

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

AT&T'S TARIFF FILING PROPOSING TO)
INTRODUCE AT&T PRO KENTUCKY AND REACH)
OUT KENTUCKY SERVICES AND MAKE CERTAIN) CASE NO. 10032
OPTIONAL CALLING PLANS OBSOLETE)

O R D E R

On March 9, 1988, the Commission issued an Order approving AT&T's proposed tariffs for Pro Kentucky and Reach Out Kentucky. The Commission found that the rates and charges for the proposed services cover the variable cost of providing those services and are supported by cost documentation.

On March 11, 1988, the Attorney General ("AG") filed a petition for modification of the March 9, 1988, Order requesting that the Commission require AT&T to file copies of the promotional material created to introduce Pro Kentucky and Reach Out Kentucky services to the intrastate market. The AG also requests that the Commission order any revisions to such marketing material which are necessary to minimize customer confusion about the services. As grounds for its petition the AG cites the potential public confusion about the scope of the services, specifically the limitation of the discounts to the intrastate interLATA market.

On March 16, 1988, AT&T responded via letter to the AG's petition, stating that it has no objections to producing the promotional materials. However, AT&T states that the services are


not capable of completing intraLATA calls and, therefore, the confusion cited by the AG is irrelevant.

The Commission, having considered the petition for modification and being advised, finds that such modification of the March 9, 1988, Order should be granted to the extent that AT&T is ordered to file its introductory promotional materials for Reach Out Kentucky and Pro Kentucky with copies to all parties of record. The Commission has found on prior occasions that the provision of promotional materials for new services has been helpful and is not an unreasonable burden to the company. Such materials should be provided within 10 days of the date of this Order.

BE IT SO ORDERED.

Done at Frankfort, Kentucky, this 29th day of March, 1988.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:

Executive Director