
BellSouth Telecommunications, Inc.
150 South Monroe Street
Suite 400
Tallahassee, Florida 32301

marshall.criser@bellsouth.com

Marshall M. Criser III
Vice President
Regulatory & External Affairs

(850) 224-7798
Fax (850) 224-5073

December 17, 2004

Beth Salak, Director
Competitive Markets and Enforcement
Attn: Tariff Section
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 - Fourth Revised Page 33.6.1

These revisions establish the BellSouth Answers^{SM/™} \$125 Cash Back promotion. Attachment A contains an Executive Summary of the program.

Acknowledgment, date of receipt and authority number of this filing are requested.

Yours very truly,

Regulatory Vice President

Attachments

Promotion Description

BellSouth Answers^{TM/SM} \$125 Cash Back Promotion

Overview

The BellSouth Answers^{TM/SM} \$125 Cash Back promotion is scheduled to begin January 1, 2005 and end April 30, 2005. Services included in this promotion are:

- The entire family of BellSouth Complete Choice[®] plans
- The BellSouth[®] PreferredPack[®] plan
- BellSouth[®] Long Distance Unlimited plans
- BellSouth[®] FastAccess[®] service plans
- Cingular[®] wireless service plans priced over \$39.99
- DIRECTV[®] service

Promotion Specifics

Residence customers newly or currently subscribing to one of the Complete Choice plans or to the PreferredPack plan are eligible to receive a coupon redeemable for \$25 cash back if they order a BellSouth Long Distance Unlimited plan or a Cingular wireless service plan priced over \$39.99. They will receive two coupons if they order both services.

Further, residence customers newly or currently subscribing to one of the Complete Choice plans or to the PreferredPack plan are eligible to receive a coupon redeemable for \$75 cash back if they order both BellSouth FastAccess service and DIRECTV service.

Restrictions/Eligibility Requirements

1. Customers may only redeem a maximum of three (3) coupons for non-regulated products within the promotion period as follows: one (1) coupon for a qualifying domestic BSLD Unlimited plan, one (1) coupon for a qualifying Cingular wireless plan, and one (1) coupon for a combination of both DIRECTV service and FastAccess DSL service.
2. Customer must place the order for promotion-eligible service(s) between 01/01/05 and 04/30/05.
3. Customer order must be completed and/or billing begun prior to coupon redemption.
4. Customers must correctly fill out and mail the coupon(s) to the specified address by the specified postmark deadline to be eligible for cash back.
5. Customer must activate FastAccess, Cingular wireless, or DIRECTV service within 30 days of placing their order to qualify for the respective cash back coupon.
6. Cingular wireless, FastAccess, and/or BSLD services must be billed on the customers BellSouth bill to be eligible for the respective cash back coupon.
7. Customer must be a current subscriber to the promotion-eligible service at the time of coupon redemption.
8. Existing BSLD plan customers who upgrade to domestic BSLD Unlimited within the promotion period and who otherwise qualify are eligible to receive the cash back coupon.
9. Customers who upgrade from a BSLD PIC to domestic BSLD Unlimited within the promotion period and who otherwise qualify are eligible to receive the cash back coupon.
10. Existing Cingular wireless customers with combined billing who newly purchase a Cingular wireless eligible plan within the promotion period are eligible for cash back for Cingular wireless under this promotion providing the maximum allowable cash back coupon of one (1) for Cingular wireless has not been met.
11. Customers need not purchase the combination of FastAccess service and DIRECTV services concurrently but both products must be newly purchased within the promotion period to be eligible for the \$75 cash back coupon.
12. Offer valid for only one (1) service line per account.
13. Customers that transfer a qualifying service from one address to another address are not eligible for the cash back offer on that service.

All BellSouth marks contained herein are owned by BellSouth Intellectual Property Corporation.
® DIRECTV is a registered trademark of DIRECTV, Inc.

Promotion Description (Cont'd)

14. Customers that disconnect or deactivate their BSLD Unlimited service, FastAccess service, Cingular wireless service or DIRECTV service during the promotion period then reconnect or reactivate the same service are not eligible for the cash back offer.
15. An upgrade within the FastAccess family of services does not make a customer eligible for the FastAccess service with DIRECTV service cash back offer.
16. Existing Cingular wireless customers with combined billing who change or upgrade their existing wireless plan during the promotion period are not eligible for the wireless cash back offer.
17. BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.

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 (DELETED)	Service	Charges Waived	Period Authority
BellSouth's Service Territory	BellSouth Answers \$125 Cash Back Promotion	Residence customers newly or currently subscribing to one of the Complete Choice plans or to the PreferredPack plan are eligible to receive a coupon redeemable for \$25 cash back if they order a BellSouth Long Distance Unlimited plan or a Cingular wireless service plan priced over \$39.99. They will receive two coupons if they order both services. Further, residence customers newly or currently subscribing to one of the Complete Choice plans or to the PreferredPack plan are eligible to receive a coupon redeemable for \$75 cash back if they order both BellSouth FastAccess service and DIRECTV® service.	01/01/2005 to 04/30/2005
		Restrictions and Eligibility Criteria	(N)
		--Customers may only redeem a maximum of three (3) coupons for non-regulated products within the promotion period as follows: one (1) coupon for a qualifying domestic BSLD Unlimited plan, one (1) coupon for a qualifying Cingular wireless plan, and one (1) coupon for a combination of both DIRECTV service and FastAccess DSL service.	(N)
		--Customer must place the order for promotion-eligible service(s) between 01/01/05 and 04/30/05.	(N)
		--Customer order must be completed and/or billing begun prior to coupon redemption.	(N)
		--Customers must correctly fill out and mail the coupon(s) to the specified address by the specified postmark deadline to be eligible for cash back.	(N)
		--Customer must activate FastAccess, Cingular wireless, or DIRECTV service within 30 days of placing their order to qualify for the respective cash back coupon.	(N)
		--Cingular wireless, FastAccess, and/or BSLD services must be billed on the customers BellSouth bill to be eligible for the respective cash back coupon.	(N)
		--Customer must be a current subscriber to the promotion-eligible service at the time of coupon redemption.	(N)
		--Existing BSLD plan customers who upgrade to domestic BSLD Unlimited within the promotion period and who otherwise qualify are eligible to receive the cash back coupon.	(N)
		--Customers who upgrade from a BSLD PIC to domestic BSLD Unlimited within the promotion period and who otherwise qualify are eligible to receive the cash back coupon	(N)
		--Existing Cingular wireless customers with combined billing who newly purchase a Cingular wireless eligible plan within the promotion period are eligible for cash back for Cingular wireless under this promotion providing the maximum allowable cash back coupon of one (1) for Cingular wireless has not been met.	(N)
		--Customers need not purchase the combination of FastAccess service and DIRECTV services concurrently but both products must be newly purchased within the promotion period to be eligible for the \$75 cash back coupon	(N)
		--Offer valid for only one (1) service line per account.	(N)
		--Customers that transfer a qualifying service from one address to another address are not eligible for the cash back offer on that service.	(N)
		--Customers that disconnect or deactivate their BSLD Unlimited service, FastAccess service, Cingular wireless service or DIRECTV service during the promotion period then reconnect or reactivate the same service are not eligible for the cash back offer.	(N)
		--An upgrade within the FastAccess family of services does not make a customer eligible for the FastAccess service with DIRECTV service cash back offer.	(N)
		--Existing Cingular wireless customers with combined billing who change or upgrade their existing wireless plan during the promotion period are not eligible for the wireless cash back offer.	(N)
		--BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.	(N)

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
(DELETED) BellSouth's Service Territory	Complete Choice service Welcome Program	This program provides an entertaining, informative and engaging introduction to Complete Choice service designed to enhance the customer's understanding of, use of and satisfaction with the service. Included in the package is a scratch-off sweepstakes card designed to engage the customer, increase feature knowledge and stimulate access to the information in the package. Restrictions and Eligibility Criteria --The sweepstakes begins 4/12/04 and ends 10/5/04 or upon distribution of all game cards, whichever is earlier. --Five (5) \$1,000 instant prizes are available to be won using scratch-off sweepstakes cards. The odds of winning are 1 in 79,400. --An account or transaction is not necessary to participate and an account or transaction does not improve one's chances of winning. --While supplies last, game cards are included in the Welcome Package that is mailed to new Complete Choice service customers. --A game card and the Official Rules may also be obtained by mailing a stamped, self-addressed #10 envelope postmarked by 9/14/04 and received by 9/21/04 to BellSouth Game Card Requests, P.O. Box 99549, Raleigh, NC 27624-9549. --The sweepstakes is open to legal residents of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee who are 18 years of age and older except employees and their immediate families (spouses and parents, siblings and children and their spouses) and persons living in same household of such individuals of BellSouth Corporation ("BellSouth"), its affiliates, subsidiaries, advertising and promotion agencies, and suppliers of promotion materials. --Void where prohibited or restricted by law. --BellSouth reserves the right to discontinue or modify this program at any time without customer notification.	04/12/04 to 08/31/04 (ED)
BellSouth's Service Territory	BellSouth Answers \$125 Cash Back Promotion	Residence customers newly or currently subscribing to one of the Complete Choice plans or to the PreferredPack plan are eligible to receive a coupon redeemable for \$25 cash back if they order a BellSouth Long Distance Unlimited plan or a Cingular wireless service plan priced over \$39.99. They will receive two coupons if they order both services. Further, residence customers newly or currently subscribing to one of the Complete Choice plans or to the PreferredPack plan are eligible to receive a coupon redeemable for \$75 cash back if they order both BellSouth FastAccess service and DIRECTV® service. Restrictions and Eligibility Criteria --Customers may only redeem a maximum of three (3) coupons for non-regulated products within the promotion period as follows: one (1) coupon for a qualifying domestic BSLD Unlimited plan, one (1) coupon for a qualifying Cingular wireless plan, and one (1) coupon for a combination of both DIRECTV service and FastAccess DSL	01/01/2005 to 04/30/2005 (N) (N)

BELLSOUTH
TELECOMMUNICATIONS, INC.
FLORIDA
ISSUED: ~~December 17~~ July 16, 2004
BY: Joseph P. Lacher, President -FL
Miami, Florida

GENERAL SUBSCRIBER SERVICE TARIFF

~~Fourth Third~~ Revised Page 33.6.1
Cancels ~~Third Second~~ Revised Page 33.6.1

EFFECTIVE: January 1, 2005 ~~August 1, 2004~~

- service.
- Customer must place the order for promotion-eligible service(s) between 01/01/05 and 04/30/05. (N)
 - Customer order must be completed and/or billing begun prior to coupon redemption. (N)
 - Customers must correctly fill out and mail the coupon(s) to the specified address by the specified postmark deadline to be eligible for cash back. (N)
 - Customer must activate FastAccess, Cingular wireless, or DIRECTV service within 30 days of placing their order to qualify for the respective cash back coupon. (N)
 - Cingular wireless, FastAccess, and/or BSLD services must be billed on the customers BellSouth bill to be eligible for the respective cash back coupon. (N)
 - Customer must be a current subscriber to the promotion-eligible service at the time of coupon redemption. (N)
 - Existing BSLD plan customers who upgrade to domestic BSLD Unlimited within the promotion period and who otherwise qualify are eligible to receive the cash back coupon. (N)
 - Customers who upgrade from a BSLD PIC to domestic BSLD Unlimited within the promotion period and who otherwise qualify are eligible to receive the cash back coupon. (N)
 - Existing Cingular wireless customers with combined billing who newly purchase a Cingular wireless eligible plan within the promotion period are eligible for cash back for Cingular wireless under this promotion providing the maximum allowable cash back coupon of one (1) for Cingular wireless has not been met. (N)
 - Customers need not purchase the combination of FastAccess service and DIRECTV services concurrently but both products must be newly purchased within the promotion period to be eligible for the \$75 cash back coupon. (N)
 - Offer valid for only one (1) service line per account. (N)
 - Customers that transfer a qualifying service from one address to another address are not eligible for the cash back offer on that service. (N)
 - Customers that disconnect or deactivate their BSLD Unlimited service, FastAccess service, Cingular wireless service or DIRECTV service during the promotion period then reconnect or reactivate the same service are not eligible for the cash back offer. (N)
 - An upgrade within the FastAccess family of services does not make a customer eligible for the FastAccess service with DIRECTV service cash back offer. (N)
 - Existing Cingular wireless customers with combined billing who change or upgrade their existing wireless plan during the promotion period are not eligible for the wireless cash back offer. (N)
 - BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice. (N)