

**STATE OF NEW YORK DEPARTMENT OF PUBLIC SERVICE**  
**THREE EMPIRE STATE PLAZA, ALBANY, NY 12223-1350**  
[www.dps.ny.gov](http://www.dps.ny.gov)



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August 28, 2012

Dear Consumer Leader:

I am writing to ask your help in raising awareness of the Lifeline Discount Telephone Service Program and encouraging eligible consumers to enroll. Lifeline Discount Telephone Service is a program designed to make basic telephone service more affordable for income-eligible consumers.

Consumers are eligible for Lifeline if they participate in qualifying federal assistance programs OR if their income is at or below 135% of the federal poverty guidelines. The Lifeline 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. Additional discounts are provided for consumers on tribal lands.

September 10-16, 2012 has been designated as National Discount Telephone Lifeline Awareness Week. 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 this important program.

In addition, PSC will be working to educate existing Lifeline customers about the recent changes to the program enacted by the Federal Communication Commission (FCC) in June 2012. The FCC reform is designed to improve program efficiency and ensure those that need support can receive it.

We invite you to spread the word about these programs during Lifeline Awareness Week and throughout the year. We have enclosed a Lifeline poster and 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.

We ask you to join us in raising awareness of this important program by posting information about it in your offices, distributing information to your staff and consumers you serve, forwarding this information to other organizations in your community that serve low-income consumers, writing an article for a local paper that reaches consumers, and posting a link on your organization's Web site to the Lifeline page on our [www.AskPSC.com](http://www.AskPSC.com) consumer Web site. An outreach "toolkit," available on the Web site, provides sample outreach materials that you can download and tailor to meet your needs.

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.ny.gov](mailto:lorna_gillings@dps.ny.gov)

Thank you for your assistance.

Sincerely,

A handwritten signature in cursive script that reads "Debra LaBelle".

Debra LaBelle  
Chief, Consumer Outreach and Education

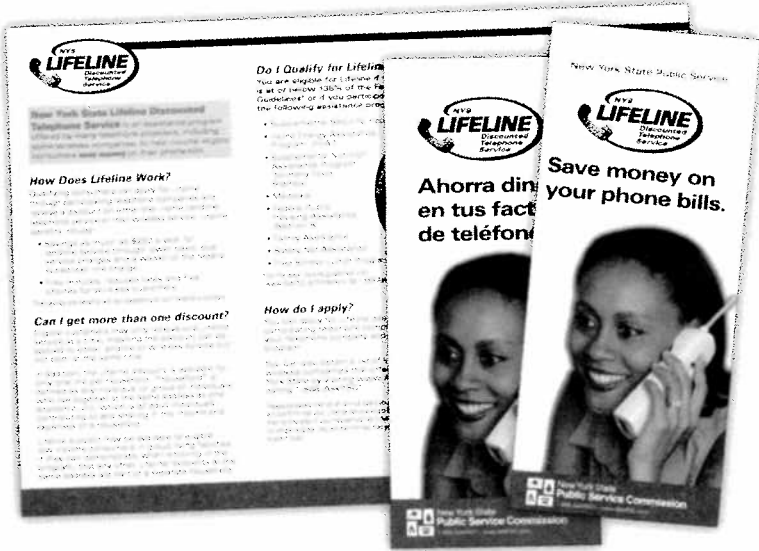
Enclosures



The NYS Lifeline program helps income-eligible consumers stay connected and save money on their monthly telephone bills.

The NYS Public Service Commission has developed outreach materials to assist you in educating consumers about Lifeline and encouraging them to enroll. These tools include a consumer education brochure, as well as partner resource materials such as posters and tabletop displays. All materials are also available in Spanish.

# PARTNER WITH LIFELINE



**Save Money on Your Phone Bills brochure:** The brochure is designed to educate consumers about the Lifeline program. It provides information on eligibility requirements and how to apply.



**NYS Lifeline tabletop display:** This holder can be placed on a counter or tabletop and loaded with copies of the Lifeline brochure for your constituents to take home with them.



**NYS Lifeline Discounted Service poster and pads:** These promotional materials can be hung on the wall of your office. The poster includes tear-off sheets with contact information that consumers may take for later use. There are three versions to choose from, so you can select the styles that best represent your constituents.