

PSC NO: 3 TELEPHONE
ALLTEL New York, Inc.
Initial Effective Date: 5/30/03

Section: 7 Leaf: 4
Revision: 0
Superseding Revision:

SECTION 7 - DIRECTORY LISTINGS

A. ALPHABETICAL DIRECTORY (Cont'd.)

2. Composition of Listings (Cont'd.)

a. Name (Cont'd.)

(3) Designations

The purpose of a business designation is to identify the listed party and not to advertise the business. No designation of the nature of the business is included if this is sufficiently indicated by the name. Where a listed party is engaged in more than one general line of business, two or more designations may be included in one listing when necessary to identify the listed party. When a listed party has two or more listed telephone numbers or two or more business addresses, designations indicating the branches of the organization may be included where necessary to assist the public in calling.

A designation may include a title to indicate a listed party's official position, but not the name of the firm or corporation with which the individual is connected. Conversely, individual names or titles are not shown following the name of a firm or corporation.

A listing may not include a designation, such as "agency," "dealer," or "representative" except in connection with the legal name of the subscriber.

A term such as "renting agent" may be included in a listing indented under the name of a building, provided that the agent maintains a renting office in such building.

A designation is not ordinarily provided in a residence type listing. A professional designation is permitted on residence service in the case of a physician, surgeon, dentist, osteopath, chiropodist, podiatrist, optometrist, chiropractor, physiotherapist, Christian Science practitioner, veterinary surgeon or registered nurse or licensed practical nurse provided that the same name and designation is also listed on business service of the subscriber or another subscriber in the same or different directory; or on residence service, furnished to a member of the above professions. Insertions and deletions in directories will be made, where necessary, as the directories are published.

(4) Addresses

Each listing includes the house number and street name of a location where the telephone service is furnished, or a post office

Issued by: Vice President, State Government Affairs, Little Rock, Arkansas