



STATE OF NEW JERSEY
Board of Public Utilities
Two Gateway Center, Suite 801
Newark, NJ 07102
www.nj.gov/bpu/

TELECOMMUNICATIONS

IN THE MATTER OF VERIZON NEW JERSEY'S)
PETITION FOR WAIVER OF NEW JERSEY)
ADMINISTRATIVE CODE (N.J.A.C.) REGULATIONS)
14:10-1A.5 SUBSECTIONS (a) and (b) PERTAINING)
TO THE PUBLISHING AND DISTRIBUTION OF)
TELEPHONE DIRECTORIES)
ORDER OF APPROVAL
DOCKET NO. TO10040255

Greg Romano, General Counsel, Verizon NJ, Broad Street, Newark, NJ 07102

Christopher White, Esq., For Division of Rate Counsel

BY THE BOARD:

On April 7, 2010, Verizon New Jersey ("Verizon" or "Company"), filed a petition with the Board requesting a waiver of the provisions of N.J.A.C. 14:10-1A.5 (a) and (b), which require the Company to publish telephone directories regularly and distribute a copy of each directory, including a residential white pages directory, to all customers within the service area covered by the directory.

According to the Company, technological advances, such as Internet directories and the directories in wireless and wireline devices, have made customers much less reliant on printed residential white pages directories. If the Board grants Verizon's request, it will continue to distribute directories to customers with Yellow pages, business white pages, and government pages and consumer guide pages. Under Verizon's proposal, customers must specifically request to have a printed residential white pages directory delivered to their home.

Verizon currently publishes 43 New Jersey directories which include both Yellow and white pages. In 2010 it is estimated that the Company will deliver a total of 4,505,506 directories. These directories are published and delivered to all customers annually by Verizon's directory publisher, SuperMedia LLC (formerly Idearc Media LLC).

The elimination of the white pages portion of the directory is estimated to result in a \$1 million annual savings to SuperMedia.

N.J.A.C. 14:10-1A.5 in part states:

(a) ILECs shall publish telephone directories regularly, listing the name, location and telephone number of all customers whose numbers are provided to the ILEC, except telephone service not published at customers' request and public telephones.

(b) Upon publication, the ILEC shall distribute a copy of each directory to all customers within the service area covered by the directory, and shall furnish a copy of each directory to the Board Secretary.

In accordance with these rules, Verizon currently provides customers with printed residential white pages directories that include an alphabetical listing of all residential customers with published numbers. Verizon also provides customers with printed directories that include business and government white pages, Yellow pages and consumer guide pages.

According to the Company, customers have been using printed residential white pages directories less and less in favor of alternate methods of accessing listings, such as Internet directories, the directories in wireless and wireline devices, and the specialized directories provided by employers, schools, places of worship and other organizations. Gallup studies show that the percentage of households using stand alone residential white pages has dropped from 25% in 2005 to only 11% in 2008.

In addition, Verizon asserts that other states have authorized alternatives to the traditional printed residential white pages directory. For example, in Oklahoma, Ohio, and Florida, regulators permitted AT&T to provide residential white pages directories upon customer request. According to the Company, in the states where AT&T has been permitted to provide white pages directories on demand, very few customers have actually requested a copy (approximately 2%). Verizon states that it has requested similar treatment in New York.

According to Verizon, approval of its request will have a positive impact on the environment and will signal a natural progression to a more digital paperless society. Verizon estimates that Board approval of its request would save approximately 1,400 tons of paper per year, and save the energy associated with printing, binding, and distributing the directories.

Verizon states that it will make residential white pages directory listings available to customers upon request in printed form, on CD-ROM, or on-line at no charge, and will continue delivery of printed directories that include the business and government white pages and the consumer guide.

While the Board agrees with the Company that technological advances have dramatically changed how printed media is delivered and consumed, nevertheless, it is noted that not every home has access to a computer and the internet. The Board is also concerned that the Company's proposal to allow customers to opt-in, as opposed to opt-out, may initially create some confusion among consumers.

Notification Requirements

In order to address the Board's concerns and ensure that consumers are properly notified of the elimination of the residential portion of the white pages directory, the Company has agreed to provide seven separate forms of notice to customers and initiate an outreach program. The outreach program will include publication of messages in three publications with high senior subscription levels: 1) New Lifestyles, 2) AARP Magazine and 3) Healthy Aging. Also, NJ Shares will distribute white pages notices to key senior organizations such as County Offices on Aging and other senior groups for the first year of the change. In addition, to a press release and bill inserts, the following will be included with the directories:

- a message on the bag that contains the directory;
- a message on the actual cover of the directory;
- a message on the 911 page in the directory(which is the front page);
- a blown-in card; and
- a letter from SuperMedia's President describing the changes to the directory..

Each notice will specify to customers the elimination of the residential portion of the white pages directory, and will provide information on where they can find the information online, and a toll-free number where they can request a free copy of the white pages listings.

In addition to the outreach and enhanced notification requirements, the Board will require Verizon to report the following data so that the Board can track the impact this waiver may have on consumer behavior:

- (1) Verizon shall track the number of customers who request the printed white pages and report the results to the Board on a quarterly basis for the first year of the waiver.
- (2) Verizon shall track the number of directory assistance calls and report the results, distinguishing between residential and business listings, to the Board on a quarterly basis for the first year of the waiver, commencing with October, 2010 data and quarterly thereafter.

By letter dated September 3, 2010, the New Jersey Division of Rate Counsel ("Rate Counsel") indicated that it does not oppose the grant of the waiver by the Board. Before this waiver is granted, however, Rate Counsel asks that a determination be made as to whether public hearings must be held or whether advance notice must be provided to the public so the public can file comments on this matter.

The Board has reviewed Rate Counsel's request and does not believe further public comment or public hearings are necessary. First, there is no legal requirement to hold public hearings. Second, the Board is satisfied that the record before us is complete and further comments will not enhance the record. The Company has provided sufficient and significant information; it has responded to each and every discovery request propounded by Rate Counsel and Board Staff; it has significantly enhanced the notification of this change at Staff's request; and, Rate Counsel indicates it does not oppose the waiver.

Based on the circumstances and record before us, and pursuant to N.J.A.C. 14:1-1.2, the Board finds that Verizon has shown good cause for its request for a waiver, and **HEREBY APPROVES** the petition with the enhanced notification and reporting requirements as described herein.

The Board reserves the right, after review of the requested information set forth above, to revisit the issue concerning the applicability of the rule and the appropriateness of the waiver on a going forward basis.

DATED: 9/22/10

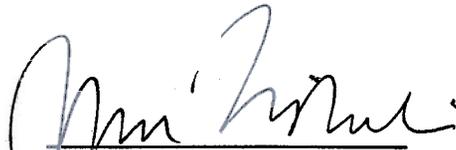
BOARD OF PUBLIC UTILITIES
BY:



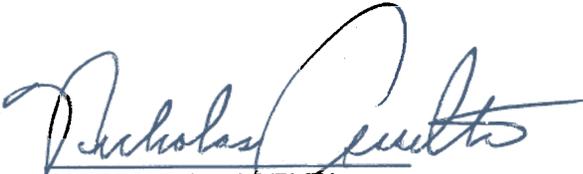
LEE A. SOLOMON
PRESIDENT



JEANNE M. FOX
COMMISSIONER



JOSEPH L. FIORDALISO
COMMISSIONER

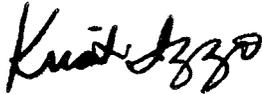


NICHOLAS ASSELTA
COMMISSIONER



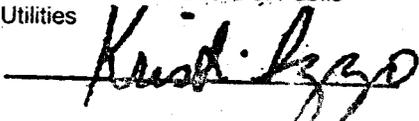
ELIZABETH RANDALL
COMMISSIONER

ATTEST:



KRISTI IZZO
SECRETARY

I HEREBY CERTIFY that the within document is a true copy of the original in the files of the Board of Public Utilities



15" w x 16" H

Look Inside For Your SuperGuarantee[®]



superguarantee[®]

**Use your new easier to read SuperYellowPages
to find a SuperGuarantee[®] business.**

Residential white pages are now online at
www.verizon.com/whitepages.
They are not included in this directory.

Call 800-xxx-xxx to receive a free copy or CD of your residential
white pages.

Order any directory anytime by calling 1-800-868-8448 or visiting directorystore.com

*Restrictions apply. For full details, see the Terms and Conditions for this program at superguarantee.com

To avoid danger of suffocation, please keep this bag away from babies and children.



EMERGENCY NUMBERS

BRIDGETON-VINELAND AND NEARBY COMMUNITIES



EMS



FIRE



POLICE

9-1-1

Text Telephone (TTY/TDD) Users:

EMS • Fire • Police

9 1 1

When calling from a TTY/TDD, after your call is answered, pressing a TTY/TDD key several times may help shorten the time necessary to respond to your call.

TTY/TDD Users – see the Customer Info Guide for more information.

TABLE OF CONTENTS

CUSTOMER INFO GUIDE

GOVERNMENT PAGES

RESIDENTIAL LISTINGS

Residential white pages listings are not included in this directory. The residential white pages listings are now online at www.verizon.com/whitepages. To order a free print or CD ROM copy of your residential white pages call 1-800-888-8448.

BUSINESS LISTINGS

SUPERGUARANTEE™

YELLOW PAGES

ZIP CODES

For your convenience, please find the White Pages for this directory online at www.Verizon.com/whitepages. To order directories, stop delivery of this directory, or obtain a free copy of the residential white pages call 1-800-888-8448.

OTHER IMPORTANT NUMBERS

24/7 Community Resource Information	2-1-1	Lions Eye Bank	1-800-653-9379
Addiction Hotline of New Jersey	1-800-238-2333	Nar-Anon Families and Friends of Addicts or	1-877-424-4491 1-800-238-2333
Alcohol Seabrook House	1-800-582-5968	Narcotics Anonymous of New Jersey	1-800-992-0401
Alcoholics Anonymous of South Jersey or	1-856-486-4444 1-609-641-8855	National Hopeline Network Suicide Prevention Hotline	1-800-SUICIDE (1-800-784-2433)
Bureau of Alcohol, Tobacco & Firearms (ATF)	1-609-989-2155	National Response Center - Report Chemical/Oil Spills and Chemical/Biological Terrorism	1-800-424-8802
Domestic Violence Hotline Cumberland County	1-856-691-3713	National Runaway Switchboard	1-800-RUN-AWAY 1-800-786-2929
Drug Enforcement Administration or	1-856-321-2420 1-609-383-3322	National Suicide Prevention Lifeline	1-800-273-TALK (1-800-273-8255)
Family Health Line	1-800-328-3838	National Youth Crisis Hotline	1-800-HIT-HOME (1-800-448-4663)
FBI	1-609-677-6400		

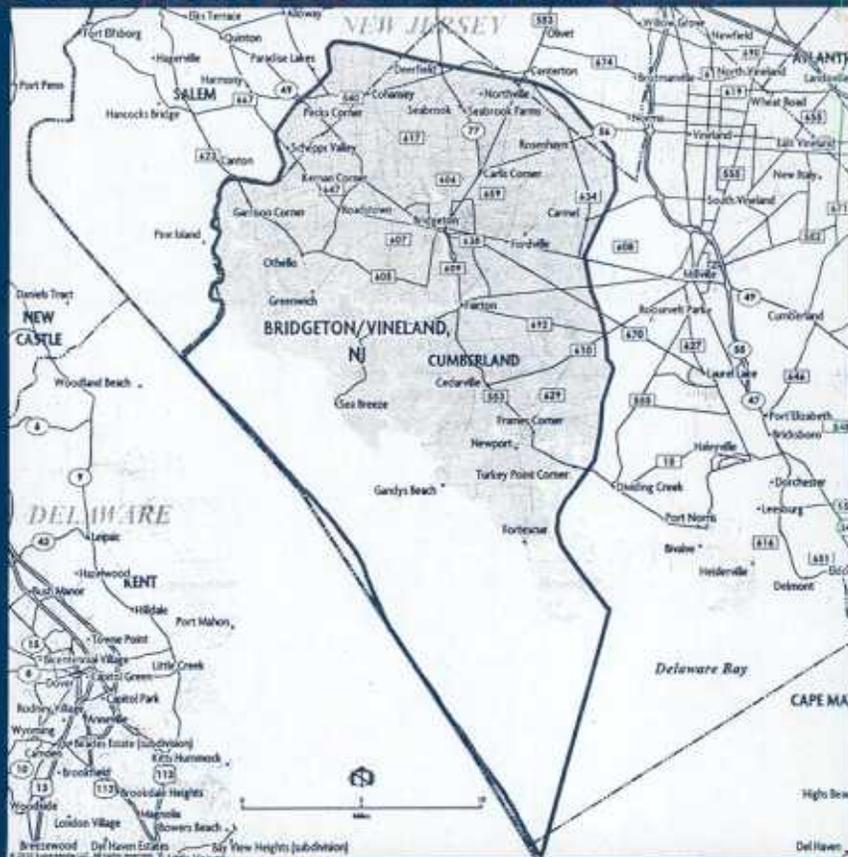
Bridgeton-Vineland, NJ



OTHER IMPORTANT NUMBERS

NJ AIDS/STD Hotline	1-800-624-2377	The Division of Youth & Family Services	1-877-NJABUSE (1-877-652-2873)
NJ Ease Senior Services Helpline	1-877-222-3737	Tough Love® International	1-800-333-1069
NJ Mosquito Control Directory	1-888-NO-NJ-WNJ (1-888-666-5968)	U.S. Customs Service Office of Investigation or	1-973-776-5500 1-215-717-4800
NJ Organ & Tissue Sharing Network	1-800-742-7365	U.S. Marshals Service	1-973-645-2404
Parents Anonymous/Family Helpline	1-800-843-5437	U.S. Postal Inspection Service - Criminal Investigations	1877-876-2455
Pet Friends (Grief Support for Pet Owners)	1-800-404-PETS (1-800-404-7387)	U.S. Secret Service	1-973-971-3100
Poison Control Center (Voice/TTY)	1-800-222-1222	Women's Referral Central	1-800-322-8092
Psychiatric Crisis Intervention Unit: Cumberland County Emergency Mental Health Hotline	1-856-455-5555	Community Service Numbers For information about community services in your area, call:	
Safe Haven for Infants Hotline	1-877-839-2339	CONTACT Gloucester & Camden County 24 Hours	1-877-266-8222
Self-Help Clearinghouse	1-800-367-6274	Board of Public Utilities - Consumer Complaints	
Sexual Assault Hotline	1-856-293-9753	All Utilities	1-800-624-0241
Statewide Domestic Violence Hotline	1-800-572-SAFE (1-800-572-7233)		

DIRECTORY DISTRIBUTION AREA



Customer Info Guide



superguarantee

Friend:

My name is Scott Klein, CEO of SuperMedia. We are the official publisher of the Verizon Print Directories, including this SuperYellowPages. I wanted to share with you some positive changes you will see in your SuperYellowPages.

Based on our research and feedback, we've taken out the residential white pages. To receive a free copy of the complete residential white pages - in CD-ROM or printed versions - call 1-800-888-8448. An electronic version is available for free at www.verizon.com/whitepages.

If you want to adjust the number of directories you receive or remove yourself from directory distribution, call 1-800-888-8448 and select option two or go to <http://my.supermedia.com/directoryoptout/>. For a complete list of phone numbers of the directory publishers in your area, visit www.yellowpagesoptout.com.

With this improvement to the SuperYellowPages, we've made it easier to spot the good guys. You know - contractors, painters, auto mechanics and other businesses you rely on to get the job done right. Our good guys are part of a super program designed to save you time and ease your mind. It is what we call the SuperGuarantee.

Just look for businesses backed by the SuperGuarantee shield in this SuperYellowPages and you can count on them to do the job right, or we will step in and make it right. Best part is the SuperGuarantee is absolutely free. Complete details can be found at the beginning of our yellow pages section containing our eligible businesses.

In these SuperYellowPages you will see white pages business listings, local emergency numbers, local government pages, special sections like Dining Your Way and money-saving coupons.

Sincerely,

Scott W. Klein

verizon



**GET THE JOB DONE
RIGHT, OR WE'LL
STEP IN AND MAKE
IT RIGHT.***

Look inside for businesses
backed by the SuperGuarantee.[®]
Brought to you by SuperMedia.

Sign up and get details on
superguarantee.com

WE MAKE IT EASY TO SPOT THE GOOD GUYS.

superyellowpages

superpages.comSM

supermedia | The Official Publisher
of Verizon Print Directories

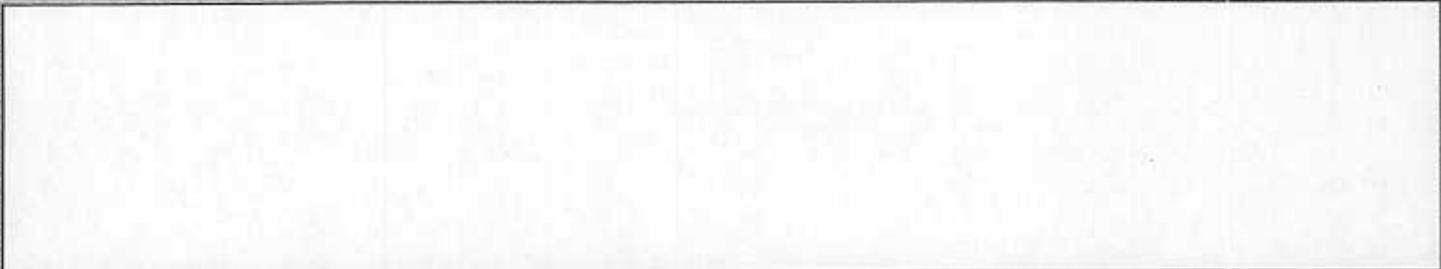
ANYTOWN 

MONTH 2010-2011 AREA CODES 123, 456, 789

Includes listings for: Anytown Anytown Anytown Anytown Anytown Anytown Anytown Anytown
Anytown Anytown Anytown Anytown Anytown Anytown Anytown Anytown
Includes Listings of All Local Exchange Telephone Companies / ©2010 SuperMedia LLC, All Rights Reserved.

To advertise, call 1-800-999-9166

*Complete details of participation in the guarantee program can be found online at www.superguarantee.com



Residential white pages are not included in this directory.

To order directories, stop delivery of this directory, or obtain a free copy of the residential white pages,
visit www.verizon.com/whitepages or call 1-800-888-8448.

Residential white pages are not included in this directory.

The residential white pages are now online at www.verizon.com/whitepages.

Call 800-xxx-xxx to receive a free copy or CD of your residential white pages.

supermedia