

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 930583-TL
tariff filing to add options for) ORDER NO. PSC-93-1310-FOF-TL
residence white page listings by) ISSUED: September 9, 1993
BELLSOUTH TELECOMMUNICATIONS,)
INC. d/b/a SOUTHERN BELL)
TELEPHONE AND TELEGRAPH COMPANY.)
_____)

The following Commissioners participated in the disposition of this matter:

SUSAN F. CLARK
JULIA L. JOHNSON
LUIS J. LAUREDO

ORDER APPROVING TARIFF

BY THE COMMISSION:

On June 10, 1993, BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) filed a request for approval of a tariff to add various options for residential white page listings. Currently, White Pages Directory Listings Service is comprised a number of different options found in Section A6 of the General Service Tariff. The present tariff provides no options to allow the subscriber to make a listing more distinctive or attractive and few options for the subscriber to provide more descriptive information beyond name, address and telephone number. The instant tariff amendment is designed to increase the directory listing options available to the residential subscriber.

Southern Bell proposes to call its new white pages options, Designer Listings. One Designer Listing option is allowed per customer listing with the exception of the Designer Line option in which up to three Designer Lines may be subscribed to with any one other option. The following are the four listing options and their descriptions:

1. Designer Bold - A listing that provides for a bolder print or heavier type of the subscriber's name, address, and telephone number.

DOCUMENT NUMBER-DATE

09729 SEP-93

FPSC-RECORDS/REPORTING

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.

Southern Bell observes that 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.

3. Designer Script - A listing that provides for the subscriber's name, address, and telephone number to be printed in script.

Southern Bell believes that some customers may want their listings to look more attractive or stylish than others around them. This customer's need can be met with the new Designer Script option.

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.

Southern Bell asserts that the extra line text may not contain material that it deems unethical. Southern Bell states that unethical text includes, but is not limited to, profanity, obscenity, or material that violates community standards or laws.

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.

The rate structure for the proposed Designer Listings includes a monthly recurring charge and a Secondary Service Order charge at service establishment. In an effort to stimulate usage of the service, Southern Bell proposes that the Secondary Service Order charge be waived for the first year from the effective date of tariff.

The proposed individual feature monthly rates for Designer Listings are:

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

A Resource Cost Methodology was used in the cost study developed for this filing. 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:

Revenue	\$ 170,979
Cost	11,987
Contribution	158,992

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the tariff amendment by BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company's tariff amendment to introduce Designer White Page Listing is hereby approved as set forth in the body of this Order. It is further

ORDERED that any protest of this Order shall be filed pursuant to the requirements set forth below. It is further

ORDERED that if a substantially affected party files a protest of this Order, the tariff shall remain in affect with all increased 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.

ORDER NO. PSC-93-1310-FOF-TL
DOCKET NO. 930583-TL
PAGE 4

By ORDER of the Florida Public Service Commission this 9th day
of September, 1993.



STEVE TRIBBLE, Director
Division of Records and Reporting

(S E A L)

JKA

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 his office at 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on September 30, 1993.

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

ORDER NO. PSC-93-1310-FOF-TL
DOCKET NO. 930583-TL
PAGE 5

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.