

BEFORE THE TENNESSEE REGULATORY AUTHORITY AT

NASHVILLE, TENNESSEE

AUGUST 14, 2000

IN RE:

**TELLICO TELEPHONE COMPANY TARIFF TO
INTRODUCE NATIONAL DIRECTORY ASSISTANCE**

)
)
) **DOCKET NO.**
) **00-00429**

ORDER DENYING TARIFF

This matter came before the Tennessee Regulatory Authority ("the Authority") at a regularly scheduled Authority Conference held on June 20, 2000, for consideration of the tariff filing by Tellico Telephone Company (the "Company") to introduce National Directory Assistance. The Tariff was originally filed with the Authority on May 25, 2000 with a proposed effective date of June 25, 2000. The Tariff sought to introduce the National Directory Assistance ("NDA") service which would allow customers to access numbers of individuals and businesses throughout the United States by dialing a single number.

The Company proposes to continue offering local directory assistance via 1-411 at no charge and to offer NDA services via 411 at a charge of \$0.65 per call. The resemblance in the calling patterns for local directory assistance and NDA creates the substantial likelihood of confusion about which number the customer should dial for local directory assistance. To alleviate this confusion the Company agreed to include a preamble to its NDA service that states:

The charge for this call is \$0.65. You may also dial 1411 for in-state directory assistance. Please press one to complete the call, or hang up to terminate the call.

The Company's preamble does not, however, inform the customer that he or she may access local directory assistance without charge. Prior to the consideration of this Tariff on June 20, 2000, the

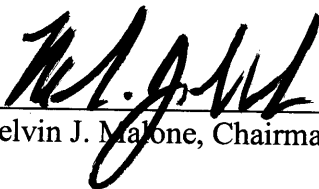
Authority provided the Company the opportunity to modify this filing to rectify this problem but the Company declined to do so.

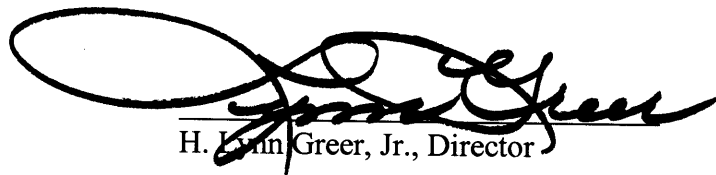
Upon reviewing the Tariff, a majority of the Directors determined that even though the Tariff offered national directory assistance at a competitive price, the filing, as submitted, created a substantial likelihood of confusing customers and costing customers more money than it otherwise would if the preamble adequately advised customers of the service and the cost of that service being provided.

Based upon these findings, a majority of the Directors voted to deny the Tariff.¹

IT IS THEREFORE ORDERED THAT:

Tellico Telephone Company's Tariff to Introduce National Directory Assistance be denied.


Melvin J. Malone, Chairman


H. Lynn Greer, Jr., Director

ATTEST:

Sara Kyle, Director


K. David Waddell, Executive Secretary

*** Director Kyle did not vote in favor of the prevailing motion.

¹ Director Kyle did not vote to deny the Tariff, preferring instead to have consideration of the Tariff deferred to the July 11, 2000 Authority Conference to permit the Company additional time to resolve the Directors' concerns with the Tariff as filed.