

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE REQUEST OF BELL SOUTH)	
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.¹ 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.

¹ 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