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MAY 24 1995

FEDERAL COMMUNICATIONS COMMISSION  
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Before The  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554

In the Matter of )  
)  
Amendment of Policies and Rules ) CC Docket No. 94-158  
Concerning Operator Service )  
Providers and Call Aggregators )

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REPLY OF SOUTHWESTERN BELL TELEPHONE COMPANY

Southwestern Bell Telephone Company (SWBT) hereby responds to certain points raised in the Comments filed in this proceeding.

I. COLLECT CALL BRANDING

The Commission proposes to amend its rules, and SWBT supports the proposal, to require the branding of both ends of collect calls (double branding). MCI opposes double branding, arguing that it is unnecessary and insupportable by law.<sup>1</sup> MCI also complains because the Commission's Notice raised the branding issue only in regard to MCI's 1-800-COLLECT offering.<sup>2</sup> MCI believes that AT&T is using the regulatory process to derail 1-800-COLLECT, and that AT&T alone has been impacted by MCI's service.<sup>3</sup> This is incorrect. SWBT has also been affected by 1-800-COLLECT.

Double branding will allow each party to a collect call to know the service provider, and will permit, to some extent, the billed party to decide whether to accept charges for the call. Double branding will not place MCI's 1-800-COLLECT service at a

<sup>1</sup> MCI at 3.

<sup>2</sup> Id. at 4.

<sup>3</sup> Id.

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competitive disadvantage. Rather, it will merely place branding requirements for 1-800-COLLECT in line with those for other services. MCI and others should be required to provide the identity of the service provider, and not merely the market name of the service, to both parties of collect calls.

MCI also opposes the Commission's proposal to redefine "consumer" to include the called party for collect calling purposes, claiming that the current Commission rules are "sufficiently clear."<sup>4</sup> MCI ignores Section 64.708(d) of the Commission's rules, which defines "consumer" to be the party initiating a call. The billed (i.e., called) party of a collect call is currently not included within the definition.

As The American Public Communications Council (APCC) points out, however, redefining "consumer" to include the billed party of collect calls could "affect a number of other provisions of the Commission's TOCSIA regulations, many of which use the term 'consumer,' in unpredictable and potentially undesirable ways."<sup>5</sup> To avoid such problems, APCC suggests that a double branding requirement alone would be sufficient "to achieve the Commission's purpose."<sup>6</sup> The Commission should give strong weight to APCC before concluding that redefining "consumer" is the best means for achieving its goal.

Double branding, if required, will be only a partial

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<sup>4</sup> Id. at 2.

<sup>5</sup> APCC at 3.

<sup>6</sup> Id. At 4.

solution to the problem of exorbitant rates. The ultimate solution is the implementation of Billed Party Preference (BPP) in the manner advocated by SWBT in its filings in CC 92-77.

## II. EMERGENCY CALLS

Several parties, including SWBT, support modified rules subjecting aggregators to the same requirements that apply to Operator Service Providers (OSPs) for routing and handling of emergency telephone calls. Emergency calls should not be delayed to collect payment, and all aggregator and OSP systems should be programmed to recognize standard emergency dialing sequences.

Sprint proposes an alternative rule: "Upon the prior request of an aggregator, a provider of operator services may connect such a[n emergency] call to personnel of the aggregator, rather than to the appropriate emergency service."<sup>7</sup> SWBT strongly disagrees with this proposal. Emergency calls should always be routed to the appropriate emergency agency personnel and never to security guards, corporate medical staffs or other non-emergency personnel chosen by the aggregator. Emergency agencies can dispatch whatever assistance services may be required, then contact aggregator personnel for further assistance.

## III. INFORMATION DISPLAYED AT AGGREGATOR LOCATIONS

SWBT's Comments stated that Presubscribed Interexchange Carrier (PIC) information at public telephones could be modified within 45 days from the effective date of any PIC change. Other parties suggested 7 to 30 days. If the Commission decides that a

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<sup>7</sup> Sprint at 2.

mandated PIC change interval is needed, SWBT will require a minimum of 30 days. Requiring PIC change information to be changed at public telephone sites in less than thirty days would entail for SWBT the expenditure of costs greatly in excess of the mere cost to change the information. No public interest has been advanced to justify such excessive cost.

IV. CONCLUSION

For the reasons discussed above, the Commission should amend its Rules to require double branding on collect calls. Double branding alone, however, will not solve the problem. The Commission should also adopt BPP in the form proposed by SWBT. Redefining the definition of "consumer" to include the billed party of collect calls, however, could create more problems that it solves. Emergency calls should always be routed to appropriate emergency personnel and never, in the first instance, to aggregator personnel. Carriers should be given a minimum of thirty days within which to change the PIC information at public telephones.

Respectfully submitted,

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March 24, 1995



**CERTIFICATE OF SERVICE**

I, Martha Marshalek, hereby certify that the foregoing Reply of Southwestern Bell Telephone Company, Docket 94-158, have been served this 24th day of March, 1995 to the Parties of Record.

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