

Suppose you are interested in buying your daughter her first cell phone so she can keep up with her 7th grade friends. You might click here on ‘Tips About Buying Wireless Phone Service.’

Here you will see links to information you would want to know before you bought her a cell phone:

1. [Read the Calling Plan Brochure & Contract](#)
2. [When & Where You Want to Use Your Wireless Service](#)
3. [Test Your Phone and Features During the Trial Period](#)
4. [Know Your Coverage Area](#)
5. [Alternatives to a Long-Term Contract](#)
6. [Learn About the Types of Costs on Wireless Phone Bills](#)
7. [Roaming](#)
8. [Long Distance](#)
9. [Understand Your Special Features](#)
10. [You Can Keep Your Wireless Phone Number](#)

You can click on those titles to learn what wireless coverage means and then learn about the importance of testing your phone and features during the trial period. You might then learn about the types of costs on wireless phone bills, since you know your daughter spends hours on the cell phone with her girlfriends.

If you want to show the information to your spouse at dinner, you can click here at the bottom of the page to download the brochure to your computer and print it. All our informational brochures are downloadable from the website.

It is important to the Commission that this information also reach consumers *without* computers. We heard from our community-based organizations how important this was in our recent proceeding. As a result, we will produce all four informational brochures in hard copy in English, Spanish and Chinese for our CPI partners to distribute to their customers and communities at point of sale and community gatherings.

In addition, we will make all four brochures available for download on the website in ten additional foreign languages: Vietnamese, Farsi, Hmong, Cambodian, Korean, Thai, Tagalog, Russian, Armenian and Arabic. We have four languages up today but more languages will be loading in the coming weeks. Here is a look at our Chinese language brochure. [*Click on Chinese brochure.*]

Back on the CalPhoneInfo homepage, you will notice some important features.

Over here on the right side, which appears on every page of the website, we focus on enforcement by telling consumers they can file a CPUC complaint online by clicking on this link. Or if they prefer to speak to a live CPUC customer affairs

representative, we list our complaint hotline, which is where they can also reach our telecom fraud enforcement unit.

This cute little character on the second box on the right side of the homepage is Keypad Kid, a character developed by Charles Boyce of Compu-toon. In a wonderful brainstorm, AT&T donated Compu-toon's services to give our Calphoneinfo campaign our own little character to teach consumers how to be "phone smart." Here, Keypad Kid gives us a different phone tip every day. We have 35 great phone tips that rotate daily.

We also have a Hot Issue box, which was the great idea of our community-based organizations. This Hot Issue box will highlight one topical consumer issue at a time - to bring attention to something important for consumers to know.

This month for example, we are alerting low income phone customers to the new enrollment process for the California Lifeline program. *[Click on Hot Issue box to see Lifeline info]*

I also wanted to draw attention to our FAQs, or Frequently Asked Questions, page. Click here to go to the FAQ page, where we have a huge amount of information about dozens of topics. Our CPI content committee really went to town and wrote us broad-ranging blurbs of wonderful and accurate information about your phone service. Everyone who read these FAQs came away with some new knowledge, myself included. We will be developing additional brochures on some of these topics and adding them to the website as time goes on. The website will be updated continuously by our staff, in partnership with our CPI partners.

Suppose you wanted to know how to dispute a bill. You can click on the second link, and pull up information on this topic. On this page, there is a variety of information letting you know you should contact your phone company first, that you should pay the undisputed part of the bill to avoid phone disconnection for nonpayment, and how to get help from the CPUC if the dispute is not resolved by the phone company in 30 days.

Our RESOURCES link is for those of us who love to surf around the Web for more information on telecommunications consumer issues. We have a multitude of related websites for California Resources, such as the Attorney General, Dept. of Consumer Affairs, and our own CPUC Division of Ratepayer Advocates;

Federal Resources include the Federal Communications Commission consumer site in English and Spanish, the Federal Trade Commission, and the Do Not Call Registry;

We also list community-based organizations in California who provide counseling to consumers on telecom matters, such as Asian Law Caucus and Centro Legal de la

Raza, and consumer organization links, such as Consumer Federation of American, Latino Issues Forum, and Greenlining.

We have also sought to make our new Calphoneinfo website accessible to the deaf and disabled community.

On the homepage, those whose vision could use the help can click on Large Font.
[Click on Large Font icon.]

If you click on the Audio Files icon, you will see audio files where the brochures are read in English and Spanish for blind consumers. I want to thank Dick “The Voice” Fitzmaurice of AT&T and Emilio Victorio-Sanchez of the CPUC staff who provided their voice talents for this project. We will be adding audio files in Chinese also.

In addition to the website, a critical piece of our campaign is the voluntary agreements of our phone companies, consumer groups and CBO’s to bring our message out to California consumers.

Our CPI media outreach committee has a campaign in progress beginning with this kick off.

We will take advantage of our partners who are all organizations who directly touch consumers. The phone companies, CBOs and consumer groups have volunteered to do some or all of the following: handing out brochures at point of sale, at community gathering points, or consumer events; displaying Keypad Kid posters; letting customers know about the new website via bill inserts and free text messages; and airing PSAs. We even have the cutest giveaway - get your coveted Keypad Kid kitchen magnet today!

Everyone worked hard and very well together under tough deadlines. I wanted to extend my personal thanks and appreciation to this exceptional group. It was an honor and a privilege to be a part of this campaign development.

[Roll Powerpoint to thank our 50-member CPI team: AT&T, CTIA, all CPI partners, CPUC Staff, Website Team, and Translation Team]

There is even more to come in Phase II!

I would now like to introduce Karen Miller, our Public Advisor.