

## BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff filing for	)	DOCKET NO.	910885-TL
statewide promotion by waiving service	)		
ordering charge for Message Waiting	)	ORDER NO.	25186
Indication service (MWI), an ONA offering)	)		
by SOUTHERN BELL TELEPHONE AND TELEGRAPH	)	ISSUED:	10/10/91
COMPANY	)		
	)		

The following Commissioners participated in the disposition of this matter:

THOMAS M. BEARD, Chairman  
 SUSAN F. CLARK  
 J. TERRY DEASON  
 MICHAEL MCK. WILSON

ORDER APPROVING TARIFF

BY THE COMMISSION:

On August 15, 1991, Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) filed a tariff proposing to temporarily waive the secondary service order charges for its Message Waiting Indication (MWI) offering. MWI is a regulated offering used in conjunction with Southern Bell's MemoryCall voice messaging service; it is a stutter dial tone that lets the MemoryCall user know that there is a voice mail message. The Company seeks to waive the regular secondary service order charge, which is \$9.00 for residential and \$12.50 for business, that subscribers would normally pay when adding this or other features. Southern Bell plans to conduct a statewide promotion of its MemoryCall voice messaging service, several Custom Calling and Touchstar features, as well as RingMaster service, for the period of October 15, 1991, through December 15, 1991.

At this time, MemoryCall is an unregulated service. Since MWI will not be advertised separately from MemoryCall, the Company will charge advertising costs for MWI to MemoryCall, not to regulated operations. But, the foregone secondary service order charge revenues for MWI will be charged as promotion costs to regulated operations. The Company submitted projections demonstrating that the expected increase in recurring revenues as a result of the promotion should substantially exceed the foregone secondary service order charges.

DOCUMENT NUMBER-DATE

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FPSC-RECORDS/REPORTING

ORDER NO. 25186  
DOCKET NO. 910885-TL  
PAGE 2

The Company believes that this promotion will encourage subscription to MemoryCall as well as to other features. We believe that this tariff filing is appropriate. Accordingly, we hereby approve the promotional tariff filing. We shall require that the Company report the results of this promotion in its required quarterly Open Network Architecture reports.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that Southern Bell Telephone and Telegraph Company's tariff filing requesting to waive the secondary service order charge for Message Waiting Indicator is hereby approved. It is further

ORDERED that this promotional offering shall be in effect from October 15, 1991 through December 15, 1991. It is further

ORDERED that Southern Bell Telephone and Telegraph Company shall include the results of this promotion as part of its quarterly Open Network Architecture activities report. It is further

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

ORDERED that if no protest is filed in accordance with the requirement set forth below, this docket shall be closed.

By ORDER of the Florida Public Service Commission, this 10th day of OCTOBER, 1991.

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STEVE TRIBBLE, Director  
Division of Records and Reporting

( S E A L )

PAK

By Kay J. Lynn  
Chief, Bureau of Records

ORDER NO. 25186  
DOCKET NO. 910885-TL  
PAGE 3

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 10/30/91.

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

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 sewer 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.