-Minute Free is included on most service plans. <a href="#">Learn more...</a>
<b>Caller ID</b>	Caller ID gives you more control over how you spend your money. You can choose which calls you want to answer and safeguard your privacy. <a href="#">Learn more...</a>
<b>Call Forwarding 10¢ per minute</b>	With Call Forwarding you won't have to worry about missed calls. Call Forwarding can help you stay connected when you're away from your phone or if you're busy taking other calls. <a href="#">Learn more...</a>
<b>Call Waiting</b>	Call Waiting helps insure that all your important calls get through. You can answer a call while you're talking on another call. <a href="#">Learn more...</a>
<b>Three-Way Calling</b>	Three-Way Calling lets you talk to two people at the same time. You can connect with all participants so everyone gets the same message. <a href="#">Learn more...</a>
<b>Directory Assistance</b>	Calling Directory Assistance is as easy as pressing 411. We'll find the numbers and be connected at no additional charge -- all for the standard Directory Assistance charge plus applicable local airtime. <a href="#">Learn more...</a>
<b>Operator Services</b>	A Sprint PCS Operator is available to help you place calls 24 hours a day. Airtime charges, long-distance and applicable surcharges apply. <a href="#">Learn more...</a>

Additional Features Available

<b>Roadside Rescue</b>	With Roadside Rescue available through Sprint PCS you're covered 24-hours a day, 7-days a week, anywhere in the U.S. and Canada. No matter what vehicle you're in, as long as you're with you, you're covered. After a 72-hour processing period, simply dial #ROAD from your Sprint PCS Phone or from any other phone for your service. (See our <a href="#">service restrictions and limitations</a> .)
<b>Equipment Replacement</b>	Protect your Sprint PCS Phone™ and related accessories from damage. <a href="#">Learn more...</a>
<b>Text Messaging</b>	Receive Text Messages from friends and colleagues on your phone. It's a whole new way to stay in touch. <a href="#">Learn more...</a>
<b>Canada Long-Distance Option</b>	Call Canada for just 12 cents per minute plus local airtime on our digital nationwide network. \$3.00 per month. <a href="#">Learn more...</a>
<b>Add-a-Phone</b>	Allows a second user with a separate phone number to share your Sprint PCS service. <a href="#">Learn more...</a>

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Want to view pricing in another area?

[Go there](#)

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## Directory Assistance

## DIRECTORY ASSISTANCE

Your hunt for elusive phone numbers stops here: Unlike ordinary directory assistance, Sprint PCS Directory Assistance meets the special needs of mobile customers - people who don't have ready access to bulky phone books, paper-and-pencil to record the number, an extra pair of hands, or lots of extra time.

### Call Completion at No Extra Charge

You need to get that number and place a call even if you can't grab pencil and paper to jot down all those digits. Naturally Sprint PCS Directory Assistance gives you the phone number you want, but then we connect you to that number at no extra charge. [Show me how](#)

### Operator Standby

Anytime you place a call through Sprint PCS Directory Assistance, you can easily reconnect with the operator for additional numbers — even during a call. In fact, you can get a total of four phone numbers for each Directory Assistance call. [Show me how](#)

### Automatic Reconnect Upon Busy or No-Answer

We won't desert you. Sprint PCS Directory Assistance knows when you don't make a connection. Whatever the reason — a busy signal, no answer — we won't leave you hanging. If your directory assisted call doesn't go through, a Sprint PCS operator will automatically return to provide further assistance for no additional charge. [Show me how](#)

### Other Features

Not only do we have phone numbers, but Sprint PCS Directory Assistance can give you the information you need to schedule some well-deserved fun and relaxation. If you don't have today's newspaper handy, call us for the entertainment listings you're looking for. You can even search movie listings by the movie's title or the theatres in your area. [Show me how](#)

### Price

Directory Assistance for all Sprint PCS customers is \$.75 per call, plus applicable airtime and long distance charges.

Learn more about other  
services from Sprint PCS

➔

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Attachment 10

TE  
MESSAGING

### Show me how to use Directory Assistance:

- Basic Directory Assistance features
- Operator Standby
- Automatic Reconnect Upon Busy or No-Answer
- Calling Number Reminder
- Find Out What Movies are Playing in Town

---

#### Basic Directory Assistance features

##### Reach Directory Assistance:

- 1 Dial any common Directory Assistance number. For example:

- 411
- 555-1212
- Area code + 555-1212

- 2 When the operator answers, ask for the city, state, and name of the listing.
- 3 After you hear the number we connect you at no extra charge.


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---

#### Operator Standby:

##### If you want to reconnect to an operator...

Press  before you press  on your handset.

- Pressing  will end your current call before returning you to an operator.
- You can return to the operator up to 3 times at no extra charge. That means you can get information and get connected to 4 phone numbers with a single Directory Assistance call.

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#### Automatic Reconnect Upon Busy or No-Answer:

##### If you want to

Do nothing. Calls that result in fast busy, no answer, or

automatically  
reconnect to an  
operator...

network trouble are automatically retur  
operator for assistance.

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- A voice prompt will tell you that the number is busy and give you the option of having the number re-dialed - press 1, having the number repeated to you - press #, so you can dial it later, or returning to an operator - press 0.
- The voice prompt repeats twice. You'll automatically return to the operator if you don't select an option.

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---

#### Calling Number Reminder:

If you don't catch  
the call completion  
phone number, and  
want to hear it  
again:

There are two options: Press \* before the call starts  
or after the other party hangs up.

Pressing \* during the call doesn't do anything.

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---

To find out what  
movies are playing  
or what is going on  
in town:

Dial 4 1 1 .

▲ Return to Top

Learn more about other  
services from Sprint PCS



Choose...



**Call NOW for less**  
CLICK HERE FOR INSTANT SIGNUP

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## USA Phonebooks: search for people by name

### Anywho

AT&T's Anywho service, fast and effective. Has map links.

### Switchboard

Another good national directory. Cluttered search page. Has neighborhood maps.

### Yahoo

Yahoo's Telephone Search page. Has maps also, and email search.

### Bigfoot

Bigfoot's People Search. Select the White Pages checkbox (default search is email). Simple search, but also gives names sounding "similar".

### InfoSpace

Has feature to search a metro area or the region near a specified city.

### InfoUSA

American Directory Assistance from InfoUSA. Can't do national search, state is required.

### WhoWhere

Lycos WhoWhere people finder.

**Note:** These are links to other sites. None of the telephone numbers, names or addresses are stored on our servers. To remove your listing from any of the directories, see the instructions within each particular directory. We have no control over the data and no way to remove (or list) you.

[Back to Other US Telephone Directory Searches](#)

**teldir.com**<sup>TM</sup>

Telephone Directories  
on the web

[Home / Main Index](#)

[Previous Page](#)

[About / FAQ](#)

[Free Newsletter](#)

[CallNOW.com](#)

Select Directories:

[North America & Caribbean](#)

[South & Central America](#)

[Europe](#)

[Africa](#)

[Asia & Middle East](#)

[Australia & Pacific](#)

[Multiple Countries](#)

[Email Directories](#)

[Area Codes](#)

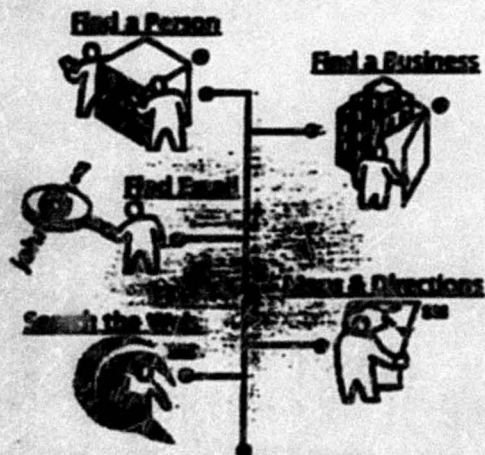
*Click Here. It's Free!*

Telephone Directories on the Web © Copyright 1995-1999 Brian & Tammy Lee, All Rights Reserved. All other names mentioned are the property of their owners.

# Switchboard®

connecting people, businesses &

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## New Ideas for Using Switchboard

Have an opinion about your local government?  
Schools? Want to post a free classified?

Check out our [Switchboard Message Board!](#)

We have a Winner! Terra Syelo from the University of Nebraska is the proud owner of a new Sony stereo system, compliments of Switchboard - all for trying out one of our hottest new features, [Bookmarks2Go](#). Congratulations Terra!

## Other Cool Sites to Visit

<a href="#">Everything you need to buy a home</a>	<a href="#">Expedia</a>	<a href="#">Travel book flights, hotels and cars</a>
<a href="#">CarPulse</a>	<a href="#">Your complete source for car</a>	<a href="#">Research &amp; Track your investments</a>
<a href="#">MoneyCentral</a>	<a href="#">Start your own free, family Web site</a>	<a href="#">What's the latest book reader online?</a>
<a href="#">NewCast Internet Vira - Apply</a>	<a href="#">Join the conversation at Talk City</a>	



## Message Boards

Let everyone know what makes your home town great. Open forums on government, education, restaurants and more. You can even post a Free Classified! Visiting a new place? See what the locals have to say. [Click here.](#)

## Travel Planning

Explore What's Nearby<sup>SM</sup> your hotel. Maps, Directions, Travel category search, Order Airline Tickets

Our Best Website Suggestions for:  
Women, College Students, Teens, Seniors, Investors, Sports, Techies, Moms, Kids, Hobbyists, Culture

Got a topic you wish to explore on the web? Type a topic and click search:

Your Personal Switchboard - Free Stuff! Free Homepage, Free Email, [Bookmarks2Go](#), Custom Maps and Directions

If you have signed up for email, login here.

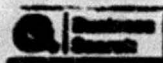
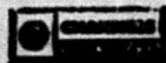
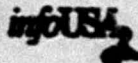
Is your listing out of date or would you just like to enhance it? Find my listing, Add my listing, or Update my listing

Get People to Your Website or Build One Got 15 minutes? Build a customized yellow pages ad for as little as 15¢ a month.

## Giftshop

Looking for some great gift ideas? Books, Candy, Flowers, Toys and more....

BANYAN.



Home | Business | People | Web Sites | Email | Maps and Directions | Message Boards | Free Stuff | What's Nearby?  
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Business and Residential Internet Services by infoUSA, Inc., Omaha, Nebraska  
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**Our recent updates include:**

**11/98**

**What's Nearby?<sup>(SM)</sup>**

- Traveling and need to find the pharmacy closest to your hotel?
- New Job and need to find somewhere for lunch?
- Just Moved and want to find the closest health club?

Check out What's Nearby?<sup>(SM)</sup>, Switchboard's great new feature for exploring the area around your hotel, work, home — any location. Enter any U.S. address and see local businesses, maps, information and more.

**10/98**

**Switchboard's New Look**

Switchboard's newly designed website makes it easier to find what you need! With an easy to navigate homepage, you can locate more information by a single click from your favorite yellow page searches, professional services like doctors and lawyers, to planning a trip and much more!

**10/98**

**Bookmarks<sup>2</sup>Go!**

Did you ever wish you could have the bookmarks you use at the office when you're surfing the web from home? Are you a student and use multiple machines and struggle with storing your bookmarks? Well, now you can take them with you! Check out Switchboard's new Bookmarks<sup>2</sup>Go and see how easy it is to access your bookmarks, from any PC, anywhere in the world!

Check out Bookmarks2Go

**8/98**

**Maps for People, Places, Businesses**

Need driving directions or a map of a specific location? Use MapsOnUs, the newest addition to the assortment of Switchboard services. It's the hottest map service on the web.

Go directly to MapsOnUs

**8/98**

**People Search Results**

Looking for the closest pizza place or video rental near your friend's home? You can find this and other nearby businesses when you explore your friend's neighborhood. While you're at it, why don't you check out what's in your neighborhood!

**3/98**


**Search Engine Updates**

In our search engine, you can now search for keywords or URLs.

Search the Web

**2/98**

**The Switchboard Gift Shop**

Find a friend's birthday in the People Search and click . Then choose from a variety of gifts from flowers and cards to books and music and more.

Visit the Switchboard Gift Shop.

**12/97**

**My Studio**

If all your friends have home pages on the web but you just don't have time to learn HTML, then My Studio is the thing for you! This new tool from Switchboard helps you make a site in minutes without learning complicated code or configuring a server.

Create a web page with My Studio.

**9/97**

#### **Switchboard Search Engine**

Switchboard introduces an innovative web site directory feature that makes it easier and more intuitive for you to find sites that are closely related to one another. No more wading through long lists of web pages that may not be relevant to what you want!  
Search the web

Direct Testimony of  
David L. Teitzel  
Attachment 11  
Page 4 of 14

9/97

#### **Business Search Interface**

Switchboard's Find Business searching is now easier and faster! With one click, select from the most popular categories of businesses and even from a list of the last five you searched for!

Use the faster, easier Yellow Pages search on Switchboard now

8/97

#### **Enhanced Category Searches**

Looking for a hygrometer dealer in Texas? Now you can search for all categories of companies in an entire state with Switchboard's enhanced category searches.

Try the enhanced category searches

8/97

#### **Find Email Addresses**

You can now search Switchboard's people directory and get back just the people with email addresses. This makes it easier to find an email address without having to sift through other listings.

Search for email addresses


7/97

#### **Ad Studio**

With the release of Ad Studio, anybody can quickly build an advertisement or mini-web site that gives their businesses an instant web presence in Switchboard's yellow pages directory.  
Explore the power and flexibility of Ad Studio

6/97

#### **Driving Directions**

You can get there from here. Get door-to-door or city-to-city directions instantly! Switchboard now gives you detailed directions to and from any two spots in the country. To get directions to a business listing, click the  next to the listing.

4/97

#### **Lightweight Directory Access Protocol (LDAP)**

Search Switchboard's email address listings and copy the results directly into your Address Book or other LDAP-compliant application.

Set up LDAP now

CarPoint

Expedia

www.switchboard.com

Can't Find Them?

## Switchboard Find a Person

Displaying 1-2 Message Boards in WA

Modify Search | New Search

(redacted)

Teitzel, David

(425) 774-XXXX

Call and Save!

Edmonds, WA 98020-2932

Email, Map, and What's Nearby

Teitzel, David L

(800) 427-8803

Call and Save!

Carson, WA 98510

Email, Map, and What's Nearby

Switchboard's Giftshop  
Send a friend a gift below:

card flowers gifts candy

card flowers gifts candy

Boards  
of the day![Clinton Acquittal](#)[Hillary for Senate](#)[Missing Persons](#)

Click here for more information about this local business!

## Appicway Parts Warehouse

We're your first parts dealer in the Pacific Northwest.  
15% Web DiscountClick  
Here!

Search Tip: Too many listings? [Click here](#) for help on narrowing your search. No results?  
[Click here](#) for help on broadening your search.

Want to add your email address to your listing? Moved recently? Need to update your  
information? Click [edit](#) next to your listing and personalize today!

Can't find yourself in the directory? [Click here](#) to add your listing to Switchboard. It's  
FREE!

[Home](#) | [Business](#) | [People](#) | [Web Sites](#) | [Email](#) | [Message Boards](#) | [Maps & Directions](#) | [What's](#)
[Free Stuff](#) | [Advertise](#) | [Press](#) | [About Us](#) | [Partners](#) | [Updates](#) | [Link To Us](#) | [Contact Us](#) | [Help](#) | [Jobs](#)

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**David Teitzel**

520 12th Ave N, Edmonds, WA 98020-2832

Email: Not available

Search our email database for possible matches

(206) 774-8228

Click and Save!  
your listing

5% INTERNET  
DISCOUNT

Boards  
of the day!

Clinton Accolite

Hilary for Senate

Missing Persons

## Explore David Teitzel's Neighborhood

Tip: Look yourself up to explore your own neighborhood!

Restaurants, Pizza, Coffee Shops,  
Burgers, Donuts

Entertainment  
Theaters, Movies, Video Rentals,  
Comedy Clubs

Travel  
Hotels, Airports, Car Rentals,  
Gas Stations

Recreation  
Parks, Museums, Health Clubs,  
Golf Courses

Shopping  
Grocers, Department Stores, Florists,  
Drug Stores

Health  
Hospitals, Doctors, Dentists, Pharmacies

Search our Yellow Pages for other local  
businesses in this area.

David Teitzel's neighborhood

Map of Edmonds  
Map of Washington  
Other locations

Government Offices  
City, State, Post Office

Web sites about Edmonds,  
WA  
Books about Edmonds, WA

card gifts  
 flowers candy

General

The Edmonds, WA General Message Board has no postings.

Check another category or add the first posting to the Edmonds, WA  
General Message Board:

Post a Message

Try The Public Record Portal. Click Here!



YOU ARE HERE > [Home](#) > [White Pages](#)

## The Ultimate White Pages

YOU SOMEONE? Find the power of search.

☒ Search the Web's best [Yellow Pages](#)

### Phone & Address Search

**Email Search**  
Millions of email addresses worldwide

**Reverse Lookup**  
• Phone Number  
• Address  
• Email  
• Area Code

**Celebrities**  
Get in touch with famous people

**Real Audio News**

**Free Home Pages**  
Free Web Email

**Online Auction**  
Chat Rooms  
Personals  
Net Phones  
More...

Last Name:

First Name:

City:

State/Prov. (if U.S./Can.):

Country (required):

Canada  
United Kingdom

☐ Region/Metro Search

U.S. only. Check box to search entire region or metro area containing city you specify.

### Find U.S. Businesses

1. Enter Business Type — e.g., coffee (New List)

AND/OR Business Name — e.g., Starbucks

2. City (optional)

State (required)

Choose a State

More Businesses:

[Canada](#) | [U.K.](#) | [Other Countries](#)

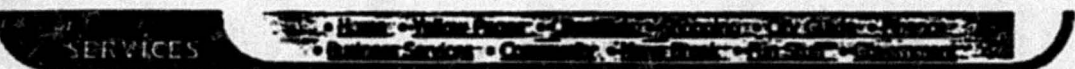
**PEOPLE SEARCH!**  
click here

**Win A New Laptop!**

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- [Add Your Listing](#)
- [Phone & Address Search](#)
- [Email Search](#)
- [Reverse Lookup](#)
- [Yellow Pages](#)
- [Message Boards](#)
- [Chat Rooms](#)
- [Personals](#)





☒ Email (preferred) ☐ Phone & Address (preferred) ☐ On the Web

**Win a Norwegian  
cruise, an IBM  
Aptiva and More!**

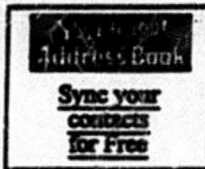
**Letter**

2/25/99 1:08 PM



HOMESICK?

Calls 99¢/Min

**Merchant Spotlight****Yahoo! Resources**

- [Yellow Pages](#)
- [Address Book](#)
- [Yahoo! Mail](#)
- [Yahoo! Calendar](#)
- [Yahoo! Profiles](#)

**Email Search**

First Name

Last Name

Domain (e.g. yahoo.com)

[Advanced](#)**Telephone Search**

First Name

Last Name (required)

City/Town

State

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 See our [general disclaimer](#) and [People Search Terms of Service](#) (the legal stuff).

- People
- Business
- Reverse Lookup
- Toll-Free
- Web Sites

- Add Listing
- Update Listing
- Link to Anywho
- Wish List
- Jobs

- Get Lower Estimates
- Shipping Deals
- Check Rates

**FREE**  
**PORT**

Mapping by  
Maps On Us™

**AT&T Personal Network**  
Finally, communications has caught up with the way you live.

**Can't find yourself?**  
Add your FREE enhanced listing.

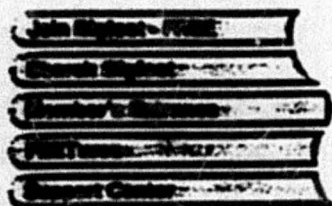
**Couldn't find who you're looking for?**  
Send them an email and invite them to list.

**You have control!**  
What information do you want displayed?  
It's easy to Update and maintain your listing.

**Need Help?**  
Try these search tips.

[Anywho Home](#) | [Help](#) | [Privacy](#) | [About Us](#) | [Jobs](#)  
[The Anywho Advantage](#) | [Directory Standards](#) | [Advertise with Us](#)

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**NeoPlanet**  
Next Generation  
Web Experience  
Your Internet



Bigfoot is proud to help  
netizens together, one set  
time.

Search Bigfoot:

People: ☐ Pages: ☐ Yellow Pages: ☐

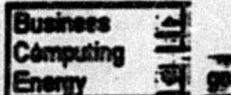
☒ E-mail ☒ White Page

Search Ex: John Smith

Search

Click here for daily business news sorted by industry:

Brought to you by:



### Advanced Directory Search

Utilize the Web's most Powerful,  
Accurate and Fast search engine  
for finding people.

### Yellow Pages Search

Here's yet another powerful  
way to find what you need,  
when you need it.

### What's New @ Bigfoot.com

Click here for news about Bigfoot!

### Preference List

Just Say NO... to unsolicited  
telemarketing and direct marketing  
spam mail!

### Success Stories

Actual Users, telling real  
stories about successful  
Bigfoot encounters. Read it for  
yourself.

### Bigfoot Worldwide

If English is not your native  
tongue, see if Bigfoot speaks  
your language.

### Additional Member Services



**classified2000**  
The Internet Classifieds

# Business Profiles/Credit Reports

Docket No. TC 99-  
Direct Testimony of  
David L. Teitzel  
Attachment 11  
Page 12 of 14

## To Search for a Person:

1. Enter the full last name of the person you're searching for. Example: Smith
2. Enter the first and last name of the person you're searching for. Example: Smith, John
3. Enter part of the last name, followed by an asterisk (\*) Example: Smi\*, John

Then, enter a state name or abbreviation in the box below. If you know the city name, enter it as well.

Last Name:   
First Name:  (Optional)  
City:  (Optional)  
State:

After you're done entering your selections, please click "Search."

## Reverse Phone Number Search:

Or, you can look up someone by entering their ten-digit phone number below:

Phone Number:

[Home](#) | [CD-ROM Products](#) | [Yellow Pages](#) | [Directory Assistance](#) |  
[Business Profiles](#) | [Sales Leads & Mailing Lists](#) |  
[Product Pricing](#) | [Hot New Businesses](#) |

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1/13/2000

Area Codes ◀  
Directories ◀  
Local Web ◀  
Domain ◀  
Spotlight ◀  
Help & Info ◀  
About Us ◀





**Dex**

**NEWSPAPER  
FLOWERS**

**eb**  
Click Here

Docket No. TC 99-  
Direct Testimony of  
David L. Teitzel  
Attachment 11  
Page 14 of 14

**RESIDENTIAL WHITE PAGES SEARCH**

**PROGRESS** [www.cancer.org](http://www.cancer.org) [Click here](#)  
**1-800-ACS-2345** **NEWSPAPER** **CANCER SOCIETY**  
[Click Here](#)

**Residential White Pages Search** - "Last Name" and "State" fields are required.

**Last Name:**  (Two or more letters)  
**First Name:**   
**City:**  ☒ **Surrounding Area**  
**State:**

**U.S. WEST Dex Home Page | Quick Search | Yellow Pages Search**  
**Business White Pages Search | Residential White Pages Search | U.S. WEST Search**  
**Services | About Us | In Your Area | U.S. WEST Data Services | Privacy Statement**  
**Search Tips | Site Content | U.S. WEST Corporate Home Page**  
**U.S. WEST Data Services**

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**Docket No. TC99-**

**U S WEST Communications, Inc.**

**Direct Testimony of David L. Teitzel**

**Attachment 12**

**Page 1**

**THIS INFORMATION IS REQUESTED  
TO BE KEPT CONFIDENTIAL PURSUANT TO ARSD 20:10:01:41.**

**Docket No. TC99-**

**U S WEST Communications, Inc.**

**Direct Testimony of David L. Teitzel**

**Attachment 12**

**Page 2**

**THIS INFORMATION IS REQUESTED  
TO BE KEPT CONFIDENTIAL PURSUANT TO ARSD 20:10:01:41.**

**CONFIDENTIAL 1**

**South Dakota Public Utilities Commission**

**WEEKLY FILINGS**

**For the Period of September 16, 1999 through September 22, 1999**

If you need a complete copy of a filing faxed, overnight expressed, or mailed to you, please contact Delaine Kolbo within five business days of this filing. Phone: 605-773-3705 Fax: 605-773-3809

**CONSUMER COMPLAINTS**

**CT99-040 In the Matter of the Complaint filed by Jane Ham, Custer, South Dakota, against Qwest Communications, Inc. Regarding Unauthorized Switching of Services.**

The Complainant alleges the Company switched telecommunications services from AT&T to Qwest on August 3, 1999, without authorization. Complainant states she wants to resume service with AT&T, she wants Qwest to pay a \$1,000 fine plus an additional \$500 in damages.

Consumer Representative: Leni Healy

Staff Attorney: Camron Hoseck

Date Filed: 09/17/99

Intervention Deadline: n/a

**ELECTRIC**

**EL99-016 In the Matter of the Filing by Otter Tail Power Company for Approval of Energy-Only Lighting Tariff.**

Otter Tail Power Company is filing to revise the South Dakota Electric Tariff to include a price code for an energy only, outdoor lighting service.

Staff Analyst: Keith Senger

Staff Attorney: Camron Hoseck

Date Filed: 09/20/99

Intervention Deadline: 10/08/99

**NATURAL GAS**

**NG99-006 In the Matter of the Filing by MidAmerican Energy Company for Approval of Natural Gas Optional Off Peak Firm Service Rider.**

MidAmerican is developing this surcharge rider on the interruptible tariffs to accommodate the seasonal customer currently on these rates. MidAmerican is requesting approval from the South Dakota Public Utilities Commission that these tariffs become effective October 20, 1999.

Staff Analyst: Michele Farris

Staff Attorney: Karen Cremer

Date Filed: 09/20/99

Intervention Date: 10/08/99

**TC99-096 In the Matter of the Application of Allied Communications Group d/b/a ACG for a Certificate of Authority to Provide Telecommunications Services in South Dakota.**

Allied Communications Group d/b/a ACG has filed a request for a Certificate of Authority to offer resold interexchange services, including direct dialed 1+ service, inbound toll-free service, and travel card services.

Staff Analyst: Michele Farris  
Staff Attorney: Camron Hoseck  
Date Filed: 09/20/99  
Intervention Date: 10/08/99

**TC99-097 In the Matter of the Filing for Approval of an Interconnection Agreement between Fort Randall Telephone Company and Dakota Telecom, Inc. and Dakota Telecommunications Systems, Inc.**

Fort Randall Telephone Company, Dakota Telecom, Inc. and Dakota Telecommunications Systems, Inc. filed a negotiated Interconnection Agreement which purports to resolve all issues between the parties for reciprocal traffic exchange, interconnection, resale of local services, selection of local carriers, access to telephone numbers, dialing parity, directory and customer listing issues, referral announcement and call forwarding, repair services and the audit process.

Any party wishing to comment on the agreement may do so by filing written comments with the Commission and the parties to the agreement no later than October 15, 1999. Parties to the agreement may file written responses to the comments within twenty days of service of the comments.

Staff Attorney: Camron Hoseck  
Date Filed: 09/21/99  
Comments Due: 10/15/99

**TC99-098 In the Matter of the Petition of U S WEST Communications, Inc. to Reclassify U S WEST's Directory Assistance Service.**

U S WEST Communications pursuant to SDCL 49-31-3.2 and ARSD 20:10:24.11 filed to reclassify directory assistance and related services from noncompetitive to fully competitive. U S WEST Communications requests confidential treatment of 1998 South Dakota Results Noncompetitive Services - Directory Assistance Services and of Proprietary U S WEST Call Volumes, "Share".

Staff Analyst: Harlan Best/Heather Forney  
Staff Attorney: Camron Hoseck  
Date Filed: 09/22/99  
Intervention Date: 10/08/99

**TC99-099 In the Matter of the Inquiry of Whether to Reclassify U S WEST Communications, Inc.'s IntraLATA Toll and Wide-Area Telephone Services.**

Upon its own motion and pursuant to its August 26, 1999, order, the Commission opens this docket to determine whether to reclassify intraLATA toll and wide-area telephone services from "emerging competitive" to "fully competitive" as permitted by SDCL 49-31-3.2.

Staff Analyst: Harlan Best

Staff Attorney: Camron Hoseck

Date Filed: 09/22/99

Intervention Deadline: 10/08/99

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**You may subscribe or unsubscribe to the PUC mailing lists at <http://www.state.sd.us/puc/>**

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA**

<b>IN THE MATTER OF THE PETITION OF U S</b>	)	<b>PROCEDURAL SCHEDULE;</b>
<b>WEST COMMUNICATIONS, INC. TO</b>	)	<b>ORDER FOR AND NOTICE</b>
<b>RECLASSIFY U S WEST'S DIRECTORY</b>	)	<b>OF HEARING</b>
<b>ASSISTANCE SERVICE</b>	)	<b>TC99-098</b>

On September 22, 1999, U S WEST Communications, Inc. (U S WEST) filed with the Public Utilities Commission (Commission) a Petition to Reclassify U S WEST's Directory Assistance Service. In its petition, U S WEST requests that directory assistance and related services be reclassified from noncompetitive services to fully competitive services. Pursuant to SDCL 49-31-3.2, when determining how a telecommunications service is to be classified, the Commission shall consider the following:

- (1) The number and size of alternative providers of the service and the affiliation to other providers;
- (2) The extent to which services are available from alternative providers in the relevant market;
- (3) The ability of alternative providers to make functionally equivalent or substitute services readily available at competitive rates, terms, and conditions of service;
- (4) The market share, the ability of the market to hold prices close to the cost, and other economic measures of market power; and
- (5) The impact on universal service.

The Commission has jurisdiction over this matter pursuant to SDCL 49-31-3.2 and 49-31-3.4. Pursuant to SDCL 49-31-3.4, in any proceeding to reclassify a telecommunications service, the person initiating the petition has the burden of proving that the existing classification is inappropriate. Therefore, the procedural schedule is as follow.

<b>DATE</b>	<b>PROCEDURAL SCHEDULE</b>
October 22, 1999	U S WEST Prefiled Testimony Due
November 5, 1999	Staff and Intervenor Testimony Due
November 12, 1999	Reply Testimony Due

A hearing shall be held at 9:00 a.m., on November 23, 1999, in Room 412, State Capitol Building, 500 East Capitol, Pierre, South Dakota. The hearing is open to the public. All persons testifying shall be subject to cross-examination.

The issue at the hearing is whether the Commission shall reclassify directory assistance and related services from noncompetitive services to fully competitive services.

The hearing shall be an adversary proceeding conducted pursuant to SDCL Chapter 1-26. All parties have the right to be present and to be represented by an attorney. These rights and other due process rights shall be forfeited if not exercised at the hearing. If you or your representative fail to appear at the time and place set for the hearing, the Final Decision will be based solely on the testimony and evidence provided, if any, during the hearing or a Final Decision may be issued by default pursuant to SDCL 1-26-20. After the hearing the Commission will consider all evidence and testimony that was presented at the hearing. The Commission will then enter Findings of Fact, Conclusions of Law, and a Final Decision regarding this matter. As a result of this hearing, the Commission shall determine whether it shall reclassify directory assistance and related services from noncompetitive services to fully competitive services. The Commission's Final Decision may be appealed by the parties to the state Circuit Court and the state Supreme Court as provided by law. It is therefore

ORDERED, that the procedural schedule set forth above shall be followed by all parties to these proceedings. It is further

ORDERED, that the hearing shall commence at 9:00 a.m., on November 23, 1999, in Room 412, State Capitol Building, 500 East Capitol, Pierre, South Dakota.

Pursuant to the Americans with Disabilities Act, this hearing is being held in a physically accessible location. Please contact the Public Utilities Commission at 1-800-332-1782 at least 48 hours prior to the hearing if you have special needs so arrangements can be made to accommodate you.

Dated at Pierre, South Dakota, this 1st day of October, 1999.

<p align="center"><b>CERTIFICATE OF SERVICE</b></p> <p>The undersigned hereby certifies that this document has been served today upon all parties of record in this docket, as listed on the docket service list, by facsimile or by first class mail, in properly addressed envelopes, with charges prepaid thereon.</p> <p>By: <u>Melanie Kelbo</u></p> <p>Date: <u>10/4/99</u></p> <p align="center">(OFFICIAL SEAL)</p>
---

BY ORDER OF THE COMMISSION:

James A. Burg  
JAMES A. BURG, Chairman

Pam Nelson  
PAM NELSON, Commissioner

Laska Schoenfelder  
LASKA SCHOENFELDER, Commissioner

**BOYCE, MURPHY, McDOWELL & GREENFIELD, L.L.P.**  
ATTORNEYS AT LAW

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Russell R. Greenfield  
David J. Vickers  
Gary J. Pashby  
Vance R.C. Goldammer  
Thomas J. Welk  
Terry N. Proulx  
James E. McMahon  
Michael S. McKnight  
Gregg S. Greenfield  
Roger A. Seelbach

101 North Phillips Avenue, Suite 600  
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P.O. Box 5015  
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Telephone 605 336-2424  
Facsimile 605 334-0618

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Lisa Hansen Munro  
Jeffrey C. Clapper

Of Counsel  
John R. McDowell

J.W. Boyce (1884-1915)  
John S. Murphy (1924-1966)

October 15, 1999

**RECEIVED**

OCT 18 1999

**SOUTH DAKOTA PUBLIC  
UTILITIES COMMISSION**

Hon. Steven L. Zinter  
Circuit Court Judge  
P.O. Box 1238  
Pierre, SD 57501

Re: In The Matter Of The Petition of U S WEST Communications, Inc. to Reclassify U S WEST's  
Directory Assistance Service  
Docket No. TC99-098  
Our File No. 2104 041

Dear Judge Zinter:

Please find enclosed the following original documents:

1. Motion for Admission of Non-Resident Attorney.
2. Motion for Admission by Resident Practicing Attorney, and
3. Order Admitting Non-Resident Attorney Alex M. Duarte.

If the Order is acceptable to you, please sign and forward all the documents to the clerk for filing. I have also enclosed a check for filing fees.

Sincerely yours,

**BOYCE, MURPHY, McDOWELL &  
GREENFIELD, L.L.P.**

  
Thomas J. Welk

TJW/vjj  
Enclosures

cc: Camron Hoseck  
Alex M. Duarte  
Colleen Sevoid  
Jon Lehner

STATE OF SOUTH DAKOTA     )  
                                  - SS  
COUNTY OF HUGHES         )

IN CIRCUIT COURT  
SIXTH JUDICIAL CIRCUIT

**RECEIVED**

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA**

OCT 18 1999

**SOUTH DAKOTA PUBLIC  
UTILITIES COMMISSION**

**IN THE MATTER OF THE PETITION     )  
OF U S WEST COMMUNICATIONS, INC.    )  
TO RECLASSIFY U S WEST'S            )  
DIRECTORY ASSISTANCE SERVICE         )**

**DOCKET NO. TC99-098**

Pursuant to SDCL 16-18-2, I, Alex M. Duarte, hereby seek and move for the permission of this Court to appear as a non-resident attorney representing U S WEST Communications, Inc. before the Public Utilities Commission in Docket No. TC99-098, In the Matter of the Petition of U S WEST Communications, Inc. to Reclassify U S WEST's Directory Assistance Service.

Under oath I state the following:

1. I am an employee of U S WEST Communications, Inc. and my address is 1801 California St., Suite 5100, Denver, Colorado 80202.
2. I am associated in this matter with Thomas J. Welk, of Boyce, Murphy, McDowell & Greenfield, P. O. Box 5015, Sioux Falls, South Dakota 57117-5015.
3. I am a member in good standing with the State Bar of the States of Colorado and California.
4. I have not been the subject of disciplinary action by the bar or courts of the States of Colorado or California or of any state during the preceding five years.
5. I have not been denied admission to the courts of any state or to any federal court during the preceding five years.

6. I am familiar with the rules of the state bar of South Dakota governing the conduct of members of the state bar of South Dakota, and will at all times abide by and comply with the same so long as the hearing in this matter is pending and I am still employed as counsel therein.

7. I am not in private practice and I am appearing on behalf of U S WEST Communications, Inc. by whom I am employed on a full-time basis, and this appearance in this court is part of my duties as such an employee without additional compensation being paid for such appearance.

This sworn motion contains nothing further.



---

Subscribed and sworn to before me this 13<sup>th</sup> day of October, 1999.



Notary Public

*Mays, Beck*  
*My commission expires 5-8-2000.*

RECEIVED

BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA

OCT 18 1999

SOUTH DAKOTA PUBLIC  
UTILITIES COMMISSION

IN THE MATTER OF THE PETITION )  
OF U S WEST COMMUNICATIONS, INC. )  
TO RECLASSIFY U S WEST'S )  
DIRECTORY ASSISTANCE SERVICE )

DOCKET NO. TC99-098

**MOTION FOR ADMISSION BY RESIDENT PRACTICING ATTORNEY**

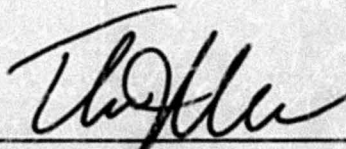
Pursuant to SDCL 16-18-2, I, Thomas J. Welk, move for the admission of Alex M.

Duarte to participate in this action representing U S WEST Communications, Inc. before the  
Public Utilities Commission of the State of South Dakota. I state to the Commission as follows:

1. I am a resident of South Dakota and a member of the State Bar of South Dakota in  
good standing. I am actually employed and associated with and will personally participate with  
Mr. Duarte in this action.

2. I find Mr. Duarte to be a reputable attorney and recommend his admission to  
practice before this Court.

DATED this 15<sup>th</sup> day of October, 1999.



Thomas J. Welk  
BOYCE, MURPHY, McDOWELL & GREENFIELD  
P. O. Box 5015  
Sioux Falls, SD 57117-5015

Attorney for U S WEST Communications, Inc.

**RECEIVED**

OCT 18 1999

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA**

**SOUTH DAKOTA PUBLIC  
UTILITIES COMMISSION**

**TC-99-098**

**In The Matter Of The Petition Of U S West  
Communications, Inc. To Reclassify U S  
West's Directory Assistance Service**

**ORDER ADMITTING NON-RESIDENT  
ATTORNEY ALEX M. DUARTE**

**It is hereby**

**ORDERED** that the Motion for Admission for Alex M. Duarte, a non-resident attorney, to appear on behalf of U S WEST Communications, Inc. before the Public Utilities Commission for the State of South Dakota relating to this matter is granted.

Dated this \_\_\_\_\_, day of October, 1999.

**BY THE COURT:**

\_\_\_\_\_  
Hon. Steven L. Zinter  
Circuit Court Judge  
Sixth Judicial District

**ATTEST:**

**Mary Erickson, Clerk**

By: \_\_\_\_\_

Deputy

(SEAL)

U S WEST, Inc.  
1801 California Street, Suite 5100  
Denver, Colorado 80202  
Telephone 303 672-5871  
Facsimile 303 295-7066  
aduarte@uswest.com

Alex M. Duarte  
Senior Attorney



VIA FEDERAL EXPRESS

October 21, 1999

RECEIVED

OCT 22 1999

SOUTH DAKOTA PUBLIC  
UTILITIES COMMISSION

William Bullard, Jr., Executive Director  
South Dakota Public Utilities Commission  
500 E. Capitol Avenue  
Pierre, South Dakota 57501-5070

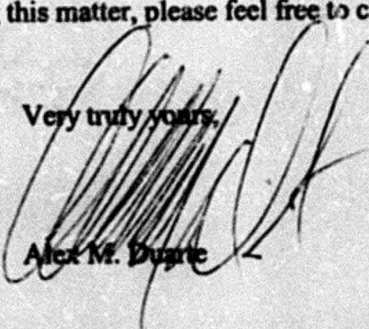
RE: Docket No. TC99-098  
In the Matter of the Application for Reclassification of Directory Assistance by  
U S WEST Communications, Inc.

Dear Mr. Bullard:

As you may know, U S WEST Communications, Inc. has already filed its prefiled testimony in this docket when it filed its application for reclassification. As such, U S WEST relies on this prefiled testimony as its opening testimony in this matter.

If you have any questions regarding this matter, please feel free to call me at your convenience.

Very truly yours,



Alex M. Duarte

RECEIVED

OCT 27 1999

BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA

SOUTH DAKOTA PUBLIC  
UTILITIES COMMISSION

TC-99-098

IN THE MATTER OF THE PETITION OF  
U S WEST COMMUNICATIONS, INC. TO  
RECLASSIFY U S WEST'S DIRECTORY  
ASSISTANCE SERVICE

U S WEST COMMUNICATIONS, INC.  
ANSWERS TO STAFF'S DATA  
REQUESTS

U S WEST Communications, Inc. ("U S WEST") provides the following answers to Staff's Data Requests dated October 20, 1999:

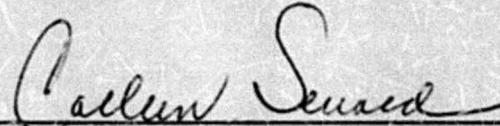
1. Under the directory assistance and related services which U S WEST would intend to provide as a competitive service, should this petition be granted, if a person seeking to use U S WEST's directory assistance gets a wrong number as a result of such assistance, does that customer pay for the directory assistance? An example of this would be where a consumer calls for a certain person's number and that number is incorrect in U S WEST's data base thus depriving the consumer of the correct number. Under these circumstances, would the consumer pay for the initial call which provided inaccurate or incorrect information?

**ANSWER:** If the customer calls U S WEST Directory Assistance and receives a number that is incorrectly given to them by U S WEST, they will be given credit if they notify the operator that they did not get the correct number. The operator can key in the credit and it will automatically appear on the customer's bill.

2. At page 20, line 15, of the prefiled testimony of David L. Teitzel, U S WEST represents that it will notify the Commission of the price list changes via its internet website. Please explain this method of notification. In other words, does this imply that U S WEST will notify the Commission that it has posted price list changes on its website at or about the time that such changes are posted? Or, will they just be automatically posted on the website without any notice of the posting? Also, is the footnote correct? If not, what is the correct cite?

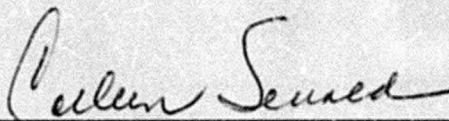
**ANSWER:** U S WEST will post any changes to Directory Assistance on the Tariff Activity Bulletin Board as changes occur. This Bulletin Board can be found by accessing <http://tariffs.uswest.com> and accessing the South Dakota tariffs and catalogs. The footnote on Page 20 is incorrect and should be <http://tariffs.uswest.com>

Dated this 25th day of October, 1999.

  
Colleen Sevard, Manager Regulatory Affairs  
U S WEST Communications, Inc.  
125 S. Dakota Avenue 8th floor  
Sioux Falls, SD 57194

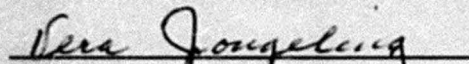
STATE OF SOUTH DAKOTA     )  
  :SS  
COUNTY OF MINNEHAHA     )

Colleen Sevold, being duly sworn, deposes and says that she is Manager of Regulatory Affairs for U S WEST Communications, Inc. and is an authorized agent of U S WEST Communications, Inc. for the purposes of answering Data Requests submitted by the Staff of the Public Utilities Commission, that she does not have personal knowledge of all of the facts recited in the foregoing answers, but the information has been gathered by and from employees or representatives of U S WEST Communications, Inc.; that the answers are true to the best of her belief based on the information supplied by such employees or representatives represent all information available to U S WEST; and that the foregoing answers are verified by her as agent for U S WEST Communications, Inc.



Colleen Sevold

Subscribed and sworn to before me this  
25<sup>th</sup> day of October, 1999.

  
Notary Public South Dakota  
My Commission Expires: 8/16/04

**CERTIFICATE OF SERVICE**

I, Thomas J. Welk, do hereby certify that I am a member of the law firm of Boyce, Murphy, McDowell & Greenfield, L.L.P., and on the 25th day of October, 1999, a true and correct copy of U S WEST Communications, Inc.'s Answers to Staff Data Requests was personally served via facsimile at approximately 3:30 p.m. on the following:

Camron Hoseck  
500 E. Capitol  
Pierre, SD 57501

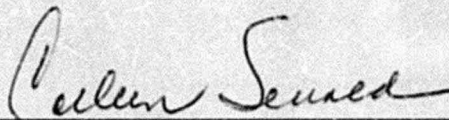
605-773-3809



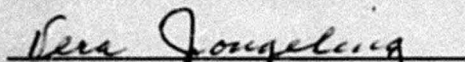
Thomas J. Welk

STATE OF SOUTH DAKOTA     )  
  :SS  
COUNTY OF MINNEHAHA     )

Colleen Sevold, being duly sworn, deposes and says that she is Manager of Regulatory Affairs for U S WEST Communications, Inc. and is an authorized agent of U S WEST Communications, Inc. for the purposes of answering Data Requests submitted by the Staff of the Public Utilities Commission, that she does not have personal knowledge of all of the facts recited in the foregoing answers, but the information has been gathered by and from employees or representatives of U S WEST Communications, Inc.; that the answers are true to the best of her belief based on the information supplied by such employees or representatives represent all information available to U S WEST; and that the foregoing answers are verified by her as agent for U S WEST Communications, Inc.

  
\_\_\_\_\_  
Colleen Sevold

Subscribed and sworn to before me this  
25<sup>th</sup> day of October, 1999.


  
\_\_\_\_\_  
Notary Public South Dakota  
My Commission Expires: 8/16/04

**CERTIFICATE OF SERVICE**

I, Thomas J. Welk, do hereby certify that I am a member of the law firm of Boyce, Murphy, McDowell & Greenfield, L.L.P., and on the 25th day of October, 1999, a true and correct copy of U S WEST Communications, Inc.'s Answers to Staff Data Requests was personally served via facsimile at approximately 3:30 p.m. on the following:

Camron Hoseck  
500 E. Capitol  
Pierre, SD 57501

605-773-3809

  
\_\_\_\_\_  
Thomas J. Welk



# South Dakota Public Utilities Commission



State Capitol Building, 500 East Capitol Avenue, Pierre, South Dakota 57501-5070

November 4, 1999

Mr. Thomas J. Weik  
Attorney at Law  
Boyce, Murphy, McDowell & Greenfield  
P. O. Box 5015  
Sioux Falls, SD 57117-5015

Capitol Office  
Telephone (605)773-3201  
FAX (605)773-3809

Transportation/  
Warehouse Division  
Telephone (605)773-5280  
FAX (605)773-3225

Consumer Hotline  
1-800-332-1782

TTY Through  
Relay South Dakota  
1-800-877-1113

Internet Website  
[www.puc.state.sd.us/puc/](http://www.puc.state.sd.us/puc/)

♦  
Jim Burg  
Chairman  
Pam Nelson  
Vice-Chairman  
Laska Schoenfelder  
Commissioner

William Bullard Jr.  
Executive Director

Harlan Best  
Martin C. Bettman  
Sue Cichos  
Karen E. Cremer  
Michele M. Ferris  
Marlette Fischbach  
Heather K. Forney  
Shirleen Fugitt  
Mary Giddings  
Lewis Hammond  
Loni Healy  
Camron Hoesck  
Lisa Hull  
Dave Jacobson  
Katie Johnson  
Bob Kandle  
Delaune Kolbo  
Charlene Lund  
Terry Noran  
Gregory A. R'islov  
Keith Senger  
Rosalynne Alts Wiest  
♦

Re: In the Matter of the Petition of U S WEST  
Communications, Inc. to Reclassify U S WEST's  
Directory Assistance Service  
Docket TC99-098

Dear Tom:

Enclosed you will find original Stipulation and Settlement Agreement in the above captioned matter.

Very truly yours,

Camron Hoesck  
Staff Attorney

CH:dk  
Enc.

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA**

**RECEIVED**

NOV 03 1999

SOUTH DAKOTA PUBLIC  
UTILITIES COMMISSION

**IN THE MATTER OF THE APPLICATION  
OF U S WEST COMMUNICATIONS, INC.  
TO RECLASSIFY DIRECTORY  
ASSISTANCE SERVICE AS FULLY  
COMPETITIVE**

**TC 99-098**

**STIPULATION AND SETTLEMENT  
AGREEMENT**

U S WEST Communications, Inc. ("U S WEST") and the Staff of the South Dakota Public Utilities Commission ("Staff"), collectively referred to as the "Parties," hereby state that they have resolved all issues relevant to U S WEST's Application to Reclassify Directory Assistance Service as Fully Competitive that have or could have been contested in the above captioned proceedings. The Parties respectfully submit this Stipulation and Settlement Agreement ("Stipulation" or "Agreement") for approval by the South Dakota Public Utilities Commission ("Commission").

**L RECITALS**

A. On September 22, 1999, U S WEST filed its application to reclassify Directory Assistance and related services as fully competitive. U S WEST included with its application the prefiled testimony of David Teitzel and Marti Gude.

B. On September 23, 1999, the Commission electronically transmitted notice of the filing and the intervention deadline of October 8, 1999 to interested parties and entities. No party filed a petition to intervene.

C. The Parties have engaged in settlement negotiations in an attempt to resolve any differences they may have regarding U S WEST's application. This Agreement reflects the

results of those negotiations and resolves all of the issues which were or could have been contested among the Parties concerning U S WEST's application.

WHEREFORE, the Parties agree and stipulate to the following:

## **II. SPECIFIC PROVISIONS**

The Parties agree that U S WEST's Directory Assistance services ~~and related services~~ arising from the utilization of the 411 and 555-1212 numbers are fully competitive. Thus, such Directory Assistance ~~and related~~ services should be reclassified from non-competitive to fully competitive pursuant to SDCL 49-31-1.3 and 49-31-3.2 and ARSD 20:10:24:11 et seq. The factual basis for this agreement is set forth below.

## **III. FACTUAL BASIS FOR THIS AGREEMENT**

A. U S WEST petitioned the Commission to find that its directory assistance and related services are fully competitive pursuant to SDCL 49-31-1.3, 49-31-3.2 and ARSD 20:10:24:11 et seq. In making that determination, SDCL 49-31-1.3 requires that alternative services be available to over fifty percent of the company's customers. SDCL 49-31-3.2 specifies that the Commission, in determining how a telecommunications service be classified, shall consider the following:

- (1) The number and size of alternative providers of the service and the affiliation to other providers;
- (2) The extent to which services are available from alternative providers in the relevant market area;
- (3) The ability of alternative providers to make functionally equivalent or substitute services readily available at competitive rates, terms and conditions;
- (4) The market share, the ability of the market to hold prices close to cost, and other economic measures of market power; and

(5) The impact on universal service.

B. Based on SDCL 49-31-1.1, U S WEST's Directory Assistance Service and related services are presently classified as non-competitive services.

C. As set forth in the prefiled testimony of David Teitzel (at pages 5-10), there are numerous alternative providers of Directory Assistance service in South Dakota. There are currently at least 35 alternatives to U S WEST's service. These alternatives include Directory Assistance products from interexchange carriers (IXCs), wireless companies, Internet Service Providers (ISPs) and others. These alternative providers have made themselves known to customers in South Dakota. They have spent millions of dollars nationally in advertising their Directory Assistance products. There are also numerous web sites offering such products for free on the Internet. Moreover, the alternative providers appear to be financially sound companies, and are often very large companies, who are sometimes affiliated with each other.

D. Further, as set forth in the prefiled testimony of David Teitzel (at pages 10-12), Directory Assistance services are reasonably available to South Dakota customers from many alternative providers, which alternative providers serve customers throughout South Dakota. Further still, South Dakota customers are not captive customers for U S WEST, as all South Dakota customers have at least three alternatives to U S WEST, including AT&T's 10-10-288-00 Directory Assistance service, MCI's 10-10-9000 Directory Assistance service, and numerous "dial-around" Directory Assistance services. These alternative providers have established themselves in all segments of the telecommunications market in South Dakota.

E. In addition, as set forth in the prefiled testimony of David Teitzel (at pages 12-16), these numerous alternative providers have the ability to make functionally equivalent or substitute services readily available at competitive terms and conditions. Interexchange carriers

offer nation-wide directory assistance services, whereby a South Dakota customer may obtain a telephone number for someone across the street or across the country and have that call completed. This type of directory assistance may actually be considered to provide increased functionality over U S WEST's directory assistance service. Customers of competing local service providers are able to access directory assistance from their competitive local exchange carrier as easily as they would from U S WEST. Wireless providers offer directory assistance at very comparable rates with attractive enhancements and features such as maps, directions, neighborhood information, phone numbers and addresses of neighbors, reverse look-up, and e-mail addresses. Internet directory assistance providers offer even greater options to South Dakota consumers desiring information, most of which are available at no charge. Competitive providers of directory assistance are offering services that are functionally equivalent or substitutable at comparable prices, terms and conditions. The offerings of most directory assistance providers are more advanced than U S WEST's. Services equivalent to those provided by U S WEST have been deployed and are being used by South Dakota consumers.

F. With respect to market share, and as set forth in the prefiled testimony of David Teitzel (at pages 15-18), U S WEST does not dominate market share in South Dakota. U S WEST has further shown that its market share has been declining, and that it expects to continue to lose market share as competition escalates. U S WEST has further shown that the Directory Assistance market in South Dakota is fully competitive.

G. Finally, as set forth in the prefiled testimony of David Teitzel (at pages 18-19), a finding that Directory Assistance service and related services is fully competitive in South Dakota is in the public interest for South Dakota customers. This public interest includes that U S WEST will be able to respond creatively and in a much more timely manner to meet the

needs of its South Dakota customers in a competitive environment, as well as that South Dakota will benefit in the form of innovative product offerings and enhancements. Reclassification will bring greater choices to customers in South Dakota by all directory assistance providers, spurred on by the marketplace.

H. Finally, there is no impact on universal service because Directory Assistance is a discretionary, vertical service unrelated to maintaining universal service.

I. The Parties stipulate that the prefiled testimony in this case may be reviewed by the Commission in considering this Agreement.

J. The Parties agree that U S WEST Communications, Inc.'s Answers to Staff Data Requests dated October 25, 1999 will also be submitted to the Commission in consideration of this Agreement.

#### **IV. GENERAL PROVISIONS**

A. This Agreement is made for settlement purposes only. No Party concedes the validity or correctness of any regulatory principle or methodology directly or indirectly in this Agreement. Furthermore, this Agreement does not constitute agreement, by any Party, that any principle or methodology contained within this Agreement may be applied to any situation other than the above-captioned case in South Dakota. Notwithstanding, this Agreement does not preclude informal consultation by representatives of the Parties to consider using the same or a similar settlement approach in similar dockets in other states. No precedential effect or other significance, except as may be necessary to enforce this agreement or a Commission order concerning the Agreement, shall attach to any principle or methodology contained in the Agreement.

B. The Parties expressly reserve the right to advocate positions different from those stated in this Agreement in any proceeding other than the one necessary to enforce this Agreement or a Commission order concerning the Agreement. Nothing in this Agreement shall constitute a waiver by any Party with respect to any matter not specifically addressed in this Agreement.

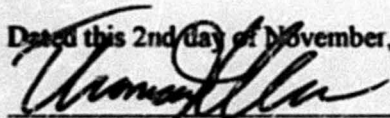
C. This Agreement shall not become effective and shall be of no force and effect until issuance of a final Commission order approving it in its entirety or which contains modification(s) of the terms and conditions that are acceptable to all of the Parties hereto. In the event the Commission modifies this Agreement in any manner unacceptable to any Party hereto, that Party may withdraw from the Agreement and shall so notify the Commission and the other Parties within ten (10) days of the date of the order. In the event a Party exercises its right to withdraw from the Agreement, this Agreement shall be null and void and of no effect and no force in this or any other proceeding in South Dakota. Should the Commission reject the Stipulation, the Parties will proceed to litigate the entire matter before the Commission as if the Agreement had not been presented.

D. In the event this Agreement becomes null and void or in the event the Commission does not approve this Agreement, this document, as well as the negotiations or discussions undertaken in conjunction with the Agreement, shall not be admissible into evidence in these or any other proceedings or dockets.

E. The Parties state that the results of the compromises and settlements reflected in this Agreement are just, reasonable and in the public interest.

F. This Agreement may be executed in separate counterparts. The counterparts taken as a whole shall constitute the entire agreement.

Dated this 2nd day of November, 1999.

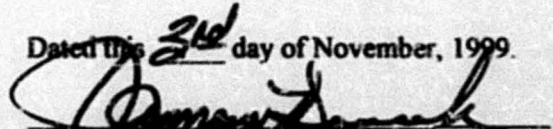


Thomas J. Welk  
Boyce, Murphy, McDowell & Greenfield,  
101 North Phillips Avenue, Suite 600  
Sioux Falls, SD 57117-5015  
(605) 336-2424

Alex M. Duarte  
1801 California Street, Suite 5100  
Denver, CO 80202  
(303) 672-5871

Attorneys for U S WEST Communications,  
Inc

Dated this 3rd day of November, 1999.



Camron Hoseck  
Staff Attorney  
South Dakota Public Utilities Commission  
500 E. Capitol Ave.  
Pierre, SD 57501  
Attorney for the Staff of the South Dakota  
Public Utilities Commission



# South Dakota Public Utilities Commission

State Capitol Building, 500 East Capitol Avenue, Pierre, South Dakota 57501-5070



November 16, 1999

Mr. William Bullard, Jr.  
Executive Director  
South Dakota Public Utilities Commission  
500 East Capitol  
Pierre, SD 57501

Re: In the Matter of the Petition of U S WEST  
Communications, Inc. to Reclassify U S WEST's  
Directory Assistance Service  
Docket TC99-098

Dear Mr. Bullard:

Enclosed you will find page 2 of 7 of the Stipulation and Settlement Agreement with reference to the above captioned matter. Please substitute the enclosed page with the page that is currently in the Agreement. Thank you.

Very truly yours,

Camron Hoseck  
Staff Attorney

CH:dk

cc: Mr. Thomas J. Welk

*Put corrected page  
in Agreement.*

Capitol Office  
Telephone (605)773-3201  
FAX (605)773-3809

Transportation/  
Warehouse Division  
Telephone (605)773-5200  
FAX (605)773-3225

Customer Hotline  
1-800-332-1782

TTY Through  
Relay South Dakota  
1-800-877-1113

Internet Website  
[www.puc.state.sd.us/puc/](http://www.puc.state.sd.us/puc/)

Jim Burg  
Chairman  
Pam Nelson  
Vice-Chairman  
Laska Schornfeldt  
Commissioner

William Bullard Jr.  
Executive Director

Hartan Best  
Martin C. Beumann  
Sue Cichos

Karen E. Cramer  
Michelle M. Farris  
Marlette Fischbach  
Heather K. Forney  
Shirleen Fugitt  
Mary Giddings  
Lewis Hammond

Levi Hestly  
Camron Hoseck  
Lisa Hull

Dave Jacobson  
Katie Johnson  
Bob Kandle  
Dolores Kolbo  
Christine Lund

Terry Norum  
Gregory A. Riden  
Keith Scager  
Rosalyn Albin West

results of those negotiations and resolves all of the issues which were or could have been contested among the Parties concerning U S WEST's application.

WHEREFORE, the Parties agree and stipulate to the following:

## **II. SPECIFIC PROVISIONS**

The Parties agree that U S WEST's Directory Assistance services and related services are fully competitive. Thus, such Directory Assistance and related services should be reclassified from non-competitive to fully competitive pursuant to SDCL 49-31-1.3 and 49-31-3.2 and ARSD 20:10:24:11 et seq. The factual basis for this agreement is set forth below.

## **III. FACTUAL BASIS FOR THIS AGREEMENT**

A. U S WEST petitioned the Commission to find that its directory assistance and related services are fully competitive pursuant to SDCL 49-31-1.3, 49-31-3.2 and ARSD 20:10:24:11 et seq. In making that determination, SDCL 49-31-1.3 requires that alternative services be available to over fifty percent of the company's customers. SDCL 49-31-3.2 specifies that the Commission, in determining how a telecommunications service be classified, shall consider the following:

- (1) The number and size of alternative providers of the service and the affiliation to other providers;
- (2) The extent to which services are available from alternative providers in the relevant market area;
- (3) The ability of alternative providers to make functionally equivalent or substitute services readily available at competitive rates, terms and conditions;
- (4) The market share, the ability of the market to hold prices close to cost, and other economic measures of market power; and

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA**

<b>IN THE MATTER OF THE PETITION OF U S</b>	)	<b>ORDER CANCELLING</b>
<b>WEST COMMUNICATIONS, INC. TO</b>	)	<b>HEARING</b>
<b>RECLASSIFY U S WEST'S DIRECTORY</b>	)	
<b>ASSISTANCE SERVICE</b>	)	<b>TC99-098</b>

On September 22, 1999, U S WEST Communications, Inc. (U S WEST) filed with the Public Utilities Commission (Commission) a Petition to Reclassify U S WEST's Directory Assistance Service. In its petition, U S WEST requests that directory assistance and related services be reclassified from noncompetitive services to fully competitive services. Pursuant to SDCL 49-31-3.2, when determining how a telecommunications service is to be classified, the Commission shall consider the following:

- (1) The number and size of alternative providers of the service and the affiliation to other providers;
- (2) The extent to which services are available from alternative providers in the relevant market;
- (3) The ability of alternative providers to make functionally equivalent or substitute services readily available at competitive rates, terms, and conditions of service;
- (4) The market share, the ability of the market to hold prices close to the cost, and other economic measures of market power; and
- (5) The impact on universal service.

The Commission has jurisdiction over this matter pursuant to SDCL 49-31-3.2 and 49-31-3.4. Pursuant to SDCL 49-31-3.4, in any proceeding to reclassify a telecommunications service, the person initiating the petition has the burden of proving that the existing classification is inappropriate.

By order dated October 4, 1999, a hearing was scheduled for 9:00 a.m., on November 23, 1999, in Room 412, State Capitol Building, 500 East Capitol, Pierre, South Dakota. U S WEST and Commission Staff entered into a Stipulation and Settlement Agreement in this matter and the Agreement was approved by the Commission on November 19, 1999, so therefore the hearing is cancelled. It is therefore

**ORDERED**, that the hearing scheduled for November 23, 1999, is cancelled.

Dated at Pierre, South Dakota, this 19<sup>th</sup> day of November, 1999.

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that this document has been served today upon all parties of record in this docket, as listed on the docket service list, by facsimile or by first class mail, in properly addressed envelopes, with charges prepaid thereon.

By: *Dilaine Kaelo*

Date: 11/19/99

(OFFICIAL SEAL)

**BY ORDER OF THE COMMISSION:**

*James A. Burg*  
JAMES A. BURG, Chairman

*Pam Nelson*  
PAM NELSON, Commissioner

*Laska Schoeni Elder*  
LASKA SCHOENI ELDER, Commissioner

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA**

<b>IN THE MATTER OF THE PETITION OF U S</b>	)	<b>ORDER RECLASSIFYING</b>
<b>WEST COMMUNICATIONS, INC. TO</b>	)	<b>DIRECTORY ASSISTANCE</b>
<b>RECLASSIFY U S WEST'S DIRECTORY</b>	)	<b>AS FULLY COMPETITIVE;</b>
<b>ASSISTANCE SERVICE</b>	)	<b>ORDER APPROVING</b>
	)	<b>SETTLEMENT AGREEMENT</b>
	)	<b>TC99-098</b>

On September 22, 1999, U S WEST Communications, Inc. (U S WEST) filed with the Public Utilities Commission (Commission) a Petition to Reclassify U S WEST's Directory Assistance Service. In its petition, U S WEST requests that directory assistance and related services be reclassified from noncompetitive services to fully competitive services. Pursuant to SDCL 49-31-3.2, when determining how a telecommunications service is to be classified, the Commission shall consider the following:

- (1) The number and size of alternative providers of the service and the affiliation to other providers;
- (2) The extent to which services are available from alternative providers in the relevant market;
- (3) The ability of alternative providers to make functionally equivalent or substitute services readily available at competitive rates, terms, and conditions of service;
- (4) The market share, the ability of the market to hold prices close to the cost, and other economic measures of market power; and
- (5) The impact on universal service.

The Commission has jurisdiction over this matter pursuant to SDCL 49-31-3.2 and 49-31-3.4. Pursuant to SDCL 49-31-3.4, in any proceeding to reclassify a telecommunications service, the person initiating the petition has the burden of proving that the existing classification is inappropriate. U S WEST filed its testimony along with its petition. No parties filed to intervene. A hearing was scheduled for November 23, 1999. On November 3, 1999, U S WEST and Commission Staff filed a Stipulation and Settlement Agreement.

In the Stipulation and Settlement Agreement, U S WEST and Commission Staff agreed that U S WEST's directory assistance services and related services are fully competitive. At its November 15, 1999, meeting, the Commission considered the Stipulation and Settlement Agreement. The Commission questioned the inclusion of "related services" and the Commission Staff stated that "related services" should have been deleted. The Commission deferred action.

On November 16, 1999, the Commission received a letter from Commission Staff stating that page 2 was being revised. The revision deleted "and related services" from paragraph II and substituted the words "arising from the utilization of the 411 and 555-1212 numbers." At its November 19, 1999, meeting, the Commission considered the Stipulation and Settlement Agreement with the revised page 2. The Commission noted that the words "and related services" were still contained in paragraph III(G). The Commission voted to approve the Stipulation and Settlement Agreement with the modification that the words "and related services" in paragraph III(G) be stricken and that the words "arising from the utilization of the 411 and 555-1212 numbers" be inserted. After consideration of the criteria listed in SDCL 49-31-3.2 and based upon the information filed in this docket, the Commission finds that directory assistance services arising from the utilization of the 411 and 555-1212 numbers shall be reclassified as fully competitive. The Commission finds the reclassification is in the public interest because there are numerous alternative providers of directory assistance services in South Dakota.

It is therefore

ORDERED, that directory assistance services arising from the utilization of the 411 and 555-1212 numbers shall be reclassified as fully competitive; and it is

FURTHER ORDERED, that the Stipulation and Settlement Agreement shall be approved with the modification listed above and shall be incorporated by reference into this Order the same as if it had been set forth in its entirety herein.

Dated at Pierre, South Dakota, this 8th day of December, 1999.

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that this document has been served today upon all parties of record in this docket, as listed on the docket service list, by facsimile or by first class mail, in properly addressed envelopes, with charges prepaid thereon.

By: *Debbie Kelbo*

Date: 12/8/99

(OFFICIAL SEAL)

BY ORDER OF THE COMMISSION:

*James A. Burg*  
JAMES A. BURG, Chairman

*Pam Nelson*  
PAM NELSON, Commissioner

*Laska Schoenfelder*  
LASKA SCHOENFELDER, Commissioner