

MPSC Staff Policy on Promotional Offerings

1. In compliance with the 1995 MPSC Order in Case No. U-10838, promotions must meet with the following requirements:
 - a. be limited in duration;
 - b. identify a definite, reasonable time period during which the tariff will be effective;
 - c. may also provide for its conclusion upon the occurrence of a promotion-related event that is reasonably certain to occur, although the timing may not be certain.
2. Benefits of the promotion should be realized within the time period of the promotion.
3. All telecommunications services, including promotions and services both regulated and unregulated under the MTA, are required to be offered for resale by all local exchange providers under the provision of Sec. 251(b) of the Federal Telecommunications Act. Additionally, in compliance with Sec. 251(c) of the FTA incumbent providers must offer for resale at a discount any promotion which exceeds 90 days in length.
4. Service offerings which comply with the promotion guidelines can be implemented on one day's notice in the tariffs of providers. Timing of the promotion must be specified in the proposed tariff. Similarly, such promotions can be removed from tariffs upon one day's notice.
5. Service offerings which do not comply with the promotion guidelines (and are therefore considered "regular" non-promotional offerings of the provider) can still be introduced and withdrawn upon one day's notice if they are toll offerings.
6. Unlimited duration (indefinite) tariffs such as no cost hook up charges for new customers are permissible as long as the costing requirements specified above are complied with for service as a whole. If changes are later to be provided for, the local rate increase provisions of the MTA would apply.