

**BellSouth Telecommunications, Inc.**

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August 5, 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 - First Revised Page 32.3
- First Revised Page 35.5.8.1
- Second Revised Page 35.5.8.2

These revisions change the end date for two \$25 gift card promotions. Attachment A contains an Executive Summary of the date changes.

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

### Early Termination \$25 Gift Card

#### Existing Promotion

The \$25 Gift Card promotion began on January 2, 2004 and was scheduled to end on December 26, 2004. Services included in this promotion are:

- The entire family of BellSouth<sup>®</sup> Complete Choice<sup>®</sup> plans
- The BellSouth<sup>®</sup> PreferredPack<sup>SM</sup> plan

#### Promotion Specifics

Any reacquisition or winover customer who currently is not using BellSouth for local service and who switches to BellSouth and purchases the BellSouth PreferredPack plan or any product in the BellSouth Complete Choice plan family will be eligible to receive a \$25 gift card. Customer must have not had local service with BellSouth for at least 91 days prior to the new service connection date.

#### Proposed Changes

New end date will be August 20, 2004.

## Promotion Description

### Early Termination

## 2<sup>nd</sup> Installment \$25 Gift Card for PreferredPack<sup>®</sup> Plan or Complete Choice<sup>®</sup> Plan

### Existing Promotion

The 2nd Installment \$25 Gift Card for PreferredPack<sup>®</sup> Plan or Complete Choice<sup>®</sup> Plan promotion began on October 3, 2003 and was scheduled to end on October 2, 2004. Services included in this promotion are:

- The entire family of BellSouth<sup>®</sup> Complete Choice<sup>®</sup> plans
- The BellSouth<sup>®</sup> PreferredPack<sup>®</sup> plan

### Promotion Specifics

Any reacquisition or winover customer who currently is not using BellSouth for local service and who switches to BellSouth and purchases the BellSouth PreferredPack plan or any product in the BellSouth Complete Choice plan family will be eligible to receive a \$25 gift card. Customer must have not had local service with BellSouth for at least 10 days prior to the new service connection date.

### Proposed Changes

New end date will be August 20, 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	
BellSouth's Service Territory From Central Office where services are available	\$25 Gift Card  -- 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 which the service qualifying for this promotion will be provisioned.  -- 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 from another provider.  -- 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.  -- Customer must have not had local service with BellSouth at least ninety-one (91) days prior to the new service connection date or must have never been a BellSouth customer and currently have service with another provider.  -- The customer must switch their local service to BellSouth and purchase any one of the following: BellSouth Complete Choice plan or BellSouth PreferredPack plan.  -- The customer must place the order on or before <b>08/20/04</b> . -- Offer valid for only one (1) service line at the intended local service address.	-- A \$25 gift card will be given to eligible residential customers who return to BellSouth and purchase BellSouth Complete PreferredPack plan and who have not been customers of BellSouth for ninety-one (91) or more days.  -- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels.  -- The customer must fill out a coupon and mail the coupon to a specified address by a specified date in order to receive the gift card.  -- Once the customer completes the above requirements they will receive the gift card. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for the gift card.  -- 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 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.	01/02/04 to <b>08/20/04</b>	(C)

## 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 (Cont'd)	2 <sup>nd</sup> Installment \$25 Gift Card Promotion for BellSouth PreferredPack plan-BellSouth Complete Choice service	--This promotion offers \$25 gift card for reacquisition or winover of customers who purchase a BellSouth PreferredPack plan or BellSouth Complete Choice service and who are currently not using BellSouth for local service.	10/03/03 to 08/20/04	(C)
	--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 customer must place the order on or before 08/20/04.	--Offer valid for only one (1) service line at the intended local service address.	
	--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.	--BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.		
	--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.	--Offer may be combined with other cash back offers for the same service at the same time.		
	--Customer must have not had local service with BellSouth at least 10 days prior to the new service connection date.			
	--Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.			
	--The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.			

## 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	2 <sup>nd</sup> Installment \$25 Gift Card		10/03/03	(C)
-- From Central Office where services are available (Cont'd)	Promotion for BellSouth PreferredPack plan-BellSouth Complete Choice service (Cont'd)		to 08/20/04	
	--The customer must switch their local service to BellSouth and purchase any one of the following: BellSouth Complete Choice service, BellSouth Complete Choice service Two-Line Plan package, BellSouth Complete Choice service Three-Line Plan package, Area Plus with BellSouth Complete Choice service, Area Plus Two-Line Plan package with BellSouth Complete Choice service, Area Plus Three-Line Plan package with BellSouth Complete Choice service, BellSouth PreferredPack plan, BellSouth PreferredPack plan for Voicemail.			(T)
	--The customer must fill out a coupon and send it to the address specified on the coupon. If the customer's account shows cancellation or disconnection of the service, then the customer is not eligible for the promotion.			
	--The customer must mail the coupon or redemption vehicle to a specified address by a specified date.			
	--Once the customer completes the above requirements they will receive a gift card activation code. Only customers who correctly redeem the redemption vehicle will be eligible, and the customer must continue to have qualifying service at the time that the gift card is processed. If the customer cancels or discontinues the qualifying service, he will be ineligible.			

BELLSOUTH  
TELECOMMUNICATIONS, INC.

GENERAL SUBSCRIBER SERVICE TARIFF

First Revised Page 32.3  
Cancels Original Page 32.3

FLORIDA

ISSUED: August 5, 2004 ~~December 17, 2003~~

EFFECTIVE: ~~January 2,~~ August 20, 2004

BY: Joseph P. Lacher, President -FL  
Miami, Florida

A2. GENERAL REGULATIONS

A2.10 Special Promotions (Cont'd)

A2.10.2 Descriptions (Cont'd)

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

Area of Promotion	Service	Charges Waived	Period Authority		
BellSouth's Service Territory - From Central Office where services are available	\$25 Gift Card	-- A \$25 gift card will be given to eligible residential customers who return to BellSouth and purchase BellSouth Complete Choice service or BellSouth PreferredPack plan and who have not been customers of BellSouth for ninety-one (91) or more days.	01/02/04 to 12/08/2006/04	(M)	
	-- 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 which the service qualifying for this promotion will be provisioned.	-- The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels.			(N)
	-- 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 from another provider.	-- The customer must fill out a coupon and mail the coupon to a specified address by a specified date in order to receive the gift card.			(N)
	-- 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.	-- Once the customer completes the above requirements they will receive the gift card. If the customer cancels or discontinues the qualifying service prior to fulfillment, he will be ineligible for the gift card.			(N)
	-- Customer must have not had local service with BellSouth at least ninety-one (91) days prior to the new service connection date or must have never been a BellSouth customer and currently have service with another provider.	-- BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.			(N)
	-- The customer must switch their local service to BellSouth and purchase any one of the following: BellSouth Complete Choice plan or BellSouth PreferredPack plan.	-- Customer must have the eligible services on their new service order (N) in 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.			(N)
	-- The customer must place the order on or before 12/08/2006/04.				(N)
	-- Offer valid for only one (1) service line at the intended local service address.				(N)

BELLSOUTH  
TELECOMMUNICATIONS, INC.  
FLORIDA

GENERAL SUBSCRIBER SERVICE TARIFF

First Revised Page 35.5.8.1  
Cancels Original Page 35.5.8.1

ISSUED: August 5, 2004 ~~September 17, 2003~~  
BY: Joseph P. Lacher, President -FL  
Miami, Florida

~~October 9, 2003~~  
EFFECTIVE: August 20, 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
BellSouth's Service Territory	2 <sup>nd</sup> Installment \$25 Gift Card	--This promotion offers \$25 gift card for reacquisition or winover of customers who purchase a BellSouth PreferredPack plan or BellSouth Complete Choice service	10/03/03 to 10/03/04
-- From Central Office where services are available (Cont'd)	PreferredPack plan-BellSouth Complete Choice service	--Customer must either not currently have local service with BellSouth or not have service with local service. BellSouth on one or more of their existing lines; including the line on which the service qualifying for this promotion will be provisioned.	(NC)
		--The customer must place the order on or before 10/03/04.	(NC)
		--Offer valid for only one (1) service line at the intended local service address.	(N)
		--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.	(N)
		--BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.	(N)
		--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.	(N)
		--Offer may be combined with other cash back offers for the same service at the same time.	(N)
		--Customer must have not had local service with BellSouth at least 10 days prior to the new service connection date.	(N)
		--Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.	(N)
		--The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.	(N)



BELLSOUTH  
TELECOMMUNICATIONS, INC.

GENERAL SUBSCRIBER SERVICE TARIFF

~~First~~  
Second Revised Page 35.5.8.2  
Cancels First Revised Page 35.5.8.2  
~~August~~ October 25, 2004  
EFFECTIVE: August 20, 2004

FLORIDA  
ISSUED: August 5, 2004. October 6, 2003  
BY: Joseph P. Lacher, President -FL  
Miami, Florida

**A2. GENERAL REGULATIONS**

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

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

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

Area of Promotion	Service	Charges Waived	Period Authority
BellSouth's Service Territory	2 <sup>nd</sup> Installment \$25 Gift Card		10/03/03
-- From Central Office where Promotion for BellSouth® services are available (Cont'd)	PreferredPack <sup>SM</sup> plan-BellSouth® Complete Choice® service (Cont'd)		to 108/203/04
	--The customer must switch their local service to BellSouth and purchase any one of the following: BellSouth® Complete Choice® service, BellSouth® Complete Choice® service Two-Line Plan package, BellSouth® Complete Choice® service Three-Line Plan package, Area Plus® with BellSouth® Complete Choice® service, Area Plus® Two-Line Plan package with BellSouth® Complete Choice® service, Area Plus® Three-Line Plan package with BellSouth® Complete Choice® service, BellSouth® PreferredPack <sup>SM</sup> plan, BellSouth® PreferredPack <sup>SM</sup> plan for Voicemail.		
	--The customer must fill out a coupon and send it to the address specified on the coupon. If the customer's account shows cancellation or disconnection of the service, then the customer is not eligible for the promotion.		
	--The customer must mail the coupon or redemption vehicle to a specified address by a specified date.		
	--Once the customer completes the above requirements they will receive a gift card activation code. Only customers who correctly redeem the redemption vehicle will be eligible, and the customer must continue to have qualifying service at the time that the gift card is processed. If the customer cancels or discontinues the qualifying service, he will be ineligible.		