

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION FEB -5 PM 3:02

In re: Complaint of)	DOCKET NO.:	
AGI Publishing, Inc. against)	990132-TP	RECORDS AND
GTE Florida Inc.)		REPORTING
GTE Telephone Operating Companies)	FILED: February 5, 1999	
for violation of Sections 364.08)		
and 364.10, Florida Statutes,)		
and request for relief.)		

COMPLAINT OF AGI PUBLISHING, INC. d/b/a VALLEY YELLOW PAGES

AGI Publishing, Inc. d/b/a Valley Yellow Pages ("Valley"), through its undersigned counsel, pursuant to Rule 25-22.036(5), Florida Administrative Code, hereby files this Complaint against GTE Florida Inc./GTE Telephone Operating Companies (GTE) for violation of Sections 364.08 and 364.10, Florida Statutes.

A. PROCEDURAL BACKGROUND

1. The exact name and address of the complainant is:

AGI Publishing Inc., d/b/a Valley Yellow Pages
1850 N. Gateway Blvd., Suite 132
Fresno, CA 93727-1600
(559) 251-8888

2. All notices, pleadings, orders and documents in this proceeding should be provided to the following on behalf of Valley:

Susan Davis Morley
Patrick Knight Wiggins
Wiggins & Villacorta
2145 Delta Boulevard
Tallahassee, Florida 32303
(850) 385-6007 (telephone)
(850) 385-6008 (telecopier)

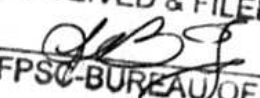
James A. Varon
AGI Publishing, Inc.
1850 N. Gateway Boulevard, Suite 132
Fresno, CA 93727-1600
(559) 251-8888

DOCUMENT NUMBER-DATE

01534 FEB-59

FPSC-RECORDS/REPORTING

RECEIVED & FILED


 FPSC-BUREAU OF RECORDS

3. The complete name and principal place of business of the party against whom relief is sought is:

GTE Florida, Inc.
GTE Telephone Operating Companies
One GTE Place
Thousand Oaks, CA 91362

B. FACTUAL BACKGROUND

4. GTE is authorized to provide interexchange and local exchange services in Florida. GTE also offers billing and collection services for other companies' products and services, via its local exchange carrier billing.

5. Valley Yellow Pages is a publisher of yellow pages directories throughout the nation, including the GTE service area. GTE provides billing and collection services to Valley for yellow pages advertising pursuant to a Billing Services Agreement which was scheduled to terminate on December 31, 2000.

6. GTE has notified Valley that it intends to terminate billing and collection services to Valley on March 31, 1999.

7. As part of its efforts to reduce customer cramming complaints, GTE has issued similar letters to other billing and customer collections customers, stating that it will no longer provide billing and collection for non-telecommunication services. However, reports prepared by GTE as part of its Complaint Reduction Initiative indicate that GTE has received no customer cramming complaints from Valley customers.

8. Valley is advised that GTE intends to continue to provide billing and collection service to GTE Directories Corporation, an affiliated company, for yellow pages advertising.

9. GTE's decision to discontinue billing and collection services to Valley in favor of Valley's competitor results in a significant competitive disadvantage to Valley. It is well-recognized that local exchange carrier billing is, for many service providers, the most cost-effective and efficient alternative to direct customer billing by those providers. In addition to reducing the expense and effort associated with producing and transmitting customer bills, use of LEC billing significantly reduces the level of uncollectible revenues. By virtue of their previously established monopoly positions in the provision of local exchange service, LECs are able to recruit billing and collection customers with guarantees of collectible rates which are substantially higher than other forms of billing, and realize substantial profits in the process. The loss of this billing mechanism will result in a significant economic detriment to Valley, and handicap its effort to provide Florida consumers with a viable alternative to traditional monopoly provider yellow pages.

10. GTE currently continues to enjoy a dominant, virtual monopoly position in the provision of both yellow pages advertising and billing and collection services in its Florida service area.

11. GTE's willingness to jettison Valley, a trouble-free billing and collection customer, signals its conclusion that the value of an exclusive billing and collection arrangement with GTE Directories exceeds the detriment to GTE of losing Valley's business. This result can only obtain where truly competitive alternative billing and collection arrangements are not available

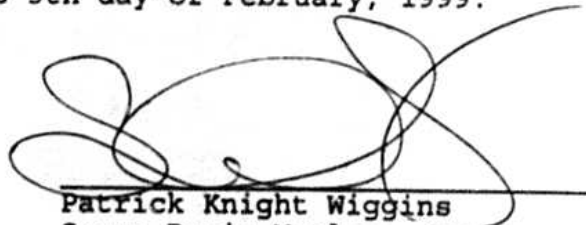
to Valley.

12. This Commission has jurisdiction to intervene where a telecommunications carrier deliberately seeks to use its monopoly-based billing and collection power to favor its own yellow pages operations over that of a yellow pages competitor.

C. REQUEST FOR RELIEF

WHEREFORE, AGI Publishing, Inc. d/b/a Valley Yellow Pages requests that the Commission (1) issue an order directing GTE to offer its billing and collection services for yellow pages advertising to Valley on a non-discriminatory basis and (2) grant such other relief as the Commission deems appropriate.

Respectfully submitted this 5th day of February, 1999.



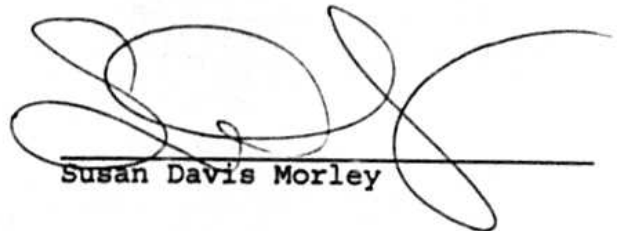
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Counsel for AGI Publishing, Inc.
d/b/a Valley Yellow Pages

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that a copy of the foregoing has been furnished by facsimile or U.S. Mail this 5th day of February, 1999, to the following:

Kimberly Caswell
Anthony Gillman
GTE Florida Incorporated
201 North Franklin Street
Tampa, Florida 33602



Susan Davis Morley