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**BellSouth Telecommunications, Inc.**

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**Marshall M. Criser III**

Vice President  
Regulatory & External Affairs

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July 16, 2004

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

Dear Ms. Salak:

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


General Subscriber Service Tariff

Section A2 - Third Revised Page 33.6.1

These revisions extend a Complete Choice<sup>®</sup> service Welcome Program. Attachment A contains an Executive Summary of the program.

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

Yours very truly,



Regulatory Vice President

## Promotion Description

### **BellSouth® Complete Choice® Service Welcome Program**

#### **Proposed Promotion**

The BellSouth Complete Choice service Welcome Program began April 12, 2004 and was scheduled to end July 31, 2004. The promotion is being extended and is now scheduled to end August 31, 2004. The conditions and restrictions of the promotion are not changing.

This program provides an entertaining, informative and engaging introduction to Complete Choice service designed to enhance the customer's understanding of, use of and satisfaction with the service. Included in the package is a scratch-off sweepstakes card designed to engage the customer, increase feature knowledge and stimulate access to the information in the package.

#### **Sweepstakes Specifics**

1. The sweepstakes begins 4/12/04 and ends 10/5/04 or upon distribution of all game cards, whichever is earlier.
2. Five (5) \$1,000 instant prizes are available to be won using scratch-off sweepstakes cards. The odds of winning are 1 in 79,400.
3. An account or transaction is not necessary to participate and an account or transaction does not improve one's chances of winning.
4. While supplies last, game cards are included in the Welcome Package that is mailed to new Complete Choice service customers.
5. A game card and the Official Rules may also be obtained by mailing a stamped, self-addressed #10 envelope postmarked by 9/14/04 and received by 9/21/04 to BellSouth Game Card Requests, P.O. Box 99549, Raleigh, NC 27624-9549.

#### **Restrictions/Eligibility Requirements**

1. The sweepstakes is open to legal residents of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee who are 18 years of age and older except employees and their immediate families (spouses and parents, siblings and children and their spouses) and persons living in same household of such individuals of BellSouth Corporation ("BellSouth"), its affiliates, subsidiaries, advertising and promotion agencies, and suppliers of promotion materials.
2. Void where prohibited or restricted by law.

**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 BellSouth's Service Territory	Service Complete Choice service Welcome Program	Charges Waived This program provides an entertaining, informative and engaging introduction to Complete Choice service designed to enhance the customer's understanding of, use of and satisfaction with the service. Included in the package is a scratch-off sweepstakes card designed to engage the customer, increase feature knowledge and stimulate access to the information in the package.	Period Authority 04/12/04 to 08/31/04
Restrictions and Eligibility Criteria			
--The sweepstakes begins 4/12/04 and ends 10/5/04 or upon distribution of all game cards, whichever is earlier.			
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--Void where prohibited or restricted by law.			
--BellSouth reserves the right to discontinue or modify this program at any time without customer notification.			

BELLSOUTH  
 TELECOMMUNICATIONS, INC.  
 FLORIDA, ~~March 19~~  
 ISSUED: July 16, 2004  
 BY: Joseph P. Lacher, President -FL  
 Miami, Florida

GENERAL SUBSCRIBER SERVICE TARIFF

~~Second~~ Third Revised Page 33.6.1  
 Cancels ~~Second~~ Revised Page 33.6.1  
~~First~~ ~~April 12~~  
 EFFECTIVE: August 1, 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
BellSouth's Service Territory	Complete Choice service Welcome Program

**Charges Waived**

This program provides an entertaining, informative and engaging introduction to Complete Choice service designed to enhance the customer's understanding of, use of and satisfaction with the service. Included in the package is a scratch-off sweepstakes card designed to engage the customer, increase feature knowledge and stimulate access to the information in the package.

**Restrictions and Eligibility Criteria**

- The sweepstakes begins 4/12/04 and ends 10/5/04 or upon distribution of all game cards, whichever is earlier.
- Five (5) \$1,000 instant prizes are available to be won using scratch-off sweepstakes cards. The odds of winning are 1 in 79,400.
- An account or transaction is not necessary to participate and an account or transaction does not improve one's chances of winning.
- While supplies last, game cards are included in the Welcome Package that is mailed to new Complete Choice service customers.
- A game card and the Official Rules may also be obtained by mailing a stamped, self-addressed #10 envelope postmarked by 9/14/04 and received by 9/21/04 to BellSouth Game Card Requests, P.O. Box 99549, Raleigh, NC 27624-9549.
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- Void where prohibited or restricted by law.
- BellSouth reserves the right to discontinue or modify this program at any time without customer notification.

**Period Authority**  
 04/12/04  
 to  
 07/31/04

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