

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff to) DOCKET NO. 920377-TL
introduce Electronic White) ORDER NO. PSC-92-0462-FOF-TL
Pages by BELLSOUTH TELECOM-) ISSUED: 06/08/92
MUNICATIONS, INC. d/b/a)
SOUTHERN BELL TELEPHONE AND)
TELEGRAPH COMPANY)
_____)

The following Commissioners participated in the disposition of this matter:

THOMAS M. BEARD, Chairman
SUSAN F. CLARK
J. TERRY DEASON
BETTY EASLEY
LUIS J. LAUREDO

ORDER APPROVING TARIFF

BY THE COMMISSION:

On March 16, 1992, BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) filed tariff revisions proposing to introduce Electronic White Pages (EWP). EWP provides high volume Directory Assistance (DA) customers an alternative means of obtaining multiple telephone number listings within the subscriber's Home Numbering Plan Area without operator assistance. Customers will access the Company's EWP system by dialing a local 7-digit number, and will be assigned a user identification (ID) when requesting the service.

After receiving a query containing an ID, name and city from a subscriber, the EWP system attempts to provide a response of up to ten listings that match the name or an explanation of why the requested listing is unavailable. Non-published numbers would not be provided by EWP; however, non-listed numbers will be available, as they would when requested from the directory assistance operator.

Southern Bell filed cost data indicating that the rates for EWP recover all of the incremental cost of providing the service. Those rates consist of a \$3.75 nonrecurring charge per user ID and \$.18 per screen. The Company estimates the cost per EWP screen to

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be \$.1664. Up to 10 names with phone numbers can be furnished per screen. The Company projects annual revenue estimates for EWP of \$28,000, \$59,000, and \$61,000 for the remainder of 1992, 1993, and 1994. Due to the effects of cross elasticity, the Company estimates that the introduction of EWP will result in a revenue reduction of \$36,000 for 1992. But, with demand for the service gradually increasing, the Company projects a net revenue increase of \$21,000 in 1993, and \$23,000 in 1994.

We believe that this tariff filing is appropriate. EWP will benefit customers seeking quick access to directory assistance information. Additionally, it appears that the proposed rates will cover all incremental costs and provide adequate contribution to the Company's general overhead. Accordingly, we hereby approve this tariff as filed, effective May 20, 1992.

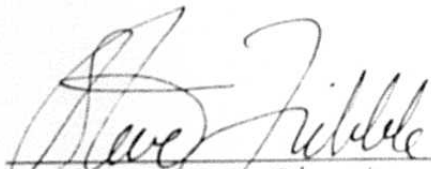
Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the proposed tariff filing to introduce Electronic White Pages by BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company, is hereby approved, effective May 20, 1992. 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 8th day of June, 1992.



STEVE TRIBBLE, Director
Division of Records and Reporting

(S E A L)

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Commissioner Laredo dissented from the decision. The Commissioner has concerns that this decision unintentionally further intrudes upon the privacy of customers who have requested unlisted phone numbers. The normal \$.25 directory assistance charge affords some privacy in the sense that it acts as a hurdle for those seeking unlisted phone numbers. The Electronic White Pages effectively removes this hurdle. The rapidly changing technology of the telecommunications industry requires that the Commission be particularly sensitive to issues of personal privacy and intrusiveness from this technology.

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 June 29, 1992.

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.

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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.