

BEFORE

THE PUBLIC UTILITIES COMMISSION OF OHIO

In the Matter of the Commission )  
Approval of Fresh Look Notification. ) Case No. 97-717-TP-UNC

ENTRY

The attorney examiner finds:

- (1) In a Finding and Order issued in this matter on July 17, 1997, the Commission clarified its policy concerning Fresh Look<sup>1</sup> first adopted in our local service guidelines as part of Case No. 95-845-TP-COI (845), *In the Matter of the Commission Investigation Relative to the Establishment of Local Exchange Competition and Other Competitive Issues*. The July 17, 1997 Finding and Order also initiated this docket, Case No. 97-717-TP-UNC (717), for the purpose of considering Fresh Look notifications submitted by new entrant providers and directed those entities meeting certain established criteria to file notice in 717 within five calendar days.

The Commission's Fresh Look notice directs the involved new entrant provider to list the date on which the first commercial call was completed in an exchange, the name of the involved incumbent local exchange carrier's (ILEC's) exchange, the telephone prefix or three-digit NXX code which corresponds with the ILEC's exchange, the area code, and the county involved. Fresh Look notices are to be filed in 717 and the case in which the company was certified to provide local services, with a separate copy served upon the chief of the telecommunications division of the utilities department.

- (2) By entry issued July 23, 1998, the Commission triggered the initiation of a 180-day Fresh Look opportunity in the Mason Exchange of United Telephone Company of Ohio dba Sprint (Sprint).

In accordance with 717 requirements, a Fresh Look notice has been filed by Communications Options, Inc. (COI) in the format required by the Commission triggering Fresh Look in the exchanges listed in the attached appendix. These exchanges are in the service territory of Sprint.

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<sup>1</sup> Fresh look is an opportunity for certain end user customers who have long-term contracts entered into in a monopoly environment to avail themselves of competitive alternatives for limited termination liability.

- (3) After a thorough review of the Fresh Look notice submitted by COI, the attorney examiner finds that COI has met the criteria set forth in the July 17, 1997, Finding and Order in order to trigger Fresh Look in the Sprint exchanges listed in the attached appendix.
- (4) Consequently, the 180-day Fresh Look opportunity is triggered to begin July 15, 1999, in the exchanges listed in the attached appendix. The Fresh Look opportunity will expire in these exchanges on January 11, 2000. Information concerning this Fresh Look opportunity will be provided in the manner set forth in the July 17, 1997, Finding and Order in 717. In addition, interested persons may view this information on the Commission's Internet site (<http://www.puc.state.oh>). Sprint is directed upon customer inquiry to inform the customer of Fresh Look opportunities as set forth in the 845 Guidelines and further clarified in the July 17, 1997, Finding and Order in this matter. Beyond the means of notification set forth above, the new entrant providers, such as COI, have the primary responsibility for marketing their services to customers. New entrant providers are reminded that any such marketing should advise customers that, in order to be released from a long-term contractual arrangement, termination liability may apply.
- (5) Declaring a Fresh Look opportunity for customers subject to certain long-term contractual arrangements does not mean that full competition exists for local exchange services. Rather, Fresh Look is a step toward development of a full and effective competitive local market. Fresh Look affords customers an opportunity to reconsider long-term contracts entered into with incumbent providers when the prospect of alternative choices for local service did not exist. It should be understood, however, that a Fresh Look declaration does not mean that a fully competitive market is in place.

It is, therefore,

ORDERED, That a 180-day Fresh Look opportunity is triggered in the Sprint exchanges listed in the attached appendix. It is, further,

ORDERED, That the customer notification provisions set forth in Finding (4) be followed by all affected parties. It is, further,

ORDERED, That a copy of this Entry be served upon Communications Options, Inc., United Telephone Company of Ohio dba Sprint, their respective counsel, and all interested persons of record.

THE PUBLIC UTILITIES COMMISSION OF OHIO

By: *L. Douglas Jennings*  
L. Douglas Jennings  
Attorney Examiner

LDJ/vrh  
*[Handwritten initials]*

Entered in the Journal

JUL 31 6 1999

A True Copy

*[Handwritten signature]*

Gary E. Vigorito  
Secretary

CASE NUMBER 97-717-TP-UNC  
CASE DESCRIPTION APPROVAL OF FRESH LOOK NOTIFICATION  
DOCUMENT SIGNED ON July <sup>16</sup>~~15~~, 1999  
DATE OF SERVICE 7-19-99

PERSONS SERVED

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