

PRD-410  
4-83

CASE

NUMBER:

99-183

INDEX FOR CASE: 99-183  
BELLSOUTH TELECOMMUNICATIONS, INC.  
Tariffs

ADVERTISING & PROMOTIONAL MATERIALS RELATING TO CALLER ID

IN THE MATTER OF BELLSOUTH TELEPHONE COMPANY FOR  
ADVERTISING AND PROMOTIONAL MATERIALS RELATING TO CALLER ID

SEQ NBR	ENTRY DATE	REMARKS
0001	04/20/99	Motion for relief from certain requirements relating to Caller ID
0002	05/06/99	Acknowledgement letter.
0003	06/08/99	Order granting motion for relief; takes case off docket



COMMONWEALTH OF KENTUCKY  
**PUBLIC SERVICE COMMISSION**

730 SCHENKEL LANE  
POST OFFICE BOX 615  
FRANKFORT, KY. 40602  
(502) 564-3940

June 8, 1999

To: All parties of record

RE: Case No. 99-183

We enclose one attested copy of the Commission's Order in  
the above case.

Sincerely,  
*Stephanie Bell*

Stephanie Bell  
Secretary of the Commission

SB/sa  
Enclosure

Hon. Creighton E. Mershon,  
BellSouth Telecommunications, Inc.  
P. O. Box 32410  
Louisville, KY 40232

Hon. William J. Ellenberg  
Hon. Thomas B. Alexander  
BellSouth Telecommunications, Inc.  
Suite 4300, BellSouth Center  
675 W. Peachtree Street, N.E.  
Atlanta, GA 30375

Hon. Ann Chevront  
Assistant Attorney General,  
Office for Rate Intervention  
1024 Capital Center Drive  
Frankfort, KY 40602

Mr. Larry Callison  
GTE South Incorporated  
318 East Main Street  
P.O. Box 1650  
Lexington, KY 40592

Hon. Jeffrey E. Vessels  
American Civil Liberties Union  
525 West Muhammad Ali Boulevard  
Louisville, KY 40202

Hon. Edward W. Gardner  
Lex.-Fayette Urban Co. Gov.,  
Department of Law  
200 East Main Street  
Lexington, KY 40507

Hon. Holland N. McTyeire  
AT&T Communications  
1200 Peachtree Street, NE  
Room 8068  
Atlanta, GA 30309

Ms. Joanne M. Weis  
Director of Programs  
Center for Women and Families  
226 W. Breckinridge St.  
Louisville, KY 40203

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE REQUEST OF BELLSOUTH )  
TELECOMMUNICATIONS, INC. FOR )  
RELIEF FROM REQUIREMENT ) CASE NO. 99-183  
RELATED TO ADVERTISING AND )  
PROMOTIONAL MATERIALS FOR )  
CALLER ID )

O R D E R

On April 20, 1999, BellSouth Telecommunications, Inc. ("BellSouth") filed a motion for relief from certain marketing requirements relating to Caller ID and Caller ID-Deluxe services in Kentucky.

On December 4, 1991, the Commission entered an Order approving the Caller ID tariff of BellSouth (f/k/a South Central Bell Telephone Company) if certain modifications concerning blocking requirements and advertising requirements were made.<sup>1</sup> The Order also required those modifications to be made by GTE South Incorporated ("GTE") in its Caller ID tariff.

On April 6, 1992, BellSouth, GTE, the Attorney General, the American Civil Liberties Union, and the Lexington-Fayette Urban County Government filed a motion requesting the Commission's approval of a settlement agreement between the parties which addressed the parties' concerns regarding customer notification and privacy issues.

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<sup>1</sup> Case No. 91-218, The Tariff Filing of South Central Bell Telephone Company to Introduce Caller ID.

The 1992 settlement agreement included the provision that all future print advertising, including bill inserts concerning Caller ID service, will advise customers of the availability of free per-call blocking in legible type no smaller than the type size used to describe the Caller ID service. The required announcement about blockage states:

If you choose not to have your number forwarded to someone with Caller ID, you can activate free per-call blocking by dialing \*67 on your touch-tone phone or 1167 on a rotary phone before you dial your call.

The Commission adopted the settlement agreement and it has been in effect since 1992. BellSouth now asks for relief from that provision.

The information on per-call blocking is printed in the telephone information section of all telephone directories. Furthermore, the Caller ID service has been offered in Kentucky for six years and has been widely advertised in bill inserts and printed media. It is a well known service used by many customers. If customers have questions about per-call blocking, the answers may be obtained from the telephone directory or from their carrier directly through its information number. Thus, the information pertaining to per-call blocking is easily available and commonly known. The parties to the original settlement agreement do not oppose the motion.

IT IS THEREFORE ORDERED that:

1. The motion of BellSouth is granted.
2. BellSouth and all local exchange carriers are relieved from complying with the per-call blocking requirement for print advertising.
3. A copy of this Order shall be served on all local exchange carriers, including GTE.

Done at Frankfort, Kentucky, this 8th day of June, 1999.

By the Commission

ATTEST:

  
Executive Director



COMMONWEALTH OF KENTUCKY  
**PUBLIC SERVICE COMMISSION**  
730 SCHENKEL LANE  
POST OFFICE BOX 615  
FRANKFORT, KENTUCKY 40602  
www.psc.state.ky.us  
(502) 564-3940  
Fax (502) 564-3460

**Ronald B. McCloud, Secretary**  
**Public Protection and**  
**Regulation Cabinet**

**Paul E. Patton**  
Governor

**Helen Helton**  
**Executive Director**  
**Public Service Commission**

May 6, 1999

Honorable Creighton E. Mershon, Sr.  
General Counsel  
BellSouth Telecommunications, Inc.  
P.O. Box 32410  
Louisville, KY 40232

Re: Case No. 99-183  
Advertising and promotional materials relating to Caller ID

Dear Mr. Mershon:

This letter is to acknowledge receipt of BellSouth's motion for relief from certain requirements relating to the marketing of Caller ID service in Kentucky. The motion was date-stamped received on April 20, 1999 and has been assigned Case No. 99-183. We have already microfilm case number 91-218; therefore, we have assigned a new number to this filing. In all future correspondence or filings made in connection with this case, please reference the above case number.

If I can be of any help on procedural matters, please feel free to contact me at 502-564-3940.

Sincerely,

A handwritten signature in cursive script that reads "Stephanie Bell".

Stephanie Bell  
Secretary of the Commission

sh

cc: Parties of Record





BellSouth Telecommunications, Inc. 502 582-8219  
P.O. Box 32410 Fax 502 582-1573  
Louisville, Kentucky 40232

Creighton E. Mershon, Sr.  
General Counsel - Kentucky

April 19, 1999

Helen C. Helton, Executive Director  
Kentucky Public Service Commission  
730 Schenkel Lane  
P. O. Box 615  
Frankfort, KY 40602

RECEIVED  
APR 20 1999  
PUBLIC SERVICE  
COMMISSION  
Case No. 99-183

RE: Case No. ~~91-218~~ - The Tariff Filing of South Central  
Bell Telephone Company to Introduce Caller ID

Dear Helen:

Enclosed for filing in the above-captioned case are an original and ten (10) copies of a Motion of BellSouth Telecommunications, Inc., For Relief From Certain Requirements Relating to the Marketing of Caller ID Service in Kentucky, which we request that you file on our behalf in this matter. Please return a file-stamped copy to me in the enclosed envelope.

BellSouth has circulated a draft of this motion to counsel for the ACLU, Lexington-Fayette Urban County Government, AT&T, and the Attorney General's Office. All were signatories to certain agreements relating to the introduction of Caller ID Service by BellSouth in Kentucky, and have authorized BellSouth to advise the Commission that they have no objection to the modifications sought in the attached motion.

Very truly yours,

  
Creighton E. Mershon, Sr.

Enclosures

cc: Parties of Record

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

RECEIVED  
APR 20 1999  
PUBLIC SERVICE  
COMMISSION

In the Matter of:

THE TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY TO )  
INTRODUCE CALLER ID )

CASE NO. ~~91-218~~  
99-183

MOTION OF BELL SOUTH TELECOMMUNICATIONS, INC.  
FOR RELIEF FROM CERTAIN REQUIREMENTS RELATING  
TO THE MARKETING OF CALLER ID SERVICE IN KENTUCKY

BellSouth Telecommunications, Inc. ("BellSouth"), by counsel, moves the Commission for relief from certain marketing requirements relating to Caller ID and Caller ID – Deluxe services in Kentucky.

**BACKGROUND**

On December 4, 1991, the Commission entered an Order approving South Central Bell Telephone Company's (now doing business as BellSouth Telecommunications, Inc. ("BellSouth")) Caller ID tariff subject to certain modifications concerning blocking requirements and advertising requirements. The Order also directed the same modifications be made to the GTE South Incorporated ("GTE South") Caller ID tariff. South Central Bell and GTE South filed motions for rehearing of the Commission's Order. The Commission granted the petitions for rehearing on

January 9, 1992, and authorized South Central Bell to provide Caller ID service in the same manner as GTE South had been authorized for more than a year earlier,<sup>1</sup> pending the final determination of this proceeding. The requirements enumerated in the Order granting rehearing are: (a) per-call blocking available free of charge to all customers and exchanges in which Caller ID service is offered; (b) all subscribers informed of the availability of free per-call blocking through the provision of at least three bill inserts over a three month period; (c) an advanced copy of the bill insert filed with the Commission for its consideration; and (d) telephone directories to include information concerning free per-call blocking and directions for its use.

Prior to any public hearing on the motions for rehearing, on April 6, 1992, South Central Bell, GTE South, the Attorney General, Lexington-Fayette Urban County Government, the American Civil Liberties Union, and AT&T Communications of the South Central States, Inc., comprising all parties to the proceeding, filed a joint motion requesting that the Commission approve a Settlement Agreement and conclude the case without further proceeding. The Settlement Agreement, attached hereto as Exhibit A, contains the following:

1. The provisions of the Commission's January 9, 1992, Order approving Caller ID service on an interim basis shall be made permanent.
2. South Central Bell and GTE South will make available per-call blocking to all South Central Bell and GTE South customers free of charge without presubscription and in all exchanges where Caller ID service is offered.

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<sup>1</sup> Case No. 90-096, Tariff Filing of GTE South Incorporated to Establish Custom Local Area Signaling Service, Order dated October 8, 1990.

3. South Central Bell and GTE South agree to provide upon request free per-line blocking to law enforcement agencies and shelters of domestic intervention agencies.

4. All future print advertising including bill inserts concerning Caller ID service will advise customers of the availability of free per-call blocking in legible type no smaller than the typed size used to describe the Caller ID service, stating:

If you choose not to have your number forwarded to someone with Caller ID, you can activate free per-call blocking by dialing \*67 on your touch-tone phone or 1167 on a rotary phone before you dial your call.

5. Beginning with the calendar year 1993 through and including 1997, South Central Bell and GTE South will mail a bill insert to all subscribers on a semi-annual basis on or about January 1 and June 30 concerning the availability of free per-call blocking of the caller ID service.

On May 5, 1992, the Commission conducted a public hearing on the reasonableness of the Settlement Agreement.

No evidence was presented in opposition to the Settlement Agreement.

By Order dated June 26, 1992, the Commission found that the Settlement Agreement's terms are fair, just, and reasonable, in the public interest, and should be adopted as the final resolution in this proceeding with certain additional reporting requirements.

On April 7, 1993, BellSouth Telecommunications, Inc., d/b/a South Central Bell Telephone Company ("South Central Bell") filed a proposed tariff for service called Caller ID Deluxe which allows subscribers to view the name and number of the calling party on a display unit in advance of answering the telephone. On November 2, 1993,

South Central Bell, the Attorney General, by and through his Utility and Rate Intervention Division, Lexington-Fayette Urban County Government, and the American Civil Liberties Union filed a joint motion for approval of a Settlement Agreement.

The Settlement Agreement, attached and incorporated herein as Exhibit B, was approved by the Commission by Order dated December 2, 1993.

### DISCUSSION

Caller ID services have been offered in Kentucky for over six years. During this period, BellSouth has given customers information on the availability of per-call blocking in bill inserts and in print advertising. In addition, information on the blocking feature, \*67 and 1167 from rotary phones, is contained in the Consumer Guide in the front section of the White Pages Directories. See copy of latest directory attached as Exhibit C.

BellSouth requests that it be relieved of the provision of numerical paragraph 4 of the April 1992 Settlement Agreement approved by the Commission in Case 91-218. That provision requires BellSouth to provide blocking information in all print advertising concerning Caller ID. BellSouth produces much of its advertising and promotional material on a 9 state basis. Customizing print media for a particular state adds expense to the promotion of Caller ID. Competitors of BellSouth who provide Caller ID through their own facilities or through the resale of BellSouth's service or facilities bear no such requirement.

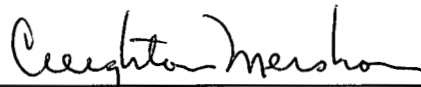
Consumers have had over six years experience with this useful service. Per-call blocking is free to all customers. Information regarding blocking is widely known

through the use of the service and previous bill inserts and advertising. Blocking information will continue to be available in current and future directories.

BellSouth has circulated a draft of this motion to counsel for the ACLU, Lexington-Fayette Urban County Government, AT&T, and the Attorney General's Office. All were signatories to the original agreements, and all have authorized me to advise the Commission that they have no objection to the modifications sought by this motion.

For the foregoing reasons, BellSouth requests that the Commission modify its previous order and relieve BellSouth of the requirement that all print advertising regarding Caller ID services contain information regarding the per-call blocking feature. In all other respects, BellSouth affirms the provision of the previously approved Agreements relating to the provision of Caller ID services.

Respectfully submitted,



---

Creighton E. Mershon, Sr.  
General Counsel-Kentucky  
601 W. Chestnut Street, Room 407  
P. O. Box 32410  
Louisville, KY 40232

William J. Ellenberg II  
Thomas B. Alexander  
General Attorneys  
Suite 4300, BellSouth Center  
675 W. Peachtree Street, N.E.  
Atlanta, GA 30375

COUNSEL FOR BELL SOUTH  
TELECOMMUNICATIONS, INC.



APPENDIX TO AN ORDER OF THE KENTUCKY PUBLIC SERVICE  
COMMISSION IN CASE NO. 91-218 DATED JUNE 26, 1992  
COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY TO INTRODUCE ) CASE NO. 91-218  
CALLER ID )

SETTLEMENT AGREEMENT

BellSouth Telecommunications, Inc., d/b/a South Central Bell Telephone Company ("SCB"), GTE South ("GTE"), the Attorney General of Kentucky ("AG"), Lexington-Fayette Urban County Government ("Lexington-Fayette"), American Civil Liberties Union ("ACLU"), and AT&T Communications of the South Central States ("AT&T") agree to settle the above-styled docket as follows:

1. The provisions of the Commission's Order of January 9, 1992, approving Caller ID service on an interim basis shall be made permanent.
2. SCB and GTE will make available per-call blocking to all SCB and GTE customers free of charge without presubscription in all exchanges where Caller ID service is offered.
3. SCB and GTE agree to provide upon request free per-line blocking to legitimate law enforcement agencies and established shelters of domestic intervention agencies as provided in relevant local exchange carrier tariffs.
4. All future print advertising, including bill inserts, concerning Caller ID service shall advise customers of the availability of free per-call blocking in legible type (no smaller

than the type size used to describe the service in the body of the ad) as follows:

If you choose not to have your number forwarded to someone with Caller ID, you can activate free per-call blocking by dialing \*67 on your Touchtone phone (or 1167 on a rotary phone) before you dial your call.

5. Beginning with the calendar year 1993 through and including 1997, SCB and GTE will mail a bill insert to all customers on a semiannual basis on or about January 1 and June 30 concerning the availability of free per-call blocking of the Caller ID. The insert will be on colored stock different from the actual bill and will notify customers of the availability of free per-call blocking and how to activate it. If the insert also includes a description of Caller ID service, the blocking information must be in bold type and of the same type size as that used to describe Caller ID service.

6. This Agreement is submitted for purposes of this case only and is not deemed binding upon the parties hereto in any other proceeding, nor is it to be offered or relied upon in any other proceeding involving SCB, GTE, or any other utility. Nothing in this Agreement is intended or should be construed to prohibit any party from taking any position it deems necessary in any other Commission proceeding or in any civil action.

7. If the Commission issues an order adopting this Agreement in its entirety, each of the parties hereto agrees that it shall file neither an application for rehearing with the Commission, nor an appeal to the Franklin County Circuit Court from such order.



8. If this Agreement is not adopted in its entirety, each party reserves the right to withdraw from it and require that hearings go forward upon all or any matters involved herein, and that in such event the terms of this Agreement shall not be deemed binding upon the parties hereto, nor shall such Agreement be admitted into evidence or referred to or relied on in any manner by any party hereto, the Commission or its staff in any such hearing.

9. All of the parties hereto agree that the foregoing Agreement is reasonable and in the best interest of all concerned, urge that the Commission adopt this Agreement in its entirety, and will join in a petition requesting that the docket be concluded based on the Agreement outlined herein without further proceedings.

Witness the acceptance and concurrence of all parties on the documents attached.

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY TO INTRODUCE ) CASE NO. 91-218  
CALLER ID )

SETTLEMENT AGREEMENT AND JOINT MOTION OF PARTIES  
FOR APPROVAL OF AGREEMENT AND CONCLUSION OF DOCKET

The undersigned party to this docket hereby acknowledges and accepts the attached Settlement Agreement and moves the Commission to approve same in its entirety and to conclude this docket without further proceeding.

BellSouth Telecommunications, Inc.  
d/b/a South Central Bell Telephone Company

By: Creighton Inersohn Sr

Date: 4-1-92

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY TO INTRODUCE ) CASE NO. 91-218  
CALLER ID )

SETTLEMENT AGREEMENT AND JOINT MOTION OF PARTIES  
FOR APPROVAL OF AGREEMENT AND CONCLUSION OF DOCKET

The undersigned party to this docket hereby acknowledges and accepts the attached Settlement Agreement and moves the Commission to approve same in its entirety and to conclude this docket without further proceeding.

American Civil Liberties Union

By: 

Date: APRIL 1, 1992

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY TO INTRODUCE ) CASE NO. 91-218  
CALLER ID )

SETTLEMENT AGREEMENT AND JOINT MOTION OF PARTIES  
FOR APPROVAL OF AGREEMENT AND CONCLUSION OF DOCKET

The undersigned party to this docket hereby acknowledges and accepts the attached Settlement Agreement and moves the Commission to approve same in its entirety and to conclude this docket without further proceeding.

AT&T Communications of the South Central States

By: *J. A. Spring*

Date: 4-2-92

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY TO INTRODUCE ) CASE NO. 91-218  
CALLER ID )

SETTLEMENT AGREEMENT AND JOINT MOTION OF PARTIES  
FOR APPROVAL OF AGREEMENT AND CONCLUSION OF DOCKET

The undersigned party to this docket hereby acknowledges and accepts the attached Settlement Agreement and moves the Commission to approve same in its entirety and to conclude this docket without further proceeding.

GTE South

By: Kimberly Caswell

Date: 4/2/92

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY TO INTRODUCE ) CASE NO. 91-218  
CALLER ID )

SETTLEMENT AGREEMENT AND JOINT MOTION OF PARTIES  
FOR APPROVAL OF AGREEMENT AND CONCLUSION OF DOCKET

The undersigned party to this docket hereby acknowledges and accepts the attached Settlement Agreement and moves the Commission to approve same in its entirety and to conclude this docket without further proceeding.

Lexington-Fayette Urban County Government

By: Edward W. Gardner

Date: 4-2-92

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY TO INTRODUCE ) CASE NO. 91-218  
CALLER ID )

SETTLEMENT AGREEMENT AND JOINT MOTION OF PARTIES  
FOR APPROVAL OF AGREEMENT AND CONCLUSION OF DOCKET

The undersigned party to this docket hereby acknowledges and accepts the attached Settlement Agreement and moves the Commission to approve same in its entirety and to conclude this docket without further proceeding.

Attorney General of Kentucky

By:

*Paul E. Reel* *Asst. Atty Gen*

Date:

4-6-92

RECEIVED

NOV 1993

PUBLIC SERVICE  
COMMISSION



COMMONWEALTH OF KENTUCKY

BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

PROPOSED TARIFF FILING OF SOUTH CENTRAL )	
BELL TELEPHONE COMPANY FOR TOUCHSTAR )	CASE NO. 93-135
SERVICE CALLER ID - DELUXE )	

SETTLEMENT AGREEMENT

BellSouth Telecommunications, Inc., d/b/a South Central Bell Telephone Company ("SCB"), the Attorney General of Kentucky ("AG"), Lexington-Fayette Urban County Government ("Lexington-Fayette"), and American Civil Liberties Union ("ACLU"), agree to settle the above-styled docket as follows:

1. SCB will make available per-line blocking free of any recurring monthly charge to all residential subscribers of its non-published listing service.

2. SCB will waive the line blocking non-recurring service order charge for residential non-published listing service subscribers for the duration of its offering of Caller ID Deluxe Service.

3. SCB will mail a notice to all residential subscribers of non-published listing service separate from the customer's monthly bill advising of the availability of per-line blocking free of a recurring monthly charge. The notice to be mailed at least 30 days prior to instituting Caller ID Deluxe Service and will include a telephone number where the free line blocking service may be ordered.



4. SCB will include information on free per-line blocking of non-published listing service for residential subscribers in semi-annual bill inserts through 1997 per its settlement agreement in Case No. 91-218.

5. SCB will revise the customer information section of its subsequently published White Pages Directories to advise that residential customers of its non-published listing service may also receive per-line blocking free of any monthly recurring charge.

6. SCB will advise all new residential subscribers of non-published listing service at the time said service is ordered of the availability of free per-line blocking. All written notices are attached hereto as Exhibit I.

7. This Agreement is submitted for purposes of this case only and is not deemed binding upon the parties hereto in any other proceeding, nor is it to be offered or relied upon in any other proceeding involving SCB or any other utility. Nothing in this Agreement is intended or should be construed to prohibit any party from taking any position it deems necessary in any other Commission proceeding or in any civil action.

8. If the Commission issues an order adopting this Agreement in its entirety, each of the parties hereto agrees that it shall file neither an application for rehearing with the Commission, nor an appeal to the Franklin County Circuit Court from such order.

9. If this Agreement is not adopted in its entirety, each party reserves the right to withdraw from it and require that

hearings go forward upon all or any matters involved herein, and that in such event the terms of this Agreement shall not be deemed binding upon the parties hereto, nor shall such Agreement be admitted into evidence or referred to or relied on in any manner by any party hereto, the Commission or its staff in any such hearing.

10. All of the parties hereto agree that the foregoing Agreement is reasonable and in the best interest of all concerned, urge that the Commission adopt this Agreement in its entirety, and will join in a petition requesting that the docket be concluded based on the Agreement outlined herein without further proceedings.

Witness the acceptance and concurrence of all parties on the documents attached.

**New Caller ID Deluxe shows you the listed name  
so you can decide when to answer your phone!**

---

South Central Bell's Caller ID service has been improved to be of even greater benefit to you. **Caller ID Deluxe service** can now show you the calling number and the name associated with that number.

With Caller ID Deluxe service, after your phone's first ring the Caller ID Deluxe display unit will show both the calling number and the associated name listed in South Central Bell customer records. (To use Caller ID Deluxe service, a display unit that will show the name and the number is required. This unit is not provided with your Caller ID Deluxe subscription and must be purchased separately.)

If you don't want your name and/or number displayed on the Caller ID device of the person you're calling, just dial "\*-6-7" on your touch-tone phone (or "1-1-6-7" on a rotary phone) before you dial your call. This also applies to customers with non-listed and non-published numbers who wish to protect their names and numbers from disclosure.

However, if you're a residential Non-Published Listing Service customer, you can request "permanent line-blocking" be installed on your line at no

*(over)*

**SCB/Kentucky  
Caller ID Deluxe per-line blocking notification insert  
Front side  
SCB Draft -- 9/28/93**

*(continued from front)*

**charge.** This automatically prevents your number from being displayed on any Caller ID device; with permanent line-blocking you do not have to dial a "6-7" code on each call to keep your number from being displayed.

Permanent line-blocking is only available to residential customers subscribing to Non-Published Listing Service. There is no installation or monthly service charge for permanent line-blocking for these customers. However, a charge does apply for any customers subscribing to Non-Published Listing Service.

New Caller ID Deluxe service is available for \$X.XX per month per line for residence customers, and \$XX.XX per month per line for business customers (availability may vary based on your telephone service arrangements).

**Residence customers:** To order Caller ID Deluxe service, or to request free line-blocking if you are a residence customer with a non-published number, call 557-6500. **Business customers:** To order Caller ID Deluxe service, call 557-6000. There's no charge for calling either number.

*When you call, ask your service representative about the wide variety of other helpful South Central Bell optional features also available to you for subscription.*



**South Central Bell**  
A BELLSOUTH Company

**SCB/Kentucky  
Caller ID Deluxe per-line blocking notification insert  
Back side  
SCB Draft -- 9/28/93**

**PROPOSED ADDITIONAL WORDING FOR CUSTOMER GUIDE  
IN SOUTH CENTRAL BELL DIRECTORIES:**

Residence customers with non-published numbers (number is not in the directory and not available through directory assistance) can request blocking on their line at no charge. This means their number automatically would not be displayed, and they would not have to dial the blocking code before each call. Customers should note that once they have their line blocked, dialing the per-call blocking code before a call would in fact cancel the automatic blocking mechanism for that call, and the name or number would be displayed.



**South Central Bell**

601 W. Chestnut St.  
P.O. Box 32410  
Louisville, KY 40232

Louisville, Kentucky  
October XX, 1993

Dear South Central Bell Customer:

As a **NON-PUBLISHED LISTING SERVICE CUSTOMER**, we know that **YOU MAY HAVE SPECIAL CONCERNS ABOUT GIVING OUT YOUR TELEPHONE NUMBER AND NAME**. We are sending you this letter to make you aware of a new service that is being introduced and also a new option that is available to you.

Many South Central Bell/Kentucky customers now subscribe to Caller ID service, an optional TouchStar® services feature that displays the telephone numbers from incoming calls on a display unit attached to the subscriber's telephone. All phone numbers, including non-published numbers such as yours, can be displayed by Caller ID service.

On XXXXXX, South Central Bell will be introducing new **Caller ID Deluxe** service in Kentucky. Caller ID Deluxe service shows both the telephone number of the incoming call and the listed name associated with that number.

To prevent your non-published name and number from being shown on any Caller ID display units, you can use one of two optional "blocking" services described below. Both of these options are available to you free of charge:

**1. PER-CALL BLOCKING:** This blocking option stops your name and number from being sent to any Caller ID subscriber — one call at a time, whenever you want to block your name and number. This option has already been installed on your line. When you want to use Per-Call Blocking, just dial a short code ("\*-6-7" on a touch-tone phone, "1-1-6-7" on a rotary phone) before dialing the number you're calling. This option lets you control when your name and number are blocked.

**2. PER-LINE (PERMANENT) BLOCKING:** This blocking option also stops your name and number from being sent to any Caller ID subscriber, but this option works automatically on every call from your line. Once installed, Per-Line Blocking is permanently "ON." There are no blocking codes to dial before you call someone whom you don't want to see your name and number. However, if you take Per-Line Blocking and you do wish to let your name and number be sent on any particular call, you can deactivate your Per-Line Blocking on that one call by dialing the Per-Call Blocking code ("\*-6-7" on a touch-tone phone, "1-1-6-7" on a rotary phone) before you dial the number. Your Per-Line Blocking will always be "ON" unless you use the Per-Call Blocking code to deactivate it before any individual call.

As a residential Non-Published Listing Service subscriber, you can request that Per-Line Blocking be installed on your line free of charge. Per-Line Blocking is only available to residential customers like you -- subscribers to Non-Published Listing Service. (A charge does apply for subscribing to Non-Published Listing Service.)

We suggest you consider both options carefully. There may be times when you prefer that a friend or relative sees your name and/or your telephone number when you call. In that case, Per-Call Blocking will give you control over when your number will be blocked — and when it will not.

For more information on your options, call your residence service representative at 557-6500. You can call anytime 24 hours a day, seven days a week, and there's no charge for the call.

Sincerely,

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

PROPOSED TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY FOR TOUCHSTAR ) CASE NO. 93-135  
SERVICE CALLER ID - DELUXE )

SETTLEMENT AGREEMENT AND JOINT MOTION OF PARTIES  
FOR APPROVAL OF AGREEMENT AND CONCLUSION OF DOCKET

The undersigned party to this docket hereby acknowledges and accepts the attached Settlement Agreement and moves the Commission to approve same in its entirety and to conclude this docket without further proceeding.

BellSouth Telecommunications, Inc.  
d/b/a South Central Bell Telephone Company

By: Creighton Merhoun Sr.

Date: October 12, 1993

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

PROPOSED TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY FOR TOUCHSTAR ) CASE NO. 93-135  
SERVICE CALLER ID - DELUXE )

SETTLEMENT AGREEMENT AND JOINT MOTION OF PARTIES  
FOR APPROVAL OF AGREEMENT AND CONCLUSION OF DOCKET

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Attorney General of Kentucky

By: Chris [Signature]

Date: 10/15/93



COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

PROPOSED TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY FOR TOUCHSTAR ) CASE NO. 93-135  
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SETTLEMENT AGREEMENT AND JOINT MOTION OF PARTIES  
FOR APPROVAL OF AGREEMENT AND CONCLUSION OF DOCKET

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American Civil Liberties Union

By: 

Date: Nov 1, 1993

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

PROPOSED TARIFF FILING OF SOUTH CENTRAL )  
BELL TELEPHONE COMPANY FOR TOUCHSTAR ) CASE NO. 93-135  
SERVICE CALLER ID - DELUXE )

SETTLEMENT AGREEMENT AND JOINT MOTION OF PARTIES  
FOR APPROVAL OF AGREEMENT AND CONCLUSION OF DOCKET

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Lexington-Fayette Urban County Government

By: Edmund W. Gant

Date: 10-19-93

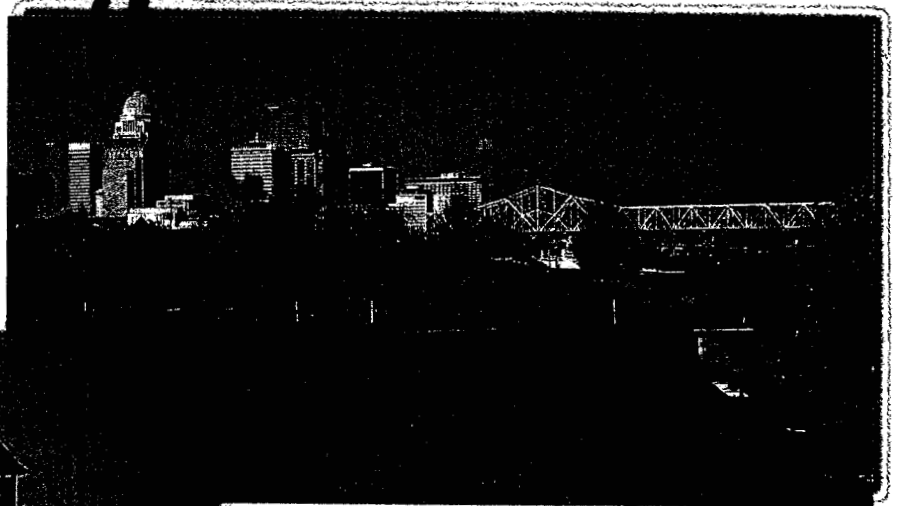
 **BELL'SOUTH**



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# HOW TO DO BUSINESS

## NEED-TO-KNOW INFORMATION

### Telephone Solicitation Calls

You may reduce the number of telephone sales calls that you receive from national companies by writing to the following address:  
Telephone Preference Service  
Direct Marketing Association  
P.O. Box 9014  
Farmingdale, NY 11735-9014

When writing, please include your name, home address, home telephone number (with area code) and your signature to ensure that your request is handled properly. Names remain on file for five years, after which time you may send another request. There is no charge for this service.

### Wiretapping

It is unlawful to wiretap or otherwise intercept calls on a telephone line unless a court has approved the wiretap. You may report suspected wiretapping to your local law enforcement agency.

### Unresolved Telephone Complaints

If you are not satisfied with the way a BellSouth employee handles your service or billing complaint, make sure that you discuss it with a supervisor or manager. If your complaint is still not satisfactorily resolved, you may call the Kentucky Public Service Commission's UTILITY CUSTOMER INQUIRY NUMBER Toll Free, 1+800+772-4636.

### Other Utilities

Unresolved complaints concerning electric, gas, water and sewage companies also can be referred to the Kentucky Public Service Commission's UTILITY CUSTOMER INQUIRY NUMBER Toll Free, 1+800+772-4636.

The Public Service Commission does not regulate municipal utilities, the Tennessee Valley Authority or cable television companies.

### BellSouth Calling Number Delivery - Per Call Blocking

If you choose not to have your own number sent to someone with Caller ID, you can activate per call blocking at no charge by dialing \*67 on your touch-tone phone, or 1167 on a rotary phone, before you dial your call. If you have a non-published or unlisted number, you need to dial the blocking code before placing a call to prevent your number from being displayed. If you have a residential non-published number, you can receive per-line blocking free-of-charge.

### BellSouth Calling Number Delivery-Per Line Blocking For Non-Published Listing Service

BellSouth non-published listing customers may receive per line blocking at no charge which prevents the calling name and number from being delivered to Caller ID customers. Therefore, some calling names and numbers may not be displayed on Caller ID units. The name displayed is from BellSouth records.

Important: If you have per line blocking, you can temporarily unblock your line by dialing \*82 before making a call. Your name and/or number will then be displayed to people with Caller ID service on that one call.

### Call Before You Dig

We'll help locate and mark buried utility cable. If you don't call for assistance and you cut the lines, you may be billed for repairs.

In Kentucky: 1+800+752-6007

In Tennessee: 1+800+351-1111

### Obscene or Harassing Calls

It is against the law to make obscene or harassing phone calls. Conviction is punishable by a fine and/or prison. If you receive such calls:

- Hang up immediately.
- Do not give out any information.
- If calls persist, call your local police department, or if you are a BellSouth customer, you may call the Annoyance Call Center at 557-6222.

### Recording of Two-Way Telephone Conversations

As a general rule, telephone conversations may only be recorded if either (1) all parties to the telephone conversation have given their prior consent to the recording of the conversation, and the prior consent has either been obtained in writing or is made a part of, and obtained at the start of the recording, or (2) a distinctive recorder tone that is repeated at intervals of approximately fifteen seconds is utilized when recording equipment is in use. If you hear a recorder tone during any telephone conversation and you do not wish to have the conversation recorded, insist that the recording be stopped or simply hang up.



CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing was served on the individuals on the attached Service List by mailing a copy thereof on this 19<sup>th</sup> day of April, 1999.

Creighton Mershon  
Creighton E. Mershon, Sr.

SERVICE LIST -- CASE NO. 91-218

Hon. Ann Chevront  
Assistant Attorney General  
Utility & Rate Intervention  
P. O. Box 2000  
Frankfort, KY 40602-2000

Larry Callison  
GTE South  
318 East Main Street  
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Jeffrey E. Vessels  
American Civil Liberties Union  
525 West Muhammad Ali Boulevard  
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Hon. Edward W. Gardner  
Lexington-Fayette Urban County Government  
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Hon. Holland N. McTyeire V  
Greenebaum, Doll & McDonald  
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