

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 940868-TL
tariff filing to waive non-) ORDER NO. PSC-94-1197-FOF-TL
recurring charges for Caller ID) ISSUED: September 29, 1994
Deluxe by BELLSOUTH)
TELECOMMUNICATIONS, INC. d/b/a)
SOUTHERN BELL TELEPHONE AND)
TELEGRAPH COMPANY (T-94-404)
FILED 8/1/94))
_____)

The following Commissioners participated in the disposition of this matter:

J. TERRY DEASON, Chairman
SUSAN F. CLARK
JOE GARCIA
JULIA L. JOHNSON
DIANE K. KIESLING

ORDER APPROVING TARIFF FILING

BY THE COMMISSION:

On September 1, 1994, BellSouth Telecommunications Incorporated d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) filed a tariff to waive nonrecurring charges for Caller ID Deluxe.

Caller ID Deluxe enables the customer to view the calling party's directory name (up to 15 characters) and address on a display unit. This promotion is restricted to customers served from Central Office Switches that are upgrading to Digital Technology (DMS-100) beginning October 1, 1994, and continuing throughout the year.

Southern Bell would like to increase customer subscription to Caller ID Deluxe. The Company believes that by waiving the nonrecurring charge the service will become more attractive. The nonrecurring charge for Caller ID Deluxe is \$10.00.

Southern Bell is also proposing that, for 60 days following each of the Central Office upgrades, service charges be waived for Caller ID Deluxe subscribers served from that particular office. The Company has forecasted total promotional revenues to be \$3,061,429, total promotional costs to be \$1,549,095 and the total promotional contribution to be \$1,512,334.

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Upon consideration, we believe this is an appropriate tariff filing. The promotion will encourage customer subscription, thereby, increasing revenues. Furthermore, any future tariff filings for identical promotions will be approved without further Commission review.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the tariff filing by BellSouth Telecommunications Incorporated d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) to waive nonrecurring charges for Caller ID Deluxe is approved. It is further

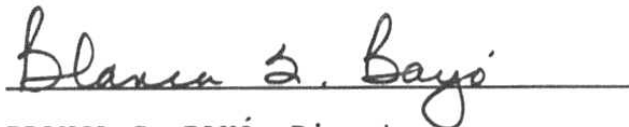
ORDERED that BellSouth Telecommunications Incorporated d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) shall maintain records of expenses and revenue gains or losses for one year.

ORDERED that this tariff filing shall be effective October 1, 1994. It is further

ORDERED that any future tariff filings for identical promotions will be approved without further Commission review.

ORDERED that if a timely protest is filed in accordance with the requirements set forth below, this tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. If no timely protest is filed, this docket shall be closed.

By ORDER of the Florida Public Service Commission, this 29th day of September, 1994.



BLANCA S. BAYÓ, Director
Division of Records and Reporting

(S E A L)

MMB

NOTICE OF FURTHER PROCEEDINGS OR JUDICIAL REVIEW

The Florida Public Service Commission is required by Section 120.59(4), Florida Statutes, to notify parties of any administrative hearing or judicial review of Commission orders that is available under Sections 120.57 or 120.68, Florida Statutes, as well as the procedures and time limits that apply. This notice should not be construed to mean all requests for an administrative hearing or judicial review will be granted or result in the relief sought.

The Commission's decision on this tariff is interim in nature and will become final, unless a person whose substantial interests are affected by the action proposed files a petition for a formal proceeding, as provided by Rule 25-22.036(4), Florida Administrative Code, in the form provided by Rule 25-22.036(7)(a)(d) and (e), Florida Administrative Code. This petition must be received by the Director, Division of Records and Reporting, 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on October 20, 1994.

In the absence of such a petition, this order shall become final on the day subsequent to the above date.

Any objection or protest filed in this docket before the issuance date of this Order is considered abandoned unless it satisfies the foregoing conditions and is renewed within the specified protest period.

If this Order becomes final on the date described above, any party adversely affected may request judicial review by the Florida Supreme Court in the case of an electric, gas or telephone utility or by the First District Court of Appeal in the case of a water or wastewater utility by filing a notice of appeal with the Director, Division of Records and Reporting and filing a copy of the notice of appeal and the filing fee with the appropriate court. This filing must be completed within thirty (30) days of the date this Order becomes final, pursuant to Rule 9.110, Florida Rules of Appellate Procedure. The notice of appeal must be in the form specified in Rule 9.900(a), Florida Rules of Appellate Procedure.