

FLORIDA PUBLIC SERVICE COMMISSION

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101 East Gaines Street  
Tallahassee, Florida 32399-0850  
M E M O R A N D U M

AUGUST 5, 1993

TO : DIRECTOR, DIVISION OF RECORDS AND REPORTING

FROM : DIVISION OF COMMUNICATIONS [CHASE] *jc*  
DIVISION OF LEGAL SERVICES [ADAMS] *ADAMS* *TL*

RE : DOCKET NO. 930583-TL - REQUEST FOR APPROVAL OF TARIFF  
FILING TO ADD OPTIONS FOR RESIDENCE WHITE PAGE LISTING BY  
BELLSOUTH TELECOMMUNICATION INCORPORATED d/b/a SOUTHERN  
BELL TELEPHONE AND TELEGRAPH COMPANY (T-93-331 FILED JUNE  
10, 1993)

AGENDA: AUGUST 17, 1993 - CONTROVERSIAL- PARTIES MAY PARTICIPATE

CRITICAL DATES: COMPANY HAS WAIVED THE 60-DAY STATUTORY PERIOD

SPECIAL INSTRUCTIONS: I:\PSC\CMU\WP\930583.RCM

CASE BACKGROUND

On June 10, 1993 BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell) filed a request for approval of a tariff to add options for residence white page listings. The following recommendation addresses Southern Bell's proposed filing.

DOCUMENT NUMBER-DATE

08431 AUG-58

RECORDS/REPORTING

**DISCUSSION OF ISSUES**

**ISSUE 1:** Should Southern Bell's request for approval of its tariff filing to add options for residence white page listings be approved?

**RECOMMENDATION:** Yes, Southern Bell's request for approval of its tariff filing to add options for residence white page listings should be approved. In addition, the Secondary Service Order charges should be waived for the first year from the effective date of the tariff. The effective date of the tariff, if approved, should be August 17, 1993.

**STAFF ANALYSIS:**

Today, White Pages Directory Listings Service is comprised of a number of different options. Existing listing options are found in Section A6 of the General Subscriber Service Tariff. Currently, no options are available that allow the subscriber to make a listing more noticeable or attractive. Very few options exist for the customer to provide descriptive information beyond name, address, and telephone number.

In this tariff filing Southern Bell proposes to offer the residence subscriber four new white page listing options. Southern Bell believes the new listing options will provide the residence subscriber the ability to make the listing more descriptive, noticeable, or aesthetically appealing.

**Designer Listings**

Southern Bell proposes to call its new white pages options, Designer Listings. One Designer Listing option is allowed per customer listing with the exception of the Designer Line option in which up to three Designer Lines may be purchased for any one listing. It also may be subscribed to with any one other option. The following are the four listing options and their descriptions:

1. **Designer Bold** - A listing that provides for a bolder print or heavier type of the subscriber's name, address, and telephone number.

**EXAMPLE:**       Serepin Cathy J  
                  203 Telluride Circle.....555-3211

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2. Designer Bold Plus - A listing that provides for a bolder print or heavier type of the subscriber's name, address, and telephone number plus additional space with a ruled line above and below the listing information.

**EXAMPLE:** Tant Carol A  
303 Manatee Lane.....555-3345

Southern Bell states that the Bold and Bold Plus features allow a customer to be more easily noticed in the directory. For example, John Smith may want to differentiate his listing from most of the other Smiths. With either of the bold listings, he will be able to stand out from an entire page of Smiths.

3. Designer Script - A listing that provides for the subscriber's name, address, and telephone number to be printed in script.

**EXAMPLE:** *Yarbrough Janie*  
*1234 Redwood Dr.....555-5567*

Southern Bell believes that some customers want their listings to look more attractive or stylish than others around them. This customer's need can be met with the new Designer Script option.

4. Designer Line - An extra line that provides information in addition to the standard listing information of name, address, and telephone number. This information may contain statements of a descriptive nature such as interests, profession, personal information, location, social/civic positions held, etc.

Southern Bell asserts that the extra line text may not contain material that it deems unethical. Southern Bell states that unethical text includes, but is not limited to, profanity, obscenity, or material that violates community standards or laws.

The name of a business will only be permitted with the inclusion of the person's relationship to the business. For example, "Steve's Auto Repair" is unacceptable, but "Owner of Steve's Auto Repair" is permissible.

**EXAMPLE:** Lynn Seth D  
Auburn Fan  
5024 Little Turtle Dr.....555-0930

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research participants who stated they "definitely would buy," and further excludes those that indicated uncertainty about which option(s) they would purchase.

#### Rate Structure

The rate structure for the proposed Designer Listings includes a monthly recurring charge and a Secondary Service Order charge at service establishment. In an effort to stimulate usage of the service, Southern Bell proposes that the Secondary Service Order charge be waived for the first year from the effective date of tariff.

The proposed individual feature monthly rates for Designer Listings are:

Designer Bold	\$2.00
Designer Bold Plus	\$3.00
Designer Script	\$2.00
Designer Line	\$3.00

To account for a possible lag between a customer's request for a Designer Listing and the directory close date, the monthly billing for the service will begin with the subscriber's billing period following delivery of the directory for which the listing will appear.

#### Costs and Revenue Impacts

A Resource Cost Methodology was used in the cost study developed for this filing. Resource costs are the direct, forward-looking incremental costs (recurring and nonrecurring) associated with the provision of a particular service or rate element. The cost includes the direct costs of the material and labor and directly assignable overhead costs.

The incremental cost for the Designer Listings service is \$.17 per listing per month. The present worth costs, revenues, and contribution information for the first year is shown below:

Revenue	\$170,979
Cost	\$ 11,987
Contribution	\$158,992

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ISSUE 2: Should this docket be closed?

RECOMMENDATION: Yes. If Issue 1 is approved, this tariff should become effective on August 10, 1993. If a timely protest is filed, this tariff should remain in effect with any increase in revenue held subject to refund pending resolution of the protest. If no timely protest is filed, this docket should be closed.

STAFF ANALYSIS: At the conclusion of the protest period, if no protest is filed, this docket should be closed.

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