

## BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed Tariff Filing to Waive ) DOCKET NO. 900017-TL  
 the Nonrecurring Charges Related to "No ) ORDER NO. 22541  
 Sales Solicitation Calls" by ALLTEL ) ISSUED: 2-13-90  
 TELEPHONE COMPANY. )  
 )

The following Commissioners participated in the disposition of this matter:

KATIE NICHOLS, Chairman  
 THOMAS M. BEARD  
 GERALD L. GUNTER  
 JOHN T. HERNDON  
 MICHAEL MCK. WILSON

ORDER APPROVING TARIFF

BY THE COMMISSION:

On December 8, 1989 ALLTEL Telephone Company (ALLTEL) filed tariff revisions to waive the nonrecurring secondary service charges related to "No Sales Solicitation Calls". "No Sales Solicitation Calls" is a service whereby a customer can have that notation placed under his name in a telephone directory. The rates associated with this service are a nonrecurring service order charge of \$11.00 and a monthly recurring charge of \$1.00.

In this filing, the company is requesting that the nonrecurring service order charge be waived for all subscribers to the Live Oak and Hastings directories who subscribe to the "No Sales Solicitation Calls" services during the period from February 26, 1990 to April 27, 1990. These dates delineate a sixty day period immediately prior to and including the day on which Alltel stops accepting service orders regarding listings in its next Live Oak and Hastings directory. The latter date is known as the "directory close date".

ALLTEL believes that the "No Sales Solicitation Call" option has an extremely low subscription rate. The company indicates that the secondary service connection charge is the inhibiting factor keeping customers away from the service. The company notes that the secondary service connection charge has been the problem with other optional features and that the

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waiver of nonrecurring charges in the past has increased subscription. Customers will be notified of the availability of "No Sales Solicitation Calls" service and of the waiver at the beginning of the promotion. The notification of customers prior to the directory close date is in accordance with recent revision to Rule 25-4.110(4), Florida Administrative Code, approved by the Commission in November 1989.

Allowing this promotion is consistent with past decisions of this Commission allowing special promotions for many ancillary services. Further, this promotion will help those who wish to protect themselves from unwanted sales solicitation calls. Therefore, we approve this tariff proposal.

Alltel has stated that it intends to file similar promotions for other areas. Since we believe that similar tariff provisions would be in the public interest, we hereby order administrative approval of future tariff filings waiving nonrecurring charges related to "No Sales Solicitation Calls" notations requested during the sixty days immediately prior to a directory close date.

Therefore, based on the foregoing, it is

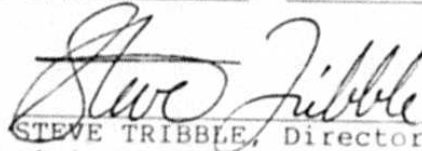
ORDERED by the Florida Public Service Commission that Alltel Telephone Company's tariff proposal to waive the nonrecurring charges related to "No Sales Solicitation Calls" notations requested during the sixty days immediately prior to its directory listing close date is hereby approved effective February 26, 1990. It is further

ORDERED that if any telephone companies propose revisions to their tariffs waiving nonrecurring charges related to "No Sales Solicitation Calls" notations requested during the sixty days immediately prior to its directory close date, such tariff filings shall be approved administratively. It is further

ORDERED that this docket be and the same is hereby closed.

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



STEVE TRIBBLE, Director  
Division of Records and Reporting

( S E A L )

JSR

NOTICE OF FURTHER PROCEEDINGS OR JUDICIAL REVIEW

The Florida Public Service Commission is required by Section 120.59(4), Florida Statutes (1985), as amended by Chapter 87-345, Section 6, Laws of Florida (1987), 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.

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.