

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 950512-TL
tariff filing to introduce New) ORDER NO. PSC-95-0732-FOF-TL
Designer Listings by BellSouth) ISSUED: June 20, 1995
Telecommunications, Inc. d/b/a)
Southern Bell Telephone and)
Telegraph Company (T-95-267)
filed 4/24/95))
_____)

The following Commissioners participated in the disposition of this matter:

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

ORDER APPROVING TARIFF FILING

On April 24, 1995, BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell) filed a tariff revision to introduce three new Designer Listings: Designer Line Bold, Designer Script Plus, and Designer Line Script. Designer Listings are available to residential customers only. Currently four Designer Listing options are available; these options can be found in Section A6 of the General Subscriber Service Tariff.

Designer Line Bold is an extra line of text shown in a heavier or bold type that provides information in addition to the standard listing information (name, address, and telephone number) such as location, affiliations, social/civic positions held, etc. It could also include statements of descriptive nature such as interests, profession, or personal information.

Designer Line Script is an extra line of text printed in script, which depicts a stylish writing that provides information in addition to the standard listing information (name, address, and telephone number) such as location, affiliations, social/civic positions held, etc. It could also include statements of descriptive nature such as interests, profession, or personal information.

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FPSC-RECORDS/REPORTING

Designer Script Plus is a directory listing that provides for the subscriber's name, address, and telephone number to be printed in script, which depicts a stylish writing of the directory listing plus additional space above and below the listing with a ruled line.

The rate structure for the proposed Designer Listings includes a monthly recurring charge and a Secondary Service Order charge at service establishment.

The proposed individual feature monthly rates are:

<u>OPTION</u>	<u>RATE</u>
DESIGNER SCRIPT PLUS	\$3.00
DESIGNER LINE BOLD	\$4.00
DESIGNER LINE SCRIPT	\$4.00

When a customer purchases a Designer Listing, the customer service representative issues an order for the option(s) the subscriber chooses. Billing begins the month following the delivery of the directory. This is the same process currently used for the existing Designer Listings. For comparison, the current Designer Listings found in section A6 of the General Subscriber Tariff are offered at a rate of \$2.00 or \$3.00 depending on the option.

The company submitted cost data showing that the first year present worth revenues are expected to exceed costs by approximately \$66,731. We have reviewed Southern Bell's cost data and believe the tariff is appropriate. The proposed tariff will provide additional options to meet the needs and desires of subscribers. Therefore, we find that BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company's tariff revision to introduce three new Designer Listings: Designer Line Bold, Designer Script Plus, and Designer Line Script should be and is approved with an effective date of June 26, 1995.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company's tariff revision to introduce three new

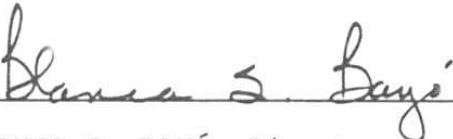
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Designer Listings: Designer Line Bold, Designer Script Plus, and Designer Line Script is approved with an effective date of June 26, 1995.

ORDERED that if a protest is filed in accordance with the requirements set forth below, the tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. It is further

ORDERED that if no protest is filed in accordance with the requirements set forth below, this docket shall be closed.

By ORDER of the Florida Public Service Commission, this 20th day of June, 1995.



BLANCA S. BAYÓ, Director
Division of Records and Reporting

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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

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petition must be received by the Director, Division of Records and Reporting, 2540 Shumard Oak Boulevard, Tallahassee, Florida 32399-0850, by the close of business on July 11, 1995.

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.