

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

EVALUATION & COMPLIANCE DIVISION
Telecommunications BranchRESOLUTION NO. T-12037
July 29, 1987R E S O L U T I O N

LOS ANGELES SMSA LIMITED PARTNERSHIP (U-3003-C). ORDER AUTHORIZING AN EXTENSION FOR 185 DAYS OF A PROVISIONAL PROGRAM OF COOPERATIVE ADVERTISING FOR RESELLERS OF PARTNERSHIP'S CELLULAR MOBILE RADIO TELEPHONE SERVICE.

SUMMARY

This resolution authorizes Los Angeles SMSA Limited Partnership to extend their provisional offering of a cooperative advertising program for an additional 185 days. After this 185 day period, the Partnership shall either continue the program as a non-provisional tariffed offering, or discontinue the program.

BACKGROUND

By Advice Letter No. 26, filed June 10, 1987, Los Angeles SMSA Limited Partnership requests authority as part of its wholesale tariff, to continue to 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 "	"	50 "	"	"
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 the Partnership).

This program was initially authorized by Resolution T-11085, December 3, 1986 for a 90 day period, and extended for 120 days by Resolution T-12006, March 6, 1987.

DISCUSSION

The program content and its terms and conditions remain unchanged from the original authorization. It is the utilities intent to extend the program for periods of fixed duration so as to limit the liability of the company under the program. Certainty of a closing date for each incremental continuation period avoids unplanned expense which could be incurred if Commission approval of the termination date were delayed by intervention at that time.

This extention to the provisional advertising program should allow the Partnership to assess the relative merits therein. It is therefore advised that this be the final extension of this provisional offering.

FINDINGS

The Commission finds that the rates, charges and conditions authorized in this Resolution are just and reasonable and present rates, charges and conditions, as they differ from the rates, charges and conditions authorized in the Resolution are for the future unjust and unreasonable; and good cause appearing,

IT IS ORDERED that:

(1) The Los Angeles SMSA Limited Partnership is authorized under Section 454 of the Public Utilities Code to make Advice Letter No. 26 effective on July 29, 1987.

(2) Los Angeles SMSA Limited Partnership shall, at the conclusion of the above referenced 185 day provisional extension, either continue the program as a non-provisional tariffed offering, or discontinue the program; requests for further provisional extension of this offering will not be considered by this Commission.

The effective date of this resolution is today.

I certify that this Resolution was adopted by the Public Utilities Commission at its regular meeting on July 29, 1987. The following Commissioners approved it:

STANLEY W. HULETT
President
DONALD VIAL
FREDERICK R. DUDA
G. MITCHELL WILK
JOHN B. OHANIAN
Commissioners


Executive Director