

STATE OF NEW YORK DEPARTMENT OF PUBLIC SERVICE

THREE EMPIRE STATE PLAZA, ALBANY, NY 12223-1350

www.dps.state.ny.us

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September 2011

Dear Consumer Leader:

September 12-18, 2011 has been designated as National Discount Telephone Lifeline Awareness Week. Lifeline and Link-up are financial assistance programs designed to make basic telephone service affordable for income-eligible consumers.

The New York State Public Service Commission (PSC) is joining other state agencies, local human service organizations, and local telephone companies to promote Lifeline Awareness Week and focus attention on these important programs. I am writing to ask your help in raising awareness of the Lifeline Discount Telephone Service Program and encouraging eligible consumers to enroll.

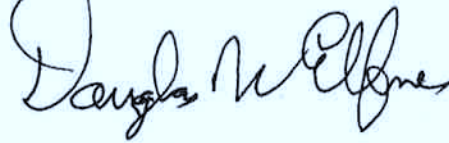
Lifeline helps consumers stay connected and save money on their monthly telephone bills. The discount can be applied to either home (landline) or wireless service, but is available for only one line per household. Through this program, landline consumers can save as much as \$250 a year, and wireless customers can receive free minutes, reduced rates and free phones. The Link-Up program provides a discount on the cost of initiating the service. Additional discounts are provided for consumers on tribal lands.

We invite you to spread the word about these programs during Lifeline Awareness Week and throughout the year. We have enclosed a "sample sheet" identifying the materials we have available to assist you in educating your constituents about these programs and encouraging them to enroll. We have also enclosed a self-addressed, postage paid card if you would like to order copies of these free materials.

Additional information about Lifeline Awareness Week and the Lifeline program can be obtained at our website, www.AskPSC.com. The site contains downloadable copies of our Lifeline brochure, a generic application form, and an "outreach toolkit" with sample press releases, letters, etc. that can be modified for your own outreach efforts. To help increase awareness and enrollment in Lifeline and Link Up, please consider posting this valuable information in your offices, distributing information to consumers you serve, and forwarding materials to other organizations in your community that serve low-income consumers.

Thank you for your assistance. If you have any questions about the Lifeline Program or **Lifeline Awareness Week**, please feel free to contact Lorna Gillings at (518) 474-1788 or at lorna_gillings@dps.state.ny.us

Sincerely,

A handwritten signature in black ink, appearing to read "Douglas W. Elfner". The signature is fluid and cursive, with the first name "Douglas" being more prominent than the last name "Elfner".

Douglas W. Elfner
Director
Office of Consumer Policy

Enclosure