

**McCaw Cellular
Communications, Inc.**

DOCKET FILE COPY ORIGINAL

MAY 10 1994

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Cathleen A. Massey
Senior Regulatory Counsel

May 10, 1994

William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W.
Mail Stop Code 1170
Washington, D.C. 20544

RE: Ex Parte Presentation
GEN Docket 90-314 (Personal Communications Services)

Dear Mr. Caton:

Pursuant to the requirements of Sections 1.1200 et seq. of the Commission's Rules, you are hereby notified that on behalf of McCaw Cellular Communications, Inc. ("McCaw"), James Barksdale, President and Chief Operating Officer and Gerard Salemme, Senior Vice President - External Affairs met today with Commissioner Andrew C. Barrett, Senior Advisor Byron Marchant and Special Advisor James Coltharp regarding McCaw's recommendations for Commission action on reconsideration of the Second Report and Order in its PCS proceeding. The views expressed were those in McCaw's petition for reconsideration. In addition, the attached written material was distributed during the meeting.

Should there be any questions regarding this matter, please contact the undersigned.

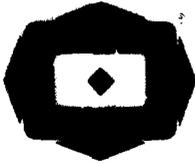
Sincerely,

A handwritten signature in cursive script that reads "Cathy Massey".
Cathleen A. Massey

cc: Commissioner Andrew C. Barrett
Byron Marchant
James Coltharp

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**McCaw Cellular
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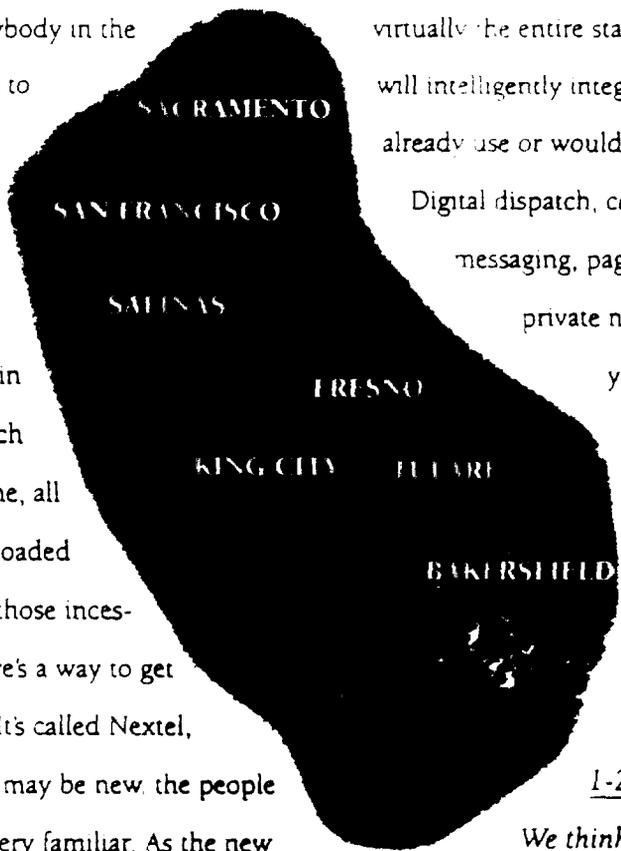
EXECUTIVE SUMMARY: FIVE KEY POINTS FOR RECONSIDERATION

- **Cap Cellular at 40 Mhz In-region** -- A cellular carrier should be allowed to acquire a minimum of 15 MHz of PCS spectrum in-region so that it has the capacity in even its more congested markets to offer low-cost, digital services while still sustaining its embedded analog base. The overall spectrum cap for all carriers should be 40 MHz.
- **Allow Partitioning/Divestiture** -- PCS licensees must be able to partition their operating authority on a geographic and spectrum basis to allow the development of niche services by diverse providers and ameliorate differences between disparate licensing schemes. This proposal will allow the integration of PCS with existing systems and avoid harsh exclusionary policies that could block cellular and ESMR licensees from bidding on PCS spectrum where they do not operate. Carriers also should be allowed to bid on spectrum and "divest down" before they begin operations to meet any ownership limits and spectrum cap.
- **Uniformly Regulate All Wireless Carriers** -- Cellular carriers, which must continue to sustain their analog customer base, will be facing competitors operating with potentially 40 MHz of all-digital spectrum. If the Commission retains restrictions on cellular eligibility it should strive to maintain some semblance of regulatory parity by not imposing widely varying limits on the ability of PCS licensees to compete with each other. Consequently, it should adopt the partitioning/divestiture proposal above, impose identical eligibility restrictions on ESMRs and rebuff any proposal to regulate cellular more stringently than other wireless providers.
- **Impose Minimal Regulation on the PCS Aftermarket** -- Regardless of the restrictions the Commission imposes on the initial licensing of PCS, these restrictions, including any cellular eligibility restrictions, should not be imposed in the PCS aftermarket. The Commission itself has recognized that "an outright prohibition on transfer, even for a limited time such as one year, may block or delay efficient market transactions needed to attract capital, reduce costs, or otherwise put in place owners capable of bringing service to the public expeditiously." In addition, the Department of Justice agrees that restrictions on PCS eligibility should sunset within a reasonable period of time to avoid an adverse impact on wireless competition.
- **Relax the Current 20% Attribution Standard and 10% Overlap Rule** -- These percentages are too low and could foreclose the expertise and economies of scale that cellular companies can bring to the PCS marketplace from extending service into adjacent markets where they do not operate. In addition, these rules constrain not only the largest cellular carriers, but also mid-sized and small companies that are not traditionally thought of as cellular providers. If the Commission is intent on retaining a cellular eligibility restriction, it should raise the attribution standard to 30-35% and increase the overlap threshold to 40%.

The talk of the towns.

Introducing Nextel, the first full-coverage, integrated communications system.

Sooner or later, everybody in the ag business has to go to town. Trouble is, those towns could be anywhere in the Central Valley. Then when you try to stay in touch on your dispatch radio or cellular phone, all you ever get are overloaded party lines, static, or those incessant busies. Now there's a way to get through, every time. It's called Nextel, and while the service may be new, the people behind it should be very familiar. As the new name for Fleet Call, Nextel offers a lot more than just consistent connections. You'll enjoy crystal-clear sound throughout the Valley and soon,



virtually the entire state. What's more, Nextel will intelligently integrate the same services you already use or would like to use every day.

Digital dispatch, cellular*, voice mail, text messaging, paging and more, all in one private network that's yours and

yours alone. Which can

dramatically increase productivity and save your business money.

For more information,

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today at

1-209-233-2222.

We think you'll agree

that when it comes to integrated

mobile communications, the best

system in town - any town - is Nextel.



NEXTEL

Communications with a higher intelligence.SM

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GO PHONESM

A service of **CELLULAR ONE[®]**

On May 1, 1994 the Florida Region of Cellular One will begin test marketing a new product called Go PhoneSM. Positioned as the "Home Phone That Goes Anywhere", the service has been specially designed to meet the needs of the consumer. Daytona Beach has been chosen as the test market for the new Go PhoneSM product. The product will be sold over an eight week period from May 1 through June 30.

The purpose of the test is to determine consumer acceptance of the product and identify refinements needed for full commercial roll-out. Therefore, after the selling period ends, we will spend several months doing research with Go PhoneSM customers and analyzing data to determine where changes need to be made before rolling the product out in other markets.

What is Go PhoneSM?

Go PhoneSM service combines the economy of a cordless phone with the mobility of cellular. When used in the consumer's immediate neighborhood, the rates are comparable to home telephone service. But with Go PhoneSM, the consumer can also use the phone as a cellular phone and pay traditional cellular rates.

Go PhoneSM service has three rate components: in-neighborhood, out-of-neighborhood, and out-of-state. Calls are rated based on where the customer is when he makes or receives a call. A neighborhood represents a pre-defined area around an individual's home. The size of the area varies depending on Cellular One's existing coverage of the area. It can range from 2 miles to 8 miles in diameter. Customers will be assigned a neighborhood based on where they live. There are 8 neighborhoods defined for the service offering in Volusia County. Service will not be available to all residents of the county.

When inside the neighborhood, consumers have access to extended home cordless service at rates that approximate home telephone service. Two different rate plans will be tested. The consumer will not be given a choice but instead will be assigned a rate plan based on their neighborhood. The first rate plan has a \$24.95 monthly service charge and includes 500 minutes in the neighborhood at no extra charge. The second plan charges \$10.00 for access and 5¢ per minute for up to 500 minutes in the neighborhood. In both plans, in-neighborhood minutes over 500 are charged at 40¢ per minute.

Outside the neighborhood, consumers have access to traditional cellular service, and pay a premium over their in-neighborhood rate. In both plans, minutes outside the neighborhood are charged at 40¢ and when the phone is used outside Florida, minutes are charged at 99¢.

One phone option will be offered with the service. It will be the Ericsson TDMA dual-mode digital portable phone with the fixed mast antenna. The phone will be provided for rental or purchase. Rental for the phone will cost \$15 per month and the purchase price will be the current market price. The Go PhoneSM will be packaged with an extra battery and a charging unit. Additional accessories such as hands-free kits and cigarette lighter adapters will be available for purchase.

The Go PhoneSM service will be offered to consumers only. Businesses will not be eligible. This is similar to the way local phone service is handled. Businesses purchase a different service and pay a different rate.

How will Go Phone be sold?

Both advertising and direct mail campaigns have been developed and will begin running in the Daytona Beach market on May 1 and will continue through the middle of June. Advertising will include radio, cable television, outdoor, and newspaper. Two separate direct mail pieces will be sent to targeted households.

Customers will be sold primarily through inbound telesales with fulfillment through the mail. We will be using an outside telemarketing vendor, Teleservices Resources (a subsidiary of American Airlines), to do the selling. The service will not be available through traditional Cellular One channels.

In addition to telesales, there will be a small group of temporary sales reps working in Daytona Beach to distribute information door-to-door and sell in the home.

What about Customer Care?

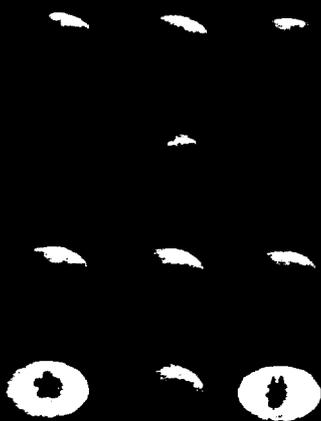
Customer care will be provided Monday through Friday from 8:00 AM to 6:00 PM. Customers will be able to reach this by dialing a toll-free 800 number or #727 from their Go PhoneSM. If a customer calls after those hours, a recorded message will instruct the customer to call back during business hours.

A separate customer care group has been established to handle Go PhoneSM customers.



GO PHONE

*He came by
and hung up
your phone.*



FCM

STO

RCL

CLR

ERICSSON 

DIGITAL

You could
spend
\$13,499
buying eight
miles of
phone cord.

**Or you can
choose
Go Phone.
About \$40
a month.**

GO PHONESM
A service of CELLULAR^{ONE}

(YES, eight miles of phone cord costs \$13,499!)

With a long enough phone cord, you could probably take your home phone anywhere. But is that really practical? No - until now. Go Phone is a new, completely cordless addition to your traditional home phone. It lets you go anywhere - to the store, to the park - anywhere in your neighborhood (and beyond). And best of all, Go Phone will only cost you about \$40 a month.



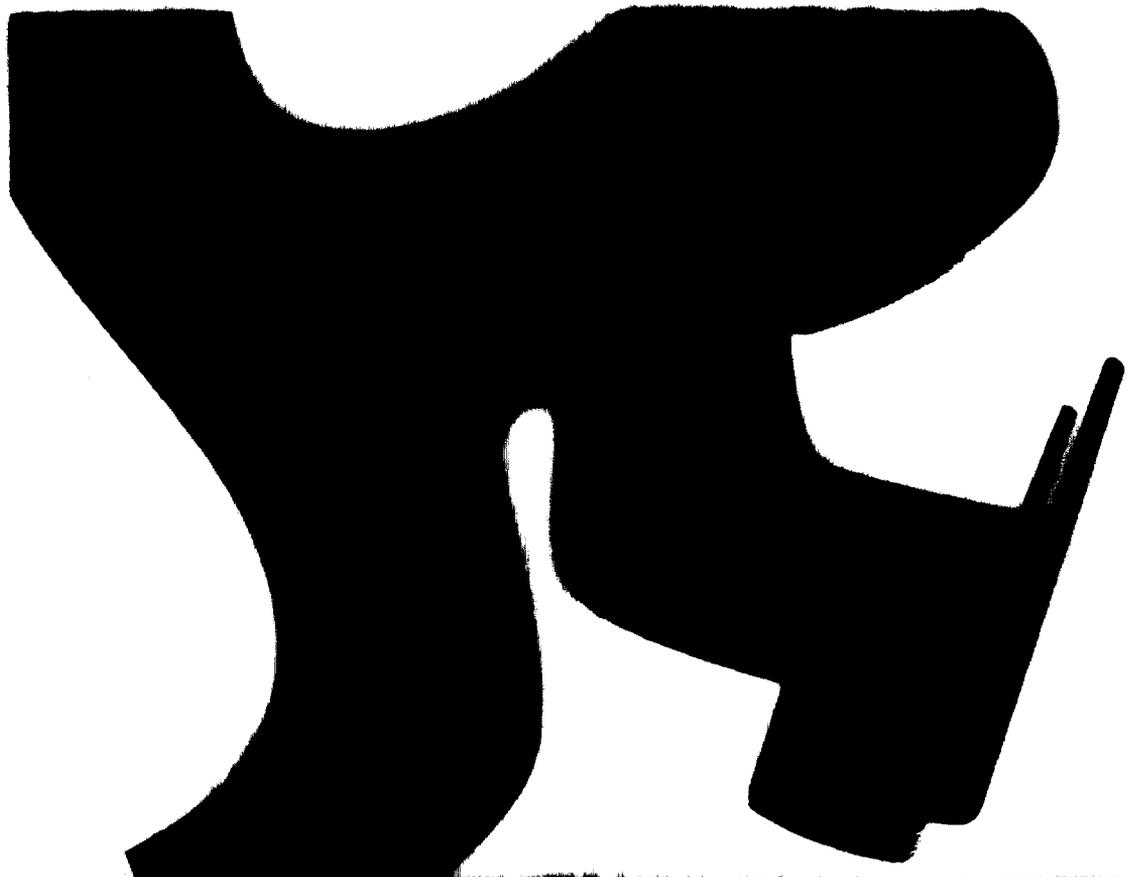
With Go Phone, you no longer have to wait at home for those important calls. It's never been easier to stay in touch. You can check in with your loved ones or double-check an appointment.



Use Go Phone in your neighborhood (your rep can tell you its exact boundaries) and pay about \$40 a month. Use it outside of your neighborhood and pay a slightly higher rate. Either way, you won't be tethered to the same old phone service.

Call 1-800-237-8000

*Subject to Credit Approval
Available to Consumers Only Available in Limited Areas*



GO \$RPHONE

Welcome!

Your new Go Phone™ is the perfect answer for your "on-the-go" lifestyle. Designed to easily go wherever you go, Go Phone keeps you in touch with family, friends, neighbors and the community. Convenient, easy to use and priced comparably with your traditional phone service, Go Phone is your ultimate cordless phone!

- Take Go Phone with you shopping or running errands.
- Stay in touch from the golf course, tennis courts or neighborhood pool.
- Experience the security of having Go Phone when you travel.
- Make changes in plans or adjust family schedules from almost anywhere.
- Enjoy the confidence of a friendly voice or emergency services just a few touch tones away.

- Free yourself from having to sit at home waiting for an important call.
- Give teenagers a way to keep in touch.
- Always be close by whenever and wherever the phone rings.

Your Go Phone Package

This package includes everything you need to make Go Phone an important part of your everyday life. Take a minute to examine and become familiar with the contents of your Go Phone box and welcome package. You should find:

- Signature Card (Please return this card immediately.)
- The Go Phone Book
- Neighborhood Map
- Terms & Conditions Sheet
- Instructional Video

- Go Phone User's Manual
- Go Phone Unit
- Two (2) Batteries
- Battery Charger
- Phone Insurance Program Brochure

Common Questions

Billing Information

Voice Mail

Go Phone Features

Understanding Service Areas

Quick Start Instructions

Let's Get Started!

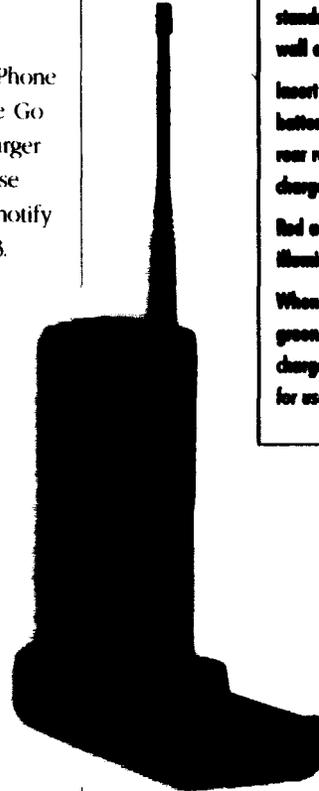
By following a few simple steps, you will have your Go Phone up and operational.

STEP ONE First and foremost, check the contents of your Go Phone Package to be sure you have the Go Phone Unit, Battery, Battery Charger and User's Manual. If any of these items are missing, immediately notify Customer Care at 1-800-299-7403.

STEP TWO Please complete the Signature Card and drop it in the mail. This will ensure your Go Phone service continues uninterrupted.

STEP THREE Charge the battery attached to the Go Phone unit in the Rapid Charger portion of the Battery Charger. (See illustration at right.)

STEP FOUR Call Customer Care, Monday through Friday from 8AM to 6PM, to activate your Go Phone. Simply dial "#727 SND."



Connect AC adapter to charger unit.

Plug AC adapter into standard household wall outlet.

Insert Go Phone [with battery attached] into rear receptacle of charger.

Red arrow will illuminate.

When red arrow turns green, Go Phone is charged and ready for use.

Charging the Battery

Your Go Phone comes with a removable, rechargeable nickel cadmium (NiCad) battery. Due to shipping time, this battery arrives with your Go Phone uncharged.

Plug the battery charging unit into your normal household outlet, insert the phone with the attached battery into the Rapid Charge portion of the charger (the stand up section as illustrated), an LED indicator will flash red. When the LED flashes green, the battery is ready for use. With minimal care, your NiCad battery will provide a long life of outstanding service.

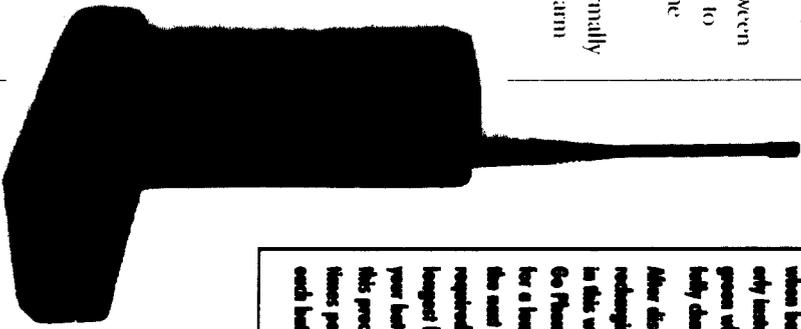
Go Phone Note!

Check your batteries and recharging section of the User Manual for important tips on long battery life.

Reconditioning the Battery

If you often recharge a battery before the low battery alarm has been issued, the battery's ability to accept a charge will be impaired. This results in less and less time between recharges. To restore the battery to full charging capacity, perform the following:

1. Use the Go Phone as you normally would until the low battery alarm is issued.
2. Allow the Go Phone to remain on until it turns itself off.
3. Recharge the battery in the Long Charge portion of the Battery Charger. (See illustration at right.)



Long Charge portion of charger.

Red error illuminates when battery is properly installed. Reduces green when battery is fully charged.

After discharging and recharging the battery in this way, your Go Phone can be used for a longer time until the next recharge is required. To get the longest life out of your batteries, repeat this procedure 1 or 2 times per week for each battery.



Inserting And Removing the Go Phone Battery

Insert battery with
round silver contact
points toward top
of phone.

Position top of
battery in place.

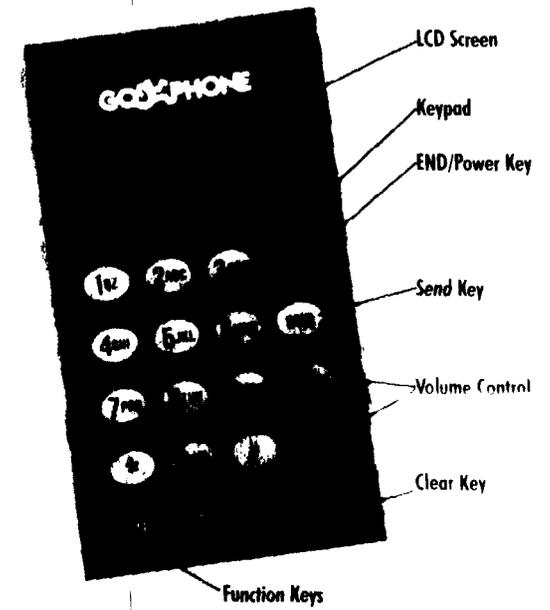
Push forward and
down to seat battery
firmly.

Remove battery by
pulling upward
and back on rear
of battery.



Face To Face With Go Phone

For the most part, your
Go Phone operates in
much the same way as
your home phone. Refer
to the illustration to
become familiar with the
features and associated
keys unique to your
Go Phone. The two most
important keys to note are
the green SEND (SEND) key
and the red END (END)
(END POWER) key.



Turning On Go Phone

After you install the battery, Go Phone is ready for activation. Simply press and hold the red END/PWR button until you hear a brief beep and the keypad lights up. After you hear the brief beep, the LCD screen will display "READY."

Making A Call

Go Phone is as simple to use as your home phone. Simply dial in the number you are calling as you would on your home touch tone phone keypad (be sure to include "1" and the area code for long distance) and press SND.

Go Phone Note!

Your Go Phone uses an advanced radio signal to transmit and receive calls. That's why you will not hear a dial tone before placing a call.

Your First Call

Go Phone is programmed to make its first call directly to Customer Care. This provides you an extra measure of security and convenience. The Customer Care Representative will be sure your Go Phone is properly activated and that you are ready to begin using your Go Phone.

Step By Step Dialing

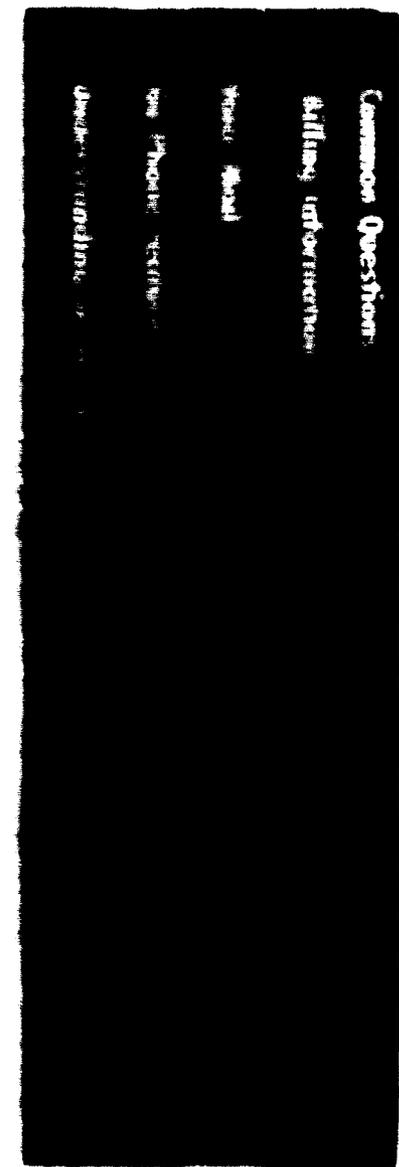
1. Enter the number you are calling on the Go Phone keypad.
2. Should you enter a wrong digit you can erase it by pressing the CLR (CLEAR) key. Pressing CLR repeatedly will erase individual digits, or you can hold down the CLR button until all digits disappear simultaneously from the display.
3. Once you have the number you desire on the display, press SND.
4. The SERV (SERVICE) indicator on the Go Phone display goes out and "DIALING" flashes in the display.

5. When your call is connected to the Go Phone system, "IN USE" will appear in the display.
6. Once connected to your desired number, the digits you dialed will disappear from the display. Your Go Phone connection is complete.

Go Phone Note!

If nobody answers or you hear a busy signal, press END/PWR key to keep the number in memory so you can easily repeat the call.

To repeat a call to the last number you dialed, press the RCL (RECALL) button twice. The last number dialed will appear on your Go Phone display. Simply press SND to place the call to that number.



Ending A Call

Press the red END/PWR button to end your call. You will see the "READY" message return to your Go Phone display.

Answering A Call

1. Make sure that your Go Phone is turned "ON." Without power, your Go Phone will not ring as it receives incoming calls.
2. When Go Phone receives an incoming call it rings and the keypad lights. At the same time, "CALL" will flash on the display.
3. Press the green SND button to answer your Go Phone call.
4. When your call is finished, press the red END/PWR key.

Volume Control

- During a call you can adjust the volume of your Go Phone to your desired level.
- Press the [arrow up] ("UP") or [down arrow] ("DOWN") keys on the keypad to raise or lower the volume level.
- Each time you press an arrow key the volume is adjusted one step.
- The full volume range is eight steps.
- The new volume level remains set until you adjust it again, even after Go Phone has been turned off.

Turning Off Go Phone

Press and hold the red END PWR key to turn off your Go Phone. Turning the phone off while not in use conserves battery power, but please remember — your Go Phone will not receive incoming calls while turned off. If you want to receive incoming calls on your Go Phone, be sure the power is on and the display screen says "READY"

Common Questions

Billing Information

Voice Mail

Go Phone Features

Understanding Service Areas

It's A Beautiful Day In The Neighborhood

Your Go Phone works in your neighborhood, across town and in most of Florida and North America. Where you are when you make or receive a call determines the rate your Go Phone usage is billed. The Go Phone works in three different service areas.

In-Neighborhood

The map included in your Go Phone package outlines the boundaries of your neighborhood. When you make or receive calls in your Neighborhood, you are billed at the "Neighborhood" rate described on your Terms & Conditions Sheet.

Out-Of-Neighborhood

When you use Go Phone outside the limits of your neighborhood but still within the State of Florida, you are billed at the "Out-Of-Neighborhood" rate described on your Terms & Conditions Sheet. This rate applies

wherever you use your Go Phone in Florida. Your Go Phone works in most places throughout the State.

Roaming

Every major city in the U.S. and Canada as well as virtually every U.S. town and most of its rural areas has a system provider for your Go Phone. In many locations, your incoming calls will automatically find you if you turn your Go Phone on. Wherever you travel, take the convenience, security and confidence of Go Phone with you. When you place or receive calls outside of Florida, you will be billed at the "Roaming" rate described on your Terms & Conditions Sheet.

Go Phone Note!

The Neighborhood, Out-Of-Neighborhood and Roaming rates are determined by the physical location of your Go Phone when you place or receive a call.

Use of your Go Phone is dependent on the radio signal strength available at a particular location. Please refer to the Terms & Conditions Sheet found in your Go Phone Welcome Package for a complete description of the limitations and service provisioning guidelines governing airtime usage.

Airtime

Whenever you make or receive a call, your Go Phone is using "airtime." The rate you are charged for airtime use is determined by the physical location of the Go Phone as described in the sections above. It is important to remember that airtime charges are just for the use of your Go Phone. Any long distance or other charges are additional.

Long Distance

You can place long distance calls on your Go Phone just like you do on your home phone, simply dial "1" plus the area code and phone number. Your long distance calls

will be billed at the standard AT&T residential rates. Unless you select a detailed billing feature, long distance charges will not be itemized on your Go Phone invoice. If you elect to receive the optional detailed billing feature, your Go Phone long distance charges will be represented much the same way as they are on your traditional home phone bill.

Calling Card

Go Phone enables you to use your long distance Calling Card of choice. Simply dial your normal access codes as you would from any touch tone phone. Airtime charges will apply to Calling Card calls placed on your Go Phone. Your Calling Card company will bill you for the associated long distance service for these calls.

Toll Free "800" Numbers

With your Go Phone, you dial toll free "800" numbers just like you would from any touch tone phone.

While you are not billed any long distance tolls, your normal airtime rates apply based on where you are when you place the call.

Directory Assistance

For local Directory Assistance dial "411 SND" from your Go Phone. Long distance Directory Assistance calls can be placed from your Go Phone by dialing "1+AREA CODE+555-1212 SND." All Directory Assistance calls are billed at \$.35 per call plus normal Go Phone airtime rates.

911 Emergency

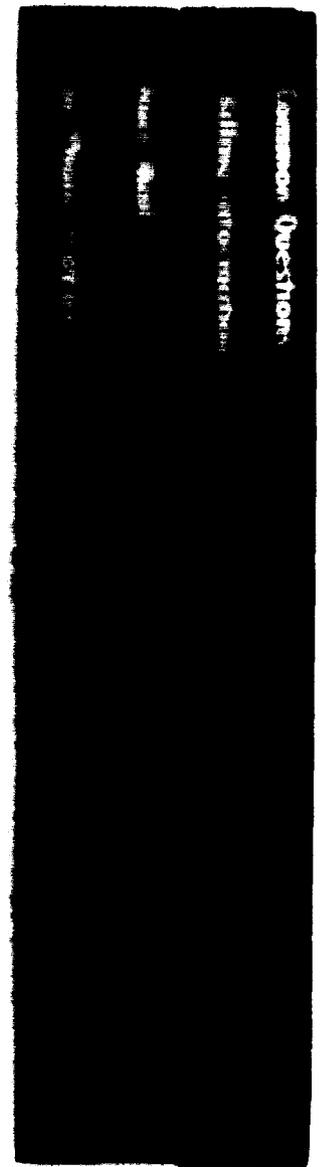
If Emergency 911 service is available in the area in which you are placing the call, you can access it with your Go Phone by dialing "911 SND." All 911 calls are free of charge.

Play It Safe!

Your Go Phone is a high quality electronic piece of equipment. Treat it with respect and you will enjoy excellent service. Before attempting any operation, be sure to review the Important Safety Information, Safety Instructions, Safe Driving Recommendations and Operating Procedures outlined in the opening pages of your User's Manual.

Go Phone Customer Care

- For your important service questions, Go Phone Customer Care is available from 8AM to 6PM, Monday through Friday.
- Dial #727 from your Go Phone.
- Dial 1-800-299-7403 from any touch tone phone.
- Address correspondence to:
Go Phone Customer Care
151 Wymore Road, Suite 1000
Altamonte Springs, Florida 32714



Common Questions

Billing Information

Voice Mail

Go Phone Features

GO PHONE FEATURE NAME	DESCRIPTION	REF #
Storing Numbers	<i>This feature allows you to program and store up to 99 personally defined numbers and names. These numbers and names are accessed through Speed Dialing or rapid access codes.</i>	13
Speed Dialing	<i>This feature enables you to access and dial your Stored Numbers with 2 to 3 keystrokes.</i>	15
Low Battery Alarm	<i>This feature alerts you (with a beep) when your battery is running low while a call is in progress.</i>	9
Scratch Pad	<i>This feature allows you to temporarily store phone numbers while you are on a call to be called later.</i>	16
Electronic Lock	<i>This feature allows you to block all incoming and outgoing calls except "911" and "*727" (Go Phone Customer Care). To remove the block, you must enter your private lock code.</i>	21
Programmable Area Code	<i>This feature offers you the ability to pre-define an area code which will automatically precede any 7 digit phone number dialed while roaming.</i>	25
Voice Privacy	<i>If you are utilizing a digital (versus analog) network, which offers voice encryption functionality, this feature enables you to encrypt the transmission of your conversation to ensure privacy and security.</i>	26
Hidden Credit Card	<i>This feature allows you to store a credit card number in your Go Phone for future viewing when your physical credit card is not easily accessible.</i>	18
Trouble Shooting Guide	<i>An easy-to-use trouble shooting guide which explains how to interpret and deal with various display messages and operational situations.</i>	28

Go Phone Convenience Features

Your Go Phone is a powerful electronic communicator with more built in features than your home phone. Your Go Phone User's Manual has complete details on how to activate and use the convenience features. This outline is a get-started guide to available features complete with reference pages for instructions in your User's Manual.

Optional Go Phone Services

You can add even more flexibility, capability and convenience to your Go Phone with optional calling features. Available at a small additional monthly charge, these optional calling features enable Go Phone to surpass even the best home phone. To order any optional features simply call Go Phone Customer Care by dialing #727 SND between 8AM and 6PM, Monday through Friday.

Call Forwarding

Calls to your Go Phone are automatically redirected to another phone number you choose.

1. To activate press "*71"
2. Enter designated number: 1 + area code + phone number.
3. Press SND.
4. To cancel, press "*710 SND"

Call Waiting

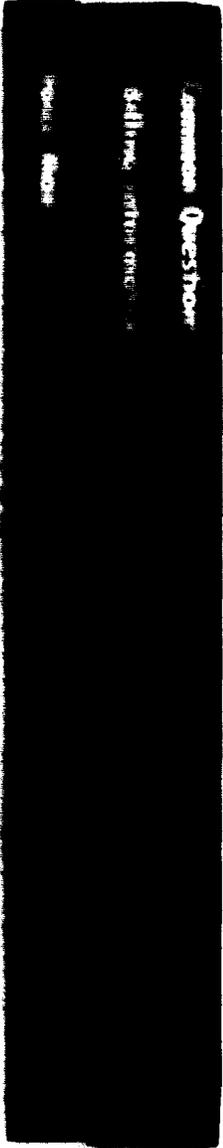
Enables you to answer a second incoming call during an ongoing Go Phone conversation. You can also transfer back and forth between calls.

1. When you hear the tone, press "SND" to answer your second call.
2. Press "SND" to return to original call.
3. Continue to press "SND" to alternate between calls.

Three Way Conferencing

Use this Go Phone feature to add a third party to your existing conversation.

1. Place first call.
2. Press "SND"
3. Wait for answer.
4. Place second call.
5. Press "SND" when answered.
6. Press "SND" again to connect all three parties.
7. To disconnect, press "END"



No Answer Transfer

Gives you the option to answer incoming Go Phone calls or allows them to transfer to another telephone number. With No Answer Transfer Busy calls to your Go Phone are redirected to another pre-selected telephone number if a Go Phone call is already in progress.

1. To activate, press “*74”
2. Enter designated number: 1 + area code + phone number
3. Press “SND”
4. Wait for tone
5. Press “END”
6. To cancel, press “*740 SND”

Detailed Billing

This feature enables you to view all of your Go Phone calls in an itemized and detailed format. Your monthly invoice will show the numbers called, the per-minute charge, any toll or directory assistance charges and the total charge for each call.

Call Accounting

With this feature, you define special codes to separate and identify Go Phone call charges on your invoice. This way you can track all calls made by all your individual Go Phone users — like members of your family.

Call Restriction

This feature puts you in control of your Go Phones ability to send and receive calls by defining a restriction code which, when entered into your phone, locks or unlocks use of the phone (except “911” and “*727” calls).

Go Phone Note!

Whenever Custom Calling features are in use, regular antique values apply.

Common Questions

Billing Information

Voice Mail