



Southern Bell

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150 South Monroe Street
Tallahassee, Florida 32301

A. M. Lombardo
Assistant Vice President

June 10, 1993

Mr. Walter D'Haeseleer
Director, Division of Communications
Florida Public Service Commission
101 East Gaines Street
Tallahassee, Florida 32301

Dear Mr. D'Haeseleer:

Pursuant to Florida Statute 364.05, we are filing herewith revisions to our General Subscriber Services Tariff. Following are the affected tariff pages:

General Subscriber Service Tariff

Subject Index - Thirteenth Revised Page 6
Section A6 - Contents - Eighth Revised Page 2
- Third Revised Page 7.1
- Original Page 7.2

The purpose of this filing is to introduce four new directory listing options for the residence white pages. The four new options are: Bold, Bold Plus, Script, and Designer Line.

Acknowledgment, date of receipt, and authority number of this filing are requested. A duplicate letter of transmittal is attached for this purpose.

Your consideration and approval will be appreciated.

Yours very truly,

Assistant Vice President -
Regulatory Relations

Attachments

RECEIVED

JUN 10 1993

CMU

EXECUTIVE SUMMARY

Introduction

This tariff filing offers the residence subscriber four new listing options for the residence white pages in the Southern Bell telephone directory. The new listing options will provide the residence subscriber the ability to make the listing more descriptive, noticeable, or aesthetically appealing. The four listing options and their descriptions are:

- (1) Designer Bold - A listing that provides for a bolder print or heavier type of the subscriber's name, address, and telephone number.
- (2) Designer Bold Plus - A listing that provides for a bolder print or heavier type of the subscriber's name, address, and telephone number plus additional space with a ruled line above and below the listing information.
- (3) Designer Script - A listing that provides for the subscriber's name, address, and telephone number to be printed in script.
- (4) Designer Line - An extra line that provides information in addition to the standard listing information of name, address, and telephone number. This information may contain statements of a descriptive nature such as interests, profession, personal information, location, social/civic positions held, etc.

Description of Present Tariff

Today, White Pages Directory Listings Service is comprised of a number of different White Pages listing options. Existing listing options are found in Section A6 of the General Subscriber Service Tariff and are typically provided on a monthly recurring rate basis. Currently, no options are available that allow the subscriber to make a listing more noticeable or attractive. Very few options exist for the customer to provide descriptive information beyond name, address, and telephone number.

Description of Proposed Tariff

Designer Listings is a set of four new options that give the residential subscriber an opportunity to enhance a directory listing with bold type, additional space, script font, or descriptive verbiage.

Description of Proposed Tariff (Cont.)

The rate structure for these features is a monthly recurring charge and a Secondary Service Order charge at service establishment. In an effort to stimulate usage of the service, the Secondary Service Order charge shall be waived for the first year from the effective date of the tariff. After the first year, the Secondary Service Order charge will be applicable except during times of special promotion. The rates shown in this tariff are supported by primary market research within the BellSouth region.

To account for a possible lag between a customer's request for a Designer Listing and the directory close date, the monthly billing for the service will begin with the subscriber's billing period following delivery of the directory for which the listing will appear.

Market Information

As competition continues to increase in the directory market, Southern Bell is constantly examining ways to enhance customer value while maintaining or increasing revenues. Similar offerings of directory listing options to residential subscribers have been successfully implemented in other telephone companies across the nation.

Trial experience in Lafayette and New Orleans, Louisiana as well as market research within the BellSouth region suggest significant demand for the Designer Listing options. These new tariffed options will satisfy customers' needs for additional listing information other than the standard name, address, and telephone number in the White Pages. Research indicates many consumers want to make statements about themselves, such as their accomplishments, status in life, interests, or any other descriptive information. Many also want to stand out or be easily identified. With the new service, the White Pages will provide an avenue for consumers to reflect their individualism.

The Bold and Bold Plus features allow a customer to be more easily noticed in the directory. For example, John Smith may want to differentiate his listing from most of the other Smiths'. With either of the bold listings, he will be able to stand out from an entire page of Smiths'.

For those customers who wish to provide descriptive information about themselves, the Designer Line option will satisfy their need. For example, customers wishing to distinguish themselves as being associated with Auburn University may incorporate "Auburn Fan" or "War Eagle" into their listing. Or perhaps a salesperson for IBM might want to reflect "IBM Salesman" in his listing.

SERVICE DESCRIPTION

Designer Listings is the newest set of options in the directory listings family of services. The new service offers residential customers an increased ability to customize their directory listing through any of four new options. The four listing options and their descriptions are:

(1) Designer Bold - A listing that provides for a bolder print or heavier type of the subscriber's name, address, and telephone number. The surname is repeated in a surname suppressed directory.

EXAMPLE: **Serepin Cathy J**
203 Telluride Circle.....555-3211

(2) Designer Bold Plus - A listing that provides for a bolder print or heavier type of the subscriber's name, address, and telephone number plus additional space with a ruled line above and below the listing information. The surname is repeated in a surname suppressed directory

EXAMPLE: **Tant Carol A**
303 Manatee Lane.....555-3345

(3) Designer Script - A listing that provides for the subscriber's name, address, and telephone number to be printed in script. The surname is repeated in a surname suppressed directory.

EXAMPLE: *Yarbrough Janie*
1234 Redwood Dr.....555-5567

(4) Designer Line - An extra line that provides information in addition to the standard listing information of name, address, and telephone number. This information may contain statements of a descriptive nature such as interests, profession, personal information, location, social/civic positions held, etc. A maximum of three Designer Lines may be purchased for any one listing. The surname is repeated in a surname suppressed directory.

The extra line text may not contain material that is deemed unethical by Southern Bell. Unethical text includes, but is not limited to, profanity, obscenity, or material that violates community standards or laws.

SERVICE DESCRIPTION (Cont.)

The name of a business will only be permitted with the inclusion of the person's relationship to the business. For example, "Steve's Auto Repair" is unacceptable, but "Owner of Steve's Auto Repair" is permissible.

One Designer Listing option type is allowed per customer listing with the exception of the Designer Line option which may be subscribed to with any one other Designer Listings option.

EXAMPLE: Lynn Seth D
Auburn Fan
5024 Little Turtle Dr.....555-0930

EXAMPLE: Olive Russell
Owner of American Pipe Supply
210 Colony Rd.....555-2301

EXAMPLE: Brooks Mary C
Member - Florida Ski Club
1234 Magnolia Dr.....555-0681

REVENUE INFORMATION

- The universe of potential customers consists of those residence telephone customers who currently have a published listing in the white pages of their local Southern Bell telephone directory.
- The Secondary Service Order charge will be waived for the first year of the offering.
- The demand calculations reflect a potential market maturity at the end of Year 3. By years, 15% of market potential will be realized by the end of Year 1, 50% by the end of Year 2, and 100% by the end of Year 3. Steady market penetration is anticipated for Years 4 and 5.
- The proposed individual feature monthly rates for the Designer Listings are as follows:

Designer Bold	\$2.00
Designer Bold Plus	\$3.00
Designer Script	\$2.00
Designer Line	\$3.00

- The present worth gross revenues for the first year is:

Year 1
\$170,979

COST INFORMATION

Resource costs are the direct, forward-looking incremental costs (recurring and nonrecurring) associated with the provision of a particular service or rate element. The cost includes the direct costs of the material and labor and directly assignable overhead costs.

The incremental cost for the Designer Listings service is \$.17 per listing per month. The present worth costs, revenues, and contribution information for the first year is shown below:

	<u>Year 1</u>
Revenue	\$170,979
Cost	\$11,987
Contribution	\$158,992

A6. DIRECTORY LISTINGS

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<u>A 6.7.24</u>	<u>Reserved for Future Use</u>	<u>7.1 (N)</u>
<u>A 6.7.25</u>	<u>Designer Listing</u>	<u>7.1 (N)</u>

Tariff Revisions
Legislative Format
Not for Approval

Third

Second Revised Page 7.1

Cancels First Revised Page 7.1

Second

EFFECTIVE: October 26, 1992

August 10, 1993

BELLSOUTH
TELECOMMUNICATIONS, INC.*
FLORIDA
ISSUED: August 10, 1992 *June 10, 1993*
BY: Joseph P. Lacher, President - FL
Miami, Florida

GENERAL SUBSCRIBER SERVICE TARIFF

A6. DIRECTORY LISTINGS

Tariff Revisions
Legislative Format
Not for Approval

A6.7 Miscellaneous Listing (Cont'd)

A6.7.21 Titles and Suffixes

- A. A title of address that precedes a name, such Mrs., Rev., Dr., or Capt., may be included in a residence or a business personal name listing.
- B. A professional designation(s) or educational degree(s), such as MD, CPA, CREA, or JP, is a suffix which may be included at the end of a business personal name listing.
- C. Notation of lineal descent, such as; Jr., Sr., and III, may be included in a residence or business personal name listing as a suffix.
- D. A maximum of three titles and/or suffixes are allowed per each residence or business personal name listing.

A6.7.22 976 Service Listing

- A. The phrase "Charges Will Apply" will be included in the 976 listing at no additional charge.

A6.7.23 N11 Service Listing

- A. The phrase "Charges Will Apply" will be included in the N11 Service Listing at no additional charge.

PK 724
Revised for Future Use
6.7.25 Designer Listings

(N)
(N)
(N)
(N)

- A. *One Designer Listing option per customer is allowed with the exception of the Designer Fine option which may be subscribed to addition to the other Designer Listing options.*
- B. *Designer Listing options will not appear on directory maintenance records, but will only be reflected in the published directory.*
- C. *Billing will begin with the subscriber's billing period following delivery of the directory in which the listing will appear.*
- D. *The secondary service order charge will be waived for one (1) year from the effective date of this tariff. The secondary service order charge waiver applies when an order is placed solely for the purpose of purchasing the following listing options.*
 - 1. *Designer Bold - A listing that provides for a bolder print or heavier type of the subscriber's name, address and telephone number.*
 - 2. *Designer Bold Plus - A listing that provides for a bolder print or heavier type of the subscriber's name, address, and telephone number plus additional space with a ruled line above and below the subscriber's listing information.*
 - 3. *Designer Script - A listing that provides for the subscriber's name, address, and telephone number to be printed in script, which depicts a stylized writing of the listing information.*
 - 4. *Designer Fine - An extra line that provides information in addition to the standard listing information (name, address, and telephone number) such as location, affiliations, social/civic positions held, volunteer services, etc. It could also include statements of a descriptive nature such as interests, profession, or personal information.*

EFFECTIVE: August 10, 1993

A6. DIRECTORY LISTINGS

A6.7 Miscellaneous Listing (Cont'd)

A6.7.25 Designer Listings (Cont'd)

D. (Cont'd)

4. Designer Line (Cont'd)

Each Designer Line purchased can not exceed one printed directory line. A maximum of three (3) Designer Lines may be purchased per listing.

E. Rates and Charges

1. Per Listing

	<u>Monthly Rate</u>	<u>USOC</u>	
(a) <u>Designer Bold</u>	<u>\$2.00</u>	<u>LBB</u>	(N)
(b) <u>Designer Bold Plus</u>	<u>1.00</u>	<u>LBBAB</u>	(N)
(c) <u>Designer Script</u>	<u>2.00</u>	<u>SF8</u>	(N)
(d) <u>Designer Line</u>	<u>1.00</u>	<u>XIL</u>	(N)

Tariff Revisions
Legislative Format
Not for Approval

SUBJECT INDEX

D.

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*Registered Service Mark of BellSouth Corporation

* d/b/a SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

A6. DIRECTORY LISTINGS

A6.7 Miscellaneous Listing (Cont'd)

A6.7.21 Titles and Suffixes

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- B. A professional designation(s) or educational degree(s), such as MD, CPA, CREA, or JP, is a suffix which may be included at the end of a business personal name listing.
- C. Notation of lineal descent, such as; Jr., Sr., and III, may be included in a residence or business personal name listing as a suffix.
- D. A maximum of three titles and/or suffixes are allowed per each residence or business personal name listing.

A6.7.22 976 Service Listing

- A. The phrase "Charges Will Apply" will be included in the 976 listing at no additional charge.

A6.7.23 N11 Service Listing

- A. The phrase "Charges Will Apply" will be included in the N11 Service Listing at no additional charge.

A6.7.24 Reserved for Future Use

(N)

A6.7.25 Designer Listings

(N)

- A. One Designer Listing option per customer listing is allowed with the exception of the Designer Line option which may be subscribed to in addition to the other Designer Listing options. (N)
- B. Designer Listing options will not appear on directory assistance records, but will only be reflected in the published directory. (N)
- C. Billing will begin with the subscriber's billing period following delivery of the directory in which the listing will appear. (N)
- D. The secondary service order charge will be waived for one (1) year from the effective date of this Tariff. The secondary service order charge waiver applies when an order is placed solely for the purpose of purchasing the following listing options. (N)
 1. **Designer Bold** (N)
A listing that provides for a bolder print or heavier type of the subscriber's name, address and telephone number. (N)
 2. **Designer Bold Plus** (N)
A listing that provides for a bolder print or heavier type of the subscriber's name, address and telephone number plus additional space with a ruled line above and below the subscriber's listing information. (N)
 3. **Designer Script** (N)
A listing that provides for the subscriber's name, address, and telephone number to be printed in script, which depicts a stylish writing of the listing information. (N)
 4. **Designer Line** (N)
An extra text line that provides information in addition to the standard listing information (name, address, and telephone number) such as location, affiliations, social/civic positions held, volunteer services, etc. It could also include statements of a descriptive nature such as interests, profession, or personal information. (N)

ISSUED: June 10, 1993
BY: Joseph P. Lacher, President - FL
Miami, Florida

EFFECTIVE: August 10, 1993

A6. DIRECTORY LISTINGS

A6.7 Miscellaneous Listing (Cont'd)

A6.7.25 Designer Listings (Cont'd)

D. (Cont'd) (N)

4. Designer Line (Cont'd) (N)

Each Designer Line purchased can not exceed one printed directory line. A maximum of three (3) Designer Lines may be purchased per listing. (N)

E. Rates and Charges (N)

1. Per Listing (N)

	Monthly Rate	USOC	
(a) Designer Bold	\$2.00	LBB	(N)
(b) Designer Bold Plus	3.00	LBBAB	(N)
(c) Designer Script	2.00	SF8	(N)
(d) Designer Line	3.00	XTL	(N)