

STATE OF MISSOURI
PUBLIC SERVICE COMMISSION

At a Session of the Public Service
Commission held at its office
in Jefferson City on the 3rd
day of February, 1995.

In the matter of Sprint Communications)
Company L.P.'s tariff to introduce Sprint) Case No. TT-95-212
Sense and to delete two expired promotions.)

ORDER APPROVING TARIFF

On January 17, 1995, Sprint Communications Company L.P. (Sprint) submitted its proposal to introduce a promotion known as "Sprint Sense." Sprint also has proposed to introduce two (2) new promotions associated with Sprint Sense and to delete two (2) promotions which have expired.

On January 27, 1995, the Telecommunications Staff of the Public Service Commission (Staff) filed its Memorandum in this case. Staff has reviewed the tariff and stated that Sprint Sense is a flat rated non-distance sensitive calling plan for 1+ and FONCARD direct dial calling. Sprint proposes a per minute rate of \$.25 for calls placed during the peak period of 7:00 a.m. up to but not including 7:00 p.m., Monday through Friday, and \$.19 per minute for calls placed during the off-peak period of 7:00 p.m. up to but not including 7:00 a.m., Monday through Friday, and any time on Saturday, Sunday, and carrier-specified holidays. Sprint's two (2) promotions associated with the Sprint Sense program are the Sprint Sense Charter Promotion and the Sprint Sense 100 Free Minute Promotion. The Sprint Sense Charter Promotion would waive the \$3.00 monthly recurring charge to customers who subscribe to Sprint Sense before March 31, 1995. The proposed waiver of the monthly recurring charge would continue so long as the customer remained a Sprint Sense subscriber. The Sprint Sense 100

Free Minute Promotion would offer a sign-up bonus of 100 free minutes to Sprint Sense subscribers who sign up by March 31, 1995 with the 100 free minutes appearing as a 50 minute credit on the subscribers' first two (2) invoices.

However, Sprint's proposal provides that the credit be based only upon Sprint's interstate, "Sprint Sense" off-peak calling rate of \$.10 per minute, which equates to a credit of up to \$5.00 on the first two (2) invoices. This may appear confusing to the public as Sprint's program proclaims 100 free minutes which could presumably be taken at the \$.25 per minute fees assessed to intrastate calls. Thus, the customer may believe the 100 free minutes equals \$25.00 in free service for peak service intrastate calls when in reality it is limited to \$10.00 in service to be applied only to off-peak interstate service. The Staff notes, also, that the peak and off-peak periods proposed for Sprint Sense are quite different from those which Sprint, and the industry at large, traditionally use for their other calling plans.

The Commission has reviewed the proposed tariff sheets along with the Staff recommendation and makes the following findings of fact. The Commission finds that although this promotion and advertising scheme may have the potential to be confusing to the public, this is a competitive environment and customers may readily change service if they so choose. On that basis, the Commission finds the tariff to be reasonable and the Commission will approve the tariff for service on and after February 4, 1995.

IT IS THEREFORE ORDERED:

1. That the tariff sheets submitted by Sprint Communications Company L.P. on January 17, 1995, are hereby approved for service on and

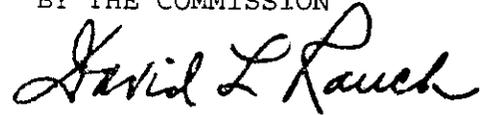
after February 4, 1995.

P.S.C. Mo. Tariff No. 2

1st Revised Page 10, Cancels Original Page 10
Original Page 10.1
2nd Revised Page 11, Cancels 1st Revised Page 11
1st Revised Page 31, Cancels Original Page 31
Original Page 32.1
1st Revised Page 48, Cancels Original Page 48
Original Page 80.1
1st Revised Page A-5, Cancels Original Page A-5
1st Revised Page 84, Cancels Original Page 84

2. That this order shall become effective on the date hereof.

BY THE COMMISSION



David L. Rauch
Executive Secretary

(S E A L)

Mueller, Chm., McClure, Perkins,
Kincheloe and Crumpton, CC., Concur.