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STATE OF MISSOURI
PUBLIC SERVICE COMMISSION

At a session of the Public Service
Commission held at its office
in Jefferson City on the 9th
day of September, 1998.

In the Matter of Southwestern Bell Telephone)
Company's Tariff Designed to Offer a Speed) Case No. TT-99-88
Calling Promotion During September and October,) (Tariff File #9900148)
1998.)

ORDER APPROVING TARIFF

Southwestern Bell Telephone Company (SWBT) filed a revision to its General Exchange Tariff (File No. 9900148) on August 20, 1998 proposing to offer a Speed Calling promotion (the Promotion) during September and October 1998. The Promotion, if approved, would provide for a credit equal to two months of the recurring rate for residential customers ordering Speed Calling 8 or business customers ordering Speed Calling 30 between September 15 and October 28. In addition, SWBT would waive the Service and Equipment Charge. The customer will be required to agree to keep the service for at least two months, the Promotion is only offered to new customers and is not valid with any other EasyOptions promotional offer.

SWBT's filing was originally submitted as a 10-day filing under the new promotion methodology approved in Case No. TT-98-571. This methodology requires that the promotions implemented under the 10-day process be "promotions that have been approved by the Commission in the past." Although the Commission has previously approved various calling feature promotions for SWBT, this proposed promotion is not one that has

been approved in the past. For this reason, the Promotion does not meet the 10-day filing methodology requirements.

SWBT submitted a substitute tariff sheet on August 31 removing the proposed Promotion from the appendix of SWBT's General Exchange Tariff and instead locating it in the EasyOptions promotion section. SWBT extended the effective date to September 23 but requested an expedited effective date of September 15, as this was the proposed beginning date of the Promotion.

The Staff of the Commission (Staff) filed a recommendation on September 2. Staff indicated the Promotion is designed to provide for a credit equal to two months of the recurring rate for residential customers ordering Speed Calling 8 or business customers ordering Speed Calling 30 between September 15 and October 28. In addition, SWBT will waive the Service and Equipment Charge. Staff indicated it had reviewed the substitute tariff revision, found it acceptable and had no objections to the amended filing. Staff recommended the Commission approve the amended tariff filing with an expedited effective date of September 15, 1998.

The Commission has reviewed SWBT's application and the Staff recommendation. The Commission finds that SWBT's proposed new promotion and the related proposed tariff revision are just and reasonable. Accordingly, SWBT's proposed tariff revision shall be approved.

IT IS THEREFORE ORDERED:

1. That the following tariff sheet, submitted on August 31, 1998, by Southwestern Bell Telephone Company is approved, as amended:

P.S.C. Mo.-No. 35, Section 47

11th Revised Sheet 12.02, Replacing 10th Revised Sheet 12.02

2. That this order shall become effective on September 15, 1998.
3. That this case shall be closed on September 16, 1998.

BY THE COMMISSION

A handwritten signature in black ink, reading "Dale Hardy Roberts". The signature is written in a cursive, slightly slanted style.

Dale Hardy Roberts
Secretary/Chief Regulatory Law Judge

(S E A L)

Lumpe, Ch., Drainer and
Schemenauer, CC., concur.
Crumpton and Murray, CC.,
absent.

Harper, Regulatory Law Judge