

## BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Request to eliminate wide area	)	DOCKET NO. 900741-TL
service charges in Miami and Jacksonville	)	
by SOUTHERN BELL TELEPHONE AND TELEGRAPH	)	ORDER NO. 23609
COMPANY	)	
	)	ISSUED: 10-12-90

The following Commissioners participated in the disposition of this matter:

MICHAEL McK. WILSON, Chairman  
 THOMAS M. BEARD  
 BETTY EASLEY  
 GERALD L. GUNTER  
 FRANK S. MESSERSMITH

ORDER SUSPENDING SOUTHERN BELL TELEPHONE AND  
 TELEGRAPH COMPANY'S REQUEST TO ELIMINATE WIDE AREA  
 SERVICE CHARGES FOR PERSONAL SIGNALING SERVICE  
 IN MIAMI AND JACKSONVILLE

BY THE COMMISSION:

On August 2, 1990 Southern Bell Telephone and Telegraph Company filed a tariff proposing to eliminate the recurring monthly charges for the Wide Area Service option to the Company's Personal Signaling Service (Call Person). Call Person is a one way signaling arrangement which is used to access pocket receivers (pagers) through a base station by any telephone connected to the local exchange network. The availability of the service is limited in that it is only offered through land radio telephone stations specified in the tariff.

Wide Area Service, which is only offered in Miami and Jacksonville, is an option whereby additional geographic coverage areas or zones may be purchased at a monthly rate of \$2.50, \$3.00 or \$3.50 per zone depending on the area and service being purchased. With this option the paging signal will activate transmitters in a zone other than the zone in which the paging telephone number is assigned. Currently three zones are offered through the Miami base station: Miami, West Palm Beach and Fort Lauderdale. The three zones offered through the Jacksonville base station are Jacksonville and St. Augustine, Macclenny, and St. Mary's, Georgia.

Southern Bell's tariff proposes to eliminate the recurring monthly charge for Wide Area Service and to offer total system coverage in the Miami and Jacksonville base station service areas at no extra charge. All other rates would remain unchanged while the end users' service area is increased. The Company claims that its proposal will increase customer satisfaction, stimulate sales

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and help to maintain Southern Bell's competitive place in the market.

According to the Company, the elimination of the charge will result in an increase in revenues over the next five years of approximately \$238,320 (\$228,353 for Miami and \$9,967 for Jacksonville). The estimates of increased revenues, despite the overall reduction in price for the service, are premised on projected sales stimulation.

Upon consideration we find that Southern Bell's proposed tariff should be suspended. We are concerned about whether and how the cost of providing Wide Area Service will be recovered if the charge is eliminated and all other rates remain the same. We question whether Southern Bell can correctly estimate sales stimulation and the positive revenue impact for the Company, when our past experience has shown that such information was difficult to obtain and not very accurate. Additionally, we are interested in the impact of the tariff proposal on Southern Bell's competitors. The questions raised by this filing need further investigation before we can make a reasoned determination on this tariff.

Therefore, based on the foregoing, it is

ORDERED by the Florida Public Service Commission that Southern Bell Telephone and Telegraph Company's tariff which seeks to eliminate wide area service charges in Miami and Jacksonville for Personal Signaling Service is hereby suspended. It is further

ORDERED that this docket will remain open.

By ORDER of the Florida Public Service Commission, this 12th  
day of OCTOBER, 1990.

  
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STEVE TRIBBLE, Director  
Division of Records and Reporting

( S E A L )

CWM/TH