

Competitive Local Exchange Carrier

Southeast Directory Listings Ordering

Workbook

September 28, 2010



AT&T Training

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Directory Listing Ordering

Introduction

Notice

This document applies to the AT&T ILECs listed below.

- AT&T Alabama
- AT&T Florida
- AT&T Georgia
- AT&T Kentucky
- AT&T Louisiana
- AT&T Mississippi
- AT&T North Carolina
- AT&T South Carolina
- AT&T Tennessee

who shall collectively be referred to as “AT&T Southeast” for purposes of this document.

Continued on next page

Introduction, Continued

Goal

This course is designed to provide an overview of the AT&T Directory Listings ordering process. It will explain the use of reference materials and forms that will help facilitate manual ordering of AT&T Directory Listings.

This high-level course will cover the following types of listings:

- Simple Straight Line listings
 - Simple Indented listings
 - Simple Captions with two degrees of indent
-

Objectives



Upon completion of this course, using the reference material and resources available, you will have the necessary skills and knowledge to:

- Locate product information for Directory Listing service.
 - Demonstrate the use of the reference materials and forms used in ordering Directory Listing service.
 - Complete three written exercises with a goal of 100% accuracy [self-assessed].
 - Access and use the appropriate form(s) to order Directory Listing service.
 - Complete three practice exercises for Directory Listing service with a goal of 100% accuracy [self-assessed].
-

Continued on next page

Introduction, Continued

Versions	All version numbers, Web addresses, directions, etc. contained in this course are current as of the date of this workbook. Because CLEC resources are continually updated, some version drift may occur.
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Reference Resources	<p>The three main reference resources used for this course are:</p> <ul style="list-style-type: none">• CLEC Online Handbook• Current version of the AT&T Local Service Ordering Requirements (LSOR)• Current version of the AT&T Local Ordering Handbook (LOH)
----------------------------	---

Prerequisite Training	<p>This training addresses Directory Listing only. Directory Listings were not included in any of the product training.</p> <p>Product-specific training is addressed in the following courses:</p> <ul style="list-style-type: none">• Centrex• Complex Ordering (DID/PBX, Digital Trunking and Resale Private Line)• ISDN• LNP and LSNP• Resale and UNE-P/WLP Non-Complex Ordering.
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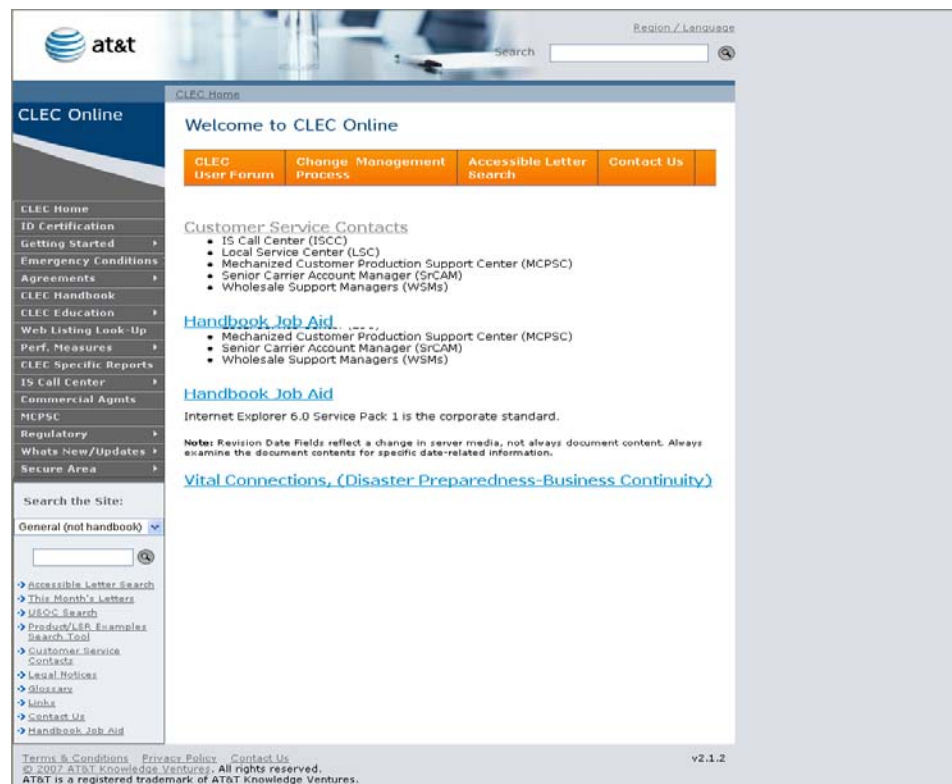
CLEC Resources

Purpose The purpose of this section is to familiarize you with the resources that are available to you.

CLEC Online CLEC Online contains a wealth of information and makes a complete range of resources available to you. Much of the content at CLEC Online is outside the scope of this course; however, you will find it worthwhile to familiarize yourself with this site.

Your primary resource for this training is the CLEC Online Web site. It contains Regional Handbooks and links to AT&T Local Service Ordering Requirements (LSOR) and AT&T Local Ordering Handbook (LOH). We will examine these resources during this course.

Access CLEC Online now by opening your Web browser. Enter <https://clec.att.com/clec/> in the Address field.



Continued on next page

CLEC Resources, Continued

Customer Service Contacts

First, look at the Customer Service Contacts. From the CLEC Online home page, click on the Customer Service Contacts link.

This document contains a “Who to Call” job aid and information on the functions performed by the individual support groups.

Open the document and review the information included for the groups listed below:

- IS Call Center (ISCC)
- Local Service Center (LSC)
- Mechanized Customer Production Support Center (MCPSC)
- Senior Carrier Account Managers (SrCAMs)
- Wholesale Support Managers (WSMs)

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CLEC Resources, Continued

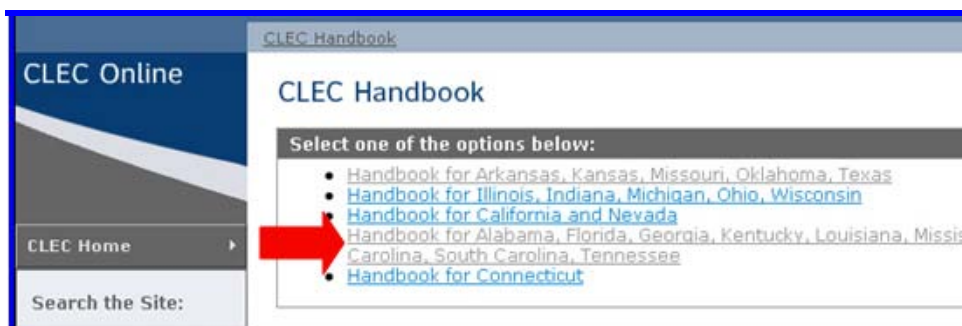
CLEC Handbook

Now go to the CLEC Handbook by clicking on the CLEC Handbook link on the left-hand side of the screen.



This will open the CLEC Handbook page where you can select the link for your regional handbook.

Click the **Handbook** link for your region.



Continued on next page

CLEC Resources, Continued

Transition LOH to LSOR

The three main reference resources used for this course are:

- CLEC Online Handbook
- Current version of the AT&T Local Service Ordering Requirements (LSOR)
- Current version of the AT&T Local Ordering Handbook (LOH)

As a result of the AT&T and BellSouth merger, AT&T is moving toward 22-state documentation. This impacts the existing AT&T Southeast Region Local Ordering Handbook (LOH) and the AT&T 13-State Local Service Ordering Requirements (LSOR).

Currently, the LOH is available and there is a 9-State specific LSOR. The ordering content is the same data, just in a different format. In the future, all portions of the LOH will be incorporated into CLEC Online and the LOH will be retired. As specific sections of the LOH are retired you will find information in the **Guide to LOH Section Contents** regarding the new location of the information.

This training will focus on the 9-State LSOR resource for ordering requirements and the LOH for product information.

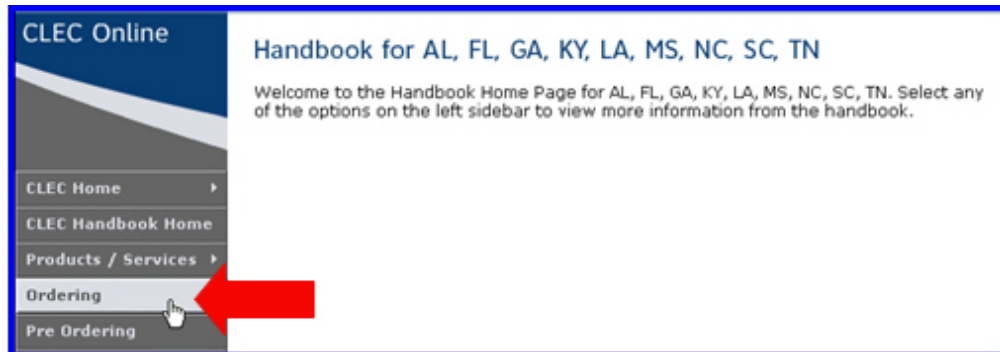
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CLEC Resources, Continued

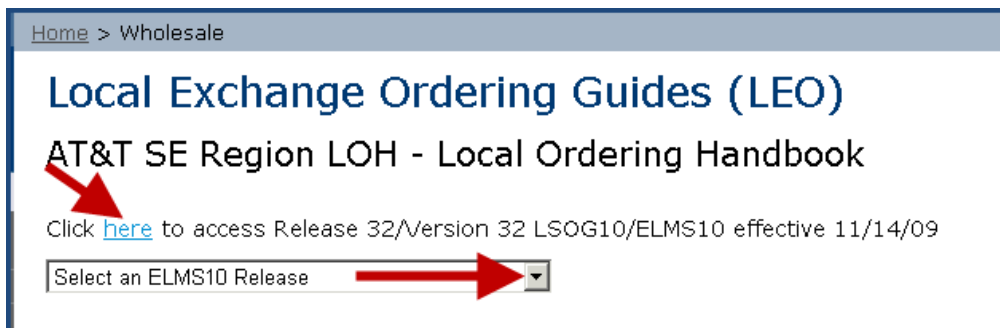
LSOR – Southeast 9- State Region

The primary ordering resource for Directory Listing service is the AT&T LSOR. It can be accessed from your regional handbook.

To access the current version of the LSOR, click on the **Ordering** link on the left side of the Handbook. On the drop-down menu select **Local Exchange Ordering Guides (LEO)**.



Use the Click [here](#) link to access the most current versions of the LSOR and LOH.



The Local Exchange Ordering Guides (LEO) and 9 State LSORs page will open.

Scroll down to the AT&T SE (9-State) LSOR-Local Service Ordering Requirements area. There are four volumes.

Download Volumes II, III, and IV to your PC. These will be used later in this training.

Continued on next page

CLEC Resources, Continued

LOH

Another resource for Directory Listing products is the AT&T Southeast Region Local Ordering Handbook (LOH).

From the Local Exchange Ordering Guides (LEO) page select the [Click here](#) link to access AT&T SE Region (9-State) LSOR Release page, scroll to the AT&T (9-State) Guide to LOH Section Contents table. This provides a list of all the sections of the LOH.

Section	Title	Description
1	Summary Of Changes	Lists all release-related and documentation updates [for 9-State LSOR updates refer to Volume I]
2	Pre-Ordering	This section link no longer exists, please refer to the 9-state LSOR Volumes I, II and III for Data Entry Notes, Conditional Notes, Business Rules, Data Characters and Examples. Refer to the Enhanced Verigate User Guide for Verigate Pre-Order Information.
3	Ordering	Ordering Guide (includes General Local Service Ordering Information section, R/C/O Tables and Appendix) [9-State LSOR Volumes III and IV contain high-level Field Usage tables, for <i>specific</i> Account-level and line-level (LNA) field application, please continue to refer to the R/C/O Tables]
4	Data Dictionary	Data Dictionary section link no longer exists, please refer to the 9-state LSOR Volumes III and Volume IV for Data Entry Notes, Conditional Notes, business rules, Data Characters and Examples by Form, by Field appearance.
5	Coding Matrices	Has been removed effective with implementation of Release 30.0, please refer to the LOH-Section 3 R/C/O Tables for field application and the 9-state LSOR Volumes III & IV for field information.
6	Responses	9-State AT&T SE Responses section is now a <i>link</i> to the 9-state LSOR, please refer to Volume II
7	NC/NCI Codes	9-state AT&T SE NC/NCI Code web-based database (<i>link</i>)
8	Rejects & Clarifications	9-state AT&T SE Codes & Messages section is now a <i>link</i> to the 9-state LSOR, please refer to Volume II
9	Interval Guide	The SE Due Date Interval Guide has been posted to CLEC Online, linked from the Standard Due Date website, Scroll to bottom left-hand Menu Bar to "Standard Due Dates", Select Southeast, Select AT&T Southeast Interval Guide.

Below the LOH Section Contents are the LOH Sections presented in PDF format for easy downloading.

Download Section 3: Ordering to your PC. This will be used later in this training.

Continued on next page

CLEC Resources, Continued

Transition	Now you know where the resources are located and you have downloaded Volumes II, III, and IV of the LSOR and Section 3 of the LOH. The next section of the course covers the Directory Listing product information.
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Product Information

Introduction

In this section of the training, you will learn how to locate Directory Listing information in the CLEC Handbook. You will also learn about the following:

- Listing Guidelines
- Listing Standards and Regulations

There will be some questions regarding what you learned at the end of this section of the training.

Listing Guidelines Southeast 9- State Region

Let's begin by becoming familiar with the Directory Listing product terminology that we will be using throughout this course.

Open your CLEC Online at <https://clec.att.com/clec/>. Select CLEC Handbook. Next, select the Handbook for the 9 state region. On the toolbar at the left select Products and Services and click on Directory. Now open the **Listing Guidelines**.

You are now ready to review the Listing Guidelines information. You will find descriptive information about items such as:

- Types of listings
- Special listing requests
- Special telephone number phrases
- Listing set types

The guidelines provide a product description with information on the service. **Review the information** provided in this section.

Reminder: Pay special attention to the Listing Set Types section.

Continued on next page

Product Information, Continued

Listing Standards and Regulations Southeast 9- State Region

Now, let's return to the Directory level of the CLEC Handbook and choose **Listing Standards & Regulations**.

All the information for Directory Listing standards and regulations is located in this section. It provides the following:

- Product description
- Listing components
- Customer Service Records
- Special characters
- Listing types
- Policies
- Titles
- Designations and addresses

Review the information provided here.

Reminder: For this topic pay special attention to the Listing Types section.

Transition

Now that you are familiar with where the product information is found let's break it down and examine it more closely.

Continued on next page

Listing Basics

Listing Appearances

Listing can appear in any of the following printed or electronic sources:

- Local Directory (White Pages)
 - Directory Assistance (Information operator)
 - Yellow Page Directory (AT&T Yellow Pages)
-

Local Directory

Local directories (White Pages) provide alphabetical End User listings for a geographic area. Each EU listing is usually comprised of the EU's name, address and telephone number.

Most local directories are Business/Residential (Bus/Res) split directories. In most of these directories the Bus section pages are edged in red.

In addition, split directories typically have a "Blue Pages" section, which contains government and school listings.

Directory Assistance

Directory Assistance is the database that contains all listings information.

DA provides an End Users telephone numbers and addresses via an operator.

Yellow Page Directory

Yellow Page Directories provide business listings that are classified by the type of business.

Business End Users get one free listing in the Yellow Page Directory. In addition, they can contract for special listings or advertisements.

Continued on next page

Listing Basics, Continued

Listing Variations

End Users may also elect *not* to have their listing published in one or more of the previous sources, they may elect:

- **Non-Listed**
Listing appears in Directory Assistance, but not in the Local Directory.
 - **Non-Published**
Listing appears as name only in Directory Assistance. The address and telephone number do not appear and there is no listing in the Local Directory.
 - **Special Non-Published**
No listing in Directory Assistance or the Local Directory.
-

Parts of a Listing

Listings are made up of four basic parts. These are:

- **Name (Finding Word) - Surname, Business Name, Subsequent Name, Miscellaneous Name:**
 - Surname - Your last name is your Surname. Surnames appear in both Bus/Res sections of a split directory.
 - Business Name - Company name that appears only in the business section of a Business/Residence split directory.
 - Subsequent Name - (or initials) or subsequent words of firm name.
 - Title - conveys Lineage, Address, Degree
 - Miscellaneous Name – Ways to distinguish a business name. Includes abbreviations, numbers, symbols, or names containing all capital letters.
 - **Designation** – Text that provides a description of the listing.
 - **Address** - House/Building number, Directional, Street Name, Street Designation, and Community.
 - **Telephone Number** - Subscriber listed telephone number.
-

Continued on next page

Listing Basics, Continued

CLEC Online Handbook

Reference information:

- Access the **CLEC Handbook** for 9-State region
- Click on **Products & Services**
- Select **Directory**
- Click on **Listing Guidelines**
- Click on **Listing Standards & Regulations**

Continued on next page

Titles and Designations

Description	<p>Title or Designations are used to clarify or enhance a listing.</p> <p>Titles and designations are different from each other and cannot be used interchangeably. However, a listing may contain both a designation and a title.</p>
Title Overview	<p>Titles are words that precede or follow an individual listing to indicate professional, genealogical, military, or honorary status.</p> <p>Titles typically convey a form of:</p> <ul style="list-style-type: none">• Lineage - Such as Jr., Sr., II, III, etc• Address - Such as Mr, Mrs, Ms, Rev, Dr, Captain, and Congressman/Congresswoman• Degree (Educational) - Such as MD, DDS, Ph.D.
Title Rules	<p>Title rules and application:</p> <ul style="list-style-type: none">• Titles are allowed only with Surname listings.• A listing may contain a maximum of three (3) titles, one lineage and any combination of the other two.• Titles of address may be spelled out, or the common abbreviation may be used. For example Admrl for Admiral.• When a title is part of a Business Surname listing it appears in both the White and Yellow Pages.• When an End User is retired from military service, RET may be used when following the military title (e.g., Maj Ret).• Using a military branch as a title or following a title is not acceptable.• Listings containing multiple titles where one is a title of address, the title of address is always the last entry. For example: Rev John Smith Jr is shown as SMITH, JOHN+ JR, REV

Continued on next page

Titles and Designations, Continued

Title Rules, continued

- On the Customer Service Record (CSR), titles are always the last entry in the listed name.
- A plus (+) sign and a space precede titles of lineage and educational degrees on the CSR. This provides the system with proper formatting and directory appearance details for the title.
- Titles on the title list cannot be used as designations. For example, 'County Clerk' is on the title list. Therefore, it may not be used as a designation.
- Existing listings with titles that are not on the title list grandfathered. If the listing is changed, a new title must be provided.
- Titles are always recapped in caption and indented listings. We will have more on these listing types later.

Continued on next page

Titles and Designations, Continued

Designation Overview

Business designations are words that follow a listing to identify the type of business. Residential service designations describe the location of the phone. Generic designations, Bus and Res, describe the function of the phone.

Designations appear in the White Page directory, in lower case letters, following the listed name. Designations do not appear in the Yellow Pages.

Valid designations are obtained from the Yellow Page Heading (YPH) file.

Designation Rules

Designations rules:

- Designations may be abbreviated or spell out in full.
 - Designations cannot be used for advertising purposes. Unnecessary descriptive words are not permitted.
 - Words in the End User's listed name cannot be repeated as a designation.
 - Additional listings of the same name, but with different designations are not acceptable.
 - Designations are not recapped in caption and indented listings.
 - Descriptive term designations are limited to one (1) per listing. Use the major business, product or service when the End User has more than one.
 - Business designations must match the list found in the YPH file.
-

Continued on next page

Titles and Designations, Continued

CLEC Online Handbook

Reference information for Titles and Designations:

- Access the **CLEC Handbook** for your area.
- Click on **Products & Services**
- Select **Directory**
- Click on **Listing Standards & Regulations**

Continued on next page

Alphabetization

Overview

A Listing may consist of four major parts. For sequencing, each part is considered independently.

The “finding word”, determines the primary alphabetical positioning of a listing.

Name

Alphabetize by first letter.

Example:

If identical surnames, use subsequent name and/or initials to alphabetize.

Adams Jeremy
Adams Mary
Addams Aaron

Alphabetize subsequent names by first letter.

Example:

If the first letter is identical, use the second letter, third letter, etc.

Scott William **G**
Scott William **Mark**
Scott William **Mark E**

Continued on next page

Alphabetization, Continued

Surname with Title	<p>Same name listings without titles precede those with titles.</p> <p>Titles are allowed only with surnames, place after the entire name, and always preceded by a space.</p> <p>Titles that precede an individual's name are always entered after the title that follows the name.</p> <p>For example, Senator James Jensen, Jr.</p> <p>If two or more names are identical up to the title, alphabetize by first and successive letters of the title.</p> <p>Alphabetize abbreviated titles in that form (e.g., "Jr." alphabetized as such, not Junior).</p> <p>Numeric lineage names follow other titled same names, arrange in numerical sequence.</p>	<p>Example:</p> <p>Shaffer John Shaffer John Jr Shaffer John Jr MD</p> <p>Example:</p> <p>Jensen James Jr Sen</p> <p>Example:</p> <p>Shaffer John Jr Shaffer John Sr</p> <p>Example:</p> <p>Shaffer Robert Jr Shaffer Robert II Shaffer Robert IV</p>
Dual Name Listings	<p>Dual name listings take precedence over same name with titles.</p>	<p>Example:</p> <p>Smith Ted & Mary Smith Ted Jr</p>

Note: Not Available for Business Listings or in Indiana

Continued on next page

Alphabetization, Continued

Prefix Names

Treat as a single word, unless placement instructions indicate otherwise.

Example:

Mc Donald, Timothy
Vander Der Meer, John

Treat Prefix words, such as Saint or Mount as separate words.

Example:

Saint Albert
St Francis
Saint Helen

When abbreviated, alphabetize as if spelled in full.

Apostrophes, hyphens, spaces or capitalization do not affect the sequence of prefix listings

Example:

St John Cathedral (3 words)
St John Thomas (2-word last name)

Capitalized Single Letter Names

A Capitalized Single Letter listed name may consist of one or more single letters and/or one or more single letters followed by a word.

Example:

A Auto
A B C Inc
A Company

Each letter in a Capitalized Single Letter name is considered as a *single word* regardless of whether it is spaced apart or together.

Example:

AAA
A A B

The first letter is considered the finding word.

Shorter combinations of Capitalized Single Letter names are sequenced before longer combinations regardless of the words that follow.

Example:

X Tutoring
X Y Catering
X Y Z Scape

Continued on next page

Alphabetization, Continued

Capitalized Single Letter Names, continued

When several Capitalized Single Letter names are the same, subsequent words determine the alphabetical position.

Example:

KDKA **E**ye on News
KDKA **R**adio
KDKA **T**elevision

Capitalized Single Letter name that are spaced apart and follow a finding word are considered as separate words for alphabetizing.

Example:

United **A** B Rental
United **B** A Rental

Letters appearing together and following the finding word are treated as one word.

Example:

United **AA** Rental
United **AB** Rental

Names with Hyphens

Hyphens between words, numbers, letters, or groups of letters are treated as spaces and do not affect alphabetical sequence of a listing.

Example:

A-One Rental
A-One Service

The exception is the compound hyphenated surname listing, which is alphabetized as one word.

Example:

Burt-Hill, John

Names with Numbers

If numbers are part of the finding word, they are alphabetized as though spelled in full. Numbers can be interpreted several ways; the End User must provide the proper interpretation of the listing.

Example:

65 Solutions (six five)
65 Bank (sixty five)
65 Impressions (sixty five)

If a number is used as a subsequent word, it is sequenced following the alpha-only listing.

Example:

Local Union Company
Local Union 27

A single digit following a finding word is alphabetized as though spelled in full.

Example:

Number Exchange
Number 1

Continued on next page

Alphabetization, Continued

Names with Numbers, continued

Numbers in any part of a subsequent word are sequenced numerically if the listings are alike up to the numbers.

Example:

Local Union 25
Local Union 76

Pound or number sign (#) does not affect alphabetical sequence.

Example:

Local Union #25
Local Union 76

Names containing roman numerals as subsequent words (titles) follow all listings of the same name and are arranged alphabetically.

Example:

Mark James
Mark James W
Mark James III

Roman numerals are converted to the Arabic equivalent for alphabetical sequence (e.g., IV to four).

Example:

Mark 5 Garage
Mark IV Industries
Mark Mason Auto Parts

Names Containing Apostrophes

An apostrophe in a Surname, Listed Name, Business Name, or Firm Name used to denote possession, plural or to indicate the omission of one or more letters does not affect alphabetical sequence of the listing.

Example:

B
B Bakery
B Co
B's
B B J Drive In

Capitalized Single Letter listings with apostrophes are sequenced the same as Capitalized Single Letter listings that do not contain apostrophes.

Example:

JK Hardware
JK's Hardware

Names Containing Parentheses

Parentheses are treated as spaces and do not affect the alphabetical sequence of a listing.

Example:

Smith John (Jack)
Smith John (Johnny)

A space before the parentheses of a nickname is required.

Note: Not valid in Indiana

Continued on next page

Alphabetization, Continued

Designations

Listings that are alike up to the designation, the alphabetical sequence is determined by the designation, either abbreviated or spelled in full.

Remember: a listing without a title precedes the same listing with a title, even if the listing without the title contains a designation.

Listings without designations precede identical listings with designations.

Example:

Jones A rl est
Jones A Mrs florst
Jones A Mrs rl est

Example:

Jones A
Jones A rl est

Address

If two or more listings are alike up to the address, the street “Name” is used for alphabetization.

If two or more listings are alike including the street name the locations street number is used for alphabetization.

Example:

Grant A 50 Grove
Grant A 10 Pine

Example:

Grant A **10** First
Grant A **50** First
Grant A **67** First

Telephone Number

If two or more listings are alike up to the Telephone Number, including Area Code, placement is determined by numerical sequence of the TNs.

Example:

Grant B 10 Main 324-5111
Grant B 10 Main 324-6222
Grant B 10 Main 555-324-7333

Note: Listings without Area Codes precede listings with Area Codes.

Continued on next page

Alphabetization, Continued

CLEC Online Handbook

Alphabetization reference:

- Access the **CLEC Handbook** for 9-State region
- Click on **Products & Services**
- Select **Directory**
- Open **Alphabetization**

Alphabetical Sequencing

For listings with identical finding words the order is determined by alphabetical sequencing. Alphabetical sequencing may be applied to any of the four major parts of the listing:

- Name
- Designation
- Address
- Telephone number

In determining the sequence of listings, each part is considered independently in the order shown on the following table. The table does not apply to Yellow Pages listings.

**Sequencing
Guidelines**

Listing Part	Sequence Guidelines
Name	<ol style="list-style-type: none">1. Surname or finding word of firm name.2. Subsequent name (or initials) or subsequent words of firm name.3. Title (A title is a term commonly used in addressing an individual to indicate social, military, professional, genealogical or honorary status.)
Designation	Designation describes a listing.
Address	<ol style="list-style-type: none">1. Street name (or equivalent)2. Thoroughfare designation (AV, PL, LA, BLVD, etc.)3. Directional designation (N, S, E, W, etc.)4. House or building number5. Community name6. State
Telephone Number	Telephone numbers are placed in numeric order.

Listing names, which appear in this document, have been chosen to exemplify specific alphabetizing conditions and do not necessarily conform to standards for listing name content.

Continued on next page

Alphabetization, Continued

Sequencing Guidelines, continued

Review the Alphabetical Sequencing Guidelines as follows:

1. Single A is first.
2. Next are listings for firm names that are a single A and a word.
Example: A Better Image, A-1 Kennels, A-Absolute Inc
3. Next is double A (AA).
4. Then firm names that are AA and a word
Example: AA Resume Service, A-A Plumbing, A&A Autos
5. Next is triple A (AAA).
6. Then firm names that are AAA and a word
Example: AAA Foundation Specialists, A-A-A Advertising
7. Next is four A's (AAAA).
8. Then firm names that are AAAA and a word.
Example: AAAA Pool Supplies
9. This pattern is continued with five A's, then six A's, etc.
10. Next are groups of capital letters alphabetized as single letters, beginning with the A's, followed by the AB's, then AC's, etc.
Example: AABC, ABC Corp, ACDA Labs
11. The regular alphabetical list of words appears last, including groups of capital letters that alphabetize as words.

Continued on next page

Alphabetization, Continued

Additional Alphabetizing Guidelines

Review the additional alphabetizing guidelines below:

1. For Alphabetizing purposes always ignore the hyphen, ampersand, and space.
2. “A-“(A followed by a hyphen) and “A “(A followed by a space) will alphabetize the same. The words that immediately follow the hyphen determine the placement. (See Alphabetical Sequencing Guideline #2.)

Listing Examples: A-Plus Cleaners, A Place in Time, A Mart

Directory Alphabetical Sequencing:

- A Mart
 - A Place in Time
 - A-Plus Cleaners
3. “A-A” (A hyphen A), “A&A” (A and A) and “A A” (A space A) will alphabetize the same as AA (2A’s jammed together.)
 - The word(s) that immediately follow determine placement.
 - The same holds true for AAA’s, etc. (See Sequencing Guideline #4.)

Listing Examples: A&A Oil, A A Siding, A-A Pattern Co,
AA Advertising

Directory Alphabetical Sequencing:

AA Advertising

A&A Oil

A-A Pattern Company

A A Siding

Continued on next page

Alphabetization, Continued

Additional Alphabetizing Guidelines, continued

4. A group of capital letters files alphabetically as single letters, unless the letters can be said as a word. In that case, the group of letters may file alphabetically either as single letters or as a word. (See example.)

Example:

<u>Listing</u>	<u>Alphabetizes as</u>
----------------	------------------------

AJMT	Single letters
------	----------------

ARTCO*	Single Letters “ARTCO” or as a word.
--------	--------------------------------------

*ARTCO alphabetized as single letters would appear earlier in the “A” section of the directory than it would if it were alphabetized as a word.

If the group of capital letters is to be alphabetized as single letters, the LNPL field on the LSR Directory Listing Request form must be populated with an “L”.

Example:

LNLN = ARTCO – If LNPL field is populated, the listing will print as all CAPS and alphabetize as single letters. (See Sequencing Guideline # 10.)

If the group of capital letters is to be alphabetized as a word, the LNPL field is left blank.

Example:

LNLN = ARTCO – If the LNPL is not populated, the listing will print as all CAPS and alphabetize as a word. (See Sequencing Guideline # 11.)

ATTENTION: LNLN and LNFN fields are case sensitive.

Continued on next page

Alphabetization, Continued

Additional Alphabetizing Guidelines, continued

5. When a single numeric follows a single letter, the numeric is alphabetized as if it were spelled out.

Example:

Listing

A-1 Tractors

A 3 Ring Circus Party Store

Alphabetizes as:

A-One Tractors

A Three Ring Circus Party Store

Directory Listing Examples



Review the alphabetical sequencing of the following listings:

B Auto Parts 500 Old Madison 75213.....214 621-5638
B-Basics business Systems 2200 N Purcell 75210.....214 321-3050
B Meyer & Assoc 2725 Bend 75251..... 214 926-9963
B & B Asphalt Paving Co 2817 Clark 75202214 965-5524
BASF Corp 1218 Central Industrial Dr 75234 214 776-3368
Babe's Salon 811 Maryland 75206..... 214 772 8118
Baer Howard Inc 560 Terminal Row 75213.....214 868-5528
Beauty Plus Salon 3875 Mexico Rd 75217.....214 447-3361
Bill's Towing 820 S Fillmore 75201.....214 965-0515

Notice the following points:

- The first three listings sequence alphabetically as “B and a word”.
- B&B Asphalt comes next because BB and a word alphabetizes after B and a word. “BASF” cannot be said as a word, so it alphabetizes next as single letters. (BASF would require use of LNPL field.)

The rest of the listings alphabetized by the first word in the listing.

Continued on next page

Alphabetization, Continued

Exercise 1: Alphabetizing Listings



Use the Alphabetizing Guidelines to alphabetize the following listings as they will appear in the directory.

- For this exercise, alphabetize all groups of letters as single letters, even if they can be said as a word.
 1. AA Wheel Deals
 2. A To Z Plumbing
 3. AAA Party Rental
 4. ABCO 24 Hour Cleaning
 5. AAC Inc
 6. ACC American Capital
 7. A G Exterminating
 8. AFLAC State Office
 9. Action Tree Service
 10. A-Atlas Tree Service
 11. AARP
 12. ATTC Limited

Continued on next page

Alphabetization, Continued

**Exercise 1:
Answers**

- 10. A-Atlas Tree Service**
 - 2. A to Z Plumbing**
 - 1. AA Wheel Deals**
 - 3. AAA Party Rental**
 - 5. AAC Inc**
 - 11. AARP**
 - 4. ABCO 24 Hour Cleaning**
 - 5. ACC American Capital**
 - 8. AFLAC State Office**
 - 7. A G Exterminating**
 - 12. ATTC Limited**
 - 8. Action Tree Service**
-

**Alphabetization
Exercise 2**

Complete the following exercise to confirm your understanding of Alphabetization. You may use all reference resources for assistance.

Continued on next page

Alphabetization, Continued

Alphabetization Exercise Questions

1. Alphabetize the following names, as they would appear in the directory.
 - A. HP Sales & Service
 - B. HPE Corp
 - C. HP Sales
 - D. HP Photo Supplies
 2. All of these listed names carry a designation. Please put them in proper alphabetical sequence.
 - A. Gilbert & Sons plmbng contr
 - B. Gilbert & Sons fax
 - C. Gilbert & Sons boat
 - D. Gilbert & Sons aqriums
 3. In what sequence will these Margaret's listings appear in the directory?
 - A. Margaret Hoover of 10 Oak Street
 - B. Margaret Hoover of 101 7th Avenue
 - C. Margaret Brown of 475 3rd Avenue
 - D. Margaret Hoover of 34 Fern Drive
 - E. Margaret Hoover of 11 Oak Street
 4. Arrange the Ira Van Pelt listings into the correct directory sequence.
 - A. Van Pelt Ira 97½ Glasgow 837-9479
 - B. Van Pelt Ira 97 Glasgow 841-2000
 - C. Van Pelt Ira 97 Glasgow 837-9492
 - D. Van Pelt Ira 98 Glasgow 834-4658
-

Alphabetization, Continued

**Alphabetization
Exercise
Answers**

1. Alphabetize the following names, as they would appear in the directory.

D. HP Photo Supplies

C. HP Sales

A. HP Sales & Service

B. HPE Corp

2. All of these listed names carry a designation. Please put them in proper alphabetical sequence.

D. Gilbert & Sons aqriums

C. Gilbert & Sons boat

B. Gilbert & Sons fax

A. Gilbert & Sons plmbng contr

3. In what sequence will these Margaret's listings appear in the directory?

C. Margaret Brown of 475 3rd Avenue

D. Margaret Hoover of 34 Fern Drive

A. Margaret Hoover of 10 Oak Street

E. Margaret Hoover of 11 Oak Street

B. Margaret Hoover of 101 7th Avenue

4. Arrange the Ira Van Pelt listings into the correct directory sequence.

C. Van Pelt Ira 97 Glasgow837-9492

B. Van Pelt Ira 97 Glasgow841-2000

A. Van Pelt Ira 97½ Glasgow837-9479

D. Van Pelt Ira 98 Glasgow834-4658

Finding Words

Finding Word The finding word is used to determine how a listing is alphabetized. It is shown in the Listed Name Last field on the DL form. Variations of the finding word that require special alphabetization are also addressed on the DL form.

Letter Listings Letter listings may require a special entry in the Listed Name Placement field on the DL form. This field is used to indicate alphabetizing as letters.

Acronyms can be alphabetized as a word or as letters. Pronunciation is the determining factor. PAL can be pronounced and can be listed as a word; LLT cannot and should be alphabetized as letters.

Place Listing As (PLA) The Position Listing As field is used to specify the alphabetical positioning of a listing when it could be alphabetized in more than one way.

PLA is required on an order for the following situations:

- Number listings, one or more numbers are in the finding word.
- Not necessary if the numbers are a suffix on the listing.
- Listed names that include a hyphen and placement is indicated.
- PLA is used for a Business listing

For example:

Numerics: A listing for “1040 Tax” could be sent in PLA and alphabetized in the directory as One Zero Four Zero Tax or as Ten Forty Tax. Or the customer wants the listing alphabetized differently from how it would normally be alphabetized (eg, Mr Tax could be alphabetized as Mr or as Mister).

Hyphen in a name: Placement for a name like Smith –Howard. By using PLA the list is alphabetized under Smith (PLA = Smithhoward)

Continued on next page

Finding Words, Continued

PLA Number Listings

Number listings require special instructions for alphabetization. It could be “One Nine Five” or “One Ninety Five” or even “One Hundred Ninety Five.” When working with a listing like this, it’s your responsibility to find out how the listing is to be alphabetized. Ask if the listing is to be numeric or alpha.

Subsequent Number Listings PLA

Listings, which include numbers as subsequent words, are arranged in numerical sequence if the listings are alphabetically the same up to the numbers. This situation frequently appears in listings for union locals, lodges and clubs and generally does not require PLA information.

Abbreviated Listings PLA

Listed names that include city or state abbreviations, but are to be alphabetized as if they were spelled out, require PLA.

Approved state abbreviations may be used as a finding word if the directory city is located in that state and locally recognized city abbreviations may be used.

Hyphen Listings PLA

Listed names that include a hyphen require use of the PLA for proper placement. Examples of a hyphenated listing would be Evans-Godby Chapel and Ellen Napier-Tait.

Listing Punctuation and Instruction Codes

Overview Special handling instructions may be necessary to ensure correct placement and/or spelling of a listing.

Punctuation and special Listing Instruction Codes may also be need.

Punctuation Chart Certain punctuation or symbols are added to the AT&T order. They identify case sensitivity, spaces and other information needed to correctly display a listing. The punctuation symbols also appear on the End User CSR.

Punctuation	Symbol	Description
Comma	,	<ul style="list-style-type: none">Follows the finding word, i.e., the surname, for all residence and surname business listingsA comma and a space come before any title of address.
Semi colon	;	<ul style="list-style-type: none">Follows the finding word for business
Plus sign	+	<ul style="list-style-type: none">Used to distinguish the beginning of suffix title information in the listingThe + sign performs the necessary formatting of the title, that is, no asterisks are required to maintain capitalization.
Space	[space]	<ul style="list-style-type: none">Symbols placed immediately following a character that is usually followed by a spaceNo space follows an asterisk (*), hyphen (-), virgule (/), or apostrophe (')Listing Instruction Codes (LICs) must be enclosed in parentheses and the parenthetical code must be preceded, unless the first entry of a line, and followed by a space
Asterisk	*	<ul style="list-style-type: none">Used to alter capitalization rules or omit a normal space in composition

Continued on next page

Listing Punctuation and Instruction Codes, Continued

Punctuation Chart, continued

Punctuation	Symbol	Description
Parentheses	()	<ul style="list-style-type: none">Used to identify a LIC or caption guideline information. LICs identify specific handling information.Caption guideline information (recapped information) is the heading or subheading beneath which the additional listings will fall. Data within parentheses is not displayed in the directory.
Virgule	/	<ul style="list-style-type: none">Used in front of the designation in service order formatSingle virgule (/) is valid with a fractionDouble virgule (//) is used when one virgule should print as part of the listing
At sign	@	<ul style="list-style-type: none">Used whenever an address is not specified (e.g., building number)
Ampersand	&	<ul style="list-style-type: none">Allowed in the text of listings in lieu of the word “and”Also used in Dual and Additional Dual Name listings
Double Dash	--	<ul style="list-style-type: none">Used to indicate the heading of a caption or sub-caption. The “--” appears as part of the listing on the CSR.The listing is printed in the directory with a single dash.

LIC Overview Listing Instruction Codes (LICs) are alpha, numeric, or alphanumeric codes indicating special processing instructions to Listing Services.

These codes appear in listed name, listed address, service address, additional listing or in directory delivery address and will help you determine what listings are on an End User's account.

Continued on next page

Listing Punctuation and Instruction Codes, Continued

LIC Decode Chart

You will see these codes on the Customer Service Record (CSR).

LIC Decode Chart	
Code	Description
(ADNL) Not valid in Indiana	Additional Dual Name Listing
(DNA) Not valid in Listed Name	Do Not Abbreviate (Address Only)
(DNL) Not valid in Indiana	Dual Name Listing
(DST)	Directory Style Text
(ENP) Valid in OH Only	Emergency Non-Published Service
(FOL)	Follow (Same as "File After")
(LNB)	Listed Name - Business
(LNR)	Listed Name - Residence
(NON-LIST)	Semi-Private (Non-Listed Service)
(NON-PUB)	Private (Non-Published Service)
(OAD)	Omit Address From Directory
(OATD) Note valid in OH	Omit From Address Telephone Directory
(OCLS)	Omit From Consumer Lists
(ODAS)	Omit From Information Records (Directory Assistance)
(PLA)	Position Listing As (Same as "Place Listing As")
(PRE)	Precede (Same as "File First")
(SPNP) Not valid on Additional Listings	Special Private Service

Continued on next page

Listing Punctuation and Instruction Codes, Continued

CLEC Online Handbook

Reference information for Titles and Designations:

- Access the **CLEC Handbook** for your area.
- Click on **Products & Services**
- Select **Directory**
- Click on **Listing Standards & Regulations**

Continued on next page

Listing Punctuation and Instruction Codes, Continued

Knowledge Check

Complete this short quiz to check your understanding of the workshop content we have covered so far.

Questions

1. What is the difference between a title and a designation?
2. Which symbol precedes titles of lineage and/or educational degrees on a CSR?
3. If a listing contains a title of lineage and a title of address, which one is entered first?
4. A listing may contain both a title and a designation. (True or False)
5. Alphabetize the following names, as they would appear in the directory.
 1. DiCicco, Anthony
 2. DiCillo, Christine
 3. DiCicco, Dominic
 4. DiCicco, Anthony J
 5. DiCillo, Dan & Michelle
6. Alphabetize the following names, as they would appear in the directory.
 1. St. John's Market
 2. St. Xavier Preschool
 3. Saint Jude's Hospital
 4. San Juan Religious Bookstore

Continued on next page

Listing Punctuation and Instruction Codes, Continued

Knowledge Check

Following are the answers to the quiz to check your understanding of the workshop content we have covered so far. Check your answers to see how well you did.

Answers

1. What is the difference between a title and a designation?

Titles are words that precede or follow an individual listing to indicate professional, genealogical, military, or honorary status. Business designations are words that follow a listing to identify the type of business. Residential service designations describe the location of the phone. Generic designations, Bus and Res, describe the function of the phone.

2. Which symbol precedes titles of lineage and/or educational degrees on a CSR?

A plus (+) sign and a space precede titles of lineage and educational degrees on the CSR.

3. If a listing contains a title of lineage and a title of address, which one is entered first?

The title of lineage.

4. A listing may contain both a title and a designation. (True or False)

True

Continued on next page

Listing Punctuation and Instruction Codes, Continued

5. Alphabetize the following names, as they would appear in the directory.
1. **DiCicco, Anthony**
 4. **DiCicco, Anthony J**
 3. **DiCicco, Dominic**
 2. **DiCillo, Christine**
 5. **DiCillo, Dan & Michelle**
6. Alphabetize the following names, as they would appear in the directory.
1. **St. John's Market**
 3. **Saint Jude's Hospital**
 2. **St. Xavier Preschool**
 4. **San Juan Religious Bookstore**
-

Types of Listings

Overview

When requesting a listing you first need to determine if the listing will be used as the End User's main listing, or if it will be used in addition to the main listing. Listings generally fall into one of two basic categories:

- Main Listing – Listing provided on Main Telephone Number.
 - Additional Listing – Listings in addition to the main listing.
-

Straight Line Listings

Straight Line Listings are the basic End User main listing, also known as the primary or main listing. They consist of a name, address, and telephone number. As applicable, a designation and/or title may also be part of the listing.

Directory Appearance.

Pizza Joe's 1815 W Main G R 555-9876

CSR Appearance.

TN 616 555-9876
---LIST
LN PIZZA; JOE'S
LA 1815 W MAIN, GRAND RAPIDS

CLEC Online Handbook

Reference information:

- Access the **CLEC Handbook** for 9-State region
 - Click on **Products & Services**
 - Select **Directory**
 - Click on **Listing Guidelines** – Review the information
 - Then, return to **Directory**
 - Click on **Listing Standards & Regulations** – Review the information
-

Continued on next page

Straight Line Under Listings

Indent

A Straight Line Under (SLU) Listing is also referred to as a Straight Line with an Indented Listing. Indents are used to avoid repeating the End User name when they have a group of listings.

An indent arrangement starts with main listing that includes name, address and telephone number, and then associated listings are indented underneath main listing.

Indent Rules

Rules for Straight Line Under Listings (SLU) or Indent Listings:

- May appear with:
 - Text, address, telephone number
 - Text and telephone number
 - Text alone
 - Address and telephone number
 - Telephone number alone.
 - Limited to two degrees of indent.
 - The maximum number of indented listings is six (6). More than six requires caption.
-

SLU Example:

Jones Alexander atty 511 Main St	555-2400 (SL)
Res 512 Orchard Ave	525-2340 (SLU)
Children 512 Orchard Ave	525-2456 (SLU)

Continued on next page

Straight Line Under Listings, Continued

CLEC Online Handbook

Straight Line Under reference:

- Access the **CLEC Handbook** for 9-State region
 - Click on **Products & Services**
 - Select **Directory**
 - Click on **Listing Guidelines** – Review the information
 - Then, return to **Directory**
 - Click on **Listing Standards & Regulations** – Review the information
-

Indent Sequence

Indented listing sequence is determined by normal alphabetization rules or by the priority tables established in each state.

Special instructions are required to override the priority or alphabetical sequencing of an indented listing.

Sequence Override

To alphabetize an indent out of sequence use the Sequence Override field on the DL form.

Acceptable entries are:

- F = File First (also known as PRE - Used for only the first indent that is out of sequence.)
 - A = File After (also known as FOL - Used for any subsequent indents that are requested out of sequence.)
 - L = File Last
-

Continued on next page

Straight Line Under Listings, Continued

Prior Level Status

Prior Level Status field defines placement within the listing. It also determines whether AT&T formats or omits parentheses in the heading information on the service order.

When establishing indents on straight line or caption listings, the PLS field is used to determine if the SLU header, SLU indent, Caption header or Caption sub-header is new or if it is recapped (existing).

PLS Rules

When the Style Code field is populated with SI (SLU Indent), the PLS will be E for Existing. The Level of Indent LVL field will be 0.

This will hold true if both listings are on the same or different LSRs.

As long as the prior level has already been established, even if it's on the same LSR, done on the same day, on a previous DL Request page, it is considered existing.

On SLU listings, when the STYC (Style Code) is SI (SLU Indent), it is recommended that the Prior Level Telephone Number field be completed.

Continued on next page

Straight Line Under Listings, Continued

LSR DL Form Example

Using the desired directory appearance shown below as a guide example tables were created for each listing the LSOR DL forms.

Review the tables using the following LSOR 10.00 Volume IV section 23 information:

- Alphabetic/Numeric Cross Reference Glossary
- Directory Listing Request form – numbered version
- DL form fields descriptions and data sets

Desired Directory Appearance:

Morehouse John Atty 5400 N Maple Milwaukee 555-9853
 Res 6372 N Broad Milwaukee 555-7659
 Children 6372 N Broad Milwaukee 555-7234

Straight Line Listing

First a form needs to be populated to create a straight line listing for
Morehouse John Atty 5400 N Maple Milwaukee.

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
STYC	Style Code	14	SL	Straight Line
RTY	Record Type	11	LML	L=Local, ML=Main Listing
LNLN	Listed Name Last	46	Morehouse	Finding Word
LNFN	Listed Name First	47	John	Subsequent Name
TITLE1	Title of Address	51	Atty	From Title List
LANO	Listed Address House Number	68	5400	
LASD	LA Street Directional	70	N	
LASN	LA Street Name	71	Maple	
LALOC	LA Locality	75	Milwaukee	
LTN	Listed Telephone Number	38	2065559853	NPA NXX Line Number
Note. If the Listed Address fields are not populated AT&T will use the service address.				

Continued on next page

Straight Line Under Listings, Continued

First Indented Listing Next, the indent for **Res 6372 N Broad Milwaukee 555-7659** needs to be added to the listing.

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
STYC	Style Code	14	SI	SLU Indent
RTY	Record Type	11	LAL	L=Local, AL=Additional Listing
DOI	Degree of Indent	16	1	1 Degree
ALI	Alpha/Numeric Listing Identifier	10	A	
LNLN	Listed Name Last	46	Morehouse	Finding Word
LNFN	Listed Name First	47	John	Subsequent Name
TITLE1	Title of Address	51	atty	From Title List
LTXTY	Listing Text Type	59	ITX	Indent Text
LTEXT	Listing Text Description of Indent Listing	61	Res	
LANO	Listed Address House Number	68	6372	
LASD	LA Street Directional	70	N	
LASN	LA Street Name	71	Broad	
LALOC	LA Locality	75	Milwaukee	
LTN	Listed Telephone Number	38	2065557659	Res TN
LVL	Level of Indent	78	0	Main Line indent level
PLS	Prior Level Status	79	E	Existing
PLTN	Prior Level Telephone Number	81	2065559853	Main TN

Notes:

1. LVL is 0 because the Straight Line listing is not indented. It is the header.
2. PLS is E because the Straight Line listing created the indent and this is being added to that.
3. ATTY is used as a title if the business listing contains a residence indent. In addition, because it's a title it needs to be recapped on the 555-7659.
4. If the Listed Address fields are not populated AT&T will use the service address.

Continued on next page

Straight Line Under Listings, Continued

Second Indented Listing

Finally, add the indent for **Children 6372 N Broad Milwaukee 555-7234**.

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
STYC	Style Code	14	SI	SLU Indent
RTY	Record Type	11	LAL	L=Local, AL=Additional Listing
DOI	Degree of Indent	16	1	1 Degree
ALI	Alpha/Numeric Listing Identifier	10	B	
LNLN	Listed Name Last	46	Morehouse	Finding Word
LNFN	Listed Name First	47	John	Subsequent Name
TITLE1	Title of Address	51	atty	From Title List
LTXTY	Listing Text Type	59	ITX	Indent Text
LTEXT	Listing Text Description of Indent Listing	61	Children	
LANO	Listed Address House Number	68	6372	
LASD	LA Street Directional	70	N	
LASN	LA Street Name	71	Broad	
LALOC	LA Locality	75	Milwaukee	
LTN	Listed Telephone Number	38	2065557234	Res TN
LVL	Level of Indent	78	0	Main Line indent level
PLS	Prior Level Status	79	E	Existing
PLTN	Prior Level Telephone Number	81	2065559853	Main TN

Notes:

LVL is 0 because the Straight Line listing is not indented. It is the header.

PLS is E because the Straight Line listing created the indent and this is being added to that.

ATTY is used as a title if the business listing contains a residence indent. In addition, because it's a title it needs to be recapped on the 555-7234.

If the Listed Address fields are not populated AT&T will use the service address.

Caption and Sub-Caption Listings

Overview A caption listing is created when the main listed name has multiple telephone numbers and/or listing locations that require one categorization or heading.

Captions The Main Listing appears on the first line without an address or telephone number, this is the Caption Header. It is not indented and is followed by a double hyphen or dash (i.e. - -).

All subsequent listings appear indented below the caption header with their caption text, addresses and telephone numbers.

Caption Example

Aknall James S—	
Garage 12 Lincoln Av, Bonsville	634-4422
Service 12 Lincoln Av	634-4321
Family 12 Lincoln Av	253-1234

Sub-Captions A Sub-Caption is a name, descriptive phrase, or word used under a Caption Header that further categorizes listing information. For example, geographic locations of businesses (North and South).

Sub-Caption Example

Livingston Dept Stores -- (Caption Header)	
Ofc 12 Court	555-9138
Shoes 940 Grant	555-6359
Stores -- (Sub-Caption Header)	
1 Main	885-2365
39 East	885-3478

Continued on next page

Caption and Sub-Caption Listings, Continued

Caption Rules

The following rules apply to Captions and Sub-Caption listings:

- Each Caption and Sub-Caption should have at least two indents.
- To have a 2nd degree indent, there must be a 1st degree indent.
- Priority sequence is applicable to each degree of indent.
- Caption can have a maximum of seven (7) degrees of indent.
- Sub-Caption can have a maximum of six (6) degrees of indent.
- All listings in a Caption arrangement use STYC=CI, whether it is the first listing or a subsequent listing.

Caption Components

In this example; **Memorial Hospital** is the **Caption Header** and the various departments are indented beneath it, **Doctor's Office Annex** is the **Sub-Caption Header** and the associated departments are indented beneath it.

Memorial Hospital--
435 Brady 555-2400
Emergency Room..... 555-2401
Patient Information..... 555-2402
Doctor's Office Annex--
510 Brady 555-2440
Northern Family Practice 456-1234
Radiology Services..... 456-2222
Pharmacy..... 456-1234

Listings under the Caption Header including the Sub-Caption Header are at 1 (1) degree of indent. Listings under the Sub-Caption header are at two (2) degrees of indent.

Continued on next page

Caption and Sub-Caption Listings, Continued

CLEC Online Handbook

Captions and Straight Line Under reference:

- Access the **CLEC Handbook** for 9-State region
 - Click on **Products & Services**
 - Select **Directory**
 - Click on **Listing Guidelines** – Review the information
 - Then, return to **Directory**
 - Click on **Listing Standards & Regulations** – Review the information
-

LSOR Example

Using the desired directory appearance below a listing outline and tables were created to show the listing population requirements for the DL forms.

Using these LSOR 10.00 Volume IV section 23 documents for reference:

- Alphabetic/Numeric Cross Reference Glossary
 - Directory Listing Request form – numbered version
 - DL form fields descriptions and data sets
-

Desired Directory Appearance

Reliable Network-
3375 S Main G R 555-5155
Management Services Center-
Business Office 555-5155
Human Resource Office..... 555-5155
Volunteer Office..... 555-5255
Partner Organizations-
Grandville Center 5051 Oak Gdvl 454-6666
Northwest Center 1340 Sycamore G R..... 555-1212

Continued on next page

Caption and Sub-Caption Listings, Continued

- Listing Outline**
- Caption Header = Reliable Network - -
 - Indented Text = 3375 S Main G R
 - Sub-Caption Header = Management Services Center- -
 - Indented Text = Business Office, Human Resource Office, and Volunteer Office
 - Sub-Caption Header = Partner Organizations- -
 - Indented Text = Grandville Center, Northwest Center

**Caption Header
and Indent**

Establish Caption Header with indented address

Reliable Network- -

3375 S Main G R 555-5155

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
STYC	Style Code	14	CI	Identifies listing as Caption Indent
RTY	Record Type	11	LML	L =Local, ML =Main Listing
DOI	Degree of Indent Identifies Degree of indent for this listing	16	1	Indicates 1 degree of indent for sequence information
LNLN	Listed Name Last	46	Reliable	
LNFN	Listed Name First	47	Network	
LTXTY	Listing Text Type	59	ADR	Identifies indent text as Address
LANO	Listed Address House Number	68	3375	
LASD	LA Street Directional	70	S	
LASN	LA Street Name	71	Main	
LALOC	LA Locality	75	Grand Rapids	
LTN	Listed Telephone Number	38	2065555155	Listed TN

Continued on next page

Caption and Sub-Caption Listings, Continued

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
LVL	Level of Indent Identifies degree of indent of the recap level, Caption/Sub-Caption Header, or sequence information	78	0	Establishing new level of indent for Caption Header
PLS	Prior Level Status	79	N	New
LVL	Level of Indent	78	1	Prior level is New so entry identifies degree of indent for sequence information
SO	Sequence Override	62a	F	File First listing in arrangement
Notes. If the Listed Address fields are not populated AT&T will use the service address.				

Sub-Caption Header

Management Services Center-
 Business Office 555-5155
 Human Resource Office 555-5155
 Volunteer Office..... 555-5255

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
STYC	Style Code	14	CI	Caption Indent
RTY	Record Type	11	LAL	L =Local, AL = Additional Listing
DOI	Degree of Indent	16	2	2 degrees of indent for content following Sub-Caption Header
ALI	Alpha/Numeric Listing Identifier	10	A	First additional listing
LNLN	Listed Name Last	46	Reliable	
LNFN	Listed Name First	47	Network	

Continued on next page

Caption and Sub-Caption Listings, Continued

Sub-Caption Header	Management Services Center-
	Business Office 555-5155
	Human Resource Office..... 555-5155
	Volunteer Office..... 555-5255

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
LTXTY	Listing Text Type	59	ITX	Indent Text
LTEXT	Listing Text	61	Business Office	
ADI	Address Indicator	66	0	Omit listing address from Directory
LTN	Listing Telephone Number	38	2065555155	TN to be shown with listing
LVL	Level of Indent	78	0	
PLS	Prior Level Status	79	E	
LVL	Level of Indent	78	1	
PLS	Prior Level Status	79	N	
PLINFO	Prior Level Information	80	Management Services Center	
SO	Sequence Override	62a	A	File After
FAINFO	File After Information	63a	3375 S Main Grand Rapids	
FATN	File After Telephone Number	64a	2065551555	

Continued on next page

Caption and Sub-Caption Listings, Continued

Sub-Caption Header, continued	Management Services Center-	
	Business Office	555-5155
	Human Resource Office	555-5155
	Volunteer Office	555-5255

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
STYC	Style Code	14	CI	Caption Indent
RTY	Record Type	11	LAL	L =Local, AL = Additional Listing
DOI	Degree of Indent	16	2	2 degrees of indent for content following Sub-Caption Header
ALI	Alpha/Numeric Listing Identifier	10	B	2 nd Additional Listing
LNLN	Listed Name Last	46	Reliable	
LNFN	Listed Name First	47	Network	
LTXTY	Listing Text Type	59	ITX	
LTEXT	Listing Text Description of Indent Listing	61	Human Resource Office	
ADI	Address Indicator	66	0	
LTN	Listed Telephone Number	38	2065555155	
LVL	Level of Indent	78	0	
PLS	Prior Level Status	79	E	
LVL	Level of Indent	78	1	
PLS	Prior Level Status	79	E	
PLINFO	Prior Level Information	80	Management Services Center	

Continued on next page

Caption and Sub-Caption Listings, Continued

Sub-Caption Header, continued	Management Services Center-
	Business Office 555-5155
	Human Resource Office..... 555-5155
	Volunteer Office..... 555-5255

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
STYC	Style Code	14	CI	Caption Indent
RTY	Record Type	11	LAL	L =Local, AL = Additional Listing
DOI	Degree of Indent	16	2	2 degrees of indent for content following Sub-Caption Header
ALI	Alpha/Numeric Listing Identifier	10	C	3 rd Additional Listing
LNLN	Listed Name Last	46	Reliable	
LNFN	Listed Name First	47	Network	
LTXTY	Listing Text Type	59	ITX	
LTEXT	Listing Text Description of Indent Listing	61	Volunteer Office	
ADI	Address Indicator	66	0	
LTN	Listed Telephone Number	38	2065555255	
LVL	Level of Indent	78	0	
PLS	Prior Level Status	79	E	
LVL	Level of Indent	78	1	
PLS	Prior Level Status	79	E	
PLINFO	Prior Level Information	80	Management Services Center	

Continued on next page

Caption and Sub-Caption Listings, Continued

**Second
Sub-Caption
Header**

Partner Organizations- -

Grandville Center 5051 Oak Gdvl 454-6666

Northwest Center 1340 Sycamore G R..... 555-1212

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
STYC	Style Code	14	CI	Caption Indent
RTY	Record Type	11	LML	L =Local, AL = Additional Listing
DOI	Degree of Indent	16	2	2 degrees of indent for content following Sub-Caption Header
LNLN	Listed Name Last	46	Reliable	
LNFN	Listed Name First	47	Network	
LXTY	Listing Text Type	59	ITX	
LTEXT	Listing Text Description of Indent Listing	61	Grandville Center	
LANO	Listed Address House Number	68	5051	
LASN	Listed Address Street Name	71	Oak	
LALOC	Listed Address Locality	75	Grandville	
LTN	Listed Telephone Number	38	2064546666	
LVL	Level of Indent	78	0	
PLS	Prior Level Status	79	E	
LVL	Level of Indent	78	1	
PLS	Prior Level Status	79	N	
PLINFO	Prior Level Information	80	Partner Organizations	

Continued on next page

Caption and Sub-Caption Listings, Continued

**Second
Sub-Caption
Header,
continued**

Partner Organizations- -

Grandville Center 5051 Oak Gdvl 454-6666

Northwest Center 1340 Sycamore G R..... 555-1212

Field Abbrev	Field Description	Field Number	Data Entry	Data Entry Description
STYC	Style Code	14	CI	Caption Indent
RTY	Record Type	11	LML	L =Local, AL = Additional Listing
DOI	Degree of Indent	16	2	2 degrees of indent for content following Sub-Caption Header
LNLN	Listed Name Last	46	Reliable	
LNFN	Listed Name First	47	Network	
LTXTY	Listing Text Type	59	ITX	
LTEXT	Listing Text Description of Indent Listing	61	Northwest Center	
LANO	Listed Address House Number	68	1340	
LASN	Listed Address Street Name	71	Sycamore	
LALOC	Listed Address Locality	75	Grand Rapids	
LTN	Listed Telephone Number	38	2065551212	
LVL	Level of Indent	78	0	
PLS	Prior Level Status	79	E	
LVL	Level of Indent	78	1	
PLS	Prior Level Status	79	E	
PLINFO	Prior Level Information	80	Partner Organizations	

Types of Additional Listings

Overview

Additional Listings include any listing other than the main or primary listing. All Additional Listings include an Alpha/Numeric Listing Identifier (ALI) code to distinguish each listing individually.

Additional Listings can be offered as a way to make numbers easier to locate in the directory.

Additional Listings

An Additional Listing is a listing in addition to the main listing. Additional charges are incurred for this service. Additional listings print only in the White Pages. Business customers who wish to list their additional listings in the yellow pages must contract with AT&T Advertising Solutions.

Business Additional Listings

A business Additional Listing may be furnished in other names when in the judgment of AT&T Advertising Solutions, the subscriber is not being resold, or created to deceive the user public. Additional listings may have the same or different address or telephone number as the main listing.

Example:

(Main Business Listing)

Acme Paint and Hardware Co 123 Main.....404 624-5678

(Additional Listing)

Acme Hardware and Paint Co 123 Main.....404 624-5678

Continued on next page

Types of Additional Listings, Continued

**Additional
Main Listing
(AML) – Resale
Customers
Only**

Additional Main Listings (AML) are applicable for each basic local exchange line for customers in Georgia, Florida, North and South Carolina. One free Yellow Page listing is optional for these types of customers in these areas only.

AML's are established for subscribers in Alabama, Kentucky, Louisiana, Mississippi, and Tennessee who subscribe to Ringmaster Service – (Multiple telephone numbers with distinctive ringing patterns). These types of AML's are not entitled to free Yellow Pages Listings.

**Client Main
Listing (CML)
– Resale
Customers
Only**

A client main listing is used to identify customers of shared tenant services. For listing purposes, a client main listing is treated like a main account.

A Business Client Main Listing will print in both the local white and yellow page directories.

Continued on next page

Types of Additional Listings, Continued

Foreign Listings

Foreign Listings are placed in directories other than the End User's primary directory. They should appear the same or similar to the listing in the primary directory.

The AT&T order must include a code that identifies the Foreign Directory Name.

Directory Appearance:

John Smith's Bookkeeping
12 Main GR 555 252-3421

Example of CSR Appearance:

FL	(A) JOHN; SMITH'S BOOKKEEPNG
	/LA 12 MAIN, GRAND RAPIDS
	/TN 252-3421/FDN KZOM
---	S&E
1	FAL/REF A

- FL = Foreign Listing
- (A) = ALI code
- /LA 12 MAIN, GRAND RAPIDS = Grand Rapids is the primary directory
- /FDN KZOM = Kokomo is the foreign directory

Continued on next page

Types of Additional Listings, Continued

Cross Reference Listings

A Cross Reference listing always contains either the word “CALL” or the word “SEE.” It is typically used for name changes, alternate spelling of names, or when a business is more commonly known by another name.

May be established in foreign directories using the appropriate fields and Foreign Directory codes.

Directory Appearance:

Gross Contractors Call Hanks

& Gross 444-5263

CSR Appearance:

```
---LST
CR   (A) GROSS; CONTRACTORS (DST)
      CALL HANKS & GROSS/TN 271-3966
---S&E
II    CLT/REF A
```

- CR = Cross Reference Listing
- (A) = ALI code
- (DST) = Directory Style Text required on AT&T order before CALL or SEE verbiage

Note: On the CSR, if the listing requires Position Listing As (PLA) format, it is shown after the “SEE” or “CALL” verbiage.

Continued on next page

Types of Additional Listings, Continued

Alternate Call Listings

An Alternate Call Listing provides another number to call when the primary number does not answer or is unattended. Alternate Call listings:

- Are always indented
- Cannot be names of individuals
- Text may not exceed one line
- Can be a Foreign Listing, Foreign Directory Name (FDN) code applies

Standard appearance formats are:

“After Hours Call”

“If No Answer Call”

“Emergency Call”

“Nights Sundays and Holidays Call”

Note: Only one time frame may appear. The use of more than one is an “Extra Line.”, which is considered directory advertising.

Directory Appearance:

Smith Bros 123 Main555 725-1055

If No Answer Call555 725-7323

CSR Appearance:

AC	(A) (SMITH; BROS
	/TN 725-1055)
IF NO ANSWER	
	CALL/TN 725-7323
---S&E	
1	FNA/REF A

- AC = Alternate Call Listing
- (A) = ALI code
- (1) Degree of Indent

Note: S&E USOC varies by state.

Alternate Call listings will appear in the local White Page directories only. The customer must contract with AT&T Advertising Solutions if they wish to have this listing in the Yellow Pages.

Continued on next page

Types of Additional Listings, Continued

CLEC Online Handbook

Additional Listings reference:

- Access the **CLEC Handbook** for 9-State region
- Click on **Products & Services**
- Select **Directory**
- Click on **Listing Guidelines** – Review the information
- Then, return to **Directory**
- Click on **Listing Standards & Regulations** – Review the information

Answering Service Listings

Answering Service Listings are Business Only for Direct Inward Dialing (DID) or Administrative numbers listed for Telephone Answering Service patrons. Both straight line and indent listings are acceptable.

Directory Appearance:

Swanson Gerald 555 422-1234

CSR Appearance:

ASL	(A) SWANSON, GERALD
	/TN 422-1234
---	S&E
1	CLT/REF A/TN 422-
	1234

- ASL = Answering Service Listing
- (A) ALI code

Continued on next page

Types of Additional Listings, Continued

Client Main Listings

Companies purchase telephone lines and exchanges from AT&T and then resell the local dial tone service to other end users. This type of service was previously known as Shared Tenant. A Client Main Listing is a main listing for a tenant. The Shared Tenant provider is the End User of record and all service requests must come from the provider.

Directory Appearance:

Eagle Investments 555 725-4567

CSR Appearance:

CML (A) EAGLE; INVESTMENTS /TN 725-4567 ---S&E 1 CLT/REF A/TN 555-4567

CLEC Online Handbook

Reference information:

- Access the **CLEC Handbook** for 9-State region
- Click on **Products & Services**
- Select **Directory**
- Click on **Listing Guidelines** – Review the information

Continued on next page

Types of Additional Listings, Continued

Dual Name Listing

Dual Name Listings are one listing with two names. They are only available on residential service. A Listing Instruction Code (LIC) of DNL tells directory to publish the listing with the names appearing in the sequence shown on the order. The DNL code also generates a second appearance of the listing on Directory Assistance with the names reversed.

Directory Appearance:

Gareth Ron & Judy 547 Penn

Gary.....555-1234

CSR Appearance:

AL	(A)(DNL) GARETH, RON & JUDY
	/LA 547 PENN ST, GARY
---	S&E
1	RLT/REF A

Additional Dual Name Listing

To have the second or reverse appearance of the Dual Name listing appear in the printed directory the ADNL LIC code is required.

Directory Appearance:

Gareth Ron & Judy 547 Penn

Gary..... 555-1234

CSR Appearance:

AL	(A)(DNL) GARETH, RON & JUDY
	/LA 547 PENN ST, GARY
---	S&E
1	RLT/REF A

Continued on next page

Types of Additional Listings, Continued

Family Names End Users may have their family name listed in directory (e.g., “Jones Family”). This type of listing is only allowed as an Additional Listing, the main listing must be an individual name. End Users must be informed of the possibility that more than one family with the same name may want to have this listing. If this occurs, the operator will not be able to distinguish between the listings except at the address level.

Directory Appearance:

Jones F A 111 Maple 425-5657

Jones Family 111 Maple 425-5657

CSR Appearance:

LN	JONES, F A
AL	(A)JONES, FAMILY

**Foreign
Exchange
Listings**

These are listings of a telephone number outside the exchange where the service is located. The listing may appear with or without an address. If an address is included it should be the service termination location.

Directory Appearance:

Carol's Garage 123 Main, Othertown Anytown Tel No NXX-1234

CSR Appearance:

AL	(A) CAROL'S GARAGE
	/LA 123 MAIN, OTHERTOWN
	/TN ANYTOWN TEL NO
	---S&E
1	CLT/REF A

Continued on next page

Types of Additional Listings, Continued

Government Listings

The blue pages in the Bus/Res split directory contain government and school listings. To provide a convenient arrangement for directory users to locate those listings.

To appear in the Blue Pages, an account must be:

Town of	Township of
City of	County of
Village of	State of
United State Government	City/County of
Private Schools	Public Schools

Multi-Ring Listings

May be the name of individuals or one of several different identifiers noting the use or location of the line (e.g., Res, Fax, Modem, etc.). End Users can get a free additional listing for each dependent number.

Directory Appearance:

Smith John 545 Elm GR 555-4566
Fax..... 555-4567

CSR Appearance:

AML	(A) (SMITH, JOHN/TN 555-4566) (1) FAX; /LA (OAD)/TN 555-4567 ---S&E 1 FLT/REF A
-----	--

Continued on next page

Types of Additional Listings, Continued

Voice Mail Listings

Voice Mail Listings should appear on the account with the line that is billed.
The listing is written as a (1) degree indent of Voice Mail (or similar word).

Directory Appearance: (foreign or regular directory)

Jason's Dragway 123-7547
Voice Mail..... 123-4567

CSR Appearance:

FL	(A) (JASON'S; DRAGWAY/TN 123-7547) (1) VOICE MAIL/LA (OAD) /TN 123-4567/FDN WKSH
AL	(A)(JASON'S; DRAGWAY/TN 123-7547) (1) VOICE MAIL/LA (OAD) /TN 123-4567

Continued on next page

Types of Additional Listings, Continued

800 Listings

800 Service is an access line that allows End Users to receive incoming calls within a specific geographic area, with no charge to the calling party. Note that this listing example is also a foreign directory listing.

Directory Appearance:

Gwen's Company 123 Main Anytown
..... 555-1212
..... Toll Free 800 924-5000

CSR Appearance:

555-1234 EXCH MILW	
LN	GWEN'S; COMPANY
LA	123 MAIN, COMMUNITY
FL	(A) (GWEN'S; COMPANY /TN 555-1234) /TN 800 924-5000 /LA 123 MAIN, COMMUNITY /FDN
---S&E	
1	FLF/REF A

CLEC Online Handbook

Reference information:

- Access the **CLEC Handbook** for 9-State region
- Click on **Products & Services**
- Select **Directory**
- Click on **Listing Standards & Regulations** – Review the information

Continued on next page

Product Information Wrap-Up

Review Questions



Use the available resources to answer the following questions.

Write your response to the question in the “Answer” column to the right of the question. The Answer Key is located on the pages following the questions.

#	Question	Answer
1	Fill in the Blank(s). A _____ listing is normally the name of the business or residential customer that contracts for telephone service.	
2	Fill in the Blank(s). A _____ is created when a business customer has two or more business listings with identical names.	
3	True or False? An indented listing is a listing indented under a caption header or sub-caption without repeating the name, showing the telephone number and usually the address.	
4	Fill in the Blank(s). A single listing, which consists of a name, title and/or designation (if applicable), address or (OAD), and telephone number is a _____.	
5	True or False? Sub-captions must be ‘recapped’ (enclosed in parentheses).	
6	True or False? The maximum degree of indent (DOI) is 15.	

Continued on next page

Product Information Wrap-Up, Continued

Review Questions (continued)

#	Question	Answer
7	Fill in the Blank(s). A caption header can be identified as the _____ of the name text that is followed by two dashes.	
8	Fill in the Blank(s). A Caption Set is a listing set arrangement composed of a _____, _____ (if applicable), _____ listings and _____ listings.	
9	Fill in the Blank(s). A _____ is descriptive information indented within a caption set and is set up without a designation and/or title or telephone number.	
10	True or False? Listings are composed of some or all of the following parts in any order: <ul style="list-style-type: none">• Surname or name of business• Given name(s) or initial(s)• Title, Degree or Professional Suffix• Designation (when used)• Address• Telephone Number	
11	True or False? A combination of text and address may appear as a sub-caption provided that all the functions listed are located at the address included in the sub-caption.	

Continued on next page

Product Information Wrap-Up, Continued

Review Questions (continued)

#	Question	Answer
12	Fill in the Blank(s). There are three types of listings: _____, _____, _____, and _____.	
13	Fill in the Blank(s). There are two types of indentions: _____ and _____.	
14	True or False? Straight-line indentions may also include one business listing with more than one residence listing.	
15	True or False? Double hyphens appear at the end of listing text data that is to be identified as a Caption or Sub-caption Header within a caption arrangement.	
16	True or False? A degree of indent (DOI) will be present on the CSR following the listing text entry of the sub-caption not greater than (6).	
17	Fill in the Blank(s). Only enter the characters/symbols on the DL form that are identified as “_____”.	
18	Fill in the Blank(s). An _____ is a listing in addition to the main listing.	
19	True or False? Additional listings print only in the White Pages.	
20	True or False? Additional listings may have the same or different address or telephone number as the main listing.	

Continued on next page

Product Information Wrap-Up, Continued

Answer Key

#	Question	Answer
1	Fill in the Blank(s). A _____ listing is normally the name of the business or residential customer that contracts for telephone service.	main
2	Fill in the Blank(s). A _____ is created when a business customer has two or more business listings with identical names.	Caption Set
3	True or False? An indented listing is a listing indented under a caption header or sub-caption without repeating the name, showing the telephone number and usually the address.	True
4	Fill in the Blank(s). A single listing, which consists of a name, title and/or designation (if applicable), address or (OAD), and telephone number is a _____.	Straight Line Listing
5	True or False? Sub-captions must be 'recapped' (enclosed in parentheses).	True
6	True or False? The maximum degree of indent (DOI) is 15.	False
7	Fill in the Blank(s). A caption header can be identified as the _____ of the name text that is followed by two dashes.	first line
8	Fill in the Blank(s). A Caption Set is a listing set arrangement composed of a _____, _____ (if applicable), _____ listings and _____ listings.	caption header, sub-caption, indented, undented

Continued on next page

Product Information Wrap-Up, Continued

Answer Key (continued)

#	Question	Answer
9	Fill in the Blank(s). A _____ is descriptive information indented within a caption set and is set up without a designation and/or title or telephone number.	Sub-Caption
10	True or False? Listings are composed of some or all of the following parts in any order: <ul style="list-style-type: none"> • Surname or name of business • Given name(s) or initial(s) • Title, Degree or Professional Suffix • Designation (when used) • Address • Telephone Number 	False
11	True or False? A combination of text and address may appear as a sub-caption provided that all the functions listed are located at the address included in the sub-caption.	True
12	Fill in the Blank(s). There are three types of listings: _____, _____, _____, and _____.	Straight Line, Straight Line Indent, Caption Arrangement
13	Fill in the Blank(s). There are two types of indentions: _____ and _____.	directive text, address indents
14	True or False? Straight-line indentions may also include one business listing with more than one residence listing.	True

Continued on next page

Product Information Wrap-Up, Continued

Answer Key (continued)

#	Question	Answer
15	True or False? Double hyphens appear at the end of listing text data that is to be identified as a Caption or Sub-caption Header within a caption arrangement.	True
16	True or False? A degree of indent (DOI) will be present on the CSR following the listing text entry of the sub-caption not greater than (6).	False
17	Fill in the Blank(s). Only enter the characters/symbols on the DL form that are identified as “_____”.	Prints in the Directory
18	Fill in the Blank(s). An _____ is a listing in addition to the main listing.	Additional Listing
19	True or False? Additional listings print only in the White Pages.	True
20	True or False? Additional listings may have the same or different address or telephone number as the main listing.	True

Transition

How did you do? Now that you know something about the Directory Listing products, next you will learn about the order process.

Order Process

Introduction

Now that you have been able to go through the Directory Listing product information, it's time to learn about the order process.

In the prerequisite product courses, you learned that Directory Listings and the Directory Listing (DL) form were not always required when ordering or making changes on product requests. The focus in the product courses was to learn how to process the LSR and product-specific forms, not the DL form.

Now you will learn how to locate the appropriate order information to process manual requests for:

- Simple Straight Line listings
 - Simple Indented listings
 - Simple Caption listings with two degrees of indent
 - Address Correction – Req Type E, M or N
 - VoIP – Directory Listing
-

Manual Ordering

All the information you need to successfully submit manual order requests is located in the CLEC Handbook.

Step	Action
1	Go to the CLEC Handbook.
2	Click Handbook for Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.
3	Click Forms & Templates.
4	Click LSR Manual Forms.
5	Click Frequently Asked Questions (FAQ).
6	Review the FAQ content carefully.
7	Click Manual Ordering Guidelines.
8	Review the Manual Ordering Guidelines thoroughly.

Continued on next page

Order Process, Continued

Migration & Retention of Listings

Another valuable resource that you need to be familiar with is the Migration & Retention of Listings information. Let's take a moment to locate and review the document.

Step	Action
1	Go to the CLEC Handbook.
2	Click Handbook for Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.
3	Click on Products/Services and select Directory from the drop-down menu.
4	Click on Migration & Retention of Listings.
5	Review the Migration & Retention of Listings content carefully.

Manual Ordering, continued

Now let's take a look at the basic ordering process information located in the LOH.

Step	Action
1	Access LOH Section 3: Ordering that you downloaded earlier.
2	Locate General Local Service Ordering Information .
3	Locate the Ordering Process topic under General Local Service Ordering Information.
4	Read the entire Ordering Process section.
5	Locate the AT&T Manual LSR Forms topic under General Local Service Ordering Information.
6	Read the entire AT&T Manual LSR Forms section.

Continued on next page

Order Process, Continued

REQTYP – Listing and Description

There are some additional topics in the General Local Service Ordering Information section of the LOH Section 3: Ordering that you need to review. Let's begin with REQTYP – Listing and Description

Step	Action
1	Open your copy of LOH Section 3: Ordering .
2	Locate the General Local Service Ordering Information section.
3	Scroll down to locate REQTYP – Listing and Description .

All the information for REQTYP – Listing and Description is located in this section. It provides a product description with information on the service. It also covers the order activities that can be performed and indicates how to populate the manual ordering forms/screens.

Types of Activities – Listing and Description

Now review the information on Types of Activities – Listing and Description.

Step	Action
1	Open your copy of LOH Section 3: Ordering .
2	Locate the General Local Service Ordering Information section.
3	Scroll down to locate Types of Activities – Listing and Description .

All the information for Types of Activities – Listing and Description is located in this section. It provides a product description with information on the service. It also covers the order activities that can be performed and indicates how to populate the manual ordering forms/screens.

**VoIP –
Directory
Listing**

Next let's look at VoIP Directory Listing.

Step	Action
1	Open your copy of LOH Section 3: Ordering.
2	Locate the General Local Service Ordering Information section.
3	Scroll down to locate VoIP Directory Listing.

All the information for VoIP Directory Listing is located in this section. It provides a product description with information on the service. It also covers restrictions and the order activities that can be performed.

Continued on next page

Order Process, Continued

Req Typ J To review the Req Typ J information:

Step	Action
1	Open your copy of LOH Section 3: Ordering .
2	Locate the Req Typ J section.

Read the Req Typ J ordering information. Topics include:

- Directory Listing
- Address Correction (REQTYP E, M or N)
- VoIP – Directory Listing

NOTE: For this topic read the Product Listing, Description, and Restrictions sections **only** at this time. You will learn about the order activities and field entries later in this course.

**Process Flow 9-
State** The basic steps are:

- CLEC prepares typed request on appropriate forms.
 - CLEC e-mails forms to attselscrequest@att.com.
-

Continued on next page

Order Process, Continued

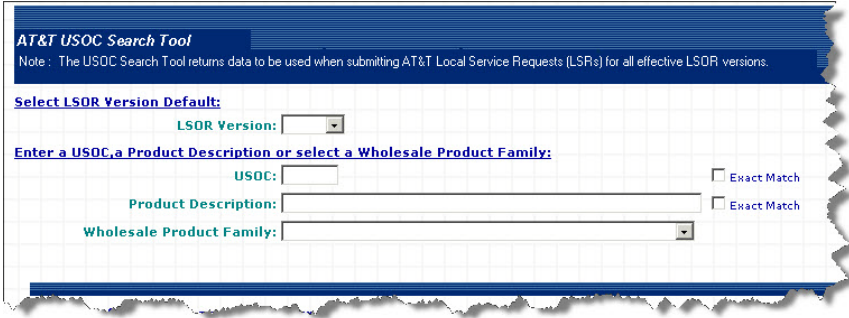
USOC Search Tool

The next process you will learn about is regarding USOCs.

Orders and Customer Service Records (CSRs) are written in Universal Service Order Codes (USOCs). These codes are used to identify specific products, services, line functions, and service parameters.

You also learned that USOCs are required on the product-specific forms. The USOC Lookup Tool can help you identify these codes when they are necessary to process your requests for service.

To locate the USOC Lookup Tool, complete the steps below:

Step	Action
1	Go to the CLEC Handbook.
2	Click on the Handbook for your region.
3	Click on USOC Search on the left of the window.
4	Click on USOC Search Tool .
5	The USOC Search Tool page appears. 

Continued on next page

Order Process, Continued

USOC Search Tool Options

On the USOC Search Tool you must first make a selection for the LSOR version to be used. Notice that you may then search using:

- USOC
 - Product Description
 - Wholesale Product Family
-

USOC Search Tool Help

Use the following steps to access help for using the USOC Search Tool.

Step	Action
1	Go to the CLEC Handbook.
2	Click on the Handbook for your region.
3	Click on USOC Search on the left of the window.
4	Click on USOC Search Tool Help Documentation .
5	Review the results.

Continued on next page

Order Process Wrap-Up

Review Questions



Use the available resources to answer the following questions.

Write your response to the question in the “Answer” column to the right of the question. The Answer Key is located on the pages following the questions.

#	Question	Answer
1	Multiple Choice: Which section(s) in the LOH outlines the ordering process for Directory Listings? A. 1 and 2 B. 2 and 3 C. 3 and 4 D. Only Section 3	
2	List the Answers: List the three basic forms that are required when ordering Directory Listings.	1. _____ 2. _____ 3. _____
3	Multiple Choice: In the Ordering Section of the LOH, which REQTYP would you choose for Directory Listings information? A. C B. J C. P D. S	
4	True or False? Per the Migration & Retention of Listings, the ELT field is required on all migration requests.	

Continued on next page

Order Process Wrap-Up, Continued

Review Questions (continued)

#	Question	Answer
5	Multiple Choice: Which of the following ACT codes is valid for Address Correction (REQTYP E, M or N)? A. D B. N C. C D. R	
6	Multiple Choice: The DL form is applicable to which REQTYPs other than J (Select all that apply)? A. E B. R C. B D. M	
7	True or False? The valid account level activities for REQTYP J are N, D, R, V, and W.	
8	Fill in the Blank(s): For Address Correction (REQTYP E, M or N) the DL ordering form/screen is _____.	

Continued on next page

Order Process Wrap-Up, Continued

Answer Key Check your answers.

#	Question	Answer
1	Multiple Choice: Which section(s) in the LOH outlines the ordering process for Directory Listings? A. 1 and 2 B. 2 and 3 C. 3 and 4 D. Only Section 3	D. Only Section 3
2	List the Answers: List the three basic forms that are required when ordering Directory Listings.	1. LSR 2. EU 3. DL
3	Multiple Choice: In the Ordering Section of the LOH, which REQ TYP would you choose for Directory Listings information? A. C B. J C. P D. S	B. J
4	True or False? Per the Migration & Retention of Listings, the ELT field is required on all migration requests.	True

Continued on next page

Order Process Wrap-Up, Continued

Answer Key (continued)

#	Question	Answer
5	Multiple Choice: Which of the following ACT codes is valid for Address Correction (REQTYP E, M or N)? A. D B. N C. C D. R	D. R
6	Multiple Choice: The DL form is applicable to which REQTYPs other than J (Select all that apply)? A. E B. R C. B D. M	A. E C. B D. M
7	True or False? The valid account level activities for REQTYP J are N, D, R, V, and W.	True
8	Fill in the Blank(s): For Address Correction (REQTYP E, M or N) the DL ordering form/screen is _____.	Conditional

Transition Now that you know something about the order process, next you will learn about the LSOR.

LSOR

Introduction

Earlier you learned about the CLEC Resources available to you for processing service requests. You also downloaded the LOH Section 3 and LSOR Volumes II, III, and IV. Next you will learn how the LOH and LSOR are used to process service requests.

LSOR Volume II

Open LSOR Volume II to start the review. This is an important beginning to understanding the LSOR. **Do not skip** the review of Volume II.

Read through the first three sections in the following order:

1. General
2. Definitions and Terms
3. Form Description

In the **General section**, pay particular attention to the following:

- Versioning
- Organization and Structure
- Forms Provided

In the **Definition and Terms section** you will find all the form names and a definition.

The **Forms Description section** is very important and critical to your understanding of the LSOR format and the business rules.

Review the following sections thoroughly:

- 3.1 Field Representation
- 3.2 Req Typ and Activity (Codes)
- 3.3 Activity Definitions

Continued on next page

LSOR, Continued

LOH Section 3 Now that you are familiar with LSOR Volume II, next you will go back and review additional content in the LOH Section 3.

In addition to the product information, this section contains information about the required forms you learned about in LSOR Volume II. It also covers the order activities and required proprietary forms to process service requests in the AT&T 9-State region.

- Open your copy of LOH Section 3: Ordering.
- Go to Req Typ J.

All the information for Directory Listings is located in this section. You have already reviewed the product information.

Now you will learn about the required Local Service request (LSR) forms for the specific service request.

- Go to Ordering Forms/Screens. The chart illustrates the required, conditional, and optional forms/screens. Detailed information follows to assist you in filling out these forms/screens.
- Identify the required and conditional fields for the **Directory Listing** form.
- This will be used in the next activity.

Important Notes:

Do not review the RCO section in the LOH. This information is duplicated in the current version of the LSOR Volumes III and IV. This training uses the LSOR as the primary resource.

Continued on next page

LSOR, Continued

LSOR Volumes III and IV Now that you are familiar with LSOR Volume II and LOH Section 3, next you will review Volume IV.

The information for each form is as follows:

- Form Description
- Form Entries (Alphabetical/Numeric Cross Reference Glossary)
- Form Fields

Step	Action
1	Go to the Directory Listing (DL) section in Volume IV and read DL Form Description .
2	Next review DL Form Entries paying attention to the Alphabetical/Numeric Cross Reference Glossary. The numbers in the Glossary refer to the numbers on the forms.
3	The numbered DL form follows the Glossary. Print a copy of the DL form. This will be used later in this training.
4	Now go to DL Form Fields . Each field is numbered to correspond to the numbered form. You will be learning about this in detail in the next activity.
5	Read through the information for the second field PON on the DL form, noting the content. As you learned in LSOR Volume II, the content includes: <ul style="list-style-type: none">• Usage and Matrix• Notes• Conditions• Data Entry Conditions• Data Characteristics• Field Length• Field Example

Continued on next page

LSOR, Continued

Activity Instructions – Directory Listing

Now that you are familiar with the format of the content of LSOR, you are ready to learn about the DL form you will use to process Directory Listings.

This activity is designed to teach you how to use your resources to populate the required fields for each form in a Directory Listing request.

To complete this activity, you will:

- Use the LSOR to identify the required, conditional, and optional (R/C/O) fields in each section of the form.
- Use three different-colored highlighters to mark each field as either Required, Conditional, or Optional. (You can use any other method you prefer. The objective is to easily identify the required, conditional, and optional fields.)
- Read through the conditions and field entries for each field.

When you have completed this activity, you should have a numbered form that clearly indicates at a glance the condition of the fields.

Note: You may need multiple copies of some of the forms—print them as you identify the need.

Transition


Now you know about the DL form and the field information for Directory Listing requests. Next you will learn about the manual forms.

Continued on next page

Ordering Forms

LSR Manual Form Templates

LSR Manual Forms are available as templates. You can download them to your PC and enter the order information. To obtain the manual form templates, complete the steps below.

Step	Action
1	Go to the CLEC Handbook.
2	Click Handbook for Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.
3	Click on Forms & Templates.
4	Click on Manual Forms. Note: The effective date will change to reflect updates.
5	<p>Scroll down to the current version of the LSOG 10 LSR Manual Forms section.</p> 
6	Scroll through the list and download the Directory Listing (DL) form to the desktop of your workstation.

Continued on next page

LSR Ordering Exercise 1

Introduction to Exercises

Now that you have learned about the LSOR and the manual DL form templates used to process requests, you will complete a practice exercise.

You will type the information on the form you downloaded earlier.

You will only fill out the DL form. The LSR, EU or any product-specific forms are not required for these exercises.

Instructions

First, review the following scenario.

Field details provided in the scenario are for illustrative purposes only. Not all required fields are included. If required information is not available in the scenario, you can populate with your own information.

In some instances, the scenario will include fields that state “Your Choice,” so that entries can conform to CLEC preferences.

Use appropriate resources to complete the fields accurately (e.g., CLEC Online, USOC Search Tool, LOH, LSOR, etc.).

Continued on next page

LSR Ordering Exercise 1, Continued

**Scenario –
Simple Straight
Line Listing**

This is a request for a simple Straight Line Listing.

Field Details:

- You receive a request for a new main listing.
- The customer's name is Lizzie Tamale.
- Her address is 501 N Main Street.
- The telephone number assigned to Lizzie is 770 234-5555.
- Your Version Identification is AA.
- Your company Purchase Order Number is A1234567.
- You are the initiator and the implementation contact for this order.

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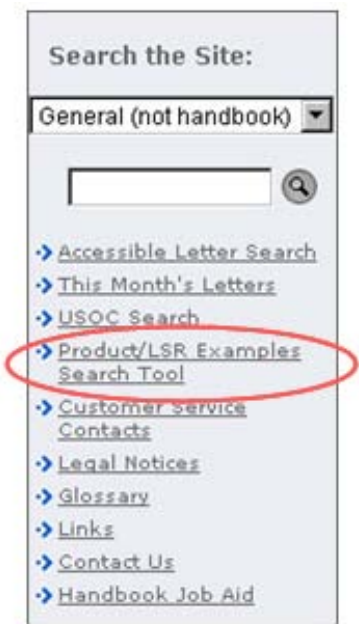
LSR Ordering Exercise 1, Continued

Check Your Answers

Now that you have completed filling out the DL form, review your answers with the LSR order examples available in the CLEC Online.

CLEC Online houses LSR order examples to assist you in completing service requests. The examples were used to create the exercises in this course. They are the answer keys and allow you to verify your answers to the exercises.

The examples are another reference resource to use on the job. Access the examples by following the steps below:

Step	Action
1	Go to the CLEC Handbook.
2	Scroll down to locate the Search the Site block on the lower right-hand side of the page.
3	Click on Product/LSR Examples Search Tool. 

Continued on next page

LSR Ordering Exercise 1, Continued

Check Your Answers (continued)

Step	Action
4	<p>You will be presented with a search criteria screen as shown below.</p> <div><p>Product/LSR Examples</p><p>Provide the search criteria below.</p><p>LSOR Version: <input type="text" value="Select an LSOR Version"/></p><p>Region: <input type="text" value="AT&T Southeast"/></p><p>State: <input type="text" value="Select a State"/></p><p>Product Classification: <input type="text" value="Select a Classification"/></p><p><input type="button" value="Search"/> <input type="button" value="Reset"/></p></div> <p>Enter the details of your request to find examples:</p> <ul style="list-style-type: none">• LSOR Version: Select the current LSOR version from the drop-down menu.• Region: Select AT&T Southeast from the drop-down menu.• State: Select the applicable state from the drop-down menu.• Product Classification: Select Directory Listings from the drop-down menu. The Product field appears next.• Product: Select Directory Service Request (Resale, UNE, or Commercial Agreement) DLs from the drop-down menu.• Click on the Search button.
5	<ul style="list-style-type: none">• A list of examples for the selected product will appear.• Locate the SE – Establish New Main Listing Residence example.• Click and open the example and review your answers.

Continued on next page

LSR Ordering Exercise 1, Continued

Transition

How did you do? Take a moment to reflect on the exercise you just went through. Go back to your reference materials in the LSOR if necessary.

Next you will work through a request for a simple Indented Listing.

LSR Ordering Exercise 2

Instructions

Review the following scenario.

Field details provided in the scenario are for illustrative purposes only. Not all required fields are included. If required information is not available in the scenario, you can populate with your own information.

In some instances, the scenario will include fields that state “Your Choice,” so that entries can conform to CLEC preferences.

Use appropriate resources to complete the fields accurately (e.g., CLEC Online, USOC Search Tool, LOH, LSOR, etc.).

Continued on next page

LSR Ordering Exercise 2, Continued

**Scenario –
Simple
Indented
Listing**

This request is for a simple Indented Listing.

Field Details:

- You receive a request for a Simple Indented Listing for the children's telephone number.
- The customer's name is Cyndie Blue.
- Her address is 501 N Castle Road, Kingdom, GA
- The main listed number is 770 555-5555
- The telephone number assigned to the children is 770 555-5501.
- Your billing account number is 770 555-5555.
- Your Version Identification is AA.
- Your company Purchase Order Number is A1234567.
- You are the initiator and the implementation contact for this order.

Continued on next page


LSR Ordering Exercise 2, Continued

Check Your Answers

Now that you have completed filling out the DL form, review your answers with the LSR order examples available in the CLEC Online.

CLEC Online houses LSR order examples to assist you in completing service requests. The examples were used to create the exercises in this course. They are the answer keys and allow you to verify your answers to the exercises.

The examples are another reference resource to use on the job. Access the examples by following the steps below:

Step	Action
1	Go to the CLEC Handbook.
2	Scroll down to locate the Search the Site block on the lower right-hand side of the page.
3	Click on Product/LSR Examples Search Tool. 

Continued on next page

LSR Ordering Exercise 2, Continued

Check Your Answers (continued)

Step	Action
4	<p>You will be presented with a search criteria screen as shown below.</p> <div> <p>Product/LSR Examples</p> <p>Provide the search criteria below.</p> <p>LSOR Version: <input type="text" value="Select an LSOR Version"/></p> <p>Region: <input type="text" value="AT&T Southeast"/></p> <p>State: <input type="text" value="Select a State"/></p> <p>Product Classification: <input type="text" value="Select a Classification"/></p> <p><input type="button" value="Search"/> <input type="button" value="Reset"/></p> </div> <p>Enter the details of your request to find examples:</p> <ul style="list-style-type: none"> • LSOR Version: Select the current LSOR version from the drop-down menu. • Region: Select AT&T Southeast from the drop-down menu. • State: Select the applicable state from the drop-down menu. • Product Classification: Select Directory Listing from the drop-down menu. The Product field appears next. • Product: Select Caption, Indent (SI), Straight Line (SL), Straight Line Under (SLU), Straight Line Header (SH) from the drop-down menu. • Click on the Search button.
5	<ul style="list-style-type: none"> • A list of examples for the selected product will appear. • Locate SE – Establish Straight Line Under (SLU) Listing Arrangement – Straight Line Listing Header and Indent example. • Click and open the example and review your answers.

Continued on next page

LSR Ordering Exercise 2, Continued

Transition

How did you do? Take a moment to reflect on the exercise you just went through. Go back to your reference materials in the LSOR if necessary.

Your next exercise will be for another Directory Listing request including a Caption.

LSR Ordering Exercise 3

Instructions

Review the following scenario.

Field details provided in the scenario are for illustrative purposes only. Not all required fields are included. If required information is not available in the scenario, you can populate with your own information.

In some instances, the scenario will include fields that state “Your Choice,” so that entries can conform to CLEC preferences.

Use appropriate resources to complete the fields accurately (e.g., CLEC Online, USOC Search Tool, LOH, LSOR, etc.).

Continued on next page

LSR Ordering Exercise 3, Continued

**Scenario –
Simple Caption
with two
degrees of
indent**

This is a request for a Simple Caption Listing with two degrees of indent.

Field Details:

- You receive a request for a Simple Caption Listing with two degrees of indent for Blueberry Bliss's telephone number.
- The customer's name is Sky Muffins Blue.
- The address is 501 N Castle Rd, Kingdom, GA.
- The customer wants the address at the first level of indent.
- The telephone number assigned to Blueberry Bliss is 770 555-5501.
- Your billing account number is 770 555-5555.
- Your Version Identification is AA.
- Your company Purchase Order Number is A1234567.
- You are the initiator and the implementation contact for this order

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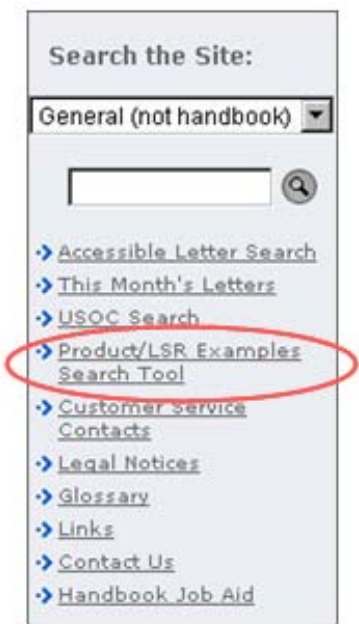
LSR Ordering Exercise 3, Continued

Check Your Answers

Now that you have completed filling out the DL form, review your answers with the LSR order examples available in the CLEC Online.

CLEC Online houses LSR order examples to assist you in completing service requests. The examples were used to create the exercises in this course. They are the answer keys and allow you to verify your answers to the exercises.

The examples are another reference resource to use on the job. Access the examples by following the steps below:

Step	Action
1	Go to the CLEC Handbook.
2	Scroll down to locate the Search the Site block on the lower right-hand side of the page.
3	Click on Product/LSR Examples Search Tool. 

Continued on next page

LSR Ordering Exercise 3, Continued

Check Your Answers (continued)

Step	Action
4	<p>You will be presented with a search criteria screen as shown below.</p> <div><p>Product/LSR Examples</p><div><p>Provide the search criteria below.</p><p>LSOR Version: <input type="text" value="Select an LSOR Version"/></p><p>Region: <input type="text" value="AT&T Southeast"/></p><p>State: <input type="text" value="Select a State"/></p><p>Product Classification: <input type="text" value="Select a Classification"/></p><p><input type="button" value="Search"/> <input type="button" value="Reset"/></p></div></div> <p>Enter the details of your request to find examples:</p> <ul style="list-style-type: none">• LSOR Version: Select the current LSOR version from the drop-down menu.• Region: Select AT&T Southeast from the drop-down menu.• State: Select the applicable state from the drop-down menu.• Product Classification: Select Directory Listing. The Product field appears next.• Product: Select Caption, Indent (SI), Straight Line (SL), Straight Line Under (SLU), Straight Line Header (SH).• Click on the Search button.
5	<ul style="list-style-type: none">• A list of examples for the selected product will appear.• Locate the SE – Establish Caption (CI) Arrangement with Caption Header with an Address Sub-Caption example.• Click and open the example and review your answers.

Continued on next page

LSR Ordering Exercise 3, Continued

Transition

How did you do? Take a moment to reflect on the exercise you just went through. Go back to your reference materials in the LSOR if necessary.

Conclusion

You Have the Knowledge!

Congratulations! You are now equipped with the tools you need to successfully process accurate Directory Listing orders!

Using the reference material and resources available, you are now able to order requests for:

- Simple Straight Line Listings.
 - Simple Indented Listings.
 - Simple Captions with two degrees of indent.
-