

**GENERAL EXCHANGE TARIFF**

**McCLELLANVILLE TELEPHONE COMPANY, INC.**  
d/b/a TDS Telecom  
South Carolina

Section 6  
Original Contents Sheet 1

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**DIRECTORY LISTINGS**

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ISSUED: April 11, 2008

BY: Jeff Jung, Vice-President

APPROVED FOR FILING  
THE PUBLIC SERVICE COMMISSION  
OF SOUTH CAROLINA

EFFECTIVE: April 25, 2008

APR 25 2008

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### DIRECTORY LISTINGS

#### 6.1 REGULATIONS APPLICABLE TO DIRECTORY LISTINGS

- a. The rates and regulations specified herein for directory listings apply only to the alphabetical selection of the directory and the directory assistance records. Listings are identified solely for the purpose of identifying customer's telephone numbers and as an aid to the use of the telephone service.
- b. The listing of customers either without charge or at the rate specified herein for additional listings in the alphabetical section of the directory does not contemplate special prominence of arrangement. In accepting listings as requested by customers or prospective customers, the Company will not be a party to controversies between customers as a result of the publication of such listings in its directories.
- c. Listings must conform to the Company's specifications with respect to its directories. The Company reserved the right to reject listings when in its judgment such listings would tend to delay or impede the use of the service.
- d. The Company reserves the right to limit the length of any listing to one line in the directory by use of abbreviations when in its judgment the clearness of the listing and the identification of the customer is not impaired thereby.
- e. Except as hereinafter provided, only one listing is furnished without charge for each main service, joint user service, PBX system or Centrex system; where a number of main services are provided on a rotary basis they are considered as one service. If additional listings are required to properly identify the customer, such additional listings may be provided without charge to the extent that the number of listings allowed does not exceed the number of main station lines or PBX trunks associate with that service. Directory listings showing the appropriate Centrex station number may be furnished indented under the main listing or additional listings at the charge for additional listings. Such listings may be specific departments, locations or titles of key personnel.
- f. Additional listings on rotary numbers usually bear the call number of the first line of the rotary group but, at the customer's request, they may bear any one of the rotary numbers.
- g. Street numbers, followed by the names of streets, will be used in identifying the location of the customer except when, in the judgment of the Company names of buildings, apartment houses or communities serve as a better means of identification. The use of floor, room or suite number of buildings or apartment houses, or other such designations is not permitted.

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### DIRECTORY LISTINGS

#### 6.1 REGULATIONS APPLICABLE TO DIRECTORY LISTINGS (Continued)

- h. Listings are not provided in connection with public telephone service, except when the listing will facilitate the operations of the Company. No additional listings are permitted. Listings in connection with semipublic telephone service are furnished under the same rates and regulations as other business service.
- i. When in the judgment of the Company the use of reference or other listings in excess of the number of listings permitted without extra charge is previously outlined, are needed for better identification of the customer or governmental offices to facilitate the Company's operations, such listings may be provided without charge.

#### 6.2 BUSINESS LISTINGS

- a. Generally, business listings consist of a name, a designation descriptive of the customer's business if not self-explanatory, the address at which service is rendered, and the business telephone number. The primary listing is ordinarily the name of the individual, firm or corporation which contracts for the service or the name under which a business is regularly conducted, but may be that of a second party designated by the customer. Additional listings may be furnished in the names of partners or members of the firm, if the customer or joint user is a partnership or firm; the names of officers of the corporation where the customer or joint user is a corporation, and for any business establishment, the names of associates or employees of the customer or joint user. Business additional listings may also be the bona fide names of individuals, firms or corporations which the customer or joint user owes or controls, or is duly authorized to and actually does represent. Listings other than those indicated above are furnished subject to the rates and regulations specified for "Joint User Service."
- b. All listings of a customer's services which are located on the same premises must bear the same address, except in the case of outside stations of PBX or Centrex systems, when the address may be shown as the premise where the outside station is located.

##### 6.2.1 Business Designations

- a. The designation in a business listing consists of a word or phrase, abbreviated where necessary, that describes the general nature of the customer's business. Designations will not be used where the name under which the customer is doing business is sufficient to indicate the nature of the business. The listing of an individual, together with his title and the name of the business with which he is associated or represents, in lieu of a designation of the general nature of the business, is not permitted. Likewise, the listing of the name

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## DIRECTORY LISTINGS

### 6.2 BUSINESS LISTINGS (Continued)

#### 6.2.1 Business Designations (Continued)

##### a. (Continued)

of a firm or corporation, followed by the name or name and title of an individual connected therewith, in lieu of a business designation is not permitted.

- b. Listings of clergymen, physicians, surgeons, dentists, veterinary surgeons, professors, government officials, etc., may for purposes of identification include abbreviated designations of titles. Also, the title "Mrs." Or "Miss" is permitted. Degrees are permitted when they serve as a means of better identification; however, titles and designations will be omitted when a degree is used which conveys adequate information.

#### 6.2.2 Trade Names

A trade name created by adding a term such as Company, Agency, Shop, Works, etc., to the name of a commodity or service will not be accepted as a listing, unless the customer shows satisfactory evidence that his is authorized to do business under the trade name. The Company reserves the right to reject listings which appear to be designed primarily to give publicity to the commodity or service, or which in its judgment are otherwise objectionable or unnecessary for identification purposes.

### 6.3 RESIDENCE LISTINGS

Residence listings consist of a name, the address of the premises at which service is rendered, and the telephone number. The primary listing is ordinarily the name of the individual who contracts for the service, but the listing may be in the name of a second party so designated by the customer. Additional listings may be furnished in the names of relatives, including those by marriage, domestic employees of the customer, or other persons residing in the customer's home who are recognized as part of the customer's domestic establishment.

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### DIRECTORY LISTINGS

#### 6.3 RESIDENCE LISTINGS (Continued)

##### 6.3.1 Special Residence Designations

Listings of clergymen, physicians, surgeons, dentists, veterinary surgeons, professors, government officials, etc., may, for the purpose of identification, include abbreviated designations of titles. Also, the title "Mrs" or "Miss" is permitted.

#### 6.4 NON-PUBLISHED AND NON-LISTED NUMBERS

##### 6.4.1 General

At the request of the customer, a listing or listings (including name, address and telephone number) may be omitted or deleted from the telephone directory. The divulgence of the customer's telephone number to the public is dependent upon the type of service provided.

##### a. Non-published Numbers

The customer listing is omitted or deleted from the telephone directory. Only the name and address of the customer will be carried in the telephone company information records, and the number will not be given to any calling party.

##### b. Non-listed Numbers

The customer listing is omitted or deleted from the telephone directory, but such listings will be carried in the telephone company information records and the number will be given to any calling party upon request.

##### 6.4.2 Regulations

- a. The Company shall not be liable should a non-listed or non-published telephone number be divulged inadvertently. When a non-published or a non-listed number is inadvertently published in a directory, the Company's liability shall be limited to and satisfied by a refund of any monthly charges that the customer has incurred for such service.

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## DIRECTORY LISTINGS

### 6.4 NON-PUBLISHED AND NON-LISTED NUMBERS (Continued)

#### 6.4.2 Regulations (Continued)

- b. Rates do not apply when non-published or non-listed numbers are provided with the following service.
1. Foreign exchange service where the customer is also furnished local exchange service.
  2. Additional service furnished to the same customer who has other services listed in the directory at the same address.
  3. To a customer living in a hotel, hospital, retirement complex, apartment house, boarding house, or club if the customer is listed under the telephone number of the PBX, Centrex or Paystation service furnished to such establishments.
  4. Service which is installed for a temporary period.
  5. To additional service furnished to the same customer who has service listed in the Telephone Directory at a different address provided:
    - (a) the listed service is in the same local exchange and
    - (b) arrangements have been made that calls to the listed number will be answered at all times.
  6. To Inward Wide Area Telephone Service.

#### 6.4.3 Rates

	<u>Monthly Rate</u>
a. Non-published telephone numbers	\$1.50
b. Non-listed telephone numbers	\$1.00

### 6.5 ADDITIONAL LISTING CHARGES

#### 6.5.1 General

- a. Additional (paid) directory listings are accepted for a minimum chargeable period of the life of the directory issue in which the listing first appears, not to exceed one year from the effective date of the listing. In case the additional listing does not appear in the directory, the minimum chargeable period is for one month. Listing charges date from the day the directory assistance records are posted. Directory assistance records are posted at the time up to and including the closing date of the directory, as desired by the customer. The customer to the service assumes responsibility for all charges for additional listings associated with this service.

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## DIRECTORY LISTINGS

### 6.5 ADDITIONAL LISTING CHARGES (Continued)

#### 6.5.1 General (Continued)

- b. Listing charges are automatically discontinued upon termination of the main service with which associated and additional listing charges may be discontinued upon request after the expiration of the minimum chargeable period. Charges for additional listing of those other than the customer may be discontinued upon request of the customer in case the listed party becomes a customer to exchange service similar in classification to that under which such party already is listed i.e., business or residence, or in case of the death of the listed party, or if such party moves from the premises at which the exchange service listed is furnished.

#### 6.5.2 Rates

	<u>Monthly Rate</u>
a. Additional Name Listings	\$0.75
b. Additional Line Matter	\$0.75

### 6.6 MISCELLANEOUS LISTINGS

#### 6.6.1 Reference Listings

Reference listings may be furnished to customers who change their names, absorb other businesses or subdivide their business and have authority to continue the use of the old name, and in other cases when in the judgement of the Company they are considered necessary and are not intended for advertising purposes. Such listings are furnished at the regular rate for additional listings.

#### 6.6.2 Foreign Listings

Listings in the alphabetical section of the directory of an exchange other than that from which the customer is served are furnished at the regular rate for additional listings.

#### 6.6.3 Indented Listings

Indented listings are employed where a customer has more than one listing for service under the same name at one or more locations. An indented listing may be either a business listing or a residence listing where the name in the second listing would be a repetition of that in the first.

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## DIRECTORY LISTINGS

### 6.6 MISCELLANEOUS LISTINGS (Continued)

#### 6.6.4 Caption Listings

Listings may be indented under a caption or sub-caption at no additional charge for the caption arrangement when in the judgment of the Company the caption will facilitate the use of service.

The captions must be an essential part of the indented listings, which follow and may include names of departments, branches of the business or titles of officials.

Listings that are variations of the same general line of business, or which in the judgment of the Company appear to advertise the extent of the customer's business, are not permitted in listings to be indented under captions.

#### 6.6.5 Additional Listings for Names Spelled More Than One Way

Customers whose names may be spelled differently from the way such names are commonly pronounced may arrange for additional listings of their names alternately spelled, at the regular additional listing rate.

Listings of alternate spelling are not allowed when in the judgment of the Company they are desired for the purpose of securing a preferential position in the directory or for advertising purposes.

#### 6.6.6 Alternate (Directive) Listings

Customers may obtain listings which refer calling parties to certain other telephone numbers. Alternate listings are of two general types as described below:

a. Nights, Sundays, and Holidays -

- (1) This type of alternate listing refers calling parties to an alternate telephone number to be used after business hours and on Sundays and holidays. The monthly rate for such listing is the regular additional listing rate per month for each line of the "Note:" and to each listing included under the "Note:" of the alternate directory listing.

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### DIRECTORY LISTINGS

#### 6.6 MISCELLANEOUS LISTINGS (Continued)

##### 6.6.6 Alternate (Directive) Listings

###### a. (Continued)

- (2) Names of individuals are not permitted in listings of this type, however, telephone numbers may be shown of those entitled to use the service, in connection with which the alternate listing is to be provided, and who are agreeable to the use of their numbers in such alternate listing. Listings of this type may indicate the telephone numbers of members of the immediate family of the customer desiring the alternate listing.

###### b. If no answer dial -

Alternate listings, which refers calling parties to other telephone numbers in case no answer is received at the preceding listed telephone, may indicate the telephone number of customers who are agreeable to the use of their numbers in such listings. This type of alternate listing is charged for at the regular rate for an additional listing.

##### 6.6.7 Temporary Listings

- a. Residence customers who lease their premises for periods of less than one year and who request the Company to render service to their tenants without a change in the customer billing, may arrange for the Listing of such tenants on "Directory Assistance" records only.
- b. There is no charge for additional listing for any listing period.

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