

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 940770-TL
tariff filing to introduce) ORDER NO. PSC-94-1036-FOF-TL
printing of five-digit zip codes) ISSUED: August 24, 1994
in certain telephone directories)
as a Limited Service Offering by)
BELLSOUTH TELECOMMUNICATIONS,)
INC. D/B/A SOUTHERN BELL)
TELEPHONE AND TELEGRAPH COMPANY)
(T-94-383 FILED 7/19/94))

The following Commissioners participated in the disposition of this matter:

SUSAN F. CLARK
JULIA L. JOHNSON
DIANE K. KIESLING

ORDER APPROVING TARIFF FILING

BY THE COMMISSION:

On July 19, 1994 BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph (Southern Bell or the Company) filed proposed revisions to its General Subscriber Service Tariff to introduce the printing of five digit zip codes in certain telephone directories as a Limited Service Offering (LSO).

Southern Bell, however, was subsequently informed that the filing would not qualify as an LSO. The purpose of an LSO is to allow a company to offer a new service in a limited area prior to conducting the cost and revenue studies required of regular tariffs for new services. Thereafter, Southern Bell revised its filing and proposed to offer it as an experimental tariff offering.

Thus, with this tariff filing, Southern Bell is offering five digit zip codes to be published in certain directories on a trial basis. Southern Bell states that there is no identifiable cost for the service and assures that the end user will not be charged. For this reason, the filing cannot be treated as a LSO pursuant to Commission Order No. 17669 but will be treated as an experimental tariff offering under the provisions of Section 364.057, Florida Statutes.

DOCUMENT NUMBER-DATE

08660 AUG 24 1994

FPSC-RECORDS/REPORTING

Southern Bell's usual directory typically includes name, address and telephone number of the customers. The proposed change will not impact the existing arrangement, but will include zip codes. Southern Bell proposes this tariff in response to increasing competition in the area of printed telephone directories.

To have a zip code printed in the directory, a customer must have listed a complete address including a house number and a complete and an unabbreviated street name. Customers may request that their zip code be omitted.

Southern Bell states that there is no increase in revenue for this trial and no identifiable incremental cost. However, data gathered during this trial will help Southern Bell further define possible additional cost/revenue impacts prior to removal, modification, or extension of the tariff.

This enhancement to Southern Bell's directory is appropriate because the Company is experiencing increased competition in the area of printed telephone directories. In addition, adding zip codes to the directories will provide customers a convenient product that will save them time. By offering this service as an experimental tariff offering, Southern Bell will be able to test the service to determine whether it should be offered on a Company-wide basis. At the end of the one year trial Southern Bell will file a tariff to modify, extend or remove the service.

Based on the foregoing, it is

ORDERED THAT Southern Bell's proposed tariff filing to introduce the printing of five digit zip codes in certain telephone directories as a experimental tariff offering is approved. The tariff will become effective on August 19, 1994 and will be effective for one year. At the end of the one year trial Southern Bell will file a tariff to modify, extend or remove the service. It is further

ORDERED that if a protest is filed in accordance with the requirement set forth below in the Notice of Further Proceedings or Judicial Review, the tariff shall remain in effect with an increase in revenues held subject to refund pending resolution of the protest. It is further

ORDERED that, if no protest is timely filed, this docket shall be closed. If the tariff is protested, this docket shall remain open until the hearing process is concluded.

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By ORDER of the Florida Public Service Commission, this 24th
day of August, 1994.

BLANCA S. BAYÓ, Director
Division of Records and Reporting

by: Kay Ferguson
Chief, Bureau of Records

(S E A L)

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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, at 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on September 14, 1994.

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

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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.