



Jerry D. Hendrix
Vice President
Regulatory Relations

AT&T Florida
150 South Monroe St.
Suite 400
Tallahassee, FL 32301

T: 850-577-5550
F: 850-224-5073
Jerry.Hendrix@att.com
www.att.com

January 15, 2010

Beth Salak, Director
Regulatory Analysis
Florida Public Service Commission
Attn: Tariff Section
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to Florida Statute 364.051, attached for filing with the Commission is the following page of the General Subscriber Service Tariff:

General Subscriber Service Tariff

Section 6 - First Revised Page 14

The purpose of this filing is to increase the monthly rates for Residence Designer Listing Services. The effective date of this tariff is January 16, 2010.

Acknowledgement, date of receipt and authority number of this filing is requested.

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (slg)

Regulatory Vice President

Attachments

EXECUTIVE SUMMARY

Description of Proposed Tariff

This General Subscriber Services Tariff filing provides for rate increases to various Designer Listing rates.

Revenue Impact

This filing results in an increase in the Directory Assistance Services basket in the amount of .006%, which is within the allowed change for this basket.

BELLSOUTH
TELECOMMUNICATIONS, INC.
FLORIDA

GENERAL SUBSCRIBER SERVICE TARIFF

[First Revised Page 14](#)~~Original Page 14~~
~~Cancels Original Page 14~~

~~ISSUED: January 15, 2010~~ISSUED: July 1, 1996

~~EFFECTIVE: January 16, 2010~~EFFECTIVE: July 15, 1996

~~BY: Marshall M. Criser III, President -FL~~BY: Joseph P. Lacher, President -FL

Miami, Florida

A6. DIRECTORY LISTINGS¹

(N)

A6.7 Miscellaneous Listing (Cont'd)

A6.7.25 Designer Listings (Cont'd)

E. A secondary service charge applies when an order is placed to purchase one or more of the following listing options. (Cont'd)

5. Designer Line Options (Cont'd)

An extra line of text printed in script, which depicts a stylish writing that provides information in addition to the standard listing information (name, address and telephone number) such as location, affiliations, social/civic positions held, volunteer services, etc. It could also include statements of descriptive nature such as interests, profession, or personal information.

F. Rates and Charges

1. Per Listing

	Monthly Rate	USOC	
(a) Designer Bold	\$ 23 .00	LBB	(1)
(b) Designer Bold Plus	34 .00	LBBAB	(1)
(c) Designer Script	23 .00	SF8	(1)
(d) Designer Script Plus	34 .00	DLMDX	(1)
(e) Designer Line (Standard)	34 .00	XTL	(1)
(f) Designer Line Bold	45 .00	DLMEX	(1)
(g) Designer Line Script	45 .00	DLMFX	(1)

Note 1: Text is shown as new due to reissue of all Tariff Sections. No changes in rates or regulations were made with this filing.

A6. DIRECTORY LISTINGS¹

A6.7 Miscellaneous Listing (Cont'd)

A6.7.25 Designer Listings (Cont'd)

E. A secondary service charge applies when an order is placed to purchase one or more of the following listing options. (Cont'd)

5. **Designer Line Options (Cont'd)**

An extra line of text printed in script, which depicts a stylish writing that provides information in addition to the standard listing information (name, address and telephone number) such as location, affiliations, social/civic positions held, volunteer services, etc. It could also include statements of descriptive nature such as interests, profession, or personal information.

F. Rates and Charges

1. Per Listing

	Monthly Rate	USOC	
(a) Designer Bold	\$3.00	LBB	(1)
(b) Designer Bold Plus	4.00	LBBAB	(1)
(c) Designer Script	3.00	SF8	(1)
(d) Designer Script Plus	4.00	DLMDX	(1)
(e) Designer Line (Standard)	4.00	XTL	(1)
(f) Designer Line Bold	5.00	DLMEX	(1)
(g) Designer Line Script	5.00	DLMFX	(1)

Note 1: Text is shown as new due to reissue of all Tariff Sections. No changes in rates or regulations were made with this filing.