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OR

**STATE OF MISSOURI
PUBLIC SERVICE COMMISSION
JEFFERSON CITY**

July 31, 1997

CASE NO: TT-98-19

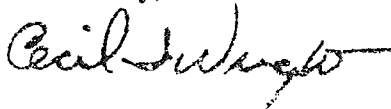
Michael F. Dandino, Senior Public Counsel, P. O. Box 7800, Suite 250
Jefferson City, MO 65102

Linda Gardner, Senior Attorney, United Telephone Company Missouri,
5454 West 110th Street, Overland Park, KS 66211

✓ Dan Joyce, General Counsel, Missouri Public Service Commission, P. O. Box 360,
Jefferson City, MO 65102

Enclosed find certified copy ORDER in the above-numbered case(s)

Sincerely,



**Cecil I. Wright
Executive Secretary**

Uncertified Copy:

Doug Galloway, Sprint, P. O. Box 1024, 319 Madison Street
Jefferson City, MO 65102

To all Local and Interexchange Service Providers

**STATE OF MISSOURI
PUBLIC SERVICE COMMISSION**

At a Session of the Public Service
Commission held at its office
in Jefferson City on the 31st
day of July, 1997.

In the Matter of the Tariff Filed to)
Introduce Vanity Telephone Number)
Listings Service to its Customers.)

CASE NO. TT-98-19
Tariff No. 9800017

ORDER SUSPENDING TARIFF

On July 3, 1997, United Telephone Company of Missouri d/b/a Sprint (Sprint), a local exchange company, submitted proposed tariff sheets to introduce a new service which was captioned "vanity telephone number listing service." This proposed service would allow customers to request specific telephone numbers by designating the preferred last four digits of their telephone number. The tariff sheets propose charges of \$20 for residential customers and \$30 for business customers which would be imposed upon requests of up to three telephone numbers. The proposed tariff specifically noted that this nonrecurring charge would apply even if none of the three preselected numbers were available. If a vanity number were available and approved, the customer may also exercise the option to have the vanity telephone number listed in the directory along with the numerical listing and on such an occasion the customer would also be billed the existing additional listing charge.

On July 24 the Telecommunications Department's Staff (Staff) circulated its memorandum via routing slip in which it reviewed the proposed tariff and stated that Staff recommends approval of this tariff.

On July 25 the Office of the Public Counsel (Public Counsel) filed its Motion to Suspend Proposed Tariff to Establish Vanity Telephone Numbers. Public Counsel stated in its motion that this system of assigning specific telephone numbers is inappropriate at a time when the Commission

and the industry is confronted with the inefficient distribution of telephone numbers. In addition, Public Counsel has asserted that any system of assigning vanity numbers would be inconsistent with an attempt to place the allocation and distribution of NXXs and telephone numbers in the hands of a neutral party or, in the alternative, not in the hands of an incumbent LEC.

In addition to the concerns voiced by Public Counsel, the Commission has reservations about that portion of the tariff which would assess a charge of \$20 to \$30 for unsuccessful requests. Although the Staff memorandum stated that Sprint has submitted revenue impact calculations for this proposed new product, the recommendation does not discuss those revenue impact calculations. It is unclear from the record how much of the nonrecurring charge would be required for the cost of searching for potential vanity numbers and how much of the charge exceeds the actual cost of the search.

Therefore, the Commission finds it appropriate to suspend the proposed tariff sheets for a period of 120 days. The Commission finds that notice of this application should be sent to interested parties and an intervention date be established. The Commission finds that the Records Department of the Commission should serve a copy of this order upon all local exchange companies and all interexchange carriers certificated to operate in Missouri. The Information Office of the Commission shall send notice of this order to the publisher of each newspaper located in the service area of the company, as listed in the newspaper directory of the current **Official Manual of the State of Missouri**, and to the members of the General Assembly representing the Missouri area served by the company.

IT IS THEREFORE ORDERED:

1. That the proposed tariff sheets submitted by United Telephone Company of Missouri d/b/a Sprint under Tariff File No. 9800017 and docketed in Case No. TT-98-19 on July 25, 1997, are hereby suspended from the proposed effective date of August 4, 1997, for a period of 120 days to December 2, 1997.

2. That any entity wishing to request intervention shall do so not later than August 29, 1997, by filing an application with the Executive Secretary of the Missouri Public Service Commission, P.O. Box 360, Jefferson City, Missouri 65102 and delivering a copy to Linda K. Gardner, United Telephone Company, 5454 West 100th Street, Overland Park, Kansas 66211.

3. That a prehearing conference shall be convened on September 2, 1997, at 10:00 a.m. at the Commission's offices in Room 530 of the Harry S Truman State Office Building, 301 West High, Jefferson City, Missouri.

4. That any person with special needs as addressed by the American with Disabilities Act should contact the Missouri Public Service Commission at least ten (10) days prior to the hearing at one of the following numbers: Consumer Services Hotline -- 1-800-392-4211, or TDD Hotline -- 1-800-829-7541.

5. That the Records Department and the Information Office shall issue notice as set out herein.

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

BY THE COMMISSION

A handwritten signature in dark ink, appearing to read "Cecil I. Wright", with a stylized, flowing script.

Cecil I. Wright
Executive Secretary

(S E A L)

Zobrist, Chm., Crumpton, Lumpe
and Drainer, CC., concur.
Murray, C., absent.

ALJ: Roberts

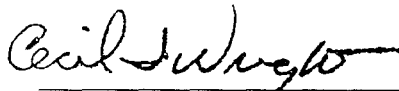
STATE OF MISSOURI
OFFICE OF THE PUBLIC SERVICE COMMISSION

I have compared the preceding copy with the original on file in this office and

I do hereby certify the same to be a true copy therefrom and the whole thereof.

WITNESS my hand and seal of the Public Service Commission, at Jefferson City,

Missouri, this 31st day of JULY, 1997.


Cecil I. Wright
Executive Secretary