

ORIGINAL
FILE COPY

Harris R. Anthony
General Attorney-Florida

Southern Bell Telephone
and Telegraph Company
Legal Department
c/o Marshall Criser
Suite 400
150 South Monroe Street
Tallahassee, Florida 32301
Phone (305) 530-5555

September 26, 1990

Mr. Steve C. Tribble
Director, Division of Records and Reporting
Florida Public Service Commission
101 East Gaines Street
Tallahassee, Florida 32301

In re: Docket No. 891194-TL

Dear Mr. Tribble:

Enclosed please find an original and fifteen copies of Direct Testimony of Nancy H. Sims for Southern Bell Telephone and Telegraph which we ask that you file in the above-referenced docket.

A copy of this letter is enclosed. Please mark it to indicate that the original was filed and return the copy to me. Copies have been served to the parties shown on the attached Certificate of Service.

Sincerely yours,

Harris R. Anthony
Harris R. Anthony
(22)

Enclosures

cc: All Parties of Record
A. M. Lombardo
R. Douglas Lackey
David M. Falgoust
John P. Fons

RECEIVED & FILED

TB

FPSC BUREAU OF RECORDS

DOCUMENT NUMBER DATE

08604 SEP 26 1990

FPSC-RECORDS/REPORTING

A BELLSOUTH Company

CERTIFICATE OF SERVICE
Docket No. 891194-TL

I HEREBY CERTIFY that a copy of the foregoing has been
furnished by United States Mail this 26th day of September, 1990

to:

Walter D'Haeseleer
Division of Communications
Florida Public Service Commission
101 East Gaines Street
Tallahassee, Florida 32399-0866

Michael R. Ramage
Deputy General Counsel
Fla. Dept. of Law Enforcement
Post office Box 1489
Tallahassee, Florida 32302

Angela Greene
Division of Legal Services
Florida Public Service Commission
101 East Gaines Street
Tallahassee, Florida 32399-0863

Robert A. Butterworth
Attorney General
Dept. of Legal Affairs
The Capitol
Tallahassee, FL 32399-1050

Jack Shreve
Public Counsel
Office of the Public Counsel
c/o Florida House of Rep.
The Capitol
Tallahassee, FL 32399-1300

Winston Pierce
Dept. of General Services
Koger Executive Center
2737 Centerview Drive
Knight Bldg. #110
Tallahassee, Florida 32203

John E. Thrasher, Esq.
Jeffrey L. Cohen, Esq.
Florida Medical Association
Post Office Box 2411
Jacksonville, Florida 32203

Pete Antonacci
Statewide Prosecutor
Dept. of Legal Affairs
The Capitol, Plaza 01
Tallahassee, FL 32399-1050

Willis Booth, Director
Florida Police Chiefs
Association
Post Office Box 14038
Tallahassee, Florida 32317-4038

Alan N. Berg
Senior Attorney
United Telephone Co. of Fla.
Post Office Box 5000
Altamonte Spgs, FL 32716-5000

Thomas R. Parker, Esq.
GTE Florida Incorporated
Post Office Box, 110 MC 7
Tampa, Florida 33601-0110

Cheryl Phoenix, Director
Florida Coalition Against
Domestic Violence
Post Office Box 532041
Orlando, FL 32853-2041

Department of Legal Affairs
Richard E. Doran
Director, Criminal Appeals
The Capitol
Tallahassee, Florida 32399-1050

Glenn W. Mayne, Director
Florida Dept. of Gen. Services
Division of Communications
2737 Centerview Drive
Tallahassee, FL 3399-0950

Morris R. Anthony
(2X) J

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SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY
TESTIMONY OF NANCY H. SIMS
FLORIDA PUBLIC SERVICE COMMISSION
FLORIDA DOCKET NO. E91194-TL
SEPTEMBER 26, 1990

Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.

A. I AM NANCY H. SIMS. MY BUSINESS ADDRESS IS 675 WEST PEACHTREE STREET, ATLANTA, GEORGIA, 30375.

Q. PLEASE GIVE A BRIEF DESCRIPTION OF YOUR BACKGROUND AND EXPERIENCE.

A. I WAS GRADUATED FROM NORTH CAROLINA STATE UNIVERSITY IN 1971 WITH A BACHELOR OF SCIENCE DEGREE. IN 1973 I WAS EMPLOYED BY SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY (SOUTHERN BELL) IN THE NORTH CAROLINA HEADQUARTERS ORGANIZATION WHERE I REMAINED UNTIL 1979. I WAS THEN TRANSFERRED TO WORK ON A ROTATIONAL ASSIGNMENT WITH AMERICAN TELEPHONE AND TELEGRAPH COMPANY (AT&T) IN THE ANTITRUST AND STRATEGIC PLANNING DIVISIONS IN ORLANDO,

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FPSC-REG-03/REPORTING

1 FLORIDA. IN JULY, 1983 I RETURNED TO SOUTHERN
2 BELL AS STAFF MANAGER IN THE COMPANY
3 HEADQUARTERS RATES AND TARIFFS DEPARTMENT.

4
5 IN SEPTEMBER, 1987 I ASSUMED MY CURRENT
6 POSITION AS OPERATIONS MANAGER WITH
7 RESPONSIBILITIES FOR TARIFF SUPPORT AND
8 COORDINATION OF ISSUES PERTAINING TO LOCAL
9 EXCHANGE, VERTICAL SERVICES AND MOBILE
10 SERVICES. I HAVE TESTIFIED ON THESE ISSUES IN
11 EACH OF THE SOUTHERN BELL STATES.

12
13 Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?

14
15 A. THE PURPOSE OF MY TESTIMONY IS TO EXPRESS
16 SOUTHERN BELL'S POSITION ON THE ISSUES
17 IDENTIFIED IN THIS DOCKET WITH REGARD TO CALLER
18 ID.

19
20 Q. WOULD YOU BRIEFLY EXPLAIN HOW CALLER ID WORKS.

21
22 A. CALLER ID IS A NEW OPTIONAL TOUCHSTAR FEATURE
23 THAT ALLOWS THE CALLED PARTY TO SEE THE CALLING
24 PARTY'S TELEPHONE NUMBER DISPLAYED BEFORE
25 ANSWERING THE PHONE. THE BASIS FOR

1 PROVISIONING CALLER ID AS WELL AS ALL OTHER
2 TOUCHSTAR SERVICES IS SOFTWARE AND HARDWARE
3 RESIDENT IN THE CENTRAL OFFICE, BUT IN ORDER TO
4 PROVIDE THESE SERVICES ON AN INTEROFFICE BASIS,
5 SOUTHERN BELL UTILIZES THE COMMON CHANNEL
6 SIGNALING SYSTEM 7 (SS7) TECHNOLOGY.

7
8 WHEN A CALL IS ORIGINATED FROM AN OFFICE
9 EQUIPPED WITH SS7, THE SWITCH SERVING THAT
10 OFFICE GENERATES AND SENDS INFORMATION
11 CONTAINING THE CALLING PARTY'S NUMBER TO THE
12 TERMINATING SWITCH. IF THE CALLED PARTY'S LINE
13 IS IDLE, FACILITIES TO CONNECT THE TWO PARTIES
14 ARE RESERVED. IF THE CALLED PARTY IS A CALLER
15 ID CUSTOMER, THE TALKING PATH IS OPENED AND THE
16 SWITCH TRANSMITS THE CALLING PARTY'S NUMBER TO
17 CUSTOMER PREMISES EQUIPMENT (CPE) OVER THE
18 LOCAL SUBSCRIBER'S LOOP. THE CALLING PARTY
19 NUMBER WILL THEN BE DISPLAYED AND/OR STORED ON
20 THE CUSTOMER'S CPE.

21
22 THE GENERATION, TRANSMISSION AND RECORDING OF
23 THE CALLING PARTY NUMBER DATA OCCUR ON ALL
24 CALLS INVOLVING OFFICES EQUIPPED TO PROVIDE
25 TOUCHSTAR SERVICES, REGARDLESS OF WHETHER THE

1 CALLED OR THE CALLING PARTY HAS SUBSCRIBED TO A
2 TOUCHSTAR FEATURE, INCLUDING CALLER ID. THIS
3 SAME CALLING PARTY NUMBER IS USED BY THE
4 NETWORK TO PROVIDE ALL OTHER TOUCHSTAR
5 FEATURES, SUCH AS CALL TRACING, CALL RETURN AND
6 CALL BLOCK.

7
8 THUS, ALL FUNCTIONS RELATED TO CAPTURING
9 INFORMATION NEEDED TO MAKE CALLER ID OPERATE
10 OCCUR IN THE TELEPHONE COMPANY NETWORK,
11 PARTICULARLY THE CENTRAL OFFICE. THE CPE USED
12 TO DISPLAY THE CALLING PARTY'S NUMBER BY CALLER
13 ID CUSTOMERS IS MERELY A PASSIVE DEVICE THAT
14 CAN ONLY DISPLAY INFORMATION THAT HAS BEEN
15 FORWARDED TO IT BY SOUTHERN BELL AFTER THAT
16 INFORMATION HAS BEEN GENERATED, TRANSMITTED AND
17 RECORDED WITHIN THE TELEPHONE NETWORK. THIS
18 DEVICE CANNOT CAPTURE OR OTHERWISE GENERATE ANY
19 DATA ON ITS OWN.

20
21 Q. IS CALLER ID IN THE PUBLIC INTEREST? (ISSUE 12)

22
23 A. YES. IN PROVIDING THIS SERVICE, WE ARE
24 RESPONDING TO THE NEEDS OF OUR CUSTOMERS WHO
25 HAVE TOLD US THAT THEY WANT TO HAVE MORE

1 CONTROL OVER WHOM THEY TALK WITH ON THE
2 TELEPHONE. JUST AS THEY PREFER TO KNOW WHO IS
3 KNOCKING AT THEIR DOOR BEFORE THEY OPEN IT,
4 MANY OF OUR CUSTOMERS WANT TO KNOW WHO IS
5 CALLING ON THEIR TELEPHONE BEFORE THEY ANSWER
6 IT. CALLER ID SERVICE GIVES THEM THAT
7 INFORMATION. CALLER ID THUS GIVES THE PARTY
8 WHO IS CALLED A LEVEL OF CONTROL OVER HIS
9 TELEPHONE SERVICE THAT HE DOES NOT HAVE TODAY.

10
11 Q. WHAT ARE THE BENEFITS OF CALLER ID TO
12 RESIDENTIAL CUSTOMERS? (ISSUE 5)

13
14 A. BENEFITS FOR RESIDENTIAL CUSTOMERS INCLUDE:

15
16 --- CALLER ID WILL GIVE THE CUSTOMER CONTROL OF
17 INCOMING CALLS SINCE CUSTOMERS CAN CHOOSE
18 WHICH CALLS TO ANSWER. FOR EXAMPLE,
19 CUSTOMERS OFTEN GET SOLICITATION CALLS
20 AROUND DINNER TIME. CALLER ID WILL HELP
21 THEM DECIDE WHETHER THEY WANT TO ANSWER
22 SUCH CALLS.

23
24 --- CALLER ID WILL DISCOURAGE
25 OBSCENE/ANNOYING/HARASSING CALLS. WITH

1 CALLER ID, ANNOYANCE CALLERS WILL HAVE TO
2 BE CONCERNED THAT THE CALLED PARTY WILL
3 OBTAIN THEIR NUMBER, MAKING THEM FAR MORE
4 RELUCTANT TO MAKE SUCH CALLS. A REPORT
5 PREPARED BY NEW JERSEY BELL OF THEIR
6 EXPERIENCES AFTER THE DEPLOYMENT OF CALLER
7 ID INDICATED A 50% DECREASE IN ANNOYANCE
8 CALLS TO THOSE CUSTOMERS SUBSCRIBING TO
9 CALLER ID. IN ADDITION, THERE HAS BEEN
10 A 49% OVERALL REDUCTION IN TRAP AND TRACE
11 REQUESTS.

12
13 -- CALLER ID WILL INCREASE THE CUSTOMERS'
14 SENSE OF SECURITY AND PRIVACY BY ALLOWING
15 THEM TO CHOOSE WHICH CALLS TO ANSWER.
16 CALLER ID IS ANALOGOUS TO THE PEEPHOLE IN A
17 DOOR, IN THAT IT ALLOWS A PERSON TO
18 DETERMINE IF HE KNOWS THE CALLER BEFORE
19 ANSWERING.

20
21 -- CALLER ID WILL PROVIDE A MORE SECURE METHOD
22 OF ACCESS TO BUSINESS DATABASES FROM THE
23 HOME. COMPUTERS CAN BE PROGRAMMED TO
24 ACCEPT CALLS FROM AUTHORIZED NUMBERS ONLY.
25 THIS DECREASES THE THREAT OF HACKERS.

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-- CALLER ID CAN ASSIST DEAF CUSTOMERS BY PROVIDING A WAY FOR THEM TO DISTINGUISH INCOMING CALLS THAT THEY WISH TO ANSWER IMMEDIATELY WITH A TELECOMMUNICATIONS DEVICE FOR DEAF PERSONS (TDD) FROM THOSE THAT THEY WISH TO HAVE ANSWERED WITH AN AUTOMATED RECORDING/ANNOUNCEMENT DEVICE.

-- CALLER ID ALLOWS CUSTOMERS TO STORE TELEPHONE NUMBERS OF MISSED CALLS SO THAT THEY CAN BE RETURNED LATER.

Q. ARE THERE BENEFITS FOR BUSINESS CUSTOMERS?
(ISSUE 5)

A. YES. SOME BENEFITS WHICH ARE UNIQUE TO BUSINESSES ARE AS FOLLOWS:

-- CALLER ID WILL PROVIDE SMALL BUSINESSES WITH THE ABILITY TO PERSONALIZE BUSINESS SERVICES, THEREBY GIVING PROMPT, EFFICIENT SERVICE.

-- CALLER ID GIVES BUSINESSES WHICH PROVIDE

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DELIVERY SERVICES BASED ON ORDERS RECEIVED
OVER THE PHONE A QUICK AND EASY WAY TO
VERIFY THE ACCURACY OF THE INFORMATION
BEFORE ACCEPTING THE ORDER OR SENDING THE
REQUESTED PRODUCT. CALLER ID WILL ASSIST
IN REDUCING THE OCCURRENCE OF FRAUDULENT
ORDERS AND REDUCE EXPENSES FOR BUSINESSES
THAT ACCEPT TELEPHONE ORDERS AS WELL AS
REDUCE THE RISK OF HARM TO DELIVERY
PERSONNEL.

Q. ARE THERE OTHER BENEFITS TO THE PUBLIC? (ISSUE
5)

A. YES, SOME OF THE BENEFITS TO THE PUBLIC OVER
AND ABOVE THOSE DESCRIBED PREVIOUSLY INCLUDE:

-- CALLER ID WILL REDUCE FALSE FIRE ALARMS AND
BOMB THREATS.

-- CALLER ID WILL REDUCE PRANK CALLS TO LAW
ENFORCEMENT AND OTHER PUBLIC SAFETY
AGENCIES.

-- CALLER ID CAN BE USED BY LAW ENFORCEMENT TO

1 VERIFY THAT PERSONS ON PAROLE OR "HOUSE
2 ARREST" ARE CALLING FROM AN APPROPRIATE
3 LOCATION.

4
5 --- CALLER ID CAN BE USED TO PROVIDE ADDITIONAL
6 INFORMATION TO ASSIST EMERGENCY SERVICES
7 PROVIDERS.

8
9 Q. WHAT ARE THE DETRIMENTS TO FLORIDA CONSUMERS OF
10 CALLER ID SERVICES? (ISSUE 5)

11
12 A. SOUTHERN BELL BELIEVES THAT FOR MOST FLORIDA
13 CONSUMERS CALLER ID PROVIDES BENEFITS RATHER
14 THAN DETRIMENTS. HOWEVER, FOR A SMALL SEGMENT
15 OF SUBSCRIBERS SUCH AS LAW ENFORCEMENT AND
16 DOMESTIC VIOLENCE INTERVENTION AGENCIES THE
17 DELIVERY OF THE CALLER'S NUMBER APPEARS TO BE
18 OF PARTICULAR CONCERN. SOUTHERN BELL, HOWEVER,
19 BELIEVES IT HAS ADEQUATELY MET THE CONCERNS OF
20 THOSE GROUPS BY DEVELOPING AND OFFERING VARIOUS
21 BLOCKING OPTIONS.

22
23 IN THE VAST MAJORITY OF CALLS ANONYMITY IS NOT
24 AN ISSUE. MOST CALLERS ARE ACCUSTOMED TO
25 IDENTIFYING THEMSELVES WHEN THEY PLACE A CALL

1 AND, IN FACT, SOUTHERN BELL'S GENERAL
2 SUBSCRIBER SERVICE TARIFF, SECTION A2.2.2
3 ALREADY STATES "THE CALLING PARTY SHALL
4 ESTABLISH HIS IDENTITY IN THE COURSE OF ANY
5 COMMUNICATION AS OFTEN AS MAY BE NECESSARY."
6

7 Q. WHAT EFFECT WILL THE PROVISION OF CALLER ID
8 HAVE ON NONPUBLISHED CUSTOMERS? (ISSUE 9)
9

10 A. OUR TARIFF STATES: "A NONPUBLISHED LISTING IS
11 NOT LISTED IN EITHER THE ALPHABETICAL SECTION
12 OF THE COMPANY'S DIRECTORY OR DIRECTORY
13 ASSISTANCE RECORDS AND WILL NOT BE FURNISHED
14 UPON REQUEST OF THE CALLING PARTY."
15 NONPUBLISHED LISTINGS WERE CONCEIVED AS AN
16 OPTIONAL SERVICE WHEREBY A SUBSCRIBER COULD
17 HAVE HIS NUMBER EXCLUDED FROM THE TELEPHONE
18 DIRECTORY AND DIRECTORY ASSISTANCE RECORDS.
19 THE INTRODUCTION OF CALLER ID WILL NOT CHANGE
20 THIS IN ANY FASHION.
21

22 IT IS ALSO IMPORTANT TO KEEP IN MIND THAT A
23 CALLER'S TELEPHONE NUMBER WILL BE AVAILABLE TO
24 ANOTHER PERSON ONLY WHEN THE CALLER HAS
25 ACTUALLY CALLED A PERSON WHO SUBSCRIBES TO

1 CALLER ID. THUS, A CUSTOMER WITH A
2 NONPUBLISHED NUMBER OR ANY OTHER SOUTHERN BELL
3 SUBSCRIBER WHO DOES NOT WISH A CERTAIN PARTY TO
4 HAVE HIS PHONE NUMBER CAN CHOOSE EITHER NOT TO
5 CALL THAT PERSON, TO CALL FROM A DIFFERENT
6 NUMBER OR TO USE SOME OTHER METHOD SUCH AS
7 PLACING THE CALL THROUGH AN OPERATOR. TO MAKE
8 SURE THERE IS NO CONFUSION, HOWEVER, EFFECTIVE
9 WITH THIS FILING, THE PROPOSED TARIFF WILL
10 INCLUDE A STATEMENT, AS WAS DONE WITH E911,
11 SAYING THAT, UPON INITIATION OF A CALL, THE
12 CALLING NUMBER MAY BE DISCLOSED IF THE CALLED
13 PARTY HAS THE NECESSARY EQUIPMENT.

14
15 FURTHERMORE, CALLER ID CAN BE UTILIZED TO
16 ENHANCE THE PRIVACY OF CUSTOMERS WITH
17 NONPUBLISHED NUMBERS BY GIVING THEM THE ABILITY
18 TO SCREEN INCOMING CALLS, THEREBY GIVING THEM
19 MORE CONTROL OVER THEIR SERVICE. IN FACT, IN
20 NEW JERSEY CALLER ID HAS BEEN OFFERED BY NEW
21 JERSEY BELL SINCE OCTOBER, 1988. IN A REPORT
22 TO THE NEW JERSEY PUBLIC SERVICE COMMISSION,
23 FOR THE PERIOD MAY 1 THROUGH OCTOBER 31, 1989,
24 NEW JERSEY BELL STATED THAT 50% OF CALLER ID
25 CUSTOMERS WERE SUBSCRIBERS WITH NONPUBLISHED

1 NUMBERS AS WELL. ALSO, AS OF THAT DATE ONLY
2 FIFTY OUT OF ONE MILLION NONPUBLISHED LISTING
3 CUSTOMERS HAD REMOVED THEIR NONPUBLISHED
4 LISTING ONCE CALLER ID WAS APPROVED IN NEW
5 JERSEY.
6

7 Q. SHOULD THE COMMISSION ALLOW OR REQUIRE THE
8 BLOCKING OF CALLER ID? IF SO, TO WHOM AND
9 UNDER WHAT RATES, TERMS AND CONDITIONS? (ISSUE
10 8)

11
12 A. IT IS SOUTHERN BELL'S POSITION THAT ALL
13 TELEPHONE NUMBERS SHOULD BE DELIVERED IN ORDER
14 TO MAXIMIZE THE SOCIETAL BENEFITS TO BOTH THOSE
15 WHO SUBSCRIBE AND THOSE WHO DO NOT SUBSCRIBE TO
16 THE SERVICE. WE RECOGNIZE, HOWEVER, THAT LAW
17 ENFORCEMENT AND DOMESTIC VIOLENCE INTERVENTION
18 AGENCIES HAVE SPECIAL CONCERNS ABOUT DELIVERY
19 OF ALL NUMBERS AND WE HAVE PROPOSED OPTIONAL
20 CALLING NUMBER DELIVERY BLOCKING AT NO CHARGE
21 FOR THESE GROUPS.
22

23 Q. WHAT SPECIAL ARRANGEMENTS, IF ANY, SHOULD BE
24 MADE REGARDING CALLER ID FOR LAW ENFORCEMENT
25 OPERATIONS AND PERSONNEL? (ISSUE 10)

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A. WE HAVE WORKED CLOSELY WITH LAW ENFORCEMENT IN AN ATTEMPT TO DEVELOP SOLUTIONS THAT WILL ACCOMMODATE THEIR NEEDS. THEREFORE, WE HAVE DESIGNED ADDITIONAL OPTIONS WHICH GO BEYOND JUST SENDING THE PRIVACY INDICATOR. MANY NEW AND CREATIVE ALTERNATIVES THAT ADEQUATELY MEET THE NEEDS OF LAW ENFORCEMENT HAVE BEEN DEVELOPED AS A RESULT OF THE JOINT COLLABORATION BETWEEN LAW ENFORCEMENT AND THE COMPANY OVER THE PAST MONTHS. THESE INCLUDE PER LINE BLOCKING AS WELL AS OTHER OPTIONS THAT WILL NOT ONLY PROTECT LAW ENFORCEMENT'S ANONYMITY BUT WILL ALSO ASSIST THEM WITH THEIR INVESTIGATIVE EFFORTS. IN ADDITION, BECAUSE LAW ENFORCEMENT INDICATED COST WAS ONE OF ITS MAJOR CONCERNS, WE OFFERED THESE OPTIONS AT NO COST. SOUTHERN BELL, HOWEVER, IS NOT WILLING TO MEET LAW ENFORCEMENT'S REQUEST THAT THEY BE PROVIDED WITH THE ABILITY TO DELIVER ANYONE'S NUMBER SINCE IT COULD JEOPARDIZE THE GENERAL PUBLIC.

Q. WHAT SPECIAL ARRANGEMENTS, IF ANY, SHOULD BE MADE REGARDING CALLER ID FOR ANY OTHER GROUP OR

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GROUPS? (ISSUE 11)

A. SOUTHERN BELL WILL PROVIDE OPTIONAL PER LINE BLOCKING AT NO CHARGE FOR DOMESTIC VIOLENCE INTERVENTION AGENCIES. SOUTHERN BELL HAS ALSO OFFERED A SPECIAL CALLING CARD FOR DEPARTMENT OF HEALTH AND REHABILITATIVE SERVICES (HRS) SPONSORED AGENCIES TO ENABLE "AT RISK" INDIVIDUALS TO PLACE OPERATOR HANDLED CALLS AND THEREBY PROTECT THEIR ANONYMITY. SOUTHERN BELL PROPOSES THAT ANY AGENCY, SUCH AS A DOMESTIC VIOLENCE INTERVENTION AGENCY, WHICH ESTABLISHES THE FACT THAT THE DIVULGENCE OF IDENTITIES OVER THE TELEPHONE COULD CAUSE SERIOUS PERSONAL OR PHYSICAL HARM TO ITS EMPLOYEES AND CERTIFIED CLIENTS, SHOULD BE PROVIDED BLOCKING OF CALLER ID SERVICE. SOUTHERN BELL BELIEVES THAT PERSONAL SAFETY, NOT JUST INCONVENIENCE, SHOULD BE THE DETERMINING FACTOR.

Q. WHAT ALTERNATIVES TO CALLER ID BLOCKING ARE AVAILABLE AND DO THEY SUFFICIENTLY PROTECT CUSTOMERS' ANONYMITY? (ISSUE 7)

A. SOUTHERN BELL BELIEVES THAT FOR THE VAST

1 MAJORITY OF CALLS CUSTOMERS HAVE NO NEED OR
2 DESIRE FOR ANONYMITY. THIS IS CONFIRMED BY THE
3 RECENT US WEST TRIAL WHERE CALLERS ACTIVATED
4 PER CALL BLOCKING A MERE 143 TIMES OUT OF A
5 MILLION CALLS. FOR THOSE FEW INSTANCES WHERE
6 ANONYMITY IS IMPORTANT THERE ARE SEVERAL
7 ALTERNATIVES AVAILABLE.
8
9 FIRST, THE SUBSCRIBER'S TELEPHONE NUMBER
10 CAN BE KEPT CONFIDENTIAL BY PLACING CALLS
11 THROUGH AN OPERATOR, SINCE CALLS SO PLACED WILL
12 BE DELIVERED WITH AN "OUT OF AREA" INDICATION
13 RATHER THAN THE TELEPHONE NUMBER OF THE
14 ORIGINATING PARTY. SECOND, IN INSTANCES WHERE
15 ANONYMITY IS IMPORTANT, PAY TELEPHONES MAY BE
16 USED. WHILE THE CALLING NUMBER OF A PAY
17 TELEPHONE SET WOULD BE DELIVERED TO A CALLER ID
18 SUBSCRIBER, THE SUBSCRIBER'S ABILITY TO CONVERT
19 THAT TELEPHONE NUMBER INTO A LOCATION IS
20 EXTREMELY LIMITED. CALLS CAN ALSO BE PROCESSED
21 THROUGH THIRD PARTIES SUCH AS ANSWERING
22 SERVICES AND OFFICE PBX'S. IN ADDITION,
23 RECENTLY APPROVED OUT DIAL ONLY LINES CAN
24 PROVIDE ANONYMITY TO INDIVIDUALS OR AGENCIES.
25 FURTHER, RINGMASTER SERVICE, WHICH ASSIGNS

1 DISTINCTIVE RINGS TO TWO OR MORE TELEPHONE
2 NUMBERS ON ONE LINE, CAN BE UTILIZED TO
3 IDENTIFY CALLERS RETURNING CALLS TO A NUMBER AS
4 A RESULT OF THEIR USE OF CALLER ID. SERVICES
5 SUCH AS FOREIGN CENTRAL OFFICE, FOREIGN
6 EXCHANGE AND CELLULAR ALSO WILL PROVIDE CALLING
7 NUMBER ANONYMITY.

8
9 Q. ARE THERE ANY EXISTING CLASS SERVICES (E.G.,
10 CALL TRACE, CALL RETURN, CALL BLOCK, ETC.) THAT
11 HAVE SIMILAR FUNCTIONS AND/OR SIMILAR BENEFITS
12 AS CALLER ID AND, IF SO, WHAT ARE THEIR
13 DETRIMENTS? (ISSUE 6)

14
15 A. THE OBJECTIVE OF SOUTHERN BELL'S INTRODUCTION
16 OF TOUCHSTAR FEATURES IS TO PROVIDE A RANGE OF
17 SERVICES WHEREBY THE CALLED PARTY CAN HAVE MORE
18 CONTROL OVER HIS TELEPHONE, AND BOTH THE CALLED
19 PARTY AND THE CALLING PARTY CAN CHOOSE OPTIONS
20 TO TAILOR THEIR TELEPHONE SERVICE TO SUIT THEIR
21 INDIVIDUAL NEEDS. WHILE THERE IS A POSSIBILITY
22 OF CROSS ELASTICITY AMONG THE TOUCHSTAR
23 FEATURES, ONLY CALLER ID DISPLAYS THE TELEPHONE
24 NUMBER OF THE PARTY WHO IS CALLING. THERE
25 SEEMS TO BE A GENERAL MISUNDERSTANDING THAT

1 CALL TRACE, CALL RETURN AND CALL BLOCK ARE
2 EQUIVALENT OR COMPARABLE TO CALLER ID. THEY
3 ARE NOT.

4
5 FOLLOWING IS A COMPARISON OF THE FEATURES
6 OFFERED BY EACH SERVICE:

7
8 CALL BLOCK - ALLOWS THE CUSTOMER TO BLOCK CALLS
9 FROM THE LAST NUMBER THAT CALLED. IT ALSO
10 ALLOWS THE CUSTOMER TO PROGRAM BLOCKING FOR
11 UP TO SIX NUMBERS. IN CONTRAST TO CALLER
12 ID, CALL BLOCK DOES NOT IDENTIFY THE NUMBER
13 OF THE PARTY MAKING THE CALL. NOR DOES IT
14 LET THE CUSTOMER KNOW WHO IS CALLING BEFORE
15 ANSWERING THE CALL. IN FACT, CALL BLOCK
16 WORKS BY PREVENTING THE COMPLETION OF THE
17 CALL.

18
19 CALL RETURN - REDIALS THE LAST PHONE NUMBER
20 THAT CALLED. IT WORKS ONLY ON THE LAST
21 CALL; INFORMATION ON PREVIOUS CALLS IS
22 UNAVAILABLE. UNLIKE CALLER ID, CALL RETURN
23 DOES NOT IDENTIFY THE NUMBER OF THE PARTY
24 MAKING THE CALL. CALL RETURN IS EFFECTIVE
25 ONLY TO THE EXTENT THAT THE OTHER PARTY

1 PICKS UP THE PHONE WHEN THE CALL IS
2 RETURNED. IF THAT PERSON DOESN'T ANSWER,
3 CALL RETURN IS INEFFECTIVE. WITH CALLER ID
4 A SUBSCRIBER CAN IDENTIFY REPETITIVE CALLS
5 FROM THE SAME CALLER, WHICH HE CANNOT DO
6 WITH CALL RETURN.

7
8 CALL TRACING - THIS TOUCHSTAR FEATURE ALLOWS
9 THE CUSTOMER TO ACTIVATE A SYSTEM THAT
10 RECORDS THE NUMBER OF A PERSON MAKING A
11 CALL. THE CUSTOMER CAN THEN ASK SOUTHERN
12 BELL TO INVESTIGATE. CALL TRACING DOES NOT
13 LET THE CUSTOMER KNOW THE IDENTITY OF THE
14 ANNOYING CALLER, EVEN IF SOUTHERN BELL
15 INVESTIGATES THE CASE. IT DOES NOT LET THE
16 CUSTOMER KNOW WHO IS CALLING BEFORE
17 ANSWERING THE CALL. THEREFORE, A PERSON
18 MAY KEEP ANSWERING CALLS FROM THE SAME
19 CALLER. CALL TRACING DOES NOT IMMEDIATELY
20 IDENTIFY THE NUMBER OF THE PERSON MAKING
21 THE CALL AS DOES CALLER ID. IN A CRISIS
22 SITUATION, SUCH AS A POTENTIAL SUICIDE, THE
23 CALLED PARTY WOULD HAVE TO HANG UP BEFORE
24 THE TRACE COULD BE INITIATED, WHICH WOULD
25 JEOPARDIZE THE RESCUE EFFORT. IN CONTRAST,

1 CALLER ID PROVIDES AN IMMEDIATE VEHICLE TO
2 DETERMINE THE CALLING NUMBER AND THEREBY
3 ALLOW RESCUE EFFORTS WHILE KEEPING THE
4 CALLER ON THE LINE.

5
6 CALLER ID - LETS THE CALLED PARTY KNOW THE
7 NUMBER OF THE CALLING PARTY BEFORE PICKING
8 UP THE PHONE, AND DEPENDING ON THE TYPE OF
9 PREMISES EQUIPMENT USED, MAY STORE
10 TELEPHONE NUMBERS OF CALLERS.

11
12 IN THE JULY 17, 1990 AGENDA SESSION, A VICTIM
13 ADVOCATE FROM JACKSONVILLE, FLORIDA, APPEARED
14 BEFORE THIS COMMISSION AND DISCUSSED TWO CASES
15 IN WHICH SHE WAS PERSONALLY INVOLVED. IN ONE
16 CASE THE HARASSING CALLER PLACED THE CALLS FROM
17 A PRISON BUT THE VICTIM DID NOT KNOW THAT. THE
18 VICTIM BELIEVED SHE WAS IN IMMEDIATE DANGER AND
19 COMMITTED SUICIDE. THE VICTIM ADVOCATE,
20 SPEAKING TO THE COMMISSION, STATED,

21
22 "THE KEY TO KEEPING A VICTIM STABLE AND
23 LATER ABLE TO TESTIFY IS TO GIVE THEM SOME
24 CONTROL OVER THE THREAT, REAL OR IMAGINED.
25 NONE OF THE CURRENTLY AVAILABLE SERVICES

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WOULD HAVE GIVEN THE VICTIM PROOF OF WHERE
THE CALL HAD ORIGINATED." (JULY 17, 1990
AGENDA TRANSCRIPT PAGE 84)

IN THE SECOND CASE THE VICTIM PUT HERSELF IN
IMMEDIATE PHYSICAL DANGER BECAUSE SHE DID NOT
KNOW THAT THE CALLER WAS CALLING FROM THE
CORNER PAY PHONE. IT WAS STATED THAT CALLER ID
WOULD HAVE HELPED THE VICTIM IDENTIFY THAT HER
HARASSER WAS CALLING FROM THE IMMEDIATE AREA
AND SHE, THEREFORE, MIGHT NOT HAVE LEFT THE
RELATIVE SECURITY OF HER HOME. THE VICTIM
ADVOCATE FURTHER STATED,

"CALL TRACE WOULD NOT HAVE ADDRESSED THIS
PROBLEM BECAUSE THE SYSTEM BY WHICH CALL
TRACE OPERATES DOES NOT ALLOW FOR IMMEDIATE
RESPONSE TO A PHYSICALLY THREATENING
SITUATION AS PERCEIVED BY THE VICTIM....
(JULY 17, 1990 AGENDA TRANSCRIPT PAGE 86)

CALL BLOCK WOULD NOT HAVE BLOCKED THIS
NUMBER BECAUSE IT WOULD NOT HAVE BEEN ON A
PRE-SELECTED TARGET LIST OF NUMBERS TO BE
IDENTIFIED TO BE BLOCKED.... (JULY 17,

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1990 AGENDA TRANSCRIPT PAGE 86)

CALL RETURN WOULD HAVE SENT HER BACK TO THE
PHONE BOOTH WITH HIM ANSWERING OR NO ONE
ANSWERING. IT WOULD NOT HAVE IDENTIFIED
WHERE THE CALL CAME FROM." (JULY 17, 1990
AGENDA TRANSCRIPT PAGE 87)

A BROWARD COUNTY COMMISSIONER WHO ALSO APPEARED
AT THE JULY AGENDA SESSION STATED IN REGARD TO
CALL TRACING,

"BUT I DON'T THINK THE PEOPLE OF THIS STATE
WANT TO WAIT UNTIL AFTER THEY HAVE RECEIVED
THAT CALL TO DECIDE THAT IT CAN BE TRACED.
THEY WANT THE CHANCE NOT TO BE HARASSED AND
NOT TO HEAR THAT VOICE ON THE OTHER END OF
THE PHONE." (JULY 17, 1990 AGENDA
TRANSCRIPT PAGE 37)

CLEARLY, THEN, IN THE MINDS OF THE PUBLIC,
CALLER ID MEETS A SPECIFIC CUSTOMER NEED THAT
IS NOT SATISFIED BY OTHER TOUCHSTAR FEATURES.

Q. IS THE RATE STRUCTURE FOR THE EXISTING CLASS

1 (TOUCHSTAR) SERVICES THAT YOU JUST DISCUSSED
2 APPROPRIATE? (ISSUE 6)

3
4 A. SOUTHERN BELL BELIEVES THE RATE STRUCTURE FOR
5 EACH OF THE EXISTING CLASS (TOUCHSTAR) SERVICES
6 IS APPROPRIATE FOR RESIDENTIAL AND SMALL
7 BUSINESS APPLICATIONS. A COMPARISON OF USAGE
8 VERSUS FLAT RATE PRICING FOR TOUCHSTAR SERVICES
9 INDICATED THAT THE FLAT RATE STRUCTURE WAS
10 PREFERRED BY OUR CUSTOMERS AND, IN ADDITION
11 WOULD PROVIDE MORE CONTRIBUTION TO BASIC LOCAL
12 SERVICE.

13
14 SEVERAL FACTORS WERE ALSO IDENTIFIED THAT MAY
15 INFLUENCE RESIDENTIAL AND SMALL BUSINESS
16 CUSTOMER BEHAVIOR. FIRST, WITH USAGE PRICING
17 OF DISCRETIONARY SERVICES, THE CUSTOMER MUST
18 REALLY MAKE A "BUYING DECISION" EACH TIME HE
19 USES THE SERVICE. SECOND, IN ORDER TO
20 STIMULATE AND MAINTAIN CUSTOMER USE AT THE
21 DESIRED LEVEL, SIGNIFICANT ADVERTISING DOLLARS
22 MUST BE ALLOCATED TO THE PRODUCT ON AN ONGOING
23 BASIS.

24
25 ALSO, WITH ANY NEW SERVICE, OUR GOAL IS TO

1 ENCOURAGE A CUSTOMER'S USE, THEREBY INCREASING
2 THE VALUE OF THE PRODUCT TO HIM.

3
4 Q. WHAT FURTHER ACTION SHOULD BE TAKEN ON SOUTHERN
5 BELL'S TARIFF FILINGS INTRODUCING CALLER ID
6 (T-89-507) AND CHANGING THE CONDITIONS UNDER
7 WHICH NONPUBLISHED NUMBER INFORMATION WILL BE
8 DIVULGED (T-90-023)? WHAT SHOULD BE THE
9 EFFECTIVE DATE OF SUCH ACTION? (ISSUE 13)

10
11 A. ALL APPROPRIATE STEPS NEEDED TO ADDRESS
12 SOUTHERN BELL'S CALLER ID TARIFF OFFERING HAVE
13 BEEN TAKEN.

14
15 SOUTHERN BELL FILED TARIFF REVISIONS ON
16 SEPTEMBER 29, 1989 BY WHICH WE ADDED CALLER ID
17 TO OUR TOUCHSTAR FEATURES AND PROPOSED
18 CLARIFICATIONS REGARDING THE DIVULGENCE OF
19 NONPUBLISHED TELEPHONE NUMBERS. THE TARIFF
20 IMPLEMENTING CALLER ID WAS APPROVED EFFECTIVE
21 FEBRUARY 1, 1990, AND SOUTHERN BELL WAS
22 DIRECTED TO AMEND THE FILING WITH A PROHIBITION
23 ON THE RESALE OF ANY NUMBERS ACQUIRED THROUGH
24 CALLER ID.
25

1 THE ISSUE CONCERNING THE APPROPRIATENESS OF
2 BLOCKING CERTAIN AGENCIES' NUMBERS AND ANY
3 CHARGE FOR SUCH BLOCKING WAS DEFERRED FOR
4 FURTHER CONSIDERATION BEFORE THE FEBRUARY 1,
5 1990 EFFECTIVE DATE. IN RECOGNITION OF THE
6 NEEDS OF LAW ENFORCEMENT AND DOMESTIC VIOLENCE
7 INTERVENTION AGENCIES, SOUTHERN BELL IS
8 PREPARED TO FILE A TARIFF SETTING THE FOLLOWING
9 CRITERIA FOR BLOCKING:

10
11 1. THE ENTITY SHOULD ESTABLISH THAT ITS
12 BUSINESS IS LAW ENFORCEMENT OR ONE IN WHICH
13 THE DIVULGENCE OF IDENTITIES OVER THE
14 TELEPHONE COULD CAUSE SERIOUS PERSONAL OR
15 PHYSICAL HARM TO ITS EMPLOYEES AND
16 CERTIFIED CLIENTS, SUCH AS A DOMESTIC
17 VIOLENCE INTERVENTION AGENCY;

18
19 2. THE ENTITY SHOULD ESTABLISH THAT THE
20 FORWARDING OF NUMBERS THROUGH CALLER ID
21 WOULD SERIOUSLY IMPAIR OR PREVENT IT FROM
22 PERFORMING ITS BUSINESS, AND,

23
24 3. THE ENTITY SHOULD ESTABLISH THAT NO
25 REASONABLE OFFERING BY THE TELEPHONE

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COMPANY OTHER THAN BLOCKING WILL PROTECT
ITS DESIRED ANONYMITY.

SOUTHERN BELL ALSO SENT BILL INSERTS TO ALL
CUSTOMERS WHERE CALLER ID WAS TO BECOME
AVAILABLE TO NOTIFY THEM OF THESE CRITERIA.

AT THE JULY 17, 1990 AGENDA, THE COMMISSION
HEARD WITNESSES FOR AND AGAINST CALLER ID, AND
STATED THAT SINCE SOUTHERN BELL AND LAW
ENFORCEMENT HAD NOT BEEN ABLE TO COME TO AN
AGREEMENT, IT WOULD SCHEDULE HEARINGS.

BASED ON THE FOREGOING, SOUTHERN BELL BELIEVES
THAT WE HAVE ADEQUATELY ADDRESSED THE NEEDS OF
OUR CUSTOMERS AND THAT THE CALLER ID TARIFF
SHOULD BE APPROVED FOR IMMEDIATE
IMPLEMENTATION.

Q. PLEASE PROVIDE A SUMMARY OF YOUR TESTIMONY.

A. CALLER ID IS A NEW OPTIONAL TOUCHSTAR FEATURE
THAT ALLOWS THE CALLED PARTY TO SEE THE CALLING
PARTY'S TELEPHONE NUMBER DISPLAYED BEFORE
ANSWERING THE PHONE. SOUTHERN BELL BELIEVES

1 THAT CALLER ID WILL PROVIDE MANY BENEFITS TO
2 RESIDENCE AND SMALL BUSINESS CUSTOMERS, WHEREBY
3 THE INTERESTS OF BOTH THE CALLED AND THE
4 CALLING PARTY WILL BE BETTER BALANCED. CALLER
5 ID WILL REDUCE THE POTENTIAL FOR OBSCENE,
6 ANNOYING, HARASSING AND FRAUDULENT TELEPHONE
7 CALLS. IN THE STATES WHERE CALLER ID HAS BEEN
8 APPROVED AND IMPLEMENTED, THE RESPONSE HAS BEEN
9 OVERWHELMINGLY FAVORABLE.

10
11 SOUTHERN BELL HAS WORKED CLOSELY WITH THOSE
12 GROUPS WHO PERCEIVE THAT CALLER ID PRESENTS
13 THEM WITH SERIOUS RISK. WE HAVE WORKED
14 EXTENSIVELY WITH LAW ENFORCEMENT TO DEVELOP
15 SOLUTIONS THAT WILL ACCOMMODATE THEIR NEEDS AND
16 WE HAVE DEVELOPED A SIGNIFICANT LIST OF
17 APPROPRIATE ALTERNATIVES. SOUTHERN BELL WILL
18 CONTINUE TO WORK WITH LAW ENFORCEMENT TO MEET
19 SPECIAL TECHNICAL REQUESTS AS LONG AS THEY DO
20 NOT COMPROMISE THE WELFARE OF THE COMPANY'S
21 OVERALL CUSTOMER BODY OR THE INTEGRITY OF ITS
22 NETWORK. EXTENSIVE WORK WAS ALSO CONDUCTED TO
23 SOLVE THE CONCERNS OF HRS AGENCIES.

24
25 BASED ON THIS COMMISSION'S THOROUGH REVIEW OF

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THE ISSUES REGARDING CALLER ID, THE TARIFF
SHOULD BE ALLOWED TO BECOME EFFECTIVE
IMMEDIATELY.

Q. DOES THIS CONCLUDE YOUR TESTIMONY?

A. YES.