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2. AUTOMATIC PUBLIC ANNOUNCEMENT SERVICE

A. GENERAL

The Telephone Company will provide, where exchange facilities permit, automatic announcement service for usage by the general public wherein the subject of the announcement and the telephone number are publicly advertised or otherwise disseminated to a body of potential users and/or the service is used for the advertising purposes of a sponsor.

B. REGULATIONS

1. The Telephone Company shall determine the type of automatic announcement system to be furnished initially, based upon the use made of the system and the anticipated incoming call volume.
2. The Telephone Company will furnish all facilities required for such announcement services, announcement lines (i.e. Central Office lines), and associated facilities and apparatus.
3. Facilities affording the same or similar announcement services may be furnished to more than one subscriber in an exchange. Furthermore, nothing herein shall prevent the Telephone Company from itself furnishing in such exchange, directly to calling persons, the same, similar or other automatic announcements.
4. The Telephone Company shall designate the Central Office or Offices from which such service is to be furnished.
5. The Customer will contract for as many lines and other facilities as, in the judgment of the Telephone Company, are necessary to handle the calls satisfactorily.
6. A system installed under this tariff may not be used for a purpose other than that for which it is provided and must not develop or tend to develop a calling load which would or could impair the general telephone service.
7. The Telephone Company may request the customer to adjust the use of advertising, announcements etc., to aid in preventing interference with the general telephone service to the public.

Material formerly appeared in P.S.C. of W. No. 1 in Section 14 on Page 9, Release 1.0

2. AUTOMATIC PUBLIC ANNOUNCEMENT SERVICE (Cont'd)

B. REGULATIONS (Cont'd)

8. Except where otherwise specifically provided in this tariff, the customer shall prepare and record or cause to be prepared and recorded all prerecorded messages. The Telephone Company shall not be liable for the quality of, or defects in, recorded material provided by the customer.
9. The customer will limit prerecorded messages to a length which will not interfere with the operation of equipment furnished to him and will exclude from such message any matter, the dissemination of which is prohibited by law.
10. The customer shall indemnify and save the Telephone Company harmless against all claims arising from the material transmitted over facilities furnished hereunder, including claims for libel, slander, infringement or any act or omission of the Telephone Company.
11. Automatic announcement service will not be furnished on non-published telephone lines.
12. In the use of automatic announcement service for public announcements, for purposes of identification customers who transmit such recorded announcements over facilities provided by the Telephone Company must include in the recorded message the name of the organization or individual responsible for the service and the address at which the service is provided.

Customers transmitting factual public announcements such as Stock Market quotations, Airline schedules and similar information are excluded from the preceding condition.

13. Failure to comply with any of the provisions of this tariff shall be cause for termination of the service.

C. RATES AND CHARGES

The following rates and charges for the announcement services described above are the monthly rates and service charges for the measured rate business lines associated with the service. Where more extensive facility arrangements are required, such service may be furnished, where practicable, and at charges based upon costs incurred.

Material formerly appeared in P.S.C. of W. No. 1 in Section 14 on Page 10, Release 1.0

3. TIME, TIME-TEMPERATURE AND WEATHER ANNOUNCEMENT SERVICE

A. GENERAL

1. The Telephone Company will provide, in Central Offices where facilities permit, Time, Time-Temperature or Weather Announcement Service to enable a customer to furnish prerecorded Time, Time-Temperature or Weather information.
2. Time, Time-Temperature or Weather Announcement Service, in association with network usage charges, is available in the following arrangements:
 - a. Time or Time-Temperature - an announcement up to twenty seconds in length consisting of a commercial message, sponsor identification, hour, minute, and/or current temperature.
 - b. Weather - an announcement up to 60 seconds in length consisting of a commercial message, sponsor and city identification, and weather forecast.

B. REGULATIONS

1. The Telephone Company will furnish all facilities for these Time, Time-Temperature and Weather Announcement Services except as authorized elsewhere in this tariff. Network facilities will be provided by the Company based on call volumes.
2. The services will be furnished only where adequate telephone facilities can be provided both initially and subsequently to handle call volumes without impairing general telephone service or operating equipment. The Telephone Company may refuse to continue to furnish Time, Time-Temperature or Weather Announcement service when its use interferes with or impairs any other service rendered to the public.
3. The contents of Time, Time-Temperature and Weather announcements will be maintained by the customer. The customer shall prepare and record or cause to be prepared and recorded all commercial messages. Commercial messages will be entered at such time as will not interfere with general telephone service.

Material formerly appeared in P.S.C. of W. No. 1 in Section 14 on Page 11, Release 1.0

3. TIME, TIME-TEMPERATURE AND WEATHER ANNOUNCEMENT SERVICE (Cont'd)

B. REGULATIONS (Cont'd)

4. The customer may sell time or spot announcements to a third party however, control and responsibility associated with usage and advertising promotion remain with the customer.
5. The Telephone Company assumes no liability for either the content of the announcement message or for deletion of a portion or all of the customers' message.
6. One (1) directory listing without charge will be furnished with each service.
7. Any party has the option of obtaining Time, Time-Temperature or Weather Announcement Service directly from the Telephone Company.
8. Facilities affording the same or a similar service may be furnished to more than one subscriber in an exchange.
9. Cancellation of the service by the customer prior to installation will require payment of an amount equal to the cost of engineering, manufacturers' billings resulting from equipment orders, installation, assembly, labor, cost of removal and any other costs incurred up to the time of cancellation which have resulted because of the subscriber's order for service, but not to exceed the total charges for the initial service period.
10. Neither temporary suspension of a portion of service nor temporary suspension of the entire service, as outlined for temporary suspension elsewhere in this tariff, shall apply to Time, Time-Temperature or Weather Announcement Service.
11. The use of inter-exchange facilities or Foreign Exchange Service to extend service to an exchange outside the local service area is not permitted with Time, Time-Temperature or Weather Announcement Service.

Material formerly appeared in P.S.C. of W. No. 1 in Section 14 on Page 12, Release 1.0

3. TIME, TIME-TEMPERATURE AND WEATHER ANNOUNCEMENT SERVICE (Cont'd)

B. REGULATIONS (Cont'd)

12. Customer-provided equipment may be used in connection with Time, Time-Temperature or Weather Announcement Service, provided that such equipment is located within the serving Central Office wire center. Such equipment must both initially and subsequently be capable of terminating Telephone Company-provided call volume based facilities and completing calls to Time, Time-Temperature, or Weather Announcement Service without impairing general telephone service or operating equipment.
13. Numbers utilized by the Telephone Company in connection with Time, Time-Temperature or Weather Announcement Service provided directly by the Telephone Company at the time this tariff becomes effective may be assigned to a customer or customers of the Company, as may be determined by the Company from time to time, using a non-discriminatory process. Assignment of these numbers shall vest no property right in any assignee. In the event of assignment, use of these numbers shall be subject to all applicable provisions of this and other Telephone Company tariffs.

Material formerly appeared in P.S.C. of W. No. 1 in Section 14 on Page 13, Release 1.0

3. TIME, TIME-TEMPERATURE AND WEATHER ANNOUNCEMENT SERVICE (Cont'd)

C. RATES AND CHARGES

1. Rates and charges for calls are subject to a minimum monthly billing of 20,000 calls for Time, Time-Temperature Announcement Service and 10,000 calls for Weather Announcement Service.

<u>Time and Time-Temperature</u> ¹		<u>Weather</u> ¹	
Per Call		Per Call	
First 36,000	X .0055	First 6,000	X .0109
Next 324,000	X .0014	Next 54,000	X .0027
Next 720,000	X .0011	Next 120,000	X .0022
Next 720,000	X .0010	Next 120,000	X .0020
Over 1,800,000	X .0008	Over 300,000	X .0015

NOTE 1: All exchanges other than exchanges of the Milwaukee Metroplan or Milwaukee Metrozone Calling Area:

- For service terminated by a subscriber within 6 months of an initial installation the minimum monthly billing for calls for the remaining months will be 75% of the calling level for which the service was designed.
- The appropriate monthly usage charge is calculated by determining the number of intraexchange calls completed to the Time, Time-Temperature or Weather telephone numbers by the applicable per call rate.

Exchanges of the Milwaukee Metroplan or Milwaukee Metrozone Calling Area:

- For service terminated by a subscriber within 24 months of an initial installation the minimum monthly billing for calls for the remaining months will be 75% of the calling level for which the service was designed.

Material formerly appeared in P.S.C. of W. No. 1 in Section 14 on Page 14, Release 1.0