

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 941283-TL
tariff filing to waive) ORDER NO. PSC-95-0207-FOF-TL
nonrecurring charges for) ISSUED: February 14, 1995
Designer Listing options by)
BELLSOUTH TELECOMMUNICATIONS,)
INC. d/b/a SOUTHERN BELL)
TELEPHONE AND TELEGRAPH COMPANY.)
(T-94-645 filed 12/2/94))

The following Commissioners participated in the disposition of this matter:

SUSAN F. CLARK, Chairman
J. TERRY DEASON
JOE GARCIA
JULIA L. JOHNSON
DIANE K. KIESLING

ORDER APPROVING TARIFF

BY THE COMMISSION:

On June 10, 1993, BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) filed a tariff to add options for its residence white page listings. Designer Listing options is a service that allows Southern Bell customers the ability to customize their residential white page directory listings. Designer Listing provides four options: Designer Bold, Designer Bold Plus, Designer Script, and Designer Line. The Company introduced the additional options as a response to customer demand for additional listing information other than standard name, address, and telephone number. The tariff was approved by Order No. PSC-93-1310-FOF-TL, issued September 9, 1993.

On December 12, 1994, Southern Bell filed a tariff requesting a waiver of the nonrecurring charge for Designer Listing options as part of a two-month special promotion. The Company hopes that the promotion will provide customers with an additional incentive for subscribing to Designer Listing options.

Southern Bell proposes to waive the nonrecurring charges for Designer Listing options during a two-month promotion from February 1, 1995, to March 31, 1995. The nonrecurring charge for Designer Listing options is \$10.00.

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FPSC-RECORDS/REPORTING

When the Company first introduced Designer Listing options, the nonrecurring charge was waived for the first year of the service. Southern Bell's current proposal to waive the nonrecurring charge is similar to the first promotion except that the waiver period in this tariff is considerably less than the waiver period in the first promotion.

We have not identified any negative impact on customers because of this proposal. Customers receive the benefit of not paying the nonrecurring charge when ordering the service during the two-month promotion period.

The Company expects additional revenues of \$74,117 as a result of this promotion. Southern Bell estimates that there will be 100% stimulation over the current demand for Designer Listing options. There are currently 590 customers for Designer Listing options. Southern Bell expects the number of customers to double. The Company estimates that the total cost of the promotion will be \$8,976. This amount includes the costs to waive the nonrecurring charge and the monthly service cost of features selected. The resulting contribution is estimated to be \$65,141.

Accordingly, we approve Southern Bell's tariff filing to waive nonrecurring charges for Designer Listing options during the specified two-month promotion period. There are no negative impacts on customers resulting from this promotion. The Company benefits from the increase in customers subscribing to Designer Listing options and its overall revenue from Designer Listing options.

It is therefore

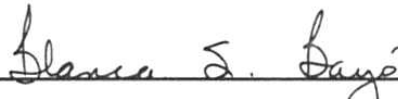
ORDERED by the Florida Public Service Commission that BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company's tariff filing to waive nonrecurring charges for Designer Listing options from February 1, 1995 to March 31, 1995 is hereby approved with an effective date of February 1, 1995. It is further

ORDERED that if a protest is filed in accordance with the requirements set forth below, this tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. It is further

ORDERED that if no protest is filed in accordance with the requirements set forth below, this docket shall be closed.

ORDER NO. PSC-95-0207-FOF-TL
DOCKET NO. 941283-TL
PAGE 3

By ORDER of the Florida Public Service Commission, this 14th
day of February, 1995.



BLANCA S. BAYÓ, Director
Division of Records and Reporting

(S E A L)

DLC

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

The Commission's decision on this tariff is interim in nature and will become final, unless a person whose substantial interests are affected by the action proposed files a petition for a formal proceeding, as provided by Rule 25-22.036(4), Florida Administrative Code, in the form provided by Rule 25-22.036(7)(a)(d) and (e), Florida Administrative Code. This petition must be received by the Director, Division of Records and Reporting, 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on March 7, 1995.

In the absence of such a petition, this order shall become final on the day subsequent to the above date.

Any objection or protest filed in this docket before the issuance date of this Order is considered abandoned unless it satisfies the foregoing conditions and is renewed within the specified protest period.

ORDER NO. PSC-95-0207-FOF-TL
DOCKET NO. 941283-TL
PAGE 4

If this Order becomes final on the date described above, any party adversely affected may request judicial review by the Florida Supreme Court in the case of an electric, gas or telephone utility or by the First District Court of Appeal in the case of a water or wastewater 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 of the date this Order becomes final, 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.