## **BELLSOUTH**

BellSouth Telecommunications, Inc.

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Marshall M. Criser III

Vice President Regulatory & External Affairs

850 224 7798 Fax 850 224 5073

August 5, 2004

Ms. Beth Salak, Director Division of Competitive Markets and Enforcement Florida Public Service Commission 2540 Shumard Oak Boulevard Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to Florida Statute 364.051, we are filing revisions to our General Subscriber Service Tariff. Attached for filing with the Commission is the following tariff page:

#### General Subscriber Service Tariff

Section A2 - First Revised Page 32.3

- First Revised Page 35.5.8.1

- Second Revised Page 35.5.8.2

These revisions change the end date for two \$25 gift card promotions. Attachment A contains an Executive Summary of the date changes.

Acknowledgment, date of receipt and authority number of this filing are requested. A duplicate letter of transmittal is attached for this purpose.

Yours very truly,
Marshall M. Curr III ups

Regulatory Vice President

## **Promotion Description**

## **Early Termination** \$25 Gift Card

#### **Existing Promotion**

The \$25 Gift Card promotion began on January 2, 2004 and was scheduled to end on December 26, 2004. Services included in this promotion are:

- The entire family of BellSouth® Complete Choice® plans The BellSouth® PreferredPackSM plan

#### **Promotion Specifics**

Any reacquisition or winover customer who currently is not using BellSouth for local service and who switches to BellSouth and purchases the BellSouth PreferredPack plan or any product in the BellSouth Complete Choice plan family will be eligible to receive a \$25 gift card. Customer must have not had local service with BellSouth for at least 91 days prior to the new service connection date.

## **Proposed Changes**

New end date will be August 20, 2004.

## **Promotion Description**

# Early Termination 2<sup>nd</sup> Installment \$25 Gift Card for PreferredPack<sup>®</sup> Plan or Complete Choice<sup>®</sup> Plan

#### **Existing Promotion**

The 2nd Installment \$25 Gift Card for PreferredPack® Plan or Complete Choice® Plan promotion began on October 3, 2003 and was scheduled to end on October 2, 2004. Services included in this promotion are:

- The entire family of BellSouth® Complete Choice® plans
- The BellSouth® PreferredPack® plan

#### **Promotion Specifics**

Any reacquisition or winover customer who currently is not using BellSouth for local service and who switches to BellSouth and purchases the BellSouth PreferredPack plan or any product in the BellSouth Complete Choice plan family will be eligible to receive a \$25 gift card. Customer must have not had local service with BellSouth for at least 10 days prior to the new service connection date.

#### **Proposed Changes**

New end date will be August 20, 2004.

BELLSOUTH TELECOMMUNICATIONS, INC.

FLORIDA ISSUED: August 5, 2004

BY: Joseph P. Lacher, President -FL Miami, Florida

First Revised Page 32.3 Cancels Original Page 32.3

EFFECTIVE: August 20, 2004

## **A2. GENERAL REGULATIONS**

## A2.10 Special Promotions (Cont'd)

## A2.10.2 Descriptions (Cont'd)

**A.** The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Charges Waived	Period Authority	(C)
BellSouth's Service Territory	\$25 Gift Card	A \$25 gift card will be given to	01/02/04	(C)
From Central Office where	Customer must either not	cligible residential customers who return to BellSouth and	to <b>08/20/04</b>	
services are available	Customer must either not currently have local service with	purchase BellSouth Complete	00/20/04	
	BellSouth or not have service with	•		
	BellSouth of not have service with			
	existing lines, including the line or	•		
	which the service qualifying for	for ninety-one (91) or more days.		
	this promotion will be			
	provisioned.	The customer must place their		
		order through a BellSouth		
	Customer must have local	business office or outbound		
	service or equivalent (wireless in	-		
	lieu of wire-line) at the same local	channels.		
	service address on one or more of			
	their existing lines from another	The customer must fill out a		
	provider.	coupon and mail the coupon to a		
	Customan must request comice	specified address by a specified		
	Customer must request service at the same address and in the	date in order to receive the gift card.		
	same name, unless customer is	card.		
	planning an imminent move from	Once the customer completes		
	one address in BellSouth territory	•		
	to another address in BellSouth	receive the gift card. If the		
	territory within 30 days of	customer cancels or discontinues		
	responding to the offer. In the case	the qualifying service prior to		
	of an imminent move, the	fulfillment, he will be ineligible		
	BellSouth rep can offer the	for the gift card.		
	customer the promotion and place			
	the order at the new address.	BellSouth reserves the right to		
		discontinue or modify this		
	Customer must have not had	promotion at any time without		
	local service with BellSouth at	customer notice.		
	least ninety-one (91) days prior to	Customer must have the		
	the new service connection date or must have never been a Bellsouth			
	customer and currently have	service order (N) in order to		
	service with another provider.	receive the promotional offer.		
	the trice that all of the trice to	Offer may be combined with		
	The customer must switch their	*		
	local service to BellSouth and	promotional offers on the same		
	purchase any one of the following	: services, as such offers may be		
	BellSouth Complete Choice plan	concurrently available from time		
	or BellSouth PreferredPack plan.	to time, provided that the		
		Company reserves the right to		27.15
	The customer must place the	prohibit the combination of this		(C)
	order on or before <i>08/20/04</i> .	promotion with any other		
	Offer valid for only one (1) service line at the intended local	promotion, at the Company's sole discretion.		
	service inte at the intended focal	изстения.		

service address.

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TELECOMMUNICATIONS, INC.
FLORIDA
ISSUED: August 5, 2004
BY: Joseph P. Lacher, President -FL

Miami, Florida

GENERAL SUBSCRIBER SERVICE TARIFF

First Revised Page 35.5.8.1 Cancels Original Page 35.5.8.1

EFFECTIVE: August 20, 2004

## **A2. GENERAL REGULATIONS**

## A2.10 Special Promotions (Cont'd)

## A2.10.2 Descriptions (Cont'd)

**A.** The following promotions are on file with the Commission: (Cont'd)

A C D	6 .	<b>5</b> 11 <b>1</b> 2 <b>1</b> 3 <b>1</b>	Period			
Area of Promotion	Service	Charges Waived	Authority			
	2 <sup>nd</sup> Installment \$25 Gift Card	This promotion offers \$25 gift	10/03/03	(C)		
From Central Office where	)PreferredPack plan-BellSouth	card for reacquisition or winover	to			
services are available (Cont d	•	of customers who purchase a	08/20/04			
	Complete Choice service	BellSouth PreferredPack plan or BellSouth Complete Choice				
	Customer must either not	service and who are currently not				
	currently have local service with	using BellSouth for local service.				
	BellSouth or not have service with	-				
	BellSouth on one or more of their					
	existing lines, including the line or			(C)		
	which the service qualifying for					
	this promotion will be	Offer valid for only one (1)				
	provisioned.	service line at the intended local				
		service address.				
	Customer must have local					
	service or equivalent (wireless in	_				
	lieu of wire-line) at the same local	•				
	service address on one or more of	· · · · · · · · · · · · · · · · · · ·				
	their existing lines.	customer notice.				
	Customer must request service atOffer may be combined with					
	the same address and in the same					
	name, unless customer is planning	same service at the same time.				
	an imminent move from one					
	address in BellSouth territory to					
	another address in BellSouth					
	territory within 30 days of					
	responding to the offer. In the ease	<b>:</b>				
	of an imminent move, the					
	BellSouth rep can offer the customer the promotion and place					
	the order at the new address.					
	Customar must have not bed					
	Customer must have not had local service with BellSouth at					
	least 10 days prior to the new					
	service connection date.					
	Customer must have the eligible					
	services on their new service order	-				
	(N) in order to receive the					
	promotional offer.					
	The customer must place their					
	order through a BellSouth business	s				
	office or outbound telemarketing					
	vendor or alternate channels as					

indicated.

Miami, Florida

Second Revised Page 35.5.8.2 Cancels First Revised Page 35.5.8.2

EFFECTIVE: August 20, 2004

## **A2. GENERAL REGULATIONS**

## A2.10 Special Promotions (Cont'd)

### A2.10.2 Descriptions (Cont'd)

A. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Charges Waived	Period Authority	
	2 <sup>nd</sup> Installment \$25 Gift Card	Charges waiveu	10/03/03	(C)
From Central Office where			to	(0)
services are available (Cont'd			08/20/04	
	Complete Choice service (Cont'd)		08/20/04	
	Complete Choice service (Cont a)			
	The customer must switch their			
	local service to BellSouth and			(T)
	purchase any one of the following:			
	BellSouth Complete Choice			
	service, BellSouth Complete			
	Choice service Two-Line Plan			
	package, BellSouth Complete			
	Choice service Three-Line Plan			
	package, Area Plus with BellSouth	l		
	Complete Choice service, Area			
	Plus Two-Line Plan package with			
	BellSouth Complete Choice			
	service, Area Plus Three-Line Plan	l		
	package with BellSouth Complete			
	Choice service, BellSouth			
	PreferredPack plan, BellSouth			
	PreferredPack plan for Voicemail.			
	The customer must fill out a			
	coupon and send it to the address			
	specified on the coupon. If the			
	customer's account shows			
	cancellation or disconnection of			
	the service, then the customer is			
	not eligible for the promotion.			
	The customer must mail the			
	coupon or redemption vehicle to a			
	specified address by a specified			
	date.			
	Once the customer completes the	<b>;</b>		
	above requirements they will			
	receive a gift eard activation code.			
	Only customers who correctly			
	redeem the redemption vehicle			
	will be eligible, and the customer			
	must continue to have qualifying			
	service at the time that the gift card is processed. If the customer			
	card is processed. If the customer			
	cancels of discontinues the			

qualifying service, he will be

incligible.

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First Revised Page 32.3 Cancels Original Page 32.3

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## **A2. GENERAL REGULATIONS**

## A2.10 Special Promotions (Cont'd)

## A2.10.2 Descriptions (Cont'd)

A. The following promotions are on file with the Commission: (Cont'd)

and the second of the second o			Period	
Area of Promotion	Service	Charges Waived	Authority	
BellSouth's Service Territory	\$25 Gift Card	A \$25 gift card will be given to	01/02/04	(PC)
- From Central Office where		cligible residential customers	to	
services are available	Customer must either not	who return to BellSouth and	4 <del>208</del> /2 <u>06</u> /04	<del>(N)</del>
scryices are available	currently have local service with	purchase BellSouth Complete		
and the second of the second o	BellSouth or not have service with	•		
and the second second				
and the second of the second o	BellSouth on one or more of their	•		
A C	existing lines, including the line or			
	which the service qualifying for	for nincty-one (91) or more days.		
	this promotion will be			
The second second	provisioned_	The customer must place their		(44)
		order through a BellSouth		
	Customer must have local	business office or outbound		<del>(34)</del>
7 J	service or equivalent (wireless in	telemarketing vendor or alternate		
	licu of wire-line) at the same local	channels.		
· · ·	service address on one or more of			
	their existing lines from another	The customer must fill out a		
N. J.	provider.	coupon and mail the coupon to a		<del>(N)</del>
*		specified address by a specified		
	Customor must request service	•		<del>(N)</del>
	at the same address and in the	card:		
	same name, unless customer is	caro.		
		One the survey completes		
	planning an imminent move from			<del>(141)</del>
	one address in BellSouth territory	The state of the s		(.,)
	to another address in BellSouth	receive the gift card. If the		
	territory within 30 days of	customer cancels or discontinues		
	responding to the offer. In the case			
	of an imminent move, the	fulfillment, he will be incligible		
	BellSouth rep can offer the	for the gift card.		
	customer the promotion and place			
	the order at the new address.	BellSouth reserves the right to		
	and the second s	discontinue or modify this		<del>(N)</del>
	Customer must have not had	promotion at any time without	<b>V</b>	<del>(₽¥)</del>
	local service with BellSouth at	customer notice.	1	
	least ninety-one (91) days prior to	and the second of the second		
	the new service connection date o	r Customer must have the	no service and	
	must have never been a Bellsouth			<del>(14)</del>
	customer and currently have	scrvice order (N) in order to	7.	
	service with another provider.	receive the promotional offer.		
	screec with abouter provider.	Offer may be combined with	and for the	
	The customer must switch their			<del>(M)</del>
	local service to BellSouth and	promotional offers on the same	and a second second	(,
			January Company	
	purchase any one of the following			
	BellSouth Complete Choice plan	concurrently available from time	المراجعين فيستناز المنتزيج	
	or BellSouth PreferredPack plan.	to time, provided that the	The second of the second	
		Company reserves the right to		- Aton
	The customer must place the	prohibit the combination of this	The same of the sa	(NC)
	order on or before 1208/206/04.	promotion with any other	أراجه المستعمل ممير	1
	Offer valid for only one (1)	promotion, at the Company's sole		/ <del>(M)</del> ·
	service line at the intended local	discretion.	こく マインバ	4
	service address.		The same of the sa	, S

All Bell South marks contained herein and as set forth in the trademarks and service marks section of this Tariff are owned by Bell South Intellectual Property Corporation.

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First Revised Page 35.5.8.1 Cancels Original Page 35.5.8.1

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Miami, Florida

## **A2. GENERAL REGULATIONS**

# A2.10 Special Promotions (Cont'd)

## A2.10.2 Descriptions (Cont'd)

A. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Charges Waived	Period Anthority	( <del>N</del> C)
RellSouth's Service Territory	2nd Installment \$25 Gift Card	This promotion offers \$25 gift	10/03/03	(******)
Coated Office where	Promotion for BellSouth®	card for reacquisition or winover	to	
services are available (Cont'd	PreferredPack <sup>SM</sup> plan-BellSouth®	of customers who purchase a	10 <u>8</u> / <del>0</del> 2 <u>0</u> /04	
SELVICES ALC AVAILABLE (COM. C	Complete Choice® service	BellSouth@ PreferredPacksM		
		plan or BellSouth@ Complete		
the state of the s	Customer must either not	Choice@ service and who are		<del>(24)</del>
	currently have local service with	currently not using Bell South for		
	BellSouth or not have service with			
and the second s	BellSouth on one or more of their	. 1002 001 01		
	existing lines; including the line of	nThe customer must place the		(NÇ)
The second se	which the service qualifying for	order on or before 108/203/04.		
		order on or other regigers.		
	this promotion will be	Offer valid for only one (1)		<b>(₹%)</b>
, and a second of the second o	provisioned.	service line at the intended local		
		service address.		<del>(141)</del>
	-Customer must have local	RETVICE ELECTOSS.		
	service or equivalent (wireless in			<del>(3N)</del>
N <sub>2</sub> .	lieu of wire-line) at the same loca	! BellSouth reserves the right to		. ,
	service address on one or more of	discontinue or modify this		
	their existing lines.	promotion at any time without		
		customer notice.		<del>(N)</del>
	Customer must request service:	at 🦯 🗽		<del>(14)</del>
	the same address and in the same	Offer may be combined with		(24)
	name, unless customer is plannin	g other cash back offers for the		
	an imminent move from one	same service at the same time.		
	address in BellSouth territory to			
	another address in BellSouth	The second secon		
	territory within 30 days of			
	responding to the offer. In the case	sc 🔍		
	of an imminent move, the			
	BellSouth rep can offer the			
	customer the promotion and plac	eri <sup>*</sup> why by James and the control of the control		
	the order at the new address.		<b>`</b> .	
		garage and the second		
	Customer must have not had		u.	( <del>141)</del>
	local service with BellSouth at			
	least 10 days prior to the new	and the second s		
	service connection date.	and the second second		
		والمتحمل والم والمتحمل والمتحمل والمتحمل والمتحمل والمتحمل والمتحمل والمتحم		
	Customer must have the eligib	le 🦯 🌫	The same of the sa	<del>(M)</del>
	services on their new service ord		and the second second	
	(N) in order to receive the	Salahar Salahar Salahar Salahar Salahar Salahar Salahar Salah Salah Salah Salah Salah Salah Salah Salah Salah	The second secon	
	promotional offer.			
	promotional offer		Company of the second of the	
	-The customer must place their	The property of	State State State State State State	<del>(M)</del>
	order through a BellSouth busin		The second se	
	office or outbound telemarketing	<b>5</b>	والمتسمع فيراك أسمعوا أسمومون	· .
	vendor or alternate channels as		and the second second	pr .
	indicated.			1 100

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Second Revised Page 35.5.8.2 Cancels First Revised Page 35.5.8.2

EFFECTIVE: August 20, 2004

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ISSUED: August 5, 2004 BY: Joseph P. Lacher, President -FL

Miami, Florida

## **A2. GENERAL REGULATIONS**

## A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

A. The following promotions are on file with the Commission: (Cont'd)

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	Area of Promotion BellSouth's Service Territory	Service	Charges Waived Authority 10/03/03	(Q)
."	From Central Office where		to	
	services are available (Cont'd)	PreferredPack5M plan-BellSouth®	108/202/04	
		Complete Choico® service		
	and the second of the second o	(Cont'd)		
	ye."	The customer must switch their		$\alpha$
		local service to BellSouth and		
		purchase any one of the following		
		BellSouth® Complete Choice®		
		service, BellSouth® Complete		
	Same of the same o	Choice scrvice Two-Line Plan		
	امي آئي	package, BellSouth@ Complete		
		Choice@ service Three-Line Plan		
	No. of the second	package, Area Plus@ with		
	e e e e e e e e e e e e e e e e e e e	BellSouth@ Complete Choice®		
	The part	service, Area Plus® Two-Line		
		Plan package with BellSouth®		
		Complete Choice@ service, Area		
		Plus® Three-Line Plan package		
		with BellSouth® Complete Choice® service, BellSouth®		
		PreferredPack <sup>SM</sup> plan, BellSouth		
		PreferredPack plan for		
		Voicemail.		
		-The customer must fill out a		<del>(G)</del>
		coupon and send it to the address	Same of the same o	
		specified on the coupon. If the		
		customer's account shows		
		cancellation or disconnection of		
		the service, then the customer is		
		not eligible for the promotion.		
		The customer must mail the		<del>(C)</del>
		coupon or redemption vehicle to		
		specified address by a specified		
		datc.	and the state of t	
		Once the customer completes th		
		above requirements they will		
		receive a gift card activation code		
		Only customers who correctly		
		redeem the redemption vehicle		
		will be eligible, and the customer	المحاربة المحاربين المحارب	
		must continue to have qualifying	and the second of the second o	
		service at the time that the gift		
		card is processed. If the customer	· Landing and the second of th	·
		cancels or discontinues the		
		qualifying service, he will be	والمرمنية المتحمل الممتحل المتحارية	

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