

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff filing by)	DOCKET NO. 890428-TL
SOUTHERN BELL TELEPHONE AND TELEGRAPH)	
COMPANY waiving the nonrecurring)	ORDER NO. 21154
charges on TouchStar service for a)	
three month period)	ISSUED: 5-2-89
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The following Commissioners participated in the disposition of this matter:

MICHAEL McK. WILSON, Chairman
 THOMAS M. BEARD
 BETTY EASLEY
 GERALD L. GUNTER
 JOHN T. HERNDON

ORDER APPROVING TARIFF FILING

BY THE COMMISSION:

On March 1, 1989, Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) filed a tariff proposing waiver of the nonrecurring charges for TouchStar service in its service territory for a three month period between May 1, 1989, and July 31, 1989. TouchStar is currently available only in the Fort Pierce and New Smyrna Beach exchanges.

TouchStar is a discretionary service with features similar to, but more advanced than, Southern Bell's Custom Calling services. TouchStar, as offered here, entails six advanced calling options:

1. Call Return - place a call to last number received.
2. Repeat Dialing - repeats last number dialed automatically.
3. Call Selector - alerts customer to calls from specific numbers.
4. Preferred Call Forwarding - transfers preselected numbers to another destination.
5. Call Block - blocks specific incoming numbers
6. Call Tracing - allows an automatic trace through Southern Bell's security department of last number received.

The Company believes that this special promotion will increase the number of customers subscribing to this discretionary service. Since this appears to be a service that will offer customers desirable features, while producing additional revenues and contribution to the Company, we approve this tariff filing. Additionally, we delegate to our staff the authority to administratively approve subsequent similar TouchStar promotions in accordance with Section 2.08 of our Administrative Procedure Manual.

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Finally, consistent with our decision in Order No. 20386, issued November 30, 1988, the Company need not submit a follow-up report to us at the end of the promotional period unless the offering results in a negative impact to the Company's revenues. However, the Company shall maintain information for the promotional period showing the number of applications, annual revenue gained and foregone, and the expenses associated with the special promotion, and shall be prepared to relay the information to our staff upon request.

Therefore, based on the foregoing, it is

ORDERED by the Florida Public Service Commission that Southern Bell Telephone and Telegraph Company's tariff filing to waive nonrecurring service charges for TouchStar service is approved as outlined in the body of this Order. It is further

ORDERED that this docket is hereby closed.

By ORDER of the Florida Public Service Commission,
this 2nd day of MAY, 1989.



STEVE TRIBBLE, Director
Division of Records and Reporting

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