

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

UNDOCKETED

PROPOSED RULES RELATING TO REQUIREMENTS FOR COMPLETE AND ACCURATE
ADVERTISING OF RATES AND SERVICES BY ALL TELECOMMUNICATIONS
COMPANIES

NOTICE OF PROPOSED RULE DEVELOPMENT

TO

ALL INTERESTED PERSONS

ISSUED: April 13, 1998

NOTICE is hereby given pursuant to Section 120.54, Florida Statutes, that the Florida Public Service Commission staff has initiated the development of Rules relating to a requirement that telecommunications companies provide complete and accurate information when advertising to the public.

The attached Notice of Proposed Rule Development will appear in the April 24, 1998, edition of the Florida Administrative Weekly. A rule development workshop will be held at the following time and place:

Florida Public Service Commission
10:00 a.m., Wednesday, May 13, 1998
Betty Easley Conference Center
Room 148, 4075 Esplanade Way
Tallahassee, Florida

Any person requiring some accommodation at this workshop because of a physical impairment should call the Division of Records and Reporting at (850) 413-6770 at least five calendar days prior to the hearing. Any person who is hearing or speech impaired should contact the Florida Public Service Commission using the Florida Relay Service, which can be reached at: 1-800-955-8771 (TDD).

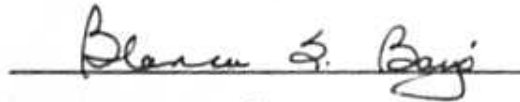
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By Direction of the Florida Public Service Commission, this
13th day of April, 1998.

A handwritten signature in cursive script, reading "Blanca S. Bayó", is written over a horizontal line.

BLANCA S. BAYÓ, Director
Division of Records & Reporting

(S E A L)

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FLORIDA PUBLIC SERVICE COMMISSION

DOCKET NO: UNDOCKETED

RULE TITLE:

RULE NO.:

Rules relating to requirements for complete and accurate advertising of rates and services by all telecommunications companies.

PURPOSE AND EFFECT: The purpose of the workshop is to develop rules that would require complete and accurate disclosure to potential customers by telecommunications companies who are advertising their rates and services. The effect would be to provide customers with full and accurate information from which they can make informed decisions.

SUBJECT AREA TO BE ADDRESSED: Advertisements by telecommunications companies.

SPECIFIC AUTHORITY: 350.127 FS

LAW IMPLEMENTED: 364.01, 364.03, 364.19 FS

A RULE DEVELOPMENT WORKSHOP WILL BE HELD AT THE TIME, DATE, AND PLACE SHOWN BELOW:

TIME AND DATE: 10:00 AM, WEDNESDAY, MAY 13, 1998

PLACE: ROOM 148, BETTY EASLEY CONFERENCE CENTER, 4075 ESPLANADE WAY, TALLAHASSEE, FL

THE PERSON TO BE CONTACTED REGARDING THE PROPOSED RULE DEVELOPMENT IS: Ann Shelfer, Division of Communications, Florida Public Service Commission, 2540 Shumard Oak Blvd., Tallahassee, FL 32399-0862.

Any person requiring some accommodation at this workshop because of a physical impairment should call the Division of

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