### BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION DOCKET NO. 891194-TL In The Matter of Proposed Tariff Filings by SOUTHERN BELL TELEPHONE AND : FIRST DAY - MORNING SESSION TFLEGRAPH COMPANY Clarifying : When a Non-published Number : VOLUME - I can be Disclosed and Introducing Caller ID to Pages 1 through 149 TouchStar Service. RECEIVED 10 Division of Records & Reporting FPSC, Hearing Room 106 11 Fletcher Building DEC 10 1990 101 East Gaines Street 12 Tallahassee, Florida 32399 rida Public Service Commission 13 Wednasday, November 28, 1990 14 Mut pursuant to notice at 9:30 a.m. 15 BEFORE: COMMISSIONER MICHAEL MCK. WILSON, Chairman 15 COMMISSIONER GERALD L. GUNTER COMMISSIONER THOMAS M. BEARD 17 COMMISSIONER BETTY EASLEY COMMISSIONER FRANK MESSERSMITH 18 19 APPEARANCES: 20 DAVID M. FALGOUST, Southern Bell Legal 21 Department, 4300 Southern Bell Center, 675 West 11 Paschtree Street, Northeast, Atlanta, Georgia 30375, 23 Telephone No. (404) 529-3865, appearing on behalf or

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111 West Madison Street, Room 801, Tallahassee, Florida
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behalf of the Citizens of the State of Florida.

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407-2740, appearing on behalf of the Commission Staff.

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REPORTED BY:

CAROL C. CAUSSEAUX, CSR, RPR JOY KELLY, CSR, RPR SYDNEY C. SILVA, CSR, RPR Official Commission Reporters

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## WITNESSES

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## PROCEEDINGS 1 (Hearing convened at 9:35 a.m.) CHAIRMAN WILSON: Call the hearing to order. Would you read the notice, please? MS. GREEN: Pursuant to notice the hearing was convened on November 28th, 1990, in Tallahassee, 7 Plorida in this matter. This is Docket No. 891194-TL, proposed tariff 8 7 filings by Southern Bell Telephone and Telegraph 10 Company. 11 CHAIRMAN WILSON: Lets take appearances of 12 ccinsel. MR. FALGOUST: Good morning. David Falgoust, 13 14 675 West Peachtree Street, Atlanta, Georgia 30375, on 15 behalf of Southern Bell. 16 MR. KERNER: Barlow Keener, Suite 1910, 150 17 West Flagler Street, Miami. Florida 33130, appearing on behalf of Southern Bell Telephone and Telegraph 18 19 Company. 20 MR. PARKER: Thomas R. Parker and Kim 21 Caswell, P. O. Box 110, Mail Code 7, Tampa, Florida 22 33601, on behalf of GTE Florida, Incorporated. Commissioners. I'd like at this time to 23 2 introduce Ms. Caswell to you. She's licensed to

FLORIDA PUBLIC SERVICE COMMISSION

practice law in California and Washington, D.C.

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1	7
1	has passed the Florida Bar; is waiting for her
Ž	background investigation to clear. She is certificated
3	as a Class B Practitioner before you and she'll be
4	appearing in this case.
5	MR. BERG: Alan N. Berg, Post Office Box
6	5000, Altamonte Springs, Plorida 32716-5000, appearing
7	on behalf of United Telephone Company of Florida.
8	MS. PHOENIX: Cheryl Phoenix, P.O. Box
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LO	behalf of the Florida Coalition Against Domestic
11	Violence.
12	MR. MATHUES: Steven S. Mathues, 2737
13	Centerview Drive, Suite 309, Knight Building,
14	Tallahasses 32999-0950, representing the Florica
15	Department of General Services.
16	KR. DORAN: Richard Doran, Director of the
17	Criminal Law Division of the Attorney General's Office.
18	Our address is The Capitol, Tallahasses.
19	MR. RAMAGE: Michael Ramage, Deputy General
20	Counsal, Florida Department of Law Enforcement, P. O.
21	Box 1489, Tallahassee, Florida 32302.
22	Mr. BECK: Jack Shreve and Charles J. Beck,
27	Office of the Public Counsel, 111 West Madison Street,
* 4	Room 812, Tellahassee, Florida 32399-1400, appearing on

behalf of the Florida Citizens.

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1	MR. ANTONACCI: I'm Peter Antonacci. My
3	address is Plaza Level 01, The Capitol, Tallahassee,
3	Florida. I represent the Office of Statewide
•	Prosucution. My assistant, Marty Moore, /ill also be
5	appearing in lieu of me from time to time.
6	COMMISSIONER GUNTER: Are congratulations in
7	oraur?
8	MR. ANTONACCI: Depends on how you look at
9	it. (Laughter)
30	NS. GREEN: Angela B. Green and John K.
11	Adams, Florida Public Service Commission, 101 East
12	Gaines Street, Tallahassee, on behalf of the Commission
13	Statt.
14	KR. PRUITT: I'm Prentice P. Pruitt, same
15	address, Counselor to the Commissioners.
16	CHAIRMAN WILSON: All right. Are there any
1.7	preliminary matters that we need to address before we
18	begin the hearing?
19	MS. GREEN: I believe that there are.
20	First, as to the customer notices that were
<b>31</b>	issued in this matter. I understand those will be
22	entered into the record, so we would need exhibit
23	numbers for those.
24	CHAIRMAN WILSON: I believe those have been
25	previously marked at those public hearings and

1	MS. GREEN: So those would I through 3?
3	CHAIRMAN WILSON: 1, 2 and 3. The first one
3	in Orange Park, the second one is the notice from
*	Orlando, and the third would be the notice from Kiami.
*	MS. GREEN: Okay. And the Staff has entered
•	into a stipulation with Southern Bell and the Office of
7	Public Counsel regarding the foundational requirements
8	for the eight Staff exhibits. They've agreed to
*	stipulate these into the record and that is without
lo .	objection of any of the other parties.
<b>11</b>	WR. BECK: Angela, there may be a
12	misunderstanding. I have got no objection to the
1,3	deposition of Jim Whitehead that you wanted to put into
14	the record. But I've not stipulated on any of the
15	others.
16	MS. GREEN: Well, then there is a
L7	miaunderstanding on my part.
re	CHAIRMAN WILSON: Why don't you see if you
19	all can straighten that out at the first break before
20	the first exhibits are used.
3.T	MS. GREEN: Okay. Thank you.
:2	Now, Staff has no other preliminary matters,
13	but I believe some other parties do.
<b>.</b>	CHAIRMAN WILSON: Speak now.
18	MR. BECK: Commissioner, I've got a number of

preliminary matters.

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The first is that we're going to ask to defer these hearings. There are a number of document requests that we have out to Southern Bell. I have had a Motion to Compel filed since August 7th, 1990, that's still not been ruled on. There are documents that Southern Bell has refused to produce as well as they have refused to produce documents from BellSouth Corporation.

A number of the documents, subject to the motion, were delivered to my office at 5 o'clock this past Wednesday, before the Thanksgiving weekend, and I got them this Monday morning. Some of those documents deal with items that we could have used in our direct testimony. And I can give you specific examples. In particular, there was a blocking survey done by BellSouth Services where Southern Bell had purged all information relating to other states but it left in Florida's. And we have testimony dealing with the portion we had. Had we had the documents in a timely manner, we would have included the other information in there.

So we've got the pending Motion to Compel.

There are a number of other pending matters as well.

But until we get the documents so we can prepare our

case, we're going to ask that the hearing be delayed.

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CHAIRMAN WILSON: What's the nature of the items that are subject to the Motion to Compel?

MR. BECK: There are a series of documents, 15 or 20, or so, that were delivered to our office with the information that had been purged previously being given to us.

The motion to delay with those documents deals with the fact that we have been prejudiced by not being able to use those documents in our direct testimony that was filed. Now, in the Motion to Compel on documents that have not be produced, there are two items.

routhern Bell made an objection on relevancy, broadly objected, saying, "We're not going to give you anything we don't think is irrelevant," but failed to identify what the documents were, or why they felt they were irrelevant. Subsequently, since our Prehearing Conference have identified the documents; one of them still, as yet, has not been produced. Southern Bell says it's proprietary and just simply hasn't produced it.

The second matter deals with documents from BellSouth Corporation, and I dealt in length in that in our Motion to Compel filed August 7th. We're still

waiting on a ruling on that.

commissioner Easley: Mr. Chairman, part of this problem was that at issue was not only in relevancy but the fact that some of the cocuments were considered irrelevant because they contained information from out-of-state jurisdiction, and at the time of the Prehearing Conference the nature of the documents was not available.

As I understand it, the Company was to provide to Public Counsel, and apparently did provide to Public Counsel, a list of those documents, at least dentifying, for want of a better term, the reason why they were considering these documents irrelevant and what material was to be considered out of state, and, therefore, irrelevant.

That part of the motion was deferred by me pending the receipt of that information; there was no way for me to determine relevancy or anything else until we knew what it was we were talking about. It was my opinion at that time that Public Counsel should not be permitted to ask for everything under the sun but neither should the Company be permitted to stonewall everything under the sun. We had a little bit of a Mexican standoff on this particular issue, so it's kind of where it is.

MR. FALGOUST: Mr. Chairman?

CHAIRMAN WILSON: Yes.

MR. FALGOUST: As Commissioner Easley has pointed out, she issued an oral order at the Prehearing Conference requiring Southern Bell to produce a list of the documents which had either been redacted or not produced at all based on the objection of relevancy. She ordered that that be done, if possible, by Wednesday, the day before Thanksgiving. Not only did Southern Bell produce such a list identifying the documents that had been redacted, I believe there were 22 such documents, but also identifying two documents which had not been produced at all because of the relevancy objection.

Southern Bell continues to maintain its relevancy objection to other state's information.

However, in a effort to settle these continuing discovery disputes, we, indeed, made available to Mr.

Beck, the Public Counsel, each of the 22 documents that have been redacted in its original form. We also made available to Public Counsel one of the two documents that have not been produced at all.

The second document is a document that was a joint study done by AT&T and BellSouth Services, which is marked "AT&T proprietary." I have attempted to

obtain permission from AT&T to release that document.

However, the Counsel for AT&T, Mr. Coker, with whom I

have been working, has been involved in hearings

yesterday and day before yesterday in Georgia, and I've

simply not been able to get back to him. I've left

word for him to call me and have not heard from him.

But that's the only document that has not been produced

by Southern Bell.

CHAIRMAN WILSON: There is one document outstanding that has not been produced?

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MR. FALGOUST: That's right.

MR. BECK: No. Mr. Chairman, in addition to the one document, there's a category of documents, and that's the ones from BellSouth Corporation in total. Southern Bell objected in total to providing anything from BellSouth Corporation. And I have got a Motion to Compel. I guess normally it would be ruled upon by the Preheaving Officer but I've got copies and I'm prepared to argue it straight to the whole Commissioner if you'd prefer.

MR. FALGOUST: Mr. Chairman, if I may recharacterize, Southern Bell has, indeed, produced BellSouth Corporation documents that were in Southern Bell's possession, and that were responsive to Public Counsel's request. What Southern Bell has not done is

ask BellSouth to produce documents that are in its possession because BellSouth is not a party to this matter.

MR. BECK: When the time is appropriate, I want to argue that, and pass out copies of my motion

want to argue that, and pass out copies of my motion which address that issue at length.

MR. FALGOUST: Southern Bell, by the way, Mr. Chairman, has both procedural and substantive arguments opposed to that part of the motion.

CHAIRMAN WILSON: Well, it seems to me the appropriate time to have done this is about a week ago, not this morning.

commissioner Easley: The problem, Mr. chairman, was that we did not have, at the time of the prehearing, enough information for me to make any kind of judgment. And that was the reason for the attempt to get the list.

May I ask Mr. Beck a question? CHAIRMAN WILSON: Absolutely.

COMMISSIONER EASLEY: Mr. Beck, the list that we required the Company to produce, was it complete?

MR. BECK: As far as I know. And what southern Bell did is provided a list of the areas where they had purged information from the documents and gave those documents to me. Now, the prejudice we've got

1	there in general is now I can't use that information in
2	the testimony we provided the Commission; and, in
3	specific, there is a rather lengthy survey BellSouth
4	Services did of blocking information. And we addressed
5	it to the extent we had the information in our direct
6	testimony, but we were precluded from doing it because
7	we didn't have that information at the time.
8	Now, there are still two items that have been
9	produced at all. One is that one document Mr. Falgoust
10	mentioned that it's a Southern Bell document they
11	didn't provide us based on claim of relevancy. Second,
12	is the category of documents in the possession of
13	BellSouth Corporation.
z.4	CHAIRMAN WILSON: You have that survey now?
15	MR. BECK: Yes, I do.
16	CHAIRMAN WILSON: Or you do not have that
1.7	survey?
18	MR. BECK: Yes. I received it Monday morning
19	when I arrived at work. It was delivered late
20	Wednesday, I believe.
21	MR. FALGOUST: Mr. Chairman, may I respond,
22	please?
23	CHAIRMAN WILSON: Briefly.
24	MR. FALGOUST: Briefly.
25	The document to which Mr. Beck refers was
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conducted in Florida and in Tennessee. The matter that had been redacted was a Tennessee matter. He had all the categories, all of the Florida statistics that indeed have been used in his testimony. All that had been redacted was the specifically identifiable

Tennessee information, which has now been produced.

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CHAIRMAN WILSON: Is that correct?

MR. BECK: Oh, that's correct. You'll see from all the testimony that's filed that all the parties have relied extensively on out-of-state data, both Southern Bell and our office. (Pause)

MR. RAMAGE: Mr. Chairman?

CHAIRMAN WILSON: Yes.

MR. RAMAGE: The Florida Department of Law Enforcement, the Office of Statewide Prosecution, and the Attorney General's Office, at this time, we'd like to bring to your attention that we're filing a similar motion and basically would reincorporate the arguments that have already been made.

Our basic position is that Southern Bell has taken the posture that throughout these proceedings that this various out-of-state material, et cetera, is not relevant to the Florida proceedings; yet, the prefiled testimony, the various testimony that has been filed as Mr. Beck has just indicated, does rely

explicitly and implicitly on out-of-state information.

And it's the position of the three parties that are entering into that motion that we're presenting an alternative motion.

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Our motion would be, and it is in writing, that this Commission either grant a Motion in Limine, which would limit the testimony, if this is the position that the Commission chooses to take, that out-of-state information is completely irrelevant to these proceedings, then all testimony, prefiled, rebuttal, cross examination testimony, et cetera, should be limited to information that's based exclusively on materials made available and exclusively regarding the state of Florida. And we would also, in conjunction with that, be moving to strike all prefiled testimony, prefiled rebuttal testimony, that explicitly or implicitly is relying upon out-of-state information.

In the alternative, because it is our belief that that material could lead to information which would be reasonably calculated to lead to the discovery of admissible evidence and ought to be within the scope of the discovery that's provided in these proceedings, our alternative motion is that this Commission grant our Motion to Compel the discovery in the extensive state; that there be a date certain for the production

of those records; and that this matter be continued to a date reasonably calculated after that date certain for production to give us the opportunity to look at that material and determine whether or not we need to file supplemental testimony. And that's our basic position. And the motion is in writing, and I'll be filing it at this time.

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CHAIRMAN WILSON: What is the material to which you are referring?

MR. RAMAGE: It's hard for us to specify what the material is because we don't know to what extent the material that's not been provided at this point could be reasonably calculated to lead to admissible evidence --

CHAIRMAN WILSON: Do you know whether it's relevant or not?

MR. RAMAGE: Well, the scope of what is to be provided in discovery goes beyond direct relevance. It could be material that could lead to the discovery of relevant information.

CHAIRMAN WILSON: I believe if you look at the standard in the Rules of Civil Procedure it says, "Relevant information which could lead to evidence which may be admissible at hearing," or the fact it may be anadmissible would not be a grounds for

nondiscovery. 1 MR. RAMAGE: Well, Rule 1.280 --2 CHAIRMAN WILSON: First sentence of it, I 3 helieve it says, it's limited to relevant material. Ą MR. RAMAGE: Rule 1.208, (b)(1), concludes 5 with, "It is not ground for objection that the 6 information sought will be inadmissible at the trial, 7 if the information sought appears reasonably calculated 8 to lead to the discovery of admissible evidence." CHAIRMAN WILSON: Read the first sentence of 10 the Rule. 11 MR. RAMAGE: "Parties may obtain discovery by 12 one or more of the following methods: " And goes 3.3 through the various methods. "Unless otherwise limited 14 by order," this is Part B, scope of discovery, "Unless ~ 5 otherwise limited by order of the court, in accordance 16 with these rules, the scope of discovery is as follows: 17 1, in general parties may obtain discovery regarding 1.8 any matter not privileged that is relevant to the 19 subject matter of the pending action, whether it 20 relates to the claim or defense of the parties --" 21 COMMISSIONER EASLEY: Slow down a little bit, 22 Counselor. 23 MR. RAMAGE: I'm sorry. 24 CHAIRMAN WILSON: As the first condition for 25

discovery is the information must be relevant?

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that Southern Bell's objection to the production of discovery is that it is not relevan; and the Rule explicitly says that is not a ground for objection.

"If it appears that the information sought by those seeking discovery appears reasonably calculated to lead to the discovery of the admissible evidence." Our position basically is we don't know whether it's going to lead to it or not because we haven't been able to receive the information itself.

commissioner BEARD: I'm handicapped by the problem of not being an attorney, and so I don't have the ability to interchangeably use the words "relevant" and "admissible," which is what I'm hearing happening, okay? And we have been schooled in this because the Chairman has beat my brains out on this issue time and again, and it appears that relevance is the first word. And then if it's relevant, whether it's admissible or not, you have access to it. Now, that's just the old English teacher beating my brains out on that. Now, if you can explain to me how it's different then --

MR. RAMAGE: I believe the scope of the discovery rule says, "Relevant to the subject matter."

Now, that's a different relevancy from whether or not

it's necessarily admissible as evidence at the hearing.

And, furthermore, that's why the Rule then says that

it's not a ground for objection, that the information

sought, if it appears that the information is

reasonably calculated to lead to the discovery of

admissible evidence. And that's the criteria for

admitting evidence at trial.

commissioner BEARD: So can we start -- I understand the admissible part -- can we start with the first issue which is relevance? We don't care whether it's admissible or not, you're right, forget that, okay? My understanding of this debate is on relevance. Is that not correct?

MR. RAMAGE: Yes, sir.

commissioner BEARD: We can drop all those words about admissible and inadmissible and we can get right down to the question of relevancy, I think. And the Chairman's question was is this information relevant? So we're right there at the very core test.

MR. BECK: Maybe I can address that, Commissioner Beard.

The documents I requested back in June 19th and June 21st, and filed a Motion to Compel on August 7th. What Bell did in their objections filed, I guess, in late July is said, "We're not going to give you

anything we think is irrelevant." They didn't tell us what it was or why it was. Just said, "We're not going to give you anything if we think it's irrelevant." And that was one of the aspects of the Motion to Compel.

Commissioner Easley told Bell, "Tell us what it is that is not relevant, because how can anybody address it if we don't even know what it is?"

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That's what Southern Bell -- now, they, I don't believe, have said why they think it's irrelevant. They've just identified what it was they withheld.

yet to see the list as provided by Southern Bell. I have not had access to the material. I understand that it's potentially about three boxes full of stuff. I apologize to the Commission for not having been in a position to shortcut this as Prehearing Officer, but, frankly, there was no way to do it.

If you wish me to, I can take this list, look at it, look at the material, and try and come to some conclusion to avoid having to put the Commission through the delay of this matter to the extent possible.

CHAIRMAN WILSON: Well, Commissioners, if it suits you all, what I'm going to suggest, I'm going to

deny the motions to postpone or delay this hearing. We will proceed. I think the matter of discovery has been a matter of great contention in front of this Commission in a number of cases, I would have hope! the parties would have learned by now to try to take care of these things before you get into the hearing room. We are not going to decide that here this morning.

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If you are withholding relevant evidence, some action's going to be taken. By the same token, I think both of you understand that Public Counsel cannot have everything that he wants, neither can any other party, and you cannot withhold anything that you want. But that determination should be made on relevance by the Prehearing Officer by examining those documents. And to the extent that you've dragged your feet on this, it raises a real serious concern.

After we go through this hearing, and we're going to proceed with the hearing, we will give an opportunity, Mr. Beck, to you, other counsel to argue whether your case has in fact been prejudiced by this; and if it's necessary to have further proceedings in this matter, then we'll do so to cure that. But that will be after the Prehearing Officer has an opportunity to look at those documents and the arguments of the parties on their relevance or admissability, whatever

your arguments are, and make that determination.

To the extent that you can use documents in cross examination today that you have -- and I realize that you may not have gotten them as soon as you would liked to have had them -- I would encourage you to do so.

MR. BECK: Is the Commission going to rule on our Motion to Compel that was filed in August?

CHAIRMAN WILSON: I am not going to rule on the Motion to Compel here today. Commissioner Easley is going to rule on that as Prehearing Officer after she has an opportunity to examine the documents and your motion, Southern Bell's response and the documents that are involved.

MR. BECK: Are we going to have a motion hearing on that after this evidentiary hearing?

COMMISSIONER EASLEY: Mr. Chairman, it would be my suggestion that we get with the Staff, my Staff and the Commission Staff, and we'll set a date. As soon as possible, the sconer the better, as far as I'm concerned.

MR. BECK: I accept that as the Commission's ruling. I do object to proceeding without having even a ruling on the Motion to Compel we filed in August.

COMMISSIONER GUNTER: Mr. Chairman, as we go through this, and I have read the testimony, I think

that arguments that have been made by and are followed

up by the motion from FDLE and the Statewide

Prosecution and Legal Affairs, in reading the

documents, there's one piece that does trouble me as we

go -- and I say "the documents," the prefiled

testimony.

One of the things I want everybody to keep in mind that one Commissioner is going to be looking at is there has been reference made to outside the borders of the State of Florida in bolstering the case on the parts of some testimony. Just for consideration, it's difficult -- and I've been sitting here listening and not a party to the difficulty that Commissioner Easley has had. I have been down that read in a previous proceeding, in fact, spent one whole Friday downstairs with stacks of documentation trying to find what in fact would be held confidential and what would not.

I'm always reminded of a 33-page document that was to be held confidential, and there was one word in it, and that word happened to be an access code for a computer program. So, you know, there's beauty in the eyes of the beholder.

But there is some troubling element when you move outside the state of Florida to bolster your testimony and at the same time attempt -- and I'm just

parrotting the words to say that data from outside the state of Florida would not be relevant. That is a concern. I just wanted to voice that as we go through the --

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CHAIRMAN WILSON: Is that your point that the data, I'm not sure I do understand.

COMMISSIONER GUNTER: Well, if you say that you've got redacted testimony, redacted data from Tennessee, and yet -- and that would be, and I understand the Company's position, I haven't looked at that document, so it would be difficult to understand. But then when you go outside and talk about experience that has taken place in other states, and yet you don't want that information or those kinds of reviews made in context with the Florida situation, I'm troubled by that.

MR. FALGOUST: May I respond, Commissioner
Gunter?

COMMISSIONER GUNTER: Yes

MR. FALGOUST: I do think that we need to make it perfectly clear that Southern Bell never did take the position that any out-of-state information was not relevant. We did take the position that certain types of out-of-state information was not relevant.

COMMISSIONER GUNTER: Well, I prefaced my

remarks, counselor, in saying I haven't seen the documents. But, in listening to the arguments and having read the testimony, you know, there's a sort of a trite term that's used about levelizing the playing field. You've got all the information, all of it, in preparing your testimony and you know what to use and what not to use. I'm somewhat troubled, in a proceeding coming before the Commission when the intent is to educate the Commission on the facts fully and have the parties have an opportunity, for the parties not to have the same opportunity. Do you understand my trouble? That's just stating it as simply as I can.

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commissioner EASLEY: Mr. Chairman, let me ask this. Is the list of documents provided by the Company currently available to me?

CHAIRMAN WILSON: Are the documents themselves going to be available?

question. Are the -- well, no, there's an intervening question. Mr. Beck, one of the purposes of that list was to make a determination as to whether or not there were still documents that you contended needed to be compelled to be produced as a result of looking at that list. Are there any documents that can be eliminated from my consideration as a result of the production of

||that list?

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MR. BECK: Yes. Commissioner Easley, the documents Southern Bell filed on November 21 lists 24 documents. 22 of them are documents that had information purged from them. They have -- at 5:00 o'clock last Wednesday, they provided me the documents without the information purged. So those, -- you know, I raise the issue we've been prejudiced by the late arrival of that. But other than that, I guess you don't have to address them because they've been produced.

One of two letters or one of two documents that were withheld in their entirety have been produced, that's No. 23 on their list. The 24th item has not been produced. Bell simply gives us a title and tells us what it is. It doesn't say why they object to the --

COMMISSIONER EASLEY: So we're down to one document that is at issue?

CHAIRMAN WILSON: What is that document?

MR. BECK: It's called "TouchStar and
Interconnect Services, a Qualitative Evaluation,
November 1989," conducted in Memphis, Tennessee.

That's not been produced.

CHAIRMAN WILSON: Why was that not produced?

1	MR. FALGOUST: Mr. Chairman, there's an
2	asterisk after that that says, "This document may be
3	proprietary to AT&T." And as I say, I've attempted to
4	CHAIRMAN WILSON: That is the document
5	MR. FALGOUST: Yes, sir.
б	CHAIRMAN WILSON: that is proprietary to
7	AT&T?
8	MR. FALGOUST: It may be. It's marked
9	proprietary. I'm trying to get them to tell me that
10	it's not.
11	CHAIRMAN WILSON: When did you ask for that?
12	MR. BECK: In June.
13	CHAIRMAN WILSON. When did you try to find
14	out from AT&T whether you could have access to that
15	document?
16	MR. FALGOUST: As soon as I got back to
17	Atlanta after the Prehearing Conference when
18	Commissioner Easley ordered us to put the list together
19	and to tell her why certain documents were irrelevant.
20	COMMISSIONER EASLEY: That's part of the
21	problem, Mr. Chairman.
22	MR. BECK: But they have still not identified
23	why it was irrelevant. And, in addition to that,
24	there's the whole category of not
35	CHAIRMAN WILSON: Is your claim of relevance
1	

gwof.	or that the document is confidential to another party
2	and you cannot produce
3	MR. FALGOUST: The original claim was
4	relevance. The claim now is that it may be
5	confidential to AT&T.
6	CHAIRMAN WILSON: Why were you claiming that
7	it was irrelevant?
8	MR. FALGOUST: Because it was a study that
9	related to long distance services in another state.
10	MR. BECK: Its title is "TouchStar and
11	Interconnect Services, a Qualitative Evaluation."
13	CHAIRMAN WILSON: Are you suggesting that
1.3	experience in another state is not relevant to
l.A	MR. FALGOUST: No, sir, just the opposite. I
15	think experience in other states with respect to the
16	issue that we're examining is indeed relevant.
17	CHAIRMAN WILSON: All right.
18	COMMISSIONER MESSERSMITH: That was only long
19	distance?
20	MR. FALGOUST: Yes, sir.
21	MR. BECK: That's not what the title
32	ind cates. It says "TouchStar and Interconnect
23	Services." TouchStar is these family of services
24	including Caller ID.
38	CHAIRMAN WILSON: And TouchStar is a local

1	service, isn't it?
3	MR. FALGOUST: It is a local service. But
3	having seen the document, I can make a representation
4	that it involves a study of whether TouchStar Services
5	could be applicable to long distance and how that might
6	work.
7	COMMISSIONER EASLEY: Mr. Chairman, is there
8	any problem in my seeing that document?
9	CHAIRMAN WILSON: Absolutely none.
1.0	COMMISSIONER EASLEY: May I suggest that at
11	some point
12	CHAIRMAN WILSON: Do you have that document
13	here?
1.4	MR. FALGOUST: I have it in my hand, Mr.
15	Chairman.
16	CHAIRMAN WILSON: All right, what other
17	documents, Mr. Beck?
18	MR. BECK: Now, there are other documents
1.9	Southern Bell objected to their entirety, and that is
20	from BellSouth Corporation. I don't know what they
21	withheld, they simply objected to providing anything
22	from BellScuth Corporation.
23	CHAIRMAN WILSON: What is the nature of the
24	request that you made of them that are BellSouth

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documents?

1	MR. BECK: Okay, those go back
2	CHAIRMAN WILSON: Are they numerous?
3	MR. BECK: There's about 12 different
4	CHAIRMAN WILSON: 100 or 12 or
5	MR. BECK: there's about 12 different
б	requests for production of documents; and BellSouth's
7	objection, or Southern Bell's objection on all of these
8	is that they would not provide any response of
9	documents in the possession of BellSouth Corporation.
10	Only to the extent they were in the possession of
11	Southern Bell.
12	COMMISSIONER EASLEY: Was this the request
13	that said to the Company, "Provide every document that
1-:	mentions or has reference to"? Was this the
15	MR. BECK: There were about 12 different
1.6	requests.
17	COMMISSIONER EASLEY: forgive the use of
18	the word "shotgun," but was this the "shotgun" request?
19	MR. BECK: No, it's not "shotgun."
5 O	COMMISSIONER EASLEY: I don't know any other
21	way to describe it.
22	M.R. BECK: There were I would describe it
23	as requests for categories or types of documents.
24	COMMISSIONER EASLEY: Okay. That's a better
25	description, I apologize.

1	MR. BECK: The motion addresses that at
2	length, and at the appropriate time I would like to
3	argue that at length. Because we have some indication
4	of Bell quite a bit of indication of BellSouth's
5	Corporation's involvement in Caller ID that I want to
6	argue.
7	MR. FALGOUST: Mr. Chairman, if it's the
8	pleasure of the Chair to entertain an argument of that
9	kind, we certainly understand. However, Southern Bell
10	will take the position that Public Counsel waived any
11	right to compel on that issue at the Prehearing
12	Conference. Commissioner Easley asked on three
13	separate occasions whether there was any other
I. 16	business, to which silence was heard. So that would be
15	cur procedural argument.
16	And then substantively, of course, we'll
17	argue that the Medivision is inappropriately relied on
18	by Public Counsel.
19	MR. BECK: In short response, I did argue the
20	motion and argued it specifically at the Prehearing
21	Conference and never waived anything.
22	COMMISSIONER EASLEY: You're not going to
23	belleve this, Mr. Chairman, but the Prehearing
24	Conference went reasonably well. (Laughter)

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COMMISSIONER BEARD: We don't believe that.

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COMMISSIONER EASLEY: Maybe I just didn't understand what was going on at the Prehearing Conference. (Laughter)

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Well, I'm going to suggest, Yr. Chairman, that we follow the procedure you outlined, that I lock at the document, the one document that is apparently in counsel's possession. Are the other -- I need to look at the request specifically and then I need to lock at the response specifically and we'll go from there. Do you want me to do that during the day today?

CHAIRMAN WILSON: May I suggest that you do that. We'll take sufficient time at the lunch hour for you to do that --

COMMISSIONER EASLEY: All right.

CHAIRMAN WILSON: -- and see if we can resolve this.

It's actually embarrassing to be sitting here and listening to these kind of what strikes me as being very adolescent arguments sometimes. We've been through so much of this confidentiality and relevance objections to a lot of those documents, you've won some of them, you've lost some of them. It seems to me these things should be and ought to be worked out well before we get to the point on the first day at the beginning of the hearing. I, for one, have just about

had enough of it.

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We're ready to hear this case, we're ready to hear it today. To the extent that you're prejudiced Mr. Beck, we're going to do something about it. I hope the hearing this morning in front of Commissioner Easley where you all discuss these will produce the documents that you need, and then we can move on with this.

I appreciate your frustration with having documents just sort of blanket withheld and certain categories that there ought to be better reasons and more reasons given, it ought to be done more timely, and to that extent you're admonished for not having done so. On the other side, you can't have every document in the world that's in the possession of anybody that even mentions the word.

MR. BECK: That's not what we've asked.

CHAIRMAN WILSON: Well, we're going to move on now and try to resolve this thing.

MR. FALGOUST: Mr. Chairman?

CHAIRMAN WILSON: Yes.

MR. FALGOUST: On a technical matter, may I make an oral motion for temporary proprietary protection on this AT&T document?

CHAIRMAN WILSON: Make that before the

1.	Prehearing Officer when you see her at lunch.
2	MR. FALGOUST: Thank you.
3	MR. MATHUES: Mr. Chairman, one procedural
å	question. I noticed that you've exterded the right to
5	defend themselves to Public Counsel. Is that a right
6	to all parties who may have been prejudiced by this
7	late-produced material?
8	CHAIRMAN WILSON: If you've requested it.
9	MR. MATHUES: Thank you.
10	CHAIRMAN WILSON: If you failed to ask for
11	the material, I don't see how you're going to be
1.2	prejudiced by not having it.
13	MR. MATHUES: Thank you.
?' <b>4</b>	CHAIRMAN WILSON: Is there anything else?
15	MS. GREEN: Not to my knowledge.
16	CHAIRMAN WILSON: Anything equally as
17	entertaining as this?
18	MS. GREEN: I'm afraid I couldn't do that if
19	I stayed up all night.
30	MR. BECK: We have other items.
21	CHAIRMAN WILSON: All right, Mr. Beck.
22	MR. BECK: On September 24, our office filed
23	a Motion to Consolidate the Consideration of Caller ID
24	Tariff Filings and to Conduct Generic Proceedings. At
47.1 0.7 2 E	the Prehearing Conference, Commissioner Easley denied

the motion and we would like the full Commission to consider that.

In other words, I would like to appeal her decision to the full Commission. There has been no written order to my knowledge on that, but it was ruled on at the Prehearing Conference. I've got copies of the motion we filed if that would assist the Commission.

CHAIRMAN WILSON: I just saw it in my file.

COMMISSIONER GUNTER: Is this a copy of the motion?

COMMISSIONER EASLEY: Yes. (Pause)

MS. GREEN: The ruling on that motion is contained on Page 50 of the Prehearing Order. And that would be Item No. 4, under "Rulings." (Pause)

MR. BECK: Briefly, Commissioners, this motion asked the Commission to consolidate the tariff filings of Central Telephone Company and Southern Bell and to determine a generic policy for the State of Florida on Caller ID. I feel that the interests of the citizens of the state would be best served by doing this in one generic proceeding and make a consistent policy throughout the state rather than doing it on a piecemeal basis and going through the same type of procedure on General Telephone and United Telephone and Central Telephone. We feel that that would be more

efficient.

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A number of parties have filed testimony also stating for policy reasons why the state would be best served by a generic policy on Caller 13 and Caller ID blocking. You'll find that in testimony from law enforcement and also from the witness for the bepartment of General Services.

What I have done, just to fill in background out of an act of desperation, I've done something I never did before, and that is, I have filed testimony of a telephone company witness as rebuttal, Dean Kurtz from Central Telephone Company.

CHAIRMAN WILSON: Let's not make a habit of that, Mr. Beck.

MR. BECK: You know, they weren't excited at the prospect but they cooperated with us.

COMMISSIONER GUNTER: I'll bet they weren't.

MR. BECK: I feel and I would have preferred that Central Telephone Company put him up because I have a lot of documents I would have liked to have asked him about cross examining him myself. Not the least of which concerned the delivery of name and address, not just Caller ID. This method I used to get something in, I think, is very much a bandaid approach; and the better way to do it would be to have one

generic proceeding where in one proceeding we determine a generic policy for the entire state.

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CHAIRMAN WILSON: Anyone want to respond to this?

MR. MATHUES: Mr. Chairman, in our prehearing statement, we urged that that motion be granted as well. That's especially important to us at General Services in the statewide implementation for our law enforcement communications that this feature, if offered, be offered uniformly.

MR. WILLIS: Mr. Chairman, I'm Lee Willis, Post Office Box 391, Tallahassee, Florida, I represent the Central Telephone Company of Florida. We have not intervened in this proceeding and we're only going to participate to the extent that Mr. Beck had requested that Mr. Kurtz' deposition be filed as testimony.

Mr. Chairman, I think that the Prehearing Officer has come to a reasonable compromise in this particular situation where the testimony of Mr. Kurtz will be presented here. This is a very long and complicated proceeding; Centel had elected not to intervene in this particular proceeding. While it obviously does have some precedential value in subsequent proceedings, it is, I think, a reasonable procedure for you to proceed on the tariff that is

before you now and to receive the evidence that Mr.

Kurtz will present at the request of Public Counsel.

So we would urge that that motion not be granted.

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commissioner Easley: Mr. Chairman, the reason for denying the motion was that I was particularly concerned that we are here on a docket for a specific tariff for a specific company. It is my understanding that there are other tariffs that have been filed, some of which differ from this specific tariff.

Further, that the fact that we might be setting a precedent in some areas did not trouble me because we have set precedent or actions that have been taken in specific dockets have been reviewed as not being precedential in subsequent dockets.

In addition, there was a notice problem. Not all of the customers of all of the companies were allowed to have service hearings or public hearings on this. It was limited to the service area of the company requesting the tariff.

I also felt that the potential for a generic hearing still existed after we dealt with this tariff, if we felt it was necessary. That the full Commission could do that if it wished to, but that we were being asked to address the tariff in this docket and that we

should do it that way.

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also appears to be some difficulty and just having read the petition, we've spent some while talking about interest perhaps could be prejudiced and that if in fact when this hearing was noticed that all the parties, all the companies, would have had an opportunity to realize that they, too, should be involved both in the discovery process and in the preparation of their case process. And it significantly -- and I know what we've heard here.

It would appear that we would be wading into a legal thicket which, you know, we've had some severe problems with notice, putting people on notice that they in fact were going to be required to participate or were going to be affected and not having received the proper notice. And I would think that may be on a procedural basis one, when you get to an eventual result, a court of competent jurisdiction might find that we might have a problem. And I would support the finding of the Prehearing Officer in her conclusion in ruling on this motion.

commissioner BEARD: Mr. Chairman, three points. I know it's hard to believe that the Citizens of Orlando and Miami and Orange Park might think

differently from those in Bonifay, but I haven't heard from them and it's been my past knowledge that they sometimes do.

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we spend a lot of time going out to hear from people. I heard on at least four instances from the intervenors. And unfortunately, we heard some from citizens as well. I suspect that Centel is at risk, and it's a risk they've chosen to take by not participating in this hearing to any precedent that comes from that. That's something they have to accept, and that's their choice.

I would expect that the Kurtz testimony would certainly bring their thought process into this hearing sufficiently, based on what little knowledge I have of the differences of the two tariffs that have been filed.

concur with the Prehearing Officer also. Given the nature of the process we use here, I think that would be stepping out of those formal lines and I think that would jeopardize the processes everybody is used to working, and I would suggest we stay with the Prehearing Officer.

CHAIRMAN WILSON: Commissioners, let me express the thought that may be a little bit different

from that. I think Public Counsel may have a very good point here and it's one that we need to seriously consider, but I don't think we necessarily need to make that decision this morning.

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After we hear the testimony in this case -- and one of the issues that has been raised by parties in testimony is that there could be some benefit to having a uniform statewide policy.

COMMISSIONER GUNTER: That's true.

some merit to that and I look forward to hearing more about that in the hearing this morning. But it may be that after we hear the discussion of these items that we will reach the conclusion that we need to expand this to a generic hearing and to make that consideration. But I think that we will benefit in reaching that conclusion from the testimony we're going to hear today.

I know that since this tariff was first filed and the proceeding began, we've seen a lot of thought given to this whole issue of Caller ID and the social and philosophical issues that it raises in different people's minds — those opposed to it, those in favor of it and those who have some middle ground. And I think that kind of discussion of social policy is

ongoing. And there may be some benefit to us hearing this testimony here this morning and allowing this discussion and evolution of thought on this to sort of bubble around a little white longer before we reach a conclusion.

So I'm going to suggest, rather than denying this motion, which I would not be in favor of, is to take it under advisement and either at the conclusion of these hearings or at the time that this would come to us for a vote at Agenda Conference that that be one of the issues we consider as to whether we ought to in fact expand this to generic consideration for all telephone companies for the state of Florida.

We may conclude after we hear some of this testimony that to have different policies for each company, different kinds of tariffs and different conditions for this service, is a bad idea. We may reach the conclusion that there is no harm from having separate tariffs, but I think we'll benefit from the discussion we'll hear the next two days.

COMMISSIONER GUNTER: Mr. Chairman, I don't think I disagree with you. But in listening to the -- listening to the Prehearing Officer's rationale for her decision, she closed with that comment --

CHAIRMAN WILSON: I don't think what I said

is inconsistent with what she said.

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that comment, because there's one place that I think we find ourselves is in this two-day proceeding, are we going to operate under the guise of the motion being there for us to consider? And I think the only place you and I differ just a tad is that Commissioner Easley said once we get through we might find out that we have to continue this hearing. I think you've got the same thing, if we're going to have a statewide generic policy. And from listening this morning, we're probably going to be hearing on this thing into next year sometime.

So I don't disagree with you, but that's the reason I was supporting her logic is to say what we've got before us today, let's handle what we've got before us today and if we, when we get there, as a result of the testimony that we have and the enlightenment that we receive and the education that the Commission receives on this matter, then we may find, whoops, we need to develop a generic policy. I think you all are saying the same thing there.

CHAIRMAN WILSON: Mr. Beck, perhaps it would be useful if you were to renew this motion at I guess the end of the day tomorrow, which hopefully won't be

Ituo late.

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COMMISSIONER GUNTER: That would be fine, that would be the best way to do that.

Because I don't know that I disagree or agree with you at this point. I'd like to hear some of the testimony that we've got coming before us today. Although I think that in all the testimony we've heard the positions of parties, you almost cover the range of almost any option that any telephone company could possibly imagine to configure their tariffs to offer this kind of service, but I would like to hear the discussion on that.

COMMISSIONER GUNTER: Sure.

COMMISSIONER EASLEY: And I concur with that.

commissioner beard: I want to make one point. The inevitability of discussing the uniformity on this issue is not a question. It's going to get discussed. It's going to get discussed today and tomorrow. To the extent that we have established uniform policies to the extent reasonably possible in the past without generic hearings. Okay, I don't think that's a question. To the extent that St. Joe can offer the identical services in the identical manner as Southern Bell without bankrupting the company, I think

we've attempted to do that and will continue to do 1 2 that. So, perhaps it's semantics and it's 3 technicalities, but we're going to hear the arguments. A. 5 CHAIRMAN WILSON: Do you have any --MR. BECK: That's all I have. б MR. MATHUES: Mr. Chairman, I have one 7 8 procedural question. 9 Yesterday morning the Governor and Cabinet unanimously adopted and endorsed general Services 10 position previously articulated in this hearing. I 11 have available copies of the transcript of the Cabinet 12 meeting as well as our backup material, and I wondered 13 if you would like me to circulate that at this time or 14 tomorrow when our witness is on? 15 16 CHAIRMAN WILSON: Why don't you go ahead and 17 circulate -- is anybody going to have any objection to that? Has everyone seen it? I can't see how you 18 possibly would because you'll probably read it in the 1.9 newspaper anyway. If you want to go ahead and 20 21 circulate it, that will give us an opportunity to read 11 65 it before your witness comes on. MR. MATHUES: Thank you, sir. 23

mark it as an exhibit tomorrow when your witness does

CHAIRMAN WILSON:

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I will, however, wait and

1	take the stand.
2	(Hands out document.)
3	CHAIRMAN WILSON: Anything else now before w
4	begin the real hearing? Nothing furthe:?
5	(No response.)
6	Good, lets take a 10-minute break.
7	(Brief recess.)
8	Nagit Man dalir Mills India
9	CHAIRMAN WILSON: Call your first witness.
10	MR. FALGOUST: Mr. Chairman, Southern Bell
11	would call Nancy Sims to the stand.
12	NANCY H. SIMS
13	was called as a witness on behalf of Southern Bell
14	Telephone and Telegraph Company, and having been first
15	duly sworn, testified as follows:
16	DIRECT EXAMINATION
17	BY MR. FALGOUST:
18	Q Ms. Sims, would you state your name and
19	address for the record, please?
30	A My name is Nancy H. Sims. My address is 675
21	West Peachtree Street, Northeast, Atlanta, Georgia
22	30375.
23	Q And have you prepared and caused to be filed
24	testimony in this matter consisting of 27 pages of
25	direct testimony and 15 pages of rebuttal testimony in

1	question and answer form?
2	A Yes, I did.
3	Q Do you have any changes to make to that
4	prefiled testimony?
5	A No, I do not.
6	Q If I asked you the questions contained in
7	that testimony today would your answers be the same?
8	A Yes, they would.
9	MR. FALGOUST: Mr. Chairman, I move the
10	prefiled testimony of Ms. Sims be copied into the
11	record as though read.
12	CHAIRMAN WILSON: Without objection it will
13	be so inserted into the record.
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1.	SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY
<b>A</b>	TESTIMONY OF NANCY A. SIMS
3	FLORIDA PUBLIC SERVICE COMMISSION
4	FLORIDA DOCKET NO. 891194-TL
5	SEPTEMBER 26, 1990
6	
7	
8	Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.
9	
10	A. I AM NANCY H. SIMS. MY BUSINESS ADDRESS IS 675
11	WEST PEACHTREE STREET, ATLANTA, GEORGIA, 30375.
12	
13	Q. PLEASE GIVE A BRIEF DESCRIPTION OF OUR
14	BACKGROUND AND EXPERIENCE.
15	
16	A. I WAS GRADUATED FROM NORTH CAROLINA STATE
17	UNIVERSITY IN 1971 WITH A BACHELOR OF SCIENCE
1.9	DEGREE. IN 1973 I WAS EMPLOYED BY SOUTHERN
19	BELL TELEPHONE AND TELEGRAPH COMPANY (SOUTHERN
20	SELL) IN THE NORTH CAROLINA HEADQUARTERS
21	ORGANIZATION WHERE I REMAINED UNTIL 1979. I
22	WAS THEN TRANSFERRED TO WORK ON A ROTATIONAL
23	ASSIGNMENT WITH AMERICAN TELEPHONE AND
24	TELEGRAPH COMPANY (AT&T) IN THE ANTITRUST AND
25	STRATEGIC FLANNING DIVISIONS IN ORLANDO,

1		971 С. 184 19 194 18 — 1974 18 — 19
		FLORIDA. IN JULY, 1983 I RETURNED TO SOUTHERN
in the		BELL AS STAFF MANAGER IN THE COMPANY
3		HEADQUARTERS RATES AND TARIFFS DEPARTMENT.
4		
5		IN SEPTEMBER, 1987 I ASSUMED MY CURRENT
6		POSITION AS OPERATIONS MANAGER WITH
7		RESPONSIBILITIES FOR TARIFF SUPPORT AND
8		COORDINATION OF ISSUES PERTAINING TO LOCAL
9		EXCHANGE, VERTICAL SERVICES AND MOBILE
10		SERVICES. I HAVE TESTIFIED ON THESE ISSUES IN
11		EACH OF THE SOUTHERN BELL STATES.
* 27		
13	Q.	WHAT IS THE PURPOSE OF YOUR TESTIMONY?
14		
15	Α.	THE PURPOSE OF MY TESTIMONY IS TO EXPRESS
16		SOUTHERN BELL'S POSITION ON THE ISSUES
1.7		IDENTIFIED IN THIS DOCKET WITH REGARD TO CALLER
18		ro.
1.9		
20	Q.	WOULD YOU BRIEFLY EXPLAIN HOW CALLER ID WORKS.
21		
32	Α.	CALLER ID IS A NEW OPTIONAL TOUCHSTAR FEATURE
23		THAT ALLOWS THE CALLED PARTY TO SEE THE CALLING
24		FARTY'S TELEPHONE NUMBER DISPLAYED BEFORE
25		ANSWERING THE PHONE. THE BASIS FOR

10°

1. <b>1</b>	PROVISIONING CALLER ID AS WELL AS ALL OTHER
2,	TOUCHSTAR SERVICES IS SOFTWARE AND HARDWARE
3	RESIDENT IN THE CENTRAL OFFICE, BUT IN ORDER TO
4	PROVIDE THESE SERVICES ON AN INTEROFFICE BASIS,
5	SOUTHERN BELL UTILIZES THE COMMON CHANNEL
6	SIGNALING SYSTEM 7 (SS7) TECHNOLOGY.
7	
8	WHEN A CALL IS ORIGINATED FROM AN OFFICE
9	EQUIPPED WITH SS7, THE SWITCH SERVING THAT
10	OFFICE GENERATES AND SENDS INFORMATION
11	CONTAINING THE CALLING PARTY'S NUMBER TO THE
12	TERMINATING SWITCH. IF THE CALLED PARTY'S LINE
13	IS IDLE, FACILITIES TO CONNECT THE TWO PARTIES
1. 42	ARE RESERVED. IF THE CALLED PARTY IS A CALLER
15	ID CUSTOMER, THE TALKING PATH IS OPENED AND THE
16	SWITCH TRANSMITS THE CALLING PARTY'S NUMBER TO
17	CUSTOMER PREMISES EQUIPMENT (CPE) OVER THE
18	EOCAL SUBSCRIBER'S LOOP. THE CALLING PARTY
19	NUMBER WILL THEN BE DISPLAYED AND/OR STORED ON
20	THE CUSTOMER'S CPE.
21	
22	THE GENERATION, TRANSMISSION AND RECORDING OF
23	THE CALLING PARTY NUMBER DATA OCCUR ON ALL
24	CALLS INVOLVING OFFICES EQUIPPED TO PROVIDE
25	TOUCHSTAR SERVICES, REGARDLESS OF WHETHER THE

1		CALLED OR THE CALLING PARTY HAS SUBSCRIBED TO A
2		TOUCHSTAR FEATURE, INCLUDING CALLER ID. THIS
3		SAME CALLING PARTY NUMBER IS USED BY THE
4		NETWORK TO PROVIDE ALL OTHER TOUCHSTAR
5		FEATURES, SUCH AS CALL TRACING, CALL RETURN AND
б		CALL BLOCK.
7		
8		THUS, ALL FUNCTIONS RELATED TO CAPTURING
9		INFORMATION NEEDED TO MAKE CALLER ID OPERATE
1.0		OCCUR IN THE TELEPHONE COMPANY NETWORK,
11		PARTICULARLY THE CENTRAL OFFICE. THE CPE USED
12		TO DISPLAY THE CALLING PARTY'S NUMBER BY CALLER
1.3		ID CUSTOMERS IS MERELY A PASSIVE DEVICE THAT
1-1		CAN ONLY DISPLAY INFORMATION THAT HAS BEEN
1.5		FORWARDED TO IT BY SOUTHERN BELL AFTER THAT
16		INFORMATION HAS BEEN GENERATED, TRANSMITTED ANI
17		RECORDED WITHIN THE TELEPHONE NETWORK. THIS
18		DEVICE CANNOT CAPTURE OR OTHERWISE GENERATE ANY
1.9		DATA ON ITS OWN.
20		
ž š	Ω.	IS CALLER ID IN THE PUBLIC INTEREST? (ISSUE 12)
2.2		
F 5	Α.	YES. IN PROVIDING THIS SERVICE, WE ARE
). A‡		RESPONDING TO THE NEEDS OF OUR CUSTOMERS WHO
15		HAVE TOLD US THAT THEY WANT TO HAVE MORE

1		CONTROL OVER WHOM THEY TALK WITH ON THE
2		TELEPHONE. JUST AS THEY PREFER TO KNOW WHO IS
3.		KNOCKING AT THEIR DOOR BEFORE THEY OPEN IT,
4		MANY OF OUR CUSTOMERS WANT TO KNOW WHO IS
5		CALLING ON THEIR TELEPHONE BIFORE THEY ANSWER
6		IT. CALLER ID SERVICE GIVES THEM THAT
7		INFORMATION. CALLER ID THUS GIVES THE PARTY
8		WHO IS CALLED A LEVEL OF CONTROL OVER HIS
9		TELEPHONE SERVICE THAT HE DOES NOT HAVE TODAY.
10		
11	Ω.	WHAT ARE THE BENEFITS OF CALLER ID TO
12		RESIDENTIAL CUSTOMERS? (ISSUE 5)
13		
14	Α.	BENEFITS FOR RESIDENTIAL CUSTOMERS INCLUDE:
15		
16		CALLER ID WILL GIVE THE CUSTOMER CONTROL OF
17		INCOMING CALLS SINCE CUSTOMERS CAN CHOOSE
18		WHICH CALLS TO ANSWER. FOR EXAMPLE,
19		CUSTOMERS OFTEN GET SOLICITATION CALLS
20		AROUND DINNER TIME. CALLER ID WILL HELP
21		THEM DECIDE WHETHER THEY WANT TO ANSWER
ta ero. Or ella		SUCH CALLS.
23		
4		CALLER ID WILL DISCOURAGE
15		OBSCENE/ANNOYING/HARASSING CALLS. WITH

1	CALLER ID, ANNOYANCE CALLERS WILL HAVE TO
2	BE CONCERNED THAT THE CALLED PARTY WILL
3	OBTAIN THEIR NUMBER, MAKING THEM FAR MORE
4	RELUCTANT TO MAKE SUCH CALLS. A REPORT
5	PREPARED BY NEW JERSEY BELL OF THEIR
6	EXPERIENCES AFTER THE DEPLOYMENT OF CALLER
7	ID INDICATED A 50% DECREASE IN ANNOYANCE
8	CALLS TO THOSE CUSTOMERS SUBSCRIBING TO
9	CALLER ID. IN ADDITION, THERE HAS BEEN
10	A 49% OVERALL REDUCTION IN TRAP AND TRACE
11	REQUESTS.
12	
3	CALLER ID WILL INCREASE THE CUSTOMERS'
14	SENSE OF SECURITY AND PRIVACY BY ALLOWING
15	THEM TO CHOOSE WHICH CALLS TO ANSWER.
16	CALLER ID IS ANALOGOUS TO THE PEEPHOLE IN A
17	DOOR, IN THAT IT ALLOWS A PERSON TO
18	DETERMINE IF HE KNOWS THE CALLER BEFORE
19	ANSWERING.
20	
21	CALLER ID WILL PROVIDE A MORE SECURE METHOD
22	OF ACCESS TO BUSINESS DATABASES FROM THE
23	HOME. COMPUTERS CAN BE PROGRAMMED TO
24	ACCEPT CALLS FROM AUTHORIZED NUMBERS ONLY.
25	THIS DECREASES THE THREAT OF HACKERS.

1	
3	CALLER ID CAN ASSIST DEAF CUSTOMERS BY
3	PROVIDING A WAY FOR THEM TO DISTINGUISH
4	INCOMING CALLS THAT THEY WISH TO ANSWER
5	IMMEDIATELY WITH A TELECOMMUNICATIONS
6	DEVICE FOR DEAF PERSONS (TDD) FROM THOSE
7	THAT THEY WISH TO HAVE ANSWERED WITH AN
8	AUTOMATED RECORDING/ANNOUNCEMENT DEVICE.
9	
10	CALLER ID ALLOWS CUSTOMERS TO STORE
11	TELEPHONE NUMBERS OF MISSED CALLS SO THAT
12	THEY CAN BE RETURNED LATER.
13	
*, A	Q. ARE THERE BENEFITS FOR BUSINESS CUSTOMERS?
15	(ISSUE 5)
16	
17	A. YES. SOME BENEFITS WHICH ARE UNIQUE TO
18	BUSINESSES ARE AS FOLLOWS:
19	
20	CALLER ID WILL PROVIDE SMALL BUSINESSES
21	WITH THE ABILITY TO PERSONALIZE BUSINESS
22	SERVICES, THEREBY GIVING PROMPT, EFFICIENT
23	SERVICE.
24	
25	CALLER ID GIVES BUSINESSES WHICH PROVIDE

1		DELIVERY SERVICES BASED ON ORDERS RECEIVED
2		OVER THE PHONE A QUICK AND EASY WAY TO
3		VERIFY THE ACCURACY OF THE INFORMATION
4		BEFORE ACCEPTING THE ORDER OR SENDING THE
5		REQUESTED PRODUCT. CALLER ID WILL ASSIST
6		IN REDUCING THE OCCURRENCE OF FRAUDULENT
7.		ORDERS AND REDUCE EXPENSES FOR BUSINESSES
8		THAT ACCEPT TELEPHONE ORDERS AS WELL AS
9		REDUCE THE RISK OF HARM TO DELIVERY
16		PERSONNEL.
11		
12	Q.	ARE THERE OTHER BENEFITS TO THE PUBLIC? (ISSUE
13		5)
14		
15	<b>P</b>	YES, SOME OF THE BENEFITS TO THE PUBLIC OVER
16		AND ABOVE THOSE DESCRIBED PREVIOUSLY INCLUDE:
1.7		
18		CALLER ID WILL REDUCE FALSE FIRE ALARMS AN
19		BOMB THREATS.
20		
21		CALLER ID WILL REDUCE PRANK CALLS TO LAW
22		ENFORCEMENT AND OTHER PUBLIC SAFETY
23		AGENCIES.
2.4		
25		CALLER ID CAN BE USED BY LAW ENFORCEMENT TO

- Company		VERIFY THAT PERSONS ON PAROLE OR "HOUSE
2.		ARREST" ARE CALLING FROM AN APPROPRIATE
3		LOCATION.
Ą		
5		CALLER ID CAN BE USED TO PROVIDE ADDITIONAL
6		INFORMATION TO ASSIST EMERGENCY SERVICES
7		PROVIDERS.
8		
9	Q.	WHAT ARE THE DETRIMENTS TO FLORIDA CONSUMERS OF
1.0		CALLER ID SERVICES? (ISSUE 5)
12 12		
12	A.	SOUTHERN BELL BELIEVES THAT FOR MOST FLORIDA
1.3		CONSUMERS CALLER ID PROVIDES BENEFIT PATHER
14		THAN DETRIMENTS. HOWEVER, FOR A SMALL SEGMENT
15		OF SUBSCRIBERS SUCH AS LAW ENFORCEMENT AND
16		DOMESTIC VIOLENCE INTERVENTION AGENCIES THE
17		DELIVERY OF THE CALLER'S NUMBER APPEARS TO BE
18		OF PARTICULAR CONCERN. SOUTHERN BELL, HOWEVER,
19		BELIEVES IT HAS ADEQUATELY MET THE CONCERNS OF
20		THOSE GROUPS BY DEVELOPING AND OFFERING VARIOUS
21		BLOCKING OFTIONS.
22		
23		IN THE VAST MAJORITY OF CALLS ANONYMITY IS NOT
24		AN ISSUE. MOST CALLERS ARE ACCUSTOMED TO
25		IDENTIFYING THEMSELVES WHEN THEY PLACE A CALL

1		AND, IN FACT, SOUTHERN BELL'S GENERAL
		SUBSCRIBER SERVICE TARIFF, SECTION A2.2.2
3		ALREADY STATES "THE CALLING PARTY SHALL
4		ESTABLISH HIS IDENTITY IN THE COURSE OF ANY
5		COMMUNICATION AS OFTEN AS MAY BE NECESSARY."
6		
7	Q.	WHAT EFFECT WILL THE PROVISION OF CALLER ID
8		HAVE ON NONPUBLISHED CUSTOMERS? (ISSUE 9)
9		
1.0	A.	OUR TARIFF STATES: "A NONPUBLISHED LISTING IS
11		NOT LISTED IN EITHER THE ALPHABETICAL SECTION
12		OF THE COMPANY'S DIRECTORY OR DIRECTORY
13		ASSISTANCE RECORDS AND WILL NOT BE TURNISHED
1 4		UPON REQUEST OF THE CALLING PARTY."
15		HONPUBLISHED LISTINGS WERE CONCEIVED AS AN
16		OPTIONAL SERVICE WHEREBY A SUBSCRIBER COULD
17		HAVE HIS NUMBER EXCLUDED FROM THE TELEFHONE
18		DIRECTORY AND DIRECTORY ASSISTANCE RECORDS.
19		THE INTRODUCTION OF CALLER ID WILL NOT CHANGE
20		THIS IN ANY FASHION.
21		
2.2		IT IS ALSO IMPORTANT TO KEEP IN MIND THAT A
23		CALLER'S TELEPHONE NUMBER WILL BE AVAILABLE TO
24		ANOTHER PERSON ONLY WHEN THE CALLER HAS
25		ACTUALLY CALLED A PERSON WHO SUBSCRIBES TO

1	CALLER ID. THUS, A CUSTOMER WITH A
2	NONPUBLISHED NUMBER OR ANY OTHER SOUTHERN BELL
3	SUBSCRIBER WHO DOES NOT WISH A CERTAIN PARTY TO
4	HAVE HIS PHONE NUMBER CAN CHOOSE EITHER NOT TO
8	CALL THAT PERSON, TO CALL FROM A DIFFERENT
6	NUMBER OR TO USE SOME OTHER METHOD SUCH AS
7	PLACING THE CALL THROUGH AN OPERATOR. TO MAKE
8	SURE THERE IS NO CONFUSION, HOWEVER, EFFECTIVE
9	WITH THIS FILING, THE PROPOSED TARIFF WILL
10	INCLUDE A STATEMENT, AS WAS DONE WITH E911,
11	SAYING THAT, UPON INITIATION OF A CALL, THE
12	CALLING NUMBER MAY BE DISCLOSED IF THE CALLED
13	PARTY HAS THE NECESSARY EQUIPMENT.
14	
1.5	FURTHERMORE, CALLER ID CAN BE UTILIZED TO
16	ENHANCE THE PRIVACY OF CUSTOMERS WITH
17	MONPUBLISHED NUMBERS BY GIVING THEM THE ABILITY
18	TO SCREEN INCOMING CALLS, THEREBY GIVING THEM
19	MORE CONTROL OVER THEIR SERVICE. IN FACT, IN
30	NEW JERSEY CALLER ID HAS BEEN OFFERED BY NEW
21	JERSEY BELL SINCE OCTOBER, 1988. IN A REPORT
22	TO THE NEW JERSEY PUBLIC SERVICE COMMISSION,
23	FOR THE PERIOD MAY 1 THROUGH OCTOBER 31, 1989,
1 / 1 / 1 / 1 / 1 / 1 / 1 / 1 / 1 / 1 /	NEW JERSEY BELL STATED THAT 50% OF CALLER ID
25	CUSTOMERS WERE SUBSCRIBERS WITH NONPUBLISHED

1		NUMBERS AS WELL. ALSO, AS OF THAT DATE ONLY
2		FIFTY OUT OF ONE MILLION NONPUBLISHED LISTING
3		CUSTOMERS HAD REMOVED THEIR NONPUBLISHED
4		LISTING ONCE CALLER ID WAS APPROVED IN NEW
- 5		JERSEY.
6		
7	Q.	SHOULD THE COMMISSION ALLOW OR REQUIRE THE
8		BLOCKING OF CALLER ID? IF SO, TO WHOM AND
9		UNDER WHAT RATES, TERMS AND CONDITIONS? (ISSUE
10		8)
11		
12	A.	IT IS SOUTHERN BELL'S FOSITION THAT ALL
13		TELEPHONE NUMBERS SHOULD BE DELIVERED IN ORDER
14		TO MAXIMIZE THE SOCIETAL BENEFITS TO BOTH THOSE
15		WHO SUBSCRIBE AND THOSE WHO DO NOT SUBSCRIBE TO
16		THE SERVICE. WE RECOGNIZE, HOWEVER, THAT LAW
17		ENFORCEMENT AND DOMESTIC VIOLENCE INTERVENTION
10		AGENCIES HAVE SPECIAL CONCERNS ABOUT DELIVERY
19		OF ALL NUMBERS AND WE HAVE PROPOSED OPTIONAL
20		CALLING NUMBER DELIVERY BLOCKING AT NO CHARGE
21		FOR THESE GROUPS.
22		
	Soll w	WHAT SPECIAL ARRANGEMENTS, IF ANY, SHOULD BE
24		MADE REGARDING CALLER ID FOR LAW ENFORCEMENT
25		OPERATIONS AND PERSONNEL? (ISSUE 10)

F5.*	WE HAVE WORKED CLOSED! WITH DAW ENFORCEMENT IN
<b>3</b>	AN ATTEMPT TO DEVELOP SOLUTIONS THAT WILL
4	ACCOMMODATE THEIR NEEDS. THEREFORE, WE HAVE
5	DESIGNED ADDITIONAL OPTIONS WHICH GO BEYOND
6	JUST SENDING THE PRIVACY INDICATOR. MANY NEW
7	AND CREATIVE ALTERNATIVES THAT ADEQUATELY MEET
8	THE NEEDS OF LAW ENFORCEMENT HAVE BEEN
9	DEVELOPED AS A RESULT OF THE JOINT
10	COLLABORATION BETWEEN LAW ENFORCEMENT AND THE
1.1	COMPANY OVER THE PAST MONTHS. THESE INCLUDE
12	PER LINE BLOCKING AS WELL AS OTHER OPTIONS THAT
13	WILL NOT ONLY PROTECT LAW ENFORCEMENT'S
1.4	ANONYMITY BUT WILL ALSO ASSIST THEM WITH THEIR
15	INVESTIGATIVE EFFORTS. IN ADDITION, BECAUSE
16	LAW ENFORCEMENT INDICATED COST WAS ONE OF ITS
17	MAJOR CONCERNS, WE OFFERED THESE OPTIONS AT NO
18	COST. SOUTHERN BELL, HOWEVER, IS NOT WILLING
19	TO MEET LAW ENFORCEMENT'S REQUEST THAT THEY BE
20	PROVIDED WITH THE ABILITY TO DELIVER ANYONE'S
21	NUMBER SINCE IT COULD JEOPARDIZE THE GENERAL
22	PUBLIC.

Q. WHAT SPECIAL ARRANGEMENTS, IF ANY, SHOULD BE MADE REGARDING CALLER ID FOR ANY OTHER GROUP OR

1	GROUPS? (ISSUE 11)
. <b></b>	
3 A.	SOUTHERN BELL WILL PROVIDE OPTIONAL PER LINE
4	BLOCKING AT NO CHARGE FOR DOMESTIC VIOLENCE
5	INTERVENTION AGENCIES. SOUTHERN BELL HAS ALSO
6	OFFERED A SPECIAL CALLING CARD FOR DEPARTMENT
7	OF HEALTH AND REHABILITATIVE SERVICES (HRS)
8	SPONSORED AGENCIES TO ENABLE "AT RISK"
9	INDIVIDUALS TO PLACE OPERATOR HANDLED CALLS AND
10	THEREBY PROTECT THEIR ANONYMITY. SOUTHERN BELL
11	PROPOSES THAT ANY AGENCY, SUCH AS A DOMESTIC
1.2	VIOLENCE INTERVENTION AGENCY. WHICH ESTABLISHES
13	THE FACT THAT THE DIVULGENCE OF ID: NTITIES OVER
* 4	THE TELEPHONE COULD CAUSE SERIOUS PERSONAL OR
15	PHYSICAL HARM TO ITS EMPLOYEES AND CERTIFIED
16	CLIENTS, SHOULD BE PROVIDED BLOCKING OF CALLER
2.7	ID SERVICE. SOUTHERN BELL BELIEVES THAT
18	PERSONAL SAFETY, NOT JUST INCONVENIENCE, SHOULD
19	BE THE DETERMINING FACTOR.
20	
21 0.	WHAT ALTERNATIVES TO CALLER ID BLOCKING ARE
22	AVAILABLE AND DO THEY SUFFICIENTLY PROTECT
23	CUSTOMERS' ANONYMITY? (ISSUE 7)

A. SOUTHERN BELL BELIEVES THAT FOR THE VAST

24

MAJORITY OF CALLS CUSTOMERS HAVE NO NEED OR DESIRE FOR ANONYMITY. THIS IS CONFIRMED BY THE -3 RECENT US WEST TRIAL WHERE CALLERS ACTIVATED PER CALL BLOCKING A MERE 143 TIMES OUT OF A FILLION CALLS. FOR THOSE FEW INSTANCES WHERE ANONYMITY IS IMPORTANT THERE ARE SEVERAL 7 ALTERNATIVES AVAILABLE. 8 FIRST, THE SUBSCRIBER'S TELEPHONE NUMBER 10 CAN BE KEPT CONFIDENTIAL BY PLACING CALLS 11 THROUGH AN OPERATOR, SINCE CALLS SO PLACED WILL 12 BE DELIVERED WITH AN "OUT OF AREA" INDICATION 13 RATHER THAN THE TELEPHONE NUMBER OF THE 24 ORIGINATING PARTY. SECOND, IN INSTANCES WHERE 15 ANONYMITY IS IMPORTANT, PAY TELEPHONES MAY BE 16 USED. WHILE THE CALLING NUMBER OF A PAY 17 TELEPHONE SET WOULD BE DELIVERED TO A CALLER ID 1.8 SUBSCRIBER, THE SUBSCRIBER'S ABILITY TO CONVERT 19 THAT TELEPHONE NUMBER INTO A LOCATION IS 20 EXTREMELY LIMITED. CALLS CAN ALSO BE PROCESSED 21 THROUGH THIRD PARTIES SUCH AS ANSWERING SERVICES AND OFFICE PBX'S. IN ADDITION, 22 23 RECENTLY APPROVED OUT DIAL ONLY LINES CAN 24 PROVIDE ANONYMITY TO INDIVIDUALS OR AGENCIES. 25 FURTHER, RINGMASTER SERVICE, WHICH ASSIGNS

1

1.		DISTINCTIVE RINGS TO TWO OR MCRE TELEPHONE
<b>3</b> ( ) ( )		NUMBERS ON ONE LINE, CAN BE UTILIZED TO
5		IDENTIFY CALLERS RETURNING CALLS TO A NUMBER AS
d		A RESULT OF THEIR USE OF CALLER ID. SERVICES
5		SUCH AS FOREIGN CENTRAL OFFICE, FOREIGN
6		EXCHANGE AND CELLULAR ALSO WILL PROVIDE CALLING
7 8		NUMBER ANONYMITY.
9	Q.	ARE THERE ANY EXISTING CLASS SERVICES (E.G.,
10		CALL TRACE, CALL RETURN, CALL BLOCK, ETC.; THAT
11		HAVE SIMILAR FUNCTIONS AND/OR SIMILAR BENEFITS
12		AS CALLER ID AND, IF SO, WHAT ARE THEIR
1.3		DETRIMENTS? (ISSUE 6)
14		
15	Α.	THE OBJECTIVE OF SOUTHERN BELL'S INTRODUCTION
16		OF TOUCHSTAR FEATURES IS TO PROVIDE A RANGE OF
17		SERVICES WHEREBY THE CALLED PARTY CAN HAVE MORE
18		CONTROL OVER HIS TELEPHONE, AND BOTH THE CALLED
19		PARTY AND THE CALLING PARTY CAN CHOOSE OPTIONS
20		TO TAILOR THEIR TELEPHONE SERVICE TO SUIT THEIR
21		INDIVIDUAL NEEDS. WHILE THERE IS A POSSIBILITY
		OF CROSS ELASTICITY AMONG THE TOUCHSTAR
23		FEATURES, ONLY CALLER ID DISPLAYS THE TELEPHONE
24		NUMBER OF THE PARTY WHO IS CALLING. THERE
35		SEEMS TO BE A GENERAL MISUNDERSTANDING THAT

1	CALL TRACE, CALL RETURN AND CALL BLOCK ARE
2	EQUIVALENT OR COMPARABLE TO CALLER ID. THEY
3	ARE NOT.
4	
5	FOLLOWING IS A COMPARISON OF THE FEATURES
6	OFFERED BY EACH SERVICE:
7	
8	CALL BLOCK - ALLOWS THE CUSTOMER TO BLOCK CALLS
9	FROM THE LAST NUMBER THAT CALLED. IT ALSO
10	ALLOWS THE CUSTOMER TO PROGRAM BLOCKING FOR
11	UP TO SIX NUMBERS. IN CONTRAST TO CALLER
12	ID, CALL BLOCK DOES NOT IDENTIFY THE NUMBER
13	OF THE PARTY MAKING THE CALL. OR DOES IT
1 1	LET THE CUSTOMER KNOW WHO IS CALLING BEFORE
15	ANSWERING THE CALL. IN FACT, CALL BLOCK
16	WORKS BY PREVENTING THE COMPLETION OF THE
17	CALL.
18	
19	CALL RETURN - REDIALS THE LAST PHONE NUMBER
20	THAT CALLED. IT WORKS ONLY ON THE LAST
21	CALL; INFORMATION ON PREVIOUS CALLS IS
22	UNAVAILABLE. UNLIKE CALLER ID, CALL RETURN
(3) (1) (1) (1) (1) (1) (1) (1) (1) (1) (1	DOES NOT IDENTIFY THE NUMBER OF THE PARTY
4	MAKING THE CALL. CALL RETURN IS EFFECTIVE
5	ONLY TO THE EXTENT THAT THE OTHER PARTY

.\$.	PICKS OF THE PHONE WHEN THE CALL IS
2.	RETURNED. IF THAT PERSON I DESN'T ANSWER,
3	CALL RETURN IS INEFFECTIVE. WITH CALLER ID
4	A SUBSCRIBER CAN IDENTIFY REPETITIVE CALLS
5	FROM THE SAME CALLER, WHICH HE CANNOT DO
6	WITH CALL RETURN.
<sup>ry</sup>	
8	CALL TRACING - THIS TOUCHSTAR FEATURE ALLOWS
9	THE CUSTOMER TO ACTIVATE A SYSTEM THAT
1.0	RECORDS THE NUMBER OF A PERSON MAKING A
1.1	CALL. THE CUSTOMER CAN THEN ASK SOUTHERN
12	BELL TO INVESTIGATE. CALL TRACING DOES NOT
13	LET THE CUSTOMER KNOW THE IDENTITY OF THE
14	ANNOYING CALLER, EVEN IF SOUTHERN BELL
15	INVESTIGATES THE CASE. IT DOES NOT LET THE
16	CUSTOMER KNOW WHO IS CALLING BEFORE
17	ANSWERING THE CALL. THEREFORE, A PERSON
18	MAY KEEP ANSWERING CALLS FROM THE SAME
19	CALLER. CALL TRACING DOES NOT IMMEDIATELY
20	IDENTIFY THE NUMBER OF THE PERSON MAKING
21	THE CALL AS DOES CALLER ID. IN A CRISIS
22	SITUATION, SUCH AS A POTENTIAL SUICIDE, THE
23	CALLED PARTY WOULD HAVE TO HANG UP BEFORE
24	THE TRACE COULD BE INITIATED, WHICH WOULD
2.5	JEOPARDIZE THE RESCUE EFFORT. IN CONTRAST,

1	CALLER ID PROVIDES AN IMMEDIATE VEHICLE TO
2	DETERMINE THE CALLING NUMB_R AND THEREBY
3	ALLOW RESCUE EFFORTS WHILE KEEPING THE
4	CALLER ON THE LINE.
5	
6	CALLER ID - LETS THE CALLED FARTY KNOW THE
7	NUMBER OF THE CALLING PARTY BEFORE PICKING
8	UP THE PHONE, AND DEPENDING ON THE TYPE OF
9	PREMISES EQUIPMENT USED, MAY STORE
10.	TELEPHONE NUMBERS OF CALLERS.
11	
12	IN THE JULY 17, 1990 AGENDA SESSION, A VICTIM
13	ADVOCATE FROM JACKSONVILLE, FLORIDA, APPEARED
14	BEFORE THIS COMMISSION AND DISCUSSED TWO CASES
15	IN WHICH SKE WAS PERSONALLY INVOLVED. IN ONE
16	CASE THE HARASSING CALLER PLACED THE CALLS FROM
17	A PRISON BUT THE VICTIM DID NOT KNOW THAT. THE
18	VICTIM BELIEVED SHE WAS IN IMMEDIATE DANGER AND
19	COMMITTED SUICIDE. THE VICTIM ADVOCATE,
20	SPEAKING TO THE COMMISSION, STATED,
21	
22	"THE KEY TO KEEPING A VICTIM STABLE AND
23	LATER ABLE TO TESTIFY IS TO GIVE THEM SOME
24	CONTROL OVER THE THREAT, REAL OR IMAGINED.
25	NONE OF THE CURRENTLY AVAILABLE SERVICES

1	WOULD HAVE GIVEN THE VICTIM PROOF OF WHERE
2	THE CALL HAD ORIGINATED." (JULY 17, 1990
3	AGENDA TRANSCRIPT PAGE 84)
4	
5	IN THE SECOND CASE THE VICTIM PUT HERSELF IN
6	IMMEDIATE PHYSICAL DANGER BECAUSE SHE DID NOT
ang .	KNOW THAT THE CALLER WAS CALLING FROM THE
8	CORNER PAY PHONE. IT WAS STATED THAT CALLER ID
9	WOULD HAVE HELPED THE VICTIM IDENTIFY THAT HER
10	HARASSER WAS CALLING FROM THE IMMEDIATE AREA
	AND SHE, THEREFORE, MIGHT NOT HAVE LEFT THE
1.2	RELATIVE SECURITY OF HER HOME. THE VICTIM
1.3	ADVOCATE FURTHER STATED,
1.4	
15	"CALL TRACE WOULD NOT HAVE ADDRESSED THIS
16	PROBLEM BECAUSE THE SYSTEM BY WHICH CALL
17	TRACE OPERATES DOES NOT ALLOW FOR IMMEDIATE
18	RESPONSE TO A PHYSICALLY THREATENING
19	SITUATION AS PERCEIVED BY THE VICTIM
20	(JULY 17, 1990 AGENDA TRANSCRIPT PACE 86)
21	
22	CALL BLOCK WOULD NOT HAVE BLOCKED THIS
23	NUMBER BECAUSE IT WOULD NOT HAVE BEEN ON A
24	PRE-SELECTED TARGET LIST OF NUMBERS TO BE
25	IDENTIFIED TO BE BLOCKED (JULY 17,

1	1990 AGENDA TRANSCRIPT PAGE 86)
2	
3	CALL RETURN WOULD HAVE SENT HER BACK TO THE
4	PHONE BOOTH WITH HIM ANSWERING OR NO ONE
5	ANSWERING. IT WOULD NOT HAVE IDENTIFIED
6	WHERE THE CALL CAME FROM." (JULY 17. 1990
~~	AGENDA TRANSCRIPT PAGE 87)
8	
9	A BROWARD COUNTY COMMISSIONER WHO ALSO APPEARED
10	AT THE JULY AGENDA SESSION STATED IN REGARD TO
11	CALL TRACING,
12	
13	"BUT I DON'T THINK THE PEOPLE OF THIS STATE
L	WANT TO WAIT UNTIL AFTER THEY HAVE RECEIVED
15	THAT CALL TO DECIDE THAT IT CAN BE TRACED.
16	THEY WANT THE CHANCE NOT TO BE HARASSED AND
17	NOT TO HEAR THAT VOICE ON THE OTHER END OF
18	THE PHONE." (JULY 17, 1990 AGENDA
19	TRANSCRIPT PAGE 37)
30	
21	CLEARLY, THEN, IN THE MINDS OF THE PUBLIC,
22	CALLER ID MEETS A SPECIFIC CUSTOMER NEED THAT
23	IS NOT SATISFIED BY OTHER TOUCHSTAR FEATURES.
24	
25	Q. IS THE RATE STRUCTURE FOR THE EXISTING CLASS

1		(TOUCHSTAR) SERVICES THAT YOU JUST DISCUSSED
2		APPROPRIATE? (ISSUE 6)
3		
4	£	SOUTHERN BELL BELIEVES THE RATE STRUCTURE FOR
5		EACH OF THE EXISTING CLASS (TOUCHSTAR) SERVICES
б		IS APPROPRIATE FOR RESIDENTIAL AND SMALL
7		BUSINESS APPLICATIONS. A COMPARISON OF USAGE
8		VERSUS FLAT RATE PRICING FOR TOUCHSTAR SERVICES
9		INDICATED THAT THE FLAT RATE STRUCTURE WAS
10		PREFERRED BY OUR CUSTOMERS AND, IN ADDITION
11		WOULD PROVIDE MORE CONTRIBUTION TO BASIC LOCAL
12		SERVICE.
13		
14		SEVERAL FACTORS WERE ALSO IDENTIFIED THAT MAY
15	,	INFLUENCE RESIDENTIAL AND SMALL BUSINESS
16		CUSTOMER BEHAVIOR. FIRST, WITH USAGE PRICING
17		OF DISCRETIONARY SERVICES, THE CUSTOMER MUST
18		REALLY MAKE A "BUYING DECISION" EACH TIME HE
19		USES THE SERVICE. SECOND, IN ORDER TO
20		STIMULATE AND MAINTAIN CUSTOMER USE AT THE
21		DESIRED LEVEL, SIGNIFICANT ADVERTISING DOLLARS
22		MUST BE ALLOCATED TO THE PRODUCT ON AN ONGOING
23		BASIS.
24		
25		ALSO, WITH ANY NEW SERVICE, OUR GOAL IS TO

1		ENCOURAGE A CUSTOMER'S USE, THEREBY INCREASING
نَه		THE VALUE OF THE PRODUCT TO HIM.
3		
4	Q.	WHAT FURTHER ACTION SHOULD BE TAKEN ON SOUTHERN
5		BELL'S TARIFF FILINGS INTRODUCING CALLER ID
6		(T-89-507) AND CHANGING THE CONDITIONS UNDER
7		WHICH NONPUBLISHED NUMBER INFORMATION WILL BE
8		DIVULGED (T-90-023)? WHAT SHOULD BE THE
9		EFFECTIVE DATE OF SUCH ACTION? (ISSUE 13)
10		
11	Α.	ALL APPROPRIATE STEPS NEEDED TO ADDRESS
12		SOUTHERN BELL'S CALLER ID TARIFF OFFERING HAVE
13		BEEN TAKEN.
14		
15		SOUTHERN BELL FILED TARIFF REVISIONS ON
16		SEPTEMBER 29, 1989 BY WHICH WE ADDED CALLER ID
17		TO OUR TOUCHSTAR FEATURES AND PROPOSED
18		CLARIFICATIONS REGARDING THE DIVULGENCE OF
19		NONPUBLISHED TELEPHONE NUMBERS. THE TARIFF
20		IMPLEMENTING CALLER ID WAS APPROVED EFFECTIVE
21		FEBRUARY 1, 1990, AND SOUTHERN BELL WAS
22		DIRECTED TO AMEND THE FILING WITH A PROHIBITION
23		ON THE RESALE OF ANY NUMBERS ACQUIRED THROUGH
24		CALLER ID.
25		

1.	THE ISSUE CONCERNING THE APPROPRIATENESS OF
?	BLOCKING CERTAIN AGENCIES' NUMBERS AND ANY
3	CHARGE FOR SUCH BLOCKING WAS DEFERRED FOR
4	FURTHER CONSIDERATION BEFORE THE FEBRUARY 1,
5	1990 EFFECTIVE DATE. IN RECOGNITION OF THE
6	NEEDS OF LAW ENFORCEMENT AND DOMESTIC VIOLENCE
7	INTERVENTION AGENCIES, SOUTHERN BELL IS
8	PREPARED TO FILE A TARIFF SETTING THE FOLLOWING
9	CRITERIA FOR BLOCKING:
1.0	
11	1. THE ENTITY SHOULD ESTABLISH THAT ITS
12	BUSINESS IS LAW ENFORCEMENT OF ONE IN WHICH
13	THE DIVULGENCE OF IDENTITIES OVER THE
14	TELEPHONE COULD CAUSE SERIOUS PERSONAL OR
15	PHYSICAL HARM TO ITS EMPLOYEES AND
16	CERTIFIED CLIENTS, SUCH AS A DOMESTIC
17	VIOLENCE INTERVENTION AGENCY;
18	
19	2. THE ENTITY SHOULD ESTABLISH THAT THE
20	FORWARDING OF NUMBERS THROUGH CALLER ID
21	WOULD SERIOUSLY IMPAIR OR PREVENT IT FROM
22	PERFORMING ITS BUSINESS; AND,
23	
24	3. THE ENTITY SHOULD ESTABLISH THAT NO
25	REASONABLE OFFERING BY THE TELEPHONE

1		COMPANY OTHER THAN BLOCKING WILL PROTECT
3		ITS DESIRED ANONYMITY.
. 3		
4		SOUTHERN BELL ALSO SENT BILL INSERTS TO ALL
5		CUSTOMERS WHERE CALLER ID WAS TO BECOME
6		AVAILABLE TO NOTIFY THEM OF THESE CRITERIA.
7		
. 8		AT THE JULY 17, 1990 AGENDA, THE COMMISSION
9		HEARD WITNESSES FOR AND AGAINST CALLER ID, AND
10		STATED THAT SINCE SOUTHERN BELL AND LAW
11		ENFORCEMENT HAD NOT BEEN ABLE TO COME TO AN
12		AGREEMENT, IT WOULD SCHEDULE HEARINGS.
13		
14		BASED ON THE FOREGOING, SOUTHERN BELL BELIEVES
15		THAT WE HAVE ADEQUATELY ADDRESSED THE NEEDS OF
16		OUR CUSTOMERS AND THAT THE CALLER ID TARIFF
17		SHOULD BE APPROVED FOR IMMEDIATE
1.8		IMPLEMENTATION.
19		
20	Q.	PLEASE PROVIDE A SUMMARY OF YOUR TESTIMONY.
2.1		
22	A.	CALLER ID IS A NEW OPTIONAL TOUCHSTAR FEATURE
13		THAT ALLOWS THE CALLED PARTY TO SEE THE CALLING
4		PARTY'S TELEPHONE NUMBER DISPLAYED BEFORE
5		ANSWERING THE PHONE. SOUTHERN BELL BELIEVES

1	THAT CALLER ID WILL PROVIDE MANY BENEFITS TO
2	RESIDENCE AND SMALL BUSINESS CUSTOMERS, WHEREBY
3	THE INTERESTS OF BOTH THE CALLED AND THE
Ą	CALLING PARTY WILL BE BETTER BALANCED. CALLER
5	ID WILL REDUCE THE POTENTIAL FOR OBSCENE,
6	ANNOYING, HARASSING AND FRAUDULENT TELEFHONE
-7	CALLS. IN THE STATES WHERE CALLER ID HAS BEEN
8	APPROVED AND IMPLEMENTED, THE RESPONSE HAS BEEN
9	OVERWHELMINGLY FAVORABLE.
1.0	
•9 - 7 - 3 - 40 - 60	SOUTHERN BELL HAS WORKED CLOSELY WITH THOSE
12	GROUPS WHO PERCEIVE THAT CALLER ID PRESENTS
13	THEM WITH SERIOUS RISK. WE HAVE WORKED
14	EXTENSIVELY WITH LAW ENFORCEMENT TO DEVELOP
1 E5	SOLUTIONS THAT WILL ACCOMMODATE THEIR NEEDS AN
16	WE HAVE DEVELOPED A SIGNIFICANT LIST OF
17	APPROPRIATE ALTERNATIVES. SOUTHERN BELL WILL
10	CONTINUE TO WORK WITH LAW ENFORCEMENT TO MEET
19	SPECIAL TECHNICAL REQUESTS AS LONG AS THEY DO
20	NOT COMPROMISE THE WELFARE OF THE COMPANY'S
21	OVERALL CUSTOMER BODY OR THE INTEGRITY OF ITS
2:2	NETWORK. EXTENSIVE WORK WAS ALSO CONDUCTED TO
era mig also sur	SOLVE THE CONCERNS OF HRS AGENCIES.
24	
23	BASED ON THIS COMMISSION'S THOROUGE REVIEW OF

	<b>.</b>	SHOULD BE ALLOWED TO BECOME EFFECTIVE
	<b>.3</b> - 756 - 546 	IMMEDIATELY.
	4	
	5 Q.	DOES THIS CONCLUDE YOUR TESTIMONY?
Variable Control	6	
	7 A.	YES.
	8	
	9	
	10	
	11	
	13	
	1.4	
	15	
	16	
	1.7	
	18	
	19	
	20	
	21	
	19 20 21 22 23 24 25	
	23	
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		27

## SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY REBUTTAL TESTIMONY OF NANLY H. SIMS FLORIDA PUBLIC SERVICE COMMISSION DOCKET NO. 891194-TI OCTOBER 26, 1990

- Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.
- A. I AM NANCY H. SIMS. MY BUSINESS ADDRESS IS 675
  WEST PEACHTREE STREET, ATLANTA, GEORGIA 30375.
- Q. ARE YOU THE SAME NANCY H. SIMS THAT PREFILED DIRECT TESTIMONY IN THIS DOCKET?
- A. YES, I AM.
- Q. WHAT IS THE PURPOSE OF YOUR REBUTTAL TESTIMONY?
- A. THE PURPOSE OF MY TESTIMONY IS TO ADDRESS

  SEVERAL OF THE CONCERNS ABOUT CALLER ID THAT

  HAVE BEEN PRESENTED IN THE PREFILED TESTIMONY

  OF THE LAW ENFORCEMENT, PUBLIC COUNSEL AND

  DOMESTIC VIOLENCE AGENCY WITNESSES. MORE

  SPECIFICALLY, I WILL DISCUSS THE ISSUES OF

BLOCKING THE CALLING NUMBER FLOM BEING
DELIVERED, PROVIDING CALL TRACING ON A PER CALL
BASIS, AND DEALING WITH THE ADVANCEMENT IN
TECHNOLOGY REPRESENTED BY CALLER ID.

- Q. BASED ON THE PREFILED TESTIMONY IN THIS DOCKET,
  WHAT IS THE PREVALENT THEME WHEN THE NEED FOR
  BLOCKING CALLING NUMBER DELIVERY IS DISCUSSED?
- EXAMPLES GIVEN IN DR. COOPER'S TESTIMONY, THE
  OVERWHELMING STATED REASON FOR WANTING THE
  CAPABILITY TO BLOCK CALLING NUMBER DELIVERY IS
  FOR SAFETY AND SECURITY. CERTAIN PARTIES, SUCH
  AS THE LAW ENFORCEMENT AGENCIES, CRISIS
  INTERVENTION AGENCIES, AND SOME HELF LINES ARE
  SPECIAL GROUPS THAT HAVE SPECIAL NEEDS AND
  VALID REASONS FOR SPECIAL TREATMENT. SOUTHERN
  BELL AGREES THAT THE EMPLOYEES, VOLUNTFERS AND
  CLIENTS OF THESE GROUPS SHOULD BE AFFORDED
  BLOCKING OPTIONS TO PROVIDE THEM WITH ANONYMITY
  FOR SAFETY AND SECURITY REASONS.

AS STATED IN MY DIRECT TESTIMONY, SOUTHERN BELL HAS OFFERED A MULTITUDE OF OPTIONS FOR USE BY

THESE GROUPS, ANY ONE OF WHICH WILL AFFORD THEM
THE ANONYMITY THEY DESIRE. IN ADDITION, THESE
OPTIONS ARE NOT DIFFICULT TO USE AND THEY ARE
TO BE OFFERED FREE OF CHARGE.

- Q. COULD YOU ADDRESS SOME OF THE CONCERNS

  EXPRESSED BY THE FLORIDA COALITION AGAINST

  DOMESTIC VICLENCE AND THE CENTER AGAINST SPOUSE

  ABUSE?
- YES. THE FEAR EXPERIENCED BY ABUSED SPOUSES A. AND CHILDREN DESCRIBED BY MS. BROWN, MS. DUNN, AND MS. PHOENIX IS CERTAINLY REAL AND THEIR SAFETY SHOULD NOT BE COMPROMISED. THEREFORE, THE SAFE HOMES AND THE SHELTERS WILL BE AFFORDED ACCESS TO FREE BLOCKING OF CALLING NUMBER DELIVERY. THE VOLUNTEERS OF THE AGENCIES WILL ALSO HAVE FREE BLOCKING AVAILABLE, AS WILL THE VICTIMS ON WHOSE BEHALF A REQUEST FOR BLOCKING IS MADE BY THE AGENCY. IN NEW JERSEY, WHERE CALLER ID HAS BEEN IN EFFECT FOR ALMOST THREE YEARS, SHELTERS USE PAY TELEPHONES FOR OUTGOING CALLS TO PROTECT THEIR CLIENTS. IN ADDITION, THE INCOMING LINES ARE PROVISIONED WITH CALLER ID IN ORDER TO IDENTIFY

THE NUMBER OF THE PERSON, PERTAPS AN ABUSER, WHO IS CALLING THE SHELTER.

MS. DUNN'S CONCERN THAT SOUTHERN BELL WILL BE ASSUMING THE RESPONSIBILITY FOR "SCREENING VICTIMS FOR ELIGIBILITY FOR A CALL BLOCK SERVICE" IS MISPLACED. SOUTHERN BELL HAS NOT PROPOSED TO DO THIS TYPE OF SCREENING NOR WILL IT REQUIRE THE VICTIM TO BE EMBARRASSED BY HAVING TO REVEAL PERSONAL EXPERIENCES IN ORDER TO RECEIVE FREE CALL BLOCKING. WE BELIEVE THE AGENCIES ARE QUALIFIED TO MAFE THIS DETERMINATION, AND SOUTHERN BELL WOULD HAVE A PERSON DESIGNATED IN ITS CUSTOMER ASSISTANCE BUREAU TO RECEIVE ORDERS FROM THESE AGENCIES. THIS ARRANGEMENT WILL HELP KEEP ANY ADMINISTRATIVE COSTS TO A MINIMUM. FINALLY, THE FREE BLOCKING BEING PROPOSED WOULD NOT INHIBIT THE AVAILABILITY OF 911 SERVICES FROM THESE LINES.

Q. HOW WOULD YOU ADDRESS THE SITUATION DESCRIBED BY MS. BROWN WHERE A VICTIM OF ABUSE SEEKS
REFUGE AT A FRIEND'S HOUSE AND HAS A NEED TO CALL HOME?

A. CALLER ID SERVICE IS AN OPTIONAL SERVICE WHICH
IS SUBSCRIBED TO BY THE CUSTOMER AND WHICH
REQUIRES THE PURCHASE OF A DISPLAY DEVICE.

THE VICTIM WHO SEEKS SHELTER WITH A FRIEND OR FAMILY MEMBER WILL KNOW BEFORE SHE MAKES THE CALL BACK TO HER HOME IF CALLER ID IS INDEED WORKING ON HER HOME NUMBER. IF IT IS NOT, THEN CALLER ID WILL NOT BE A FACTOR. IF IT IS, OR IF SHE IS UNCERTAIN WHETHER IT HAS BEEN ADDED IN HER ABSENCE, THEN THE VICTIM COULD USE THE OPERATOR IN PLACING THE CALL.

- Q. DO YOU AGREE THAT LAW ENFORCEMENT AGENCIES HAVE
  UNIQUE NEEDS THAT PER CALL OR PER LINE BLOCKING
  MAY NOT ADEQUATELY ADDRESS?
- A. YES. AS STATED IN MR. RADIN'S TESTIMONY FOR

  GTE TELEPHONE, IN CERTAIN SITUATIONS, LAW

  ENFORCEMENT MAY HAVE NEED OF MAINTAINING THE

  ABILITY TO APPEAR AS ANY OTHER CALLER. FOR

  INSTANCE, WITH PER CALL OR PER LINE BLOCKING, A

  "P" WILL BE DISPLAYED WHICH WOULD INDICATE TO A

  CALLER ID SUBSCRIBER THAT THE CALLING NUMBER

  IS BEING BLOCKED. SOUTHERN BELL AGREES WITH

GTE THAT BY GIVING LAW ENFORCEMENT THE ABILITY
TO PASS A "SAFE" NUMBER AT WILL, THEIR NEEDS
SHOULD BE RESOLVED.

OTHERS, SUCH AS INFORMANTS WHO HAVE AN OCCASIONAL NEED TO PROTECT THEIR NUMBER, CAN USE THE OTHER READILY AVAILABLE ALTERNATIVES DESCRIBED IN MY DIRECT TESTIMONY.

- Q. WOULD YOU PLEASE COMMENT ON THE PORTIONS OF MR.

  TUDOR'S TESTIMONY THAT REFER TO THE EFFECTS

  THAT ADVANCEMENTS IN TECHNOLOGY HAVE HAD ON LAW
  EMPORCEMENT?
- MR. TUDOR'S TESTIMONY EMPHASIZES HOW LPW
  ENFORCEMENT IN GENERAL HAS OVER THE YEARS EAD
  TO ADJUST THE WAY IN WHICH IT OPERATES TO MEET
  THE CHANGES BROUGHT ON BY NEW TECHNOLOGIES. IN
  PARTICULAR, HE MENTIONS PAGING AND CELLULAR
  SERVICES WHICH HAVE BEEN USED HEAVILY IN
  CRIMINAL ACTIVITIES.
  - I DO NOT CONDONE THIS USE OF SUCH SERVICES, BUT
    I AM SURE THAT MR. TUDOR DOES NOT PROPOSE THAT
    SUCH SERVICES SHOULD NEVER HAVE BEEN OFFERED OR

ONLY PROVIDED UNDER VERY RESTRICTIVE RULES. I AM ALSO SURE THAT HE WOULD ADMIT THAT CELLULAR AND PAGING SERVICES PROVIDE GREAT BENEFIT TO THE PUBLIC AT LARGE AS WELL AS ASSISTANCE TO LAW ENFORCEMENT.

ADVANCEMENTS IN TELECOMMUNICATIONS SERVICES ARE
OFFERED TO SERVE THE GENERAL PUBLIC'S INTEREST.
IN SO DOING, THEY ALSO HELP LAW ENFORCEMENT.
MR. TUDOR HAS ONLY EMPHASIZED THE PROBLEMS THAT
MAY OCCUR WITH THE DELIVERY OF THE CALLING
NUMBER, WHICH SOUTHERN BELL HAS ADDRESSED
THROUGH VARIOUS BLOCKING OPTIONS. HE HAS
IGNORED THE VOLUMINOUS TESTIMONY THAT SAYS
CALLER ID WILL ENHANCE EMERGENCY OPERATIONS AND
WILL REDUCE AS WELL AS ASSIST INVESTIGATIONS
INTO BOMB THREATS, HARASSING AND THREATENING
CALLS AND FALSE AS WELL AS ACTUAL FIRE CALLS.

NOTING THE EXCEPTIONS FOR SECURITY AND SAFETY,

CALLER ID SERVICE SHOULD BE IMPLEMENTED WITHOUT

PER CALL OR PER LINE BLOCKING IN ORDER FOR THE

SERVICE TO BE USED IN THE MANNER IN WHICH IT

WAS INTENDED. THE GENERAL OFFERING OF BLOCKING

COULD MOT ONLY HAMPER THE USE OF THE SERVICE IN

EMERGENCY SITUATIONS, BUT COULD DEVALUE THE LONG-TERM VIABILITY OF THE SERVICE.

- Q. DO YOU AGREE WITH DR. COOPER'S BELIEF THAT WITH

  CALLER ID THE CALLER ACTUALLY LOSES CONTROL

  OVER HIS TELEPHONE NUMBER?
- MAKE A CALL OR TO NOT MAKE A CALL. THE CALLER CAN CHOOSE WHO THEY WANT TO CALL AND WHEN THEY WANT TO CALL AND WHEN THEY WANT TO CALL. THE CALLER CAN ALSO CHOOSE THE CALLING LOCATION AND THE METHOD BY WHICH THE CALL IS MADE. WITH CALLER ID, THE CALLER MAY GIVE MORE CONSIDERATION TO THE MANNER IN WHICH THE CALL IS PLACED, BUT WITH CALL TRACING AND CALL RETURN NOW IN PLACE, THE CALLER PROBABLY DOES THIS TO SOME DEGREE TODAY.

EVEN THE CUSTOMER WITH A NONPUBLISHED NUMBER IS PROTECTED WITH THE IMPLEMENTATION OF CALLER ID. HIS NUMBER WILL NOT BE DISPLAYED UNLESS: 1) HE INITIATES A CALL, AND 2) THE CALLING PARTY HAS SUBSCRIBED TO CALLER ID. BECAUSE OF THE NONPUBLISHED STATUS OF THE NUMBER, IF THE NUMBER IS DISPLAYED THROUGH CALLER ID SERVICE,

IT CANNOT BE ASSOCIATED WITH AN ADDRESS. IF
THE CALLER IS CONCERNED ABOUT AN UNWANTED
CALLBACK, HE CAN INITIATE INCOMING CALL
BLOCKING. FURTHERMORE, THE CUSTOMER WITH A
NONPUBLISHED NUMBER IS USUALLY MORE CONCERNED
ABOUT KNOWING WHO IS CALLING, AND CALLER ID
WITHOUT BLOCKING CAN GIVE HIM THAT CONTROL
MECHANISM.

- Q. IN DR. COOPER'S TESTIMONY AT PAGES 28 AND 29,

  HE DISCUSSES THE OPTIONS FOR HANDLING ANNOYANCE

  CALLS. IS CALLER ID BEING PROPOSED AS THE

  ANSWER TO PREVENTING ANNOYANCE CALLS?
- BELL AS THE ULTIMATE SOLUTION TO THE ANNOYANCE
  CALL PROBLEM. IT IS, HOWEVER, A USEFUL
  DETERRENT, ESPECIALLY WHEN COUPLED WITH OTHER
  SOUTHERN BELL TOUCHSTAR FEATURES. FOR
  INSTANCE, CALLER ID CAN BE USED TO SCREEN
  INCOMING CALLS AND, IN CONJUNCTION WITH
  INCOMING CALL BLOCKING, CAN BE USED TO PREVENT
  THE RECURRENCE OF AN UNWANTED CALL.

WHILE SOUTHERN BELL ESTIMATES THAT THERE ARE

APPROXIMATELY 75,000,000 CALLS MADE IN SOUTHERN BELL TERRITORY WITHIN THE STITE OF FLORIDA EACH DAY, HARASSING AND ANNOYING CALLS CONSTITUTE ONLY A TINY FRACTION OF THOSE CALLS.

THEREFORE, FOCUSING ON CALLER ID AS A SERVICE DIRECTED AT HANDLING ANNOYANCE CALLS DISREGARDS THE MORE IMPORTANT REASONS FOR OFFERING THIS SERVICE.

CUSTOMERS HAVE INDICATED THAT THEY LIKE TO SEE THE NUMBER OF THE PERSON CALLING THEM AS THEY MAY THEN BE ABLE TO IDENTIFY THE CALLER SEFORE ANSWERING THE CALL. BASED ON THE CALLING NUMBER THEY CAN THEN MAKE AN INFORMED DECISION AS TO HOW TO ANSWER THE CALL OR WHETHER OR NOT TO ANSWER THE CALL AT ALL. IN FACT, WHEREAS SOME OF THE OPPOSITION TESTIMONY SAYS THAT CALLER ID COMPROMISES SECURITY AND SAFETY, MANY OTHERS PRAISE THE SERVICE AS AN ENHANCEMENT TO SAFETY AND SECURITY. ALSO, AS DESCRIBED AT LENGTH IN MY DIRECT TESTIMONY, THERE ARE NUMEROUS USES FOR CALLER ID SERVICE, SUCH AS PROVIDING ADDITIONAL INFORMATION FOR EMERGENCY SERVICES PROVIDERS, ASSISTING DEAF CUSTOMERS TO DETERMINE IF THEY SHOULD ANSWER THEIR PHONE

WITH A TELECOMMUNICATIONS DEVICE FOR DEAF
PERSONS, AND PROVIDING SMALL BUSINESSES WITH
THE ABILITY TO PERSONALIZE SERVICE, THAT ARE
TOTALLY UNRELATED TO THE UNWANTED CALL ISSUE.
THESE USES ARE IN THE GENERAL PUBLIC'S INTEREST
AND SHOULD NOT BE IGNORED.

DR. COOPER AND OTHERS WOULD LEAD ONE TO BELIEVE THAT SERVICES SUCH AS CALL TRACING, CALL RETURN. AND INCOMING CALL BLOCK CAN SERVE THE SAME NEEDS OF THE CUSTOMER AS DOES CALLER ID. SOUTHERN BELL DOES NOT AGREE. EACH SERVICE BRINGS A UNIQUE SET OF BENEFITS TO THE CUSTOMER. WHILE THERE ARE SOME CROSS ELASTICITIES AMONG THE SERVICES, CUSTOMERS HAVE VARYING NEEDS AND EACH TOUCHSTAR FEATURE PERFORMS A SPECIAL, UNIQUE SERVICE WHICH MAY OR MAY NOT SATISFY AN INDIVIDUAL CUSTOMER'S NEEDS. THESE SERVICES ARE DESIGNED TO ALLOW CUSTOMERS, BOTH CALLER AND CALLING PARTY, TO TAILOR THEIR TELEPHONE SERVICE TO BETTER SERVE THEIR PERSONAL AS WELL AS BUSINESS NEEDS.

O. DO YOU AGREE WITH DR. COOPER'S PORTRAYAL OF CALLER ID AS FUEL TO FURTHER TELEMARKETING

WITH A TELECOMMUNICATIONS DEVICE FOR DEAF
PERSONS, AND PROVIDING SMALL BUSINESSES WITH
THE ABILITY TO PERSONALIZE SERVICE, THAT ARE
TOTALLY UNRELATED TO THE UNWANTED CALL ISSUE.
THESE USES ARE IN THE GENERAL PUBLIC'S INTEREST
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VARYING NEEDS AND EACH TOUCHSTAR FEATURE

PERFORMS A SPECIAL, UNIQUE SERVICE WHICH MAY OR

MAY NOT SATISFY AN INDIVIDUAL CUSTOMER'S NEEDS.

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BOTH CALLER AND CALLING PARTY, TO TAILOR THEIR

TELEPHONE SERVICE TO BETTER SERVE THEIR

PERSONAL AS WELL AS BUSINESS NEEDS.

O. DO YOU AGREE WITH DR. COOPER'S PORTRAYAL OF CALLER ID AS FUEL TO FURTHER TELEMARKETING

## ACTIVITIES?

A. ABSOLUTELY NOT. TELEMARKETING ABUSES,

INCLUDING OBJECTIONABLE SOLICITATION, IS A

PROBLEM THAT EXISTS TODAY WITHOUT THE PRESENCE

OF CALLER ID SERVICE. COMPUTERIZED

TELEMARKETING CALLING GENERALLY OCCURS AT

RANDOM. TELEPHONE NUMBERS ARE OBTAINED BY

TELEMARKETING FIRMS FROM MANY SOURCES OUTSIDE

THE TELEPHONE COMPANY SUCH AS CREDIT CARD

COMPANIES, MAIL ORDER COMPANIES, BANK

TRANSACTIONS, AND ENTRIES IN CONTESTS.

TELEMARKETING IS MORE APPROPRIATELY ADDRESSED

AS A SEPARATE ISSUE. THIS COMMISSION AS WELL

AS THE FLORIDA LEGISLATURE HAS RECOGNIZED THIS,

AND HAS ALREADY TAKEN STEPS TO RESTRICT THIS

TYPE OF CALLING. IN ADDITION, SOUTHERN BELL'S

CALLER ID TARIFF SPECIFICALLY PROHIBITS THE

RESALE OF NUMBERS OBTAINED THROUGH THE USE OF

CALLER ID SERVICE.

Q. IN THEIR DIRECT TESTIMONIES, DR. COOPER, MS. DUNN, MR. TUDOR, AND MS. PHOENIX ALL SUPPORT THE PROVISION OF CALL TRACING ON A PER CALL

SIGNIFICANT DROP IN THE CONTIBUTION THAT IS RECEIVED FROM THE SERVICE TODAY.

FURTHERMORE, IN NEW JERSEY A SURVEY SHOWED THAT

84% OF CALLER ID SUBSCRIBERS SAID THAT CALLER

ID WAS MORE EFFECTIVE THAN CALL TRACING IN

HANDLING NUISANCE CALLING. IN MOST CASES,

UNLESS THE CALL IS TRULY OBSCENE OR

THREATENING, THE RECIPIENT OF THE CALL JUST

WANTS THE CALLING TO CEASE; SHE DOES NOT WANT

TO TAKE LEGAL ACTION.

IT SHOULD ALSO BE NOTED THAT THE AVAILABILITY
OF CALLER ID IS EXPECTED TO REDUCE THE NUMBER
OF CALLS INITIATED THROUGH CALL TRACING. MANY
OF THE CALLS INITIATED TO CALL TRACING ARE
THOSE THAT DO NOT WARRANT LAW ENFORCEMENT
INTERVENTION. THESE INCLUDE SALES SOLICITATION
CALLS, WRONG NUMBERS AND PRANK CALLS WITH NO
MALICIOUS INTENT. CALLER ID WOULD PROVIDE
CUSTOMERS CONCERNED WITH THESE TYPES OF CALLS
AN EFFECTIVE METHOD OF AVOIDING THEM.

Q. WOULD YOU PLEASE COMMENT ON THE PREFILED

TESTIMONY OF MR. TUDOR, MS. PHOENIK AND MS.

DUNN REGARDING THE POSSIBLE USE OF CALLER ID

INFORMATION FOR VIGILANTE ACTIVITIES?

- A. ALTHOUGH SOME OF THE TESTIMONY SUGGESTS THAT

  CALLER ID MAY SPAWN VIGILANTE OR RETALIATORY

  CONFRONTATIONS BETWEEN THE CALLER AND THE

  CALLED PARTY, I BELIEVE THIS TO BE PURE

  SPECULATION. IN THE SIX STATES WHERE CALLER 1D

  IS CURRENTLY AVAILABLE, SOME FOR TWO OR MORE

  YEARS, THERE IS NO EVIDENCE THAT THIS TYPE OF

  ACTIVITY HAS BEEN A PROBLEM.
- Q. DOES THIS CONCLUDE YOUR REBUTTAL TESTIMONY?
- P. YES.

Q (By Mr. Falgoust) Ms. Sims, do you have a summary of your testimony?

A Yes, I do.

d.

Ç.

Q Would you please give that at this time?

A Caller ID is a new optional TouchStar feature that allows the called party to see the calling party's telephone number displayed before answering the telephone. Southern Bell believes, and actual experience elsewhere has shown, that Caller ID will provide many benefits to residents and small business customers.

It will also help balance the interest of both the called and the calling party. Customers have indicated that they like the see the number of the person calling them as they may then be able to identify the caller before answering the call. This allows the customer to make an informed decision as to how to answer the call, or whether or not to answer the call at all.

There are numerous usages for Caller ID service, such as providing additional information for emergency services providers, assisting deaf customers to determine if they should answer their phone with the telecommunication device for deaf persons, and providing small businesses with the ability to

personalize service.

A.

1.2

In addition, Caller ID will reduce the potential for obscene, annoying, harassing, and fraudulent telephone calls. In the states where Caller ID has been approved and implemented, the response has been overwhelmingly favorable. Whereas, a few people find fault with the service as compromising security and safety, the overwhelming majority praise the service as an enhancement to safety and security.

groups who perceive that Caller ID presents them with berious risk. We have worked extensively with law enforcement to develop solutions that will accommodate their needs, and we have developed a significant list of appropriate alternatives. Southern Bell will continue to work with law enforcement to meet special technical requests as long as they do not compromise the welfare of the Company's overall customer body or the integrity of its network.

Extensive work was also conducted to solve the concerns of HRS agencies. The special options we have proposed to those groups that have special needs for safety and security reasons, including the employees, volunteers and clients of those groups are not difficult to use and they are being offered free of

charge. In addition, these blocking options will not interfer with 911 services.

Caller ID service is an optional service that is offered in addition to the other six TouchStar features as the latest in telecommunication services that serve the general public's benefit. Caller ID can be used in conjunction with other TouchStar features to give the caller as well as the called party more control over their telecommunication services. The calling party does not lose control over his telephone number since he continues to be able to choose who to call, when to call, where to call, the calling location and the method by which the call is made.

This is equally true for published and nonpublished listing customers. In fact, the customer with the nonpublished number is usually more concerned about knowing who is calling; therefore, Caller ID can give this customer more control.

Based on this Commission's thorough review of the issues regarding Caller ID, the service should be allowed to be implemented immediately under the conditions proposed by Southern Bell.

- Q Does that conclude your testimony, Ms. Sims?
- A Yes, it does.

MR. FALGOUST: Mr. Chairman, Ms. Sims is

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1	available for cross.
2	COMMISSIONER EASLEY: I believe we agreed to
3	take direct and rebuttal at the same time. Did you
4	want to handle rebuttal now or wait until she finished?
5	MR. FALGOUST: Commissioner Easley, Ms. Sims'
6	rebuttal testimony and her recital of her summary
7	included the rebuttal.
8	Now, to the extent that it would become
9	necessary to have Ms. Sims respond in rebuttal to
10	something that is said over the next two days, I would
11.	hope the Commission would entertain her being able to
12	do that.
12	CHAIRMAN WILSON: Did you move that her
14	rebuttal testimony be inserted into the record, not
10	only the direct?
16	MR. FALGOUST: I intended to. I so move now
17	if I didn/t.
18	COMMISSIONER EASLEY: It was not specified, I
19	wasn't sure either.
20	CHAIRMAN WILSON: All right. Both Ms. Sims
21	both her rebuttal and direct testimony are, without
22	objection, inserted into the record.
23	(For the convenience of the record, direct
24	and rebuttal prefiled testimony was inserted at Page 3.

CHAIRMAN WILSON: Cross examination?

## CROSS EXAMINATION

2 BY MS. CASWELL:

5.

Q Good morning, Ms. Sims. My name is Kim Caswell. I'm with GTE Florida. I have just a few questions.

In Southern Bell's view, what is the principal function of Caller ID?

A Well, it's got several functions, but most of our customers have indicated that they would like to know the number of the person who is calling them.

They like the ability to be able to identify who is calling them. Also, of course, some have indicated that they perceive it to be a service that will cut down on harassing annoyance calls.

Q Are there any individual CLASS services that serve the same needs as Caller ID?

A As I stated in my testimony, there are some Caller ID, I mean, TouchStar features which will function not exactly like Caller ID, but will provide some of the similar capabilities, but they each are stand-alone services that each provide a unique service, depending on what the customer's needs are.

Q In your opening statement you discussed call blocking for HRS and violence intervention agencies.

Through what process will eligibility for free call

FLORIDA PUBLIC SERVICE COMMISSION

1	blocking be determined?
2	A We have indicated that if the agency tells us
3	that a certain person needs call blocking, we will give
র্	that blocking to them.
5	Q So Southern Bell doesn't have any discretion
6	the shelter themselves make the decisions?
7	A That's what we have proposed.
8	MS. CASWELL: Okay. That's all I have.
9	MR. BERG: No questions.
10	MR. BECK: Commissioner, a number of the
11	other intervenors have asked that I go first.
12	CHAIRMAN WILSON: Fine. Go ahead. No
13	problem.
14	MR. BECK: Maybe it will save time later.
15	
16	CROSS EXAMINATION
17	BY MR. BECK:
18	Q Ms. Sims, Southern Bell is opposed to giving
19	the general body of ratepayers free per-call blocking,
20	is it not?
21	A That's correct.
22	Q But Southern Bell has no objections to
23	allowing persons to purchase per-call blocking through
24	a number of other the use of another service, is it?
25	A Well, there are technologies available today

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1 that are used in the provision of other services, such 2 as RingMaster, such as operator services, such as placing a call on a pay phone that exists today for 3 Ą. other purposes, and it just so happens those 5 technologies can be used to block a call. They are б available for anybody to use. 7 Q What is the charge for a calling card call? 8 A Calling card call is -- if you're using it 9 from your home is 75 cents. 10 Q If you were to make a local call -- that's for a local call? 11 Well, it's just a credit card call, 75 cents. 1.2  $F_{\bullet}$ 13 Q You could make a local call using your 14 calling card, could you not? That's correct. 15 A And what would be displayed on a Caller ID 16  $\mathcal{Q}$ 17 display unit if a person made a calling card call? A Out of area, an O. 18 So that's one way the general body of Q 19 ratepayers could purchase per-call blocking from 20 21 Southern Bell, is it not? That's correct. A 22 Is there another operator-assisted call? 23 Q. 24 A Yes. 25 Q If an operator comes, what's the charge in

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that case?

A If an operator comes on, if it's like a 0-call which is just to get the operator to place the call for you, the charge is a dollar.

- Q If a person made a local operator-assisted call, what would appear on the Caller ID unit?
  - A An out of area also.
- Q How about a cellular phone call? What appears if somebody makes a cellular phone call to a person with Caller ID?
  - A It's my understanding a O shows also.
- CHAIRMAN WILSON: Can I ask a question here?

  Is the reason that an O or out-of-area designation

  appears is because you've programmed it that way or is

  it possible that you could have the credit card number show or the telephone number that's usually associated

with a credit card number show on a Caller ID box?

witness sims: I believe that's the way the software is configured. When the "0" shows on the operator-handled, or anytime you're using the TOPS trunks to carry an operator-type call, then it's out of the Signaling System 7 capability, and we don't have any plans at this point to put Signaling System 7 onto the TOPS. You would have to do a lot -- it would be

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1	very expensive at this point and we don't have plans to
2	do that.
3	CHAIRMAN WILSON: All right. What about
4	cellular?
5	WITNESS SIMS: Cellular, it's because it's
6	not part of the Signaling System 7, also, is my
7	understanding. Now, cellular, you know, at some point
8	if Signaling System 7 capability is placed on cellular,
9	then the number would show up on cellular.
10	COMMISSIONER BEARD: Unless the cellular
11	person using the cellular phone opted to do a 0- then
12	it would be treated just as though any other 0-?
13	WITNESS SIMS: That's correct.
14	COMMISSIONER BEARD: So the difference is
15	cellular is not on SS7?
16	WITNESS SIMS: That's correct.
17	CHAIRMAN WILSON: Okay. Would you be the
18	appropriate witness to answer the question of how far
19	how much would the next step of this process be from
20	transmitting the calling number to transmitting the
21	name and address?
22	WITNESS SIMS: When you say how much
23	CHAIRMAN WILSON: I mean, is this just a
24	little tiny technological leap from just the number to
25	both the name and address and the number?

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1 WITNESS SIMS: I don't know how much of a 2 difference there is. I know that there's been some 3 trial -- there's a trial out west on delivering calling name and address --4 CHAIRMAN WILSON: Technology --5 WITNESS SIMS: So the technology is there. 6 Now, what it takes to do it or what the costs are, I 7 don't know. 83 COMMISSIONER MESSERSMITH: Well, if I might 9 continue that, is that data there already available and 10 it's just the software doesn't drop out the rest of it? 11 WITNESS SIMS: I can't answer that, 12 Commissioner. I'm sorry. 13 CHAIRMAN WILSON: Go ahead, Mr. Beck. 14 (By Mr. Beck) So, Ms. Sims, if the Commission Ø 15 were to grant your proposal in its entirety exactly as 16 proposed by Southern Bell, customers will, for the 17 foreseeable future, still have opportunities to 18 purchase per-call blocking from Southern Bell, using 19 those techniques you have just described earlier, will 20 they not? 21 Oh, yes. And they can use other available 22 services, also, like I have stated in my testimony, 23 they can subscribe to other services if they 24

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specifically want to block.

1	Q Southern Bell believes that the recipient of
2	a phone call has a right to know the telephone number
3	of the person calling them, is that correct?
4	A We say that the calling party has had the
5	control over the telephone service, more or less,
6	because of the existing technology. Now that the
7	technology is available, the called party has the
8	ability to have more control over his telecommunications
9	services, so there's more of a balance.
10	We believe that the called party has a right
11	to know who is calling them.
12	COMMISSIONER GUNTER: Let me, Mr. Beck, can I
13	interrupt just for a second, please?
14	MR. BECK: Certainly, please do.
15	COMMISSIONER GUNTER: Ms. Sims, you have been in
16	the telecommunications business a long time, haven't you?
17	WITNESS SIMS: Yes, sir.
18	COMMISSIONER GUNTER: How many telephone
19	numbers do you have committed to memory, would you say,
20	that you can know who it is that is calling you? 10,
21	15, 20?
22	WITNESS SIMS: I probably don't have that
23	many committed to memory. I would probably know more
24	from the if it was a long distance call, you know,
25	if it was coming from my family in North Carolina if

1 long distance was available at this point and it was a 704 number coming in, I would say, "Well, that's 2 probably my family," you know. 3 COMMISSIONER GUNTER: Well, it's probably 4 your family. But of a local call? 5 б WITNESS SIMS: Just a few. 7 COMMISSIONER GUNTER: How many local calls do you know? 8 WITNESS SIMS: Just a few. 9 COMMISSIONER GUNTER: Just a few. I'm trying 10 to understand the logic of being able to control who 11 called you. Because unless I had some sort of a 12 number, sequential number thing and the phone was 13 ringing, and I was hurrying going down, to me, that 14 seems kind of a hollow argument of being able to 15 16 control who calls you. Now, to know who called you -- I mean to know 17 where they were calling from once you said "Hello" and 18 they identified themselves, that's one thing to know 19 20 where they had called from. But to say you have control over whether you want to respond, answer that 21 phone or not, it seems to me you've got to be a genius. 22 WITNESS SIMS: Well, I'll agree that --23 COMMISSIONER GUNTER: Because there's only a 24

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few people that I know their telephone numbers.

1	WITNESS SIMS: that I wouldn't know very
2	many telephone numbers, and I'm sure a lot of people
3	would not recognize some telephone numbers. Of course,
4	they would recognize if it was Mom calling or they
5	would recognize if their brother was calling. But
6	there's some curiosity in every one of us when the
7	phone rings, "Who is it calling?"
8	COMMISSIONER GUNTER: I'm not going to doubt
9	that.
10	WITNESS SIMS: They see the number displayed,
11	say, "Well, I don't recognize the number." They would
12	still probably pick it up. The nice thing about Caller
13	ID is that if you're out of the house, depending on
14	what type of CPE you have, you're going to have a
15	record of all the calls that came in. Whether or not
16	with an answering machine, of course, if they don't
1.7	leave a message, you don't know who called.
18	People like that. They've stated it in
19	surveys
20	COMMISSIONER GUNTER: You can do that with
21	the answering machine. You have to leave a message;
22	and, you know, if there's somebody that the message is
23	important enough to talk about, they leave it on the
24	machine.

I'm trying to understand the position -- and

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I'm really groping, I'm not being argumentative here. 1 You have been in the phone business for a long time and 2 3 how many numbers you would remember versus an ordinary person who is not in the business. The position that 3 it allows a person to control who called them, I fall 6 down on that. Because I've tried to put that on a 7 personal basis and when people would call, and I've 8 sort of done this, people would call me and I would think to myself, "Well, hell, I don't know their 9 telephone number, but I know them when I talk to them, 10 but how would I have ever known who that was?" 11 12

And I certainly would not want to retreat my telecommunications correspondence only to those people that I could recognize their telephone numbers.

Am I making any sense?

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WITNESS SIMS: Oh, yeah, you're making complete sense. And I think that what you are pointing out, though, is the fact that when I say that the advances in telecommunications are allowing the called party to have more control over their service, I'm not saying just Caller ID. Caller ID is one tool that can be used if you have a desire for that tool.

I'm not saying everybody is going to want to subscribe to Caller ID, but there is some significant indication that there are customers out there who have

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an interest in the service.

Now, you may not have it, I may not have it, but somebody else may have that desire to have that particular service.

But if you look at the other TouchStar features in combination with Caller ID, you can certainly control who is calling you because you can put your preferred blocking on there; because you can stop calls from coming in to you; if you know a number that you don't want to call you, you can block that number coming in.

COMMISSIONER GUNTER: I understand the fratures, but right before us today is Caller ID. And I'm trying to get firmly in my head the position of the parties and the rationale that they have. And I find it difficult to think that from a personal basis --

WITNESS SIMS: Right.

commissioner gunter: I realize I'm not too smart, but on a personal basis unless I want to retreat to that circle of those people that I know, and in order to really control that, my use of telecommunications would be severely restricted at home.

WITNESS SIMS: There are a lot of residential customers, evidently, that have a real need for Caller ID. who really like the service. They use it.

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1 COMMISSIONER GUNTER: Well, there are other 2 reasons for that. 3 WITNESS SIMS: Right. 4 COMMISSIONER GUNTER: And usually the reasons 5 that have come before us in public hearings is, once the call is completed, to have the ability to know б where that call originated from. 7 WITNESS SIMS: Uh-huh. 8 9 COMMISSIONER GUNTER: Now, there was a 10 different reason for that, in case they wanted to vigilante or whatever they wanted to do. I'm not 11 characterizing that in a bad sense, I just don't have 12 arother descriptive adjective for that or whatever --13 shotgun. 14 All right, excuse me, Mr. Beck. 15 CHAIRMAN WILSON: Mr. Beck, I don't want to 16 trample on your cross examination. 17 MR. BECK: I know, that's okay. 18 CHAIRMAN WILSON: I don't want to jump ahead 19 20 of where you're going, but I just want to clear up a couple of things. 21 Am I understanding your marketing philosophy 22 with respect to Caller ID is that if the customers want 23

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it, you want to give it to them -- or sell it to them

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in the case?

1 WITNESS SIMS: They have indicated a desire for the service, yes, sir. The technology is there to 3 provide it to them. 4 CHAIRMAN WILSON: All right. I understand 5 that philosophy. What is the Company's philosophy on 6 blocking? 7 WITNESS SIMS: The Company's Lasic philosophy 8 on blocking is not to provide blocking. CHAIRMAN WILSON: All right. And the reason 9 you don't want to provide blocking is what? 10 WITNESS SIMS: We feel that providing blocking 11 will devalue the service. 12 CHAIRMAN WILSON: To whom? 13 WITNESS SIMS: To whoever subdescribes to 14 15 Caller ID service or whoever would benefit from Caller ID being there. Because we have -- with the advent of 16 Caller ID, even those who do not subscribe to Caller ID 17 should reap some benefit from it in that customers --18 maybe harassing callers and so forth will think twice 19 before they make a call because they don't know who has 20 Caller ID and who does not have Caller ID. 21 CHAIRMAN WILSON: So blocking devalues the 22 network for those who subscribes to Caller ID? 2.3 WITNESS SIMS: That is our feeling, that it - 4

will devalue the service.

CHAIRMAN WILSON: All right. Well, Mr. Beck
just asked you about calling card, operator-assisted
calls and cellular. So your philosophy is really not
that there should be no blocking, it's that blocking
ought to be extremely inconvenient, that's more your
philosophy, isn't it?

WITNESS SIMS: That it shouldn't be offered just to be activated for everyone and anyone to use.

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CHAIRMAN WILSON: All right. Because you clearly offer services that allow blocking, the calling card, the operator assist or the cellular?

WITNESS SIMS: That's correct, it is a little more --

the trouble of paying 75 cents and using their calling card, a dollar and using operator assist and sinking however much money it takes to have a cellular telephone and pay the usage and all that, that they can, in fact, block their calls?

witness sims: Right. They can go to a pay phone, they can subscribe to RingMaster, they can get the out-dial line. There are alternatives. Those are technologies that exist today; we offer them because there's other reasons for those services to be out there, but they can be used for blocking.

1 CHAIRMAN WILSON: So you really don't object to blocking, what you object to is easy blocking? -3 WITNESS SIMS: No. We object to blocking, but 4 we're not going to stop those technologies that are out 5 there today because they exist for other reasons. And it just so happens people can use those for blocking 6 7 and we recognize that. CHAIRMAN WILSON: Well, let me see if I can 8 9 reconcile that with what you said earlier was your 10 policy with respect to offering Caller ID was that the 11 technology exists there to offer that service and that 12 there was a demand among customers for that service, 13 and so you wanted to offer it. What I just heard you 14 say is that there are technologies that allow blocking: 3.5 calling card, operator assist, cellular, RingMaster, 16 whatever the other ones were, that you wouldn't stand 17 in the way of that technology allowing a customer to 18 take advantage of that kind of service which would 19 allow blocking? 20 WITNESS SIMS: That's correct. 21 CHAIRMAN WILSON: The ability to block 22 through SS7 is another technology? E 5 WITNESS SIMS: That's correct.

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customers?

CHAIRMAN WILSON: That could be available to

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WITNESS SIMS: That's correct.

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CHAIRMAN WILSON: So it is your approach to this, or the Company's approach, that you want to make blocking inconvenient so that you don't have general blocking, is that it?

WITNESS SIMS: We feel like that the service would be more of value if the blocking is not readily available, that it's more inconvenient to use it. I mean, somebody has got to make an informed decision as to block, they're going to have to think about it before they block.

CHAIRMAN WILSON: I'm trying -- I hear all the positions on Caller ID stated in very absolutist, absolutist sense. That you absolutely have to have Caller ID; and, on the other hand, there should be no blocking at all. In fact, your position is not no blocking at all, your position is blocking with some technologies that are tremendously inconvenient, that is a very high hurdle that a customer has to climb over versus easy blocking.

So it's some blocking but not easy blocking, that's more your approach to this?

WITNESS SIMS: I guess that's the way you could characterize it. I don't know that we've ever laid it out like that, but --

1 CHAIRMAN WILSON: Well, if that's wrong, I 2 would like to have you the opportunity to correct me. **(**) WITNESS SIMS: No, I can't put it in any 4 other words, basically. 5 CHAIRMAN WILSON: Okay. 6 WITNESS SIMS: Now, we have offered, just to 7 clarify our position, because of the concerns of law 8 enforcementment, as you well know, and crisis 9 intervention agencies and so forth, that we would make 10 available limited free blocking alternatives. 11 COMMISSIONER BEARD: If I'm at my home and I want to dial a local telephone number, and I dial 1 and 12 13 the local telephone number, would that in effect create an "0"? 14 15 WITNESS SIMS: I don't believe the number would go through if you dialed 1 --16 COMMISSIONER BEARD: If I'm at my home and 17 I'm going to make a local telephone call and I dial 0 18 and I dial that number, and then I punch in a credit 19 20 card, that would cost me 75 cents and that would get an 03 21 That's correct. WITNESS SIMS: 22 COMMISSIONER BEARD: How about checking on 3 12 the 1+ for me. I would like to have the answer to that

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question.

۰	WITNESS SIMS: A 1+ is going to display a
2	number. 1+ is a sent-paid call.
3	COMMISSIONER BEARD: Okay. So it would
4	display?
5	WITNESS SIMS: Yes. I mean, 1+ is a toll
6	call, though. I mean, if you dial 1+ and then a local
7	number, I don't think it will go through.
8	COMMISSIONER BEARD: You don't think the call
9	will go through at all?
10	WITNESS SIMS: I don't think so.
11	COMMISSIONER BEARD: I believe that a zero
12	followed by a local will go through.
13	WITNESS SIMS: Yes, a zero will because, see,
14	that's a nonsent-paid. That's a credit card (all.
15	COMMISSIONER BEARD: So, in fact, I have
16	per-call blocking at my disposal. I have it for a cost
17	of U- one dollar, I have it credit card O+ for the
18	price of 75 cents. Cellular is kind of an anomaly,
19	because that's something that might go away, but
20	currently, that's roughly in the neighborhood of, what,
21	35 cents a minute for the call?
22	WITNESS SIMS: Depending on the provider,
33	right.
14	CHAIRMAN WILSON: That's disregarding the
25	sunk cost.

al-	COMMISSIONER BEARD: II you had per-call
2	blocking, if you were to offer per-call blocking, what
3	price would put on that?
4	WITNESS SIMS: Oh, goodness. I don't know
5	how much we would charge for that.
6	COMMISSIONER BEARD: Certainly not any more
7	than 75 cents on it because I could buy it cheaper,
8	couldn't I?
9	WITNESS SIMS: I wouldn't think so.
10	COMMISSIONER BEARD: Okay. And RingMaster
	would create zero also?
12	WITNESS SIMS: Well, no, RingMaster, actually
13	what that does is it gives you an additional line
14	you have one telephone but you have two lines actually
15	working with two telephone numbers and it will pass the
16	main number. And so if somebody calls back on that
17	number, there is a separate ring, there are two
18	different rings and so the customer can decide how to
19	answer it or whether to answer it or whatever.
20	COMMISSIONER BEARD: My point is it's kind of
21	an artificial substitution for call blocking?
22	WITNESS SIMS: That's correct, it's a way to
23	monitor it.
24	COMMISSIONER BEARD: If I dial 0- and the
75	operator puts my local call through for me, there will

be a record of that, won't there? 1 WITNESS SIMS: Yes. 2 COMMISSIONER BEARD: If I dial 0+ and it goes 3 through and I punch my credit card in, there will be a Q. record at the phone company of that, won't there? 5 WITNESS SIMS: That's right. 6 COMMISSIONER BEARD: But if I have per-call 7 blocking, as described by others, there will be no 8 record of that number at the phone company, will there? 9 WITNESS SIMS: I don't believe there will be 10 a record unless it's a toll call. 1.1. COMMISSIONER BEARD: Okay. So the difference 12 between per-call blocking and the leased 0-/0+ is that 13 in the event there was something illegal about that 14 call that I might as the receiver of the call want to 15 take advantage of and go to the State Attorney's office 16 and say, "This was an obscene call." I would know that 17 there perhaps would be a record of that someplace? 18 WITNESS SIMS: There could be. Oh, yes, 19 there would be a record of it if it was made through --20 COMMISSIONER BEARD: 0+ or 0-? 21 WITNESS SIMS: Right. 22 CHAIRMAN WILSON: Okay. Let me -- when a 23 customer dials a number, that number is captured by the 20 SS7 at the originating office, is that right? 25

1	WITNESS SIMS: The number is passed, yes.
4	CHAIRMAN WILSON: It's passed to the
3	terminating office?
Ą	WITNESS SIMS: Right, the calling number.
5	CHAIRMAN WILSON: The calling number is
6	passed from the originating to the terminating office;
7	and if there's blocking to be done, it is blocked at
8	that terminating office?
9	WITNESS SIMS: That's correct.
10	CHAIRMAN WILSON: And if a customer has
11	subscribed to Caller ID, it's passed on through there.
12	So that number is captured in the system?
13	WITNESS SIMS: That's right. Exempt the
14	display box is passive. In other words, it just
15	displays a number. The number actually resides in the
16	terminating end office.
1.7	CHAIRMAN WILSON: But you don't record that
18	number, it's captured but not recorded?
19	WITNESS SIMS: It's not recorded, no not
20	unless there's some billing associated with that number
21	that has to be done because of that call, like in a 0+.
22	Of course, it's not going to show up a number on 0+,
23	but if it's a toll call, for instance.
14	COMMISSIONER MESSERSMITH: Ms. Sims, under
25	the scenario Mr. Beck discussed on ways to get around

Caller ID in regard to going to an operator or 5.4 whatever, in the Call Trace service that you offer, can 2 you avoid getting your number traced that way also in that process? 5 WITNESS SIMS: No. There's no avoidance of the Call Trace because the Call Trace actually works by 6 7 capturing the number. Because the number resides in 8 the switch in that terminating office, that number is there. And if you activate the Call Trace -- if you 9 have subscribed to Call Trace and you activate it, it 10 will capture that number; that number will be captured. 11 12 The memory is there because it's been activated for 13 that particular telephone number. 10 COMMISSIONER MESSERSMITH: Thank you. COMMISSIONER GUNTER: Ms. Sims, let me ask 15 one curious sort of question, if I may. Have you got a 16 17 real ballpark on the penetration of cellular phones in your service area? You could probably tell me what 18 19 BellSouth Mobility has. 20 WITNESS SIMS: No. I really can't tell you 21 what BellSouth Mobility has. 22 COMMISSIONER GUNTER: Okay. Ballpark. 23 CHAIRMAN WILSON: Are you looking for the

COMMISSIONER GUNTER: No. Numbers of

number of cellular telephones, or minutes of use, or --

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     customers.
 2
                WITNESS SIMS: Gosh, I should have it.
      (Pause) No, but I can find out.
 3
                COMMISSIONER GUNTER: 100,000, 200,000?
 4
 5
               WITNESS SIMS: Oh, it's more than that, I
 6
     would think it would be --
                CHAIRMAN WILSON: A million?
 7
               WITNESS SIMS: -- close to a million, I would
 8
 9
     imagine.
10
               COMMISSIONER GUNTER: Okay. And that's
     inside the state of Florida?
11
               WITNESS SIMS: I would say, yes.
12
               CHAIRMAN WILSON: And you have how many
13
     access lines, five, six?
1 1
               WITNESS SIMS: Yeah. Now, I'm saying --
15
     excuse me, I'm saying the entire state of Florida, I'm
16
17
     not necessarily saying in our serving area.
               COMMISSIONER GUNTER: So if you had -- assume
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     it's 1 million. Out of assume we have 5 million access
19
     lines, 10 million?
20
               WITNESS SIMS: Well, Southern Bell has a
21
     little over 4 million.
22
               COMMISSIONER GUNTER: A little over 4
23
    million, so we'll say we have 10 million. So you have
74
     10% of the population has available to them through
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their telecommunication services -- and I'm sort of surprised that you all don't really have a handle on that penetration because that appears to be the biggest threat to the local company that exists is the cellular system.

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WITNESS SIMS: We have it, it's just that I don't remember it off the top of my head.

COMMISSIONER GUNTER: But you have at least 10% of the population using those round figures, you know, whatever, a million to 10 million acess lines.

You have 10% of the population that has access to telecommunications devices as their primary -- probably their primary telecommunications device that is not subject to Caller ID anyway.

WITNESS SIMS: That's correct.

think it's important we look at the magnitude of the service and go down to the things -- you all are attempting to satisfy the customers' needs. And we need to recognize the magnitude that is available with no change in those people's lifestyles at all. They have a cellular phone riding down the road, in the automobile, at the house, hunting camp or wherever they are, you're taking a sizeable percentage that already that the benefits of Caller ID disappear.

1	WITNESS SIMS: That's correct.
2	COMMISSIONER GUNTER: Okay.
3	COMMISSIONER EASLEY: Are you going to have
4	to add to that consideration pay phones?
5	WITNESS SIMS: Well, pay phone actually
6	displays a number, for what it's worth. I mean, it
7	does help that, for instance, if you're in a school and
8	somebody calls in a bomb threat, at least you have the
9	number, you have the number of the pay phone. I think
10	in an instance like in New Jersey they got the pay
11	phone number and they recognized it as being the pay
12	phone there in the school and it was a student. So
13	that does give you an edge, the pay phone number.
14	COMMISSIONER EASLEY: I remember some
1.5	testimony on that one.
16	CHAIRMAN WILSON: Now, Mr. Beck, back to you.
17	COMMISSIONER EASLEY: Do you have anything
18	left?
19	MR. BECK: Oh, yes.
30	Q (By Mr. Beck) Let me backtrack a little. In
21	response to Commissioner Messersmith, on Call Trace, if
22	per-call blocking were ordered by the Commission, is it
23	true that Call Trace would still capture the number
24	even if a person used per-call blocking to block the

transmission of their number?

1	A That's correct.
2	CHAIRMAN WILSON: Call Trace, then, will
3	capture the number under every circumstance?
4	WITNESS SIMS: That's correct.
5	CHAIRMAN WILSON: What does it capture with
6	cellular?
7	WITNESS SIMS: Oh, well, now cellular, I think
8	it captures that number. I would have to double check
9	on that. You caught me on that one.
10	CHAIRMAN WILSON: All right. If you would?
1.1	WITNESS SIMS: Because I think Call Trace
A BANG	will work because of the fact that it captures the
13	number that is residing in the office, and I believe we
14	would the Call Trace will work with the cellular
15	phone.
16	CHAIRMAN WILSON: This I guess this is just
17	the same question in a different form. But last number
1.8	redial, will that work with cellular? I mean, the only
15	way that would work is if you're capturing the number,
20	right? It would be the same technology as the Caller
21	ID, you're capturing the number in the terminating
	office or somewhere.
23	WITNESS SIMS: The problem is if it's out of
	the office, you know, if it comes into an interoffice

call and since cellular doesn't have Signaling System 7,

1 it probably would not work. 2 CHAIRMAN WILSON: All right. So -- all 3 right? WITNESS SIMS: That's where the Signaling 5 System 7 comes in is when it becomes an interoffice 6 call. 7 CHAIRMAN WILSON: So if it goes from the 8 cellular -- if it doesn't go between offices, it goes 9 directly into what, it goes directly from the cellular 10 to the terminating office? 11 WITNESS SIMS: See, the problem you have with 12 cellular is cellular has their own office. 13 CHAIRMAN WILSON: Right. WITNESS SIMS: They're MTSO. And if that 14 15 office is not Signaling System 7 equipped, then that's 16 the reason your Caller ID is not going back and forth. Now what I have looked for when I looked in my Call 17 Tracing where it wouldn't work, I don't remember 18 19 cellular as being one of those places where it wouldn't 20 work. COMMISSIONER BEARD: Wouldn't the central 21 22 office record the number of the cellular location, and, 23 in fact, the cellular location has got to record the

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number for billing purposes of who made the call at

that point in time? You might not be able to narrow it

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down to more than three or four calls that were within 1. two or three minutes of each other? 2 WITNESS SIMS: Well, the problem is it's the 3 callular office that actually does the recording for 4 biling purposes unless it's a toll call. Š COMMISSIONER BEARD: I understand that. But 6 in the instance of Call Trace where you're tracing 7 somebody doing obscene phone calls or bomb threats or 8 whatever, there is some form of an audit trail from 9 your central office to their point of presence and 10 their billing records to at least narrow the focus? 1.1 WITNESS SIMS: There is. 12 CHAIRMAN WILSON: On RingMaster, I assume 13 that the number that would be captured in the system is 14 the primary number? 15 WITNESS SIMS: Yes, it's the main number. 16 CHAIRMAN WILSON: Not the secondary number? 17 WITNESS SIMS: That's correct. 18 CHAIRMAN WILSON: It wouldn't make any 19 difference because it's all at the same phone anyway, 20 21 right? WITNESS SIMS: That's correct. I mean the 22 main number -- it's going to be, you know, you can 23 have the main number listed and have the other number 24

not listed.

1 Q (By Mr. Beck) Ms. Sims, Commissioner Wilson 2 earlier asked you about Southern Bell's position on 3 blocking being that Southern Bell wanted to make it inconvenient or not easy, do you recall that? 5 A Yes. 6 It's not just that, is it, Ms. Sims. 7 also that Southern Bell wants to be paid every time 8 somebody uses a blocking mechanism, is it not? 9 Well, certainly, that we have proposed that, 10 you know, the cost causer should pay in most all of our services that we offer. In the technologies that are 11 12 there, those technologies are there for other reasons. 13 And when someone uses that technology, they're paying 14 for the purpose that service was intended to serve. **1**5 Like, for instance, the 0+, you're paying for a cost there. If they use that service for blocking, they're 16 17 going to pay the same price. 18 We're not saying that, "Yes, we want you to 19 pay us for blocking." We have said we really would 50 prefer to not have any blocking. But each of those mechanisms do produce 21 22 additional revenues for Southern Bell, do they not? 23 That's correct. 12 24 For example, a cellular call, even if

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BellSouth Mobility were not used, there's still

.k.	levendes that bouthern berr would det on a cerrarar
2	call for transport?
3	A That's correct.
4	Q Then if it's BellSouth Mobility by
5	circumstance, then you have an affiliate getting
ճ	additional revenues?
7	A That's correct.
8	Q Okay. And a pay phone, the charge would be a
9	quarter that Southern Bell would get if somebody opted
10	to use a pay phone?
11	A Well, it may be some other provider of pay
12	phone service that gets that quarter.
13	Q Well, if some other provider is used,
14	Southern Bell's still gets additional revenues, though,
15	because
16	A We get for interconnection, yes.
1.7	Q Okay. And, of course, you have gone over the
18	rates for the calling card and the operator-assisted
19	call?
20	A Right.
21	Q You mentioned, I think in response to
22	Commissioner Gunter, that Caller ID is a popular
23	service or words to that effect?
24	A Yes.
25	Q Can you tell me what the typical take-rate is

1 for Caller ID among the population in general? 2 A Well, I think in Tennessee it's for, in the lines that it's available, it's somewhere around 12% at 3 4 this point, which is a pretty good take-rate for an 5 upcional service. 5 Is that one out of eight or so? 7 I think there's 80,000, something like that, 8 subscribers. And in New Jersey, I believe it's about, 9 oh -- of course, they have got it more fully deployed. 10 I think their subscription rate is somewhere around, 11 let me look here, I can tell you without me scrambling 12 here and guessing. 13 COMMISSIONER MESSERSMITH: While you're looking, I would be interested also if you have a 14 1.5 comparable number for Call Trace. WITNESS SIMS: Okay. (Pause) 16 17 Ą Let me find a little chart here. (Pause) 18 Okay. They have -- in this report they had 19 52,000, over 52,000 with Caller ID service, this was in 20 New Jersey, out of about 2.4 million lines that are equippea. 21 COMMISSIONER EASLEY: What's the date on 22 that? 23 COMMISSIONER GUNTER: That's 2%? 24

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WITNESS SIMS: This is the latest study that

was done, and that was as of April of 1990. 1 2 COMMISSIONER GUNTER: About 2%? 3 WITNESS SIMS: Right. And their total CLASS service penetration on customer ponetration is 3.6% and 4 that's all of their CLASS services combined. Now, 5 their Call Trace is on a per-activation basis. 6 Now, Call Trace, I don't have the figures --7 8 I'm sorry, on Tennessee, on Call Trace -- but I can tell you what Southern Bell's take is on Call Trace 9 1.0 even though I can't tell you, you know, we don't have Caller ID, so I can't tell you about what our take rate 11 is on that. (Pause) 12 13 On Call Trace on our customer penetration, for total residence and business -- well, for 14 residence, which is more indicative, it's 2%. 15 16 CHAIRMAN WILSON: Do you get any kind of 17 rebound effect from interest on a service like Caller ID in New Jersey? Right after the service is 18 introduced you get a lot of people who take it and it 19 sort of tails off and maybe comes back, or is there any 20 kind of predictable response by customers to those 21 kinds of services? 22 23

WITNESS SIMS: A lot of that varies with what you do prior to introducing services. A lot of controversy or a lot of publicity surrounding the

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1	service before it goes in; you might really see a big
2	surge in it, or if there is a lot of advertising done.
3	Of course, we do see a surge when we put the new
4	when the TouchStar features, period, are introduced
5	tecause of the fact that we offer a rolling three-month
6	service waiver, service order waiver, when the service
7	is first cut in the office; and, therefore, we do see a
8	jump in the service.
9	COMMISSIONER EASLEY: Let me ask you about
10	those penetration rates before you get going on those.
11	2% in New Jersey was residential, I believe
12	you said?
13	WITNESS SIMS: No. That's overall.
14	COMMISSIONER EASLEY: It was overall?
15	WITNESS SIMS: Uh-huh.
16	COMMISSIONER EASLEY: What was the 12% in
17	Tennessee?
18	WITNESS SIMS: The 12% is their take.
19	COMMISSIONER EASLEY: Overall?
20	WITNESS SIMS: Overall. Uh-huh.
21	COMMISSIONER EASLEY: Is that as disparite a
22	number as it sounds? Is that 10% difference a large
23	difference?
24	WITNESS SIMS: Well, I think part of the
25	problem is that you're looking at a different base,

-	total base. Because in Tennessee it's been deployed, I
2	believe, in Memphis and in Nashville, whereas, in New
3	Jersey it's more widely deployed, therefore, your base
4	is bigger.
	COMMISSIONER EASLEY: So the percentage
б	really doesn't mean as much? Okay.
7	WITNESS SIMS: That's right.
8	CHAIRMAN WILSON: I don't know that I
9	understand that. Would I conclude from that that this
10	service is in higher demand in urban areas rather than
11	rural areas?
12	WITNESS SIMS: No, I don't think so.
13	COMMISSIONER EASLEY: That's what I just
14	concluded.
15	CHAIRMAN WILSON: If it's been offered in
16	Nashville and Memphis, which are two for Tennessee
17	there are urban areas. The conclusion I drew when you
18	talked about the New Jersey experience where it becomes
19	more widely deployed, what you do is dilute apparently
20	the base.
21	WITNESS SIMS: You have a larger base.
22	CHAIRMAN WILSON: All right. But for that to
23	dilute you have to extend it to areas that don't take
24	it as often as the original areas that you began with.

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WITNESS SIMS: Or you perhaps when the

1	deployment is extended, you're not advertising it as
2	vigorously as you did when you first introduced it.
3	There are a lot of factors that can fall in there other
4	than the fact that one is urban and one is rural. A
5	lot of it will depend on how much advertising you have
6	done; how much sales you have done on the service.
7	CHAIRMAN WILSON: So the penetration rates
8	mean absolutely nothing?
9	COMMISSIONER EASLEY: That's right. If
10	you're saying
11	CHAIRMAN WILSON: Draw no conclusion from it
13	right?
13	WITNESS SIMS: It just depends on how long
14	you have to the service in Tennessee has been in a
15	little over a year, and until you have full deployment
16	in a area, you know, at any given point the percentage
17	is yoing to be
18	CHAIRMAN WILSON: What you're telling me is
10	when you have full deployment in an area, you have an
20	aggressive advertising campaign, and you have waiver of
21	the initial sign-up or connection, that there are lots
22	of different factors, no one of which in these cases
23	would give rise to any conclusion whatsoever.
24	WITNESS SIMS: Except that if you there

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are sales opportunities out there, and you're selling

1	the service more vigorously. The customers who want it
2	they take it. The advertising is there.
3	CHAIRMAN WILSON: You don't know why it's 12%
4	in one place and 2 in another?
5	WITNESS SIMS: Not specifically. No.
6	CHAIRMAN WILSON: Did I
7	COMMISSIONER EASLEY: You got it.
8	Q (By Mr. Beck) Ms. Sims, you said this has
9	been deployed in Tennessee for about a year?
10	A That's correct.
11	Q But it's only in Memphis and Nashville?
12	A It may be in another area at this point, but
13	in Memphis it was first offered in Memphis at the
14	end of November of 1989. And then it was deployed in
15	Nashville, in February.
16	Q What are the numerators and denominators?
17	CHAIRMAN WILSON: Is that some of the
18	out-of-state evidence that's irrelevant?
19	MR. BECK: This is the exact state whose data
20	was purged from the document.
21	CHAIRMAN WILSON: Just want to make sure I
22	understand.
23	Q (By Mr. Beck) I'm sorry, what were the
24	numerators and denominators that result in that 12%
25	!  figure?

J.,	A I don't have the hase. All I've got is the
2	percentage and the number of customers that are taking
3	it.
4	Q Was this just or do you know whether this
5	was just a trial, an initial selected areas of these
6	urban areas that resulted in those percentages?
7	A No. Not according to this.
8	Q What are you looking at, because I don't
9	recall seeing that in the document you produced?
10	A This is some information that I asked for
11	prior to the hearings.
12	Q Okay.
13	A You know, what's the current take in
14	Tennessee.
15	Q Okay. And that's but you don't know how
16	widely deployed, or do you know the date of that number
17	when it was determined?
18	A September 1990.
19	Q But you don't know whether that was a trial
20	or the whole state, or what?
21	A So as far as I know, it's wherever it's
22	deployed in Tennessee.
23	Q And you asked what, somebody in South Central
24	Bell to provide you with that data?
25	A I asked one of my people to obtain the data.

	The state of the s
2	BellSouth Services.
3	Q You mentioned that the take rate for Call
4	Traces was about 2%. Was that in Tennessee or
5	A No, that's Southern Bell in Florida.
6	Q Okay. And that's with a flat rate of \$4
7	per month being charged to customers?
8	A That's what's in existence today. We charge
9	\$4 a month for Call Trace in the state of Florida.
10	Q Okay. And you can't have a comparable figure
11	for New Jersey because they don't offer it on a flat
12	rated basis like you do in Southern Bell, is that
13	right?
14	A That's correct.
15	Q Do you have any information how often Call
16	Trace is used in New Jersey, like the number of traces
17	implemented?
18	A I think that in the study it showed about as
19	many activations as we're seeing, about 30,000 a month.
20	CHAIRMAN WILSON: What do they charge per
21	call?
22	WITNESS SIMS: A dollar.
23	CHAIRMAN WILSON: A dollar per call.
24	Do you know what the average number per
25	subscriber to the service, number of activations per

2	WITNESS SIMS: You mean per subscriber?
3	CHAIRMAN WILSON: Uh-huh.
4	WITNESS SIMS: I don't know.
5	CHAIRMAN WILSON: Would you capture that data
€ .	somewhere?
7	WITNESS SIMS: You may be able to obtain it
8	from the study that was done in New Jersey, you know,
9	the latest study that was reported to the Commission
10	but
11	CHAIRMAN WILSON: I'm not talking about New
12	Jersey, I'm talking about Florida.
13	WITNESS SIMS: Would we be able to tell how
14	many activations?
15	CHAIRMAN WILSON: Per subscriber per lines.
16	WITNESS SIMS: We have the total number of
17	activations.
1.8	COMMISSIONER GUNTER: Let me ask her a
19	question.
20	WITNESS SIMS: And we could come up with an
21	average activation per customer because we know how
22	many customers subscribe to it.
23	COMMISSIONER GUNTER: How many access lines
4	co you have, 4 million?
5	WITNESS SIMS: 4 million.

month are?

COMMISSIONER GUNTER: All right. At 2%, you 1 have got 80,000; you have got 360,000 calls. Using 2 3 your figure of 30,000 a month that would be what, less Chan 5 annually? 4 WITNESS SIMS: Uh-huh. 5 б CHAIRMAN WILSON: The number I'm looking for 7 is for a subscriber who subscribes to this service and pays \$4 a month. What is the average number of times 8 among those subscribers who subscribe to that service, 9 the average number of activations of the service? 10 WITNESS SIMS: I don't know. We'd have to 11 calculate that. We'd have to look at that. 12 CHAIRMAN WILSON: Is it information that you 1.3 have? Or that you can calculate? 14 WITNESS SIMS: We would have to use total. 15 In other words, the total number of customers, we have 16 the total number of activations per month. 17 (By Mr. Beck) Is the 2% figure you gave on 18 Q 19 Call Trace both residential and business combined? Or just residential? 20 That was residential; business is less than Α 21 18. 22 A while back I think I asked you if Southern 23 Bell's position was that the party receiving the call 24 has a right to have the telephone number from -- the 25

telephone number of the person calling them. I think 1 2 you agreed with that, did you? A 3 Yes. Suppose you went to a department store 4 Okay. 5 and you went shopping, and you wanted to ask a sales clerk a question about some piece of merchandise you 6 were interested in. Do you think that person would 7 have a right to have your telephone number before 8 9 answering your question? 10 A I think they would have the right to have the telephone number. I don't necessarily think that they 11 necessarily need it, but, I mean, that's just my 12 13 opinion. That if you went shopping, a sales clerk 14  $\mathcal{Q}$ would have a right to your telephone number before 15 answering your question? Do you think that's --16 I don't think it's needed before she answers 1.7 A the question. But I think in the overall scheme of the 18 telephone etiquette and so forth that the person who is 19 responding to you has a right to know who they are 20 talking to. 21 Now, of course, there is going to be 22 controversy as to is a name enough? You know. Some 23 people think it is. Some people think it's not. 24

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You would agree though, there is not much

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1	difference between a person shopping and asking a sales
2	clerk a question as opposed to calling up the business
3	and asking that, would you?
4	A Well, now, wait a minute. I want to go back
5	to your other question.
6	Are you saying that when I go into the store
7	and I'm talking to that person, you're asking me that
8	that person has a right to my telephone number before
9	she answers a question?
10	۷ Yeah.
11	A I'm not calling her on the phone in that
13	case. I'm right there face-to-face.
13	Q So if you went into a store and you wanted to
14	ask the sales clerk a question and she said, "Hold it.
15	I want to know your telephone number before I answer
16	that." Do you think she has a right to do that?
17	A No, because I'm not calling her. I'm there
18	face to face.
19	Q What's the difference if you called up that
20	sales clerk and asked them a question? Do you think
21	they have a right to your phone number?
22	A I think that person has a right to know who

they are talking to, and if that person perceives that

that telephone number is necessary, then that's their

prerogative. You've called them.

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1	Q So you see the difference there is that you
2	
3	Called them as opposed to speaking to them in person?  A That's correct, and that's going back to the
	and the second s
4	old "peephole theory." In this particular case it
5	happens to be a business, but you're knocking on the
5	door asking to come in. The person wants to know who
7	You are before you can come in the house.
8	Q If you had a peephole in your house and
9	somebody put their thumb up in front of it, would you
10	answer the door?
11	A No.
12	Q Do you think
13	A I would not open the door. I'd say, "Who is
14	it?"
15	Q Now, if per-call blocking were made
16	available, people would know before answering the phone
17	that the person blocked the transmission of their
18	number to them, would they not?
19	A Yes.
20	Q And in that instance the subscriber to Caller
21	ID would then be in a position to choose whether to
22	answer the phone or not knowing that the person blocked
23	the transmission of their number, wouldn't they?
24	A That's correct.

And you feel that's a significant additional

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1	tool that would give people more information to manage
2	their telephone?
3	A Well, I think that unfortunately people would
4	probably answer their phone anyway in most cases, which
5	might subject them to abusive language or an abusive
6	call; and, therefore, the Caller ID service is not
7	functioning the way that they perceive it to function.
8	I think that the more P's that are passed,
9	the more O's that are passed, the less value the Caller
10	ID service is.
1.1	COMMISSIONER BEARD: I've got to stop right
22	here because you answered a question and either I don't
13	understand what's going on or you answered incorrectly.
14	If a person calls and per-call blocking is
15	allowed and if a person calls you at your home and you
1.6	see that O, you know that they've either got per-call
17	blocking, or that they're calling from a cellular
18	phone, or that it's a 0- or that it's a 0+ call, don't
19	you?
80	WITNESS SIMS: No if a P shows, it's been
21	blocked.
2	COMMISSIONER BEARD: So you would show a P
3	for per-call blocking, and you would show an O for
4	everything else?
5	WITNESS SIMS: For out of area, uh-huh.

	CHAIRMAN WILDOW. 15 DD/ Capable Di Diocking
2	a blocked number?
3	WITNESS SIMS: The capability well, it's
4	not Signaling System 7, and, of course, I'm not the
5	real technical expert. The capability is being worked
6	on by certain manufacturers of software to do blocking,
7	unidentified call blocking, and it's not available at
8	this point, though.
9	CHAIRMAN WILSON: So at some point
10	WITNESS SIMS: We responded to that in an
11	interrogatory.
12	CHAIRMAN WILSON: All right. I haven't seen
13	that.
14	WITNESS SIMS: They are working on that
15	technology.
16	CHAIRMAN WILSON: So at some point in the
17	future it could be that as a customer, I or someone
18	else could subscribe to a service from the phone
19	company that would not even pass through a blocked call
20	to my telephone.
21	WITNESS SIMS: That's correct. It would
22	stop.
23	CHAIRMAN WILSON: So the only calls that
24	would come through to my phone would be ones that had
25	the number transmitted along with it?

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1	WITNESS SIMS: Right, at an additional cost,
2	of course, too, to the person who has Caller ID service
	is paying for Caller ID service.
4	CHAIRMAN WILSON: Currently, you have a
5	service that allows me to block a number or several
6	numbers from a call from coming through to a
7	telephone, don't you?
8	WITNESS SIMS: That's correct.
9	CHAIRMAN WILSON: And that is up to how many
10	numbers?
11	WITNESS SIMS: Six.
12	CHAIRMAN WILSON: Six numbers?
13	WITNESS SIMS: Six, uh-huh.
14	COMMISSIONER BEARD: When that i; blocked,
15	the person that's doing the calling, what do they hear?
16	WITNESS SIMS: They hear something to the
17	effect that, "The party you're trying to call does not
18	wish to receive a call a this your call at this
19	point," or something to that effect. I don't have the
20	exact script in front of me, but they do get a
<b>31</b>	recording that says the call has been and it will
22	not go through, and it has been blocked.
23	CHAIRMAN WILSON: And the technology to do
24	that lies in the terminating office?
25	WITNESS SIMS: The blocking is in the

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terminating office. 1 CHAIRMAN WILSON: And is that --2 WITNESS SIMS: It's in the office that serves 3 the person who has -- who is subscribing to the service 4 so it's not the terminating office. It's the 5 6 CHAIRMAN WILSON: The serving office. WITNESS SIMS: If I subscribe to Call Block, 7 lit's in my office. 8 CHAIRMAN WILSON: All right. Is that a part 9 10 of SS7, the ability to do that? WITNESS SIMS: The ability to --11 CHAIRMAN WILSON: Block --1.2 WITNESS SIMS: For interoffices it's part of 13 the Signaling System 7 capabilities. Signaling System 11 7, in my understanding, provides the out-of-band 15 signaling when it's going from one office to another 1.5 office, interoffice. The CLASS features themselves 17 actually work in the central office. If it was 18 intraoffice, it would work without Signaling System 7 19 as long as the office is provisioned with the CLASS 20 features, the CLASS generics. 21 CHAIRMAN WILSON: So we're talking about a 22 software generic that would reside in the switch in the 33

WITNESS SIMS: That's correct.

serving office of the called party --

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.1	CHAIRMAN WILSON: to allow blocking the
3	blocker, I think is what it's called?
3	WITNESS SIMS: That's correct.
4	CHAIRMAN WILSON: Or blocking this up to six
5	numbers?
6	WITNESS SIMS: That's my understanding,
7	uh-huh.
8	COMMISSIONER EASLEY: Let me come at that
9	from a slightly different direction as long as we're 45
1.0	degrees out now.
11	Has there been any discussion of the
12	possibility of putting an electronic tone or a
13	recording on where the calling party would receive a
14	signal to indicate that they are calling a number that
15	has a Caller ID box?
16	WITNESS SIMS: My discussions the
17	discussions I've heard on that signaling is that the
18	problem associated with that I don't believe the
19	technology exists right now, but that it ties up it
20	adds additional time to the call. In other words, it
21	ties up the network and any lengthening of the access
22	is very expensive, very costly for the network.
23	COMMISSIONER EASLEY: But it's all right to
24	have
25	WITNESS SIMS: It's a delay.

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COMMISSIONER EASLEY: It's all right to have the other kind of recording or tone that you were just talking about. That doesn't tie it up?

WITNESS SIMS: Well, that's because the call is already completed. When the recording starts, the call is completed. But you're going to have to put that tone on prior to the ringing.

COMMISSIONER EASLEY: That's right.

WITNESS SIMS: And so that's got to be a further delay in connecting the call which places additional time on the network.

COMMISSIONER EASLEY: So the consideration is strictly the internal technical consideration. Have you all considered the effect, for instance, for law enforcement, where you would not put such a tone on their phones if they had Caller ID. What it does is shift the responsibility or the right, whichever way you want to say it, from the blocking to also being a deterrent. If I were making a harassing phone call, and I dialed a number that had a tone on it that said I'm getting ready to call a Caller ID box, chances are pretty good I'm going to hang up.

WITNESS SIMS: You're right.

COMMISSIONER EASLEY: I didn't know whether we talked about. I didn't ever hear anything.

Ĩ.	WITNESS SIMS: There had been some
2	discussions, and I have not gotten into the real deep
3	technical aspects of it. But I know that network has
4	thrown up their hands and talked about that
5	everybody is talking about the time that elapses
3	between calls, and when you put this in, you've got to
7	do it on every single you've got to have the
8	configuration there for every single line that you've
9	gor out there. And it does tie up the office.
10	COMMISSIONER EASLEY: Okay. Thank you.
1.1	Q (By Mr. Beck) Ms. Sims, just to go back a
12	second.
13	Calling card calls, operator-assisted calls
14	and cellular calls all would appear as an O on a Caller
15	ID box. Or is it out of area? What shows on the
16	A Well, it depends on your CPE. Some of them
17	will actually it will display "out of area". It
18	will say those words. Just depends on your CPE as to
19	exactly what it says.
20	Q Now, if the Commission were to go along with
21	per-call blocking, a P would show up for those calls on
22	a Caller ID box?
23	A Or private.
24	C But it would be distinguishable from all the

other types at least?

1.	A Yes.
2	COMMISSIONER BEARD: That's because that's
3	the way it's been programmed, isn't it?
4	WITNESS SIMS: That's my understanding. And
5	it's I think we went through this discussion where
હ	it's an expensive changeout of the software in order to
7	make it do anything differently.
8	COMMISSIONER BEARD: It's an expensive change
9	in the software to make it show 0 instead of P?
10	WITNESS SIMS: Yes, sir.
11.	CHAIRMAN WILSON: Would you pardon my
12	skepticism, but I can't understand that.
13	WITNESS SIMS: I wish I could answer it, but
14	I'm not the technical expert.
15	CHAIRMAN WILSON: If you wanted it to show ar
16	E, you're telling me it would require tons of manhours
17	and millions of dollars to change that signal from a P
18	to an R?
19	WITNESS SIMS: It has to do with the
20	software, the generic in the software.
2	COMMISSIONER BEARD: Well, what if I wanted
22	it to show a Z or a Q or an asterisk? Come on.
23	Let's ask this a different way: Who is the
34	technical expert that's going to be on that stand that

can answer those questions?

1	WITNESS SIMS: We don't have one here that
2	can answer that question. We can find out the answer
3	for you.
4	COMMISSIONER EEARD: Okay.
5	COMMISSIONER MESSERSMITH: Well, this is
б	fairly new software, is it not?
7	WITNESS SIMS: Sir?
8	COMMISSIONER MESSERSMITH: The software
9	itself, is that a new generation of software?
10	WITNESS SIMS: It's pretty new, yes, sir.
11	COMMISSIONER MESSERSMITH: Well, I guess if
1.2	you're going to find out that question, I'd like to
13	know is if that software is part of it is encoded or
14	if it's table driven, because I can't imagine them
15	encoding everything by line without the new aspect of
16	being able to change it with the table. So I'd like to
17	know from that perspective.
18	WITNESS SIMS: Okay. Because you're talking
19	out of my field when you start talking
20	COMMISSIONER MESSERSMITH: Very simply, is
21	that software table driven instead of all the commands
22	encoded line by line?
23	CHAIRMAN WILSON: Mr. Beck, if we're at a
24	point that we can break, what I suggest is that we go
35	ahead and take lunch now and that you all meet with

1	Commissioner Eastey back here at 12:30, or you may want
2	to use the small hearing room.
3	COMMISSIONER EASLEY: That might be easier,
4	Mr. Chairman, since we can get out. I suggest
5	everybody run to the cafeteria and we'll be back up
6	here at the small conference room at 12:30.
7	CHAIRMAN WILSON: And we will reconvene here
8	at 1 o'clock.
9	(Lunch recess.)
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