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April 20, 2011

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, attached for filing with the Commission is the following page of the General Subscriber Service Tariff:

# General Subscriber Service Tariff

Section A2 - Third Revised Page 32.4.1

- Ninth Revised Page 32.7

- Thirty Fourth Revised Page 33

- Twelfth Revised Page 33.6.2

The purpose of this filing is to revise the existing Service Connection Charge Waiver, Mobility/National Retail Service Connection Charge Waiver, Online Service Connection Charge Waiver and the T-Order Closer Waiver offers to include a Link-up discount limitation. This modification will become effective April 21, 2011.

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

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (mrs)

Regulatory Vice President
Attachments



# **Promotion Description**

# Service Connection Charge Waiver Mobility/National Retail Service Connection Charge Waiver Online Service Connection Charge Waiver T-Order Closer Waiver

# <u>Overview</u>

The Company plans to modify the Mobility/National Retail Service Connection Charge Waiver, the Service Connection Charge Waiver, the Online Service Connection Charge Waiver and the T-Order Closer Waiver promotions. Effective April 21, 2011, these promotions will be modified to denote that the waivers cannot be combined with a customer's receipt of a Link-up discount.

#### **Modification**

Effective April 21, 2011, these promotions are amended as follows:

(1) These offers cannot be combined with a customer's receipt of a Link-up discount.

22.4.1

TELE COMMUNICATIONS, INC.

Cancels Second Revised Page 32.4.1 Cancels First Revised Page 32.4.1

**FLORIDA** 

ISSUED: April 20, 2011 ISSUED: December 31, 2010

EFFECTIVE: April 21, 2011 EFFECTIVE: January 1, 2011

BY: Marshall M. Criser III, 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)

Area of Promotion	Service	Charges Waived	Period Authority	
AT&T Florida Service Territory – From Central Office where	Service Connection Charge Waiver Service Connection Charges may be waived for customers who subscribe to	Customer must have at least one (1) wireline local service or equivalent (wireless in lieu of wireline) with a provider other than AT&T at a local service address within AT&T territory.	1/1/2011 to 12/31/2011	<del>(C)</del>
services are	Complete Choice Basic or any other	The customer must select AT&T as their local service provider.		
available	package or service that contains those elements. It can also be waived for customers who subscribe to basic service plus two (2) non-zero rated features. Residential customers who are currently not subscribing to AT&T for local service may be eligible for this offer.	Customer must request the qualifying service at the same address and in the same name as the existing service, unless customer is planning an imminent move from an address in AT&T territory to another address within thirty (30) days of responding to the offer. In the case of an imminent move, AT&T may offer the customer the promotion and place the order at the new address.		
		This offer is not valid for out of region customers who are new to AT&T.		
		This offer is not available to existing AT&T customers.		
		Customer must not have had local service with AT&T within ten (10) days prior to the new service connection date.		
		AT&T employees are not eligible for this offer.		
		Offer valid for only one (1) service line at the intended local service address.		
		Offer may be combined with cash back offers on other affiliates or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion at the Company's sole discretion.		
		AT&T reserves the right to discontinue or modify this promotion at any time without notice.		
		The customer must place the order on or before December 31, 2011.		<del>(C)</del>
		This offer cannot be combined with a customer's receipt of a Link-up discount.		<u>(N)</u>
		Customer must have the eligible services on their new service order in order to receive the promotional offer.		
		The customer must place the order through an AT&T business office, outbound telemarketing vendor or alternate channels as indicated.		

BELLSOUTH

GENERAL SUBSCRIBER SERVICE TARIFF Ninth Revised Page 32.7 Eighth Revised Page

32.7

TELE COMMUNICATIONS, INC.

Cancels Eighth Revised Page 32.7 Cancels Seventh Revised Page 32.7

**FLORIDA** 

ISSUED: April 20, 2011 ISSUED: December 31, 2010

EFFECTIVE: April 21, 2011 EFFECTIVE: January 1, 2011

BY: Marshall M. Criser III, 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)

Area of Promotion AT&T Florida Service Territory – From Central Office where services are available	Service Mobility/National Retail Service Connection Charge Waiver	Charges Waived The Line Connection Charge may be waived for residential customers who order new local service (N Order) or move existing service (T Order) in a mobility store or national retail partner (currently Best Buy, Radio Shack, Circuit City) and also order a minimum of two (2) non-zero rated vertical features.  Promotion Restrictions/Eligibility Requirements	Period Authority 01/01/2011 to 12/31/2011	<del>(C)</del>
		- Customer must order new service or move existing service at an AT&T Mobility store or National Retail partner.		
		- The customer must select AT&T as their local service provider.		
		- AT&T employees are not eligible for this offer.		
		<ul> <li>Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion at the Company's sole discretion.</li> </ul>		
		- AT&T reserves the right to discontinue or modify this promotion at any time without notice.		
		- Customer must place the order on or before December 31, 2011.		<del>(C)</del>
		- This offer cannot be combined with a customer's receipt of a Link-up discount.		<u>(N)</u>

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TELECOMMUNICATIONS, INC.

Page 33

FLORIDA

ISSUED: April 20, 2011 ISSUED: December 31, 2010

EFFECTIVE: April 21, 2011 EFFECTIVE: January 1, 2011

Cancels Thirty Third Revised Page 33 Cancels Thirty Second Revised

BY: Marshall M. Criser III, President -FL Miami, Florida

#### A2. GENERAL REGULATIONS

# A2.10 Special Promotions (Cont'd)

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

<b>A.</b> The following	ng promotions are o	on file with the Commission: (Cont'd)		
Area of Promotion	Service	Description	Period Authority	
AT&T Florida Service Territory – From Central Office where services are available	Online Service Connection Charge Waiver	Service connection charges may be waived for residential customers who order new local service (N Order) or transfer service (T Order) on att.com or bellsouth.com and who are in AT&T Southeast territory for local service. Offer available for up to three (3) lines. Subscriber must purchase a minimum of AT&T local service and at least two (2) non-zero rated vertical features or a package of local service containing in its price at least two (2) qualifying vertical features.	01/01/2011 to 12/31/2011	<del>(C)</del>
		Promotion Restrictions/Eligibility Requirements:		
		Customer must order new service or move existing service on att.com or bellsouth.com.		
		Customer must select AT&T as their local service provider.		
		AT&T employees are not eligible for this offer.		
		Offer valid for up to three (3) service lines at the intended local service address.		
		Offer may be combined with cash back offers on other affiliates, or other promotional offers on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion.		
		AT&T reserves the right to discontinue or modify this promotion at any time without notice.		
		Customer must place the order on or before 12/31/2011.		<del>(C)</del>
		This offer cannot be combined with a customer's receipt of a Link-up discount.		<u>(N)</u>

-- Customer must place the order through att.com or bellsouth.com

-- Customer must order a minimum of AT&T local service and at least two (2) non-zero rated vertical features or a package of local service including but not limited to any package that includes in its price two or more vertical services (e.g. Complete Choice service).

**BELLSOUTH** 

GENERAL SUBSCRIBER SERVICE TARIFF Twelfth Revised Page 33.6.2 Eleventh Revised

Page 33.6.2

TELECOMMUNICATIONS, INC.

<del>33.6.2</del>

FLORIDA

ISSUED: April 20, 2011 ISSUED: December 31, 2010

EFFECTIVE: April 21, 2011 EFFECTIVE: January 1, 2011

Cancels Eleventh Revised Page 33.6.2 Cancels Tenth Revised Page

BY: Marshall M. Criser III, 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)

Area of Promotion	Service	Charges Waived	Period Authority	
AT&T Florida Service Territory- -From Central Offices where	T-Order Closer Waiver	Existing residential customers who place an order to move their service (T-order) to a new location through the Consumer Inbound sales channel may be eligible for a waiver of the line connection charge if they meet the following eligibility requirements:	01/01/2011 to 9/30/2011	<del>(C)</del>
services are available		<ol> <li>Existing customers who place an order to move their service to a new location through a Consumer Inbound sales channel may be eligible for a waiver of the line connection charge.</li> </ol>		
		2. T-orders to move service must be issued between January 1, 2011 and September 30, 2011 to qualify for this promotional offer.		<del>(C)</del>
		3. Customer must refuse installment billing on the line connection charge.		
		<ol><li>Customer must be at the point of aborting the T-order prior to the waiver being offered.</li></ol>		
		5. No other line connection waiver can apply.		
		<ol> <li>AT&amp;T reserves the right to discontinue or modify this promotion at any time without customer notice.</li> </ol>		
		6-7. This offer cannot be combined with a customer's receipt of a Link-up discount.		<u>(N)</u>

BELLSOUTH
TELECOMMUNICATIONS, INC.
FLORIDA

ISSUED: April 20, 2011

BY: Marshall M. Criser III, President -FL

Miami, Florida

Third Revised Page 32.4.1 Cancels Second Revised Page 32.4.1

EFFECTIVE: April 21, 2011

(N)

# **A2. GENERAL REGULATIONS**

# A2.10 Special Promotions (Cont'd)

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

Area of Promotion	Service	Charges Waived	Period Authority
AT&T Florida	Service Connection Charge Waiver	Customer must have at least one (1) wireline local service or	1/1/2011
Service Territory –		equivalent (wireless in lieu of wireline) with a provider other than	to
From Central	Service Connection Charges may be	AT&T at a local service address within AT&T territory.	12/31/201
Office where	waived for customers who subscribe to		
ervices are vailable	Complete Choice Basic or any other package or service that contains those	The customer must select AT&T as their local service provider.	
	elements. It can also be waived for	Customer must request the qualifying service at the same address and	
	customers who subscribe to basic	in the same name as the existing service, unless customer is planning	
	service plus two (2) non-zero rated	an imminent move from an address in AT&T territory to another	
	features. Residential customers who	address within thirty (30) days of responding to the offer. In the case	
	are currently not subscribing to AT&T	of an imminent move, AT&T may offer the customer the promotion	
	for local service may be eligible for this offer.	and place the order at the new address.	
	uns orier.	This offer is not valid for out of region customers who are new to	
		AT&T.	
		This offer is not available to existing AT&T customers.	
		Customer must not have had local service with AT&T within ten (10)	
		days prior to the new service connection date.	
		AT&T employees are not eligible for this offer.	
		Offer valid for only one (1) service line at the intended local service address.	
		Offer may be combined with cash back offers on other affiliates or	
		other promotional offers on the same service, as such offers may be	
		concurrently available from time to time, provided that the Company	
		reserves the right to prohibit the combination of this promotion with	
		any other promotion at the Company's sole discretion.	
		AT&T reserves the right to discontinue or modify this promotion at any time without notice.	
		The customer must place the order on or before December 31, 2011.	
		This offer cannot be combined with a customer's receipt of a Link-up discount.	
		Customer must have the eligible services on their new service order in order to receive the promotional offer.	
		The customer must place the order through an AT&T business office,	

outbound telemarketing vendor or alternate channels as indicated.

BELLSOUTH
TELECOMMUNICATIONS, INC.
FLORIDA

ISSUED: April 20, 2011

BY: Marshall M. Criser III, President -FL

Miami, Florida

Ninth Revised Page 32.7 Cancels Eighth Revised Page 32.7

EFFECTIVE: April 21, 2011

# **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
AT&T Florida	•	The Line Connection Charge may be waived for residential customers who order new	01/01/2011
Service Territory –	Service Connection	local service (N Order) or move existing service (T Order) in a mobility store or	to
From Central Office where services are	Charge Waiver	national retail partner (currently Best Buy, Radio Shack, Circuit City) and also order a minimum of two (2) non-zero rated vertical features.	12/31/2011
available		Promotion Restrictions/Eligibility Requirements	
		- Customer must order new service or move existing service at an AT&T Mobility store or National Retail partner.	
		- The customer must select AT&T as their local service provider.	
		- AT&T employees are not eligible for this offer.	
		- Offer may be combined with cash back offers on other affiliates, or other	
		promotional offers on the same service, as such offers may be concurrently available	
		from time to time, provided that the Company reserves the right to prohibit the	
		combination of this promotion with any other promotion at the Company's sole discretion.	
		- AT&T reserves the right to discontinue or modify this promotion at any time without notice.	
		nouse.	

- This offer cannot be combined with a customer's receipt of a Link-up discount.

GENERAL SUBSCRIBER SERVICE TARIFF

Thirty Fourth Revised Page 33 Cancels Thirty Third Revised Page 33

EFFECTIVE: April 21, 2011

BELLSOUTH TELECOMMUNICATIONS, INC. FLORIDA ISSUED: April 20, 2011

BY: Marshall M. Criser III, 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'

<b>A.</b> The following	ing promotions are of	on file with the Commission: (Cont'd)	
Area of Promotion	Service	Description	Period Authority
AT&T Florida Service Territory – From Central Office where services are available	Online Service Connection Charge Waiver	Service connection charges may be waived for residential customers who order new local service (N Order) or transfer service (T Order) on att.com or bellsouth.com and who are in AT&T Southeast territory for local service. Offer available for up to three (3) lines. Subscriber must purchase a minimum of AT&T local service and at least two (2) non-zero rated vertical features or a package of local service containing in its price at least two (2) qualifying vertical features.	01/01/2011 to 12/31/2011
		Promotion Restrictions/Eligibility Requirements:	
		Customer must order new service or move existing service on att.com or bellsouth.com.	
		Customer must select AT&T as their local service provider.	
		AT&T employees are not eligible for this offer.	
		Offer valid for up to three (3) service lines at the intended local service address.	
		Offer may be combined with cash back offers on other affiliates, or other promotional offers	

-- AT&T reserves the right to discontinue or modify this promotion at any time without notice.

on the same service, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any

-- Customer must place the order on or before 12/31/2011.

other promotion, at the Company's sole discretion.

- -- This offer cannot be combined with a customer's receipt of a Link-up discount.
- -- Customer must place the order through att.com or bellsouth.com
- -- Customer must order a minimum of AT&T local service and at least two (2) non-zero rated vertical features or a package of local service including but not limited to any package that includes in its price two or more vertical services (e.g. Complete Choice service).

(N)

GENERAL SUBSCRIBER SERVICE TARIFF

Twelfth Revised Page 33.6.2 Cancels Eleventh Revised Page 33.6.2

EFFECTIVE: April 21, 2011

**BELLSOUTH** TELECOMMUNICATIONS, INC. **FLORIDA** ISSUED: April 20, 2011

BY: Marshall M. Criser III, President -FL

Miami, Florida

# **A2. GENERAL REGULATIONS**

# A2.10 Special Promotions (Cont'd)

## A2.10.2 Descriptions (Cont'd)

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

Area of	Service	Charges Waived	Period Authority
Promotion AT&T Florida Service Territory -From Central Offices where	T-Order Closer Waiver	Existing residential customers who place an order to move their service (T-order) to a new location through the Consumer Inbound sales channel may be eligible for a waiver of the line connection charge if they meet the following eligibility requirements:	01/01/2011 to 9/30/2011
services are available		<ol> <li>Existing customers who place an order to move their service to a new location through a Consumer Inbound sales channel may be eligible for a waiver of the line connection charge.</li> </ol>	
		2. T-orders to move service must be issued between January 1, 2011 and September 30, 2011 to qualify for this promotional offer.	
		3. Customer must refuse installment billing on the line connection charge.	
		4. Customer must be at the point of aborting the T-order prior to the waiver being offered.	
		5. No other line connection waiver can apply.	
		6. AT&T reserves the right to discontinue or modify this promotion at any time without customer notice.	
		<ol><li>This offer cannot be combined with a customer's receipt of a Link-up discount.</li></ol>	(N