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RESOLUTION NO. T-11085
 EVALUATION AND COMPLIANCE
 DIVISION
 DATE: December 3, 1986

R E S O L U T I O N

____ Director
 ____ Numerical File
 ____ Alphabetical File
 ____ Accounting Officer

SUBJECT: Los Angeles SMSA Limited Partnership (U-3003-C).
 Order authorizing a provisional program of
 cooperative advertising for resellers of
 Partnership's cellular mobile radiotelephone
 service. Resolution No. T-11085.

WHEREAS: LOS ANGELES SMSA LIMITED PARTNERSHIP (Partnership)
 by Advice Letter No. 21, filed November 5, 1986, requests authority
 under Section 701 of the Public Utilities Code to make effective the
 following tariff revisions:

To offer, on a provisional basis for a period of 90 days from ;
 the effective date of the revisions, a program of cooperative
 advertising, as follows:

As part of its wholesale tariff, Partnership will offer partial
 reimbursement to those resellers of cellular service which expend
 funds on advertising and promotion of Partnership's service.
 Each reseller will accrue credits according to the net quantity
 of Partnership's mobile telephone numbers activated in a given
 month by that reseller, according to the following schedule:

1 - 100 net activations	\$30 per number
101 - 200 " "	40 " "
201 - 300 " "	60 " "
301 plus " "	60 " "

Not more than 50% of the media cost will be reimbursed upon
 presentation of claims, to the extent funds have accrued. Accrual
 begins anew each calendar year. Advertising must contain an approved
 reference to the PacTel Cellular System (operated by Partnership).

The Commission finds that a provisional offering should be ;
 authorized as described; and, good cause appearing, ;

IT IS ORDERED that:

(1) Authority is granted to make the above revisions effective on December 6, 1986, for a period of 90 days unless sooner ;
changed, cancelled or extended.

(2) Schedule Cal. P.U.C. No. 3-T, Original Sheet 13, shall be marked to show that such sheet was authorized by Resolution of the Public Utilities Commission of the State of California No. T-11085.

The effective date of this Resolution is today.

I hereby certify that the foregoing Resolution was duly introduced, passed and adopted at a regular meeting of the Public Utilities Commission of the State of California, held on December 3, 1986, the following Commissioners voting favorably thereon:

DONALD VIAL
President
VICTOR CALVO
FREDERICK R. DUDA
STANLEY W. HULETT
Commissioners



Executive Director