

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff filing to offer) DOCKET NO. 900528-TI
rate reductions from July 4, 1990 through)
September 30, 1990 by AT&T COMMUNICATIONS) ORDER NO. 23185
OF THE SOUTHERN STATES, INC.)
) ISSUED: 7-13-90

The following Commissioners participated in the disposition of this matter:

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

ORDER APPROVING TARIFF

BY THE COMMISSION:

On June 1, 1990, AT&T Communications of the Southern States, Inc. (ATT-C or the Company) filed a revision (the Revision) to its General Services Tariff, proposing to introduce a promotional offering reducing certain rates from July 4, 1990, through September 30, 1990. The Revision will reduce usage rates by 10 percent for the following services: Dial Station, Operator Station, Customer Dialed Calling Card Station, Person-to-Person, Real Time Rated, PRO (sm) WATS Florida, and ALL PRO WATS in Florida. Also, Reach Out (r) Florida customers will be issued a long distance certificate in the amount of \$3.75, which represents one-half hour of calling at the additional hour rate.

The Company is proposing the Revision for several reasons. First, the Florida promotion will coincide with ATT-C's interstate "Talk About a Summer" promotional offering. In addition, the promotion is a response to competitive pressures in the Florida market. Finally, although the Company estimates the Revision will have a \$9,547,331 annual negative impact on revenues, it contends that the promotion will provide valuable information regarding the feasibility of this type of promotion as a marketing technique.

Upon review, we find that the rate reductions provided by the promotional offering will benefit ATT-C's Florida customers. Further, the response to this offering by competing Interexchange Carriers (IXCs) may benefit other Florida customers through similar rate reduction offerings from these other IXCs. However, we also acknowledge that the rates as they apply to payphones shall not be reduced. Accordingly, we will approve the Revision.

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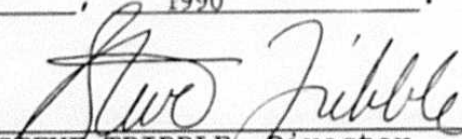
Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that AT&T Communications of the Southern States, Inc.'s tariff filing to offer promotional rate reductions from July 4, 1990 through September 30, 1990, is hereby approved. It is further

ORDERED that the promotional rate reductions shall not apply to pay telephones. It is further

ORDERED that this docket is hereby closed.

By ORDER of the Florida Public Service Commission, this 13th
day of July, 1990.


STEVE TRIBBLE, Director
Division of Records and Reporting

(S E A L)

PAK

NOTICE OF FURTHER PROCEEDINGS OR JUDICIAL REVIEW

The Florida Public Service Commission is required by Section 120.59(4), Florida Statutes, to notify parties of any administrative hearing or judicial review of Commission orders that is available under Sections 120.57 or 120.68, Florida Statutes, as well as the procedures and time limits that apply. This notice should not be construed to mean all requests for an administrative

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hearing or judicial review will be granted or result in the relief sought.

Any party adversely affected by the Commission's final action in this matter may request: 1) reconsideration of the decision by filing a motion for reconsideration with the Director, Division of Records and Reporting within fifteen (15) days of the issuance of this order in the form prescribed by Rule 25-22.060, Florida Administrative Code; or 2) judicial review by the Florida Supreme Court in the case of an electric, gas or telephone utility or the First District Court of Appeal in the case of a water or sewer utility by filing a notice of appeal with the Director, Division of Records and Reporting and filing a copy of the notice of appeal and the filing fee with the appropriate court. This filing must be completed within thirty (30) days after the issuance of this order, pursuant to Rule 9.110, Florida Rules of Appellate Procedure. The notice of appeal must be in the form specified in Rule 9.900 (a), Florida Rules of Appellate Procedure.