

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 950655-TI
tariff filing to extend) ORDER NO. PSC-95-0886-FOF-TI
IntraLATA Usage Incentive) ISSUED: July 19, 1995
promotion for OPTIMUM Service,)
MEGACOM WATS Service, and)
UNIPLAN Service by AT&T)
Communications of the Southern)
States, Inc. (T-95-340 filed)
6/9/95))
_____)

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 EXTENSION OF
INTRALATA USAGE INCENTIVE PROMOTION

BY THE COMMISSION:

On June 9, 1995, AT&T Communications of the Southern States, Inc. (ATT-C) filed tariffs to extend an IntraLATA usage incentive promotion for OPTIMUM Service, MEGACOM WATS Service, and UNIPLAN Service from June 30, 1995 through August 31, 1995.

OPTIMUM Service permits outward calling from a single location or from multiple locations of the customer. This service allows calls to be made over both switched and dedicated facilities. OPTIMUM service is targeted to large customers and provides the ability to aggregate all calls from various locations for the purpose of receiving a volume discount.

MEGACOM WATS Service is a custom switched service which permits outward calling from designated ATT-C central offices to stations throughout the state of Florida. This is an outward calling, dedicated access service for customers with a single calling location.

UNIPLAN Service permits inward calls, outward calls, or a combination of both from single or multiple locations of the

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customer. All calls under each of these plans are dialed and completed without the assistance of an operator.

ATT-C is offering all three of these services under IntraLATA Incentive Plans A and P. Incentive Plan-A requires a twelve-month commitment, with increasing intraLATA usage during that period. Customers participating in Plan-A will receive either a coupon, redeemable for goods and services from participating vendors, or a bill credit, which will appear on the second full monthly bill following enrollment. The value of the coupon or credit is based on the number of lines at the customer's locations and the incremental increased level of commitment, as depicted below.

Table 1: Commitment levels and Coupon/Bill Credit values

Number of Lines/Location	12 Month IntraLATA Incremental Increase Commitment	Coupon Value/Bill Credit
1 to 4	\$600.00	\$355.00
5 to 8	\$900.00	\$710.00
9 to 12	\$1,200.00	\$1065.00
13 to 16	\$2,400.00	\$1420.00
17 to 20	\$3,600.00	\$1775.00

If the customer terminates service before the end of the commitment period, or does not meet the minimum increased usage commitment, the customer will be charged an amount equal to the value of the coupon or bill credit received.

Incentive Plan-P also requires a twelve-month commitment with increased usage of at least \$750.00 during the twelve-month period. Each of the customer's locations participating in this incentive will receive a coupon valued at \$600.00. The coupon is redeemable for goods and services from participating vendors, or a bill credit which will appear on the second full monthly bill following enrollment. If a customer terminates service before the end of the commitment period, or does not meet the minimum increase amount, the customer will be billed a shortfall charge of \$600.00.

Rule 25-24.485(1)(i), Florida Administrative Code, limits promotional offerings to no more than ninety days per individual customer per twelve-month period. However, due to competition in

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the toll market, interexchange carriers need more pricing flexibility than the rule allows (we intend to consider the continued efficacy of this rule). Accordingly, we find it appropriate to waive Rule 25-24.485(1)(i), Florida Administrative Code, and to approve, effective July 9, 1995, ATT-C's extension of its incentive program from June 30, 1995, through August 31, 1995.

It is, therefore,

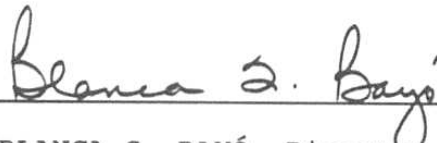
ORDERED by the Florida Public Service Commission that Rule 25-24.485(1)(i), Florida Administrative Code, which limits promotions to no more than ninety days per individual customer per twelve-month period, is hereby waived. It is further

ORDERED that AT&T Communications of the Southern States, Inc.'s proposed tariffs to extend its IntraLATA Usage Incentive promotions for OPTIMUM Service, MEGACOM WATS Service, and UNIPLAN Service, from June 30, 1995, through August 31, 1995, are approved, effective July 9, 1995. It is further

ORDERED that if a protest is filed in accordance with the requirements set forth below, the 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.

By ORDER of the Florida Public Service Commission, this 19th day of July, 1995.



BLANCA S. BAYÓ, Director
Division of Records and Reporting

(S E A L)

RJP

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, 2540 Shumard Oak Boulevard, Tallahassee, Florida 32399-0850, by the close of business on August 9, 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.

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.