



ORIGINAL

050387-TP

2901 SW 149th Avenue, Miramar, Florida 33027  
Telephone: 786-455-4251; Fax: 786-455-4600

June 3, 2005

The Clerk and Administrative Services  
The Florida Public Service Commission  
2540 Shumard Oak Boulevard  
Tallahassee, FL 32399-0866

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COMMISSION  
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Dear Sir or Madam:

Enclosed please find for filing with the Commission original and fifteen (15) copies of Supra Telecommunications And Information Systems, Inc., Petition to Review BellSouth Promotional Tariffs.


Kindly return one copy marked "filed" in the enclosed self-addressed overnight envelop provided.

Thanks.

Sincerely

  
Brian Chaiken, Esq

cc: Service List(via regular mail)

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**BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION**

In Re: Petition of Supra Telecommunications)  
and Information Systems, Inc. to Review )  
BellSouth Promotional Tariffs. )

Docket No. 050387-TP  
Filed: June 3, 2005

**PETITION OF SUPRA TELECOMMUNICATIONS AND INFORMATION  
SYSTEMS, INC., TO REVIEW BELL SOUTH PROMOTIONAL TARIFFS**

Supra Telecommunications and Information Systems, Inc. (“Supra”) by and through its undersigned counsel and hereby files this petition with the Florida Public Service Commission (“Commission”) pursuant to Florida Statutes §§364.01, 364.08, 365.051, 364.059 and 364.285, and requests that this Commission immediately review and suspend specific promotional tariff offerings that allow BellSouth Telecommunications Inc., (“BellSouth”) to offer monetary inducements to customers (including cash back) that amount to several months of telephone service below cost, in violation of the Florida Statutes. Upon this Commission’s review of BellSouth’s tariffed offerings, Supra requests this Commission issue an order canceling BellSouth’s offerings or requiring that BellSouth allow Supra to receive the same monetary inducements from BellSouth when Supra resells the identical service offerings which qualify for the promotional benefits,<sup>1</sup> and for such other relief that the Commission deems appropriate. In support thereof, Supra states as follows:

1. Supra is a competitive local exchange carrier (“CLEC”) certificated by the Commission to provide telecommunications services within the State of Florida. Petitioner’s name, address and telephone number is as follows:

<sup>1</sup> Supra suggests that this Docket provides the Commission an opportunity to comply with Florida Statutes §364.059(2) and 364.3381(3) and thereby establish a rule adoption proceeding to create an objective benchmark,

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FPSC-COMMISSION OF FLORIDA

Supra Telecommunications and Information Systems, Inc.  
2901 S.W. 149<sup>th</sup> Avenue, Suite 300,  
Miramar, Florida 33027  
(786) 455-4200

2. The Petitioner's representative's name, address and telephone number is:

Brian Chaiken, Esq.  
Steven B. Chaiken, Esq.  
Legal Department  
Supra Telecommunications and Information Systems, Inc.  
2901 S.W. 149<sup>th</sup> Avenue, Suite 300,  
Miramar, Florida 33027  
(786) 455-4248  
(786) 455-4239  
Facsimile: (786) 455-4600

3. BellSouth is a corporation organized and formed under the laws of the state of Georgia, with its principal office at 675 West Peachtree Street, Atlanta, Georgia, 30375. BellSouth is an Incumbent Local Exchange Carrier ("ILEC") certificated by this Commission to provide local exchange telecommunications services in the state of Florida. BellSouth's address in the State of Florida for service of process is:

Nancy B. White, General Counsel  
c/o Nancy H. Sims, Director of Regulatory Affairs  
BellSouth Telecommunications, Inc.  
150 South Monroe Street, Suite 400  
Tallahassee, Florida 32301

### **BACKGROUND**

4. BellSouth is the dominant provider of local telecommunications service in the state of Florida. According to this Commission's December 2004 Annual Report on Competition, BellSouth's market share for local voice telephone service has risen to approximately 5.4 million

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such as a price or cost floor, by which the Commission may determine whether a requested stay of a basic local

access lines (as proffered by BellSouth as of June 30, 2004). Even by conservative estimates, BellSouth is by far the single most dominant provider of local telephone service in the state of Florida.

5. BellSouth has abused its power as the dominant provider of telecommunications services by using monetary inducement promotional strategies and anticompetitive pricing programs to exclusively target customers that have switched to CLECs. BellSouth has used, and is aggressively continuing to use, its dominant market status to frustrate competition in the local voice market, thereby causing substantial and irreparable harm to Florida's CLECs and ultimately Florida's consumers.

6. In its current campaigns, BellSouth has embarked on a wave of "monetary inducement" promotional offerings. (**Composite Exhibits A-H**)<sup>2</sup> Each of these promotional campaigns have at least these three factors in common: (1) they exclusively target residential customers that have migrated to a CLEC; (2) the reacquired customers must have new service connected at the same address (and in some cases, using the same name); and (3) the promotion offers some form of a monetary inducement to the returning customer (i.e. \$100.00), thereby discounting the price of BellSouth's associated offerings, without allowing a CLEC to resell and take advantage of the discounted price.

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telecommunications service price reduction is warranted.

<sup>2</sup> Current BellSouth "monetary inducement" promotional offerings: **Exhibit A**, Tariff Filing No. T-04-1224, Effective from December 27, 2004 through December 26, 2005; **Exhibit B**, Tariff Filing No. T-05-0187, Effective from March 24, 2005 through December 31, 2005; **Exhibit C**, Tariff Filing No. T-04-1265, Effective from May 15, 2005 through December 31, 2005; **Exhibit D**, Tariff Filing No. T-04-1264, Effective from July 15, 2005 through December 31, 2005; **Exhibit E**, Tariff Filing No. T-05-0028, Effective from February 1, 2005 through December 31, 2005; **Exhibit F**, Tariff Filing No. T-04-1223, Effective from December 26, 2004 through December 31, 2005; **Exhibit G**, Tariff Filing No. T-04-1292, Effective from January 9, 2005 through December 31, 2005; **Exhibit H**, Tariff Filing No. T-04-0123, Effective from February 12, 2004.

7. Like BellSouth's previous winback tariffs (See Complaint of FDN against BellSouth in Docket No. 020119-TP and the Complaint of Arrow Communications against BellSouth in Docket No. 990043-TP), these promotional campaigns contain many of the same problems that have previously been found unacceptable by this Commission. BellSouth's current offerings violate both Section 364.051(5)(c) and 364.3381 of the Florida Statutes, which require BellSouth to price its services above direct cost. Further compounding the extent of the anticompetitive nature of these low-ball offerings, BellSouth refuses to allow Supra (and most likely all CLECs) to resell these promotional offerings (inclusive of the monetary inducements) in violation of 47 USCA § 251(c)(4), thereby ensuring that Supra is unable to match the severely discounted services being offered by BellSouth.

## **FACTUAL ALLEGATIONS**

### **The BellSouth Base Product Offerings**

8. BellSouth offers its various monetary inducement promotions in connection with two of its base offerings: Complete Choice and Preferred Pack service plans.

(1) The Complete Choice<sup>3</sup> service plan includes the following:

- A flat rate access line w/ Touch Tone capability
- Free Unlimited Local Calling
- Unlimited use of most prominent features
- RingMaster Service

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<sup>3</sup> BellSouth's Complete Choice Service, Section A3.4.3; General Subscriber Service Tariff, Thirteenth Revised Page 24, Effective: February 15, 2005 (See Exhibit I).

BellSouth charges its retail end-users \$30.00 for an individual Complete Choice line. In addition, BellSouth charges \$6.50 for its End User Common Line Charge, for total revenue of \$36.50.

(2) The Preferred Pack<sup>4</sup> service plan includes the following:

- A flat rate per access line with Touch-Tone capability;
- Unlimited use of these popular features ordered by end-users: Call Waiting Deluxe, Three way calling, Call Forwarding Don't Answer
- Caller ID-Deluxe
- Voicemail Companion Services Package at no additional charge when Voicemail/Memory Call service is requested (Call forwarding busy line, Call Forwarding don't answer-Ring Control, Star 98 and MWI)
- Privacy Director

BellSouth charges its retail end-users \$26.95 for an individual Preferred Pack line. In addition, BellSouth charges \$6.50 for its End User Common Line Charge, for total revenue of \$33.45.

9. By way of comparison, in order for Supra to replicate BellSouth's Preferred Pack Plan, the total recurring, and average usage and non-recurring costs<sup>5</sup>, together with a statewide weighted average loop cost calculated based upon the actual distribution of all Supra UNE-P customers, totals \$28.14 at FPSC-ordered TELRIC rates. Of course, as the FCC has recently determined that BellSouth need not offer mass market switching under Section 251 of the

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<sup>4</sup> BellSouth's Complete Choice Service, Section A3.4.6; General Subscriber Service Tariff, Second Revised Page 26.1, Effective: January 9, 2004 (See Exhibit J).

<sup>5</sup> For services billed as UNE-P, retail, resale as available.

Telecommunications Act, these prices are going to go up. Absent Commission intervention forcing BellSouth to comply with its obligations under Section 271 of the Telecom Act, and based on BellSouth's most recent commercial offerings, the prices for local switching alone will go up by as much as \$7.00 on a recurring basis, and by as much as \$13.00 on a non-recurring basis. This means Supra's direct cost of goods sold to provide identical services is \$35.14, for a product that BellSouth makes available to its end-users at \$33.45.

### **The BellSouth Promotional Offerings**

10. BellSouth now has five (5) categories of promotional tariff offerings, used both individually and in combination, to provide discounts to its base service offerings. These categories are:

- Cash Back promotions,
- Gift Cards promotions,
- Coupons promotions,
- Fee Waiver promotions, and
- Discounted Service promotions.

BellSouth uses these categories in different combinations, and, often, allows combinations designed to increase the discounts offered only to CLEC customers on the underlying base service offerings.

11. The Cash Back promotional offering category:

The Cash Back promotional offerings category includes the \$100 Cash Back (**Exhibit A**), which is in effect from December 27, 2004 through December 26, 2005 and the \$100 Cash Back or

\$100 Visa Gift Card (**Exhibit B**), which is in effect from March 24, 2005 through December 31, 2005 (collectively referred to as "\$100 CASH" tariffs). A CLEC customer that purchases Complete Choice Family Plan or PreferredPack Plan is eligible to receive \$100.00 for switching back to BellSouth.

12. The Gift Cards promotional offering category:

The Gift Cards promotional offering category includes the Shoppers Cash Back (\$50 Cash Back or up to \$50 in merchandise) for Complete Choice or PreferredPack Plans (**Exhibit C**), which is in effect from May 15, 2005 through December 31, 2005, and the Single Family Dwellings (SFD) Gift Card Offer (includes a coupon for a gift card valued at \$50) (**Exhibit D**), which is in effect from July 15, 2005 through December 31, 2005 (collectively referred to as "GIFT CARD" tariffs).

13. The Coupons promotional offering category:

The Coupons promotional offering category includes the BellSouth Reacquisition 1FR Offer, (**Exhibit E**), which is in effect from February 1, 2005 through December 31, 2005. This promotional offering includes a Basic Line service, two features and a long distance plan from BellSouth Long Distance. Eligible customers who subscribe to a long distance plan will receive a coupon redeemable for up to \$50.00 cash back. (hereinafter referred to as "BELLSOUTH 1FR" Tariff).

14. The Fee Waiver promotional offering category:

The Fee Waiver promotional offering category includes the Line Connection Charge Waiver for local service connection fee, which is in effect from December 26, 2004 through December 31, 2005. (**Exhibit F**) (hereinafter referred to as "LINE CONNECTION WAIVER" Tariff). The



CLEC customer must either subscribe to the Complete Choice Plan or the PreferredPack Plan to receive the benefits of this offering.

15. The Discounted Service promotional offering category:

The Discounted Service promotional offering category includes the \$5 monthly discount from BellSouth's local service offering (**Exhibit G**), which is in effect from January 9, 2005 through December 31, 2005 (hereinafter referred to as "\$5 DISCOUNT" Tariff).<sup>6</sup>

16. Most of these promotional offerings state "the offer may be combined with other promotional offers for the same service."<sup>7</sup> Today, prospective customers could realize monetary inducements in excess of \$145.00 by combining these BellSouth's promotions (i.e. \$100.00 cash back, plus \$5.00 discount off the base service plan (See Exhibit G), plus the waived local service connection fee (approximate value of \$40.88)).

17. BellSouth's combination of these promotions with its current pricing of \$30.00 for Complete Choice and \$26.95 for Preferred Pack has the effect of ensuring that BellSouth does not recover its costs for providing telephone service to the consumer unless the consumer stays with BellSouth in excess of thirty (30) months. These promotions are violative of §§364.08, 364.051(5)(c) and 364.3381 Florida Statutes as they are priced below cost and therefore tantamount to BellSouth giving away free telecommunications service to a given class of customers.

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<sup>6</sup> With this offering, the CLEC customer must either subscribe to the Complete Choice Plan or the PreferredPack Plan, and also must subscribe to the BellSouth Long Distance Service Plan for \$1.00 a month (**Exhibit H**).

<sup>7</sup> See **Exhibits A-G**.

## The Law

18. Florida Statutes Chapter 364.01(4)(i) provides that the Commission shall “Continue its historical role as a surrogate for competition for monopoly services provided by local exchange telecommunications companies.” (Emphasis added). The FPSC has been empowered to put together the necessary climate that will foster local competition in the telecommunications marketplace in Florida. By any measuring device imaginable, BellSouth is still the dominant provider of local telecommunications services in the state of Florida, particularly in the residential marketplace. Therefore, it is an imperative that this Commission address the substantial efforts that BellSouth has taken to under-cut competitive rates in the Florida residential telecommunications market. Florida Statute Section 364.3381 provides, in pertinent part:

(1) The price of a nonbasic telecommunications service provided by a local exchange telecommunications company shall not be below its cost by use of subsidization from rates paid by customers of basic services. . . .

(3) The commission shall have continuing oversight jurisdiction over cross-subsidization, predatory pricing, or other similar anticompetitive behavior and may investigate, upon complaint or on its own motion, allegations of such practices.

Furthermore, Section 364.059(1)(a) Florida Statutes, provides:

Any petition filed by a substantially interested party against a local exchange telecommunications company seeking a stay of the effective date of a price reduction for a basic local telecommunications service, alleging an anticompetitive price reduction pursuant to s. 364.051(5), s. 364.08, s. 364.09, s. 364.10, or s. 364.3381, shall be resolved by the commission pursuant to this section and by an order issued within 45 days after the date the petition is filed.

## **The Commission has Jurisdiction to Prevent Anti-Competitive Offerings pursuant to Florida Statutes § Section 364.01**

19. Recognizing BellSouth's historically embedded advantage as the dominant provider of local telecommunications services, the Florida legislature has tried to create a level playing field by passing laws preventing BellSouth from abusing its market power and giving CLECs an opportunity to compete in the local telecommunications market. Section 364.3381(3) prohibits BellSouth from any type of marketing or pricing that could be deemed anti-competitive.<sup>8</sup> Specifically, section 364.01(4)(g) states that the Commission shall exercise its exclusive jurisdiction in order to:

ensure that all providers of telecommunications services are treated fairly, by preventing anticompetitive behavior and eliminating unnecessary regulatory restraint.

BellSouth's promotional tariffs are anticompetitive offerings which are causing irreparable financial and economic harm to its CLEC competitors.

20. In Docket No. 990043-TP (Petition to review and cancel BellSouth Telecommunications, Inc.'s promotional tariff (T-98-1783) by Arrow Communications), (*"Arrow Docket"*) the Commission voted to suspend BellSouth's tariff pending resolution of the petition. The Commission found (as noted on its February 2, 1999 Vote Sheet) that Arrow's Petition demonstrates that the alleged anticompetitive or discriminatory effect of the tariff will cause significant harm that cannot be adequately redressed if the tariff is ultimately determined to be

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<sup>8</sup> Specifically, Section 364.3381(3) reads as: "The commission shall have continuing oversight jurisdiction over cross-subsidization, predatory pricing, or other similar anticompetitive behavior and may investigate, upon complaint or on its own motion, allegations of such practices." (Emphasis added).

invalid. Such harm includes financial or economic harm to competing telecommunications providers.

21. Furthermore, BellSouth has repeatedly argued that this Commission's TELRIC UNE pricing has compelled BellSouth to sell its services to CLECs below cost. The packaging of these promotions demonstrates that one of two scenarios must be true: either (1) BellSouth's arguments regarding TELRIC UNE pricing being below cost are untrue or (2) BellSouth's residential service as offered is below cost and therefore anti-competitive.

22. True competitive service offerings are priced above cost and are sustainable over a long period of time. Services that are sold below cost are intended to unfairly steal market share and harm competitors. Inasmuch as BellSouth has not provided any evidence regarding how it will, at a minimum, break even on its local service offerings with the promotional tariffs, BellSouth's true intent in offering its promotional tariffs is not to offer a great plan to Florida consumers, but rather to thwart competition in the local telecommunications market and return BellSouth's dominant market position to its previous monopoly status. Because of BellSouth's large local market share and revenue base, it has the financial wherewithal to withstand any short-term revenue losses on these customers. Once BellSouth is successful in driving CLEC competitors out of the local market through its anticompetitive pricing, BellSouth can then raise the rates of its local services to recoup its losses.

23. Supra and other CLECs are suffering irreparable competitive harm caused by BellSouth's promotional tariffs. These promotional tariffs, when combined with the low prices BellSouth offers on its base products (Complete Choice and Preferred Pack) do not cover the direct relevant cost and are anticompetitive.

24. As noted in Arrow v. BellSouth and in FDN v. BellSouth, CLECs, such as Supra, compete with BellSouth largely on the basis of price. BellSouth's promotional tariffs offer select (i.e. CLEC) customers a combination of monetary inducements that are priced to undercut the prices Supra can profitably offer a customer.<sup>9</sup> Florida CLECs cannot compete with BellSouth's monetary inducements (approximately \$145.88) targeted exclusively to CLEC customers.

25. The Commission needs to review the cost basis for the promotional tariffs. The Commission may act to halt (at least temporarily) any pricing conduct that is below cost or that appears anticompetitive. BellSouth's promotional tariffs pricing undercuts the prices Supra is able to offer and still remain profitable, and Supra has already and will continue to lose market share due to BellSouth's anti-competitive offerings. The harm that Supra has suffered and will continue to suffer from BellSouth's promotional tariffs cannot be undone. That harm has been constant, frequent, and continuous in character. More troubling is the fact that BellSouth's promotional tariffs directly harm Florida's consumers. As competitors are eliminated as a result of these BellSouth's promotional tariffs, consumers will have fewer competitive choices. As consumers have fewer competitive choices, prices will rise.

26. BellSouth would not be unduly prejudiced by suspension or postponement of its promotional tariffs in question. In balancing the interests of BellSouth, Supra and all CLECs, the irreparable harm Supra and all other CLECs will suffer clearly outweighs any possible disadvantage to BellSouth from delayed implementation of the monetary inducement promotional tariffs described above.

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<sup>9</sup> This is especially so in light of the recent regulatory decisions limiting CLECs' access to various Section 251 UNEs.

**BellSouth Sells Services Below its Direct Costs in  
Violation of Florida Statutes § 364.3381, and 364.051**

27. BellSouth's promotional tariffs, combined with its Complete Choice and Preferred Pack service offerings, are violative of §364.3381, Florida Statutes, which provides, in pertinent part:

(1) The price of a nonbasic telecommunications service provided by a local exchange telecommunications company shall not be below its cost by use of subsidization from rates paid by customers of basic services.

(2) A local exchange telecommunications company which offers both basic and nonbasic telecommunications services shall establish prices for such services that ensure that nonbasic telecommunications services are not subsidized by basic telecommunications services. The cost standard for determining cross-subsidization is whether the total revenue from a nonbasic service is less than the total long-run incremental cost of the service. Total long-run incremental cost means service-specific volume and nonvolume sensitive costs.

Furthermore, §364.051(5)(c), Florida Statutes, provides that the "price charged to a consumer for a non-basic service shall cover the direct costs of providing the service . . ."

28. In the aggregate, the total monetary inducement to the customer is approximately \$145.88, and has the potential to be even greater.<sup>10</sup>

29. BellSouth's currently tariffed retail rates for the PreferredPack and Complete Choice Plans for a single residence line are \$26.95 and \$30.00 monthly, respectively. At these rates, combined with the various promotions, a prospective customer would have to stay with BellSouth for at least 30 months before BellSouth begins to generate any net revenue from the former CLEC customer. Significantly, BellSouth's promotional offerings do not require eligible customers to stay with BellSouth for such a long period of time.

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<sup>10</sup> Both the \$100 and the \$100 Visa Card promotional offerings provide that, "*offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from*

30. Tellingly, BellSouth's monetary inducement promotional tariffs combined with the already low price of the underlying base products, undercut the very same costs of provisioning the same services and/or elements to Supra.

31. This Commission has stated the following: "Section 364.051(5)(c), Florida Statutes, examines direct costs, and we believe an examination of direct cost is needed to make a determination of whether the post-discounted rates offered . . . remain "compensatory" for BellSouth." See Order No. PSC-03-0726-FOF-TP, at 21. "If a determination revealed that the (sic) such rates were "non-compensatory," such a finding would sway us to conclude that the tariff offerings are unfair, anticompetitive, or discriminatory." Id. at 22.

**BellSouth Refuses to Allow Supra to Resell  
its Promotions in Violation of 47 USCA §251**

32. The Telecommunications Act of 1996 ("TA 96"), §251(c)(4) and FCC Rules (47 C.F.R. §51.601 through 51.620) outline BellSouth's obligations with respect to making its promotional and discounted offerings available for resale. Sections 47 USC §251(c)(4) of TA 96 provide that the incumbent LECs are:

(A) to offer for resale at wholesale rates any telecommunications service that the carrier provides at retail to subscribers who are not telecommunications carrier; and

(B) not to prohibit, and to impose unreasonable or discriminatory conditions or limitations on, the resale of such telecommunications services, ...

Specifically, in FCC 96-325, the FCC concluded that:

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*time to time, provided that the Company reserves the right to prohibit the combination of the promotion with other promotions, at the Company's sole discretion)." (See Exhibits A and B).*

Section 251(c)(4) provides that incumbent LECs must offer for resale at wholesale rates “any telecommunications service” that the carriers provides at retail to noncarrier subscribers. This language makes no exception for promotional or discounted offerings, including contract and other customer-specific offerings. We therefore conclude that no basis exists for creating a general exemption from the wholesale requirement for all promotional or discount service offerings made by incumbent LECs. A contrary result would permit incumbent LECs to avoid the statutory resale obligation by shifting their customers to nonstandard offerings, thereby eviscerating the resale provisions of the 1996 Act. (FCC 96-325, ¶948) (Emphasis added.)

33. It is undisputed that BellSouth has an obligation to make available for resale its promotional and discounted offerings that run for more than 90 days. Nevertheless, BellSouth refuses to make the promotions listed herein available to Supra for resale.

34. Resale is one of the entry strategies that Congress envisioned as a viable method through which CLECs could gain entry into the monopoly local telecommunications marketplace hence, the TA 96 requires that BellSouth shall not prohibit or impose unreasonable or discriminatory conditions or limitations on the resale of such promotional offerings whereby CLECs' ability to resale such monopoly telecommunications services are impacted.

35. The FCC re-emphasized the importance of resale as a method of entry when it promulgated Rules 51.601 through 51.0617: Resale obligation of all local exchange carriers. In FCC 96-325, concluded that

Promotional offerings greater than 90 days in duration must be offered for resale at wholesale rates pursuant to section 251(c)(4)(A). . . . In addition, an incumbent LEC may not use promotional offerings to evade the wholesale obligation, . . . (FCC 96-325, ¶950) (Emphasis added.)

In § 51.613(2) (ii), the FCC mandated that ILECs avail promotions that provide discounted rates when:



The incumbent LEC does not use such promotional offerings to evade the wholesale rate obligation, for example by making available a sequential series of 90-day promotional rates.

Nowhere in any of these provisions does there exist an exception allowing an ILEC to prevent or restrict monetary inducements from being available for resale. To the contrary, the FCC expressed that "*We are concerned that conditions that attach to promotions and discounts could be used to avoid the resale obligation to the detriment of competition.*"<sup>11</sup>

36. It is because of these provisions (and BellSouth's effort to obviate such) that the North Carolina Utilities Commission has enacted rules (Docket No. P-100, SUB 72b, Order issued on December 22, 2004) (See **Exhibit K**) that are intended to govern BellSouth's promotional tariff offerings in the State of North Carolina. The Indiana Utility Regulatory Commission is undertaking a similar effort in Case No. 42530.

37. BellSouth designed the referenced promotions with the simple goal of by-passing regulatory requirements that otherwise prohibit BellSouth from offering such "effective price" discounts to CLEC customers. The rationale is simple: while a direct price reduction to the effective tariff rate would impact the wholesale discount rate, BellSouth rationalized that a cash rebate and/or other traditional marketing tactics could pass approval without stringent scrutiny and therefore could be utilized to obviate a Commission finding that such approaches are tantamount to discounting of the effective tariff rate of the service(s) being offered. This is the same conclusion that the North Carolina Utilities Commission reached when it ruled that:

The FCC clearly stated that any other conclusion would allow ILECs routinely to create promotions or nonstandard offerings just to avoid their resale obligation. The FCC was concerned that ILEC promotions could become de facto standard offerings that would not be made available to

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<sup>11</sup> FCC 96-325, ¶952.

resellers and would therefore undercut the duty to resell retail services to resellers at wholesale rates.<sup>12</sup>

38. The reality is that BellSouth's promotions provide economic value to customers. This is the conclusion reached by the North Carolina Utilities Commission:

The Commission is persuaded that anything of economic value paid, given, or offered to a customer to promote or induce purchase of a bundled service offering of both regulated and nonregulated telecommunications services is a promotional discount.<sup>13</sup>

The North Carolina Utilities Commission further ruled that

The customer does not receive this savings or value unless he purchases the specified bundle associated with the promotion. Thus, because the savings or benefit is received only in exchange for the purchase of the bundle, the bundle is in effect discounted to the customer by the amount of the monetary benefit or thing of value provided in return. (North Carolina Order, at 3)

39. Even if not used to directly pay off BellSouth's telecommunications bills, the reality is that the monetary savings resulting from these inducements effectively off-sets other monetary obligation(s) of the end-users. This is the same conclusion that the North Carolina Commission reached when it stated, "while these promotions do provide a savings and therefore a type of discount to subscribers, they do not in fact lower the charge to the subscribers for the regulated services purchased...", and "the promotion reduces the subscriber's cost for the service by the value received in the form of a gift card or other giveaway." (North Carolina Order at 12, and 11)

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<sup>12</sup> North Carolina Order, Docket No. P-100, SUB 72b, at 9.

<sup>13</sup> Id., at pg. 3.

40. Therefore, these promotional inducements should be construed to be direct telecommunications services as per Chapter 364.02(12)<sup>14</sup> or at a minimum, derivative telecommunications services. This Commission reached a similar conclusion when it found that BellSouth's Late Payment Charge was a telecommunications "service" in Order No. PSC-01-1769-FOF-TL, Docket No. 000733-TL.<sup>15</sup> These inducements can indeed be characterized as derivative telecommunications services following their importance and inclusion as integral parts of BellSouth's marketing scheme, not because they have a transmission capacity in and of themselves, but simply because BellSouth relies on these inducements to build, enhance, and sustain its market share.

WHEREFORE, Supra respectfully requests that this Commission:

- (1) Review and cancel BellSouth's promotional inducement tariffs immediately or, in the alternative, order BellSouth to allow Supra to collect on these inducements when it resells these same underlying services;
- (2) If these promotional inducement tariffs are not immediately cancelled, then grant Supra a hearing within 45 days pursuant to Section 364.059(1)(a) Florida Statutes; and
- (3) Initiate an investigation of BellSouth's promotional pricing and marketing practices; and

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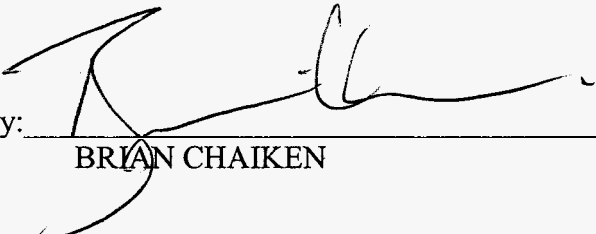
<sup>14</sup> "Service" is to be construed in its broadest and most inclusive sense.

<sup>15</sup> We find that BellSouth's interest charge is a "service" that BellSouth renders to its delinquent telecommunications customers. We believe that **through the use of its interest charge**, BellSouth is able to keep these delinquent customers as telecommunications subscribers. The alternative is for BellSouth to terminate the accounts of all delinquent customers. We find that the interest charge is a "service" BellSouth renders its delinquent customers for carrying their unpaid balances. In turn, BellSouth uses the realized revenues to offset the loss of use of the unpaid monies. Order No. PSC-01-1769-FOF-TL, Issued: August 30, 2001 in Docket No. 000733-TL (pages 9 and 10) (Emphasis added.)

(4) Grant such other relief as deemed appropriate.

Respectfully submitted this 3<sup>rd</sup> day of June 2005.

SUPRA TELECOMMUNICATIONS  
AND INFORMATION SYSTEMS, INC.  
2901 S.W. 149<sup>th</sup> Avenue, Suite 300,  
Miramar, Florida 33027  
Telephone: (786) 455-4248  
Facsimile: (786) 455-4600

By:   
BRIAN CHAIKEN


**CERTIFICATE OF SERVICE**

**I HEREBY CERTIFY** that a copy of the foregoing was delivered by U.S. Mail to the persons listed below this 3<sup>rd</sup> day of June 2005.

Ms. Nancy White  
c/o Nancy Sims  
BellSouth Telecommunications, Inc.  
150 S. Monroe Street  
Suite 400  
Tallahassee, FL 32301

Ms. Beth Keating  
Legal Division  
Florida Public Service Commission  
2540 Shumard Oak Blvd.  
Tallahassee, FL 32399-0850

By:



BRIAN CHAIKEN

All BellSouth marks contained herein are owned by BellSouth Intellectual Property Corporation  
FL0004 091

Regulatory Vice President

Yours very truly,

These revisions establish the \$100 Cash Back promotion. Attachment A contains an Executive Summary of the program.

Section A2 - First Revised Page 32.1  
- First Revised Page 32.2

General Subscriber Service Tariff

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:

Dear Ms. Salek:

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

December 10, 2004

BellSouth Telecommunications, Inc.  
150 South Morris Street  
Suite 400  
Tallahassee, Florida 32301  
MARSHALL M. CHERRY III  
Vice President  
Regulatory & External Affairs  
(850) 224-7798  
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1041224

## \$100 Cash Back Offer

### Overview

The \$100 Cash Back Offer promotion is scheduled to begin on December 27, 2004 and end on December 26, 2005. Services included in this promotion are:

- BellSouth® Complete Choice® plan (single or multiple lines)
- BellSouth® Area Plus® with Complete Choice® plan (single or multiple lines)
- BellSouth® PreferredPack® plan

### Promotion Specifics

Customers returning to BellSouth and purchasing a qualifying local service product will be eligible to receive \$100 cash back.

### Restrictions/Eligibility Requirements

- Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth at a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service.
- 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 one address in BellSouth territory to another address in BellSouth territory within 30 days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.
- Customer must have not had local service with BellSouth for at least ten (10) days prior to the new service connection date to be eligible.
- Customer must switch their local service to BellSouth and purchase any one of the following: Complete Choice plan, Complete Choice Two-Line Plan package, Complete Choice Three-Line Plan package, Area Plus with Complete Choice plan, Area Plus with Complete Choice Two-Line Plan package, Area Plus with Complete Choice Three-Line Plan package, or PreferredPack plan.
- Customer must place the order on or before 12/26/05.
- Offer valid for only one (1) service line at the intended local service address.
- Customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channel.
- Customer must complete and mail a rebate coupon to a specified address by the date specified on the coupon in order to receive the \$100 cash back.
- After customer completes the above requirements, he/she will receive the \$100 cash back. If customer cancels or discontinues the qualifying service prior to fulfillment, he/she will be ineligible for the cash back offer.
- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.
- Customer must have the eligible services on their new service (N) order to receive the promotional offer.
- Offer may be combined with cash back offers or other promotional offers on the same services, 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.

ISSUED: ~~December 17, 2004~~ December 18, 2004  
 BY: Joseph P. Lacher, President-FI  
 Miami, Florida

EFFECTIVE: January 2, 2004 (December 21, 2004)

## A2. GENERAL REGULATIONS

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

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

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

| Area of Promotion   | Service  | Charges Waived   | Period<br>Authority                 |     |
|---|--|--|-------------------------------------|-----|
| BellSouth's Service Territory<br>- From Central Office where services are available | \$100 Cash Back Offer  | - \$100 cash back will be given to customers returning to BellSouth and purchasing BellSouth Complete Choice PreferredBack plan.                   | original 12/27/04<br>to<br>12/16/04 | 150 |
|   | - Customer must either not currently have local service with BellSouth or not have service with family plan or BellSouth.  | - The customer must place the order on or before 12/16/04.   |                                     | 160 |
|   | - Customer must have local service or equivalent (wireless in lieu of wire line) at the same local service address as out of town of their existing line.  | - The customer must place their order through a BellSouth business office or authorized sales/marketing vendor or alternate channels as indicated. |                                     | 170 |
|   | - Customer must request service at the same address and in the same name, unless customer is changing an account name from one address in BellSouth territory to another address in BellSouth territory within thirty (30) days of the above requirements they will not receive the \$100 cash back. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for the cash back offer. |  |                                     | 180 |
|   | - Customer must have not had local service with BellSouth at least ten (10) days prior to the new service connection date to be eligible.  |  |                                     | 190 |
|   | - Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.   |  |                                     | 200 |
|   | - Offer valid for only one (1) service line at the intended local service address.   |  |                                     | 210 |
|   | - BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.  |  |                                     | 220 |



BELL SOUTH  
TELECOMMUNICATIONS, INC.  
FLORIDA

GENERAL SUBSCRIBER SERVICE TARIFF

Form Revised Page 12.2  
Cancels Original Page 12.2

ISSUED: ~~December 17, 2003~~ December 10, 2004  
BY: Joseph P. Lecher, President - FL  
Miami, Florida

EFFECTIVE: ~~January 2, 2004~~ December 27, 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                    | (M)  |
|---|--|---|-------------------------------------|------|
| BellSouth's Service Territory<br>- From Central Office where services are available | \$100 Cash Back Offer (Cont'd)<br><br>- The customer must switch their local service to BellSouth and purchase any one of the following: BellSouth Complete Choice Two-Line Plan package, BellSouth Complete Choice Three-Line Plan package, Area Plus with BellSouth Complete Choice plan, Area Plus Two-Line Plan package with BellSouth Complete Choice, Area Plus Three-Line Plan package with BellSouth Complete Choice, BellSouth PreferredBack plan, BellSouth PreferredBack plan for Voicemail | - Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be consistently 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 | 03/02/04-12/27/04<br>to<br>12/26/04 | 0402 |

ISSUED: December 10, 2004  
BY: Joseph P. Lacher, President  
Miami, Florida

EFFECTIVE: December 17, 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<br>Authority                                       |
|--|---|---|---|
| <p>BellSouth's Service Territory:<br/>- From Central Office where services are available</p> | <p>\$100 Cash Back Offer</p> <p>- Customer must either not currently have local service with BellSouth or not have service with third party or BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.</p> <p>- 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.</p> <p>- Customer must request service at the same address and in the same name, unless customer is moving address to BellSouth territory or another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an residential move, the BellSouth rep can offer the customer the promotion and place the order at the new address.</p> <p>- Customer must have not had local service with BellSouth or third party (10) days prior to the new service connection date to be eligible.</p> <p>- Customer must have the eligible service on their new service order (N) in order to receive the promotional offer.</p> <p>- Offer valid for only one (1) service line at that residential local service address.</p> <p>- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.</p> | <p>\$100 cash back will be given to customers returning to BellSouth and purchasing BellSouth Complete Choice PreferredPack plan.</p> <p>- The customer must place the order on or before 12/26/05.</p> <p>- The customer must place their order through a BellSouth business office or authorized channels as indicated.</p> <p>- The customer must fill out a coupon and mail the coupon to a specified address by a specified date in order to receive the \$100 cash back.</p> <p>- Once the customer completes the above requirements they will receive the \$100 cash back. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for the cash back offer.</p> | <p>12/27/04<br/>to<br/>12/26/05</p> <p>(C)</p> <p>(C)</p> |

BELLSOUTH  
 TELECOMMUNICATIONS, INC.  
 FLORIDA  
 (SSNITTS) December 15, 2004  
 BY: Joseph P. Lachar, President-FL  
 Miami, Florida

EFFECTIVE: December 27, 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 Promotions   | Service   | Charges Waived  | Period Authority                                      |
|--|---|---|---|
| BellSouth's Service Territory From Central Office where services are available | <p>\$100 Cash Back Offer (Cont'd)</p> <p>The customer must switch their local service to BellSouth and purchase any one of the following BellSouth Complete Choice plan, BellSouth Complete Choice Two-Line Plan package, BellSouth Complete Choice Three-Line Plan package, Area Plan with BellSouth promotion, or the Company's own Complete Choice plan, Area Plan Two-Line Plan package with BellSouth Complete Choice, Area Plan Three-Line Plan package with BellSouth Complete Choice, BellSouth PreferredPack plan, BellSouth PreferredPack plan for Voicemail.</p> | <p>Offer may be combined with cash back offers or other promotional offers on the same services, 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.</p> | <p>12/27/04<br/>         to<br/>         12/26/05</p> |

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

[marshall.criser@bellsouth.com](mailto:marshall.criser@bellsouth.com)

Marshall M. Criser III  
Vice President  
Regulatory & External Affairs

(850) 224-7796  
Fax (850) 224-8073

March 9, 2005

Beth Salak, Director  
Competitive Markets and Enforcement  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0650

Dear Ms. Salak:

Pursuant to Florida Statute 384.051, we are filing revisions to our General Subscriber Service Tariff. Attached for filing with the Commission are the following tariff pages:

General Subscriber Service Tariff

- Section A2 - Second Revised Page 32.1
- Second Revised Page 32.2
- Twenty Seventh Revised Page 33
- Third Revised Page 35.6.8
- Second Revised Page 35.6.9

These revisions add a gift card option to the \$100 Cash Back Offer. 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

# \$100 Cash Back or Gift Card Offer

### Overview

The \$100 Cash Back Offer promotion began on December 27, 2004, and is scheduled to end on December 26, 2005. That promotion will be terminated early on March 23, 2005, and will be replaced by the \$100 Cash Back or Gift Card Offer. The \$100 Cash Back or Gift Card Offer promotion is scheduled to begin on March 24, 2005, and end on December 31, 2005. Services included in this promotion are:

- BellSouth® Complete Choice® plan (single or multiple lines)
- BellSouth® Area Plus® with Complete Choice® plan (single or multiple lines)
- BellSouth® PreferredPack® plan

### Promotion Specifics

Customers returning to BellSouth and purchasing a qualifying local service product will be eligible to receive either \$100 cash back or a \$100 Visa® gift card.

### Restrictions/Eligibility Requirements

- Customer must have at least one wire line local service or equivalent (wireless in lieu of wire line) with a provider other than BellSouth at a local service address within BellSouth territory. A new service qualifying for this promotion must be provisioned as a replacement for the existing wire line or equivalent service.
- 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 one address in BellSouth territory to another address in BellSouth territory within 30 days of responding to the offer. In the case of an imminent move, BellSouth can offer the customer the promotion and place the order at the new address.
- Customer must have not had local service with BellSouth for at least ten (10) days prior to the new service connection date to be eligible.
- Customer must switch their local service to BellSouth and purchase any one of the following: Complete Choice plan, Complete Choice Two-Line Plan package, Complete Choice Three-Line Plan package, Area Plus with Complete Choice plan, Area Plus with Complete Choice Two-Line Plan package, Area Plus with Complete Choice Three-Line Plan package, or PreferredPack plan.
- Customer must place the order on or before December 31, 2005.
- Offer valid for only one (1) service line per local service address.
- Customer must place the order through a BellSouth business office or outbound telemarketing vendor or alternate channel.
- Customer must complete and mail a rebate coupon to a specified address by the date specified on the coupon in order to receive either the \$100 cash back or gift card.
- After customer completes the above requirements, he/she will receive either the \$100 cash back or gift card. If customer cancels or discontinues the qualifying service prior to fulfillment, he/she will be ineligible for the cash back or gift card offer.
- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.
- Customer must have the eligible services on their new service (N) order to receive the promotional offer.
- Customer may not receive both the \$100 cash back and the \$100 gift card. If customer does not specify which reward he/she prefers, customer will receive the \$100 cash back.
- Offer may be combined with cash back offers or other promotional offers on the same services, 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.

All BellSouth marks contained herein are owned by BellSouth Intellectual Property Corporation.  
Visa is a registered trademark of Visa International Service Association.

BELLSOUTH  
TELECOMMUNICATIONS, INC.  
FLORIDA

GENERAL SUBSCRIBER SERVICE TARIFF

First Second Revised Page 32.1  
Cancel Original First Revised Page 32.1

ISSUED: December 14, 2004 March 9, 2005  
BY: Joseph P. Lacher, President - FI  
Miami, Florida

EFFECTIVE: December 27, 2004 March 24, 2005

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         |
|--|------------------------------------|--|--------------------------|
| BellSouth's Service Territory - From Central Office where services are available | \$100 Cash Back or Gift Card Offer | -\$100 cash back will be given to customers migrating to BellSouth and purchasing a BellSouth Complete Choice family plan or BellSouth PreferredPlan plan will be eligible to receive \$100 cash back or a \$100 Visa® gift card.  | 12/22/04 to 12/31/05 (C) |
|  |                                    | <b>Restrictions and Eligible Offers:</b>   | (B)                      |
|  |                                    | - Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.   | (B)                      |
|  |                                    | - 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 must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address. |                          |
|  |                                    | - Customer must have not had local service with BellSouth at least ten (10) days prior to the new service connection date to be eligible.  |                          |
|  |                                    | - The customer must switch their local service to BellSouth and maintain one one of the following: Complete Choice plan, Complete Choice Two-Line Plan package, Complete Choice Three-Line Plan package, Area Plan with Complete Choice plan, Area Plan with Complete Choice Two-Line Plan package, Area Plan with Complete Choice Three-Line Plan package, or PreferredPlan plan.           | (B)(D)                   |
|  |                                    | - Customer must have the eligible service on their new service order (NO) in order to receive the promotional offer.   |                          |
|  |                                    | - Offer valid for only one (1) service line at the intended local service address.   |                          |
|  |                                    | - BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.  |                          |
|  |                                    | - The customer must place the order on or before 12/31/05.   | (C)                      |
|  |                                    | - The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.   | (D)                      |
|  |                                    | - The customer must fill out a coupon and mail the coupon to a specified address by a specified date in order to receive the \$100 cash back or gift card.   | (C)                      |
|  |                                    | - Once the customer completes the above requirements they will receive the \$100 cash back or gift card. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for the cash-back/gift offer.  | (C)                      |

Material appearing on this page promulgated pursuant to section 32.2 of this article.  
All BellSouth marks contained herein and set forth in the trademarks and service marks section of this Tariff are owned by BellSouth Intellectual Property Corporation.  
Visa is registered trademark of Visa International Service Association.

BELLSOUTH  
TELECOMMUNICATIONS, INC.  
FLORIDA

GENERAL SUBSCRIBER SERVICE TARIFF

First Second Revised Page 32.2  
Cancels Original First Revised Page 32.2

ISSUED: December 10, 2004 March 9, 2005  
BY: Joseph F. Lecher, President -FL  
Miami, Florida

EFFECTIVE: December 21, 2004 March 24, 2005

**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   | Change Waiver  | Period Authority    |     |
|--|---|--|---------------------|-----|
| BellSouth's Service Territory - From Central Office where services are available | \$100 Cash Back or Gift Card Offer (Cont'd)   | - Offer may be combined with cash back offers or other promotional offers on the same services, 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. | 12/24/04 to 1/30/05 | (C) |
|  | -The customer must switch their land service to BellSouth and purchase any one of the following:<br>BellSouth Complete Choice plan<br>BellSouth Complete Choice Three-Line Plus package<br>BellSouth Complete Choice Three-Line Plus package with BellSouth Complete Choice<br>Line Plus package with BellSouth Complete Choice<br>Any-Plan Three-Line Plus package with BellSouth Complete Choice<br>BellSouth Complete Choice BellSouth Professional plan<br>BellSouth Professional plan for Veterans | - Customer may not receive both the \$100 cash back and the \$100 gift card. If customer does not specify which reward he/she prefers, customer will receive the \$100 cash back.  |                     | (B) |

Material previously appearing on this page now appears on page(s) 32.1 of this section.

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

BELLSOUTH  
TELECOMMUNICATIONS, INC.  
FLORIDA

GENERAL SUBSCRIBER SERVICE TARIFF

Twenty Seventh Sixth Revised Page 33  
Cancel Twenty Sixth Fifth Revised Page 33

ISSUED: December 17, 2004 March 9, 2005  
BY: Joseph P. Lacher, President -FL  
Miami, Florida

EFFECTIVE: January 1 March 24, 2005

**A2. GENERAL REGULATIONS**

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

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

A. The following promotions are approved by the Commission: (Cont'd)

| Area of Promotion  | Service   | Charges Waived  | Period                     | (M)        |
|--|---|---|----------------------------|------------|
| (DELETED)<br>BellSouth's service territory from central offices where services are available | Shoppers Cash Back for Complete Choice plans, PreferredPack plan, flat rate lines | <p>New or existing residential customers who contact BellSouth and request information on local service or bundle prices for comparison with competitive offers and indicate a willingness to place an order during the call will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise as an incentive to close the sale.</p> <p>Existing residential customers who contact BellSouth to downgrade or disconnect their service will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise if they agree to cancel their service at a level that satisfies the criteria specified following.</p> <p><b>Restrictions and Eligibility Criteria:</b></p> <ul style="list-style-type: none"> <li>- This Cash Back offer is limited to residential customers subscribing to or ordering one of the following services:                             <ul style="list-style-type: none"> <li>a. the PreferredPack plan,</li> <li>b. any of the Complete Choice plans, or</li> <li>c. flat rate individual line service with at least one vertical feature and at least one of the following services: a BellSouth Long Distance plan, a BellSouth Internet access plan or a Cingular wireless plan.</li> </ul> </li> <li>- Customer must leave the eligible services on their new service order (N) or must maintain their current services on their existing account to receive a redeemable coupon.</li> <li>- A new customer must place a qualifying order on or before 12/31/05.</li> <li>- Offer valid for only one (1) service line at the qualifying local service address.</li> <li>- The customer must fill out a coupon and mail the coupon to a specified address by a specified date to receive up to \$50 cash back or merchandise.</li> <li>- If the customer cancels or discontinues the qualifying service prior to fulfillment, they will be ineligible for the cash back or merchandise offer.</li> <li>- This offer may be combined with other cash back or promotional offers on the same services, 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> <li>- This offer cannot be combined with recognition \$100 Cash Back or \$25 Cash offer, \$25 Gift Card offer, or offers that waive activation fees.</li> <li>- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.</li> </ul> | 05/15/04<br>to<br>12/31/05 | (M)<br>(M) |



1050187

GENERAL SUBSCRIBER SERVICE TARIFF  
Effective December 31, 2004 March 28, 2005

BELLSOUTH TELECOMMUNICATIONS, INC.  
FLORIDA  
ISSUED December 16, 2004 March 2, 2005  
BY: Joseph F. Jackson, President - FL  
Miami, Florida

**A2. GENERAL REGULATIONS**

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

**A2.10.2 Descriptors (Cont'd)**

The following provisions are on file with the Commission. (Cont'd)

| Period   | Authority | Effective Date | Description   |
|----------|-----------|----------------|---|
| 10/28/04 | 430005    | to             | Area of Promotion: Service  |
|          |           |                | Beltsouth's Service   |
|          |           |                | Offer   |
|          |           |                | Beltsouth U.S. Target Card  |
|          |           |                | Beltsouth U.S. Target Card Offer is available for customers ordering or transferring service with Beltsouth. Customers will be advised to place their Beltsouth order via a website. Customers purchasing Beltsouth service (in or 1 order) via an internet ordering system will receive a Target Card which will be ready-for delivery (12/23/04). |
|          |           |                | Rules And Regulations   |

-Orders must be placed via an online tool (based in software).

-Orders placed via phone or the Consumer Large Line will not be eligible for this offer.

-Orders must be placed on or by April 30, 2005.

-Offer is limited to one (1) eligible line per customer.

-Offer may not be combined with Beltsouth's \$100 Credit Back on Cell Card offer or the \$100 Credit Back on Home Phone offer.

-Eligible lines are those that are active on the date of the promotion.

-Beltsouth reserves the right to modify this promotion at any time following any required Commission notice.

All Beltsouth service covered herein and as set forth in the understandings and service made a part of this Tariff are owned by Beltsouth Intellectual Property Corporation.

Beltsouth is a registered trademark of BellSouth Corporation. All other marks are the property of their respective owners.

## 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<br>Authority        |     |
|---|---------------------|---|----------------------------|-----|
| BellSouth's Service Territory - From Central Office when services are available | SFD Gift Card Offer | Customers moving into constructed, newly constructed SFDs (Single Family Dwellings) will receive collateral that will include a coupon redeemable for a gift card valued at fifty-dollars (\$50.00). The gift card will not be redeemable for cash.   | 07/15/04<br>to<br>12/31/05 | (C) |
|   |                     | <b>Rules And Regulations:</b> <ul style="list-style-type: none"><li>-Offer begins July 15, 2004 and ends December 31, 2005.</li><li>-Customers receive collateral from the SFD sales offices with instructions to place their order via an online tool or to an 800 number to BellSouth.</li><li>-To redeem the coupon, the customer must first establish service with BellSouth via online ordering tool or designated 800 number or by contacting a BellSouth representative at a BellSouth call center. After establishing service, the customer must enter their new telephone number into their coupon before redeeming.</li><li>-Customers establishing service at non-targeted SFD locations may receive a coupon for fulfillment upon demand.</li><li>-Offer available only to customers establishing service (N or T order) at a newly constructed SFD.</li><li>-Customers returning to BellSouth must not have had local service with BellSouth at least 180 days prior to the new service connection date.</li><li>-The customer must place the order on or before December 31, 2005.</li><li>-Offer valid for only one (1) service line per local service address.</li><li>-Customer is limited to one (1) gift card coupon per twelve (12) month period.</li><li>-The customer must place their order through a BellSouth business office or unbranded telemarketing vendor or the alternative channel indicated on the direct mail piece or collateral provided.</li><li>-Offer may not be combined with Resurgence \$100 Cash Back or SFD Card offer or Resurgence \$25 VIP Gift Card or Resurgence \$25 Visa® Gift Card or \$50 Stopper Cash Back or Service Connection Waiver.</li><li>-Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.</li><li>-BellSouth reserves the right to discontinue or modify this promotion at any time without notice.</li></ul> |                            | (C) |

**A2. GENERAL REGULATIONS**

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

**A2.10.2 Description (Cont'd)**

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

|   |  |                                      |
|---|--|--------------------------------------|
| <p>Area of Promotion: Service<br/>                 \$100 Cash Back for<br/>                 BellSouth's Service<br/>                 Termination - From<br/>                 Current Office Hours<br/>                 Services are available</p> | <p><b>Change Transfer</b><br/>                 Customers returning to BellSouth and purchasing a Complete Choice family plan of Performance plan will be eligible to receive 1,000 cash back or a \$100 "gift card" (cont'd)</p> | <p>Function and Eligible Carrier</p> |
|---|--|--------------------------------------|

- Customers must either not currently have local service with BellSouth or not have local service with BellSouth and not have existing service at their current address on one or more of their existing lines.  
 - Customers must have local service or equivalent (residence in line of work) at the time local service address on one or more of their existing lines.  
 - Customer must request service at the same address and at the same time, within customer is placing an incoming long distance call to BellSouth's long distance number address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an incoming call, the BellSouth long distance number the customer the promotion and place the order at the new address.  
 - Customer must have not had local service with BellSouth at least ten (10) days prior to the new service activation date to be eligible.  
 - The customer must purchase their local service to BellSouth and purchase any one of the following: Complete Choice plan, Complete Choice Two-Line Plan package, Complete Choice Three-Line Plan package, Any Plan with Complete Choice plan, Any Plan with Complete Choice Two-Line Plan package, Any Plan with Complete Choice Three-Line Plan package, or Performance plan.  
 - Customers must have the eligible service on their new service order (SNA) in order to receive the promotional offer.  
 - Offer valid for only one (1) service line at the promoted local service address.  
 - BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.  
 - The customer must place the order on or before 1/31/05.

- The customer must place their order through a BellSouth business office or outside advertising agency or internet channel.  
 - The customer must fill out a coupon and mail the coupon to a specific address by a specified date in order to receive the 1,000 cash back or gift card.  
 - Once the customer completes the above requirements they will receive the 1,000 cash back or gift card. If the customer service or discontinue the qualifying service prior to fulfillment, he will be ineligible for this offer.

Material appearing on this page previously removed in paragraph 2.11 of the tariff.  
 All BellSouth tariffs contained herein and in all forms in the Commission and service codes issued by the tariff are hereby approved by BellSouth Telecommunications, Inc. All BellSouth tariffs are subject to the Commission's approval.  
 Copyright

BELLSOUTH  
 TELECOMMUNICATIONS, INC.  
 FLORIDA  
 ISSUED: March 6, 2005  
 BY: Joseph P. Lacher, President - FL  
 Miami, Florida

GENERAL SUBSCRIBER SERVICE TARIFF

Second Revised Page 32.2  
 Cancels First Revised Page 32.2

EFFECTIVE: March 24, 2005

**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                            | Charge Waived  | Period   | Authority  |
|---|------------------------------------|--|----------|------------|
| BellSouth's Service Territory - From      | \$100 Cash back or Gift Card Offer | - Offer may be combined with cash back offers or other promotional offers on the same services, 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. | 12/05    | (C)        |
| Consent Offer when service are available. | (Cont'd)                           | - Customer may not receive both the \$100 cash back and the \$100 gift card. If customer does not specify which reward he/she prefers, customer will receive the \$100 cash back.  | 12/31/05 | (C)<br>(D) |

Material previously appearing on this page now appears on page 32.1 of this tariff.

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

ISSUED: March 9, 2001

EFFECTIVE: March 24, 2001

BY: Joseph F. Lischer, President - FL  
Miami, Florida

## A2. GENERAL REGULATIONS

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

#### A2.10.1 Descriptions (Cont'd)

A. The following promotions are approved by the Commission: (Cont'd)

| Area of Promotion   | Service  | Charge Waived  | Period               |
|---|--|--|----------------------|
| Beltsouth's service territory from central offices where service is available | Shopper Cash Back for Complete Choice plan, PreferredPack plan, Flat Rate Line | New or existing residential customers who contact Beltsouth and request information on local service or bundle prices for comparison with competitive offers and indicate a willingness to place an order during the call will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise as an incentive to close the sale. | 05/15/01 to 12/31/01 |

Existing residential customers who contact Beltsouth to downgrade or disconnect their service will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise if they agree to extend their service at a level that satisfies the criteria specified following.

#### Restrictions and Eligibility Criteria:

- This Cash Back offer is limited to residential customers subscribing to or ordering one of the following services:
  - a. the PreferredPack plan,
  - b. any of the Complete Choice plans, or
  - c. flat rate individual line service with at least one vertical feature and at least one of the following services: a Beltsouth Long Distance plan, a Beltsouth Internet service plan or a Complete wireless plan.
- Customer must have the eligible service on their new service order (N) or must migrate their service to their existing account to receive a redeemable coupon.
- A new customer must place a qualifying order on or before 12/31/01.
- Offer valid for only one (1) service line at the qualifying local service address.
- The customer must fill out a coupon and mail the coupon to a specified address by a specified date to receive up to \$50 cash back or merchandise.
- If the customer cancels or discontinues the qualifying service prior to fulfillment, they will be ineligible for the cash back or merchandise offer.
- This offer may be combined with other cash back or promotional offers on the same services, 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.
- This offer cannot be combined with reactivation \$100 Cash Back or Gift Card offers, \$25 Gift Card offers, or offers that waive activation fees.
- Beltsouth reserves the right to discontinue or modify this promotion at any time without customer notice.

(7)

**A2. GENERAL REGULATIONS**

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

**A2.10.1 Descriptions (Cont'd)**

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

| Area of Promotion              | Description  | Form   |
|--------------------------------|--|--------|
| BestDeal <sup>SM</sup> Service | BestDeal <sup>SM</sup> USPS Target Card Offer is available for customers ordering or reactivating service with BestDeal. Customers will be allowed to place their BestDeal <sup>SM</sup> order via a website. Customers purchasing BestDeal <sup>SM</sup> service (30 or 7 year) via an online ordering system will receive a Target Card Offer valued at twenty-five dollars (\$25.00). | 430005 |
| BestDeal <sup>SM</sup> Service | BestDeal <sup>SM</sup> USPS Target Card Offer is available for customers ordering or reactivating service with BestDeal. Customers will be allowed to place their BestDeal <sup>SM</sup> order via a website. Customers purchasing BestDeal <sup>SM</sup> service (30 or 7 year) via an online ordering system will receive a Target Card Offer valued at twenty-five dollars (\$25.00). | 430005 |
| BestDeal <sup>SM</sup> Service | BestDeal <sup>SM</sup> USPS Target Card Offer is available for customers ordering or reactivating service with BestDeal. Customers will be allowed to place their BestDeal <sup>SM</sup> order via a website. Customers purchasing BestDeal <sup>SM</sup> service (30 or 7 year) via an online ordering system will receive a Target Card Offer valued at twenty-five dollars (\$25.00). | 430005 |

- Orders must be placed via an online tool (based on customer's)
- Orders placed via phone or the Customer Large Team will not be eligible for this offer.
- Orders must be placed on or by April 26, 2005.
- Offer is limited to one (1) eligible line per customer.
- Offer may not be combined with BestDeal<sup>SM</sup> \$100 Cash Back or \$25 Cash Offer or the BestDeal<sup>SM</sup> \$25 Visa Gift Card or BestDeal<sup>SM</sup> \$25 Visa<sup>SM</sup> Gift Card or \$20 Shopper Cash Back or Service Commission Waiver.
- BestDeal reserves the right to modify this promotion at any time following any required Commission action.

All details, terms, conditions, rules and restrictions are subject to the terms and conditions of the applicable promotional program. Commission. This is a registered trademark of BellSouth Corporation.

ISSUED: March 9, 2001

EFFECTIVE: March 24, 2001

BY: Joseph F. Lachner, President (P)  
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             | Change Waiver  | Period<br>Authority        |
|---|---------------------|--|----------------------------|
| BellSouth's Service Territory - Fixed Central Office where services are available | SFD Gift Card Offer | <p>Customers receiving new contracted, newly constructed SFDs (Single Family Dwellings) will receive collateral that will include a coupon redeemable for a gift card valued at fifty-dollars (\$50.00). The gift card will not be redeemable for cash.</p> <p><b>Rules And Regulations:</b></p> <ul style="list-style-type: none"> <li>-Offer begins July 21, 2004 and ends December 31, 2005.</li> <li>-Customers receive collateral from the SFD sales offices with instructions to place their order via an online tool or to an 800 number to BellSouth.</li> <li>-To redeem the coupon, the customer must first establish service with BellSouth via online ordering tool or designated 800 number or by contacting a BellSouth representative in a BellSouth call center. After establishing service, the customer must enter their new telephone number onto their coupon before redeeming.</li> <li>-Customers establishing service in non-targeted SFD locations may receive a coupon for fulfillment upon demand.</li> <li>-Offer available only to customers establishing service (N or T order) in a newly constructed SFD.</li> <li>-Customers returning to BellSouth must not have had local service with BellSouth at least ten (10) days prior to the new service connection date.</li> <li>-The customer must place the order on or before December 31, 2005.</li> <li>-Offer valid for only one (1) service line per local service address.</li> <li>-Customer is limited to one (1) gift card coupon per twelve (12) month period.</li> <li>-The customer must place their order through a BellSouth business office or outbound telemarketing vendor or the alternative contact indicated on the direct mail piece or collateral provided.</li> <li>-Offer may not be combined with Reacquisition \$100 Cash Back or Gift Card offer or Reacquisition \$25 VISA Gift Card or Reacquisition \$25 Visa® Gift Card or \$50 Shopper's Cash Back or Service Connector Waiver.</li> <li>-Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.</li> <li>-BellSouth reserves the right to discontinue or modify this promotion at any time without notice.</li> </ul> | 07/15/04<br>to<br>12/31/05 |

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

[marshall.criser@bellsouth.com](mailto:marshall.criser@bellsouth.com)

Marshall M. Criser III  
Vice President  
Regulatory & External Affairs

(850) 224-7798  
Fax (850) 224-8073

December 17, 2004

Beth Salak, Director  
Competitive Markets and Enforcement  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32309-0850

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 - Twenty Sixth Revised Page 33

These revisions extend the Shoppers 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

## Shoppers Cash Back Extension

### Overview

The Shoppers Cash Back promotion began May 15, 2004, and was scheduled to end December 31, 2004. The Company will extend the end date of this promotion until December 31, 2005.

### Promotion Specifics

New or existing customers who contact BellSouth and request information on local service or bundle prices for comparison with competitive offers and indicate a reluctance to place an order during the call will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise as an incentive to close the sale.

Existing customers who contact BellSouth to downgrade or disconnect their service will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise if they agree to extend their service at a level that satisfies the criteria specified below.

### Restrictions/Eligibility Requirements

1. This Cash Back offer is limited to customers subscribing to or ordering one of the following services:
  - a. the PreferredPack<sup>®</sup> plan,
  - b. any of the Complete Choice<sup>®</sup> plans, or
  - c. flat rate individual line service with at least one vertical feature and at least one of the following services: a BellSouth<sup>®</sup> Long Distance plan, a BellSouth internet access plan or a Cingular<sup>®</sup> wireless plan.
2. Customer must have the eligible services on their new service order (N) or must maintain their current services on their existing account to receive a redeemable coupon.
3. A new customer must place a qualifying order on or before December 31, 2005.
4. Offer valid for only one (1) service line at the qualifying local service address.
5. The customer must fill out a coupon and mail the coupon to a specified address by a specified date to receive the cash or merchandise.
6. If the customer cancels or discontinues the qualifying service prior to fulfillment, they will be ineligible for the cash back offer.
7. This offer may be combined with other cash back or promotional offers on the same services, 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.
8. This offer cannot be combined with reacquisition cash back offers.
9. BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.

BELLSOUTH  
TELECOMMUNICATIONS, INC  
FLORIDA  
ISSUED: December 11, April 20, 2004  
BY: Joseph P. Lachar, President - FT  
Miami, Florida

GENERAL SUBSCRIBER SERVICE TARIFF

Twenty Sixth Fifth Revised Page 23  
Twenty Eighth Fourth Revised Page 33  
EFFECTIVE: January 1, 2005 May 16, 2004

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

A. The following promotions are approved by the Commission: (Cont'd)

| Area of Promotion   | Service   | Charges Waived   | Period                     |  |
|---|---|--|----------------------------|--|
| (DELETED) QUES<br>table Service<br>January* From<br>Central Office<br>where Payphone<br>Service Provider<br>(PSP) service is<br>available | PSP with Reward<br>Plan   | Nonrecording and one month's recording <del>will be waived for each line added on a 3 year<br/>Reward Plan agreement.</del>  | 01/15/02<br>to<br>03/31/02 | (D)  |
|   |   | Restrictions and Eligibility Criteria:<br><br><del>Must be party to 3 year PSP Reward Plan contract<br/>Must have at least 100 MINUTE line with BellSouth at end of promotion</del>  |                            | (S)  |
| BellSouth's service<br>territory from<br>central offices<br>where services are<br>available   | Shoppers Cash Back<br>for Complete Choice<br>plans, PreferredTrack<br>plan, flat rate lines | New or existing residence customers who contact BellSouth and request information on local service or bundle prices for comparison with competitive offers and indicate a reluctance to place an order during the call will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise as an incentive to close the sale.  | 05/15/04<br>to<br>12/31/04 | (C)  |
|   |   | Existing residence customers who contact BellSouth to downgrade or disconnect their service will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise if they agree to extend their service at a level that satisfies the criteria specified following:<br><br>Restrictions and Eligibility Criteria:<br><br>- This Cash Back offer is limited to residence customers subscribing to or ordering one of the following services:<br>a. the PreferredTrack plan,<br>b. any of the Complete Choice plans, or<br>c. flat rate individual line service with at least one vertical feature and at least one of the following services: a BellSouth Long Distance plan, a BellSouth internet access plan or a Cingular wireless plan.<br><br>- Customer must have the eligible services on their new service order (N) or must maintain their current services on their existing account to receive a redeemable coupon.<br><br>- A new customer must place a qualifying order on or before 12/31/2004.<br><br>- Offer valid for only one (1) service line at the qualifying local service address.<br><br>- The customer must fill out a coupon and mail the coupon to a specified address by a specified date to receive up to \$50 cash back or merchandise.<br><br>- If the customer cancels or discontinues the qualifying service prior to fulfillment, they will be ineligible for the cash back or merchandise offer.<br><br>- This offer may be combined with other cash back or 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.<br><br>- This offer cannot be combined with recognition \$100 Cash Back offers, \$25 Gift Card offers, or offers that waive activation fees.<br><br>- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice. |                            | (N)<br>(N)<br>(N)<br>(N)<br>(N)<br>(N)<br>(N)<br>(N)<br>(N)<br>(N)<br>(N)<br>(N) |

\*BellSouth's service territory from central offices where services are available

## A2. GENERAL REGULATIONS

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

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

A. The following promotions are approved by the Commission: (Cont'd)

| Area of Promotion   | Service  | Charges Waived   | Period                     |            |
|---|--|--|----------------------------|------------|
| <b>(DELETED)</b><br>BellSouth's service territory from central offices where services are available | Sluggers Cash Back for Complete Choice plans, PreferredPack plans, flat rate lines | New or existing residential customers who contact BellSouth and request information on local service or bundle prices for comparison with competitive offers and indicate a willingness to place an order during the call will be offered a coupon redeemable for up to \$50 Cash Back or up to \$30 in merchandise as an incentive to close the sale.<br><br>Existing residence customers who contact BellSouth to downgrade or disconnect their service will be offered a coupon redeemable for up to \$50 Cash Back or up to \$50 in merchandise if they agree to extend their service at a level that satisfies the criteria specified following.<br><br><b>Restrictions and Eligibility Criteria:</b><br><br>- This Cash Back offer is limited to residence customers subscribing to or ordering one of the following services:<br>a. the PreferredPack plan,<br>b. any of the Complete Choice plans, or<br>c. flat rate individual line service with at least one vertical feature and at least one of the following services: a BellSouth Long Distance plan, a BellSouth internet access plan or a Cingular wireless plan.<br><br>- Customer must have the eligible services on their new service order (NO) or must maintain their current services on their existing account to receive a redeemable coupon.<br><br>- A new customer must place a qualifying order on or before 12/31/05.<br><br>- Offer valid for only one (1) service line at the qualifying local service address.<br><br>- The customer must fill out a coupon and mail the coupon to a specified address by a specified date to receive up to \$50 cash back or merchandise.<br><br>- If the customer cancels or discontinues the qualifying service prior to fulfillment, they will be ineligible for the cash back or merchandise offer.<br><br>This offer may be combined with other cash back or promotional offers on the same services, 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.<br><br>- This offer cannot be combined with maximum \$100 Cash Back offers, \$25 Gift Card offers, or offers that waive activation fees.<br><br>- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice. | 05/15/04<br>to<br>12/31/05 | (D)<br>(C) |

Bellsouth Telecommunications, Inc.

100 South Monroe Street

Suite 400

Tallahassee, Florida 32301

REGISTRATION INFORMATION

December 17, 2004

Beth Salak, Director  
Competitive Markets and Enforcement

ATTN: Tariff Section

1540 Shumard Oak Boulevard

Tallahassee, Florida 32399-0850

Dear Mr. Salak:

Pursuant to Florida Statute 364.051, enclosed is a package filing for STD GRN Card Offer. The issue and effective dates for this tariff package are December 17, 2004 and January 1, 2005, respectively.

General Subscriber Service Tariff

Section A2

First Revised Page 35.6.9

Acknowledgment, date of receipt and authority number of this filing are requested. Your consideration and approval will be appreciated.

Yours very truly,

Marshall M. Christ III

Regulatory Vice President

Attachments

Marshall M. Christ III  
Vice President  
Regulatory & External Affairs

(904) 224-7758  
Fax (904) 224-5073

## Promotion Description

**SFD Gift Card Offer Extension****Proposed Promotion**

BellSouth SFD Gift Card Offer, which began July 15, 2004 and ends December 31, 2004, is extended from January 1, 2005 to December 31, 2005. Customers moving into targeted, newly constructed Single Family Dwellings, Townhomes or Condominiums will receive collateral redeemable for a gift card valued at fifty-dollars (\$50.00). The gift card will not be redeemable for cash.

**Promotion Specifics**

1. Extended from January 1, 2005 to December 31, 2005.
2. Targeted at customers who purchase newly constructed SFDs (Single Family Dwellings) in contracted communities.
3. Customers receive collateral from the SFD sales offices with instructions to place their order via an online tool or to an 800 number to BellSouth.
4. To redeem the coupon, the customer must first establish service with BellSouth via online ordering tool or designated 800 number or by contacting a BellSouth representative in a BellSouth call center. After establishing service, the customer must enter their new telephone number onto their coupon before redeeming.
5. Customers establishing service in non-targeted SFD locations may receive a coupon for fulfillment upon demand.

**Restrictions/Eligibility Requirements**

1. Offer available only to customers establishing service (N or T order) in a newly constructed SFD.
2. Customers returning to BellSouth must not have had local service with BellSouth at least ten (10) days prior to the new service connection date.
3. The customer must place the order on or before December 31, 2005.
4. Offer valid for only one (1) service line per local service address.
5. Customer is limited to one (1) gift card coupon per twelve (12) month period.
6. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or the alternative channel indicated on the direct mail piece or collateral provided.
7. Offer may not be combined with Reacquisition \$100 Cash Back offer or Reacquisition \$25 VIP Gift Card or Reacquisition \$25 Visa Gift Card or \$50 Shoppers Cash Back or Service Connection Waiver.
8. Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions.

Tariff Filing Package Number: FL 2004-128

**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<br>Authority                     |
|--|---------------------|--|---|
| BellSouth's Service Territory - From Central Office where services are available | SFD Gift Card Offer | Customers moving into contracted, newly constructed SFDs (Single Family Dwellings) will receive collateral that will include a coupon redeemable for a gift card valued at fifty dollars (\$50.00). The gift card will not be redeemable for cash.   | 07/15/04<br>to<br>12/31/04<br>11/05 (A) |
|  |                     | Rules And Regulations  | (A)                                     |
|  |                     | -Offer begins July 15, 2004 and ends December 31, 2004 December 31, 2005   | (A)(C)                                  |
|  |                     | -Customers receive collateral from the SFD sales offices with instructions to place their order via an online tool or to an 800 number at BellSouth.   | (A)                                     |
|  |                     | -To redeem the coupon, the customer must first establish service with BellSouth via online ordering tool or designated 800 number or by contacting a BellSouth representative at a BellSouth call center. After establishing service, the customer must enter their new telephone number onto their coupon before redeeming. | (A)                                     |
|  |                     | -Customers establishing service at non-targeted SFD locations may receive a coupon for fulfillment upon demand.  | (A)                                     |
|  |                     | -Offer available only to customers establishing service (N or T order) in a newly constructed SFD.   | (A)                                     |
|  |                     | -Customers returning to BellSouth must not have had local service with BellSouth at least ten (10) days prior to the new service connection date.  | (A)                                     |
|  |                     | -The customer must place the order on or before December 31, 2004 December 31, 2005  | (A)(C)                                  |
|  |                     | -Offer valid for only one (1) service line per local service address.  | (A)                                     |
|  |                     | -Customer is limited to one (1) gift card coupon per twelve (12) month period.   | (A)                                     |
|  |                     | -The customer must place their order through a BellSouth business office or authorized telemarketing vendor or the alternative channel indicated on the direct mail piece or collateral provided.  | (A)                                     |
|  |                     | -Offer may not be combined with Resequencer \$100 Cash Back offer or Resequencer 525 VIP Gift Card or Resequencer 525 Visa Gift Card or \$50 Shoppers Cash Back or Service Connection Waiver.  | (A)                                     |
|  |                     | -Offer may be combined with cash back offers 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 these promotions with any other promotions at the Company's sole discretion.       | (A)                                     |
|  |                     | -BellSouth reserves the right to discontinue or modify this promotion at any time without notice.  | (A)                                     |

**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         |
|--|---------------------|--|--------------------------|
| BellSouth's Service Territory - Home Central Office where services are available | SFD Gift Card Offer | Customers moving into contracted, newly constructed SFDs (Single Family Dwellings) will receive collateral that will include a coupon redeemable for a gift card valued at fifty dollars (\$50.00). The gift card will not be redeemable for cash.   | 07/15/04 to 12/31/05 (C) |
|  |                     | Rules And Regulations  |                          |
|  |                     | -Offer begins July 15, 2004 and ends December 31, 2005.  | (C)                      |
|  |                     | -Customers receive collateral from the SFD sales offices with instructions to place their order via an online tool or to an 800 number to BellSouth.   |                          |
|  |                     | -To redeem the coupon, the customer must first establish service with BellSouth via online ordering tool or designated 800 number or by contacting a BellSouth representative in a BellSouth call center. After establishing service, the customer must enter their new telephone number onto their coupon before redeeming. |                          |
|  |                     | -Customers establishing service in non-targeted SFD markets may receive a coupon for fulfillment upon demand.  |                          |
|  |                     | -Offer available only to customers establishing service (N or T order) in a newly constructed SFD.   |                          |
|  |                     | -Customers returning to BellSouth must not have had local service with BellSouth in last ten (10) days prior to the new service connection date.   |                          |
|  |                     | -The customer must place the order on or before December 31, 2005.   | (C)                      |
|  |                     | -Offer valid for only one (1) service line per local service address.  |                          |
|  |                     | -Customer is limited to one (1) gift card coupon per twelve (12) month period.   |                          |
|  |                     | -The customer must place their order through a BellSouth business office or on-board telemarketing vendor or the alternative channel indicated on the direct mail piece or collateral provided.  |                          |
|  |                     | -Offer may not be combined with Reacquisition \$100 Cash Back offer or Reacquisition \$25 VISA Gift Card or Reacquisition \$25 Visa Gift Card or \$50 Shoppers Cash Back or Service Cancellation Waiver.   |                          |
|  |                     | -Offer may be combined with cash back offers or other promotional offers on the same service, as such offers may be occasionally available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.       |                          |
|  |                     | -BellSouth reserves the right to discontinue or modify this promotion at any time without notice.  |                          |

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

[marshall.laiken@bellsouth.com](mailto:marshall.laiken@bellsouth.com)

Marshall M. Criser III  
Vice President  
Regulatory & External Affairs

(904) 224-7798  
Fax (904) 774-6073

January 14, 2004

Beth Salak, Director  
Competitive Markets and Enforcement  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32309-0850

Dear Ms. Salak:

Enclosed is a package filing to revise the end date for BellSouth 1FR+2 Free Features Promotion from March 31, 2005 to January 31, 2005

General Subscriber Service Tariff

Section A2

2<sup>nd</sup> Revised Page 35.5.B.3

The issue and effective dates for this tariff package are January 14, 2004 and January 31, 2005, respectively.

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

Your consideration and approval will be appreciated.

Yours very truly,

Regulatory Vice President

Attachments



Promotion Description

**1FR with 2 Features At No Charge for 12 Months  
Promotion (Extension)**

**Proposed Promotion**

The 1FR with 2 Features At No Charge for 12 Months is extended until January 31, 2005.

**Promotion Specifics:**

This promotion offers reacquisition or winover customers who purchase a 1FR (local line) from BellSouth and who are not currently using BellSouth for local service, two (2) features at no charge for twelve (12) months.

**Restrictions/Eligibility Requirements:**

1. Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.
2. 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.
3. Customer must request service at the same address and in the same name, unless customer is planning 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 case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address.
4. Customer must have not had local service with BellSouth at least 10 days prior to the new service connection date.
5. The customer must switch their local service to BellSouth and purchase BellSouth basic service.
6. The customer must place the order on or before January 31, 2005.
7. Offer valid for only one (1) service line at the intended local service address.
8. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
9. Once the customer completes the above requirements they will receive three local line features without charge for 12 months. If the customer cancels or discontinues the qualifying service, he will be ineligible for this offer.
10. BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.
11. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
12. This promotion may not be combined with the Reacquisition \$100 1FR + 2 Features Cash Back offer.
13. Offer may not be combined with any cash back offers however, this offer may be combined with other promotional offers on the same services, 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.

Tariff Filing Package Number: 11. 2004.204

BELLSOUTH  
TELECOMMUNICATIONS, INC.  
FLORIDA  
ISSUED: January 14, 2005 September 23, 2004  
BY: Joseph F. Locher, President - FL  
Miami, Florida

CENTRAL SUBSCRIBER SERVICE TARIFF

Free Second Revised Page 35.5.8.3  
Cancels First Revised Page 35.5.8.3

EFFECTIVE: January 31, 2005 (1/31/05) to 9/23/04

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 |
|---------------------------------|--------------------------------------|------------------------------------|---------------|-----------|
| BellSouth's Service Territory   | Basic Local Service with 7           | - This promotion offers            | 12/01/04      | (6-RC)    |
| - From Central Office where     | Features As No Charge for 12         | responsibility of whoever          | to            |           |
| services are available (Cont'd) | Months                               | customers who purchase basic       | 3/31/04/11/05 |           |
|                                 | - Customer must either not           | local service from BellSouth and   |               |           |
|                                 | currently have local service with    | who are currently not using        |               |           |
|                                 | BellSouth or not have service with   | BellSouth for local service two    |               |           |
|                                 | BellSouth on one or more of their    | (7) features at no charge for 12   |               |           |
|                                 | existing lines, including the line   | months.                            |               |           |
|                                 | on which the service qualifying      |                                    |               |           |
|                                 | for this promotion will be           |                                    |               |           |
|                                 | provided.                            |                                    |               |           |
|                                 | - Customer must have local           | - Customer must have the           |               |           |
|                                 | service or equivalent (wireless in   | eligible services on their new     |               |           |
|                                 | line of wire-line) at the same local | service order (N) in order to      |               |           |
|                                 | service address on one or more of    | receive the promotional offer.     |               |           |
|                                 | their existing lines.                |                                    |               |           |
|                                 | - Customer must request service at   | - Offer valid for only one (1)     |               |           |
|                                 | the same address and in the same     | service line at the intended local |               |           |
|                                 | name, unless customer is planning    | service address.                   |               |           |
|                                 | an imminent move from one            |                                    |               |           |
|                                 | address in BellSouth territory to    | - The customer must place the      |               |           |
|                                 | another address in BellSouth         | order on or before March 31,       |               | (6-RC)    |
|                                 | territory within 30 days of          | 2005 January 31, 2005              |               |           |
|                                 | responding to the offer. In the case |                                    |               |           |
|                                 | of an imminent move, the             | - This promotion may not be        |               | (6-RC)    |
|                                 | BellSouth rep can offer the          | combined with \$100 IFR + 2        |               |           |
|                                 | customer the promotion and place     | Cash Back Offer.                   |               |           |
|                                 | the order at the new address.        |                                    |               |           |
|                                 | - Customer must have not had         | - Offer may not be combined        |               |           |
|                                 | local service with BellSouth at      | with cash back offers however,     |               |           |
|                                 | least 30 days prior to the new       | this offer may be combined with    |               |           |
|                                 | service connection date.             | other promotional offers on the    |               |           |
|                                 | - The customer must switch their     | same services, as such offers      |               |           |
|                                 | local service to BellSouth and       | may be concurrently available      |               |           |
|                                 | purchase BellSouth basic service.    | from time to time, provided that   |               |           |
|                                 | - The customer must place their      | the Company reserves the right     |               |           |
|                                 | order through a BellSouth            | to prohibit the combination of     |               |           |
|                                 | business office or authorized        | this promotion with any other      |               |           |
|                                 | marketing vendor or alternate        | promotions, at the Company's       |               |           |
|                                 | channels as indicated.               | sole discretion.                   |               |           |
|                                 | - Once the customer completes the    | - BellSouth reserves the right to  |               |           |
|                                 | above requirements they will         | discontinue or modify this         |               |           |
|                                 | receive two local line features for  | promotion at any time without      |               |           |
|                                 | free for 12 months. If the           | customer notice.                   |               |           |
|                                 | customer cancels or discontinues     |                                    |               |           |
|                                 | the qualifying service, he will be   |                                    |               |           |
|                                 | ineligible.                          |                                    |               |           |

**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<br>Authority      |
|---|--|---|--------------------------|
| Bellsouth's Service Territory<br>From Central Office where Features Are Not Charge for 12<br>services are available (Cont'd) Months | Basic Local Service with 2<br>features at no charge for 12<br>months<br><br>Customer must either not<br>currently have local service with<br>Bellsouth or not have service with<br>Bellsouth on one or more of their<br>existing lines, including the line<br>on which the service qualifying<br>for this promotion will be<br>provisioned.<br><br>Customer must have local<br>service or equivalent (satellite in<br>lieu of wire-line) at the same local<br>service address on one or more of<br>their existing lines.<br><br>Customer must request service at<br>the same address and in the same<br>name, unless customer is planning<br>an imminent move from one<br>address in Bellsouth territory to<br>another address in Bellsouth<br>territory within 30 days of<br>responding to the offer. In the case<br>of an imminent move, the<br>Bellsouth rep can offer the<br>customer the promotion and place<br>the order at the new address.<br><br>Customer must have not had<br>local service with Bellsouth at<br>least 10 days prior to the new<br>service connection date.<br><br>The customer must switch their<br>local service to Bellsouth and<br>purchase Bellsouth basic service.<br><br>The customer must place their<br>order through a Bellsouth<br>business office or outbound<br>advertising number or alternate<br>channel as indicated.<br><br>Once the customer completes the<br>above requirements they will<br>receive two local line features for<br>free for 12 months. If the<br>customer attempts to discontinue<br>the qualifying service, he will be<br>ineligible. | --This promotion offers<br>reacquisition or winover<br>customers who purchase basic<br>local service from Bellsouth and<br>who are currently not using<br>Bellsouth for local service two<br>(2) features at no charge for 12<br>months.<br><br>--Customer must have the<br>eligible services on their new<br>service order (NO) in order to<br>receive the promotional offer.<br><br>--Offer valid for only one (1)<br>service line at the requested local<br>service address.<br><br>--The customer must place the<br>order on or before January 31,<br>2005.<br><br>--This promotion may not be<br>combined with \$100 IFR + 2<br>Cash Back Offer.<br><br>Offer may not be combined<br>with cash back offers however,<br>this offer may be combined with<br>other promotional offers on the<br>same services, as such offers<br>may be concurrently available<br>from time to time, provided that<br>the Company reserves the right<br>to prohibit the combination of<br>this promotion with any other<br>promotions, at the Company's<br>sole discretion.<br><br>Bellsouth reserves the right to<br>discontinue or modify this<br>promotion at any time without<br>customer notice. | 10/9/04<br>10<br>1/31/05 |

T041223

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

Marshall M. Criser III  
Vice-President  
Regulatory & External Affairs

[marshall.criser@bellsouth.com](mailto:marshall.criser@bellsouth.com)

(850) 224-7198  
Fax: (850) 224-5073

December 10, 2004

Beth Salak, Director  
Competitive Markets and Enforcement  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Enclosed is a package filing for BellSouth Line Connection Fee Waiver Extension

General Subscriber Service Tariff

Section A2

1<sup>st</sup> Revised Page 32.4

The issue and effective dates for this tariff package are December 10, 2004 and December 26, 2004, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested. Your consideration and approval will be appreciated.

Yours very truly,

Marshall M. Criser III mrc

Regulatory Vice President

Attachments

EXHIBIT - F

Executive Summary

**Line Connection Charge Waiver Extension**

**Planned Promotion**

The Line Connection Charge Waiver promotion is extended to December 26, 2005. Services included in this promotion are:

- BellSouth Complete Choice plan
- BellSouth PreferredPack plan
- BellSouth basic service and one (1) custom calling (or Touchstar service) local features

**Promotion Specifics:**

Specific features of this promotion are as follows:

Waived line connection charge to reacquisition or winover residential customers who currently are not using BellSouth for local service and who purchase BellSouth Complete Choice service, BellSouth PreferredPack service, or basic service and one (1) features will be waived.

**Restrictions/Eligibility Requirements:**

- Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.
- This promotion is not valid for out-of-region customers who are new to BellSouth.
- 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 must request service at the same address and in the same name, unless customer is planning an imminent move from one address in BellSouth territory to another address in BellSouth territory within thirty (30) days of responding to the offer. In the case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address.
- The customer must switch their local service to BellSouth and purchase any one of the following: BellSouth Complete Choice plan, BellSouth PreferredPack plan, or BellSouth basic service and one (1) custom calling (or Touchstar service) local features.
- The customer must place the order on or before December 26, 2005.
- Offer valid for only one (1) service line at the intended local service address.
- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.
- Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
- Offer may be combined with other offers for the same service at the same time.

All BellSouth marks contained herein are owned by BellSouth Intellectual Property Corporation.

ISSUED: December 10, 2004 ~~December 17, 2004~~  
BY: Joseph T. Tucher, President-FL  
Miami, Florida

EFFECTIVE: December 16, 2004-January 3, 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<br>Authority                          |    |
|---|--|---|--|----|
| BellSouth's Service Territory<br>- From Central Office where services are available | Line Connection Charge Waiver  | - The line connection charge to installation or removal   | 01/03/04-12/26/04<br>to<br>12-26/04 12/26/04 | 11 |
|   | - Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.   | - The line connection charge to residential customers who currently are not using BellSouth for local service and who purchase BellSouth Complete Choice service, BellSouth PreferredPack service, or basic service and one (1) feature will be waived. |  | 02 |
|   | - The target customer for this promotion is a customer that switches service from either a facility based or reseller CLEC.  | - Offer valid for only one (1) service line at the extended local service address.  |  | 03 |
|   | This promotion is not valid for out-of-region customers who are new to BellSouth.  | - The customer must place their order through a BellSouth business office or authorized advertising vendor or alternate channels as indicated.  |  | 04 |
|   | - Customer must have local service or equivalent (wireless or land or wire-line) at the same local service address on one or more of their existing lines.   | - BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.   |  | 05 |
|   | - Customer must request service at the same address and in the same name, unless customer is placing 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 case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address. | - Customer must have the eligible services on their own service order (N) in order to receive the promotional offer.  |  | 06 |
|   | - The customer must switch their local service to BellSouth and purchase any one of the following: BellSouth Complete Choice plan, BellSouth PreferredPack plan, or BellSouth basic service and one (1) custom calling (or Touchtone service) local feature.   | - Offer may be combined with other offers for the same service at the same time.  |  | 07 |
|   |  |   |  | 08 |
|   |  |   |  | 09 |
|   |  | The customer must place the order on or before 12/26/04   |  | 10 |

**A2. GENERAL REGULATIONS**

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

**A2.10.1 Descriptions (Cont'd)**

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

| Area of Promotion  | Service   | Charges Waived  | Period Authority          |
|--|---|---|---------------------------|
| BellSouth's Service Territory<br>- From Central Office where service not available | Line Connection Charge Waiver<br><br>Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.<br><br>- The target customer for this promotion is a customer that switches service from either a facility based or reseller CLEC. This promotion is not valid for out-of-region customers who are new to BellSouth.<br><br>- Customer must have local service or equivalent (wireless or free of wire-line) at the same local service address on one or more of their existing lines.<br><br>- Customer must request service at the same address and in the same state. Where customer is planning 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 case of an imminent move, the BellSouth rep can offer the customer the promotion and place the order at the new address.<br><br>The customer must switch their local service to BellSouth and purchase any one of the following BellSouth Complete Choice plan, BellSouth PreferredPlan plan, or BellSouth basic service and one (1) domestic calling or Featured service local feature.<br><br>The customer must place his order on or before 12/26/05. | - The line connection charge is recognized or waived residential customers who currently not using BellSouth for local service and who purchase BellSouth Complete Choice service, BellSouth PreferredPlan service, or basic service and one (1) feature will be waived.<br><br>- Offer valid for only one (1) service line at the intended local service address.<br><br>- The customer must place their order through a BellSouth business office or outside telemarketing vendor or alternate channel as indicated.<br><br>- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.<br><br>- Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.<br><br>- Offer may be combined with other offers for the same service at the same time. | #232604<br>to<br>12/26/05 |

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

[marshall.criser@bellsouth.com](mailto:marshall.criser@bellsouth.com)

Marshall M. Criser III  
Vice President  
Regulatory & External Affairs

(850) 224-7799  
Fax (850) 224-8073

December 24, 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 - Second Revised Page 32.8

These revisions restart a special promotion for Complete Choice<sup>SM</sup> service and the PreferredPack<sup>SM</sup> plan. 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

**\$5 Discount for Reacquisition and Winover**

Overview

The \$5 Discount for Reacquisition and Winover promotion is scheduled to begin on January 9, 2005 and end on December 31, 2005. Services included in this promotion are the BellSouth® PreferredPack® plan and the BellSouth® Complete Choice® family of plans.

Promotion Specifics

Any potential customer who is currently using someone other than BellSouth for local service and who switches to BellSouth and purchases 1) the BellSouth PreferredPack plan or any product in the BellSouth Complete Choice plan family and 2) any BellSouth Long Distance product other than BellSouth Long Distance Unlimited service will receive a \$5 monthly discount on the PreferredPack plan or the product from the Complete Choice plan family.

Restrictions/Eligibility Requirements

1. Customer must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines, including the line on which the service qualifying for this promotion will be provisioned.
2. 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.
3. Customer must request service at the same address and in the same name, unless customer is planning 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 case of an imminent move, the BellSouth representative can offer the customer the promotion and place the order at the new address.
4. Customer must have not had local service with BellSouth for at least 10 days prior to the new service connection date.
5. The customer must switch their local service to BellSouth and purchase the following products:
  - a. The PreferredPack plan or a product from the Complete Choice plan family, and
  - b. A BellSouth Long Distance product other than BellSouth Long Distance Unlimited service. A specific long distance plan must be selected. Selecting a BellSouth PIC and LPIC without selection of a Long Distance plan will not qualify a customer for this discount.
6. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
7. The benefits of this promotion will be extended to existing BellSouth customers who call the BellSouth business office and request this specific offer.
8. The customer must place the order on or before December 31, 2005.
9. Offer valid for only one (1) service line at the intended local service address.
10. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channel.
11. Once the customer completes the above requirements they will receive the \$5 discount on their monthly bill. If the customer cancels or discontinues one or more of the qualifying services, he will be ineligible for the discount.
12. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
13. Offer may be combined with cash back offers or other promotional offers on the same services, 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. This promotion may not be combined with the Unlimited Reacquisition Bundle Offer.



ISSUED: December 24, 2004  
BY: Joseph P. Tacher, President  
Miami, Florida

EFFECTIVE: January 9, 2005

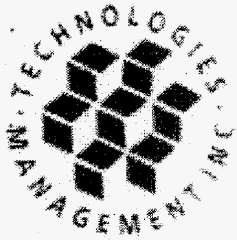
## A2. GENERAL REGULATIONS

### 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 Promotive Service  | Service  | Charges Waived   | Period Authority           |     |
|--|--|--|----------------------------|-----|
| BellSouth's service territory from central offices where services are available  | Complete Choice service and PreferredPack plan | Any customer who switches their local service from another provider to BellSouth and purchases 1) the BellSouth PreferredPack plan or any product in the BellSouth Complete Choice plan family and 2) any BellSouth Long Distance product other than BellSouth Long Distance Unlimited service will receive a \$5 monthly discount on the PreferredPack plan or the product from the Complete Choice plan family | 01/09/05<br>to<br>12/31/05 | (C) |
| <b>Restrictions and Eligibility Criteria:</b>  |  |  |                            |     |
| <p>The number in line on which the service qualifying for this promotion will be provisioned must have local service within BellSouth territory from another provider. The customer must switch this local service to BellSouth.</p> <ul style="list-style-type: none"> <li>- Customer must request service at the same address and in the same name, unless customer is planning 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 case of an imminent move, the BellSouth representative can offer the customer the promotion and place the order at the new address.</li> <li>- Customer must have not had local service with BellSouth for at least 10 days prior to the new service connection date.</li> <li>- Customer must have the eligible services on their new service order (NO) in order to receive the promotional offer.</li> <li>- In lieu of satisfying the preceding criteria, the benefits of this promotion will be extended to existing BellSouth customers who call the BellSouth business office, request this specific offer and satisfy the remaining restrictions and criteria.</li> <li>- Customer must purchase the following products: <ul style="list-style-type: none"> <li>a. The PreferredPack plan or a product from the Complete Choice plan family, and</li> <li>b. A BellSouth Long Distance product other than BellSouth Long Distance Unlimited service. A specific long distance plan must be selected. Selecting a BellSouth PAC and LPA without selection of a Long Distance plan will not qualify a customer for this discount.</li> </ul> </li> </ul> <p>The customer must place the order on or before December 31, 2005.</p> <p>Offer valid for only one (1) service line at the intended local service address.</p> <ul style="list-style-type: none"> <li>- The customer must place their order through a BellSouth business office or authorized resubscribing vendor or alternate channel.</li> <li>- If the customer cancels or discontinues one or more of the qualifying services, he will be ineligible for the discount.</li> </ul> <p>BellSouth reserves the right to discontinue or modify this promotion at any time with appropriate notice.</p> <ul style="list-style-type: none"> <li>- Offer may be combined with cash back offers or other promotional offers on the same services, 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. This promotion may not be combined with the Unlimited Acquisition Bundle Offer.</li> </ul> |  |  |                            |     |



T 040123  
February 10, 2004  
Via Overnight Delivery

210 N. Park Ave.  
Winter Park, FL  
32789

P.O. Drawer 200  
Winter Park, FL  
32790 0200

Tel: 407-740-8575  
Fax: 407-740-0613  
tmi@tminc.com

Ms. Beth Salak  
Director of Competitive Markets  
Florida Public Service Commission  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0870

RE: Tariff Revision for **BellSouth Long Distance, Inc.**

Dear Ms. Salak:

Enclosed for filing is the original and three (3) copies of a tariff revision filed on behalf of BellSouth Long Distance, Inc. This filing eliminates the calling card requirement from BellSouth® Dollar and BellSouth® Dollar Value plans. The Company respectfully requests an effective date of February 12, 2004 for this revision.


The following pages are included in this filing:

| <u>Page</u>                         | <u>Changes Made</u>  |
|-------------------------------------|--|
| 41 <sup>st</sup> Revised Page 2     | Updates Check Sheet  |
| 13 <sup>th</sup> Revised Page 3     | Updates Check Sheet  |
| 1 <sup>st</sup> Revised Page 157.14 | Deletes calling card requirement from BellSouth® Dollar plan       |
| 1 <sup>st</sup> Revised Page 157.15 | Deletes calling card requirement from BellSouth® Dollar Value plan |

Please acknowledge receipt of this filing by date-stamping the extra copy of this cover letter and returning it to me in the self-addressed, stamped envelope provided for that purpose.

Any questions regarding this filing may be directed to my attention at (407) 740-8575.

Sincerely,

  
Thomas M. Forte  
Consultant to BellSouth Long Distance, Inc.

TMF:mw  
Enclosure

cc: Mario Soto - BellSouth  
Robin Taylor - BellSouth  
Nancy Sims - BSI  
file: BellSouth - FL  
uns: FL0404

EXHIBIT - H

**SECTION 4.0 - RATES AND CHARGES. (CONT'D.)**

**4.2 Residential Service Offerings, (Cont'd.)**

**4.2.36 BellSouth® Dollar Plan**

The BellSouth® Dollar plan is a direct dialed outbound long distance service offered to residential Customers from switched access lines. Service is offered on a flat rate basis, twenty-four hours per day, seven days per week. Customers must dial 1 plus the area code, if applicable, and the terminating number to complete a call utilizing this service.

(D)  
(D)

All calls are billed in one (1) minute increments after an initial period, for billing purposes, of one (1) minute. This service is only offered in conjunction with the corresponding interstate BellSouth® Dollar plan. This service is not offered on an intralATA only basis.

**(A) Rates and Charges**

**(1) Monthly Recurring Charge**

Monthly Charge (per account): \* \$1.00

**(2) Per Minute Rate**

Per Minute Charge: \$0.1000

\* This charge is the same as the Monthly Recurring Charge identified in the Company's Interstate Residential Services Pricing and Service Guide. Only one monthly recurring charge will apply when both interstate and intrastate service is provided to the Customer.

SECTION 4.0 - RATES AND CHARGES. (CONT'D.)

4.2 Residential Service Offerings, (Cont'd.)

4.2.37 BellSouth® Dollar Value Plan

The BellSouth® Dollar Value plan is a direct dialed outbound long distance service offered to residential Customers from switched access lines. Service is offered on a flat rate basis, twenty-four hours per day, seven days per week. Customers must dial 1 plus the area code, if applicable, and the terminating number to complete a call utilizing this service.

Customers of this plan must subscribe to BellSouth® Complete Choice® plan, BellSouth® Area Plus® plan or Flat Rate Residential Individual lines. Customers who subscribe to Flat Rate Residential Individual lines must also subscribe to at least two Associated Services listed in Section 3.15 of this tariff. These plans and services are provided by the Company's affiliated incumbent local exchange entity. The Customer must also receive billing for each of these services from the Company's affiliated incumbent local exchange entity. Customers who no longer meet the eligibility requirements identified above will be transferred to the BellSouth® Dollar plan without further notice.

(D)  
(D)

All calls are billed in one (1) minute increments after an initial period, for billing purposes, of one (1) minute. This service is only offered in conjunction with the corresponding interstate BellSouth® Dollar Value plan. This service is not offered on an intraLATA only basis.

(A) Rates and Charges

(1) Monthly Recurring Charge

Monthly Charge (per account): \* \$1.00

(2) Per Minute Rate

Per Minute Charge: \$0.1000

\* This charge is the same as the Monthly Recurring Charge identified in the Company's Interstate Residential Services Pricing and Service Guide. Only one monthly recurring charge will apply when both interstate and intrastate service is provided to the Customer.

BELLSOUTH  
TELECOMMUNICATIONS, INC.  
FLORIDA

GENERAL SUBSCRIBER SERVICE TARIFF

Second Revised Page 26.1  
Cancel First Revised Page 26.1

ISSUED: December 24, 2003  
BY: Joseph P. Lacher, President -FL  
Miami, Florida

EFFECTIVE: January 9, 2004

**A3. BASIC LOCAL EXCHANGE SERVICE**

**A3.4 Flat Rate Service (Cont'd)**

**A3.4.5 Optional Payment Plans for Multi-Line Flat Rate Service (Obsoleted, See Section A103)**

**A3.4.6 PreferredPack Plan**

**A. Description of Service**

1. The PreferredPack plan provides the features/services specified following and a flat rate access line with Touch-Tone capability. (0)
2. The rate specified herein entitles a residence subscriber to unlimited calling to all exchange access lines within the subscriber's local calling area as defined in A3.3.1. of this Tariff. (0)
3. The rate specified herein also entitles a residence subscriber to unlimited use of the features/services specified following from the listed sections of this Tariff. (0)

A13.9 Call Waiting Deluxe, Three-Way Calling, Call Forwarding Busy Line, Call Forwarding Don't Answer (with or without Ring Control), Stop 98 Access (0)

A13.19 Caller ID-Deluxe, Call Return (0)

A13.47 Message Waiting Indication (0)

A13.70 Privacy Director service (0)

**B. Regulations and Limitations of Service**

1. The PreferredPack plan is only available to residence subscribers. A residence subscriber may select any suitable combination of the features/services listed in A3.4.6.A.3. (0)
2. All rules, regulations and limitations specified in the Tariff sections listed in A3.4.6.A.3 apply to the respective features/services requested as part of this package. (0)
3. All features/services are furnished only from central offices that have been arranged to provide these services. The features/services are provided subject to availability of facilities. (0)
4. Service charges specified in Section A4. of this Tariff do not apply for transactions in which a subscriber only modifies an existing PreferredPack plan package by adding, deleting or changing features/services requested as part of the package. (0)
5. Existing customers of the PreferredPack plan can not take advantage of special promotions for the PreferredPack plan or any of the features/services specified in A3.4.6.A.3 preceding unless specifically allowed by the terms of the special promotion. (0)
6. The PreferredPack plan can be suspended as specified in A2.1.16 of this Tariff. During the period of suspension, the rate specified following applies. (0)

**C. Rates and Charges**

1. The following monthly rates apply for the PreferredPack plan. (0)

| (a) Per plan package | Suspend<br>Rate | Monthly<br>Rate | USOC  |
|----------------------|-----------------|-----------------|-------|
|                      | \$5.50          | \$24.95         | PAMA5 |

### A3. BASIC LOCAL EXCHANGE SERVICE

#### A3.4 Flat Rate Service (Cont'd)

##### A3.4.2 Monthly Rates (Cont'd)

###### D. Auxiliary Line Service (Inward Service) (Cont'd)

3. The auxiliary line is to be used for one way (inward to the subscriber) service only.
4. Auxiliary line service may or may not be arranged for rotary, hunting or similar service which allows completion of an incoming call from a line that is called but is in use, by means of an arrangement of central office equipment on a full time basis.
5. Auxiliary line service is furnished at a rate for each line equal to the rate applicable for business individual line flat rate service for that exchange. Where the lines are arranged for rotary, hunting or similar service, the rotary charge will apply as specified in A3.6.

###### a. Rates

###### (i) Rate Groups 1-6

|  | Group   |         |         |         |         |         | USOC |
|--|---------|---------|---------|---------|---------|---------|------|
|  | 1       | 2       | 3       | 4       | 5       | 6       |      |
| (a) Per Auxiliary line                           | \$28.65 | \$21.38 | \$22.71 | \$23.76 | \$24.75 | \$25.84 | 7FB  |
| (b) Multi-line Exchange Access Line <sup>1</sup> | 25.95   | 24.95   | 28.95   | 29.95   | 30.95   | 31.95   | 7MB  |

###### (2) Rate Groups 7-12

|  | Group   |         |         |         |         |         | USOC |
|--|---------|---------|---------|---------|---------|---------|------|
|  | 7       | 8       | 9       | 10      | 11      | 12      |      |
| (a) Per Auxiliary line                           | \$26.72 | \$27.41 | \$28.43 | \$29.65 | \$29.68 | \$30.20 | 7FB  |
| (b) Multi-line Exchange Access Line <sup>1</sup> | 31.95   | 34.95   | 34.95   | 34.95   | 34.95   | 34.95   | 7MB  |

###### E. Mobile Service Exchange Charge

1. See Section A17 for Rates.

###### F. Outgoing Only Service

1. See A3.29 for regulations and rates.

##### A3.4.3 Complete Choice Service

###### A. General

1. Complete Choice service provides the features specified following in conjunction with a flat rate access line. The access line includes Touch-Tone capability. (7)
2. The rate specified herein entitles a residence subscriber to access all exchange access lines in the subscriber's local calling area as defined in A3.3.1 of this Tariff. (7)
3. The rate specified herein also entitles a residence subscriber to unlimited use of the services/features specified in the following sections of this Tariff. (7)

|            |   |     |
|------------|---|-----|
| A13.9      | Custom Calling Services   | (7) |
| A13.19     | TouchStar Services excluding Calling Number Delivery Blocking-Permanent | (7) |
| A13.20     | Customized Code Restriction   | (7) |
| A13.34     | RingMaster Service  | (7) |
| A13.47     | Message Waiting Indication  |     |
| A13.10     | Obsolete Custom Calling Services  |     |
| A12.16.2.A | Call Hold and Call Pickup only (PCS limitations do not apply)           |     |

A subscriber may select an unlimited number of compatible services or features from the sections listed above. All rules, regulations and limitations specified in the sections listed (except as indicated above) apply to the respective services/features requested as part of this service. Service charges specified in Section A.8. of this Tariff do not apply for transactions involving only additions, deletions or changes to the services/features requested as part of this service.

Note 1: The Multi-line Exchange Access Line rate applies per line to subscribers with more than one exchange access line.



BELLSOUTH  
TELECOMMUNICATIONS, INC.  
FLORIDA

GENERAL SUBSCRIBER SERVICE TARIFF

Ninth Revised Page 25  
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ISSUED: March 13, 2003  
BY: Joseph P. Lacher, President -FL  
Miami, Florida

EFFECTIVE: March 28, 2003

**A3. BASIC LOCAL EXCHANGE SERVICE**

**A3.4 Flat Rate Service (Cont'd)**

**A3.4.3 Complete Choice<sup>®</sup> Service (Cont'd)**

**A. General (Cont'd)**

4. Residence customers may subscribe to the Two-Line Plan or the Three-Line Plan for Complete Choice<sup>®</sup> service. Both plans offer bundling as specified in A3.6 at no additional charge in addition to the features listed in 3. preceding. All services/features specified as available with Complete Choice<sup>®</sup> service are available with each line of a multi-line package. All lines in each multi-line package must be billed to the same account and located at the same premises.
5. Service charges specified in Section A4. of this Tariff do not apply for a conversion of existing service to/from Complete Choice<sup>®</sup> service.
6. Existing customers of Complete Choice<sup>®</sup> service can not take advantage of special promotions for Complete Choice<sup>®</sup> service or Area Plus<sup>®</sup> service with the Complete Choice<sup>®</sup> option or any of the services/features specified in 3. preceding unless specifically allowed by the terms of the special promotion.

**B. Rates and Charges**

1. The following monthly rates apply for Complete Choice<sup>®</sup> service.

**a. Individual line service**

**(i) Residence**

|   | Special<br>Rate | Monthly<br>Rate   | USOC           |
|---|-----------------|-------------------|----------------|
| (a) Per line<br>(USOCs VRS and VSB must both be used to provide this service.)                          | \$5.50          | \$38.00           | NA             |
| (b) Per Two-Line Plan package or<br>Credit for two individual lines qualifying as Two-Line Plan package | \$11.00         | \$39.95<br>-28.95 | CCML2<br>CRD3C |
| (c) Per Three-Line Plan package   | 14.00           | \$9.95            | CCML3          |

**A3.4.4 Area Plus<sup>®</sup> Service**

**A. General**

1. Area Plus<sup>®</sup> service provides residence subscribers a flat rate access line with unlimited calling to all access lines within the serving exchange, the additional exchanges in the associated Extended Area Service (EAS) and Extended Calling Service (ECS) categories as specified in A3.3.1 of this Tariff, and all other exchanges in the subscriber's LATA. The LATA for each exchange is indicated in A3.3.1 and the exchanges in each LATA are listed in A3.3.2. The access line includes Touch-Tone capability.