

PERSPECTIVES

ON PUBLIC COMMUNICATION • OFFICIAL MAGAZINE OF THE APCC®

May 2009
Volume 17
Number 3

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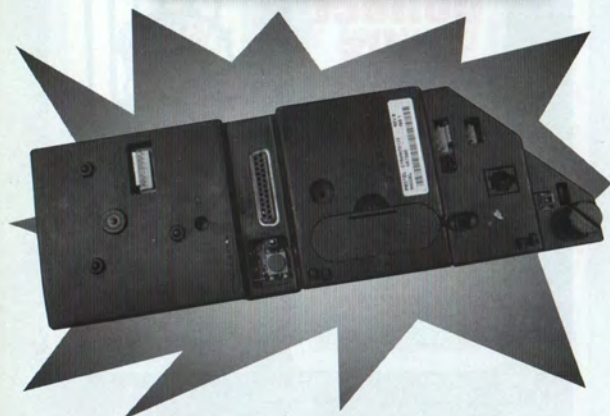


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Cover design by Ellen Custer,
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About that label...

You might think we've lost our minds running the address label upside down, so we just wanted to confirm that the placement is correct. It's a new USPS regulation. No further comment necessary.

CORRECTION

Perspectives on Public Communication would like to apologize for an error that occurred in our March issue. Due to a technical glitch in the printing process, Talk Too Me's Encircle All logo was distorted in its back cover advertisement. The correct Encircle All logo appears at right.



MATT HAGE

With this year's APCC convention in Washington, there's a great opportunity for our members to let key legislators know just how important payphones are to the American public. Meetings will be held with key members and the staffs of the primary legislative committees with oversight of the FCC. These meetings will provide payphone owners with the unique opportunity to meet face-to-face with policy makers to discuss the issues facing independent payphone providers and their specific companies.

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Federal Communications Commission

Currently three commissioners are serving at the commission: Acting Chairman Michael Copps, Commissioner Jonathan Adelstein, and Commissioner Robert McDowell. The president has nominated Julius Genachowski as the new permanent chairman. Commissioner Adelstein has been nominated to serve as Administrator for the Rural Utilities Service and is expected to be leaving the commission. Commissioner Deborah Tate's term has expired. At press time, replacements for Adelstein and Tate had not been announced.



Making your voices heard

In May, with APCC 2009 being held in Washington D.C., you have an excellent opportunity to let policy makers know just how difficult it is today to continue providing payphone services to the American public. With a newly restructured Congress and a new administration, now, more than ever, it is important that we remind these legislators and regulators that payphones remain a critical part of the American communications infrastructure. I urge every one of you to take up the opportunities generated by this year's Washington D.C. convention site.

In the last year, APCC has had some considerable success in making the FCC's flawed dial-around compensation rules work — at least to the extent these poorly structured regulations can ever be made to work. And APCC Services' customers know that most of our overall efforts continue to be focused on collecting as much compensation as is possible.

But other efforts have to be maintained as well. This is particularly true of the need to make sure that legislators and policy makers know about — and remain committed to — the availability of independent payphones.

We all know the Bell companies spend millions of dollars in their lobbying efforts. If decision makers hear day in and day out only from them, it is little wonder they may get a skewed view of what is truly important for the public. Certainly, they'll never hear much from the Bells about how they (except Verizon — so far) have abandoned providing payphones to the public, leaving this up to the small business men and women that make up the independent payphone industry.

APCC does a great job of keeping policy makers informed. Of course, we'll never be able to match the Bells' millions of dollars for political activities with our small (but gigantically important) political action committee. With your support, however, we have done a lot. But more remains to be done.

If, for example, the FCC remains dominated by the policy positions the carriers "spin" to their advantage, I fear we are destined to get few if any improvements in the agency's regulations. Moreover, as unfortunately we have seen, the consequences from the FCC's lack of attention to its basic responsibilities can be profound.

editorial

The unconscionable lack of enforcement from the agency of its "cost-based rates" requirement under the NST rulings is a scandal. Here we are, after 10 years of delays engendered by the Bell companies, and the agency still has not ordered refunds for their years of outrageous overcharging.

Of more recent vintage, and notwithstanding the FCC requiring us to spend millions of dollars trying to enforce their own DAC rules, the agency has yet to bring any effective sanctions against the prepaid card providers — and their principals — that continue to thumb their noses at their payment obligations.

And, if there was ever a totally misguided, unthoughtful public policy, it is the one requiring payphone providers to be "taxed" quarterly to pay into the Universal Service Fund (often based on the purported and inflated costs of the telephone companies and not even on the revenues of the payphone providers themselves). Simply put, everyone knows that payphones are "universal service," the only telecom service that is available 24 hours a day, seven days a week with no subscription or upfront costs and available for every American.

Hopefully, a new FCC may take its responsibilities more to heart. But make no mistake, if the bureaucrats are not feeling any pressure and oversight from their congressional members and committees, it is all too likely payphones could again be put in the "let's handle it later" category.

Many of the leaders on Capitol Hill have shown their willingness to let the agency know they expect efficient, thoughtful regulation and enforcement for payphone providers. With the changes in the Congress, we must make sure they keep letting the FCC know that the continued deployment of payphones remains an important federal policy, and one they expect, and demand, the FCC pay attention to.

So join us in Washington. I hope to see every one of you and, together, we will keep telling the "payphone" story.

James Kelly III
Chairman



by Flori Meeks

Payphones, politics and PR

It's critical to create a positive environment for our industry, and everyone can get involved in the effort

The science of marketing boils down to getting the right message to the right audience at the right time. It's a critical practice in all fields today. For the payphone industry, effectively communicating important issues is a key to generating much-needed support in Washington — and from the public at large.

APCC's Legislative Counsel Tracy Taylor and private communications consultant Allen Hepner drove home this idea at APCC 2008, held in June in Las Vegas. Together, they laid out a roadmap for getting the word out about the payphone industry to those with the power to shape its future. Their presentation was titled, "The National Perspective: Payphones, Public Perception and the Power of Grassroots Initiatives."

"Information, education and perception are everything," says Taylor, a principal with lobbying firm Williams & Jensen, which regularly represents the American Public Communications Council Inc.'s (APCC's) interests in Washington, D.C. "We want to create a positive perception of our industry and we can do that through educating members of Congress about our issues."

"It's very important to raise the visibility of our industry," adds Hepner, who has more than 25 years of public relations experience. "Perception matters — what people see on TV and see on the Internet and read in newspapers is important."

Few audiences are more important to the industry's survival than federal lawmakers, Taylor says. Currently, Congress is focusing on issues that resonate most with voters, from the economy to the mortgage crisis. But industry representatives shouldn't let those concerns discourage them from keeping payphones on lawmakers' radar.

"Now is a great time for us to spend time educating legislators about our industry and the challenges we all face," Taylor says. "It is important to have legislators thinking about the industry before they actually begin developing legislation. The process is multi-tiered and takes time. It is important to be involved from start to finish. And, given the many critical issues before Congress, it is important to continue to remind them of the value the payphone industry brings to the country and their constituents."

Payphone priorities

Taylor summarized several issues she'd like to see before lawmakers, beginning with voice over Internet protocol (VoIP) calling. One of the APCC's goals is to ensure that all parties in the path of a VoIP call — or other IP-enabled communication from a payphone — are able to transmit and receive the signaling information that identifies a call as having been made from a payphone. Such identifying information is basic and critical to ensuring that the FCC's current compensation structure works for the payphone industry.



Steps PSPs can take

While the APCC continues to speak out on behalf of the payphone industry, its efforts only are part of the equation.

The individual payphone service provider (PSP) can be a surprisingly effective payphone advocate at the national level, says Tracy Taylor, a principal with Williams & Jensen, the legal firm that represents the APCC on Capitol Hill.

Taylor suggests several steps industry members can take to educate lawmakers and the public about today's payphone issues.

1. **Write to your national representatives.** The letters can be general or address specific issues. If you need a hand, APCC members can access a letter template on the association's Web site, www.apcc.net. The letter is posted under the Industry News banner on the left side of the home page. Please do send a copy of your letter to the APCC (c/o Tracey Timpanaro), and the association will follow up with the congressional members' Washington office.
2. **Monitor media coverage of the industry.** If you see an article, inform the APCC. Contact Tracey Timpanaro at (281) 646-0051 or via e-mail at tat66@apcc.net. Furthermore, take the time to respond with a letter to the editor (Timpanaro is available to assist in the writing of these letters). If the article is posted online, it probably has a forum for reader responses. Use it.

3. **Don't forget the blogs.** Payphone information in a blog can be just as influential as traditional media coverage. Whether the blog content is positive or negative, send a response so your voice can be heard.
4. **Cultivate community groups that recognize the value of payphones, from nonprofit social services organizations to community emergency response teams.** The group members can take the same steps you are, from writing their lawmakers to responding to payphone media coverage. And in their case, they can state how payphones have impacted their community.

5. **Finally, make the time to visit lawmakers yourself in their district offices in your community.**

The APCC will provide PSPs opportunities to visit lawmakers on Capitol Hill during APCC 2009 in Washington, D.C. May 20-22. Taylor strongly encourages payphone providers to seize this opportunity to speak to members of Congress. "The members like to hear from actual businessmen and women because they know the ins and outs of their industry," Taylor says. "They appreciate it when someone makes a trip to Washington and makes an effort to talk to them about their business."

It's the job of a lobbyist to convey an industry's message, Taylor said, but businessmen and women are really an invaluable asset in advocating for their businesses.

— Flori Meeks

"While we believe the FCC's underlying regulations require transmission of the identifying information, it's important that if a law passes (involving IP-enabled communication), it requires these identifiers to be transmitted so that carriers are not able to try and exploit any perceived loopholes they may dream up," Taylor says. "We did get this language in a bill that passed through committee but was not ultimately signed into law. This is an important first step, however, because new bills are often based on older bills, and having gone through the committee process gives the provision a significant amount of legitimacy."

Another important issue for lawmakers to consider is the Universal Service Fund (USF), which mandates that carriers share the expenses required for ensuring affordable nationwide telecommunications service. Payphone service providers (PSPs) are charged USF fees every time they pay a payphone phone bill.

The Federal Communications Commission (FCC), which created the fund, is now considering changes to the USF system. While it's unclear what these changes will involve, the APCC is determined to ensure those changes are in the industry's favor, Taylor says. "It's critical that PSP fees do not increase if changes are made to the fund."

"Congress is also considering statutory changes to USF," Taylor continued. "The industry has had prior success in being recognized as a de minimus payor that should be wholly exempt from paying into the fund. In any new USF legislation, we would again advocate to be exempt as a de minimus payor. Our annual portion of the fund is \$7 million to \$9 million dollars, which is a very small percentage of the multibillion dollar fund."

The APCC also has been arguing for the elimination of USF fees for PSPs because it believes payphones are an integral part of the universal service solution. Payphones are available to all users at a

very low price with no upfront charge. Additionally, unlike other "carriers," which can pass USF assessments on to end users, payphone providers must absorb the fees themselves.

A longtime issue for this industry, Taylor continues, is the new services test (NST), a 1997 FCC mandate that requires Bell operating companies (BOCs) to charge cost-based rates on the state-tariffed phone lines used by payphone providers. While the NST has led to lower line rates in most states over time, the BOCs have vigorously fought to avoid refunding PSPs for overcharges imposed after the NST was implemented.

Now is the time to ask federal legislators to weigh in with the FCC on this issue, Taylor says. "Let them know payphones are an important part of the communications landscape, and this is an important issue. The bottom line is, it does not hurt the industry's position at the FCC to have the commissioners know that Congress is interested in this issue."

The APCC also is keeping an eye out for calling card legislation and whether there are ways in which some of the industry's concerns about the calling card industry can be addressed by consumer calling card legislation. One bill introduced by Sen. Bill Nelson, D-Fla., last year would have required cards to more accurately describe the amount of minutes they offer after fees.

"We were trying to interest the Senate in adding a provision stating calling cards would not only be fair to the consumer, but to the businesses that work with them," Taylor says. Essentially, she says, the APCC would like to see language enacted that would statutorily require calling card companies to fairly compensate PSPs for calling card calls made from their payphones.

Ultimately, Taylor said, it's our job to keep national lawmakers informed about all aspects of the payphone industry. Lawmakers need to know what actions would help the industry, and what might inadvertently do harm.

"They sometimes don't know how laws that have passed are impacting the industry or the effect laws that are introduced could potentially have on the industry and the overall deployment of payphones unless we educate them," she says. "Lobbying is educating decision makers who have many issues before them and only a little time to listen. So it is important to talk to them often and make a succinct case about how issues affecting the industry will impact their constituents."

Furthermore, Taylor says the most effective peo-

ple to make this case are industry representatives themselves. "APCC 2009 is a great opportunity for PSPs to participate and it will provide a good way to supplement the efforts industry representatives may be taking at home across the country. The best way to influence the process is to be involved."

Power of perception

Hepner focused much of his presentation on shaping the public's view of payphones and their value to society. He called on industry members to proactively promote payphones as an essential resource in today's society, a reliable lifeline in times of crisis and a valuable communications tool to millions that is worthy of the government's support. "Be proactive; take the bull by the horns," he says. "You have a wealth of information members can convey."

But spreading the message to today's public requires today's technology, Hepner says. "Old school" methods for distributing a message might involve letters to the editor, advertising, "placed" articles, and op-ed write-ups. In the past, it was a victory to get a small article placed in one newspaper, Hepner says. But one day later, it would be gone. "That's really so yesterday. The way to reach an audience today is through social media and the Internet."

One of the most well read sources of information today is Internet blogs, Hepner says. In fact, a 2007 survey by the Arête Group found 60 percent of U.S. journalists spend more than 20 hours a week on the Internet, and 93 percent of them use the Internet to find news sources.

"They're going online to see what people are writing about," Hepner says. "We should be proactive on these payphone stories and blogs. Go and assert your voice — be heard. A lot of blogs have information that you won't find in any other source. You need to be aware; you need to be involved."

Hepner also encouraged audience members to explore social networks: services that use software to build online communities of people sharing interests and activities or who are interested in exploring the interests and activities of others. These networks can include Face book, Linked In, My Space, Ming and numerous niche sites. These forums offer an opportunity for fostering communication about payphones, their value and people's positive experiences with them, Hepner said. They provide opportunities for payphones to gain credibility in users' eyes.

And social networks only are one kind of social media. Industry representatives can also utilize conversation-enabling platforms, including blogs,

Get involved locally

When Tracy Taylor and Allen Hepner spoke to PSPs at APCC 2009 about promoting payphones nationally, they made a case for planting seeds at the state level as well.

"Get to know state lawmakers. Establish a relationship, for they may get elected to a federal seat," Taylor says.

Vincent Townsend, president of the North Carolina Payphone Association, says he couldn't agree more with that advice. He strives to get to know state lawmakers, along with state regulatory commissioners. "My philosophy has always been that you need to go in face to face with regulators so they can put a face on the issues," says Townsend, who also serves on the APCC board of directors. "I've done that all of my career."

Townsend cited the example of attorney Henry Walker, who had tackled several payphone-related cases in Tennessee. Walker met repeatedly with Deborah Tate, chairman and director of the Tennessee Regulatory Authority. "Well, Deborah Tate went on to become an FCC commissioner," Townsend says.

Later, when Townsend and other industry leaders went to Washington to address NST issues, Tate already was up to speed. "She was very engaged, and she asked a lot of probing questions," Townsend says.

Townsend has had similar successes with state

lawmakers. "It's very, very important you try to build a relationship with these folks," he says.

Walter Rice says he always made it a priority to communicate with state leaders when he served as president of the South Carolina Public Communications Association. "When our association was pursuing cost-based rates in the late 1990s/early 2000s, we directed a letter-writing campaign to our state legislators," Rice says. "We had a lot of meetings with them after that."

Eventually, the state lawmakers asked the Public Service Commission (PSC) of South Carolina to look into the situation. "So the PSC knew we had the ear of the state legislature," Rice says.

While Rice wouldn't necessarily link these efforts to the association's eventual success in getting cost-based rates, he does believe the letter-writing campaign helped get PSPs on lawmakers' radar. "We got their attention," he says.

Individuals in the payphone business can be heard, too. Taylor recommends introducing yourself to state officials at local functions. "A lot of congressmen have town hall meetings, and they make appearances at local events and club meetings," she says. "I think it's worth going and talking about how your business is being affected by current policies."

— Flori Meeks

message boards and micropublishing sites; content-sharing platforms, including YouTube, Flickr, Del.icio.us and podcasts; and search engines, including Google and Yahoo.

Further, there's nothing to stop industry members from creating their own online resource: Web sites. Hepner recommends building sites with a blog, positive payphone case studies and rolling news stories.

Part of the action

Hepner had several suggestions for those interested in spreading the word about payphones. First, he says, identify offline and online communication forums and join the dialogue. Offline forums would include the print, radio and broadcast mediums; online forums refers to traditional Web sites, blogs, etc. These are perfect places for sharing positive payphone facts and rebutting payphone myths and negative comments.

Hepner also encouraged APCC and state leadership to host online events on the importance of pay-

phones and to attempt to "bleed" online stories to the aforementioned offline platforms. When these efforts take place at the association level, it's important to make a coordinated approach, Hepner says.

Worth the effort

Most of the steps Hepner is suggesting require more time than money, but they represent an important investment. "This is essential. Your business model is at such a critical point that you can't let opponents, competitors and naysayers dominate the conversation."

Conversations occur every day about telecommunications and technology, he says. "If you're not engaged, and you're not heard, the conversation will go on around you." ■

Flori Meeks is a freelance writer who is based in Houston. She has 21 years of writing and editing experience, and has been writing for *Perspectives* for 10 years.

by Alan Rothenstreich

Learning about LEC CSRs

Reviewing your LEC customer service record can help you save money and also verify that your lines are programmed correctly

It's no secret that payphone service providers (PSPs) are trying to save every dime they can these days. Monitoring your local exchange carrier (LEC) phone bills is certainly part of that equation. But have you ever thought of going one step further, to the customer service records (CSRs) that LECs can provide?

Every phone line has what is called a customer service record that contains important information about the line; CSRs give much more detailed information than your monthly phone bills.

Detailed information

For example, you can see if your location is listed correctly in the record and if you are listed as the billing party (billing name and address). These two pieces of information are critical because the clearinghouses use them to validate your ANI for dial-around compensation (DAC). In fact, one of the most common reasons for dial-around disputes is when this information doesn't match.

You can also see if all the correct blocking is in place and if FLEX ANI is programmed on the line. You can check to see the amount you're being billed for each element that makes up your line, so you'll know if you are paying the correct rate for the service you are receiving. It even tells you where the demarc is located according to the LEC's records.

My recommendation is that smaller PSPs check their CSRs once a year, while medium and large payphone providers should check them every six months. If you're a super striver and do electronic billing so you receive your information online or on a CD (with Verizon this program is called Billing Manager), you can look at this info on a monthly basis if you are so inclined.

In this article, we're going to examine a CSR from Verizon East (see Page 15). While I am not personally familiar with CSRs from other LECs and competitive LECs (CLECs), I suspect the information is similar enough that this article will be of benefit to payphone providers across the country.

Breaking it down

The CSR is broken up into sections. First is the -LST section that shows the Listed Address that appears in directory assistance and on E911 records. Even if you have a non-published number, there is a listing section. You will see the words (Non-List), (SPNL) or (Non-Pub) so you know the listing is not being published.

In many cases, PSPs do not notify LECs when stores open and close at locations where they have payphones. Obviously, if the location name in the LEC record is the name of the store that was there in 1993, this can cause problems. Most notably, if someone dials 911, the police would go to the wrong location. Secondly, if a LEC repairman goes to look for Al's Grocery and he finds Bob's Barber Shop, your phone might not be fixed.

Next is the -DIR section, which is usually blank because most payphones do not have a listing in the directories published by local exchange carriers.

Then we have the -BILL billing section that contains several pieces of information, from the taxes you pay to what name the bill is in. As mentioned above, the billing name and address here should match what you submit to your DAC aggregator so your ANI is correctly validated at the clearinghouses. If it does not match (this is called a "billing name mismatch"), you should contact your representative to make a change. If you have a lot of dial-around disputes, this could be why. You have to make sure the information matches.

This section also has the BTN, which is the main billing number if you use Verizon's summary billing. It also shows the taxes you are exempt from under TAX. Finally, there is the RMKR, which shows the last remarks on the record.

A key section

The next section is quite important. It is called Service & Equipment, and it is shown on the CSR under -S&E. The example rates shown in our Sample CSR are based on Verizon's flat rate program in New

USOC list*

Product Code	Product Description
15S	Enhanced limited interLATA dialing public access line — measured outward call screening
19T	Main service line
19Z	Main service line
1ZA	Two way flat rate
3BL	Blocking for pay-per-use three-way calling
9ZR	FCC line charge
AS8LX	Answer supervision signaling line side interface
BDVBO	Name number delivery originating blocking
C7RCE	Two way flat credit
C7RCM	Two way flat credit
HBA	Blocking of prompt repeat dialing feature
HBG	Call trace denial
HBQ	Repeat dialing denial
HBS	*69 denial
NW1	Network interface
NW2	Network interface
OLN	FLEX ANI charge
PGJCM	Parity credit multi-line coin
POR2X	Local number portability surcharge — business line
QURBM	Federal universal service fund surcharge — business multi-line
RBVXC	International direct dial blocking
RCRFC	Federal USF surcharge — coin/semi-pub offset
TTB	Touch-tone

*Universal Service Order Codes (USOC) are three to five character alphanumeric codes that are used to describe a particular product, service or data element for Verizon East. (In Verizon West, they are called Item of Service Codes [ISOC].) This list is courtesy of the Verizon Web site.

It could happen to you

Once upon a time, there was a PSP who didn't receive dial-around compensation on one of his ANIs. He started to investigate, and he discovered that his location owner had called Verizon and had changed the payphone ANI from a public access line to a business line. That would explain the loss of dial-around.

Unfortunately, unlike the change of a long distance carrier on a line, the LEC does not have third party verification procedures in place concerning changes to your local service. All a customer has to do is call the LEC and state that he is authorized to make changes to your line. The LEC presumes if the bill is paid, and the person calling knows the phone number, he must be the owner of the line.

Yet another good reason to check your CSRs.

York. Verizon also has a tariffed NST rate in the New York territory.

In this section, each element identified by a Universal Service Order Code (USOC) that makes up your phone service is listed. The USOCs are standardized, so for example, HBQ (Repeat Dialing Denial) is the same blocking service if you are with

Verizon or a CLEC. (Please see the USOC list sidebar for a listing of the various USOC descriptions and an explanation of what each means.)

You can answer many other key questions by looking at this section. Questions such as: Do you have all the blocking services needed to protect you from long distance fraud? Do you have FLEX ANI on the line? Are you receiving your parity credit? What are you paying for the Universal Service Fund (USF)? It is all there.

Hold that thought, though — should you be paying USF? If you are a direct payor for USF, you will want to check that you are being credited. If you are paying USF directly, you will see RCRFC that gives you a credit equal to the amount being billed to you for USF (QURBM).

In the case of the end user common line (EUCL) charge being included in your rate, Verizon bills you and then credits the equivalent back on your bill. To see this in action, look at the Sample CSR. You will see a 9ZR showing a EUCL charge, and you will see the same charge being reversed with a code of PGJCM, which is called a parity credit.

Part of the USOC Code section that we have been discussing includes the details of your line. For example, most payphone lines in New York are 15S (public access line), and next to this designation you will see codes such as LPIC, PIC, and LCC. The Line Class Code (LCC) shows you the type of line.

Public access lines are actually classified as a residential line with a 1MR. The LPIC should be your local exchange carrier and for primary interexchange carrier (PIC), in most cases it is none. However, due to the New Jersey corridor calling area, in New York the PIC is in fact Verizon local telephone company.

And next to NW2, you will notice the description of where your network interface device (NID) is. If the line record is wrong, then the phone company technician has the wrong information when he goes to fix your line.

I will grant you that looking at CSRs is probably not everyone's idea of a good time, but I do urge you to take advantage of this valuable tool. It might save you money, clear dial-around disputes that have lingered, or tell you why one of your lines isn't working properly. Yes, there is a lot of information to read through, but I am certain that the information you find will make it worth your while. ■

Alan Rothenstreich is director of projects for TCC Teleplex and serves as the technical consultant for the Independent Payphone Association of New York. Rothenstreich, who has 20 years of experience in the industry, has spoken at APCC shows and has consulted with manufacturers of payphone equipment.

Sample CSR

Editor's note: It is very difficult to "translate" a CSR that comes in via electronic billing to a print version, but this is a pretty close approximation of what it looks like on screen.

Customer Service Record Response LSOG 9				
Account Telephone Number	212XXXXXXX			
Customer Code				
Express Track Indicator				
Local Service Provider Change Prohibited				
Multi-Line Text				
Remarks	212 XXX-XXXX XXX	1ZA B		01-02-2009
PCL	LOCL			
PPID	IPP			
EX	M			
— LST				
NLST	(NON-LIST) APCC; SAMPLE			
INC				I 11-06-97
LA	XXXX BROADWAY, MANHATTAN, NY+			
10001				I 11-06-97
LOC	FLR 1/DES INDOOR			I 11-06-97
— DIR				
— BILL				
BN1	APCC INC.			05-07-08
BA1	123 SAMPLE ST			05-07-08
PO	NEW YORK NY 10001			05-07-08
BIR	MLB ; RAOSB			
BTN	212 X00-9999/CUS 999			03-05-01
COS	212 123-4567			11-06-97
PCL	P 10-97			
LB	05000			
TRAK	C0065			
CSG	Y15, B			
TAR	002			
TAX	FEDTELOCTE			
— S&E				
1	C7RCE			I 06-01-07 0.25
1	C7RCM			I 06-01-07 1.00
1	RCRFC			I 11-14-07 0.61
1	1ZA	/TBE A/LCC XFW/LPIC NYC /LPCX 0698/LPCA FN, 11-12-97 /PIC NYC/PICX 0698 /PCA FN, 11-12-97		T 06-01-07 28.25
1	BDVBO	/RCU SDS		T 10-23-98
1	HBA	/RCU SDS		T 10-23-98
1	HBG			T 11-06-97
1	HBQ			T 11-06-97
1	HBS			T 11-06-97
1	NW2	/DES INDOOR MIN PT ENTRY		T 11-06-97
1	OLN			T 10-18-98
1	PGJCM			T 08-30-06 6.42
1	POR2X			T 03-17-99
1	TTB			T 11-06-97
1	3BL	/RCU TWC		I 11-14-07
1	QURBM			0.61
1	9ZR			6.42

The Issue is

AT&T is aware of pirates...

It's not any more complicated than that. AT&T is aware of the fraudulent programs that exist and are being sold to PSPs. These programs may use the AT&T name in the prompts to the caller, but they are not legitimate AT&T authorized products. Quite simply... it's piracy and it's illegal. This fraud hurts not only AT&T, but all of the PSPs who legitimately purchase and proudly display authorized advertising for AT&T products.

Fraud Field Inspectors are inspecting payphone locations for the unauthorized use of the AT&T name when calls are routed to OSPs other than AT&T. So if your payphone customers want to reach AT&T, now is the time to be sure you have an authorized AT&T product.

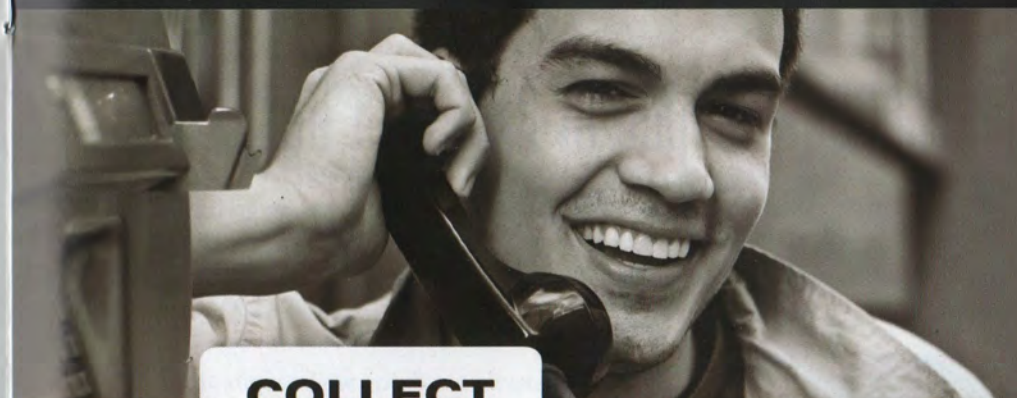
G-FIVE, a trusted name in the industry, is an authorized AT&T distributor for the Collect Calls to AT&T Dial *91 program. Call us today, and let us make sure you're prepared for that inspection that may be just around the corner.



You can display this AT&T *91 vault door sign when you are using the authorized AT&T *91 alternate platform.

Black & White

if you're a PSP, don't send AT&T calls to a pirate!



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Dial
*91SM**

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Alternate Platform for PSPs:***

Compensation per Call

- Lower Rates than AT&T's Own Platform; More Alternate Billing Options to Complete Operator Service Calls, Such as:
 - Collect to Cell
 - Bank Card
 - Destination Pays

Other G-Five AT&T Products

- AT&T Dial Tone (California; more states coming soon.)
- AT&T Directory Assistance
- AT&T Long Distance 1+ at 2.5 cents per minute

G-Five sells CTI 0+ at competitive rates with additional compensation when you use G-Five's dial tone products from AT&T and Cleartel.

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LLC**

Call today 1-800-644-3483

the question

by Flori Meeks and Tracey Timpanaro

Has the state of the economy helped or hurt your business?

Editor's note: Perspectives is starting a new column called "Question of the Month." Each month, we're going to ask payphone service providers (PSPs) around the country one question and publish their answers here. Occasionally, we'll ask for input from vendors as well. To give you the proper time frame, we asked this month's question in the early part of 2009.

Guide to size

Small PSP – 200 phones or less
Medium PSP – 200 to 1,000 phones
Large PSP – 1,000+ phones

I don't want the economy to be this bad, but it'll help us. The poorer people get, the more payphones they'll use.

Benny Neer
B Neer Communications
Houston, Texas
Less than 50 phones

I don't have empirical data, so this is a little tough to answer, since business is usually slower in the winter and the business decreases significantly each year. However, my observation is that the business is slower than usual, and I have to conclude that the economy is the most likely reason.

Jules Pigliacampi
Atlantic Telephone Services
Easton, Pa.
Small PSP

To answer your question, I think it hasn't had a negative effect. Our good locations still produce well when we keep the equipment clean and in working order. If anything, some of our phones in lower income areas are increasing in coin revenue. Our operator service income and * dialing programs seem to be declining some. That may be relative to the economy.

Overall, I believe we are doing well despite the slowdown. Payphones were needed when the economy was good and they are still needed now. We are still identifying new locations and expect to grow in 2009. One area we have done well in is finding location owners that are willing to pay us to keep the equipment there. We plan more of that this year as well as traditional locations. You have to turn over a few more rocks to find locations, but they are there.

Tom Richeson
Archer Telephone
Holliday, Texas
150 phones

I keep thinking maybe we'll see a little turnaround. I'm sure that in some of the poorer areas of town we might see a difference, because it's harder for those people to afford cell phones. In general, though, we are still seeing a decline of about 15% per year.

We have one restaurant account where we had 100 indoor phones, but now we're pulling 50 of them. An account like that does give you an indication about the economy, because you can see that if their business is down, so is ours.

One other aspect I'd comment on is that fact that as other providers have pulled phones, it has helped us because our phones get more traffic.

Charles Jones
Communications Management Services
Portland, Ore.
Owns 1,000 phones
Manages 800+ phones

That's a good question. I really don't think the economy is having that much of an impact on my traffic. I tend to think it's not that much money for people to spend – it's just a few coins from their pockets. I don't think people think twice about making payphone calls.

A large number of people still don't have cell phones. So while the economy is still bad, people still need to make phone calls as usual. My inner city and ethnic neighborhood locations are still doing fine.

In general, though, it's primarily the cell phone that has hurt our traffic, and I think that market is still growing. They are always offering new features, and their innovative marketing creates more desire for their products in the marketplace. I was just comparing my profit and loss from '07 and '08 and my coin revenue dropped 20 percent. Everything is dropping, OSP calls and DAC as well.

Robert Snow
Community Telephone Co.
Dunn Loring, Va.
Medium-sized PSP

I think the coin revenue has come down a little, but that's normal in the cold weather. I did notice when it's nice out people come out and use the phones. I guess the only thing we can hope for is as the economy gets worse, maybe fewer people will be able to use cell phones.

Doug Wagner
Capitol Communications Inc.
Madison, Wis.
30 payphones

I have five phones left; they're all in places where people pay me to be there. Whether the economy is booming or not, it doesn't matter.

Karl Hudson
Cajun Payphones
Metairie, La.
Five payphones

I've seen a slight coin increase over the winter, which is kind of unusual. I don't know what the influence is, but that's a fact.

Joe Mastropierro
CDL-Tel
Mount Freedom, N.J.
75 payphones

It certainly hasn't helped – I haven't noticed any help at all as far as the economy. I had a little hope it would help, but I haven't seen anything yet. I don't want to have other people hurting, but I would like a little help.

Charles Cook
Casco Payphones Inc.
Germantown, Tenn.
207 payphones

Phone revenue went up when gas prices did because pay as you go cell phone users didn't have enough money to add minutes to their phones.

Right now, I'm pulling phones. I'm pulling them out of convenience stores. I'm not sure if it's the economy. I think the thing that affects my business the most is the prepaid cell phone.

Charles Elders
Brokenhorn Ltd.
Copperas Cove, Texas
15 payphones

The economy has not helped us. I don't know what is causing the decline except more cell phones.

Larry Scott
CTI
Conway, S.C.
400-500 payphones

Flori Meeks is a freelance writer who is based in Houston. She has 21 years of writing and editing experience, and has been writing for *Perspectives* for 10 years.

Tracey Timpanaro is publisher of *Perspectives* magazine.

Next month's question

What other sideline businesses are you in? Air/vac/water machines? ATMs? Something crazy that we haven't thought of? If you'd like to answer this question for us (and we hope you will), please contact Tracey Timpanaro at (281) 646-0051 or via e-mail at tat66@apcc.net. It'll be easy, we promise.

APCC 2009: The National Conference

May 20-22, 2009
The Renaissance Hotel
Washington, D.C.

*Complete details and updates
at www.apcc.net*

Please see us at Location #28 at APCC 2009.





ATTENDEE PRE-REGISTRATION FORM

APCC 2009 * WASHINGTON, DC * MAY 20 - 22, 2009

We're bringing the payphone industry to Capitol Hill.

ATTENDEE INFORMATION (One form per registrant. Please duplicate form for additional registrations.)

Name: _____ Title: _____
Company Name: _____ E-mail: _____
Address: _____ City, State, Zip (+4): _____
Phone: _____ Fax: _____

REGISTRATION INFORMATION

IMPORTANT NOTE: APCC 2009 will include scheduled visits to Capitol Hill. These meetings will provide PSPs with the unique opportunity to meet with key legislators and their aides to discuss some of the issues facing their specific companies and, more generally, the public communications industry. Due to the special nature of the 2009 program, APCC is able to offer one registration package only.

	EARLY BIRD	AFTER APRIL 30	AMOUNT DUE
APCC/APCCS Rate *	\$195	\$250	
Non -Member Rate	\$395	\$500	
* APCC/APCCS rate is available to APCC members and APCC Services customers only.			TOTAL DUE

☐ Yes! I will be traveling to Capitol Hill on Thurs. May 21 to meet with key legislators regarding the payphone industry.

☐ Yes! I am signing up for the Washington, DC tour on the afternoon of Friday May 22.

In which states/congressional districts do you own/operate payphones?

Do you operate, do business in, or is your business headquartered in any of the following districts/states represented by current members of House and Senate Commerce Committees? Note: Names based on committee assignments as of 12-10-08 and is subject to change.

- | | | | | | |
|--|--|---|--|---|---|
| ☐ AR, Mark Pryor (D) | ☐ CA, H. Waxman (D) | ☐ IL, J. Shimkus (R) | ☐ MI, F. Upton (R) | ☐ NY, A. Weiner (D) | ☐ TX, M. Burgess (R) |
| ☐ AR, Mike Ross (D) | ☐ CO, D. DeGette (D) | ☐ IN, S. Buyer (R) | ☐ MN, A. Klobuchar (D) | ☐ OH, Z. Space (D) | ☐ TX, G. Green (D) |
| ☐ AZ, J. McCain (R) | ☐ CT, C. Murphy (D) | ☐ IN, B. Hill (D) | ☐ MO, C. McCaskill (D) | ☐ OH, B. Sutton (D) | ☐ TX, C. Gonzalez (D) |
| ☐ AZ, J. Shadegg (R) | ☐ DE, T. Carper (D) | ☐ KY, E. Whitfield (R) | ☐ MS, R. Wicker (R) | ☐ OR, G. Walden (R) | ☐ TX, R. Hall (R) |
| ☐ CA, Barb. Boxer (D) | ☐ FL, K. Castor (D) | ☐ LA, C. Melancon (D) | ☐ NC, GK. Butterfield (D) | ☐ OK, J. Sullivan (R) | ☐ TX, KB. Hutchison (R) |
| ☐ CA, Lois Capps (D) | ☐ FL, B. Nelson (D) | ☐ LA, D. Vitter (R) | ☐ NC, S. Myrick (D) | ☐ PA, M. Doyle (D) | ☐ UT, J. Matheson (D) |
| ☐ CA, Anna Eshoo (D) | ☐ FL, C. Stearns (R) | ☐ MA, J. Kerry (D) | ☐ ND, B. Dorgan (D) | ☐ PA, T. Murphy (R) | ☐ VA, R. Boucher (D) |
| ☐ CA, J. Harman (D) | ☐ GA, J. Barrow (D) | ☐ MA, E. Markey (D) | ☐ NE, L. Terry (R) | ☐ PA, J. Pitts (R) | ☐ VI, D. Christensen (D) |
| ☐ CA, M. Bono Mack (R) | ☐ GA, N. Deal (R) | ☐ MD, J. Sarbanes (D) | ☐ NJ, F. Lautenberg (D) | ☐ SC, J. DeMint (R) | ☐ WA, J. Inslee (D) |
| ☐ CA, D. Matsui (D) | ☐ HI, D. Inouye (D) | ☐ ME, O. Snowe (R) | ☐ NJ, F. Pallone (D) | ☐ SD, J. Thune (R) | ☐ WA, M. Cantwell (D) |
| ☐ CA, J. McNerney (D) | ☐ IA, B. Braley (D) | ☐ MI, J. Dingell (D) | ☐ NV, J. Ensign (R) | ☐ TN, M. Blackburn (R) | ☐ WI, T. Baldwin (D) |
| ☐ CA, G. Radanovich (R) | ☐ IL, B. Rush (D) | ☐ MI, M. Rogers (R) | ☐ NY, E. Engel (D) | ☐ TN, B. Gordon (D) | ☐ WV, J. Rockefeller (D) |
| ☐ CA, H.L. Solis (D) | ☐ IL, J. Schakowsky (D) | ☐ MI, B. Stupak (D) | ☐ NY, E. Towns (D) | ☐ TX, J. Barton (R) | ☐ |

Do you have relationships with any specific members of Congress (not listed above) with whom you would like the APCC to request a meeting?

PAYMENT INFORMATION - Payment must accompany registration form.

☐ AMEX ☐ MC ☐ VISA ☐ Check # _____ ☐ July 2009 Dial Around Deduction
APCCS Dial Around Account Number: _____
Card Number _____ Exp. _____ TOTAL PAID \$ _____
Cardholder's Name _____ Cardholder's Signature _____

Mail or fax to: APCC 2009 * 625 Slaters Lane * Suite 104 * Alexandria, VA 22314 Fax: 703-739-1041

legal & regulatory

by Dan Collins

Phone1 files petition to discontinue service

On Feb. 10, the Federal Communications Commission (FCC) invited public comment on a petition filed by Phone1 Inc. to discontinue the provision of domestic telecommunications service in 45 states. In order to discontinue domestic telecommunications service for any reason, a carrier must notify its customers. The carrier then must file an application with the FCC to discontinue service.

Once the application is filed, the FCC will then issue a public notice inviting comment on the application. For applications by non-dominant carriers, public comments must be filed with the FCC within 15 days after the release of the public notice. If the carrier is the dominant carrier in the market, comments must be filed within 30 days of the release of the public notice.

Unless it can be shown that reasonable alternative telecommunications service is not available, or the public convenience and necessity would be otherwise adversely affected, the FCC will automatically grant discontinuance applications by non-dominant carriers within 31 days after release of the public notice and within 60 days after release of the public notice on applications by dominant carriers.

Under this schedule, Phone1 would have been allowed to discontinue service in the affected areas on or after March 13, 2009.

Phone1 indicates it has informed all affected customers and believes its customers should be able to receive the same service or a reasonable substitute from any number of other carriers throughout the country.

Additional information on the FCC's discontinuation of service process can be found on the FCC's Web site at www.fcc.gov/wcb/cpd/other_adjud/.

New FCC chairman nominated

On March 3, President Obama nominated Julius Genachowski to serve as chairman of the FCC. Genachowski, a former Harvard Law School classmate of President Obama, served as the Obama campaign's chief technology counsel and previously worked at the FCC as chief counsel for former FCC Chairman Reed Hundt. Genachowski also founded digital business incubator LaunchBox Digital, as well as digital business venture capital company Rock Creek Ventures, and was a senior executive at internet conglomerate IAC/InterActiveCorp.

In nominating Genachowski, President Obama noted that Genachowski would "bring to the job diverse and unparalleled experience in communications and technol-

ogy, with two decades of accomplishment in the private sector and public service.”

Genachowski's nomination still faces a hearing before the Senate Commerce Committee and a confirmation vote by the full Senate. If confirmed, Genachowski would replace Kevin Martin as FCC chairman. Martin resigned from the FCC in January 2009. As of press time, a confirmation hearing for Genachowski's nomination had not yet been scheduled.

New Congress brings changes in key congressional committees

The recent start of the new 111th Congress brought changes to Congressional committees that handle telecommunications issues.

In the House of Representatives, Rep. Rick Boucher, D-Va., has been named chairman of the House Telecommunications Subcommittee. Rep. Boucher replaced Ed Markey, D-Mass., who is now chairman of the House Energy Subcommittee. Rep. Cliff Sterns, R-Fla., is the ranking Republican on the Telecommunications Subcommittee.

On the Senate side, Sen. John Rockefeller, D-W.Va., replaced Sen. Daniel Inouye, D-Hawaii, as chairman of the Senate Commerce Committee. Sen. John Kerry, D-Mass., then replaced Rockefeller as chairman of the Senate Communications Subcommittee. Sen. John Ensign, R-Nev., is the ranking Republican member of the Communications Subcommittee.

FCC Form 499-A filing reminder

If you have not yet filed your 2009 FCC Form 499-A (Telecommunications Reporting Worksheet), you should do so as soon as possible. The deadline for filing your 2009 Form 499-A was April 1, 2009.

Payphone service providers, as well as nearly all other telecommunications companies, are required to annually file Form 499-A. Failure to file your Form 499-A on a timely basis can result in late fees and other charges.

APCC members can download Form 499-A and an explanatory memo from the APCC Web site (www.apcc.net). ■

Dan Collins is corporate counsel for the APCC.

211

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Revenue ↑

- Very low rates
- Most comprehensive fraud prevention features in the industry
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Refund fraud ↓

AUTO211
Automated refund & repair service

Refund Relief

Courtesy call
Trouble ticket
Refund

Demo line
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Caller satisfaction ↑

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- Bilingual - English and Spanish
- Daily reports
- 30 days free trial

Internal cost ↓

Courtesy calls with extensive abuse control features. Refund calling card sent by us the next business day. Get relief from doing your refunds and help prevent vandalism to your payphones by providing excellent customer service.

New & Exciting Products to be launched

XpressID
Automated payphone signage

Reduced cost ↓

- Increase advertising visibility with 4 color printing
- Carrier sponsorship available - up to 100%
- XpressID is compliant in all 50 states. The XpressID program was built to help the PSP advertising their calling platforms at a low cost and increasing advertising visibility.
- NO minimums to order, ships within 48 hrs.
- Prices from 39¢ to 89¢

Visibility ↑

INFO TECH
Six payphone tests under 30 sec.

Field problems ↓

- Increase advertising visibility with 4 color printing
- Carrier sponsorship available - up to 100%
- XpressID is compliant in all 50 states. The XpressID program was built to help the PSP advertising their calling platforms at a low cost and increasing advertising visibility.
- NO minimums to order, ships within 48 hrs.
- Prices from 39¢ to 89¢

Service quality ↑

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industry briefs

product news

G-Five

G-Five LLC recently announced a new AT&T Dial Tone Package for California. G-Five noted it plans to introduce Texas at APCC's May show in Washington, D.C.

The California AT&T package is a 4-year agreement using a complete AT&T solution: dial tone, AT&T LATA 1+, AT&T Directory Assistance and AT&T long distance 1+. G-Five states that the package enables a payphone service provider (PSP) to move its payphones back to AT&T dial tone from any other dial tone provider, or install new

payphones lines, free of charge, during the entire term.

"Customers are thrilled to once again have 24/7 service, especially on nights and weekends when the payphone providers are at their payphones troubleshooting and are now able to talk live to AT&T repair," said Geri Gonzales, a customer rep at G-Five.

In other news, G-Five says there has been a great deal of excitement regarding the recent introduction of the stand-alone product for payphones, Collect Calls to AT&T Dial *91. According to the company, for the first time ever, PSPs

can post faceplate or vault door signage with the AT&T brand and service mark on their payphones, offering the consumers the ability to dial *91 at the keypad to reach an AT&T platform to complete operator service calls.

The new *91 product uses rates that mirror AT&T rates, or in most cases, lower than AT&T rates for operator service calls. There are no additional operator service fees or even standard billing service fees on the *91 calls. "The end product," says Karen McBee, who developed the product with an AT&T project team and key AT&T network partners, "provides an authorized *91 AT&T platform to payphone providers as an alternate routing method for their consumers to reach an AT&T platform."

Chris Heidkamp, one of the authorized agents for the *91 product, says, "I believe consumers will respond to the AT&T brand. I see this as a watershed moment for the industry and believe we will drive some consumers back to payphones again when they realize the *91 call is less than the cost of prepaid cell."

Using the underlying AT&T network, Intellicall Operator Services was specifically



selected to manage the AT&T platform for *91. *91 offers the consumer the ability to complete calls using the AT&T *91 automated operator or the AT&T *91 live operator, and includes additional alternative billing methods such as collect calls billed to cell phones, bank cards, and certain CLEC unbillable call options. Compensation is paid per call to payphone providers on all calls completed through the AT&T *91 alternate platform.

For more information, call Geri Gonzales at (800) 644-3483 or (530) 243-5390. For agent information, contact Karen McBee at (775) 853-7600.

people & places

Hope Heals

Hope Heals, a budding human services organization based in Grand Rapids, Mich., recently extended "helping hands" to area payphone users.

Organization founder Karla Pankow devoted the

month of March to daily acts of kindness, and gave it a theme of "Helping Hands." On March 5, she and volunteer Amy Horton left envelopes with change at random payphones and Laundromats throughout the Grand Rapids community. Each payphone envelope was filled with 50 cents, enough for one free call.

"We were looking for services available to everybody," Pankow said. "We thought if we left out exact change for people, especially in areas where people use payphones often, it would make an impact."

"It was pretty cool to do, pretty fun."

Pankow and Horton found five well-lit locations to target. Each envelope displayed a Hope Heals sticker and a handwritten note of encouragement.

Later that evening, the stealth do-gooders spotted a man making a call at one of the payphones with the envelope unopened. "We found that interesting," Pankow said. "I think we're so programmed not to use things that are free. We weren't sure if he thought there was some kind of catch involved."



When the women returned to the payphones the following morning, all of the envelopes were gone.

Hope Heals will choose a different theme for each month of this year. Pankow has been inspired to bring hope and healing to those in need since her recent trip to Tajikistan, where she volunteered with Habitat for Humanity's Global Village program. She established Hope Heals to raise money for her next trip with the organization, this time to Zambia.

In addition to fund raising, Hope Heals' monthly activities also are designed to promote awareness of the organization, Pankow said, and to build a sense of humility and compassion among the group members.

Pankow has been documenting their efforts on the organization's blog at 1-dollar-a-day.blogspot.com.

"We're trying to do something good and to lift people's spirits," Pankow said.

TIO Networks Corp.

TIO Networks Corp. and San Antonio Water System (SAWS) have announced the launch of a new self-serve automated bill payment service. SAWS cash-preferred customers can now pay their bills 24 hours a day via self-serve automated kiosks at 27 participating convenience stores in San Antonio, Texas.

Customers navigate through the bill pay application in either English or Spanish, view their account balance, complete financial transactions and print or e-mail their receipts. Once the payment is accepted, TIO uses a file-based integration developed by both SAWS and TIO to ensure time sensitive

postings to the customer's account. Customers pay a convenience fee for this service.

SAWS customers will also be able to utilize TIO's new bill payment processing link to SAWS by paying at more than 55 other "clerk-assisted" locations in the metro San Antonio area.

"Our objective is to provide SAWS' customers with alternative solutions to manage their personal finances, making both bill payment and life a little easier," said Chris Ericksen, senior vice president of services for TIO Networks Corp.

"SAWS selected TIO as its payment kiosk provider due to the large number of existing payment outlets in the utility's service area," said Joseph Ramon, manager of customer support for San Antonio Water System. "The service is provided at no direct cost to SAWS, with only a nominal per payment service fee collected from customers who use the kiosks at non-SAWS locations."

For more information, visit www.tionetworks.com. ■

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state payphone association meetings calendar

Central Atlantic Payphone Association
 (717) 697-5948
 11 a.m.
 Harrisburg Hershey Sheraton
 November 11

Independent Payphone Association of New York
 (718) 776-8179
 4 p.m.
 June 17
 September 16
 Crowne Plaza La Guardia

Midwest Independent Coin Payphone Association
 (636) 922-5213
 7 p.m.
 Holiday Inn - Oakland Park (airport)
 June 10
 September 9
 December 2

San Diego Payphone Owners Association
 (888) 289-0011
 9:30 a.m.
 Cocos Restaurant
 La Jolla
 May 28
 July 16
 September 17
 November 19

All dates are subject to change; please verify with state associations prior to making travel arrangements.

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last word

by Dan Collins

How to contact your congressional representatives

PSPs are best suited to deliver the message about the importance of payphones in this country

Editor's note: For more information about the importance of contacting your legislators, please see "Payphones, politics and PR" on Page 8.

Now that you have decided to contact your U.S. senators and congressional representatives about the critical need to maintain the widespread deployment of payphones, the next step is to determine exactly how to go about contacting them.

Who represents me in Congress?

Every American citizen is represented in the U.S. Congress by two senators and one representative. There are 535 members of Congress, which includes 100 senators and 435 representatives.

One of the easiest ways to find out who represents you is to go to www.congress.org. On the left side of the home page, there's a box titled "My Elected Officials." After you have entered your Zip code, the Web site will list the two senators for your state as well as the representative for your congressional district. If there is more than one congressional district associated with your Zip code, you will be prompted to enter your street address to better identify your representative.

How do I contact them?

Now let's talk about how to contact your legislators.

Every senator and representative has his own congressional Web site that includes the

office mailing address, telephone number, fax number and e-mail address. For senators, you can go the Senate's official Web site (www.senate.gov) and click on the senators "button" on the left side of the home page.

To find your representative's Web site, you can go to the House of Representatives' official Web site (www.house.gov). From there, you can either select your representative from a pull down list at the top of the home page, or you can enter your Zip code on the home page and you will be provided with a link to your representative's Web site.

If you'd rather not use your computer, you also can call the U.S. Congress general telephone number and ask the operator to connect you to your legislators' offices. The number is (202) 224-3121. Their staffs will be happy to provide contact information. In addition, your local library should have good contact information as well. One particularly good resource is the Congressional Yellow Book, published by Leadership Directories.

Regardless of how you go about contacting your legislators, the most important thing is that you, to borrow a line from Nike commercials, "just do it." Unfortunately, those of us in the payphone industry are the only ones who can let Congress know the important role payphones play in the everyday lives of Americans. ■

Dan Collins is corporate counsel for the APCC. He can be reached at (703) 739-1322, ext. 225, or via e-mail at dcollins@apcc.net.



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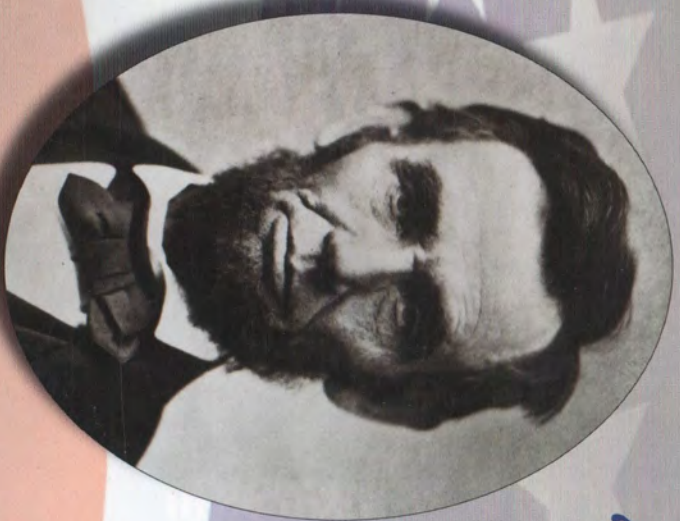
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