

2 Special Promotions

T64-1391



NOV 26 2003

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

November 26, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1391

Dear Mr. Dorman:

On October 22, 2003, we notified you of a new promotion called BellSouth ® Business Choice Rewards that we intend to offer to new business customers beginning on December 1, 2003. We have since renamed the promotion BellSouth ® Business Winning Rewards, and have extended the beginning date until December 8, 2003. During the promotional period of December 8, 2003 through June 30, 2004, new business customers who subscribe to any of a group of services on a term agreement of twelve (12) months or more will receive a waiver of installation charges, a percentage monthly reward, and a percentage monthly reward off the normal rate for grouping service.

Following are the specific provisions and limitations of this promotion:

1. This promotion is available to new and existing business customers who meet all the eligibility requirements.
2. Participating customers must sign a term agreement between December 8, 2003 and June 30, 2004 in order to participate. Following this promotion window, customers will not be allowed to enroll in this promotion or receive promotion rewards. This promotion is available for resale for the duration of this enrollment period.
3. Customers who purchase these selected services: Basic Exchange service (1FB), PBX Trunk service, BellSouth® Centrex service, BellSouth® MegaLink® service, BellSouth® Primary Rate ISDN service, BellSouth® Frame Relay service, Grouping service (Hunting), or Custom Calling Features, by signing a twelve (12), twenty-four (24), or thirty-six (36) month (or greater) agreement will receive the following:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

All BellSouth Marks Contained Herein Are Owned by BellSouth Intellectual Property Corporation

DEC 08 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Twelve (12) Month Contract Term Length	Promotion Rewards
1. Installation charges (as defined in BellSouth's A4 Tariff) will be waived. 2. One (1) month recurring charges for select products (listed above) will be waived. 3. A five percent (5%) monthly reward on recurring charges. 4. A fifty percent (50%) monthly reward off the normal cost of Hunting.	

Twenty-four (24) Month Contract Term Length	Promotion Rewards
1. Installation charges (as defined in BellSouth's A4 Tariff) will be waived. 2. One (1) month recurring charges for select products (listed above) will be waived. 3. A ten percent (10%) monthly reward on recurring charges. 4. A seventy-five percent (75%) monthly reward off the normal cost of Hunting.	

Thirty-six (36) Month Contract Term Length	Promotion Rewards
1. Installation charges (as defined in BellSouth's A4 Tariff) will be waived. 2. One (1) month recurring charges for select products (listed above) will be waived. 3. A fifteen percent (15%) monthly reward on recurring charges. 4. A one hundred percent (100%) monthly reward off the normal cost of Hunting.	

4. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program or Contract Service Arrangement offered by BellSouth including Volume and Term agreements, BellSouth® Custom Advantage^{SM/TM} program, BellSouth® Business Rewards Plus, BellSouth® Business Premium Rewards, Key Customer program or Simple Savings promotion.
5. Participating customers who take this promotion are also eligible for special promotions on the following services:
 - (a) BellSouth® Long Distance Service
 - (b) BellSouth® FastAccess® Business DSL Service
 - (c) BellSouth® Dedicated Internet Access Service
 - (d) Cingular Wireless

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 SECTION 9 (1)

BY Thomas M. Dorman
 EXECUTIVE DIRECTOR

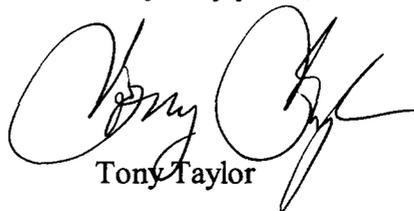
Thomas M. Dorman
November 26, 2003
Page 3 of 3

6. This promotion is only available to customers where BellSouth offers service and facilities are available.
7. Applicable taxes and fees will be billed based on the full price of all products and services that are billed, and no taxes or fees will be added to the amount under this program.
8. There is a limit of one promotion for the same account, at the same address, and in the same name.
9. Existing contracts may not be re-negotiated in order to receive this promotion.
10. BellSouth may modify or terminate this promotion at any time.
11. Termination charges will apply for each service terminated prematurely under this promotion. In addition, the customer will receive a final bill requiring repayment to for all promotion rewards received and described above.
12. In the event a customer terminates the term election agreement, the customer must pay to BellSouth a charge for the number of months remaining on the agreed upon term. Payment of the termination charge does not release the subscriber from other previous amounts owed to BellSouth. In addition, the customer will reimburse all rewards received under this promotion.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



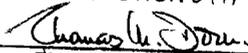
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
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DEC 08 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Net Recurring

Cost:

Recurring:

Contribution:

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OF KENTUCKY
EFFECTIVE

DEC 08 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas H. Dore
EXECUTIVE DIRECTOR

T64-1313



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

November 4, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1313

RECEIVED

NOV 04 2003

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On October 7, 2003, we notified you of a new promotion of BellSouth® Complete Choice® service that we intend to offer to residential customers during the period of November 15, 2003 through February 12, 2004. During this promotion, customers who now have service with another provider who switch to BellSouth and subscribe to one of the family of Complete Choice® services will receive a \$5.00 discount on the monthly charge for the service for a period of twelve months.

Following are the specific provisions and limitations associated with this promotion:

1. Participating customers 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. Participating customers 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. Participating customers must request service at the same address and in the same name, unless the 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 service representative can offer the customer the promotion and place the order at the new address.
4. Participating customers must have not had local service with BellSouth for at least 10 days prior to the new service connection date.

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OF KENTUCKY
EFFECTIVE

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NOV 15 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
November 4, 2003
Page 2 of 2

5. Participating customers must switch their local service to BellSouth and purchase one of the BellSouth® Complete Choice® services family of products.
6. Participating customers must place their orders on or before 2/12/04.
7. This offer is valid for only one (1) service line at the intended local service address.
8. Participating customers must place their orders through a BellSouth business office, outbound telemarketing vendor, or alternate channel as indicated.
9. Once participating customers complete the above requirements they will receive the \$5 discount on their monthly bill for 12 months. If a customer cancels or discontinues the qualifying service, the customer will be ineligible for the discount.
10. BellSouth may discontinue or modify this promotion at any time. This offer is available for resale.
11. Participating customers must have the eligible services on their new service orders (N) in order to receive the promotional offer.
12. This 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 may prohibit the combination of this promotion with any other promotion. This promotion may not be combined with the BellSouth® Value Answers (SM) Bundle or the Unlimited Reacquisition Bundle Offer.

An analysis of the rates and costs associated with this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



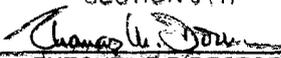
Tony Taylor

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OF KENTUCKY
EFFECTIVE

NOV 15 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

\$5 CC Discount Stand Alone

Product	Recurring Revenue	Recurring Cost	Recurring Discount	Discounted Margin	Non-Recurring Revenue	Non-Recurring Waiver	Non-Recurring Cost	Non-Recurring Discounts	Non-Recurring Gain/(Loss)	Breakeven (mos.)
CC	\$ 40.00		\$ (5.00)		\$ 42.00	\$ -		\$ -		
CC - 2 Line	\$ 63.45		\$ (5.00)		\$ 57.00	\$ -		\$ -		
CC - 3 Line	\$ 90.45		\$ (5.00)		\$ 72.00	\$ -		\$ -		
AP w/CC	\$ 56.00		\$ (5.00)		\$ 42.00	\$ -		\$ -		
AP w/CC - 2 Line	\$ 86.45		\$ (5.00)		\$ 57.00	\$ -		\$ -		
AP w/CC - 3 Line	\$ 123.45		\$ (5.00)		\$ 72.00	\$ -		\$ -		

\$5 CC Discount in Conjunction with Other Promotions

Product	Recurring Revenue	Recurring Cost	Recurring Discount	Discounted Margin	Non-Recurring Revenue	Non-Recurring Waiver	Non-Recurring Cost	Non-Recurring Discounts	Non-Recurring Gain/(Loss)	Breakeven (mos.)
CC	\$ 40.00		\$ (5.00)		\$ 42.00	\$ (42.00)				
CC - 2 Line	\$ 63.45		\$ (5.00)		\$ 57.00	\$ (57.00)				
CC - 3 Line	\$ 90.45		\$ (5.00)		\$ 72.00	\$ (72.00)				
AP w/CC	\$ 56.00		\$ (5.00)		\$ 42.00	\$ (42.00)				
AP w/CC - 2 Line	\$ 86.45		\$ (5.00)		\$ 57.00	\$ (57.00)				
AP w/CC - 3 Line	\$ 123.45		\$ (5.00)		\$ 72.00	\$ (72.00)				

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE
 NOV 2003
 DISCOUNTS
 REQUISITION
 CHECKS
 2003
 (1)
 Breakage
 Total Non-Recurring Discounts

EXECUTIVE DIRECTOR

764-1047



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

October 21, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

OCT 22 2003

PUBLIC SERVICE
COMMISSION

Re: 64-1047

Dear Mr. Dorman:

On August 7, 2003, and then again on September 10, 2003, we notified you of a new promotion called the Unlimited Reacquisition Bundle that we intend to offer beginning on November 1, 2003. The promotional period will end on October 25, 2004.

Specific provisions and limitations for this promotion are as follows:

1. Any qualifying residential customer who purchases BellSouth® Complete Choice® service, BellSouth® Long Distance Unlimited service, and BellSouth® Voice Mail Premium service under this promotion will be eligible to receive a discount on their BellSouth® Complete Choice® service in the amount of \$3.50 and a discount on their BellSouth® Voice Mail Premium service in the amount of \$3.95. Pricing for the bundle is \$56.49.
2. Participating customers must either not currently have service with BellSouth or not have service with BellSouth on one or more of their existing lines.
3. Participating customers must have been disconnected from BellSouth for no fewer than 10 days.
4. Participating customers must have local service or equivalent with another provider at the same local service address on one or more of their existing lines.
5. Participating customers must request service at the same address and in the same name, unless the 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 service representative can offer the customer the promotion and place the order at the new address.

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OF KENTUCKY

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® Registered Service Mark of BellSouth Intellectual Property Corporation

NOV 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
October 21, 2003
Page 2 of 2

6. Participating customers must switch their local service to BellSouth and purchase BellSouth® Complete Choice® service
7. Participating customers must place their orders between 11/1/2003 and 10/25/2004.
8. Participating customers must place their orders through a BellSouth business office, outbound telemarketing vendor, or alternate channel as indicated.
9. BellSouth may discontinue this promotion at any time.
10. Participating customers must have the eligible services on their new service order (N) in order to receive promotional offer.
11. Participating customers have the option to not take the voice mail service.
12. Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.
13. This promotion is for reacquisition and acquisition customers only who are establishing service at the same address in the BellSouth region where they presently receive local or equivalent telephone service, or at a different address if the customer is moving to a different address within 30 days of responding to the offer.
14. BellSouth employees are not eligible for this promotion.
15. Customers who have received a cash back reward from BellSouth in the last 12 months from the time they attempt to redeem the cash back coupon are not eligible for this offer.
16. This offer is only available in markets where BellSouth® Complete Choice® service is available.

An analysis of the rate and cost information associated with this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



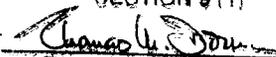
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

NOV 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Unlimited Reacquisition Offer Stand Alone

Product	Recurring Revenue	Recurring Cost	Recurring Discount	Discounted Margin	Non-Recurring Revenue	Non-Recurring Waiver	Non-Recurring Cost	Non-Recurring Discounts	Breakeven (mos.)
CC	\$ 40.00		\$ (3.50)		\$ 42.00	\$ -		\$ -	
CC - 2 Line	\$ 63.45		\$ (3.50)		\$ 57.00	\$ -		\$ -	
CC - 3 Line	\$ 90.45		\$ (3.50)		\$ 72.00	\$ -		\$ -	

Unlimited Reacquisition Offer in Conjunction with Other Promotions

Product	Recurring Revenue	Recurring Cost	Recurring Discount	Discounted Margin	Non-Recurring Revenue	Non-Recurring Waiver	Non-Recurring Cost	Non-Recurring Discounts	Breakeven (mos.)
CC	\$ 40.00		\$ (3.50)		\$ 42.00	\$ (42.00)			
CC - 2 Line	\$ 63.45		\$ (3.50)		\$ 57.00	\$ (57.00)			
CC - 3 Line	\$ 90.45		\$ (3.50)		\$ 72.00	\$ (72.00)			

BY Charles L. Smith
 EXECUTIVE DIRECTOR

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE
 2007
 REACQUISITION
 CHECK
 CHECK
 2007
 011
 Total Non-Recurring Discounts

\$ 100.00
 \$ 25.00
 \$ 25.00
 \$ 150.00

T64-1198



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

October 14, 2003

RECEIVED
OCT 14 2003
PUBLIC SERVICE COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1198

Dear Mr. Dorman:

On September 9, 2003, and again on October 8, 2003, we notified you of a new promotion called BellSouth® Wireless Answers* Bundle that we intend to offer to residential customers. During the promotional period of October 20, 2003 through April 16, 2004, participating customers who purchase a bundle of BellSouth local service and eligible Cingular Wireless service, will receive a \$2.00, \$5.00, or \$10.00 discount on their Cingular service.

Specific provisions and limitations for this promotion are as follows:

1. Cingular discounts are available only to customers subscribing to necessary BST landline products.
2. The amount of the discount is predicated upon the landline service chosen.
3. Participating customers must receive a combined bill to receive the discounts.
4. Cingular discounts will be discontinued if/when landline services are discontinued.
5. BellSouth may discontinue or modify this promotion at any time.
6. Participating customers must have or purchase BellSouth® Complete Choice® service, 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 PreferredPack* Plan and/or, BellSouth PreferredPack* Plan for Voicemail for their local service.
7. Cingular discounts are available only on wireless service plans of \$35.00 or higher.

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- * Service Mark of BellSouth Intellectual Property Corporation
- ® Registered Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EXECUTIVE

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

OCT 20 2003

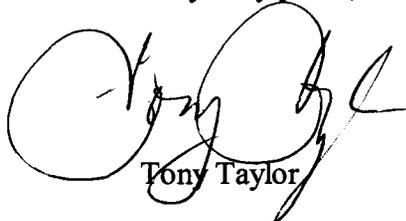
Thomas M. Dorman
October 14, 2003
Page 2 of 2

8. Up to four (4) Cingular wireless plans per local service account qualify for the appropriate discount.

An analysis of the rates and costs associated with this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 20 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

T64-1178



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

October 17, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
OCT 17 2003
PUBLIC SERVICE
COMMISSION

Re: 64-1178

Dear Mr. Dorman:

On September 5, 2003, we notified you of a new promotion of Native Mode LAN Interconnection (NMLI) service (also known as BellSouth ® Metro Ethernet service) that we intend to offer to business customers. During the promotional period of October 20, 2003 through December 31, 2003, new business customers who subscribe to NMLI service and existing NMLI customers who upgrade their bandwidth on a contract of at least 12 months will receive a waiver of port installation charges and a waiver of the first month's recurring charge. Customers with contracts of 12-42 months will also receive a 5% discount off the monthly channel mileage rates, and customers with contracts of 43-60 months will also receive a 10% discount off the monthly channel mileage rates.

Specific provisions and limitations of this promotion are as follows:

1. This promotion is available to new business customers who subscribe to any Metro Ethernet service and existing business customers who upgrade their current Metro Ethernet bandwidth. Subscribers must meet all the eligibility requirements to participate in this promotion.
2. Subscribers must sign a term agreement between October 20, 2003 and December 31, 2003 in order to participate. Following this promotion window, subscribers will not be allowed to enroll or receive promotion rewards. This promotion is available for resale for the duration of the enrollment period.

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OCT 20 2003

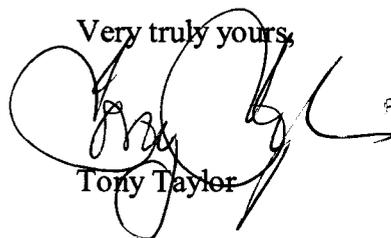
PURSUANT TO 807 KAR 5:011 SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

3. Customers who subscribe to BellSouth® Metro Ethernet service as defined in the General Subscriber Service Tariff and the Private Line Services Tariff, by signing a twelve (12) month or greater agreement will receive the following:
 - a. Waiver of port installation charges as defined in Section A4 of BellSouth's tariff only.
 - b. Waiver of the first month of monthly recurring service charges.
 - c. Discounted monthly channel mileage rates based on the following pricing tiers:
 1. Twelve (12) to forty-two (42) month contracts will receive a five (5%) percent discount on monthly channel mileage rates.
 2. Forty-three (43) to sixty (60) month contracts will receive a ten (10%) percent discount on monthly channel mileage rates.
4. Promotion rewards will appear as a credit in the Other Charges & Credits section of the customer's bill in a subsequent billing period.
5. Multiple location connections are allowed to receive the benefits of this promotion.
6. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program, Volume and Term agreement, or Contract Service Arrangement.
7. This promotion is only available to customers where BellSouth offers service, and where facilities are available.
8. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed, and no taxes or fees will be added to the amount under this program.
9. Limit of one reward on the same account, at the same address, and in the same name.
10. Existing contracts may not be re-cast in order to receive this promotion.
11. BellSouth may modify or terminate this promotion at any time. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
12. In the event a customer terminates the term election agreement, the customer must pay to BellSouth a charge for the number of months remaining on such agreed upon term. In addition, the customer shall reimburse all rewards received under this promotion. This termination charge will appear on the customer's final bill as a charge in the Other Charges & Credit section. Payment of the termination charge does not release the customer from other previous amounts owed to BellSouth.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 20 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

Revenue and Cost Summary

24 Months:

Configuration A Configuration B Configuration C

Revenue:

Cost:

Contribution:

48 Months:

Configuration A Configuration B Configuration C

Revenue:

Cost:

Contribution:

Configuration A: 5 miles of interconnect, 2 GigE SW ports

Configuration B: 20 miles of interconnect, 2 100M ports

Configuration C: 30 miles of interconnect, 2 10M ports

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 20 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Chandra B. ...
EXECUTIVE DIRECTOR

T64-1182



RECEIVED
OCT 14 2003
PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

October 14, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1182

Dear Mr. Dorman:

On September 5, 2003, we notified you of a new promotion that we intend to offer to residential customers beginning on October 15, 2003. During the promotional period of October 15, 2003 through October 8, 2004, customers who do not now have service with BellSouth, who subscribe to basic exchange service (IFR) with at least two features (vertical services) will receive a waiver of the monthly charges for the features for twelve months.

The specific provisions and limitations of this promotion are as follows:

1. Participating customers 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. Participating customers must have local service or equivalent (e.g., wireless in lieu of wireline) at the same local service address on one or more of their existing lines.
3. Participating customers must request service at the same address and in the same name, unless the 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 service representative can offer the customer the promotion and place the order at the new address.
4. Participating customers must have not had local service with BellSouth for at least 10 days prior to the new service connection date.
5. Participating customers must switch their local service to BellSouth and subscribe to basic local exchange service.
6. Participating customers must place their orders on or before 10/8/04
7. This offer is valid for only one (1) service line at the intended local service address.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
ADDRESS

OCT 15 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

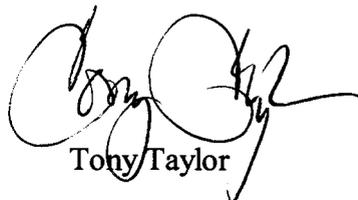
Thomas M. Dorman
October 14, 2003
Page 2 of 2

8. Participating customers must place their orders through a BellSouth business office, outbound telemarketing vendor, or alternate channels as indicated.
9. If the customer cancels or discontinues the qualifying service, he will be ineligible.
10. BellSouth may discontinue or modify this promotion at any time.
11. Participating customers must have the eligible services on their new service order (N) in order to receive the promotional offer.
12. This offer may be combined with cash back offers or other promotional offers for the same services, unless the Company prohibits such a combination. Initially, this promotion may not be combined with the reacquisition 1FR +2 Features Cash Back offer.

An analysis of the rate and costs associated with this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 15 2003

PURSUANT TO 307 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Rate and Costs Comparison

<u>Recurring Revenue</u>	<u>Recurring Cost</u>	<u>Discount</u>	<u>Non-recurring Revenue</u>	<u>Non-recurring Cost</u>	<u>Discount</u>	<u>Breakeven (Months)</u>
Promotion as a Stand Alone:						
\$32.96		(\$10.00)	\$42.00		\$0.00	
Promotion in Conjunction with Other Promotions:						
\$32.96		(\$10.00)	\$0.00		\$0.00	

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 15 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

764-1181



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

October 14, 2003

RECEIVED

OCT 14 2003

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1181

Dear Mr. Dorman:

On September 5, 2003, we notified you of a new promotion of BellSouth ® PreferredPack* Plan service that we intend to offer to residential customers beginning on October 15, 2003. During the promotional period of October 15, 2003 through December 31, 2003, customers who do not now have service with BellSouth, who subscribe to BellSouth ® PreferredPack* Plan service, will receive a \$5 discount off the monthly rate.

The specific provisions and limitations of this promotion are as follows:

1. Participating customers 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. Participating customers must have local service or equivalent (e.g., wireless in lieu of wireline) at the same local service address on one or more of their existing lines.
3. Participating customers must request service at the same address and in the same name, unless the 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 service representative can offer the customer the promotion and place the order at the new address.
4. Participating customers must have not had local service with BellSouth for at least 10 days prior to the new service connection date.
5. Participating customers must switch their local service to BellSouth and purchase any one of the following:
 - a. BellSouth® PreferredPack* plan
 - b. BellSouth® PreferredPack* plan for Voicemail.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 15 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

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* Service Mark of BellSouth Intellectual Property Corporation

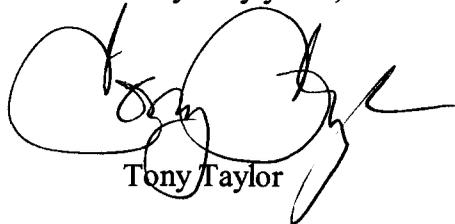
Thomas M. Dorman
October 14, 2003
Page 2 of 2

6. Participating customers must place their orders on or before 12/31/03.
7. This offer is valid for only one (1) service line at the intended local service address.
8. Participating customers must place their orders through a BellSouth business office, outbound telemarketing vendor, or alternate channels as indicated.
9. Once customers complete the above requirements they will receive the \$5 discount on their monthly bill for 12 months. If the customer cancels or discontinues the qualifying service, he will be ineligible.
10. BellSouth may discontinue this promotion at any time.
11. Participating customers must have the eligible services on their new service order (N) in order to receive the promotional offer.
12. This offer may be combined with other offers for the same service.

An analysis of the rate and costs associated with this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



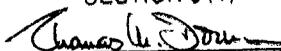
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 15 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Rate and Costs Comparison

<u>Recurring Revenue</u>	<u>Recurring Cost</u>	<u>Discount</u>	<u>Non-recurring Revenue</u>	<u>Non-recurring Cost</u>	<u>Discount</u>	<u>Breakeven (Months)</u>
Promotion as a Stand Alone:						
\$37.91		(\$5.00)	\$42.00		\$0.00	
Promotion in Conjunction with Other Promotions:						
\$37.91		(\$5.00)	\$0.00		\$87.50	

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 15 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

T64-1314



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

October 7, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

OCT 07 2003

PUBLIC SERVICE
COMMISSION

Re: 64-0765

Dear Mr. Dorman:

By letter from staff dated August 6, 2003, the Commission accepted the proposed promotion of BellSouth's Complete Choice ® services, Area Plus ® services, and PreferredPack * Plan services that was proposed in this case. The promotion was scheduled to continue through December 31, 2003. We have now decided to end this promotion effective on October 17, 2003.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



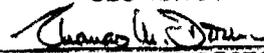
Tony Taylor

- ® Registered Service Mark of BellSouth Intellectual Property Corporation
- * Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 17 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

T64-1250

RECEIVED

SEP 22 2003



PUBLIC SERVICE COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

September 22, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0425, 64-0939 and 64-0979

Dear Mr. Dorman:

The three promotions which are the subjects of the three file numbers shown above are all cash back promotions that are offered to residence customers. One of the conditions for participation identified for each of these promotions was that customers must send BellSouth a copy of their bills as a proof of purchase in order to receive the coupon for their cash back benefit.

BellSouth has decided to eliminate this requirement from these and similar cash back promotions. We, therefore, request modifications of the conditions for participation in these promotions as filed to reflect this requirement elimination.

We regret any inconvenience this modification may cause the Commission or staff. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 22 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY
EXECUTIVE DIRECTOR

T64-1168



BellSouth Telecommunications, Inc.
4th Floor
601 W. Chestnut Street
Louisville, KY 40203

502-582-2164
FAX 502-582-8667

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

RECEIVED
SEP 29 2003
PSC
FINANCIAL ANALYSIS

September 29, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1168

RECEIVED

SEP 29 2003

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On September 3, 2003, we notified you of a new promotion that we intend to offer to residential customers. During the promotional period of October 3, 2003 through October 2, 2004, residential customers who switch to BellSouth from another competitive telecommunications provider and subscribe to either BellSouth ® PreferredPack* Plan service or BellSouth ® Complete Choice ® service will receive a \$25 gift card.

Specific provisions and limitations of this promotion are as follows:

1. Participating customers 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. Participating customers 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. Participating customers must request service at the same address and in the same name, unless the 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 service representative can offer the customer the promotion and place the order at the new address.
4. Participating customers must have not had local service with BellSouth for at least 10 days prior to the new service connection date.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

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BY Thomas M. Dorman
EXECUTIVE DIRECTOR
OCT 03 2003
SUBJ: PROMOTION TO 807 KAR 5:011
SECTION 9 (1)

5. Participating customers must switch their local service to BellSouth and purchase any one of the following:
 - a. BellSouth® Complete Choice® service
 - b. BellSouth® Complete Choice® Two-Line Plan package
 - c. BellSouth® Complete Choice® Three-Line Plan package
 - d. Area Plus® with BellSouth® Complete Choice® plan
 - e. Area Plus® Two-Line Plan package with BellSouth® Complete Choice®
 - f. Area Plus® Three-Line Plan package with BellSouth® Complete Choice®
 - g. BellSouth® PreferredPack* Plan
 - h. BellSouth® PreferredPack* Plan for Voicemail.
6. Participating customers must place their orders on or before 10/02/04.
7. This offer is valid for only one (1) service line at the intended local service address.
8. Participating customers must place their orders through a BellSouth business office, outbound telemarketing vendor, or alternate channels as indicated.
9. Participating customers must fill out a coupon and mail the coupon or redemption vehicle to a specified address by a specified date.
10. Once participating customers complete the above requirements they will receive a gift card activation code. Only customers who correctly redeem the redemption vehicle will be eligible. Participating customers must continue to have qualifying service at the time that gift cards are processed. If customers cancel or discontinue the qualifying service, they will be ineligible.
11. BellSouth may discontinue or modify this promotion at any time.
12. Participating customers must have the eligible services on their new service order (N) in order to receive the promotional offer.
13. This offer may be combined with other cash back offers for the same service at the same time.

Attached is an analysis of the rates and costs associated with this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

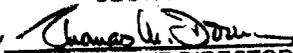
Very truly yours,


Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 03 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

Rate and Cost Summary

2nd Gift Check Promotion as a Stand Alone

Product	Recurring Revenue	Recurring Cost	Margin \$	Discounted Margin	Non-Recurring Revenue	Non-Recurring Waiver	Non-Recurring Cost	Non-Recurring Discounts	Non-Recurring Gain/(Loss)	Breakeven (mos.)
BPP	\$ 37.91				\$ 42.00	\$ -				
CC	\$ 40.00				\$ 42.00	\$ -				
CC - 2 Line	\$ 63.45				\$ 57.00	\$ -				
CC - 3 Line	\$ 90.45				\$ 72.00	\$ -				
AP w/ CC	\$ 56.00				\$ 42.00	\$ -				
AP w/ CC - 2 Line	\$ 86.45				\$ 57.00	\$ -				
AP w/ CC - 3 Line	\$ 123.45				\$ 72.00	\$ -				

Non-Recurring Discounts \$ 25.00
 Gift Check
 Breakeven
 Total Non-Recurring Discounts

Gift Check Promotion in Conjunction with Other Promotions

Product	Recurring Revenue	Recurring Cost	Margin \$	Discounted Margin	Non-Recurring Revenue	Non-Recurring Waiver	Non-Recurring Cost	Non-Recurring Discounts	Non-Recurring Gain/(Loss)	Breakeven (mos.)
BPP	\$ 37.91				\$ 42.00	\$ (42.00)				
CC	\$ 40.00				\$ 42.00	\$ (42.00)				
CC - 2 Line	\$ 63.45				\$ 57.00	\$ (57.00)				
CC - 3 Line	\$ 90.45				\$ 72.00	\$ (72.00)				
AP w/ CC	\$ 56.00				\$ 42.00	\$ (42.00)				
AP w/ CC - 2 Line	\$ 86.45				\$ 57.00	\$ (57.00)				
AP w/ CC - 3 Line	\$ 123.45				\$ 72.00	\$ (72.00)				

Non-Recurring Discounts \$ 100.00
 Breakeven \$ 25.00
 Total Non-Recurring Discounts \$ 25.00
 Breakeven \$ 175.00
 Total Non-Recurring Discounts

PURSUANT TO 807 KAR 5:011 SECTION 9 (1)

BY Charles J. Jones
 EXECUTIVE DIRECTOR

764-1108

RECEIVED

BELLSOUTH SEP 26 2003

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

September 25, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1108

Dear Mr. Dorman:

On August 20, 2003, we notified you of a new promotion that we intend to offer to existing small business customers. The promotion is scheduled to begin on October 1, 2003 and end on December 29, 2003. During the promotional period, BellSouth small business customers with individual exchange access lines (1FBs) who upgrade their existing account to a BellSouth® Complete Choice® for Business package will receive a one (1) time cash back coupon in the amount of twenty-five dollars (\$25) for each line purchased and installed (as described in BellSouth's A4 tariff), up to a maximum of three (3) lines. Customers must sign a thirty-six (36) month BellSouth® Complete Choice® for Business term election agreement to be eligible.

Specific provisions and limitations of this promotion are as follows:

1. This promotion is available to existing business customers who meet all the eligibility requirements and have less than three thousand dollars (\$3,000) per month in billing for BellSouth services.
2. Participating customers must sign a thirty-six (36) month BellSouth® Complete Choice® for Business term election agreement between October 1, 2003 and December 29, 2003 in order to participate. Following this promotion window, customers will not be allowed to enroll in this promotion or receive promotion rewards. This promotion is not available for resale for the duration of this enrollment period.
3. During the promotion, customers who subscribe to a BellSouth® Complete Choice® for Business package by signing a thirty-six (36) month BellSouth® Complete Choice® for Business term agreement will receive a twenty-five dollar (\$25) cash back coupon for each line purchased and installed, up to a maximum of three (3) lines. No reward is given for more than three (3) lines.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

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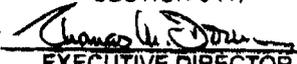
OCT 01 2003
PURSUANT TO 807 KAR 5:011
SECTION 9 (1)
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

4. Customers whose orders are determined to be eligible to receive the promotion reward will receive the cash back coupon reward via U.S. Mail service. The cash back coupon reward can range from twenty-five dollars (\$25) to seventy-five dollars (\$75) dependent on the number of lines purchase under this promotion.
5. The cash back coupon is redeemable for a check in the amount shown on the coupon received by the customer. To redeem the coupon for a check, the customer must return the coupon to the fulfillment vendor shown on the coupon. Customers will receive a check within four (4) to (6) weeks of coupon receipt by the fulfillment vendor. All coupons will clearly indicate the expiration date by which the coupon must be returned.
6. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program or Contract Service Arrangement.
7. This promotion is only available to customers where BellSouth offers service, and where facilities are available.
8. The reward for this promotion will apply to a maximum of three (3) lines, each being eligible for the twenty-five dollar (\$25) cash back coupon.
9. There is a limit of no more than three (3) cash back rewards (valued at twenty-five dollars \$25 each) per account at the same address and in the same name.
10. Checks received by customers will be valid for one hundred eighty (180) days and can be either cashed or endorsed and sent to BellSouth as payment remittance towards the customer's account. Checks cannot be cashed or used as remittance after the expiration date has passed.
11. All applicable taxes and fees will be based on the full price of all products and services and no taxes or fees will be added to the amount of any rewards given under this promotion.
12. BellSouth may modify or terminate this promotion at any time. Notice of such modifications to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
13. In the event a customer terminates the term election agreement, the customer must pay BellSouth a termination charge (if applicable in the customer's term agreement) for the number of months remaining on such agreed upon term. This termination charge will appear on the customer's final bill as a charge in the Other Charges & Credits section. Payment of the termination charge does not release the customer from other previous amounts owed to BellSouth.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Thomas M. Dorman
September 25, 2003
Page 3 of 3

Attached is an estimate of the revenue and cost effect expected from this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



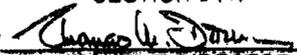
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Recurring
Non-recurring

Total Revenue

Cost:

Recurring
Non-recurring
Benefit

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

T64-1107
RECEIVED

SEP 25 2003

PUBLIC SERVICE
COMMISSION



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

September 25, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1107

Dear Mr. Dorman:

On August 20, 2003, we notified you of a new promotion of additional access lines that we intend to offer to existing business customers. The promotion is scheduled to begin on October 1, 2003 and end on December 29, 2003. This promotion offers customers who purchase additional lines a la carte or in a BellSouth® Complete Choice® for Business package a one (1) time cash back coupon redeemable for a check for the value of installation charges (as described in BellSouth's A4 tariff) for the local exchange line(s), and an additional fifty dollar (\$50) cash back coupon.

Specific provisions and limitations associated with this promotion are as follows:

1. This promotion is available to existing business customers who meet all the eligibility requirements.
2. Participating customers must sign a term agreement between October 1, 2003 and December 29, 2003 in order to participate. Following this promotion window, customers will not be allowed to enroll in this promotion or receive promotion rewards. This promotion is not available for resale for the duration of this enrollment period.
3. During this promotion, customers who purchase additional lines "a la carte" or in a BellSouth® Complete Choice® for Business package will receive a one (1) time cash back coupon redeemable for a check for the value of installation charges for the local exchange line(s), and an additional fifty dollar (\$50) cash back coupon. This promotion reward will apply toward the purchase of up to three (3) additional lines.
4. This promotion may be used in conjunction with the existing 1FB Upgrade to Complete Choice® for Business Offer promotion.

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OF KENTUCKY
EFFECTIVE

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OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

5. A participating customer whose order is determined to be eligible to receive the promotion reward will receive the cash back coupon reward for the value of installation via U.S. Mail service. The cash back coupon reward amount is dependent upon the installation charges applicable and the number of lines purchased under this promotion.
6. The cash back coupon is redeemable for a check in the amount shown on the coupon. To redeem the coupon for a check, the customer must return the coupon to the fulfillment vendor shown on the coupon. Customers will receive a check within four (4) to (6) weeks of coupon receipt by the fulfillment vendor. All coupons will clearly indicate the expiration date by which the coupon must be returned.
7. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program or Contract Service Arrangement.
8. This promotion is only available to customers where BellSouth offers service, and where facilities are available.
9. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed, and no taxes or fees will be added to the amount under this program.
10. Checks received by customers will be valid for one hundred eighty (180) days and can be either cashed or endorsed and sent to BellSouth as payment remittance towards the customer's account. Checks cannot be cashed or used as remittance after the expiration date has passed.
11. There is a limit of no more than three (3) cash back coupon rewards for the value of installation (valued at the tariff rate for installation) per account at the same address and in the same name.
12. There is a limit of one (1) fifty dollar (\$50) cash back coupon per account at the same address and in the same name.
13. BellSouth may modify or terminate this promotion at any time. Notice of such modifications to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
14. In the event a participating customer terminates a term election agreement, the customer must pay BellSouth a termination charge (if applicable in the customer's term agreement) for the number of months remaining on such agreed upon term. This termination charge will appear on the customer's final bill as a charge in the Other Charges & Credits section. Payment of the termination charge does not release the customer from other previous amounts owed to BellSouth.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Thomas M. Dorman
September 25, 2003
Page 3 of 3

An estimate of the revenue and cost effect expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Recurring
Non-recurring

Total Revenue

Cost:

Recurring
Non-recurring
Benefit

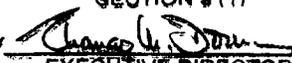
Total Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY  EXECUTIVE DIRECTOR

T64-1106



BellSouth Telecommunications, Inc.
4th Floor
601 W. Chestnut Street
Louisville, KY 40203

502-582-2164
FAX 502-582-8667

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

RECEIVED
SEP 29 2003
PSC
FINANCIAL ANALYSIS

September 29, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

SEP 29 2003

PUBLIC SERVICE COMMISSION

Re: 64-1106

Dear Mr. Dorman:

On August 20, 2003, we notified you of a new promotion of BellSouth® Centrex service that we intend to offer to business customers. The promotion is scheduled to begin on October 1, 2003 and end on December 29, 2003. This promotion offers new BellSouth® Centrex systems subscribers special rewards for signing a term agreement.

Specific provisions and limitations of this promotion are as follows:

1. This promotion is available to new and existing business customers who meet all the eligibility requirements.
2. Participating customers must sign a term agreement between October 1, 2003 and December 29, 2003 in order to participate. Following this promotion window, customers will not be allowed to enroll in this promotion or receive promotion rewards. This promotion is available for resale for the duration of this enrollment period.
3. During this promotion, customers who subscribe to BellSouth® Centrex service by signing a twelve (12) month, twenty-four (24) month, or thirty-six (36) month term or greater term election agreement will receive the following:
 - a. Customers with a twelve (12) month agreement will receive a waiver of installation charges (as described in BellSouth A4 Tariff),
 - b. Customers with a twenty-four (24) month agreement will receive a waiver of installation charges (as described in BellSouth A4 Tariff) and a waiver of the first month's recurring charges,
 - c. Customers with a thirty-six (36) month or greater term election agreement will receive a waiver of installation charges (as described in BellSouth A4 Tariff) and a waiver of the first two (2) months recurring charges.

PUBLIC SERVICE COMMISSION
OF KENTUCKY

OCT 01 2003

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PURSUANT TO 807 KAR 5:011
SECTION 9 (1)
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

4. Promotion rewards will appear as a credit in the Other Charges & Credit section of the customer's bill in a subsequent billing period, usually within one (1) to two (2) billing cycles.
5. BellSouth® ESSX® service and BellSouth® MultiServ® service customers may participate in this promotion.
6. BellSouth® Centrex service customers with expired contracts are also eligible to participate in this promotion if they meet the promotion requirements.
7. Customers participating in this promotion may also participate in the following programs offered by BellSouth: Key Customer 2003 Program, BellSouth® Simple Savings, BellSouth® Custom Advantage® plan and the BellSouth® Business Premium Rewards Program.
8. Also during this promotion, Offer #2 is available to existing BellSouth® Centrex customers who renew their term agreements for an additional twenty-four (24) months or more. These subscribers are eligible to receive a one (1) time three hundred dollar (\$300) bill reward.
9. BellSouth® ESSX® service and BellSouth® MultiServ® service customers with an expired contract who migrate to BellSouth® Centrex service may participate in this promotion.
10. Offer #1 and Offer #2 cannot be combined.
11. For the purposes of this promotion, the waiver of installation and recurring charges applies to the following features only:
 - a. Common Equipment – M1ACS, M1ACC
 - b. Non-ISDN feature package – CENAA, CENCA
 - c. Non-ISDN station links – M4L++ (does not include non-ISDN service channel or mileage components for Foreign Central Office).
 - d. NARS
 - e. Hunting where applicable
 - f. Optional Features-System Communication Service Charges & Centrex Control
 - g. A4 Charges will be waived.
12. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program or Contract Service Arrangement.
13. This promotion is only available to customers where BellSouth offers service and where facilities are available.
14. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed, and no taxes or fees will be added to the amount under this program.
15. There is a limit of one reward per account at the same address and in the same name.
16. BellSouth may modify or terminate this promotion at any time. Notice of such changes to participants will be included in standard promotion communications including but not limited to letters, emails, or faxes.

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PURSUANT TO 807 KAR 5.011
SECTION 9 (1)
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

COMMUNICATIONS COMMISSION
OF KENTUCKY
EFFECTIVE

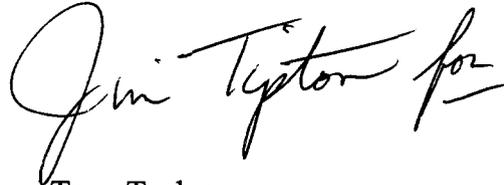
Thomas M. Dorman
September 29, 2003
Page 3 of 3

17. Should a customer terminate the election agreement without cause, the customer will pay BellSouth a termination liability as specified in BellSouth's Tariff A2.4.10E. Payment of the termination charge does not release the customer from other previous amounts owed to BellSouth.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



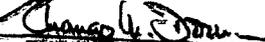
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Cost:

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles G. Dorn
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
 4th Floor FAX 502-582-8667
 601 W. Chestnut Street
 Louisville, KY 40203

Tony Taylor
 Director
 Regulatory & External Affairs

Tony.Taylor@bellsouth.com

September 29, 2003



Thomas M. Dorman
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P.O. Box 615
 Frankfort, Kentucky 40602-0615



Re: 64-1105

SEP 29 2003

Dear Mr. Dorman:

PUBLIC SERVICE
 COMMISSION

On August 20, 2003, we notified you of a new promotion of MegaLink® service that we intend to offer to small business customers. The promotion is scheduled to begin on October 1, 2003 and end on December 29, 2003.

Specific provisions and limitations of this promotion are as follows:

1. This promotion is available to new business customers who meet all the eligibility requirements, and have an estimated spending of between seventy-five dollars (\$75) and three thousand dollars (\$3,000) per month in billing for BellSouth services.
2. Participating customers must sign a term agreement between October 1, 2003 and December 29, 2003 in order to participate. Following this promotion window, customers will not be allowed to enroll in this promotion or receive promotion rewards. This promotion is available for resale for the duration of this enrollment period.
3. During this promotion, customers who subscribe to the following features of BellSouth® MegaLink® service by signing a twenty-four (24) month or greater term agreement and will receive a waiver of installation charges as defined in BellSouth's A4 Tariff.
4. BellSouth® MegaLink® service features that this promotion applies to are:
 - a. Channelized MegaLink® service
 - b. Point-to-Point MegaLink® service
 - c. Channelized Trunks

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
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PURSUANT TO 807 KAR 5:011
 SECTION 9 (1)

BY Thomas M. Dorman
 EXECUTIVE DIRECTOR

5. Promotion rewards will appear as a credit in the Other Charges & Credits section of the customer's bill in a subsequent billing period, usually within one (1) to two (2) billing cycles.
6. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program or Contract Service Arrangement.
7. Customers with MegaLink® service are not eligible to participate in the Key Customer Program or Simple Savings promotions currently in effect. However, if a customer has other BellSouth regulated products that are not a part of a product level Contract Service Arrangement, these services would be eligible to receive Key Customer rewards.
8. This promotion is only available to customers where BellSouth offers service and where facilities are available.
9. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed, and no taxes or fees will be added to the amount under this program.
10. There is a limit of one reward per account at the same address and in the same name.
11. BellSouth may modify or terminate this promotion at any time. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
12. In the event a customer terminates the term election agreement, the customer must pay to BellSouth a termination charges for the number of months remaining on such agreed upon term. In addition, the customer shall reimburse all rewards for line connection charges and charges for change in service, if applicable. Termination charges will appear on the customer's final bill as a charge in the OC&C section. Payment of the termination charge does not release the customer from other previous amounts owed to BellSouth.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



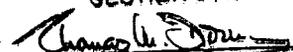
Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Attachment

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Recurring

Total Revenue:

Cost:

Recurring

Non-recurring

Total Cost:

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles H. Stone
EXECUTIVE DIRECTOR

T64-1104

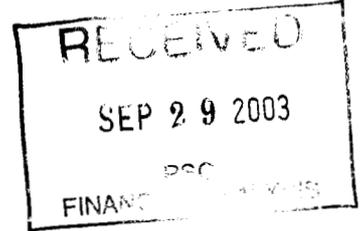


BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

September 29, 2003



Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

SEP 29 2003

PUBLIC SERVICE
COMMISSION

Re: 64-1104

Dear Mr. Dorman:

On August 20, 2003, we notified you of a new promotion of Frame Relay service that we intend to offer to small business customers. The promotion is scheduled to begin on October 1, 2003 and end on December 29, 2003. This promotion offers a waiver of installation and service connection charges for new and existing customers who purchase or upgrade to BellSouth® Frame Relay service.

Specific provisions and limitations of this promotion are as follows:

1. This promotion is available to new and existing business customers who meet all the eligibility requirements and are installing new Frame Relay drops only, or upgrading their existing service.
2. In order to participate, customers must sign a term agreement between October 1, 2003 and December 29, 2003. Following this promotion window, customers are not allowed to enroll in this promotion or receive promotion rewards. This promotion is available for resale for the duration of this enrollment period.
3. During this promotion, customers who subscribe to BellSouth® Frame Relay Service by signing a twenty-four (24) month or greater agreement will receive a waiver of installation charges including service establishment charges as defined in BellSouth's A4 tariff.
4. Promotion rewards will appear as a credit in the OC&C section of the customer's bill in a subsequent billing period, usually within one (1) to two (2) billing cycles.
5. This promotion applies to all speeds (SubRate T1 256 Kbps and 1,536 Mbps).

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OF KENTUCKY
EFFECTIVE

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PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
September 29, 2003
Page 2 of 2

6. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program or Contract Service Arrangement.
7. This promotion is only available to customers increasing their connection speeds.
8. This promotion is only available to customers where BellSouth offers service, and where facilities are available.
9. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed, and no taxes or fees will be added to the amount under this program.
10. There is a limit of one reward per Frame Relay connection at the same address and in the same name.
11. Existing contracts may not be re-cast in order to receive this promotion.
12. BellSouth may modify or terminate this promotion at any time. Notice of such modifications to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
13. In the event a customer terminates a term election agreement, the customer must pay to BellSouth a termination charges for the number of months remaining on such agreed upon term. In addition, the customer will reimburse all rewards for line connection charges and charges for change in service, if applicable. This termination charges will appear on the customer's final bill as a charge in the Other Charges & Credit section. Payment of the termination charge does not release the customer from other previous amounts owed to BellSouth.

An estimate of the revenue and cost effect expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Cost:

Recurring
Benefit

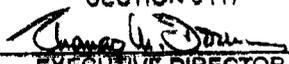
Total Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

T64-1103

RECEIVED

BELLSOUTH SEP 25 2003

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

September 25, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1103

Dear Mr. Dorman:

On August 20, 2003, we notified you of a new promotion of BellSouth® Complete Choice® for Business that we intend to offer to small business customers. The promotion is planned to begin on October 1, 2003 and end on December 29, 2003. During this promotional period, new subscribers that sign a BellSouth® Complete Choice® for Business agreement will receive a cash back coupon that can be redeemed for the cost of line installation (as described in BellSouth's A4 tariff). This offer applies to the purchase of up to three (3) lines.

The specific provisions and limitations of the promotion are as follows:

1. This promotion is available to new business customers who meet all the eligibility requirements and have less than three thousand dollars (\$3,000) per month in billing for BellSouth services.
2. Participating customers must sign a twelve (12) month, twenty-four (24) month, or thirty-six (36) month BellSouth® Complete Choice® for Business term election agreement between October 1, 2003 and December 29, 2003 in order to participate. Following this promotion window, customers will not be allowed to enroll in this promotion or receive promotion rewards. This promotion is not available for resale.
3. During this promotion, participating customers who subscribe to a BellSouth® Complete Choice® for Business package by signing a BellSouth® Complete Choice® for Business term agreement will receive a cash back coupon redeemable for the value of the installation charge for each line purchased and installed, up to a maximum of three (3) lines. No reward is given for more than three (3) lines.

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PUBLIC SERVICE COMMISSION
OF KENTUCKY

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
September 25, 2003
Page 2 of 2

4. Customers with orders that are determined to be eligible to receive the promotion reward will receive the cash back coupon reward via U.S. Mail service. The cash back coupon reward amount is dependent on the number of lines purchased under this promotion.
5. The cash back coupon is redeemable for a check in the amount shown on the coupon received by the subscriber. To redeem the coupon for a check, the subscriber must return the coupon to the fulfillment vendor shown on the coupon. Subscribers will receive a check within four (4) to (6) weeks of coupon receipt by the fulfillment vendor. All coupons will clearly indicate the expiration date by which the coupon must be returned.
6. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program or Contract Service Arrangement.
7. This promotion is only available to customers where BellSouth offers service and where facilities are available.
8. There is a limit of no more than three (3) cash back rewards (valued at the amount of the installation charges) per account at the same address and in the same name.
9. Checks received by customers will be valid for one hundred eighty (180) days and can be either cashed or endorsed and sent to BellSouth as payment remittance toward the customer's account. Checks cannot be cashed or used as remittance after the expiration date has passed.
10. All applicable taxes and fees will be based on the full price of all products and services and no taxes or fees will be added to the amount of any rewards given under this promotion.
11. BellSouth may modify or terminate this promotion at any time. Notice of such modifications to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
12. In the event a participating customer terminates the term election agreement, the customer must pay BellSouth a termination charge (if applicable in the customer's term agreement) for the number of months remaining on such agreed upon term. This termination charge will appear on the customer's final bill as a charge in the Other Charges & Credits section. Payment of the termination charge does not release the customer from other previous amounts owed to BellSouth.

An analysis of the revenue and cost effect expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

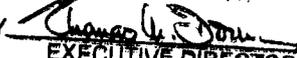


Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Recurring
Non-recurring

Total Revenue

Cost:

Recurring
Non-recurring
Benefits

Total Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

TL4-1102



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

RECEIVED
SEP 24 2003

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

PUBLIC SERVICE
COMMISSION

September 24, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1102

Dear Mr. Dorman:

On August 20, 2003, we notified you of a new promotion of BellSouth® Primary Rate ISDN service that we intend to offer to business customers. The promotion is scheduled to begin on October 1, 2003 and end on December 31, 2003. This promotion offers BellSouth® Select Business program customers a bonus award of forty-thousand (40,000) Select program points if they subscribe to BellSouth® Primary Rate ISDN service.

Specific provisions and limitations are as follows:

1. This promotion is available to new and existing business customers who meet all the eligibility requirements.
2. Participating customers must sign a term agreement between October 1, 2003 and December 31, 2003 in order to participate. Following this promotion window, customers will not be allowed to enroll or to receive promotion rewards. This promotion is available for resale for the duration of the enrollment period.
3. During the promotion, BellSouth® Select Business program subscribers who subscribe to BellSouth® Primary Rate ISDN service by signing a thirty-six (36) month agreement will receive a bonus of forty thousand (40,000) Select program points.
4. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program or Contract Service Arrangement offered by BellSouth.
5. This promotion may be combined with other BellSouth® Primary Rate ISDN service promotions, provided all other terms and conditions are met.
6. Participating customers must sign a thirty-six (36) month or greater term agreement in order to receive the Select bonus points.

DEPARTMENT OF KENTUCKY
EFFECTIVE
OCT 01 2003

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PURSUANT TO KY KAR 6:011
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

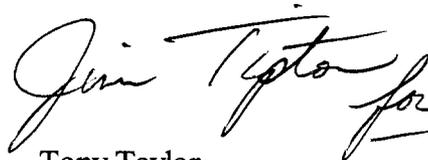
Thomas M. Dorman
September 24, 2003
Page 2 of 2

7. To qualify for this promotion, participating customers must purchase and maintain a minimum of twelve (12) "B" Channels in order to receive the Select bonus points.
8. This promotion is only available to customers where BellSouth offers service, and where facilities are available.
9. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed, and no taxes or fees will be added to the amount under this program.
10. There is a limit of one (1) reward per BellSouth® Primary Rate ISDN service purchased. Each purchase must meet the thirty-six (36) month or greater term agreement requirement, as well as the purchase and maintenance of a minimum of twelve (12) "B" Channels requirement, in order to receive the Select bonus points for each BellSouth® Primary Rate ISDN service purchased.
11. BellSouth may modify or terminate this promotion at any time. Notice to participants of any modifications will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
12. In the event a participating customer terminates the term election agreement, the customer must pay to BellSouth a termination charge for the number of months remaining on such agreed upon term. This termination charge will appear on the customer's final bill as a charge in the Other Charges & Credits section. In addition, the customer will forfeit bonus points for the full amount. Payment of the termination charge does not release the customer from other previous amounts owed to BellSouth.

Attached is an analysis of the estimated revenue and cost associated with a 36-month and a 49-month contract under this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

	<u>36-Month Contract</u>	<u>49-Month Contract</u>
Revenue	\$31,428	\$39,445
Cost		
Benefit		
Total Cost		
Contribution		

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles W. Stone
EXECUTIVE DIRECTOR

764-1101



RECEIVED
SEP 25 2003
PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

September 25, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-1101

Dear Mr. Dorman:

On August 20, 2003, we notified you of a new promotion of BellSouth® Primary Rate ISDN service that we intend to offer to business customers. The promotion is scheduled to begin on October 1, 2003 and end on December 29, 2003. This promotion offers customers three (3) monthly term options when they subscribe to BellSouth® Primary Rate ISDN service.

The specific terms and limitations for this promotion are as follows:

1. This promotion is available to new and existing business customers who meet all the eligibility requirements.
2. Customers must sign a term agreement between October 1, 2003 and December 29, 2003 in order to participate. Following this window of time, customers will not be allowed to enroll in this promotion or to receive promotion rewards. This promotion is available for resale for the duration of this enrollment period.
3. During this promotion, customers who subscribe to BellSouth® Primary Rate ISDN service by signing a twelve (12) month, twenty-four (24) month or thirty-six (36) month agreement will receive a 100% waiver of installation charges (as described in BellSouth's A4 Tariff) and a per "B" Channel bill credit. Waiver of installation charges does not include charges for inside wiring or jacks required for installation.
4. Specific term agreements will receive the following reward as a part of this promotion:
 - a. Participants with twelve (12) to twenty-three (23) month term agreements will receive a waiver of installation charges, and a "B" Channel effective rate of twenty dollars (\$20) after a bill credit is applied to the customer's bill.

OCT 01 2003

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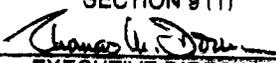
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

- b. Participants with twenty-four (24) to forty-eight (48) month term agreements will receive a waiver of installation charges, a "B" Channel effective rate of sixteen dollars (\$16) after a bill credit is applied to the customer's bill, and a waiver of monthly recurring charges for one (1) month.
 - c. Participants with forty-nine (49) to seventy-two (72) month term agreements will receive a waiver of installation charges, a "B" Channel effective rate of fifteen dollars (\$15) after a bill credit is applied to the customer's bill, and a waiver of monthly recurring charges for two (2) months.
 - d. Participating customers must purchase and maintain a minimum of twelve (12) "B" Channels to qualify for this promotion.
5. The waiver of recurring charges applies to the following features of Bellsouth® Primary Rate ISDN service:
 - a. "B" Channels
 - b. Primary Rate ISDN Interface
 - c. Local Access
 - d. Primary Rate ISDN TN's
 6. Promotion rewards will appear as a credit in the Other Charges & Credits section of the customer's bill in a subsequent billing period, usually within one (1) to two (2) billing cycles.
 7. Unless otherwise specified, BellSouth will not combine this promotion with any other promotion, program or Contract Service Arrangement offered by BellSouth.
 8. Existing customers with an expired contract or with six (6) months remaining on their existing contract are also eligible for this promotion.
 9. This promotion applies to voice and data Primary Rate ISDN only.
 10. With the exception of BellSouth® Select and BellSouth Business Premium Rewards, this promotion cannot be combined with any additional reward programs.
 11. Bill credits will change as the "B" channels change over the length of the contract.
 12. This promotion is only available to customers where BellSouth offers service, and facilities are available.
 13. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed, and no taxes or fees will be added to the amount under this program.
 14. There is a limit of one (1) reward per Primary Rate ISDN ordered.
 15. BellSouth may modify or terminate this promotion at any time. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Thomas M. Dorman
September 25, 2003
Page 3 of 3

16. In the event a participating customer terminates the term election agreement, the customer must pay to BellSouth a termination charges for the number of months remaining on such agreed upon term. In addition, the customer will reimburse all rewards for line connection charges and charges for change in service, if applicable. These termination charges will appear on the customer's final bill as a charge in the Other Charges & Credits section. Payment of the termination charge does not release the customer from other previous amounts owed to BellSouth.

An estimate of the revenue and cost effect expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



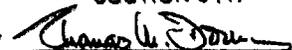
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

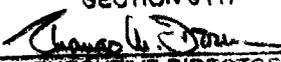
Cost:

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

T64-0939

RECEIVED

BELLSOUTH SEP 05 2003

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

September 5, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0939

Dear Mr. Dorman:

On July 17, 2003, and again on July 23, 2003, we notified you of a promotion of BellSouth® PreferredPack Plan * and BellSouth® Complete Choice® service that we intend to offer to residence customers. The promotion will begin on September 9, 2003 and end on December 31, 2003.

Specific provisions and eligibility requirements for this promotion are as follows:

1. Eligible reacquisition or winover customers who purchase a BellSouth® Complete Choice® service or BellSouth® PreferredPack* Plan and who are currently not using BellSouth for local service may receive a \$25 gift card.
2. Customers must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines.
3. Customers 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.
4. Customers 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 service representative can offer the customer the promotion and place the order at the new address.

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 * Service Mark of BellSouth Intellectual Property Corporation
 ® Registered Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
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SEP 09 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

5. Customers must have not had local service with BellSouth for at least 10 days prior to the new service connection date.
6. Customers must switch their local service to BellSouth and purchase any one of the following:
 - a. BellSouth® Complete Choice® service
 - b. BellSouth® Complete Choice® Two-Line Plan package
 - c. BellSouth® Complete Choice® Three-Line Plan package
 - d. Area Plus® with BellSouth® Complete Choice® plan
 - e. Area Plus® Two-Line Plan package with BellSouth® Complete Choice®
 - f. Area Plus® Three-Line Plan package with BellSouth® Complete Choice®
 - g. BellSouth® PreferredPack* Plan
 - h. BellSouth® PreferredPack* Plan for Voicemail.
7. Customers must place their orders on or before December 31, 2003.
8. This offer is valid for only one (1) service line at the intended local service address.
9. Customers must place their orders through a BellSouth business office, outbound telemarketing vendor, or alternate channels as indicated.
10. Customers must fill out a coupon and attach a copy of their first month's bill showing the purchase of the required components. If the bill shows cancellation or disconnection of the service, then customers are not eligible for the promotion.
11. Customers must mail a coupon or redemption vehicle and a copy of their bill to a specified address by a specified date.
12. Once customers complete the above requirements they will receive a gift card activation code. Only customers who correctly redeem the redemption vehicle will be eligible, and customers must continue to have qualifying service at the time that the gift card is processed. If customers cancel or discontinue the qualifying service, they will be ineligible.
13. BellSouth may discontinue or modify this promotion at any time.
14. Customers must have the eligible services on their new service order (N) in order to receive the promotional offer.
15. This offer may be combined with other cash back offers for the same service at the same time.

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PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

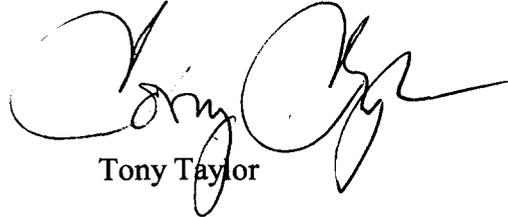
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
September 5, 2003
Page 3 of 3

A comparison of the rates and costs associated with this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

A handwritten signature in black ink, appearing to read "Tony Taylor", written in a cursive style.

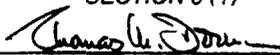
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 09 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Rate and Cost Summary

Gift Check Promotion as a Stand Alone

Product	Recurring Revenue*	Recurring Cost	Margin \$	Non-Recurring Revenue	Non-Recurring Cost	Non-Recurring Discounts	Non-Recurring Gain/(Loss)	Breakeven (mos.)
BPP	\$ 37.41			\$ 42.00				
CC	\$ 39.50			\$ 42.00				
CC - 2 Line	\$ 62.95			\$ 57.00				
CC - 3 Line	\$ 89.95			\$ 72.00				
AP w/ CC	\$ 55.50			\$ 42.00				
AP w/ CC - 2 Line	\$ 85.95			\$ 57.00				
AP w/ CC - 3 Line	\$ 122.95			\$ 72.00				

Non-Recurring Discounts
Gift Check Breakeven \$ (25.00)
Total Non-Recurring Discounts

Gift Check Promotion in Conjunction with Other Promotions

Product	Recurring Revenue*	Recurring Cost	Margin \$	Non-Recurring Revenue	Non-Recurring Waiver	Non-Recurring Cost	Non-Recurring Discounts	Non-Recurring Gain/(Loss)	Breakeven (mos.)
BPP	\$ 37.41			\$ 42.00	\$ (42.00)				
CC	\$ 39.50			\$ 42.00	\$ (42.00)				
CC - 2 Line	\$ 62.95			\$ 57.00	\$ (57.00)				
CC - 3 Line	\$ 89.95			\$ 72.00	\$ (72.00)				
AP w/ CC	\$ 55.50			\$ 42.00	\$ (42.00)				
AP w/ CC - 2 Line	\$ 85.95			\$ 57.00	\$ (57.00)				
AP w/ CC - 3 Line	\$ 122.95			\$ 72.00	\$ (72.00)				

BY: *Charles L. Down*
EXECUTIVE DIRECTOR

PURSUANT TO THE PROVISIONS OF THE KENTUCKY SERVICE COMMISSION ACT, THIS GIFT CHECK PROMOTION IS EFFECTIVE FROM 12/1/03 TO 11/30/03. * Includes SLC charge

\$ (100.00)
\$ (25.00)
\$ (25.00)

764-1048



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

September 4, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

SEP - 4 2003

PUBLIC SERVICE
COMMISSION

Re: 64-1048

Dear Mr. Dorman:

On August 7, 2003, we notified you of a new promotion called BellSouth® Integrated Solutions that we intend to begin offering on September 8, 2003. The promotion will end on December 31, 2003. Under this promotion, the services offered within the BellSouth® Integrated Solutions bundle will be available for a single monthly rate to customers who sign a thirty-six (36) month contract.

BellSouth® Integrated Solutions is a product/service bundle that will be provided for a single price, which will be determined by the service configuration the customer chooses. BellSouth® Integrated Solutions provides the following capabilities: voice channels, interoffice facilities where necessary, dedicated Internet access, shared web hosting, E-mail boxes, and customer premises equipment, including installation, maintenance and monitoring. BellSouth® Integrated Solutions is available in two formats: BellSouth® Integrated Solutions-T1 and BellSouth® Integrated Solutions-Primary Rate ISDN (PRI). Also available at an additional charge are optional features that provide the following capabilities: additional voice channels, additional data channels, specified calling features, Direct Inward Dialing, and additional Frame Relay Permanent Virtual Circuits (PVCs).

Specific limitations and provisions of this promotion are as follows:

- This promotion is available to new BellSouth® Integrated Solutions customers.
- To qualify for this promotion, customers must sign a thirty-six (36) month BellSouth® Integrated Solutions service contract ("BIS Agreement").

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KENTUCKY
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BY Thomas M. Dorman
EXECUTIVE DIRECTOR

- This promotion provides discounted regulated and non-regulated services within the BellSouth® Integrated Solutions bundle for a single monthly rate and the nonrecurring service establishment charge will be waived.
- BellSouth® Integrated Solutions is structured as follows:

BellSouth® Integrated Solutions Service Bundle

Voice Channels – includes eight (8) channels for local voice service
Business Line – one business line, which is used for out-of-band Customer Premises Equipment (CPE) monitoring
Interoffice Facilities – up to seventy-five (75) miles (where needed to serve customer)
Dedicated Internet Access* – 128K minimum
E-mail Boxes* – thirty (30)
Shared Web Hosting* – two hundred (200) megabytes (MB) storage capacity provided via a shared server
Customer Premises Equipment* - including installation, maintenance, and monitoring

Optional Services (available at additional cost)

Additional Voice Channels – available in 64K increments
Additional Data Channels – available in 2-channel increments
Specified Calling Features – (BellSouth® Integrated Solutions-T1 only) – Call Forwarding Busy Line, Call Forwarding Don't Answer, Call Waiting, Three-way Calling with Transfer, 30 Code Speed Calling, Call Forwarding Variable, Remote Access Call Forwarding Variable, Caller ID Name and Number Deliver (w/Anonymous Call Rejection), Repeat Dialing (*66), Call Return (*69), Message Waiting Indication-Audible, Message Waiting Indication-Audible/Visual
Direct Inward Dialing
Frame Relay – Additional Permanent Virtual Circuits (PVCs) (as available)
Dedicated Internet Access* - available in 128K, 256K, 384K, 512K and 768K
Non-recurring charges may apply for these optional services.

- Customers must subscribe to BellSouth® Integrated Solutions to obtain the bundle of services and optional features at the promotion price.
- The basic BellSouth® Integrated Solutions bundle includes eight (8) voice channels and 128K of Internet access.
- Unless otherwise specified, no product or service (or combination of products or services) included in this bundle is eligible for any other promotion, program or Contract Service Arrangement offered by BellSouth.

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* Non-regulated Services

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OF KENTUCKY
EFFECTIVE

SEP 08 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

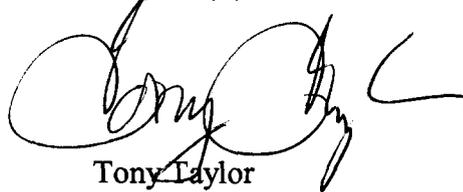
Thomas M. Dorman
September 4, 2003
Page 3 of 3

- This promotion is available to customers where facilities permit.
- Should a participating customer terminate a contract signed under this promotion without cause, charges for termination or cancellation of service shall be limited to those specified in the BellSouth® Integrated Solutions Agreement.
- BellSouth may terminate this promotion at any time following notice to the Commission.
- This promotion is not available for resale. Each regulated service contained within this bundle is available individually for resale at the tariff rate less the appropriate resale discount.

Attached are revenue and cost analyses for the two options. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



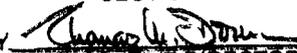
Tony Taylor

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 08 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

REVENUE, COST, & CONTRIBUTION SUMMARY

BIS PRI Promo KY 128K

Contract Period: 36 Months

08/07/2003

KENTUCKY

Product Code/USOC	Description	USOC Tariff Rate		USOC Contract Rate		USOC Cost		Monthly Revenue		Monthly Cost		Totals		
		Non Recurring	Recurring	Non Recurring	Recurring	Non Recurring	Recurring	Non Recurring	Recurring	Non Recurring	Recurring	Contract Revenue	Contract Cost	Contract Contrib. %
997	BELLSOUTH INTEGRATED SOLUTIONS - Basic Plan, 128K, each	\$0.00	\$0.00	\$0.00	\$488.00			\$0.00	\$488.00					
	Subtotal BELLSOUTH INTEGRATED SOLUTIONS -							\$0.00	\$488.00					
091	FRIBEL/BBELE/CPC/ISAL* Customer Connection at 128 k Committed Information Rate (CIR) 65-128 k	\$475.00	\$104.00	\$0.00	\$0.00			\$0.00	\$0.00					
	Subtotal FRIBEL/BBELE/CPC/ISAL*	\$0.00	\$19.00	\$0.00	\$0.00			\$0.00	\$0.00					
044	Megalink Jack-2 wire modular baseboard type Jack-Network Interface Equipment	\$23.10	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
	Subtotal Megalink	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
990	Miscellaneous Charges FCC Charge for Excess Line Port for Primary Rate IS FCC Charge for Network Access - Individual Line or	\$0.00	\$14.00	\$0.00	\$14.00			\$0.00	\$14.00					
	Subtotal Miscellaneous Charges	\$0.00	\$7.13	\$0.00	\$7.13			\$0.00	\$35.65					
116	Megalink Channel Service Business Line	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
	Subtotal - Megalink Channel Service	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
427	Primary Rate ISDN PRI ISDN Access Line PRI ISDN Interface Voice/Data (Standard) PRI ISDN B-Channel Voice/Data (Standard) PRI ISDN D-Channel (provisioning only) Usage Sensitive PRI ISDN Telephone Number per nu	\$375.00	\$190.00	\$0.00	\$0.00			\$0.00	\$0.00					
	Subtotal Primary Rate ISDN	\$110.00	\$32.00	\$0.00	\$0.00			\$0.00	\$0.00					
	GRAND TOTAL	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00	\$537.65					

BIS SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 08 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY *Charles L. Brown*
EXECUTIVE DIRECTOR

REVENUE, COST, & CONTRIBUTION SUMMARY
BIS Promo - KY

Contract Period: 36 Months

08/05/2003

KENTUCKY

Product Code/USOC	Description	USOC Tariff Rate		USOC Contract Rate		USOC Cost		Monthly Revenue		Monthly Cost		Totals		
		Non Recurring	Recurring	Non Recurring	Recurring	Non Recurring	Recurring	Non Recurring	Recurring	Non Recurring	Recurring	Contract Revenue	Contract Cost	Contract Contrib. %
997	BELLSOUTH INTEGRATED SOLUTIONS -													
WCCY3	Basic Package, 128 K, each	\$0.00	\$0.00	\$0.00	\$368.00			\$0.00	\$368.00					
	Subtotal BELLSOUTH INTEGRATED SOLUTIONS -							\$0.00	\$368.00					
091	FRIBBEL/BBELE/CPCISAL*													
FRH12	Customer Connection at 128 k	\$475.00	\$104.00	\$0.00	\$0.00			\$0.00	\$0.00					
FRVR1	Committed Information Rate (CIR) 65-128 k	\$0.00	\$19.00	\$0.00	\$0.00			\$0.00	\$0.00					
	Subtotal FRIBBEL/BBELE/CPCISAL*							\$0.00	\$0.00					
044	Megalink													
1LDPA	Megalink Local Channel, Each Additional 1/2 Mile	\$0.00	\$41.00	\$0.00	\$0.00			\$0.00	\$0.00					
1LDPF	Megalink Local Channel, First 1/2 Mile	\$300.00	\$75.00	\$0.00	\$0.00			\$0.00	\$0.00					
CCOEF	Clear channel capability extended superframe format	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
MGLPV	One-Time Charge for R-removal Visit	\$35.00	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
MGLSE	One-Time Charge for Service Establishment	\$600.00	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
RL11C	Jack-2 wire modular baseboard type	\$23.10	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
RU48X	Jack-Network Interface Equipment	\$8.00	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
	Subtotal Megalink							\$0.00	\$0.00					
459	Megalink Channel Service													
IPOME	MLCS Feat Activation CO Dtg Data 64 K, first	\$10.00	\$8.00	\$0.00	\$0.00			\$0.00	\$0.00					
IPOWU	MLCS Feat Activation CO Dtg Data 64 K, addl	\$7.50	\$8.00	\$0.00	\$0.00			\$0.00	\$0.00					
IPOWU	Megalink, analog trunk feature activation at CO, first	\$10.00	\$5.00	\$0.00	\$0.00			\$0.00	\$0.00					
VUM24	Megalink, analog trunk feature activation at CO, addl	\$9.00	\$5.00	\$0.00	\$0.00			\$0.00	\$0.00					
	MLCS, 24 Voice Equivalent Channels	\$265.00	\$189.00	\$0.00	\$0.00			\$0.00	\$0.00					
	Subtotal Megalink Channel Service							\$0.00	\$0.00					
990	Miscellaneous Charges													
9ZR	FCC Charge for Network Access - Individual Line or T	\$0.00	\$7.13	\$0.00	\$7.13			\$0.00	\$7.04					
	Subtotal Miscellaneous Charges							\$0.00	\$7.04					
116	Megalink Channel Service													
116	Business Line	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
116	Hunt/Forward Service, Rate Group 5	\$0.00	\$5.00	\$0.00	\$0.00			\$0.00	\$0.00					
XXXX	MLCS NAR, per list rated line or trunk both ways, RI	\$0.00	\$23.85	\$0.00	\$0.00			\$0.00	\$0.00					
XXXX	MLCS NAR, per list rated line or trunk both ways, RI	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
XXXX	MLCS NAR, per list rated line or trunk both ways, RI	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00					
	Subtotal NAR							\$0.00	\$0.00					
	Subtotal Megalink Channel Service							\$0.00	\$0.00					
	GRAND TOTAL							\$0.00	\$425.04					

BY Charles J. Smith
EXECUTIVE DIRECTOR

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

08/05/2003

KENTUCKY COMMISSION

REVENUE, COST, & CONTRIBUTION SUMMARY
BIS Feature Pack/DID KY

Contract Period: 36 Months

08/14/2003

KENTUCKY

Product Code/USOC	Description	USOC Tariff Rate		USOC Contract Rate		USOC Cost		Monthly Revenue		Monthly Cost		Totals	
		Non Recurring	Recurring	Non Recurring	Recurring	Non Recurring	Recurring	Non Recurring	Recurring	Non Recurring	Recurring	Contract Revenue	Contract Cost
010	CUSTOM CALLING												
ESCWT	Three-Way Calling with Transfer	\$0.00	\$5.00	\$0.00	\$0.00			\$0.00	\$0.00				
ESF	30 Code Speed Calling	\$0.00	\$5.00	\$0.00	\$0.00			\$0.00	\$0.00				
ESM	Call Forwarding	\$0.00	\$4.00	\$0.00	\$0.00			\$0.00	\$0.00				
ESX	Call Waiting	\$0.00	\$4.00	\$0.00	\$0.00			\$0.00	\$0.00				
GCE	Call Forwarding Busy Line	\$0.00	\$3.00	\$0.00	\$0.00			\$0.00	\$0.00				
GCI	Call Forwarding Don't Answer	\$0.00	\$3.00	\$0.00	\$0.00			\$0.00	\$0.00				
G CZ	Remote Activation of Call Forwarding	\$0.00	\$8.25	\$0.00	\$0.00			\$0.00	\$0.00				
MMW	Message Waiting - Slurter Dialtone	\$0.00	\$0.60	\$0.00	\$0.00			\$0.00	\$0.00				
MMWAV	Message Waiting Indication, Audio/Visual	\$0.00	\$0.60	\$0.00	\$0.00			\$0.00	\$0.00				
NSQ	Repeat Dialing ('66)	\$0.00	\$4.75	\$0.00	\$0.00			\$0.00	\$0.00				
NSS	Caller ID Name and Number Delivery with Anonymous Call Reje	\$0.00	\$8.50	\$0.00	\$0.00			\$0.00	\$0.00				
NAMCR	Custom Calling Feature Package, per line/trunk	\$0.00	\$0.00	\$0.00	\$10.00			\$0.00	\$10.00				
WCCD3													
	Subtotal CUSTOM CALLING							\$0.00	\$10.00				
116	DID												
NID4	PBX Service, first group of 20 DID numbers	\$480.00	\$5.00	\$0.00	\$0.00			\$0.00	\$0.00				
NIDT	PBX Service, BellSouth CMRS Local Loop DID Trunk termination	\$50.00	\$35.00	\$0.00	\$0.00			\$0.00	\$0.00				
SRD8D	Dual Tone Multifrequency pulsing option on DID	\$0.00	\$10.00	\$0.00	\$0.00			\$0.00	\$0.00				
WCC7B	BIS Voice Channel, DID (Additive Only), each	\$0.00	\$0.00	\$0.00	\$20.00			\$0.00	\$20.00				
	Subtotal DID							\$0.00	\$20.00				
	GRAND TOTAL							\$0.00	\$30.00				

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 08 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dow
EXECUTIVE DIRECTOR

T64-1132

BELLSOUTH RECEIVED

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

AUG 12 2003
Tony Taylor
Director
Regulatory & Public Affairs
PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

2003-00313

August 12, 2003

Mr. Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, KY 40602-0615

Re: C62-01027, T62-1075, and T63-0915

Dear Mr. Dorman:

By letter from Commission staff dated August 23, 2001, the Commission approved our proposal to extend and modify a promotion then in effect (see Tariff Filing No. C62-01027). Additional requests to further extend the effective date of this promotion were approved by letters from staff dated October 2, 2001 (see Tariff Filing No. T62-1075) and August 29, 2002 (see Tariff Filing No. T63-0915).

This promotion waives the service charges for connection of specific services as follows:

- (1) The Secondary Service Charge is waived for existing residential customers adding or changing the following services using RightTouch® (automated ordering service), the BellSouth® web site, or through BellSouth® authorized telemarketing:

TouchStar® Service	Grouping Service	Customized Code Restriction
Custom Calling Service	RingMaster® Service	Message Waiting Indication
BellSouth® Privacy Director® Service		Designer Listings
Prestige® Communications Service		
Voice Mail Companion Services Package		

SEP 09 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

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Mr. Thomas M. Dorman
August 12, 2003
Page 2 of 2

- (2) The Secondary Service Charge is waived for existing residential customers adding or changing the following services through the BellSouth residential business office:

BellSouth ® Privacy Director ® Service
Voice Mail Companion Services Package

- (3) The Secondary Service Charge is waived for existing residential Flexible Call Forwarding customers who are adding or changing the following services due to the elimination of Flexible Call Forwarding (obsoleted effective November 16, 2000):

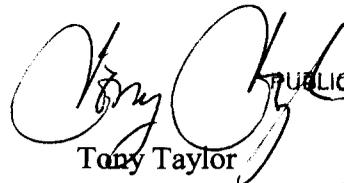
Call Forwarding Busy Line Call Forwarding Don't Answer
Call Forwarding Variable Preferred Call Forwarding
BellSouth ® Privacy Director ® Service
Remote Access - Call Forwarding Variable

We now request that the expiration date for this promotion be further extended from September 3, 2003 until September 3, 2004. The estimated revenue and cost effect of this extension until September 3, 2004 is the same as the revised estimate of the revenue and cost effect that was filed on August 14, 2002 (Filing No. T63-0915) for the promotional period of September 3, 2002 through September 3, 2003.

Please see the enclosed motion for expedited treatment of this proposal.

If there are any questions or the need for additional information concerning this proposal, please call Jim Tipton at 502-582-8925.

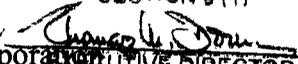
Very truly yours,


Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 03 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

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T64-0979

BELLSOUTH
PUBLIC SERVICE COMMISSION
AUG 20 2003
RECEIVED

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

August 20, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0979

Dear Mr. Dorman:

On July 25, 2003, we notified you of a new promotion that we intend to offer to qualified residence customers, beginning on August 25, 2003. The promotional period will run through December 31, 2003. During the promotion, new residence customers who do not now have service with BellSouth, and residence customers who now have service with another telecommunications service provider who switch their service to BellSouth, will receive \$100 cash back if they subscribe to basic exchange service and at least two features. Upon the approved effective date of this promotion, the promotions approved in cases 64-0616 and 64-0635 will be cancelled.

Restrictions and eligibility requirements for participation in this promotion are as follows:

1. Participating customers must either not currently have local service with BellSouth or not have service with BellSouth on one or more of their existing lines.
2. Participating customers 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. Participating customers must request service at the same address and in the same name, unless the 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 service representative can offer the customer the promotion and place the order at the new address.
4. Participating customers must have not had local service with BellSouth for at least 10 days prior to the new service connection date.
5. Participating customers must switch their local service to BellSouth and purchase:
 - a. BellSouth® basic service, and
 - b. At least two additional features from BellSouth.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

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AUG 25 2003
PURSUANT TO 807 KAR 5:011
SECTION 9 (1)
BY Charles M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman

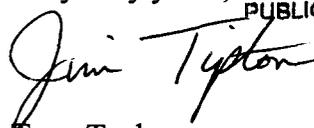
August 20, 2003

Page 2 of 2

6. Participating customers must place their orders on or before 12/31/03.
7. This offer is valid for only one (1) service line at the intended local service address.
8. Participating customers must place their orders through a BellSouth business office, outbound telemarketing vendor, or alternate channel as indicated.
9. Participating customers must fill out a coupon and attach a copy of their first month's bill showing the purchase of the required components. If the bill shows cancellation or disconnection of the service, then the customer is not eligible for the promotion.
10. Participating customers must mail the coupon and the copy of the bill to a specified address by a specified date.
11. Once participating customers complete the above requirements they will receive a check for \$100. Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, he will be ineligible.
12. BellSouth may discontinue or modify this promotion at any time.
13. Participating customers must have the eligible services on their new (N) service orders in order to receive the promotional offer.
14. This offer may not be combined with other cash back offers for the same service at the same time.
15. Customers are eligible for one (re)acquisition cash back promotion per 12 months.
16. Employees of BellSouth are not eligible for this offer.
17. Participating customers have 90 days to respond after receipt of the cash back coupon. After 90 days, customers are ineligible for the cash back promotion.
18. Customers who are currently out of the BellSouth region and establishing new service within the BellSouth region (out-of-region N orders), and customers within the region who are not currently receiving local service from any provider, are not eligible for this promotion.
19. This promotion is for reacquisition and acquisition customers only who are establishing service at the same address in the BellSouth region where they presently receive local or equivalent (wireless in lieu of wire-line) telephone service or at a different address if the customer is moving to a different address within 30 days of responding to the offer.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



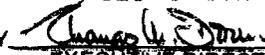
Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 25 2003

Attachment

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Analysis

Revenue:

Gross Revenue

Total Revenue

Cost:

Network and Other
Benefit

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 25 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles W. Brown
EXECUTIVE DIRECTOR

T64-0982

RECEIVED



JUL 25 2003

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

July 25, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0635

Dear Mr. Dorman:

Effective on August 25, 2003, BellSouth plans to cancel the promotion that is the subject of this case. This promotion will be replaced by a new \$100 Cash Back promotion. The advance notice for the new promotion, which will become effective on August 25, 2003, is being filed today.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 25 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY EXECUTIVE DIRECTOR

T64-0981

RECEIVED

JUL 25 2003

PUBLIC SERVICE
COMMISSION



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

July 25, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0616

Dear Mr. Dorman:

Effective on August 25, 2003, BellSouth plans to cancel the promotion that is the subject of this case. This promotion will be replaced by a new \$100 Cash Back promotion. The advance notice for the new promotion, which will become effective on August 25, 2003, is being filed today.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 25 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY EXECUTIVE DIRECTOR

T64-0902

RECEIVED



AUG 14 2003

PUBLIC SERVICE COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

August 14, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0902

Dear Mr. Dorman:

On July 8, 2003, we notified you of a promotion called "BellSouth® Business Perks" that we intend to begin offering to eligible business customers on August 20, 2003. This promotion is actually similar to the current "BellSouth® Business Perks" promotion that will end on August 19, 2003 (see File No. T63-1297). The promotional period of the new promotion will run from August 20, 2003 through February 16, 2004. This is an earlier end date than the August 19, 2004 date originally planned and included in the July 8th, 2003 advance notice.

BellSouth® Business Perks is a customer loyalty program designed to reward eligible business subscribers for meeting loyal customer milestones that include tenure and spending for regulated and non-regulated BellSouth services. To be eligible for the promotion, business subscribers must not currently have a term agreement for local exchange service. Program participants earn a reward coupon, redeemable for a one hundred dollars (\$100) check, ninety-dollar (\$90) Visa Card or two (2) months of BellSouth® FastAccess® Business DSL service after every three (3) months of service and one thousand dollars (\$1,000) accumulated spending. Once a reward coupon is earned, the participant's timer/counter is reset to zero (0) and they begin to earn their next reward.

The eligibility requirements for this promotion are as follows:

1. This promotion is available to new and existing BellSouth business subscribers subscribing to BellSouth local exchange service.
2. Monthly BellSouth revenue for subscriber's location must be between two hundred dollars (\$200) and three thousand dollars (\$3,000) to receive the rewards specified.

PUBLIC SERVICE COMMISSION
OF KENTUCKY

AUG 20 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

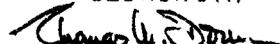
3. Subscribers may not be under a term agreement for regulated services (including the Key Customer plan, BellSouth® Complete Choice® for Business term, Contract Service Arrangement, BellSouth® Primary Rate ISDN service contract) and BellSouth® Business Perks for the same location.
4. Subscriber locations that have analog private line are not eligible for the BellSouth® Business Perks promotion.
5. The promotion is not available to residential subscribers, nor does it apply to the residential regulated spending of business subscribers.
6. Subscribers may change their service address (within BellSouth's service territory), add additional qualifying BellSouth services, or make changes to the telephone number(s) associated with their enrolled account and remain eligible for the promotion.
7. Subscribers with multi-locations that are billed to other numbers or CLUB billed may have all locations participate in one BellSouth® Business Perks promotion membership as long as one of the locations is eligible for the promotion.
8. Subscribers with multiple locations that individually qualify for BellSouth® Business Perks promotion, but are billed to other numbers or CLUB billed are eligible to earn one BellSouth® Business Perks promotion reward per qualifying location based on meeting the per location spending and tenure criteria. The spending and tenure criteria will be measured using the billed to number or CLUB billed level accumulated revenue with the average assigned to each qualifying location.
9. Subscribers with aggregate annual billing, per state of BellSouth services exceeding thirty-six thousand dollars (\$36,000) at the time of enrollment, are not eligible to participate in this promotion.
10. If a subscriber enrolled in the promotion discontinues all qualified BellSouth services, the subscriber immediately forfeits all unredeemed rewards and is removed from the promotion.

Specific provisions of this promotion include the following:

1. Qualified subscribers who enroll in the promotion receive a redeemable coupon after meeting the following loyal customer milestones as a part of this promotion:
 - a. Three (3) months continuous service with BellSouth and one thousand dollars (\$1,000) in accumulated spending on total billed charges -- Total billed charges consist of end-user monthly billed BellSouth regulated and non-regulated charges at qualifying locations.
 - b. The coupon will expire sixty (60) days from date of issuance.
 - c. After a coupon is earned, the subscriber's BellSouth® Business Perks promotion account is reset to zero (0), and the subscriber begins to earn another coupon based on meeting the promotion spending and tenure criteria.
 - d. Applicable taxes and fees will be based on the full tariff price of products and services, and no taxes or fees will be added to the amount of any reward under this promotion.

AUG 20 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

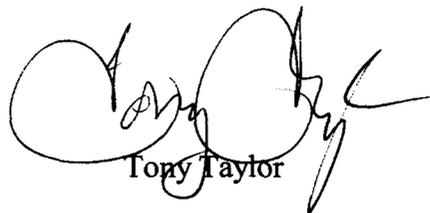
Thomas M. Dorman
August 14, 2003
Page 3 of 3

2. The coupon can be redeemed for one of the following reward options:
 - a. One hundred dollar (\$100) check (issued by BellSouth),
 - b. Two (2) months of BellSouth® FastAccess® Business DSL service, or
 - c. Ninety dollar (\$90) Prepaid Visa Card.
3. These reward options are subject to change. BellSouth may modify any part of this promotion, including but not limited to any of the coupon redemption offers, at any time. Notice of such changes will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
4. BellSouth may terminate this promotion at any time. In the case of promotion termination, subscribers who have earned coupons will have ninety (90) days from the date of notification to redeem any unused rewards. BellSouth will cease tracking and offering rewards as of the termination date.
5. Unless otherwise specified, BellSouth cannot combine this promotion with any other promotion, program, or Contract Service Arrangement offer.
6. This promotion is only available to subscribers where BellSouth offers service.
7. There is a limit of one (1) reward per account at the same address and in the same name.
8. In the event the subscriber terminates the term election agreement, the Subscriber must pay BellSouth a termination charge for the number of months remaining on such agreed upon term. In addition, the subscriber will reimburse all rewards for line connection charges and charges for changes in service, if applicable. This termination charge will appear on the subscriber's final bill as a charge in the Other Charges & Credits section. Payment of the termination charge does not release the subscriber from other previous amounts owed to BellSouth.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

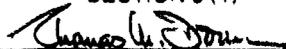


Tony Taylor

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OF KENTUCKY
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AUG 20 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment
EDITED

Revenue and Cost Summary
(Average per Month)

Revenue:

Recurring Revenue

Cost:

Recurring Cost
Benefit

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 20 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles W. Smith
EXECUTIVE DIRECTOR

764-0850



RECEIVED

JUL 01 2003

PUBLIC SERVICE COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

July 1, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: Case No. 2003-00233

Dear Mr. Dorman:

On June 16, 2003, we notified you of a promotion of the Complete Choice ® family of services that we intend to offer to residence customers. During the promotional period of July 7, 2003 through September 30, 2003, customers will receive \$30 cash back if they accept an agreement to maintain their Complete Choice® family product for six (6) months. Services included in this promotion are:

- BellSouth® Complete Choice® plan
- BellSouth® Complete Choice® Two-Line plan
- BellSouth® Complete Choice® Three-Line plan
- Area Plus® with Complete Choice® plan
- Area Plus® Two-Line with Complete Choice® plan
- Area Plus® Three-Line with Complete Choice® plan
- BellSouth® PreferredPack(SM) plan

Restrictions and eligibility requirements include the following:

1. Customers must be an existing Complete Choice family customers,
2. Eligible customers must be calling BellSouth to downgrade their Complete Choice service and/or to drop BellSouth as their service provider,
3. Customers must maintain the service for the six-month period,

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PUBLIC SERVICE COMMISSION
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EFFECTIVE

JUL 08 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles H. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
July 1, 2003
Page 2 of 2

4. Participating customers must return coupons in order to claim the \$30 cash back, and the remitted coupons must be verified against BellSouth service records to confirm that the customers have not had a break in service for the Complete Choice family product since the date of order completion. If there has been a break in service, the coupon will be void and the customer will not receive the \$30.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

Attachments

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 09 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

	2003	2004	2005
Revenue:			
Gross Revenue			
Cost:			
Network and Other Benefit			
Total Cost			
Contribution			

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 09 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles H. Stone
EXECUTIVE DIRECTOR

T64-0807



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

June 16, 2003

RECEIVED
JUN 16 2003
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0487

Dear Mr. Dorman:

On April 21, 2003, and again on May 23, 2003, we notified you of a promotion of BellSouth PreferredPack * Plan service that we intended to begin offering to qualified residence customers beginning on June 1, 2003 (please see Case No. 64-0487). The proposed end date of that promotion was June 29, 2003.

On May 27, 2003, we notified you of our intention to extend the end date of the promotion from June 29, 2003 until August 31, 2003. We would now like to extend the end date to September 30, 2003. Attached is a revised estimate of the revenue and cost effect of the promotion, assuming a September 30, 2003 end date.

Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

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OF KENTUCKY
EFFECTIVE

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JUL 16 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY EXECUTIVE DIRECTOR

Revenue and Cost Summary

	<u>2003</u>	<u>2004</u>	<u>2005</u>
Revenue:			
Gross Revenue:			
Cost:			
Promotion Benefit		\$0	\$0
Network and Other Expenses			
Total Cost:			
Contribution:			

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 1 6 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

T64-0696



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

June 30, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
JUN 30 2003
PUBLIC SERVICE
COMMISSION

Re: 64-0696

Dear Mr. Dorman:

On May 22, we notified you of a new promotion called the "Metro Ethernet Campaign" that we intend to offer to all new and existing large business customers. During the promotional period of July 1, 2003 through September 26, 2003, eligible customers who subscribe to "Metro Ethernet" (also known as Native Mode LAN Interconnection Service) on a term agreement of 24 months or longer, will receive a waiver of installation charges. Specific details of this promotion are as follows:

- This promotion is available to new and existing large business customers who meet all the eligibility requirements.
- For the purposes of this promotion, a large business customer is defined as a customer who has more than \$3,000 per month in spending on BellSouth regulated services.
- During this promotion, customers who subscribe to Metro Ethernet (also known as NMLI) service and meet all the eligibility requirements will receive a waiver of installation fees when the customer signs a 24-month or greater term agreement.

Restrictions include the following:

- Unless otherwise specified, this promotion cannot be combined with any other promotion, program or CSA being offered by BellSouth.
- Contracts, term or election agreements must be signed on or before the end date of the promotion in order for the customer to be eligible for this promotion.
- Out-of-region customers are not eligible for this promotion.
- There is a limit of one reward per account at the same address and in the same name.

PUBLIC SERVICE COMMISSION
OF KENTUCKY

JUL 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Thomas M. Dorman
June 30, 2003
Page 2 of 2

- Customers must agree to sign a 24-month or greater term agreement to receive this promotion.
- Customers who terminate applicable service(s) before the end of their contract or term election agreement will be required to reimburse BellSouth for all rewards previously awarded as outlined in this promotion.
- BellSouth may terminate this promotion at any time.

An estimate of the revenue and cost effect is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



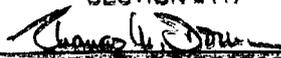
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 2 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Nonrecurring Cost

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Chamelle D. Dow
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

RECEIVED
JUN 18 2003
PUBLIC SERVICE
COMMISSION

June 17, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0695

Dear Mr. Dorman:

On May 22, 2003, we notified you of a new promotion called the "BellSouth Business Premium Rewards Program" that we intend to offer to all existing large business customers. The promotion is scheduled to begin on July 1, 2003 and run through September 26, 2003. The specifics of the promotion are as follows:

- This promotion is available to existing large business customers who meet all the eligibility requirements.
- Large business is defined as having a minimum of \$75.00 and maximum of \$21,000 monthly spending in BST regulated services.
- During this promotion, customers who meet the eligibility requirements will receive:
 - With a twenty-four (24) month term agreement, 10% monthly reward on applicable services (not to exceed \$2,100) and 50% monthly reward on Grouping (Hunting) service.
 - With a thirty-six (36) month term agreement, 15% monthly reward on applicable services (not to exceed \$3,150) and 100% monthly reward on Grouping (Hunting) service.
- Rewards will appear in the OC & C section of the subscriber's bill.

Promotion restrictions include the following:

- To receive a reward under this promotion, customer's monthly BST revenue on regulated services must be between a minimum of \$75 and a maximum of \$21,000.
- Unless otherwise specified, this promotion cannot be combined with any other promotion, program or CSA being offered by BellSouth.

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

JUL 01 2003

Thomas M. Dorman

June 17, 2003

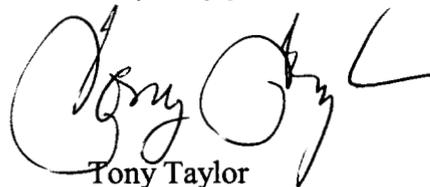
Page 2 of 2

- Term agreements must be signed on or before the end date of this promotion in order for the customer to be eligible for this promotion.
- Out-of-region customers are not eligible for this promotion.
- There is a limit of one reward per customer at the same address and in the same name.
- Customer must sign a twenty-four or thirty-six month term agreement.
- In the event a subscriber terminates all service(s) before the end of their term agreement, customer must reimburse BellSouth for all rewards received as outlined in this promotion. A bill associated with the original termination charge will appear on the subscriber's final bill as a charge in the OC&C section.
- BellSouth may terminate this promotion at any time.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



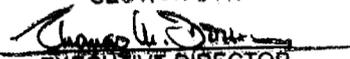
Tony Taylor

Attachments

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary
(2003)

Revenue:

Gross Revenue

Total Revenue

Cost:

Recurring Cost
Benefit

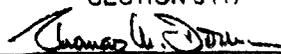
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR



RECEIVED
JUN 16 2003
PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

June 16, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0638

Dear Mr. Dorman:

On May 13, 2003, we notified you of a promotion that BellSouth intends to offer to existing small business customers (those business customers with \$100 - \$3,000 billing from BST per month). During the promotional period of July 1, 2003 through September 26, 2003, eligible customers who already have an agreement or who sign a new local term service election agreement and subscribe to additional lines will receive a \$50 bill reward for the addition of one line, and a \$100 bill reward for the addition of two or more lines. As an added bonus, participating customers who subscribe to MemoryCall ® service (untariffed) will receive a waiver of one month's recurring charge for that service.

Promotion restrictions include the following:

- Unless otherwise specified, this promotion cannot be combined with any other promotion, program or CSA being offered by BellSouth.
- Bill rewards are limited to a maximum of \$100.00 per account.
- Contracts, term or election agreements must be signed on or before the end date of this promotion in order for the customer to be eligible for this promotion.
- Out-of-region customers are not eligible for this promotion.
- There is limit of one reward per account at the same address and in the same name.
- Customer must agree to sign a term agreement to receive this promotion. Any length of term election agreement is acceptable for the purposes of this promotion.
- Customers who terminate applicable service(s) before the end of their contract or term election agreement will be required to reimburse BellSouth for all rewards previously awarded as outlined in this promotion.
- BellSouth may terminate this promotion at any time.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

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PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

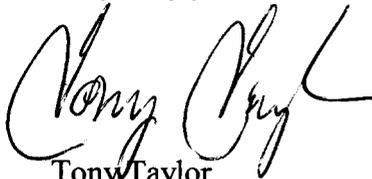
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
June 16, 2003
Page 2 of 2

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

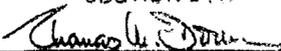


Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 0011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Gross Revenue

Cost:

Recurring Cost
Nonrecurring Cost
Benefits

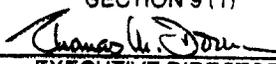
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR



RECEIVED

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

JUN 18 2003

Tony.Taylor@bellsouth.com

PUBLIC SERVICE
COMMISSION

June 17, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0637

Dear Mr. Dorman:

On May 13, 2003, we notified you of a promotion that we intend to offer to existing small business customers. The promotion is scheduled to begin on July 1, 2003 and run through September 26, 2003. The specifics of the promotion are as follows:

- This promotion is available to existing small business customers who meet all the eligibility requirements.
- Small business is defined as customers having between \$100 and \$3,000 monthly spending in BST services.
- During this promotion, customers who subscribe to BellSouth® Complete Choice® for Business Service and upgrade their existing lines to a BellSouth® Complete Choice® for Business package will receive a \$25 bill reward.
- As an added bonus, a customer may also subscribe to BellSouth® MemoryCall® Service (when upgrading the lines) and receive the first month of BellSouth® MemoryCall® Service at no charge.
- Any waiver of charges will appear in the OC & C section of the subscriber's bill.

Promotion restrictions include the following:

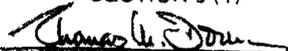
- Unless otherwise specified, this promotion cannot be combined with any other promotion, program or CSA being offered by BellSouth.

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OF KENTUCKY
EFFECTIVE

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PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

JUL 01 2003

Thomas M. Dorman

June 17, 2003

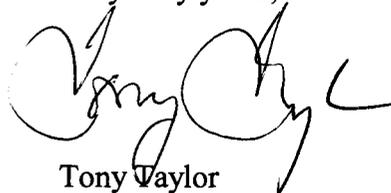
Page 2 of 2

- Contracts, term or election agreements must be signed on or before the end date of this promotion in order for the customer to be eligible.
- Out-of-region customers are not eligible.
- There is a limit of one reward per account at the same address and in the same name.
- Customer must agree to sign a thirty-six (36) month term BellSouth® Complete Choice® for Business agreement to receive this promotion.
- Customers who terminate applicable service(s) before the end of their contract or term election agreement will be required to reimburse BellSouth for all rewards previously awarded as outlined in this promotion.
- BellSouth may terminate this promotion at any time.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



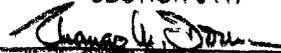
Tony Taylor

Attachments

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Nonrecurring Cost

Benefit

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. E. [Signature]
EXECUTIVE DIRECTOR



BELLSOUTH

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JUN 16 2003

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

June 16, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0633

Dear Mr. Dorman:

On May 13, 2003, we notified you of a promotion called "Full Speed Ahead" that we intend to offer to small business customers. The promotion will begin on July 1, 2003, and run through September 26, 2003. The specifics of the promotion are as follows:

- This promotion is available to new and existing small business customers who meet all the eligibility requirements.
- During this promotion, customers who subscribe to BellSouth® Frame Relay Service by signing a 24-month or 36-month contract for Sub Rate Frame speed or T-1 speed, will receive installation of the service at no charge.

Restrictions on this promotion are as follows:

- Unless otherwise specified, this promotion cannot be combined with any other promotion, program or CSA being offered by BellSouth.
- Contracts, term or election agreements must be signed on or before the end date of this promotion in order for the customer to be eligible for this promotion.
- Out-of-region customers are not eligible for this promotion.
- There is limit of one reward per account at the same address and in the same name.
- Customer must agree to sign a 24-month or 36-month term agreement.
- Customers who terminate applicable service(s) before the end of their contract or term election agreement will be required to reimburse BellSouth for all rewards previously awarded as outlined in this promotion.
- BellSouth may terminate this promotion at any time.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

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JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
June 16, 2003
Page 2 of 2

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



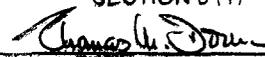
Tony Taylor

Attachments

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

Page 1 of 1
EDITED

Revenue and Cost Summary

Revenue:

Gross Revenue

Cost:

Gross Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dore
EXECUTIVE DIRECTOR

TL64-0632

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BELLSOUTH JUN 18 2003

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

June 17, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0632

Dear Mr. Dorman:

On May 13, 2003, we notified you of a promotion of Complete Choice® for Business (CCFB) Package service that we intend to offer to small business customers. The promotion is scheduled to begin on July 1, 2003 and run through September 26, 2003. The specifics of the promotion are as follows:

- This promotion is available to new small business customers who meet all the eligibility requirements.
- Small business is defined as customer having between \$100 and \$3,000 monthly spending in BST services.
- During this promotion, customers who subscribe to a 36-month BellSouth® local service term agreement and purchase a BellSouth® Complete Choice® for Business plan will receive a \$75.00 bill reward.
- As an added bonus, if the customer purchases BellSouth® MemoryCall® Service (when CCFB is purchased), they will receive the first month of BellSouth® MemoryCall® service at no charge.
- Any waiver of charges will appear in the OC & C section of the subscriber's bill.

Restrictions for this promotion include the following:

- Unless otherwise specified, this promotion cannot be combined with any other promotion, program or CSA being offered by BellSouth.

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OF KENTUCKY
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JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

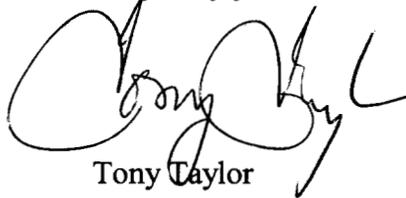
Thomas M. Dorman
June 17, 2003
Page 2 of 2

- Contracts, term or election agreements must be signed on or before the end date of this promotion in order for the customer to be eligible.
- Out-of-region customers are not eligible.
- There is a limit of one reward per account at the same address and in the same name.
- Customer must agree to sign a 36-month agreement to receive this promotion.
- Customers who terminate applicable service(s) before the end of their contract or term election agreement will be required to reimburse BellSouth for all rewards previously awarded as outlined in this promotion.
- BellSouth may terminate this promotion at any time.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



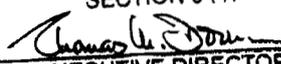
Tony Taylor

Attachments

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Nonrecurring Cost

Benefit

Total Cost

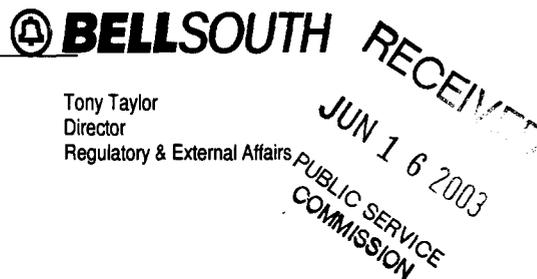
Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

June 16, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0631

Dear Mr. Dorman:

On May 13, 2003, we notified you of a promotion of BellSouth® Primary Rate ISDN service that we intend to offer to large business customers. The promotion is scheduled to begin on July 1, 2003 and end on September 26, 2003.

Specific details of the promotion are as follows:

- This promotion is available to new and existing large business customers who meet all the eligibility requirements.
- During this promotion, customers who subscribe to BellSouth® Primary Rate ISDN (PRI) service will receive 100% waiver of installation charges in addition to a specific B-channel bill credit with a minimum of 12 B-channels and a minimum of a 12-month term agreement.
 - 12-month – 23-month term agreement will receive the waiver of installation charges and a B-channel rate of \$20, after a bill credit is applied.
 - 24-month – 48-month term agreement will receive the waiver of installation charges and a B-channel rate of \$16, after a bill credit is applied.
 - 49-month – 72-month term agreement will receive the waiver of installation charges and a B-channel rate of \$15, after a bill credit is applied.
- Any waiver of charges will appear in the OC & C section of the subscriber's bill.

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PUBLIC SERVICE COMMISSION
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman

June 16, 2003

Page 2 of 2

Promotion restrictions include the following:

- Customer must maintain a minimum of 12 B-channels to qualify for this promotion.
- This promotion applies to Voice/Data PRI only.
- Installation of jacks and wiring charges are not included as a part of this promotion.
- Contract re-casts are not allowed unless the contract has expired.
- This promotion is not available for CSAs and Special Assemblies.
- This promotion is not eligible for BellSouth® Custom Advantage(TM/SM) package, BellSouth® Business Rewards Plus or any other BellSouth reward program. However, other regulated products that the customer has that are not part of a product level CSA are eligible for rewards.
- Contracts, term or election agreements must be signed on or before the end date of this promotion in order for the customer to be eligible.
- Out-of-region customers are not eligible.
- There is limit of one reward per account at the same address and in the same name.
- Customers who terminate applicable service(s) before the end of their contract or term election agreement will be required to reimburse BellSouth for all rewards previously awarded as outlined in this promotion.
- BellSouth may terminate this promotion at any time.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



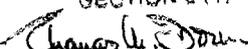
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Gross Revenue

Cost:

Gross Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles W. Egan
EXECUTIVE DIRECTOR



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JUN 16 2003

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

June 16, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0630

Dear Mr. Dorman:

On May 13, 2003, we notified you of a promotion called "Centrex Build and Buy" that we intend to offer to business customers. This promotion is scheduled to begin on July 1, 2003 and end on September 26, 2003.

Specific details of the promotion are as follows:

- This promotion is available to new and existing large and small business customers who meet all the eligibility requirements for this promotion.
- Offer #1 - During this promotion, new and existing business customers who subscribe to BellSouth® Centrex Service, will receive the following:
 - For all contract terms, installation fees will be waived.
 - For 12-month term election, customers will receive installation only at no charge.
 - For 24-month term election, customer will receive installation at no charge and the first one (1) month of service at no charge.
 - For 36-month term elections or greater, customers will receive installation at no charge and first two (2) months of service at no charge.
 - BellSouth® MemoryCall® Service (Integrated Voice/Fax) may also be added to the customer's account for \$6.00.
 - BellSouth® ESSX® Service, or BellSouth® MultiServ® Service customers are eligible for this promotion as outlined above.

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PUBLIC SERVICE COMMISSION
OF KENTUCKY

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

- Items included in the one month waiver of service are as follows:
 - Common Equipment – M1ACS, M1ACC
 - Non-ISDN Feature package - CENAA
 - Network Access Registers – M9QCX
 - Non-ISDN station links-M4L++ (does not include non-ISDN service channel or mileage components for Foreign Central Office.)
 - Hunting on NARS where applicable
 - BellSouth® MemoryCall® Integrated Voice Fax Service

- Offer #2 - During this promotion, and new business customers or business customers returning to BellSouth will receive the following:
 - A waiver of installation and service order charges at the time of initial system installation.
 - A minimum of six (6) lines is required.
 - Package with a forty percent (40%) reduced line rate and BellSouth® MemoryCall® Service. BellSouth® Centrex stations are provisioned with popular standard features including: Call Forwarding, Call Transfer, Three-Way Calling, Call Pick Up, Speed Calling, Hunting and Caller ID-Number. 1:1 NAR to station ratio required with two-way, flat rate NARS.
 - BellSouth® ESSX® Service, BellSouth® MultiServ® Service customers are eligible for this promotion as outlined above.
 - Customer must sign a 36-month or greater term election.
 - BellSouth® MemoryCall® Service may be added for \$6.00 per line if they select it at the time of initial purchase. BellSouth® MemoryCall® Service is not required in order for the customer to receive this promotion. If this service is chosen in addition to the BellSouth® Centrex Service, the customer will receive a waiver of installation/service order charges at the time of system installation. This offer provides a flat rate usage mailbox with message and fax capabilities.
 - Any waiver of charges will appear in the OC & C section of the subscriber's bill.

Promotion restrictions includes the following:

- This promotion may be combined with Key Customer 2003 Program, BellSouth® Simple Solutions or BellSouth® Business Rewards Plus Program.
- Customers may choose either Offer #1 or Offer #2 listed as part of this promotion. These two offers cannot be combined.
- Contracts, term or election agreements must be signed on or before the end date of this promotion in order for the customer to be eligible for this promotion.
- Out-of-region customers are not eligible for this promotion.

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)
JUL 01 2003
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

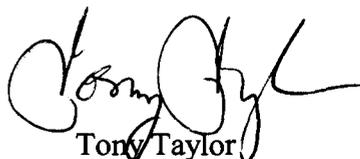
Thomas M. Dorman
June 16, 2003
Page 3 of 3

- There is limit of one reward per account at the same address and in the same name.
- Customer must agree to sign a 24-month or 36-month or greater term agreement as stated above to receive this promotion.
- Customers who terminate applicable service(s) before the end of their contract or term election agreement will be billed the sum of the total monthly rate for the committed lines and mailboxes for the remaining number of months in the term period.
- Subject to obtaining any regulatory approval, BellSouth reserves the right to terminate this promotion at any time.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



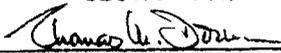
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Gross Revenue – Large Business
Gross Revenue – Small Business

Total Gross Revenue:

Cost:

Gross Cost – Large Business
Gross Cost – Small Business

Total Gross Cost:

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles L. Davis
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

June 16, 2003

RECEIVED

JUN 16 2003

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0629

Dear Mr. Dorman:

On May 13, 2003, we notified you of a promotion called "Calling All Channels" that we intend to offer to small business customers. During the promotional period of July 1, 2003 through September 26, 2003, eligible customers who subscribe to MegaLink ® service, Channelized MegaLink ® service, or BellSouth ® Channelized Trunk service on 24 or 36-month contracts will receive a waiver of installation charges.

Customers who subscribe to BellSouth ® Primary Rate ISDN service and sign a contact will receive a waiver of installation charges plus a discounted rate for B-channels, as follows:

- 12-month – 23-month term agreement will receive a B-channel rate of \$20, after the bill credit is applied.
- 24-month – 48-month term agreement will receive a B-channel rate of \$16, after the bill credit is applied.
- 49-month – 72-month term agreement will receive a B-channel rate of \$15, after the bill credit is applied.

Promotion restrictions include the following:

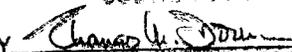
- Customer must maintain a minimum of 12 "B" Channels to qualify for this promotion.
- This promotion applies to Voice/Data PRI only.
- Installation of jacks and wiring charges are not included as a part of this promotion.
- Contract re-casts are not allowed unless the contract has expired.
- This promotion is not available for CSA/Special Assembly.

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OF KENTUCKY
EFFECTIVE

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PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Thomas M. Dorman

June 16, 2003

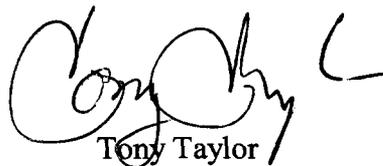
Page 2 of 2

- The PRI portion of this promotion is not eligible for BellSouth® Key Customer Discount. However, other regulated products that the customer has that are not part of a product level CSA are eligible for the Key Customer discount.
- Contracts, term or election agreements must be signed on or before the end date of this promotion in order for the customer to be eligible for this promotion.
- Out-of-region customers are not eligible for this promotion.
- There is limit of one reward per account at the same address and in the same name.
- Customers who terminate applicable service(s) before the end of their contract or term election agreement will be required reimburse BellSouth for all rewards previously awarded as outlined in this promotion.
- BellSouth may terminate this promotion at any time.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

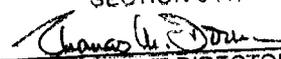
Attachment

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OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Gross Revenue – MegaLink ®
Gross Revenue – PRI

Total Revenue:

Cost:

Gross Cost – MegaLink ®
Gross Cost – PRI

Total Cost:

Contribution:

® Registered Service Mark of the BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Chandra L. Dora
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

RECEIVED

JUN 16 2003

PUBLIC SERVICE
COMMISSION

June 16, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0628

Dear Mr. Dorman:

On May 13, 2003, we notified you of a promotion of BellSouth® Primary Rate ISDN service and the BellSouth Select Business Program (A13.90.1) that we intend to offer to business customers. During the promotional period of July 1, 2003 through September 26, 2003, new and existing Select customers who subscribe to BellSouth® Primary Rate ISDN and sign a 36-month agreement will receive a bonus of 40,000 Select Program points.

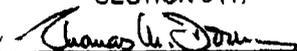
The specifics of the promotion are as follows:

- This promotion is available to new and existing BellSouth® Select Business® Program customers. BellSouth Select Business may affirmatively offer these awards to targeted new and/or existing Select customers. Offer will be provided to any Select customer who requests and qualifies for the promotion.
- Customers must meet the revenue requirement and terms and conditions of these services or contracts to be eligible for this promotion.
- Select Program Bonus points will be applied to the Select customer's point balance four (4) to six (6) weeks after the product is installed.
- Select Program Bonus points awarded for this promotion shall be redeemable consistent with the conditions of the BellSouth Select Business Program.
- This promotion will be supported by internal BellSouth sales channels. No customer communications will be required.

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OF KENTUCKY
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PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Thomas M. Dorman

June 16, 2003

Page 2 of 2

- Select point balance can be checked on BellSouth Select web site (www.bellsouthselectbusiness.com), by calling Select Service Center (800-290-333) or through quarterly balance statements. Depending on the date of purchase, the award may not appear in the first statement mailed after the purchase of the eligible product.

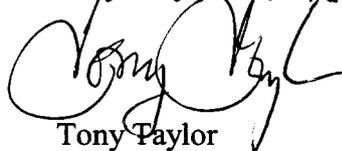
Restrictions for this promotion include the following:

- This promotion is available to Select customers in states that have approved bonus point awards.
- This offer is only available to Select customers installing new PRI service or Select customers with expiring PRI contracts. There is a minimum twelve (12) channel requirement. Contracts must be thirty-six (36) months or greater.
- This offer is available with current promotions if all other terms stated above have been met.
- This offer is not available if a customer signs a CSA agreement. Offer is only available at the tariffed rate or promotional price effective during the duration of this promotion.
- This offer is not available to current Select customers who have previously purchased the relevant products.
- Contracts, term or election agreements must be signed on or before the end date of this promotion in order for the customer to be eligible for this promotion.
- Out-of-region customers are not eligible for this promotion.
- There is limit of one reward per account at the same address and in the same name.
- In the event the customer terminates the contract prior to the end of the term, without limiting any other remedies or payments that may apply, the customer's Select point account will be debited in the amount of the bonus points awarded under this promotion. If the balance of the unredeemed points in the customer's account is inadequate for such debit, the participant will be charged the cash value of any shortage in points. (Points have a cash value of \$0.025 each)
- BellSouth may terminate this promotion at any time.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachments

Revenue and Cost Summary

Revenue:

Gross Revenue

Cost:

Gross Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 0011
SECTION 9 (1)

BY Charles W. Dow
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

June 16, 2003

RECEIVED

JUN 16 2003

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0627

Dear Mr. Dorman:

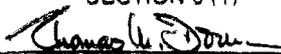
On May 13, 2003, we notified you of a promotion called "Winning Returns" that we intend to offer to all large business subscribers who now have local service with another telephone service provider and switch to BellSouth. The promotion is scheduled to begin on July 1, 2003. We have now renamed this promotion "BellSouth Premium Choice", and decided to extend the end date from September 26, 2003 to December 31, 2003. The specific details of the promotion are as follows:

- This promotion is available to existing large business customers and large business customers who currently have service with another carrier and return to BellSouth and meet all the eligibility requirements for this promotion.
- Large business is defined as a customer having more than \$3,000 in BST spending per month.
- Eligible customers will have forecasted annual BST account revenue between \$3,000 and \$200,000.
- During this promotion, customers who return to BellSouth and subscribe to any 1FB, PBX trunks, BellSouth® Centrex Service, BellSouth® MegaLink® Service, BellSouth® Frame Relay Service, Hunting or BellSouth® Primary Rate ISDN service(s) will receive the following:
 - Installation charges will be waived
 - One (1) month's recurring charge will be waived

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PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

JUL 01 2003

Thomas M. Dorman
June 16, 2003
Page 2 of 3

- Customers may order one (1) or any combination of the above products as a part of this promotion.
- Customers are required to sign a 12-month term election agreement (except for 1FB, no contract required) in order to receive the one (1) month service at no charge and the installation fee waiver associated with the approved products.
- Any waiver of charges will appear in the OC & C section of the subscriber's bill. Depending on the customer's bill cycle, the customer will receive their month of service at no charge within the three (3) months of signing the term election agreement.

Restrictions for this promotion are as follows:

- Customer is required to produce a copy of their CLEC bill to be eligible for this service.
- Customers with annual forecasted BST services revenue exceeding \$200,000 are not eligible to enroll in this promotion.
- Customers may not combine this promotion with a CSA for any of the qualifying services.
- This promotion may not be used in conjunction with The Key Customer Program.
- This promotion may be combined with the Custom Advantage or Volume and Term program.
- This promotion may not be used concurrently with any other promotions or contracts that affect the services discounted in this promotion.
- Contracts, term or election agreements must be signed on or before the end date of this promotion in order for the customer to be eligible for this promotion.
- Out-of-region customers are not eligible for this promotion.
- There is limit of one reward per account at the same address and in the same name.
- Customer must agree to sign a twelve (12) month term agreement to receive this promotion.
- In the event the subscriber terminates service within twelve (12) months of signing the letter of election associated with this promotion, the customer will be required to reimburse all applicable installation charges. The customer will receive a bill associated with the original termination charge, which will appear on the customer's final bill as a charge in the OC&C section.
- BellSouth may terminate this promotion at any time. Subscribers participating in the program will be grand-fathered for the term of their agreement.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
June 16, 2003
Page 3 of 3

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9(1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary
(2003)

Revenue:

Recurring Revenue

Cost:

Recurring Cost
Benefit

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles W. Dorn
EXECUTIVE DIRECTOR



RECEIVED

JUN 16 2003

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

June 16, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0486

Dear Mr. Dorman:

On April 21, 2003, we notified you of a promotion of the BellSouth Select Business Program (A13.90.1) that we intended to offer to business customers beginning on June 1, 2003. On May 13, 2003, we notified you that we had decided to delay the beginning of this promotion until July 1, 2003. Attached is an estimate of the revenue and cost effect of this promotion that assumes that participants in the Key Customer program also participate in this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information

This promotional filing is to allow the award of double Select Program points for customers' BST spending (for both regulated and unregulated) for the quarter beginning July 1, 2003 and ending September 30, 2003. Customers must register on the Select Program web site (www.bellsouthselectbusiness.com) between July 1, 2003 and August 15, 2003 to be eligible for the double bonus point offer. BellSouth® Select Business® Program may affirmatively offer these awards to targeted new and/or existing Select Program customers. This offer will be provided to any Select Program customer who requests and qualifies for the promotion.

The promotion specifics are as follows:

- This promotion is available to existing and new Select Program customers. New Select Program customers must meet BST eligibility requirements – between \$100 and \$3000 in BST spending per month.

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OF KENTUCKY

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman

June 16, 2003

Page 2 of 2

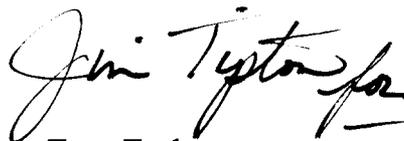
- Bonus points will be awarded to existing or new Select Business Program customers who register (during the stated registration period) to receive this bonus for stated time period.
- Any new or existing Select customer that meets all eligibility requirements and requests the bonus points will be awarded such points.
- Select customers who register for this promotion will receive two (2) Select points for every \$1 of BST spending in the stated quarter.
- Point rewards will be applied to Select Program customer point balance four to six weeks after the end of the quarter and promotion.
- Select Program point balance can be checked on BellSouth Select Program Website (www.bellsouthselectbusiness.com), by calling the Select Service Center (800-290-3333), or through Select Program quarterly balance statement. Point awards will be reflected in the 2003 3rd quarter statement summary.
- All Select Program bonus points awarded for this promotion shall be redeemable consistent with the conditions of the BellSouth Select Business program.

Program restrictions include the following:

- Select Program customers must register to receive this promotion by going to the Select Business Program web site (www.bellsouthselectbusiness.com) between July 1, 2003 and August 15, 2003.
- Bonus points are not applicable towards points earned for Cingular, BAPCO, or BSLD spending.
- BellSouth Select may terminate this program at any time.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost (Key)

Nonrecurring Cost (Key)

Recurring Cost (Select)

Nonrecurring Cost (Select)

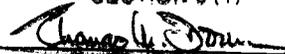
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

RECEIVED

June 16, 2003

JUN 16 2003

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0635

Dear Mr. Dorman:

On May 13, 2003, we notified you of a promotion that we intend to offer to all new residence subscribers who now have local service with another telephone service provider and switch to BellSouth. During the promotional period of June 30, 2003 through September 27, 2003, eligible customers who subscribe to basic exchange service plus at least two features (vertical services) will receive a 90-day waiver of the monthly recurring charge for the most expensive feature taken.

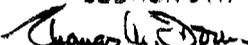
Restrictions on this promotion are as follows:

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.
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 service 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 at least 10 days prior to the new service connection date

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 8 0 2003

PURSUANT TO 907 KAR 5:011
SECTION 9 (1)

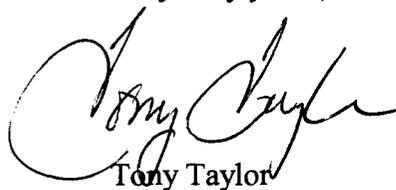
BY 
EXECUTIVE DIRECTOR

5. The customer must switch their local service to BellSouth and purchase the following:
 - a. BellSouth basic service
 - b. At least two additional features from BellSouth
 - c. If voicemail or MemoryCall ® products are one of the features chosen by the customer, then this messaging product and the companion services' monthly recurring charges associated with the messaging product will both be waived, but the customer must also purchase an additional paid feature on their line. For example, a customer orders BellSouth Voice Mail and companion services and will receive a 90 day waive of the monthly recurring charge for both of these features, but also must order a third paid feature on their line.
6. The customer must place the order on or before 9/27/03.
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. BellSouth may discontinue or modify this promotion at any time.
10. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.

Attached is an estimate of the revenue and cost effect of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

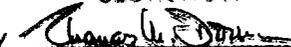
Attachment

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 8 0 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Revenue:				
Gross Revenue				
Cost:				
Network and Other Benefit		<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Total Cost				
Contribution:				

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 30 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Chamelle D. Dore
EXECUTIVE DIRECTOR

T64-0806



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

RECEIVED
JUN 16 2003

PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

June 16, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0265 and 64-0479

Dear Mr. Dorman:

On March 5, 2003, we notified you of a promotion of BellSouth® Complete Choice® service that we intended to offer to residence customers beginning on April 4, 2003 (please see Case No. 64-0265). On April 18, 2003, we requested an extension of the end date of that promotion from May 31, 2003 until June 29, 2003 (please see Case No. 64-0479). On May 27, 2003, we requested a further extension of the promotion's end date from June 29, 2003 until August 31, 2003. We would now like to extend the end date further to September 30, 2003.

The attached revised estimate of the revenue and cost effect assumes a September 30th end date. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

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PUBLIC SERVICE COMMISSION
OF KENTUCKY

JUN 20 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY
EXECUTIVE DIRECTOR

Revenue and Cost Summary

	2003	2004	2005
Revenue:			
Gross Revenue			
Total Revenue			
Cost:			
Network and Other Promotion Benefit		<u>\$0</u>	<u>\$0</u>
Total Cost			
Contribution:			

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 29 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Stone
EXECUTIVE DIRECTOR

T64-0582

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MAY 05 2003

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs
PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

May 2, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

During the period of June 2, 2003 through August 30, 2003, BellSouth would like to offer BellSouth Voice Mail Service (unregulated) and Voice Mail Companion Services Package service (regulated, Section A13.77 of the General Subscriber Services Tariff) to a group of employees for three months at no charge. The offer will be made to Call Center Representatives, Coaches, Leaders, and Office Assistants in an effort to provide these employees with personal experience with the services, with the anticipation that this experience will ultimately strengthen customer acquisition and retention efforts.

This promotion may be considered to fall under the provisions of KRS 278.170(2) (reduced rate service to employees). Whether this proposal falls under that statute, or is best viewed as a regular promotion, we request the Commission's approval. The total expected cost of the waived regulated services is \$18.38.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

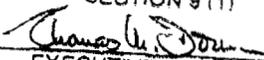


Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 02 2003

PURSUANT TO 607 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

764-0616
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MAY 23 2003
PUBLIC SERVICE
COMMISSION



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

May 23, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0616

Dear Mr. Dorman:

On May 9, 2003, we notified you of a promotion of basic exchange service and vertical services that we intend to offer to qualified residential customers beginning on June 1, 2003. During the promotional period of June 1, 2003 through September 27, 2003, new customers who switch their local service provider to BellSouth and subscribe to basic exchange service and at least two features (vertical services) will be eligible to receive a coupon for \$25 cash back. Restrictions for this promotion include the following:

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.
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, BellSouth 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:
 - a. Basic exchange service from BellSouth,
 - b. At least two additional features from BellSouth.
6. The customer must place the order on or before 9/27/03.
7. Offer is valid for only one (1) service line at the intended local service address.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 9 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

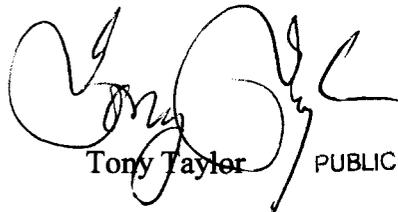
Thomas M. Dorman
May 23, 2003
Page 2 of 2

8. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
9. The customer must fill out a coupon and attach a copy of their first month's bill showing the purchase of the required components. If the bill shows cancellation or disconnection of the service, then the customer is not eligible for the promotion.
10. The customer must mail the coupon and the copy of the bill to a specified address by a specified date.
11. Once the customer completes the above requirements they will receive a check for \$25. Only customers who correctly redeem the coupon will be eligible, and the customer must continue to have qualifying service at the time that the check is processed. If the customer cancels or discontinues the qualifying service, he will be ineligible.
12. BellSouth may discontinue or modify this promotion at any time without notice.
13. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
14. Offer may not be combined with other cash back offers for the same service at the same time.
15. Customer is eligible for one reacquisition cash back promotion per 12 months.
16. Customers who are currently out of the BellSouth region and establishing a new order within the BellSouth region (out-of-region N orders) and customers within the region who are not currently receiving local service from any provider are not eligible for this promotion.

Attached is an estimate of the cost and revenue effect of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

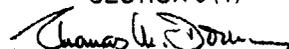


Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Revenue:				
Gross Revenue:				
Cost:				
Promotion Benefit		\$0	\$0	\$0
Network and Other Expenses				
Total Cost:				
Contribution:				

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles H. Dore
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
 4th Floor FAX 502-582-8667
 601 W. Chestnut Street
 Louisville, KY 40203

Tony Taylor
 Director
 Regulatory & External Affairs

Tony.Taylor@bellsouth.com

May 27, 2003

Thomas M. Dorman
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P.O. Box 615
 Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

On April 21, 2003, and again on May 23, 2003, we notified you of a promotion of BellSouth PreferredPack * Plan service that we intend to offer to qualified residence customers beginning on June 1, 2003 (please see Case No. 64-0487).

The proposed end date of that promotion was June 29, 2003. We would now like to revise that proposal to extend the end date of the promotion from June 29, 2003 until August 31, 2003.

This advance notice is being made consistent with streamlined filing procedures for promotions that were approved by the Commission in its September 28, 2001 order in Case No. 2001-077. Additional information concerning this proposed extension will be filed with the Commission closer to the original proposed termination date of June 29, 2003.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

* Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

JUN 01 2003

PURSUANT TO 807 KAR 5.011
 SECTION 9 (1)

BY EXECUTIVE DIRECTOR

764-0487

RECEIVED

MAY 23 2003

PUBLIC SERVICE
COMMISSION



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

May 23, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0487

Dear Mr. Dorman:

On April 21, 2003, we notified you of a promotion of BellSouth PreferredPack * Plan service that we intend to offer to qualified residence customers beginning on June 1, 2003. During the promotional period of June 1, 2003 through June 29, 2003, new customers who subscribe to PreferredPack *, and current customers who upgrade from basic local exchange service to PreferredPack *, will be eligible to receive a coupon for \$25 cash back. Restrictions for this promotion include the following:

1. Customers must place orders between June 1st and June 29th, 2003.
2. BellSouth may discontinue this promotion at any time.
3. Customers who transfer qualifying BellSouth PreferredPack * Plan service from one address to another address are not eligible for the offer.
4. This offer is not valid for reacquisition customers on their initial order.
5. Customers who downgrade from Complete Choice® to BellSouth PreferredPack * Plan service are not eligible for the offer.
6. Customers are only eligible for this offer if they have not received a \$25 Complete Choice® Cash Back offer during the promotional time frame (4/1/03-6/29/03)
7. Only one coupon per eligible product per customer account.

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EFFECTIVE

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JUN 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

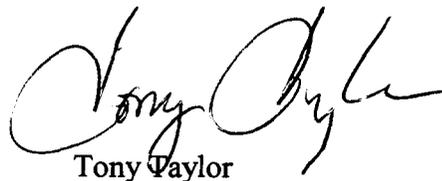
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
May 23, 2003
Page 2 of 2

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



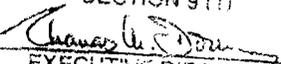
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

	<u>2003</u>	<u>2004</u>	<u>2005</u>
Revenue:			
Gross Revenue:			
Cost:			
Promotion Benefit		\$0	\$0
Network and Other Expenses			
Total Cost:			
Contribution:			

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles L. Down
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

May 14, 2003

RECEIVED

MAY 15 2003

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0425

Dear Mr. Dorman:

On April 7, 2003, we notified you of the proposed extension of a promotion that we are offering residence customers who switch their service (at the same address, and with the same name) from another telecommunications provider to BellSouth. According to the terms of this promotion, qualified customers who subscribe to one of the following services during the promotional period which ends on May 15, 2003 will be eligible for a \$75 Cash back Coupon:

BellSouth ® Complete Choice ® Service
BellSouth ® Complete Choice ® Two-Line Package
BellSouth ® Complete Choice ® Three-Line Package
Area Plus ® with Complete Choice ® Service
Area Plus ® Two-Line Package Plan with Complete Choice ® Service
Area Plus ® Three-Line Package Plan with Complete Choice ® Service
BellSouth ® PreferredPack ® Plan

We now request that the current promotion be extended until December 31, 2003, and that effective on June 1, 2003, the amount of the cash back offer be increased from \$75 to \$100.

To participate in this promotion, customers must not have subscribed to local service from BellSouth for at least ten days prior to the new service connection date. The offer is valid only
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EFFECTIVE

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MAY 16 2003
PURSUANT TO 807 KAR 5.011
SECTION 9 (1)
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
May 14, 2003
Page 2 of 2

for one service line at an address, and may not be combined with other cash back offers at the same address. Customers are eligible to participate in only one cash back offer in a twelve-month period. Any customer who cancels or discontinues service before a check is processed is disqualified from the promotion.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



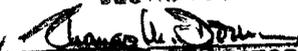
Tony Taylor

Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 16 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue and Cost Summary

	2003	2004	2005	Total
Revenue:				
Gross Revenue				
Costs:				
Promotion Benefit Network and Other Expense				
Total Costs				
Contribution:				

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 16 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles H. Spivey
EXECUTIVE DIRECTOR

T64-0338



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

April 30, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

MAY 01 2003

PUBLIC SERVICE
COMMISSION

Re: 64-0338

Dear Mr. Dorman:

On March 20, 2003, we notified you of a promotion called the "Combined Bill Promotion" that we intend to offer to residence customers who subscribe to BellSouth® Complete Choice® service. During the promotional period of May 12, 2003 through December 31, 2003, current BellSouth® Complete Choice® customers who agree to have their qualified Cingular wireless service billed on their BellSouth local service bill will be eligible for the Cingular Solutions Rate Plan. This plan provides a 5% discount on the monthly recurring charge for certain Cingular national calling plans, or a 10% discount on certain Cingular home calling plans. We are filing this promotion with the Commission because a major portion of the benefit is expected to be realized in the retention of Complete Choice subscriptions, and 90% of the cost of the discount will therefore be assigned to the regulated service.

Promotion restrictions include the following:

- Customer must agree to combine both Cingular and BellSouth bills in order to receive this promotion.
- Offer is valid for only one (1) wireless line per BellSouth account.
- Customers must place their order through a BellSouth business office or outbound telemarketing vendor.
- Customers who are out of region are not eligible for this promotion.
- Customers who currently have combined bills are not eligible for this promotion.
- Customers who do not have either the BellSouth® Complete Choice® service element or the Cingular Wireless element are not eligible for this promotion.
- BellSouth may discontinue this promotion at any time.

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MAY 12 2003

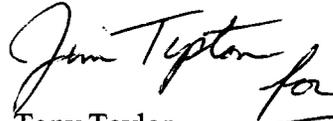
PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
April 30, 2003
Page 2 of 2

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

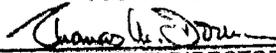
Very truly yours,


Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 12 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Revenue:				
Gross Revenue: (Complete Choice ® and Area Plus ® with Complete Choice ®)				
Total Revenue:				
Cost:				
Promotion Benefit: (Discount) Network and Other Cost:				
Total Cost:				
Contribution:				

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 1 2 2003

PURSUANT TO 807 KAR 6-011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

T64-0479



RECEIVED

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

APR 18 2003

Tony.Taylor@bellsouth.com

PUBLIC SERVICE
COMMISSION

April 18, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0265

Dear Mr. Dorman:

On March 5, 2003, and then again on March 27, 2003, we notified you of a promotion of BellSouth® Complete Choice® service that we intended to offer to residence customers. The promotional period was to begin on April 4, 2003 and end on May 31, 2003. Please see the case file for further details of the promotional offer.

We now request that the end date for this promotion be extended from May 31, 2003 until June 29, 2003. A revised estimate of the revenue and cost effect expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

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APR 19 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY EXECUTIVE DIRECTOR

Revenue and Cost Summary

	2003	2004	2005
Revenue:			
Gross Revenue			
Total Revenue			
Cost:			
Network and Other Promotion Benefit			
Total Cost			
Contribution:			

PUBLIC SERVICE COMMISSION
OF KENTUCKY
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APR 19 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dow
EXECUTIVE DIRECTOR



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MAR 28 2003

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

March 27, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0265

Dear Mr. Dorman:

On March 5, 2003, we notified you of a promotion of BellSouth ® Complete Choice ® service that we intend to offer to residence customers. During the promotional period of April 4, 2003 through May 31, 2003, current BellSouth customers who upgrade from basic local service to Complete Choice, and new customers who are now served by another local service carrier but switch their service to BellSouth and take Complete Choice service, will receive a coupon for \$25 cash back.

Eligibility requirements for this promotion are as follows:

1. Customers are eligible to receive one coupon for each BellSouth ® Complete Choice ® service purchase for each customer account.
2. New customers must switch their local service to BellSouth and subscribe to one of the following services:
 - a. BellSouth ® Complete Choice ® service
 - b. BellSouth ® Complete Choice ® Two-Line Plan package
 - c. BellSouth ® Complete Choice ® Three-Line Plan package
 - d. Area Plus ® with BellSouth ® Complete Choice ® plan
 - e. Area Plus ® Two-Line package with BellSouth ® Complete Choice ®
 - f. Area Plus ® Three-Line package with BellSouth ® Complete Choice ®

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KENTUCKY
EFFECTIVE

APR 04 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman

March 27, 2003

Page 2 of 2

3. Existing BellSouth customers must upgrade from basic local service to one of the services listed above in "2".
4. Orders must be placed on or before May 31, 2003.
5. BellSouth may discontinue this service at any time.
6. Customers who transfer BellSouth Complete Choice ® service from one address to another are not eligible for this promotion.
7. This offer is not available to customers who have also participated in the \$75 cash-back reacquisition program that is now in effect (PSC Case No. 64-0104).

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

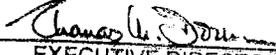


Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 04 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue and Cost Summary

	2003	2004	2005
Revenue:			
Gross Revenue			
Total Revenue			
Cost:			
Network and Other Promotion Benefit			
Total Cost			
Contribution:			

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 04 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dyer
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

RECEIVED
MAR 28 2003
PUBLIC SERVICE
COMMISSION

March 28, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0219

Dear Mr. Dorman:

On February 20, 2003, we notified you of a promotion of basic service that we intend to offer to residence customers. During the promotional period of April 1, 2003 through December 31, 2003, residential customers who switch from another service provider to BellSouth for basic exchange service in the same name and at their current address, and subscribe to one additional vertical service feature, will receive a waiver of the service connection charge. To qualify for this promotion, orders must be placed by December 31, 2003.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY
EXECUTIVE DIRECTOR

Revenue and Cost Summary

	2003	2004	2005	Total
Revenue:				
Gross Revenue				
Cost:				
Network and Other Costs				
Promotion Benefit				
Total Cost				
Contribution:				

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charlene Stone
EXECUTIVE DIRECTOR



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MAR 28 2003

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

March 27, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0218

Dear Mr. Dorman:

On February 20, 2003, we notified you of a promotion of basic service that we intend to offer to residence customers. During the promotional period of April 1, 2003 through June 29, 2003, residential customers who switch from another service provider to BellSouth for basic exchange service at their current address, and subscribe to at least three additional vertical service features, will receive a 90-day waiver of the recurring charge for the most expensive feature. (If one of the chosen features is BellSouth® Voice Mail service or BellSouth® MemoryCall® service, the monthly charges for both the chosen messaging service and the companion services will be waived, but the customer must also subscribe to an additional paid feature.)

This promotion is subject to the following additional limitations:

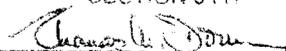
1. Service must be at same address and in the same name as current service with another provider.
2. Orders must be placed by June 29, 2003.
3. Customers must have disconnected service from BellSouth at least nineteen (19) days prior to the connection date of the new service, or not have otherwise subscribed to BellSouth service within the last sixty (60) days.
4. The offer is valid on only one service line at the intended local service address.
5. Orders must be placed through a BellSouth business office or outbound telemarketing vendor.
6. BellSouth may discontinue this promotion at any time.
7. Additions to an initial order will not be eligible

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

PURSUANT TO 207 KAR 5.011
SECTION 9(1)

BY 
EXECUTIVE DIRECTOR

Thomas M. Dorman
March 27, 2003
Page 2 of 2

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Revenue and Cost Summary

	2003	2004	2005	2006
Revenue:				
Gross Revenue				
Cost:				
Network and Other Expense				
Promotion Benefit				
Total Cost				
Contribution:				

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles H. Don
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

March 27, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0212

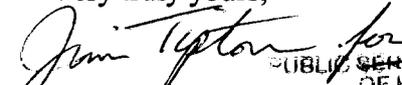
Dear Mr. Dorman:

On February 20, 2003, we notified you of a promotion of BellSouth® Primary Rate ISDN service that we intend to offer to small business customers (those business customers whose total monthly billing from BellSouth is \$3,000 or less). *We have now decided to expand the eligibility for this promotion to all business customers.* During the promotional period of April 1, 2003 through June 27, 2003, business customers who subscribe to Primary Rate ISDN service and sign a twelve (12) month, a twenty-four (24) to forty-eight (48) month, or a forty-nine (49) to sixty (60) month contract will receive a waiver of installation charges and a discounted monthly rate for B-channels, as follows:

- 12 Month Contract – Waiver of installation charges, \$20 B-Channel rate (12 channel minimum)
- 24-48 Month Contract – Waiver of installation charges, \$16 B-Channel rate (12 channel minimum)
- 49-60 Month Contract – Waiver of installation charges, \$15 B-Channel rate (12 channel minimum)

To qualify for this promotion, contracts must be signed by June 27, 2003. Attached is an estimate of the revenue and cost effect of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,


Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE **Corrected**

April 4, 2003

® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue and Cost Summary

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Non-recurring Cost

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles H. Dumas
EXECUTIVE DIRECTOR

RECEIVED

BELLSOUTH MAR 28 2003

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

March 27, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0211

Dear Mr. Dorman:

On February 20, 2003, we notified you of a promotion of BellSouth® Centrex Service that we intend to offer to business customers. During the promotional period of April 1, 2003 through June 27, 2003, qualified business customers who subscribe to BellSouth® Centrex Service and sign a 36, 48, or 60 month contract will receive a waiver of nonrecurring and service charges for the initial installation. To qualify for the promotion, customers must order Centrex systems with at least four lines and a one-to-one station line to Network Access Register ratio. Non-recurring charges will apply for any additional Centrex optional features or station links ordered during the term of the contract.

Customers may not participate in this promotion concurrently with any other BellSouth discount program except the Key Customer 2003, the BellSouth Simple Solutions, or the BellSouth Business Advantage programs. In the event a contract is terminated prior to its expiration date, the customer will be billed the monthly rates for committed lines and mailboxes for the remaining number of months in the term of the contract.

Attached is an estimate of the revenue and cost effect of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Jim Tipton
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE
Tony Taylor

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APR 01 2003
PURSUANT TO 807 KAR 5.011
SECTION 9.11
BY *Thomas M. Dorman*
EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Non-recurring Cost

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dineen
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

March 27, 2003

RECEIVED
MAR 28 2003
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0210

Dear Mr. Dorman:

On February 20, 2003, we notified you of a promotion of additional lines, called the Core Offer, that we intend to offer to small business customers (those business customers whose total monthly billing from BellSouth is \$3,000 or less) who have Key Customer, BellSouth® Complete Choice® for Business Package, or Simple Solutions Local Term Election Agreements. During the promotional period of April 1, 2003 through June 27, 2003, qualified small business customers who add additional lines will receive a bill reward of \$40 for the addition of one line, and a bill reward of \$100 for the addition of two lines. Additional lines may be purchased "a la carte" or in a Complete Choice for Business Package. Participating customers who also subscribe to BellSouth® MemoryCall® service (unregulated) will receive a waiver of the first month's charge for MemoryCall.

This offer is limited to the addition of two lines. Participating customers must continue subscription to the additional lines for a minimum of six months or the rewards must be paid back to BellSouth. Rewards are limited to one per account.

Attached is an estimate of the revenue and cost effect of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,


Tony Taylor
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

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PURSUANT TO 807 KAR 5.011
SECTION 9.011
BY 
EXECUTIVE DIRECTOR

Revenue and Cost Summary (Regulated)

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Non-recurring Cost

Cost of Benefit

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 5.11

BY Charles E. Brown
EXECUTIVE DIRECTOR

BELLSOUTH RECEIVED

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

MAR 28 2003
PUBLIC SERVICE
COMMISSION

Tony.Taylor@bellsouth.com

March 27, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0209

Dear Mr. Dorman:

On February 20, 2003, we notified you of a promotion of BellSouth® MegaLink® service that we intend to offer to small business customers (those business customers whose total monthly billing from BellSouth is \$3,000 or less). During the promotional period of April 1, 2003 through June 27, 2003, small business customers who subscribe to BellSouth® MegaLink® service and sign either a twenty-four (24) or thirty-six (36) month contract will receive a waiver of installation charges for the initial installation of Point-to-Point and Channelized MegaLink® service. To qualify for the promotion, contracts must be signed no later than June 27, 2003.

Attached is an estimate of the revenue and cost effect of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

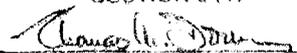
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

® Registered Service Mark of BellSouth Intellectual Property Corporation

APR 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue and Cost Summary

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Non-recurring Cost

Total Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles H. Dorn
EXECUTIVE DIRECTOR



RECEIVED

MAR 28 2003

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

March 27, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 64-0208

Dear Mr. Dorman:

On February 20, 2003, we notified you of a promotion of Frame Relay service that we intend to offer to small business customers. During the promotional period of April 1, 2003 through June 27, 2003, small business customers (those business customers whose total monthly billing from BellSouth is \$3,000 or less) who subscribe to Frame Relay service and sign either a twenty-four (24) or thirty-six (36) month contract will receive a waiver of installation charges for subrate Frame Relay speeds.

Attached is an estimate of the revenue and cost effect of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Attachment

APR 01 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue and Cost Summary

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Waived Non-recurring Charges

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2003

PURSUANT TO 807 KAR 5:013
SECTION 9 (1)

BY Charles L. Brown
EXECUTIVE DIRECTOR

T64-0207



RECEIVED

FEB 20 2003

PUBLIC SERVICE COMMISSION

BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

February 20, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1388

Dear Mr. Dorman:

By letter dated January 17, 2003, the Commission approved the proposed Winning Choice promotion proposal that was the subject of this case. The Winning Choice promotion offers business customers who convert their service to BellSouth from another carrier a waiver of nonrecurring charges and one month's recurring charge on contracts of 12 months.

BellSouth now requests the following three modifications to the promotion:

1. Addition of Frame Relay service to the eligible services covered by this promotion,
2. Reduction of the minimum annual billing from BellSouth to qualify for the promotion from \$5,000 to \$3,000, and
3. The effective date of these modifications will be April 2, 2003.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 02 2003

FORWARDED TO THE PUBLIC
SECTION

BY DATE

T64-0205



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

February 20, 2003

RECEIVED
FEB 20 2003
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1393

Dear Mr. Dorman:

By letter dated January 29, 2003, the Commission approved the proposed Business Rewards Plus promotion proposal that was the subject of this case. The Business Rewards Plus promotion is a loyalty program that offers business customers an annual reward for contracts of 24 or 36 months.

BellSouth now requests that this promotion be modified to reduce the minimum annual billing from BellSouth to qualify for the promotion from \$5,000 to \$900. We propose that the effective date for this modification be April 1, 2003.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

Public Service Commission
FEB 21 2003
REGULATORY & EXTERNAL AFFAIRS

T64-0206



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

RECEIVED
FEB 20 2003
PUBLIC SERVICE
COMMISSION

February 20, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1396

Dear Mr. Dorman:

By letter dated January 29, 2003, the Commission approved the proposed Data Jump Start promotion proposal that was the subject of this case. The Data Jump Start promotion provided participating business customers with waivers of nonrecurring and recurring charges for contract subscriptions to Native Mode LAN Interconnection service, Frame Relay service, and Asynchronous Transfer Mode service.

BellSouth now requests that this promotion be modified to extend the end date of the promotion from March 31, 2003 until June 30, 2003.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

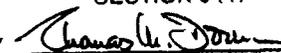
Very truly yours,

Tony Taylor

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

FEB 21 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

T64-0104

RECEIVED

JAN 28 2003



PUBLIC SERVICE COMMISSION

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

January 28, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1400

Dear Mr. Dorman:

On November 22, 2002, and then again on December 27, 2002, we notified you of a promotion that we intended to offer to residence customers who switch their service (at the same address, and with the same name) from another telecommunications provider to BellSouth. According to the terms of this promotion, qualified customers who subscribe to one of the following services during the promotional period of January 2, 2003 until March 31, 2003, will be eligible for a \$50 Cash back Coupon:

- BellSouth® Complete Choice® Service
- BellSouth® Complete Choice® Two-Line Package
- BellSouth® Complete Choice® Three-Line Package
- Area Plus® with Complete Choice® Service
- Area Plus® Two-Line Package Plan with Complete Choice® Service
- Area Plus® Three-Line Package Plan with Complete Choice® Service
- BellSouth® PreferredPack® Plan

On January 27, 2003, BellSouth requested that two modifications be made to this promotion. The first modification was to increase the \$50 cash back offer to \$75 cash back. The other modification was to begin offering the higher \$75 cash back offer on March 1, 2003, and to extend the end of the promotion period from March 31, 2003 until April 30, 2003. All other terms and conditions of the promotion were to remain unchanged.

PUBLIC SERVICE COMMISSION
JAN 28 2003
BY: [Signature]

Thomas M. Dorman
January 28, 2003
Page 2 of 2

BellSouth now requests that the higher \$75 cash back offer begin on February 15, 2003 instead of March 1, 2003, and that the promotion end on May 15, 2003 instead of April 30, 2003. Also, to be eligible for the promotion, customers who previously had BellSouth service must have been disconnected from BellSouth for at least 17 days.

We apologize for any inconvenience this request may cause the Commission or staff. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Joan A. Coleman

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REGISTRATION SERVICE OF COMMISSION
COLUMBIA, MISSISSIPPI

JAN 29 2003

REGISTRATION SERVICE OF COMMISSION
COLUMBIA, MISSISSIPPI
STATE OF MISSISSIPPI
COMMISSION ON INDUSTRIAL DEVELOPMENT

764-0103



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

RECEIVED

JAN 27 2003

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

January 27, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1400

Dear Mr. Dorman:

On November 22, 2002, and then again on December 27, 2002, we notified you of a promotion that we intended to offer to residence customers who switch their service (at the same address, and with the same name) from another telecommunications provider to BellSouth. According to the terms of this promotion, qualified customers who subscribe to one of the following services during the promotional period of January 2, 2003 until March 31, 2003, will be eligible for a \$50 Cash back Coupon:

BellSouth ® Complete Choice ® Service
BellSouth ® Complete Choice ® Two-Line Package
BellSouth ® Complete Choice ® Three-Line Package
Area Plus ® with Complete Choice ® Service
Area Plus ® Two-Line Package Plan with Complete Choice ® Service
Area Plus ® Three-Line Package Plan with Complete Choice ® Service
BellSouth ® PreferredPack* Plan

BellSouth would now like to make two modifications to this promotion. The first modification is to increase the \$50 cash back offer to \$75 cash back. The other modification involves the promotional time period. We would like to begin offering the higher \$75 cash back offer on March 1, 2003, and we would like to extend the end of the promotion period from March 31, 2003 until April 30, 2003. All other terms and conditions of the promotion will remain unchanged.

Thomas M. Dorman

January 27, 2003

Page 2 of 2

A revised revenue/cost estimate is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

We apologize for any inconvenience this request may cause the Commission or staff. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Joan A. Coleman

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® Registered Service Mark of BellSouth Intellectual Property Corporation

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PUBLIC SERVICE OF
NEW JERSEY
REGISTRATION

JAN 29 9 2003

REGISTRATION

OFFICE

763-1495



BellSouth Telecommunications, Inc. 502-582-2164
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Tony Taylor
Director
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

February 7, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

FEB 07 2003

PUBLIC SERVICE
COMMISSION

Re: 63-1495

Dear Mr. Dorman:

On December 23, 2002, we notified you of a promotion of BellSouth® Privacy Director® service that we plan to offer qualified residence customers. During the promotional period of February 10, 2003 through May 10, 2003, both new and existing residence customers who subscribe to Privacy Director service will receive a waiver of the non-recurring programming charge associated with the service. This promotion is available only on service ordered from the Company's tariff.

Attached is an estimate of the revenue and cost effect of the promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Tony Taylor

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Revenue and Cost Summary
2003 and 2004

Revenue:

Recurring Revenue
 Privacy Director
 Incremental Complete Choice ®
Total Revenue

Cost:

Recurring Cost
 Privacy Director
 Incremental Complete Choice ®
 Waived Programming Charge
Total Cost

Contribution

® Registered Service Mark of BellSouth Intellectual Property Corporation

763-1492



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

February 3, 2003

RECEIVED

FEB - 3 2003

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1492

Dear Mr. Dorman:

On December 20, 2002, we notified you of a promotion of BellSouth® Privacy Director® service that we intended to offer to qualified residence customers beginning on February 6, 2003 and ending on May 6, 2003. During the promotional period, residence customers who do not subscribe to Complete Choice® service, will receive a \$3.00 credit against the monthly recurring charge for Privacy Director service, for each of the first six months that the customer has the service. This promotion will only be available to residence customers in the following competitive wire centers.

- | | | |
|-----------------------|------------------------------------|---------------------------|
| Louisville-Fern Creek | Louisville-Six Mile Lane | Louisville-Westport Road |
| Louisville-Anchorage | Louisville-Shively | Louisville-Okolona |
| Louisville-Beechmont | Louisville-26 th Street | Louisville-Valley Station |

This promotion is only applicable to service purchased from the Company's tariff. To qualify for this promotion, customers must have placed firm orders by May 6, 2003. Enclosed is an estimate of the revenue and cost effect of the promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

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Revenue and Cost Summary (2003)

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Promotion Benefit

Total Cost

Contribution

T63-1402

RECEIVED

DEC 27 2002



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

December 27, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1402

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion that we intend to offer to residence customers. During the promotional period of January 10, 2003 through March 31, 2003, qualified customers who upgrade from basic local exchange service to BellSouth® Complete Choice® Service and order either BellSouth® Privacy Director® Service or BellSouth® Voice Mail service (unregulated), will receive a waiver of the non-recurring charges and be eligible for a waiver of the monthly charge for either BellSouth® Privacy Director® or BellSouth® Voice Mail (whichever is chosen) for six months.

This promotion is applicable to services purchased from the standard tariffs for these services. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
FRANKFORT, KY 40602

JAN 10 2003

Very truly yours,

Joan A. Coleman

- ® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
- ® Registered Service Mark of BellSouth Intellectual Property Corporation
- ® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

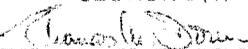
Revenue and Cost Summary

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Revenue:				
Gross Revenues				
Total Revenue				
Cost:				
Promotion Give-Away				
Network and Other Expenses				
Total Cost				
Contribution:				

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 1 0 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

763-1401



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

RECEIVED

Joan.Coleman@bellsouth.com

DEC 27 2002

December 27, 2002

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1401

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion that we intend to offer to residence customers who switch their service (same address and same name) from another telecommunications provider to BellSouth. During the promotional period of January 2, 2003 until March 31, 2003, qualified customers who subscribe to basic exchange service and at least two features (vertical services) will be eligible for a \$20 Cash Back Coupon. The customer must not have had service with BellSouth within the last 60 days, and orders must be placed through the BellSouth business office or an outbound telemarketing vendor. To receive the benefit, the customer must fill out a coupon, attach a copy of their first month's bill, and mail them to BellSouth. BellSouth reserves the right to discontinue this promotion at any time.

Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
JAN 2 2003
REGULATORY DIVISION
1000 W. MARKET STREET
LOUISVILLE, KY 40203

763-1400

RECEIVED

 **BELLSOUTH** DEC 27 2002

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

December 27, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

DEPARTMENT OF REVENUE
DIVISION OF TAXATION
FRANKFORT, KY 40601

JAN 2 2003

Re: 63-1400

STATE OF KENTUCKY
DEPARTMENT OF REVENUE
DIVISION OF TAXATION
FRANKFORT, KY 40601

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion that we intend to offer to residence customers who switch their service (at the same address, and with the same name) from another telecommunications provider to BellSouth. During the promotional period of January 2, 2003 until March 31, 2003, qualified customers who subscribe to one of the following services will be eligible for a \$50 Cash back Coupon:

- BellSouth® Complete Choice® Service
- BellSouth® Complete Choice® Two-Line Package
- BellSouth® Complete Choice® Three-Line Package
- Area Plus® with Complete Choice® Service
- Area Plus® Two-Line Package Plan with Complete Choice® Service
- Area Plus® Three-Line Package Plan with Complete Choice® Service
- BellSouth® PreferredPack* Plan

The customer must not have had service with BellSouth within the last 60 days, and must place their order through either the BellSouth business office or an outbound telemarketing vendor. To receive the \$50 cash back, the customer must fill out the coupon, attach a copy of their first month's bill, and mail them to BellSouth.

Thomas M. Dorman
December 27, 2002
Page 2 of 2

Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Joan A. Coleman

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- * Service Mark of BellSouth Intellectual Property Corporation

RECEIVED BY COMPANY
PROPERTY
JAN 2 2003

JAN 2 2003

RECEIVED BY COMPANY
PROPERTY
JAN 2 2003

Revenue and Cost Summary
Three Years

Revenue:

Gross Revenue

Total Revenue

Cost:

Promotion Give-Away
Network and Other Costs

Total Costs

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 2 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles L. Brown
EXECUTIVE DIRECTOR

763-1396



RECEIVED
DEC 27 2002

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

December 27, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1396

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion of data services that we intend to offer large business customers. The promotion, called the Data Jump Start Promotion, will include Native Mode LAN Interconnection (NMLI) service, Frame Relay service, and Asynchronous Transfer Mode (ATM) service. The promotion period will run from January 2, 2003 through March 31, 2003. Terms of the promotion are as follows:

NMLI

- Products included: 10Mbps, 100Mbps, 1000Mbps - shared and dedicated
- Minimum contract term is 24 months
- Waive all tariffed non-recurring charges
- Receive waiver of first month's charge (tariffed monthly recurring port charge) for 24-month or greater contracts, plus a 5% discount on monthly recurring port charges on contracts of 24 months, and a 10% discount on contracts of over 36 months
- Flat rate data mileage charges apply each month of contract term.

FRAME RELAY

- Products included: DS0 (only for SynchroNet ® migrations), Subrate T1, Fractional T1 to Subrate T1 Change Charge (when customer changes from Fractional T1 to same or higher speed Subrate T1); SubRate T3, SubRate T3 Change Charge (only if change is to a higher speed) and DS3
- Minimum contract term is 24 months
- Waive all tariffed non-recurring charges for Frame Relay Service Customer Connection and associated Broadband Exchange Line (BBEL) service

PUBLIC SERVICE COMMISSION

Thomas M. Dorman
December 27, 2002
Page 2 of 2

FRAME RELAY (Continued)

- Receive waiver of first month's charge (for tariffed monthly recurring Customer Connection and BBEL charges) for 24-36 month contracts
- Receive waiver of first month's charge (for tariffed monthly recurring Customer Connection and BBEL charges), plus receive a 5% discount on tariffed monthly recurring Customer Connection and BBEL charges for contract terms greater than 36 months
- Applicable tariff BBEL extension charges and other feature charges apply each month of contract term.

ATM

- Products included: T1 (except PRI over ATM), DS3, IMA, Subrate T3, OC3, OC12, PVC Features and Subrate T3 Speed Change Charge (only if change is to a higher speed)
- Minimum contract term is 24 months
- Waive all tariffed non-recurring charges for Customer Connection, associated BBEL and ATM PVC Features.
- Receive waiver of first month's charge (for tariffed monthly recurring Customer Connection, BBEL and ATM PVC Features charges) for 24-36 month contracts
- Receive waiver of first month's charge (for tariffed recurring Customer Connection, BBEL and PVC Features charges), plus receive a 5% discount on tariffed monthly recurring Customer Connection and BBEL charges for contract terms greater than 36 months
- Applicable tariff BBEL extension charges and charges for other ATM features apply each month of contract term.

Restrictions:

Contracts must be signed by 3/31/03

Installation must be completed within normal BellSouth installation intervals.

Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Joan A. Coleman

Revenue and Cost Summary

Revenue:

Native Mode LAN Interconnection Service
Frame Relay Service
Asynchronous Transfer Mode Service

Total Revenue

Cost:

Native Mode LAN Interconnection Service
Frame Relay Service
Asynchronous Transfer Mode Service

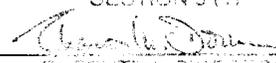
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 0 9 2003

PURSUANT TO 807 KAR 6.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

763.1395



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

January 30, 2003

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

JAN 30 2003
PUBLIC SERVICE
COMMISSION

Re: 63-1395

Dear Mr. Dorman:

On November 22, 2002, and then again on December 27, 2002, we notified you of a promotion called the Key Customer Program that we intend to offer small business customers. One of the eligibility requirements listed in the promotion description was that the subscriber must be located in a specified wirecenter.

In response to a request from staff, a list of the eligible wirecenters for this promotion is provided below. Wirecenters were included in this list based on an analysis that combined numerous indicators of competitive activity.

Benton	Bardstown	Bowling Green	Corbin
Cynthiana	Danville	Franklin	Frankfort-Main
Georgetown	Henderson	Hopkinsville	Lou.-26 th Street
Lou.-Anchorage	Lou.-Armory Place	Lou.-Beechmont	Lou.-Bardstown Rd.
Lou.-Crestwood	Lou.-Jeffersontown	Lou.-Okolona	Lou.-Shively
Lou.-Six Mile Lane	Lou.-St. Matthews	Lou.-Third Street	Lou.-Valley Station
Lou.-Westport Road	Madisonville	Murray	Mt. Sterling
Mayfield	Owensboro	Paducah-Lone Oak	Paducah-Main
Prestonsburg	Richmond	Shelbyville	Winchester

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE
JAN 30 2003

PURSUANT TO KRS 100.010
SECTION 9 (1)

BY
EXECUTIVE DIRECTOR

T63-1395

BELLSOUTH RECEIVED

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

DEC 27 2002

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

December 27, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1395

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion called the Key Customer Program that we intend to offer small business customers. During the promotional period, small business customers who are served from specified competitive wire centers, and who sign a service agreement of twenty-four (24) or thirty-six (36) months, will receive rewards in the form of credits on their bills. The program will begin on January 2, 2003 and end on December 31, 2003.

Program Eligibility

- Available to existing BellSouth business customers subscribing to local exchange service.
- Monthly BST revenue for subscriber's location must be \$75 to \$3,000 (excluding grouping, analog private line, BellSouth ® Primary Rate ISDN, BellSouth ® Internet Service T1, Frame Relay, and Megalink ® revenue) to receive the rewards.
- Subscriber's location must be located in specified wire centers.
- Subscriber must sign a 24 or 36-month term election agreement to receive the rewards.

Promotion Elements

- Subscriber will earn for each such month of the term a reward in an amount equal to the applicable reward percentage times subscriber's monthly billed BellSouth regulated charges; in addition, if applicable, subscriber will earn for each month of the term a reward for Grouping service equal to the applicable reward percentage times subscriber's grouping charge.
- Reward: Specified % of subscriber's regulated total billed revenue (TBR) (charges to the customer) from the GSST A and PLS B tariffs.

KENTUCKY PUBLIC SERVICE COMMISSION
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BY: _____
EXECUTIVE DIRECTOR

Monthly Billed BellSouth Regulated Charges	24 Month	36 Month
\$75- \$3000	10%	15%
Grouping Reward	50%	100%

- The monthly total billed BellSouth regulated charges consists of end-user monthly billed BellSouth regulated charges at qualifying locations excluding: non-program services, non-regulated charges, taxes, late payment charges, charges billed pursuant to federal or state access service tariffs, charges collected on behalf of municipalities (including, but not limited to services for 911 service and dual party relay services), and charges for services provided by other companies.
- The reward will appear as a credit in the Other Charges and Credits (OC&C) section of the subscriber's bill in a subsequent billing period usually within two or three billing cycles. Participation in the program begins on the date the term election agreement is signed and returned to BellSouth (unless not accepted or voided by BellSouth). Termination liability will apply from this date forward. Depending on the subscriber's billing cycle, the term may begin in the current month or the month following, or the billing cycle that BellSouth completes the subscriber's term election agreement.
- Subscribers who participate in the promotion and subscribe to new service during the promotional period, will receive an additional reward equal to the line connection charges associated with the service order. This will include the Line Connection Charge (first and additional lines, line equivalents and trunks).
- Subscribers with multi-locations that are BTN'd or CLUB billed may have all locations participate as long as one location in an eligible location meets the revenue requirement.
- Should the subscriber's charges decrease below \$75, the subscriber will not receive the reward until the subscriber's monthly charges meet this minimum TBR amount (\$75).
- Should subscriber's charges exceed the \$3,000 threshold, the subscriber will only receive the maximum reward allowed under this program for monthly charges up to \$3,000.
- In the event the subscriber terminates the election agreement, the subscriber must pay to BellSouth a termination charge as provided below for the number of months remaining on the agreed upon term. This termination charge will appear on the subscriber's final bill as a charge in the OC&C section.

Monthly Billed BellSouth Regulated Charges at time of enrollment	Set charge to be multiplied by number of months remaining on term after disconnect
\$75 - \$3,000	\$30

STATE OF KENTUCKY
 SERVICE DIVISION

DEC 29 2002

PURSUANT TO THE PROVISIONS OF THE
 BY: 
 EXECUTIVE DIRECTOR

Thomas M. Dorman

December 27, 2002

Page 3 of 4

- Subscribers with BellSouth ® Centrex, MultiServ ®, and ESSX ® with SLAs not meeting the per location revenue requirement may have all locations participate as long as it is billed under the same account and at least one location is located in a specified wire center.
- Once enrolled, if subscriber moves to a location outside the specified wire center, the term election agreement will continue throughout the remaining term.
- Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.

Promotion Restrictions

- Subscribers with aggregate annual billing, per state of BellSouth services exceeding \$36,000 at the time of enrollment, are not eligible to participate in this promotion.
- Rewards as well as grouping rewards (for grouping service) apply only to monthly total billed BST regulated charges within a state, not across states.
- Subscribers participating in Volume and Term Agreement CSAs are not eligible to participate in this promotion.
- Analog Private Line, BellSouth ® Primary rate ISDN, BellSouth ® Internet Service T1, Frame Relay, and Megalink ® services will not be included in qualifying revenue under this program or entitled to rewards for the related revenues.
- This promotion may not be used concurrently with any previous or existing BellSouth Business Programs.
- Subscribers currently participating under an existing BST SBS Small Business Promotion local exchange term election agreement may migrate to this promotion without incurring any termination liability from the existing program if the Subscriber has twelve (12) months or less remaining under the existing term election agreement for local exchange services with BellSouth, and the subscriber agrees to another BST SBS Small Business local exchange term election agreement that provides for an equal or greater number of business access lines than their existing local exchange term election agreement. The new local exchange service term agreement will be based upon monthly business access line rates in effect at the time the new local exchange service term election agreement is effective.
- Payment of the termination charge does not release the subscriber from other previous amounts owed to BST.
- BellSouth reserves the right to terminate this program at any time; provided, however, that subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.

RECEIVED BY THE COMMISSION
OF KENTUCKY
JAN 1 2003

BY _____

Thomas M. Dorman
December 27, 2002
Page 4 of 4

Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



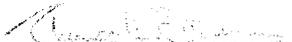
Joan A. Coleman

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- ® Registered Service Mark of BellSouth Intellectual Property Corporation

REGISTRY SERVICE DIVISION
OF KENTUCKY
CINCINNATI

NOV 27 2002

RECEIVED BY THE SECRETARY
NOV 27 2002

BY 
NOV 27 2002

Revenue and Cost Summary

Revenue:

Total Recurring Revenue

Total Revenue

Cost:

Total Recurring Cost

Total Non-Recurring Cost

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 02 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

T63-1394

RECEIVED

BELLSOUTH DEC 27 2002

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

December 27, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
FRANKFORT, KY

JAN 2 2003

Re: 63-1394

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion of BellSouth® Centrex Service that we intend to offer to small business customers. During the promotional period, qualified customers who subscribe to new Centrex systems on a twelve (12) month term election agreement will receive a waiver of all non-recurring and service order charges. In addition, customers who subscribe to new Centrex systems on a thirty-six (36), forty-eight (48), or sixty (60) month term election agreement will receive a waiver of all non-recurring and service order charges, and will be eligible for the following package rate:

BellSouth® Centrex per line charge \$45.00
(Including Common Equipment, Station Link, Network Access Register, Hunting, and Standard Features)

BellSouth® MemoryCall® Integrated Voice Fax Service, per mailbox \$6.00

Customers who select a 36, 48, or 60-month contract will also be eligible for a one-month waiver of charges billed on the station line.

Customers converting to BellSouth® Centrex service from BellSouth® ESSX® service, MultServ® service and/or expired Centrex contracts are eligible for this offer. With the exception of the Key Customer 2003 Program, BellSouth Simple Solutions

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Thomas M. Dorman
December 27, 2002
Page 2 of 2

promotion, or BellSouth Business Rewards Plus promotion, customers may not participate concurrently in any other discount program provided by BellSouth. Customers must order a minimum of four (4) lines. A one-to-one station line to Network Access Register ratio is required. The customer must agree to maintain at least the number of station lines and mailboxes initially ordered for the entire duration of the contract.

The promotion period will run from January 2, 2003 through March 31, 2003. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Joan A. Coleman

PUBLIC SERVICE COMPANY OF
KENTUCKY
LAFAYETTE

JAN 2 2003

REGISTRATION DIVISION
PUBLIC SERVICE COMPANY OF
KENTUCKY
LAFAYETTE

Revenue and Cost Summary

Revenue:

Total Revenue

Cost:

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 2 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles R. Smith
EXECUTIVE DIRECTOR

T63-1393



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

December 30, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1393

RECEIVED

DEC 30 2002

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion called BellSouth Business Rewards Plus that we intend to offer to business customers who have annual billing from BellSouth of \$5,000 to \$100,000. During the promotional period of January 2, 2003 through December 31, 2003, qualified customers who enroll in a loyalty program of two or three years will receive an annual reward. The amount of the reward will equal 10% of the customer's bill for contracts of 24 months in length, and 15% for contracts of 36 months in length. All regulated network services are eligible for the reward. The reward will appear as a credit in the Other Charges and Credits (OC&C) section of the customer's bill. Customers who take this promotion cannot also participate in the Key Customer Program, the Custom Advantage Program, or have a Volume and Term agreement in effect.

In the event a participating customer terminates a contract prior to the 12-month anniversary, no rewards will be given. If a participating customer terminates an agreement after the 12-month anniversary reward appears on the bill, but prior to the end of the contract life, the customer will be charged an early termination charge equal to the total rewards that the customer has received. The termination charge will appear on the customer's final bill as a charge in the OC&C section.

Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 03 2003

PURSUANT TO 507 KAR 6-011
SECTION 9 (1)

BY EXECUTIVE DIRECTOR

Revenue and Cost Summary

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost
Cost of Rewards

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 6 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

T63-1392



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

December 27, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
DEC 27 2002
PUBLIC SERVICE
COMMISSION

Re: 63-1392

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion that we intend to offer to residence customers who now have service with another telecommunications service provider. During the promotional period of January 2, 2003 until December 31, 2003, residence customers who switch their local service to BellSouth and subscribe to one of the following services will receive a waiver of service connection charges:

- BellSouth ® Complete Choice ® Service
- BellSouth ® Complete Choice ® Two-Line package
- BellSouth ® Complete Choice ® Three-Line package
- Area Plus ® with BellSouth ® Complete Choice ®
- Area Plus ® Two-Line Plan package with BellSouth ® Complete Choice ®
- Area Plus ® Three-Line Plan package with BellSouth ® Complete Choice ®
- BellSouth ® PreferredPack * Plan

Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Stamp: PUBLIC SERVICE COMMISSION OF KENTUCKY
JAN 2 2003

Very truly yours,

Joan A. Coleman

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- ® Registered Service Mark of BellSouth Intellectual Property Corporation
- * Service Mark of BellSouth Intellectual Property Corporation

Revenue and Cost Summary

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Revenue:				
Gross Revenues				
Total Revenue				
Cost:				
Promotion Give-Away				
Network and Other Expenses				
Total Cost				
Contribution:				

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 2 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

T63-1391

RECEIVED



DEC 27 2002

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

December 27, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
FRANKFORT, KY
JAN 2 2003

Re: 63-1391

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion that we intend to offer to residence customers who now have service with another telecommunications service provider. During the promotional period, residence customers who switch their local service to BellSouth and subscribe to at least two Custom Calling Services or TouchStar® Services in addition to their basic local service, will receive a waiver of service connection charges. To qualify, customers must not currently have local service with BellSouth, and must have local service or its equivalent with another provider at their current service address. The promotion period will run from January 2, 2003 until March 31, 2003.

Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

Revenue and Cost Summary
Three Years

Revenue:

Recurring Revenue

Total Revenue

Cost:

Cost
Promotion Waiver

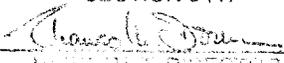
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 2 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

T63-1390

BELLSOUTH RECEIVED

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

DEC 27 2002

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

December 27, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1390

RECEIVED
PUBLIC SERVICE COMMISSION
FRANKFORT, KY

JAN 2 2003

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion of data services that we intend to offer to small business customers (those business customers whose total monthly billing from BellSouth is \$3,000 or less). During the promotional period of January 2, 2003 until March 31, 2003, small business customers who subscribe to MegaLink ® service on either a twenty-four (24) or thirty-six (36) month contract will receive a waiver of non-recurring installation charges.

Qualified business customers who subscribe to Frame Relay service will receive a waiver of non-recurring installation charges on twelve (12) month contracts, a waiver of installation charges and a 4% discount off their monthly rate on twenty-four (24) month contracts, and a waiver of installation charges and a 6% discount off their monthly rate on thirty-six (36) month contracts.

Customers who subscribe to BellSouth ® Primary Rate ISDN service on a twenty-four (24) or thirty-six (36) month contract will receive a waiver of installation charges and a discount based on the number of B-channels ordered. Discount amounts are as follows:

<u>Number of Channels</u>	<u>24 Month Contract</u>	<u>36 Month Contract</u>
12	\$400	\$425
16	\$555	\$580
20	\$715	\$740
23	\$835	\$860

A minimum of twelve (12) B-channels is required. The customer must maintain the original number of B-channels to qualify for the credit.

Thomas M. Dorman
December 27, 2002
Page 2 of 2

This promotion is not available on Contract Service Arrangements or Special Assemblies, and may not be combined with any other discount promotion.

Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

A handwritten signature in cursive script that reads "Joan A. Coleman for". The signature is written in dark ink and is positioned above the typed name.

Joan A. Coleman

- ® Registered Service Mark of BellSouth Intellectual Property Corporation
- ® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF WEST VIRGINIA

DATE: 2/20/03

RECEIVED
OFFICE OF THE
ATTORNEY GENERAL

Revenue and Cost Summary

Revenue:

MegaLink ® Service
Frame Relay Service
BellSouth ® Primary Rate ISDN Service

Total Revenue

Cost:

MegaLink ® Service
Frame Relay Service
BellSouth ® Primary Rate ISDN Service

Total Cost

Contribution:

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 2 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles H. Dineen
EXECUTIVE DIRECTOR

763-1389

BELLSOUTH RECEIVED

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

DEC 27 2002
PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

December 27, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1389

Dear Mr. Dorman:

On November 22, 2002, we notified you of a promotion that we intend to offer to small business customers (those business customers whose total monthly billing from BellSouth is less than \$3,000). During the promotional period of January 2, 2003 through March 31, 2003, current customers who subscribe to an additional line in a BellSouth® Complete Choice® for Business Package and either already have a local service term election agreement with BellSouth or sign a new local service term election agreement, will be eligible to receive a \$50 reward each month for three months in the form of bill credits. Also, new BellSouth® Complete Choice® for Business Package customers who sign a local service term agreement will receive a \$100 reward in the form of a bill credit. Customers must keep BellSouth® Complete Choice® for Business for six months or pay back rewards received up to the time of termination.

Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

- ® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
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Public Service Commission
of Kentucky
JAN 2 2003
Public Service Commission
of Kentucky
BY: [Signature]

Revenue and Cost Summary

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Non-Recurring Cost

Cost of Benefits

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 2 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY  EXECUTIVE DIRECTOR

T63-1388



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

December 30, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1388

Dear Mr. Dorman:

RECEIVED

DEC 30 2002

PUBLIC SERVICE COMMISSION

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 2 2003

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

On November 22, 2002, we advised you of a promotion, called BellSouth ® Business Winning Choice Two, that we intend to offer to business customers who now have service with another telecommunications carrier. During the promotional period, qualified business customers who switch their service to BellSouth, and subscribe to any or all of the following services under a 12-month contract will receive a waiver of installation charges and one month's recurring charge. The eligible services are: Basic Exchange Service (1FBs), PBX Trunks, Direct Inward Dialing Service, Call Features (Custom Calling Service and TouchStar ® Service), Grouping, MegaLink ® service, Frame Relay service, or BellSouth ® Primary Rate ISDN service. The promotion period will run from January 2, 2003 through June 30, 2003.

Only large business customers, those with annual billing from BellSouth of \$5,000 to \$200,000, are eligible for this promotion. The promotion may not be used concurrently with any other promotion or contract that affects the discounted services. The promotion is applicable to contract service purchased through the standard tariffs for these services.

Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

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- ® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

Attachment

Page 1 of 1
EDITED

Revenue/Cost Summary

Revenue

Recurring Revenue

Total Revenue

Cost

Recurring Cost

Waived Recurring Revenue

Waived Non-Recurring Revenue

Total Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 2 2003

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

T63-1297



RECEIVED

DEC - 6 2002

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

December 6, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: Filing No. 63-0793

Dear Mr. Dorman:

On October 31, 2002, we notified you of two modifications we would like to make to the BellSouth® Business Perks promotion that was originally accepted by the Commission staff by letter dated August 29, 2002.

The first proposed modification is to make the promotion available to small business customers with as little as \$200 monthly BellSouth Telecommunication (BST) billing per location. The promotion currently has a \$300 floor limitation for monthly billing. The second proposed modification is to include non-regulated billing from BST in the \$1,000 accumulated spending that is a requirement for a benefit under the promotion. The current promotion considers only billing for regulated services in the \$1,000 spending requirement. We request that these modifications become effective on December 9, 2002.

Attached is a revised estimate of the revenue and cost effect of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

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DEC 09 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY EXECUTIVE DIRECTOR

EDITED

Revenue/Cost Summary

Revenue:

Monthly Recurring Revenue

Total Monthly Revenue

Cost:

Monthly Recurring Cost

Monthly Expense of Promotion

Total Monthly Cost

Monthly Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

DEC 09 2002

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles W. Stone
EXECUTIVE DIRECTOR

T63-1360

BELLSOUTH RECEIVED
NOV 18 2002
PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

November 19, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

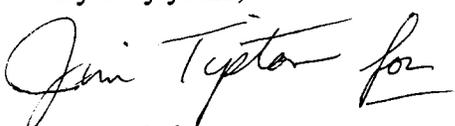
Re: 63-1072

Dear Mr. Dorman:

On September 5, 2002, and then again on October 11, 2002, we notified you of a promotion of BellSouth® PreferredPack (SM) Plan service that we intended to begin offering to residence customers on October 15, 2002. The promotion period was scheduled to end on December 1, 2002.

The Commission approved the proposed promotion by letter from staff dated October 23, 2002. We now request that this promotion be extended for another month, through December 31, 2002. All other terms of the promotion will remain unchanged.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

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T63-1118



RECEIVED

OCT 25 2002

PUBLIC SERVICE COMMISSION

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

October 24, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1118

Dear Mr. Dorman:

On September 19, 2002, we notified you of a promotion of Grouping service (hunting) that we intended to begin offering to business customers on November 1, 2002. We now request that the start date of the promotion be October 25, 2002.

During the promotional period, business customers who commit to a 24-month agreement for new or existing exchange access lines or PBX trunks will receive Grouping service at no additional charge for the life of the contract. The promotion period will end on January 25, 2003. Only large business customers (those with annual billing from BellSouth of \$35,000 to \$200,000) will be eligible for this promotion. To qualify for the promotion, customers must place firm orders by January 25, 2003.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 25 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY
EXECUTIVE DIRECTOR

Revenue and Cost Analysis
(Monthly)

Revenue:

Recurring Revenue
Total Revenue

Cost:

Recurring Cost
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 25 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

T63-1064



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

October 11, 2002

RECEIVED
OCT 11 2002
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1064

Dear Mr. Dorman:

On September 4, 2002, we notified you of a promotion that we intend to begin offering to small business customers (those business customers with monthly billing of \$3,000 or less from BellSouth) who subscribe to Complete Choice® for Business service. During the promotional period of October 14, 2002 through December 27, 2002, new and existing small business customers who subscribe to Complete Choice® for Business service will receive a \$50.00 reward on their bill or a free 2-line phone when they subscribe to a Complete Choice® for Business additional line, a new Cingular Wireless Plan, or a T-900 Wireless Email service.

This promotion is applicable to service purchased from the tariff (not available for CSAs, Custom Networks, etc.). An estimate of the expected revenue and cost effect is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

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OCT 14 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue/Cost Summary
24 Months

Revenue:

Recurring Revenue
Nonrecurring Revenue

Total Revenue

Cost:

Recurring Cost
Nonrecurring Cost
Expense for Benefit

Total Costs

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 14 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles H. Dow
EXECUTIVE DIRECTOR

T63-1072



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

October 11, 2002

RECEIVED
OCT 11 2002
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1072

Dear Mr. Dorman:

On September 5, 2002, we notified you of a promotion of BellSouth ® PreferredPack (SM) Plan service that we intend to begin offering to residence customers on October 15, 2002. During the promotional period, residence customers who subscribe to BellSouth ® PreferredPack (SM) Plan service as a result of outbound telemarketing will receive a coupon redeemable for \$14.95 (one month's recurring rate for the service). The promotion period will end on December 1, 2002.

Participants in this promotion will not be eligible to participate in any other cash back promotions offered for BellSouth ® PreferredPack (SM) Plan service. An estimate of the expected revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

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(SM) Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY

OCT 15 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY EXECUTIVE DIRECTOR

Revenue/Cost Summary
First Twelve Months

Revenue:

Recurring Revenue
Total Revenue

Cost:

Recurring Cost
Cost of Benefit
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 15 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

October 14, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

OCT 14 2002

PUBLIC SERVICE
COMMISSION

Re: 63-1076

Dear Mr. Dorman:

On September 6, 2002, we notified you of a promotion of BellSouth® PreferredPack (SM) Plan service that we intend to begin offering to residence customers on October 16, 2002. During the promotional period, residence customers who subscribe to BellSouth® PreferredPack (SM) Plan service will receive a waiver of the Secondary Service Charge that would normally apply for subscription to the service. The promotion period will end on October 16, 2003.

This promotion is applicable to service ordered from the tariff (not available for CSAs, Customer Networks, etc.). An estimate of the expected revenue and cost effects is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 16 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue and Cost Summary
First Twelve Months

Revenue:

Recurring Revenue
Total Revenue

Cost:

Recurring Cost
Cost of Benefit
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 16 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles W. Dorn
EXECUTIVE DIRECTOR

T63-1168

RECEIVED

BELLSOUTH SEP 30 2002

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

September 30, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: T 63-0905

Dear Mr. Dorman:

Effective on September 16, 2002, BellSouth began offering a promotion of ISDN - Business Service to small business customers. Qualified small business customers who subscribed to ISDN -- Business Service and signed a 24-month contract were to receive a \$10 discount off the normal monthly recurring rate and a free ISDN telephone (unregulated).

BellSouth is now requesting that this promotion be terminated effective on September 30, 2002. The need to terminate the promotion was caused by the unavailability of the ISDN telephone that was to have been part of the incentive.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY EXECUTIVE DIRECTOR

T63-1131

RECEIVED

SEP 20 2002



PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

September 20, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-0418

Dear Mr. Dorman:

On April 9, 2002, and again on May 15, 2002, we sent you information concerning a promotion of BellSouth® Essentials * Package service that we intended to offer our residence customers. The proposed promotion period was May 20, 2002 through May 20, 2003. The Commission approved our promotion proposal by letter from Commission staff dated June 3, 2002.

We have now decided to terminate the availability of this promotion effective October 4, 2002. The recently approved PreferredPack * Plan (KPSC Filing No. T63-0902) now provides an alternative to customers that is more attractive than this promotion.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 04 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY
EXECUTIVE DIRECTOR

763-1011

RECEIVED

BELLSOUTH SEP 25 2002

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

September 25, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1011

Dear Mr. Dorman:

On August 21, 2002, we notified you of a promotion of multiple services that we intend to offer to small business customers (business customers with \$3,000 or less monthly billing from BellSouth), beginning on October 1, 2002 and ending on December 30, 2002.

During the promotional period, small business customers who subscribe to any two to four of the 4th Quarter, 2002 Small Business promotions of BellSouth ® Primary Rate ISDN service (KPSC Filing No. 63-1010), BellSouth ® Centrex service (KPSC Filing No. 63-1006), MegaLink ® service/MegaLink ® Channel service (KPSC Filing No. 63-1008), Managed Security Service -- Small Office (unregulated), Dedicated Internet Access (unregulated), or Frame Relay service (KPSC Filing No. 63-1007), will receive a gift certificate, as follows:

2 Promotions	\$100 Gift Certificate
3 Promotions	\$250 Gift Certificate
4 Promotions	\$500 Gift Certificate

This promotion is applicable on service purchased from the Company's tariffs (not applicable on CSAs, Custom Networks, etc.). Service must be installed by February 15, 2003.

An estimate of the revenue effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

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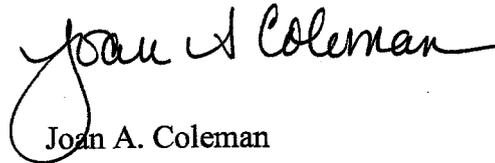
OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
September 25, 2002
Page 2 of 2

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

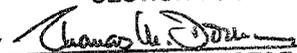
Very truly yours,


Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue/Cost Summary

4th Quarter Small Business Promotions, Estimated Contribution:

MegaLink ® service/MegaLink ® Channel service (63-1008)

BellSouth ® Primary Rate ISDN service (63-1010)

Frame Relay service (63-1007)

BellSouth ® Centrex service (63-1006)

Total

Estimate of customers who will qualify for gift certificate =

If all received \$500 certificate, total cost = (\$500 X) =

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OCT 01 2002

PURSUANT TO 807 KAR 5.011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

763-1010

RECEIVED

BELLSOUTH SEP 25 2002

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

September 25, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1010

Dear Mr. Dorman:

On August 21, 2002, we notified you of a promotion of BellSouth® Primary Rate ISDN service that we intended to begin offering to small business customers (business customers with \$3,000 or less monthly billing from BellSouth) beginning on October 1, 2002. During the promotional period, qualified small business customers who subscribe to Primary Rate ISDN service (Voice and Data only) and sign a contract of 24 or 36 months will receive a waiver of all installation charges. In addition, customers will receive a monthly credit on their bills when "B" Channels are ordered with the initial order. (Installation of jacks and wiring charges not included.)

<u>Length of Contract</u>	<u>"B" Channels Ordered</u>	<u>Amount of Monthly Credit</u>
24 Month	12 to 15	\$400.00
24 Month	16 to 19	\$555.00
24 Month	20 to 23	\$715.00
36 Month	12 to 15	\$425.00
36 Month	16 to 19	\$580.00
36 Month	20 to 23	\$740.00

The promotion is applicable only to contract service purchased through the tariff (not available for CSA's, Custom Networks, etc.). This promotion is not available for the Key Customer program. To qualify for the terms of this promotion, customers must have firm orders placed for the contract by December 27, 2002.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
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PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

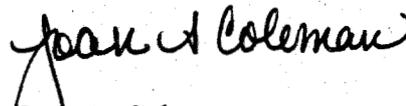
BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
September 25, 2002
Page 2 of 2

An estimate of the revenue effect expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,


Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Revenue/Cost Summary

Units:

Revenue:

Discounted Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Nonrecurring Cost

Total Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dixon
EXECUTIVE DIRECTOR

T63-1009

RECEIVED



SEP 25 2002

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

September 25, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

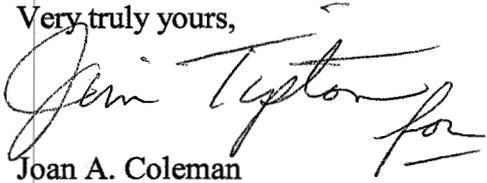
Re: 63-1009

Dear Mr. Dorman:

On August 21, 2002, we notified of you of a promotion of Complete Choice® service that we intend to offer to residence customers. During the promotional period, new and existing Complete Choice customers who purchase an additional line will receive a waiver of the connection charges for the additional line. The promotion period will begin on October 1, 2002 and end on November 30, 2002.

An estimate of the revenue effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

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OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue/Cost Summary
Through 2003

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Nonrecurring Cost

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles H. Owen
EXECUTIVE DIRECTOR

T63-1008

RECEIVED



SEP 25 2002

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs
PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

September 25, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1008

Dear Mr. Dorman:

On August 21, 2002, we notified you of a promotion of MegaLink® service that we intend to offer small business customers (business customers with \$3,000 or less monthly billing from BellSouth), beginning on October 1, 2002. During the promotional period, qualified small business customers who subscribe to MegaLink service or MegaLink® Channel service and sign a contract of 24 or 36 months will receive a waiver of all installation charges. The promotion period will end on December 31, 2002.

This promotion is applicable only on contract service purchased from the tariff (not applicable on CSAs, Custom Networks, etc.). Customers must have placed firm orders by December 31, 2002.

An estimate of the revenue effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

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OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY *Thomas M. Dorman*
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue/Cost Summary

Units:

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Nonrecurring Cost

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles W. Dorn
EXECUTIVE DIRECTOR

T63-1007



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

September 25, 2002

RECEIVED
SEP 25 2002
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1007

Dear Mr. Dorman:

On August 21, 2002, we notified you of a promotion of Frame Relay service that we intended to start offering to small business customers (business customers with \$3,000 or less monthly billing from BellSouth), beginning on October 1, 2002. During the promotional period, qualified small business customers who subscribe to Frame Relay service and associated Broadband Exchange Line service and sign a contract of 24 or 36 months will receive a waiver of all installation charges. The promotion period will end on December 31, 2002.

This promotion is only available on contract service purchased from the tariff (not available on CSAs, Custom Networks, etc.) Customers must have firm orders placed by December 31, 2002.

An estimate of the revenue effect expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY *Thomas M. Dorman*
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue/Cost Estimate

Units:

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost

Nonrecurring Cost

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles W. Dyer
EXECUTIVE DIRECTOR

T63-1006



RECEIVED

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

SEP 25 2002

PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

September 25, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-1006

Dear Mr. Dorman:

On August 21, 2002, we notified you of a promotion of BellSouth® Centrex service that we intend to start offering to business customers beginning on October 1, 2002.

During the promotional period, qualified customers who subscribe to new BellSouth® Centrex Service on a 12-month contract will receive a 100% installation waiver (A12.25 and A4 Service Order Charges)*. In addition to the installation waiver, customers who subscribe to new BellSouth® Centrex on a 36, 48, or 60-month contract will be eligible for a package price.

The package includes:

- BellSouth® Centrex (per line charge) \$43.00
including Common Equipment, Station Link,
Network Access Register (NAR)**, Hunting, and Standard Features
(Excluding taxes and state/local/federal charges & fees)
(Excluding inside wiring/jacks)
- BellSouth® MemoryCall® Integrated Voice Fax Service \$ 6.00
(per mailbox)

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*Non-recurring charges will not be waived for any other BellSouth® Centrex service optional feature or services ordered.

**A one-to-one station line to Network Access Register (NAR) ratio is required.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
September 25, 2002
Page 2 of 2

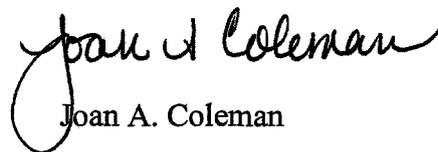
BellSouth® ESSX® service, Digital ESSX® service, MultiServ® service and MultiServ® Plus service customers converting to BellSouth® Centrex are eligible for this offer. Customers must order a minimum of four (4) lines. The customer must agree to maintain at least the number of stations lines and mailboxes initially ordered for the entire duration of the contract. If a customer's station line or mailbox count falls below the total initially installed, the customer will be charged the amount due for the period remaining in their contract for any line/mailbox disconnected prior to contract expiration. The Unconditional Satisfaction Guarantee for Centrex service is not applicable.

To qualify for the terms of this promotion (called the "Local Service Plus Two" promotion), customers must have firm orders placed for the service contract by no later than December 27, 2002, the end date of the promotional period.

An estimate of the revenue effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

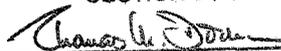

Joan A. Coleman

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue/Cost Summary

Units: systems

Revenue:

Recurring Revenue

Total Revenue

Cost:

Recurring Cost
Nonrecurring Cost

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

T63-0912



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

September 10, 2002

RECEIVED

SEP 10 2002

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

On August 8, 2002, we notified you of a promotion of the BellSouth® PreferredPack (SM) Plan that we intend to start offering residence customers on September 16, 2002. During the promotional period, residence customers who previously had local service with BellSouth and customers who now have local service with another local service provider, and who switch to BellSouth and subscribe to the PreferredPack Plan, will receive a waiver of the service connection charges that would otherwise have been applicable. The Line Connection Charge First Line, Line Connection Charge Additional Line, or Secondary Service will be waived as appropriate for the customer's order. The promotion period will end on December 31, 2002.

To qualify for this promotion, customers must switch service at their existing residence (same address), and must place their orders through the BellSouth business office. The promotion is applicable to service purchased through the standard tariff (i.e., not available for CSA's, Custom Networks, etc.).

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
SM Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 16 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY *Thomas M. Dorman*
EXECUTIVE DIRECTOR

Attachment
EDITED

Revenue and Cost Summary
Through 2002

Revenue:

Recurring Revenue
Total Revenue

Cost:

Recurring Cost
Waived Non-recurring Charges
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 16 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles H. Dorn
EXECUTIVE DIRECTOR

7630911

RECEIVED



SEP 10 2002

PUBLIC SERVICE COMMISSION

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

September 10, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

On August 8, 2002, we notified you of a promotion that we intend to start offering to residence customers beginning on September 16, 2002. During the promotional period, qualified residence customers who previously had service with BellSouth and are reconnecting service at the same location, or who switch to BellSouth from another local service provider at the same location, will receive a \$25 reward in the form of a cash back coupon or retail gift card or credit. BellSouth may vary the retail establishments included in the offer in specific areas to test the popularity of each credit alternative. The promotion period will end on December 31, 2002.

The promotion applies to the following services:

- BellSouth ® Complete Choice® service
- 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®
- Local Access Line Service with BellSouth ® Essentials* package
- BellSouth ® PreferredPack* plan

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 * Service Mark of BellSouth Intellectual Property Corporation

SEP 16 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Thomas M. Dorman
September 10, 2002
Page 2 of 2

The following eligibility requirements apply to this promotion:

- Residential customers who previously had local service with BellSouth or who have local service with another local service provider and now are switching to BellSouth.
- Customers are switching their service at their existing residence (same address).
- Customers place orders through the BellSouth business office or outbound telemarketing vendor.
- Customers fill out a coupon and attach a copy of their first month's bill showing the purchase of the qualifying service and mail to the specified address.
- This promotion is applicable to service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.).

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

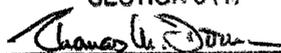


Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 16 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

EDITED

Revenue and Cost Analysis
Through 2003

Revenue:

Recurring Revenue
Total Revenue

Cost:

Recurring Cost
Cash Back Coupons
Promotion Expense
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 16 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Chandra L. Eddins
EXECUTIVE DIRECTOR

T63-0905



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

September 10, 2002

RECEIVED
SEP 10 2002
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

On August 8, 2002, we notified you of a promotion of ISDN - Business Service that we plan to offer small business customers (business customers whose total monthly bill from BellSouth is \$3,000 or less) beginning on September 16, 2002. During the promotional period, qualified small business customers who subscribe to ISDN -- Business Service and sign a 24-month contract will receive a waiver of the installation charges that would otherwise have applied. Customers will also receive a free ISDN telephone (unregulated). The promotion period will end on December 15, 2002.

This promotion is applicable to contract service purchased through the standard tariff for this service (i.e., not available for CSA's, Custom Networks, etc.). To qualify for the terms of this promotion, customers must have firm orders placed by December 15, 2002.

An estimate of the revenue and cost effect is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 16 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY EXECUTIVE DIRECTOR

Attachment
EDITED

Revenue/Cost Analysis

Units

Revenue:

Recurring Revenue (24 Months)
Total Revenue

Cost:

Recurring Cost (24 Months)
Waived Installation Charges
Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 16 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dora
EXECUTIVE DIRECTOR

T63-0915



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

August 14, 2002

RECEIVED

AUG 14 2002

PUBLIC SERVICE
COMMISSION

Mr. Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, KY 40602-0615

Re: C62-01027 and T62-1075

Dear Mr. Dorman:

By letter from Commission staff dated August 23, 2001, the Commission approved our proposal to extend and modify a promotion then in effect (see Tariff Filing No. C62-01027). Another extension of the effective date was approved by letter from staff dated October 2, 2001 (see Tariff Filing No. T62-1075). This promotion waives the service charges for connection of specific services as follows:

- (1) The Secondary Service Charge is waived for existing residential customers adding or changing the following services using RightTouch® (automated ordering service), the BellSouth® web site, or through BellSouth® authorized telemarketing:

TouchStar® Service	Grouping Service	Customized Code Restriction
Custom Calling Service	RingMaster® Service	Message Waiting Indication
BellSouth® Privacy Director® Service		Designer Listings
Prestige® Communications Service		
Voice Mail Companion Services Package		

- (2) The Secondary Service Charge is waived for existing residential customers adding or changing the following services through the BellSouth residential business office:

BellSouth® Privacy Director® Service
Voice Mail Companion Services Package

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 03 2002

PURSUANT TO 807 KAR 5:011
SECTION 9(1)

BY Thomas M. Dorman
EXECUTIVE DIRECTOR

Mr. Thomas M. Dorman
August 14, 2002
Page 2 of 2

- (3) The Secondary Service Charge is waived for existing residential Flexible Call Forwarding customers who are adding or changing the following services due to the elimination of Flexible Call Forwarding (obsoleted effective November 16, 2000):

Call Forwarding Busy Line Call Forwarding Don't Answer
Call Forwarding Variable Preferred Call Forwarding
BellSouth ® Privacy Director ® Service
Remote Access - Call Forwarding Variable

We now request that the expiration date for this promotion be further extended from September 3, 2002 to September 3, 2003. A revised estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions or the need for additional information concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



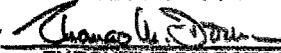
Joan A. Coleman

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 03 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY 
EXECUTIVE DIRECTOR

Attachment

EDITED

ESTIMATED REVENUE IMPACT
KENTUCKY
MODIFIED EXTENDED SERVICE CHARGE WAIVER
SEPTEMBER 3, 2002 – SEPTEMBER 3, 2003

REVENUE

Features

Total Revenue

COSTS

Features

Secondary Service Charge Cost

Total Cost

CONTRIBUTION

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 03 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles W. [Signature]
EXECUTIVE DIRECTOR

763-0024



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

August 28, 2002

RECEIVED
AUG 28 2002
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-0824

Dear Mr. Dorman:

On July 17, 2002, we notified you of a promotion called "The Flexible Promotion" that we intended to offer to residence customers, beginning on September 2, 2002. During the promotional period, residential customers who subscribe to new BellSouth® Complete Choice® service, will receive their choice of either \$10.00 cash back at the end of three months, or \$30.00 cash back at the end of six months. The promotion period will end on December 31, 2002.

Customers who terminate their BellSouth® Complete Choice® service will not be eligible to participate in this promotion. All eligible customers will receive notice of the promotion and a toll free telephone number to call to receive offer information. A confirmation postcard will be send to all customers who accept an offer with the details of the offer that they selected. An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 02 2002

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PHRSANTION 807 KAR 5:011
SECTION 9 (1)
BY *Thomas M. Dorman*
EXECUTIVE DIRECTOR

Revenue/Cost Summary

Revenue:

Recurring

Total Revenue

Cost:

Recurring

Cost of Benefit

Promotion Expense

Total Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 02 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles L. Dorn
EXECUTIVE DIRECTOR

T63-0793



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

August 14, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
AUG 23 2002
PUBLIC SERVICE
COMMISSION

Re: Filing No. 63-0793

Dear Mr. Dorman:

On July 9, 2002, BellSouth notified you of a promotion called BellSouth @ Business Perks that we intended to offer to small business customers. An executive summary of this promotion is attached, as is an estimated revenue and cost effect. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

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OF KENTUCKY
EFFECTIVE

AUG 17 2002

PURSUANT TO 907 KAR 5:011
SECTION 9 (1)

BY
EXECUTIVE DIRECTOR

EDITED

Revenue/Cost Summary

Revenue:

Monthly Recurring Revenue

Total Monthly Revenue

Cost:

Monthly Recurring Cost

Monthly Expense of Promotion

Total Monthly Cost

Monthly Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 17 2002

PURSUANT TO 807 KAR 5:011
SECTION 9 (1)

BY Charles W. Smith
EXECUTIVE DIRECTOR

763-0801



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

Joan.Coleman@bellsouth.com

July 9, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
JUL 12 2002
PUBLIC SERVICE
COMMISSION

Re: Filing Nos. T-63-0560 and T-63-0702

Dear Mr. Dorman:

By letter from staff dated June 26, 2002, the Commission accepted our request to offer a promotion to key small business customers (see Filing No. T-63-0560). This promotion (called the Key Customer Program) was scheduled to begin on June 26, 2002 and end on December 31, 2002, and would target small business customers located within targeted wire centers.

Pursuant to the terms of this promotion, both new and existing key customers who meet the promotion's eligibility requirements and who sign a 24-month or 36-month contract will be eligible to receive a reward in the form of a credit each month during the term of the contract.

This letter is to request Commission approval to revise our Key Customer Program, effective July 29, 2002, to be offered only to existing customers rather than new and existing customers. BellSouth has filed a preliminary notification of a promotion called the Simple Solutions Promotion (Filing No. T-63-0702) that will target all new small business customers in Kentucky and will offer similar rewards that were previously approved for the Key Customer Program. The Simple Solutions Promotion will become effective, with Commission approval, on July 29, 2002. This revision request is contingent upon the Commission's approval of the Simple Solutions Program proposal.

We regret and apologize for any inconvenience this request may cause the Commission or staff. If there are any questions concerning this proposal or the need for additional information, please call Jim Tipton at 502-582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY

JUL 29 2002

Very truly yours, PURSUANT TO 807 KAR 5.011.
SECTION 9 (1)

BY *Joan A. Coleman*
SECRETARY OF THE COMMISSION
Joan A. Coleman

T63-702

BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203



Joan.Coleman@bellsouth.com

Joan A. Coleman
Director
Regulatory & External Affairs

RECEIVED

July 19, 2002

JUL 19 2002

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-0702

Dear Mr. Dorman:

On June 20, 2002, we notified you of a promotion called "The Simple Solutions Promotion" that we plan to offer to small business customers. During the promotional period of July 29, 2002 through July 28, 2003, eligible business customers who agree to keep services taken from the General Subscriber Services Tariff and the Private Line Services Tariff for a period of either twenty-four or thirty-six months will receive a discount on their total monthly rate. They will also receive a reward equal to the connection charges for new services added during the promotional period.

An Executive Summary with additional detail concerning this proposal is attached. Also attached is an estimate of the revenue and cost effect expected from the promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE
Joan A. Coleman JUL 29 2002

PURSUANT TO 807 KAR 5.011.
SECTION 9 (1)

BY *Stephen Bell*
SECRETARY OF THE COMMISSION

Revenue/Cost Summary

Units:

Revenue (12 Months):

Monthly Recurring

Total Revenue

Cost (12 Months):

Monthly Recurring
Non-Recurring

Total Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 29 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY Stephen Bell
SECRETARY OF THE COMMISSION

763-0577



BellSouth Telecommunications, Inc. 502-582-2167
4th Floor FAX 502-582-8667
601 W. Chestnut Street
Louisville, KY 40203

Joan A. Coleman
Director
Regulatory & External Affairs

RECEIVED
JUN 28 2002
PUBLIC SERVICE
COMMISSION

Joan.Coleman@bellsouth.com

June 28, 2002

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-0577

Dear Mr. Dorman:

On May 20, 2002, we notified you of a promotion of BellSouth® Complete Choice® service that we plan to offer qualified residence customers. This promotion will be available to current Complete Choice® customers, as well as to former Complete Choice® customers who terminated Complete Choice® between January 1, 2002 and September 26, 2002. During the promotional period of July 1, 2002 through September 27, 2002, qualified customers who agree to keep Complete Choice® service for six months will receive either a waiver of the recurring charges for twelve months of BellSouth® Privacy Director* service, a waiver of the monthly charge for six months of BellSouth® Voice Mail service (unregulated), or a waiver of the monthly charge for six months of BellSouth® Voice Mail Premium service (unregulated). The nonrecurring charges associated with Privacy Director* service and BellSouth® Voice Mail Premium service will also be waived.

Additional information concerning this promotion is provided in the attached Executive Summary. An estimate of the expected revenue and cost effect is also attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

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- ® Registered Service Mark of BellSouth Intellectual Property Corporation
- * Service Mark of BellSouth Intellectual Property Corporation

JUL 01 2002

PURSUANT TO 807 KAR 5011.
SECTION 9 (1)

BY Stanford Bell
SECRETARY OF THE COMMISSION

Revenue/Cost Summary

Revenue:

Recurring (2002)

Total Revenue

Cost:

Recurring Cost (2002)

Waived Recurring Charges (12 months)

Waived Non-Recurring Charges

Direct Cost

Total Cost

Contribution

**PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE**

JUL 01 2002

PURSUANT TO 807 KAR 5:011.
SECTION 9 (1)

BY Stanford Beel
SECRETARY OF THE COMMISSION

T63-0655



BellSouth Telecommunications, Inc.
601 W. Chestnut Street
Room 407
Louisville, KY 40203

Dorothy.Chambers@BellSouth.com

Dorothy J. Chambers
Senior State Operations Counsel

502 582 1475
Fax 502 582 1573

June 6, 2002

RECEIVED

JUN 07 2002

PUBLIC SERVICE
COMMISSION

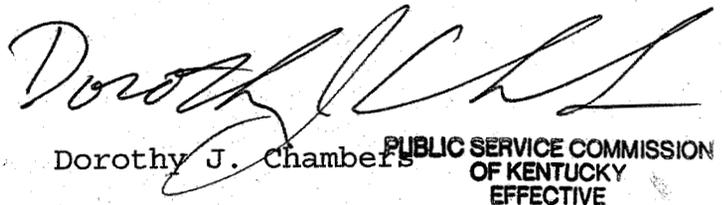
Mr. Thomas M. Dorman
Executive Director
Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, KY 40602

Re: BellSouth Telecommunications, Inc.'s
Proposed Promotion on BellSouth Voice Mail
Service, BellSouth Voice Mail Service Premium
Package and the Voice Mail Companion Services
Package to Certain Employees as a Get
Acquainted Offer to be Effective July 1, 2002

Dear Mr. Dorman:

Enclosed for filing in the above-referenced matter is the
original and ten (10) copies of BellSouth Telecommunications,
Inc.'s Motion for Deviation from the Rules and for Approval of
Its Proposed Promotion.

Sincerely,


Dorothy J. Chambers
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Enclosures

449923

JUL 01 2002

PURSUANT TO 807 KAR 5:011.
SECTION 9 (1)
BY Stanford Bell
SECRETARY OF THE COMMISSION

COMMONWEALTH OF KENTUCKY

BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

BELLSOUTH TELECOMMUNICATIONS, INC.'S,)
PROPOSED PROMOTION ON BELLSOUTH® VOICE)
MAIL SERVICE, BELLSOUTH® VOICE MAIL)
SERVICE PREMIUM PACKAGE AND THE VOICE)
MAIL COMPANION SERVICES PACKAGE TO)
CERTAIN EMPLOYEES AS A GET ACQUAINTED)
OFFER TO BE EFFECTIVE JULY 1, 2002)

RECEIVED

JUN 07 2002

PUBLIC SERVICE
COMMISSION

BELLSOUTH TELECOMMUNICATIONS, INC.'S
MOTION FOR DEVIATION FROM THE RULES
AND FOR APPROVAL OF ITS PROPOSED PROMOTION

BellSouth Telecommunications, Inc. ("BellSouth"), by counsel, hereby moves the Commission for permission to deviate from the rules and for approval of its Proposed Promotion of BellSouth® Voice Mail Service, BellSouth® Voice Mail Service Premium Package and the Voice Mail Companion Services Package to be offered to certain employees as a Get Acquainted Offer and states as follows.

BellSouth seeks to offer a promotion of BellSouth Voice Mail Service and BellSouth Voice Mail Service Premium Package and the Voice Mail Companion Service Package to certain employees in the Consumer Call Center. BellSouth Voice Mail Service and BellSouth Voice Mail Service Premium Package are both unregulated. Voice Mail Companion Service Package is

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2002

PURSUANT TO 807 KAR 5.011.
SECTION 9 (1)

BY Stephen Bell
SECRETARY OF THE COMMISSION

is regulated (A13.77). It is desired that this promotion be available from July 1, 2002 until July 31, 2002. Call Center employees who take advantage of this offer will receive the promoted services for three months without charge. The promotion is intended to provide these employees with a training opportunity and the ability to experiment with the BellSouth Voice Mail service mailbox features. The proposal will benefit the company in that the proposal will afford the employees the exposure to the products resulting in increased revenues to the Company. The cost associated with this proposal is expected to be negligible.

In the interest of caution, in that this promotion might be construed to be subject to KRS 278.170(2), BellSouth hereby requests approval of this proposed promotion. In the event this promotion is found to require PSC approval, pursuant to 807 KAR 5:001, Section 14, BellSouth also requests deviation from the rules requiring notification of the Commission 30 days before the effective date of the promotion. This promotion is intended as a training device only for select employees and the promotion will be available only for thirty days. Accordingly, BellSouth requests the Commission allow BellSouth to provide a 20-day notice so that the proposal can be offered in Kentucky beginning July 1, 2001.

For the foregoing reasons, BellSouth Telecommunications, Inc., respectfully requests that the Commission grant BellSouth's Motion for Approval of its proposed proposal offering BellSouth Voice Mail, BellSouth Voice Mail Premium or Voice Mail Companion Services Package to certain employees and its Motion for Deviation from the Rules.

Respectfully submitted,



DOROTHY J. CHAMBERS
601 W. Chestnut Street, Room 407
P. O. Box 32410
Louisville, KY 40232
(502) 582-1475

COUNSEL FOR BELLSOUTH
TELECOMMUNICATIONS, INC.

449546

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2002

PURSUANT TO 807 KAR 5:011.
SECTION 9 (1)

BY Stephen Bell
SECRETARY OF THE COMMISSION

COMMONWEALTH OF KENTUCKY

BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

BELLSOUTH TELECOMMUNICATIONS, INC.'S,)
PROPOSED PROMOTION ON BELLSOUTH® VOICE)
MAIL SERVICE, BELLSOUTH® VOICE MAIL)
SERVICE PREMIUM PACKAGE AND THE VOICE)
MAIL COMPANION SERVICES PACKAGE TO)
CERTAIN EMPLOYEES AS A GET ACQUAINTED)
OFFER TO BE EFFECTIVE JULY 1, 2002)

ADDENDUM TO BELLSOUTH TELECOMMUNICATIONS,
INC.'S MOTION FOR DEVIATION FROM THE RULES
AND FOR APPROVAL OF ITS PROPOSED PROMOTION

BellSouth Telecommunications, Inc. ("BellSouth"), by
counsel, supplements its original petition in this case to add
that the expected cost of the Voice Mail Companion Service
Package segment of the proposed Get Acquainted Offer is \$26.25.

Respectfully submitted,



DOROTHY J. CHAMBERS
601 W. Chestnut Street, Room 407
P. O. Box 32410
Louisville, KY 40232
(502) 582-1475

COUNSEL FOR BELLSOUTH
TELECOMMUNICATIONS, INC.

**PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE**

450359

JUL 01 2002

PURSUANT TO 807 KAR 5.011.
SECTION 9 (1)

BY Terhad Bell
SECRETARY OF THE COMMISSION

763-0576



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

RECEIVED
JUN 21 2002
PUBLIC SERVICE
COMMISSION

June 21, 2002

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-0576

Dear Mr. Dorman:

On May 20, 2002, we notified you of a promotion of MegaLink ® service and BellSouth ® Primary Rate ISDN service that we intend to offer to small business customers beginning July 1, 2002. Frame Relay service and associated Broadband Exchange Line service have since been added to this promotion.

During the promotional period, small business customers (those business customers with \$3,000 or less monthly billing from BellSouth) will receive a waiver of installation and service establishment charges for subscription to any of these three services on a contract of at least 24 months. The promotion period will end on September 27, 2002. This promotion is applicable only on service purchased through the standard tariffs (not applicable on Contract Service Arrangements). Customers must have placed firm orders by September 27, 2002.

An estimate of the revenue and cost effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

® Registered Service Mark of BellSouth Intellectual Property Corporation
® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

JUL 01 2002
PURSUANT TO 807 KAR 5:011.
SECTION 9 (1)
BY *Stephen Bell*
SECRETARY OF THE COMMISSION

Revenue/Cost Summary

Revenue:

Frame Relay Recurring Revenue (24 months)
MegaLink ® Recurring Revenue (24 months)
PRI Recurring Revenue (24 months)

Total Recurring Revenue

Cost:

Frame Relay Recurring Cost (24 months)
MegaLink ® Recurring Cost (24 months)
PRI Recurring Cost (24 months)

Frame Relay Waived Non-Recurring (24 months)
MegaLink ® Waived Non-Recurring (24 months)
PRI Waived Non-Recurring (24 months)

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2002

PURSUANT TO 807 KAR 5:011.
SECTION 9 (1)

BY Stephen Bell
SECRETARY OF THE COMMISSION

T63-0575



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

June 20, 2002

RECEIVED

JUN 20 2002

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-0575

Dear Mr. Dorman:

On May 20, 2002, we notified you of a promotion that we intend to offer small business customers beginning July 1, 2002 and ending on September 27, 2002. During the promotional period, small business customers (those business customers with monthly billing from BellSouth of \$3,000 or less per location) will receive a one-time cash back coupon for subscribing to an additional line with BellSouth ® Complete Choice ® for Business service, for subscribing to BellSouth ® MemoryCall ® service (unregulated), or for subscribing to BellSouth ® Centrex service. Customers will receive a coupon for cash back as follows:

- | | |
|---------------------------|--------------------------|
| \$50.00 Cash Back Coupon | One Service Purchased |
| \$100.00 Cash Back Coupon | Two Services Purchased |
| \$200.00 Cash Back Coupon | Three Services Purchased |

Each service counts as one, even if multiples of the same service is ordered. This promotion is applicable to service ordered through standard tariffs (regulated), and is not applicable to contract service arrangements. Customers must have firm orders placed for service by September 27, 2002 to qualify for this promotion.

An estimate of the revenue effect expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. **PUBLIC SERVICE COMMISSION OF KENTUCKY EFFECTIVE**

JUL 01 2002

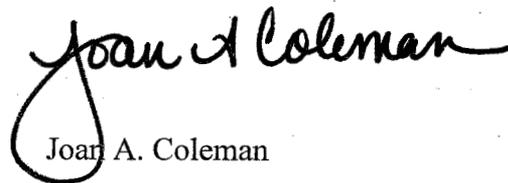
PURSUANT TO 807 KAR 5.011.
SECTION 9 (1)

BY Stanley Bell
SECRETARY OF THE COMMISSION

Thomas M. Dorman
June 20, 2002
Page 2 of 2

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,


Joan A. Coleman

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Revenue/Cost Analysis

Number of new lines:

Revenue:

Recurring
Non-Recurring

Total Revenue

Cost:

Recurring
Non-Recurring
Benefit

Total Cost

Contribution:

T63574



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Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

June 19, 2002

RECEIVED

JUN 19 2002

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-0574

Dear Mr. Dorman:

On May 20, 2002, we notified you of a promotion of BellSouth® Centrex service (called "Local Service Plus Two") that we plan to offer to business customers beginning on July 1, 2002. During the promotional period, new subscribers to Centrex service will receive a waiver of installation charges for common equipment and standard features for a 24-month contract, and a waiver of installation charges and a discounted package monthly rate for station links, NARs, and BellSouth® MemoryCall® service (unregulated) for a 36-month, 48-month, or 60-month contract. The promotion period will end on September 27, 2002.

Additional information concerning this promotion is provided in the attached Executive Summary. An estimate of the expected revenue and cost effect is also attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2002

® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
® Registered Service Mark of BellSouth Intellectual Property Corporation

PURSUANT TO 807 KAR 5.011.
SECTION 9 (1)
BY *Thomas Bell*
SECRETARY OF THE COMMISSION

Revenue Analysis

Revenue:

Recurring Revenue:

Large Business Customers (including conversions)
Small Business Customers

Total Revenue

Cost:

Recurring Cost:

Large Business Customers (including conversions)
Small Business Customers

Waived Non-Recurring Charges:

Large Business Customers
Small Business Customers

Total Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2002

PURSUANT TO 807 KAR 5:011.
SECTION 9 (1)

BY Stephen D. Bell
SECRETARY OF THE COMMISSION

T63-0573



BellSouth Telecommunications, Inc. 502 582-2167
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Joan A. Coleman
Director - Regulatory

June 20, 2002

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

JUN 20 2002

PUBLIC SERVICE
COMMISSION

Re: 63-0573

Dear Mr. Dorman:

On May 20, 2002, we notified you of a promotion that we intend to offer to business customers who currently have service with another service provider. The name of the promotion is the "BellSouth ® Business Winning Choice Promotion". During the promotional period of July 1, 2002 through December 31, 2002, new or existing customers who have some service with another local service provider and subscribe to one of the eligible services under a 12-month contract, will receive a waiver of one month's recurring charge and a waiver of installation charges.

Additional information concerning this promotion is provided in the attached Executive Summary. An estimate of the expected revenue and cost effect is also attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2002

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PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY Stewart Bell
SECRETARY OF THE COMMISSION

Revenue Analysis

Revenue:

Incremental Recurring Revenue (12 Months)

Total Revenue

Cost:

Incremental Recurring Cost (12 Months)

Waived Non-Recurring Charges

Total Cost

Contribution

**PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE**

JUL 01 2002

**PURSUANT TO 807 KAR 5:011.
SECTION 9 (1)**

BY Stephen D. Bell
SECRETARY OF THE COMMISSION

T63-0572



BellSouth Telecommunications, Inc. 502 582-2167
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Louisville, Kentucky 40203 Internet:
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RECEIVED
Joan A. Coleman
Director - Regulatory
JUN 21 2002
PUBLIC SERVICE
COMMISSION

June 21, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-0572

Dear Mr. Dorman:

On May 20, 2002, we notified you of a promotion called "BellSouth® Business Rewards Program" that we intend to offer to large business customers beginning July 1, 2002. Eligible large business customers will receive a discount on total billed charges from BellSouth for a two-year commitment to the loyalty program. The promotion will end on December 31, 2002.

Additional information concerning this promotion is provided in the attached Executive Summary. An estimate of the expected revenue and cost effect is also attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2002

PURSUANT TO 807 KAR 5.011.
SECTION 9 (1)
BY Stephen Bell
SECRETARY OF THE COMMISSION

Revenue/Cost Summary

Revenue:

Total Revenue

Cost:

Cost of Providing Service
Rewards Benefit

Total Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2002

PURSUANT TO 807 KAR 5:011.
SECTION 9 (1)

BY Stenhard Bell
SECRETARY OF THE COMMISSION

TL63-0560



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4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

June 18, 2002

RECEIVED

JUN 18 2002

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-0560

Dear Mr. Dorman:

On May 15, 2002, we notified you of a promotion that we intend to offer to key small business customers (those located in specified highly-competitive wire centers). In recognition of a commitment to keep BellSouth service in the form of a 24-month or 36-month contract, customers will receive a discount from their monthly total billed revenue from BellSouth for services from the Company's General Subscriber Services and Private Line Services Tariffs. The promotion period will be from June 26, 2002 through December 31, 2002.

Additional detail concerning this promotion is attached (Executive Summary), as is an analysis of the expected revenue effect from the promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 26 2002

PURSUANT TO 807 KAR 5.011.
SECTION 9 (1)

BY Stephen Bell
SECRETARY OF THE COMMISSION

Revenue Analysis
Kentucky – Key Customer Program
06/26/02 – 12/31/02

Units –

Revenue:

Recurring:

Total Revenue:

Cost

Recurring:

Non-Recurring:

Total Cost:

Contribution (Monthly):

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 26 2002

PURSUANT TO 807 KAR 5:011.
SECTION 9 (1)

BY Stephen Bell
SECRETARY OF THE COMMISSION

T63-0583



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601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

May 21, 2002

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: Filing No. T 63-0133

RECEIVED

MAY 21 2002

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On January 31, 2002, and again on March 11, 2002, we notified you of our intention to offer a promotion to residential customers who switch from another local service provider to BellSouth for provision of their local service. The promotion is available to both those customers who previously had BellSouth service and are switching back to BellSouth, as well as to those who are switching to BellSouth for the first time.

During the promotion period of March 12, 2002 through June 7, 2002, eligible customers who switch to BellSouth and take one of the following services will receive a waiver of the service charge that is normally applicable for installation (Line Connection Charge First Line, Line Connection Charge Additional Line, or Secondary Service Charge, whichever is appropriate):

- BellSouth ® Complete Choice ® Service
- BellSouth ® Complete Choice ® Service Two-Line Plan package
- BellSouth ® Complete Choice ® Service Three-Line Plan package
- Area Plus ® Service with BellSouth ® Complete Choice ® Service
- Area Plus Service Two-Line Plan package with BellSouth ® Complete Choice Service
- Area Plus Service Three-Line Plan package with BellSouth ® Complete Choice Service
- Local Access Line Service with BellSouth Essentials*

The Commission approved our proposal by letter from Commission staff dated March 2002.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

We would now like to request that this promotion be extended from the original expiration date of June 7, 2002 to December 31, 2002.

MAY 22 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

Thomas M. Dorman
May 21, 2002
Page 2 of 2

The revenue analysis filed earlier in this case on March 11, 2002 remains unchanged.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Joan A. Coleman

- ® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
- ® Registered Service Mark of BellSouth Intellectual Property Corporation
- * Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 22 2002

PURSUANT TO 807 KAR 0011,
SECTION 9 (1)
BY Stephan O. Bell
SECRETARY OF THE COMMISSION

T63-0418



BellSouth Telecommunications, Inc. 502 582-2167
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Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

May 15, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

MAY 15 2002

PUBLIC SERVICE
COMMISSION

Re: 63-0418

Dear Mr. Dorman:

On April 9, 2002, we advised you of a promotion of BellSouth® Essentials* Package service, Caller ID Deluxe service, and BellSouth® Privacy Director® service that we intend to offer to residence customers. During the promotional period of May 20, 2002 through May 20, 2003, new and existing residence customers who subscribe to the Essentials Package and Caller ID Deluxe services, and add Privacy Director service will receive a discounted monthly rate for the package of services for twelve months, as well as a waiver of the nonrecurring set up fee for Privacy Director service. Customers must continue to subscribe to Essentials Package and Caller ID Deluxe services in order to receive the credit for Privacy Director.

An estimate of the expected regulated revenue and cost effect from this promotion is attached. Please see the enclosed petition for confidential protection of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Jim Tipton

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Joan A. Coleman

Attachment

- ® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
- * Service Mark of BellSouth Intellectual Property Corporation
- ® Registered Service Mark of BellSouth Intellectual Property Corporation

MAY 20 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY Stephan Bell
SECRETARY OF THE COMMISSION

T63-0338



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Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

May 2, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
MAY 02 2002
PUBLIC SERVICE
COMMISSION

Re: 63-0338

Dear Mr. Dorman:

On March 25, 2002, we advised you of a promotion of Frame Relay Service and associated Broadband Exchange Line Service that we intend to offer business customers. During the promotional period of May 6, 2002 through August 2, 2002, large business customers (BellSouth business customers with total monthly billed revenues from BellSouth of more than \$3,000 per location) who subscribe to Frame Relay Service on a contract of at least 24 months will receive a waiver of connection charges and a waiver of the first month's recurring charge. In addition, customers will receive a waiver of the Service Feature Charge and a waiver of the first month's recurring charge for Committed Information Rate (CIR). If the customer subscribes to a T1 customer connection on a 36 month contract, they will also receive a free router (unregulated).

An estimate of the expected regulated revenue and cost effect from this promotion is attached. Please see the enclosed petition for confidential protection of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Joan A. Coleman

MAY 06 2002

Attachments

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY Stephan O. Bell
SECRETARY OF THE COMMISSION

Attachment
EDITED

Frame Relay Service and Broadband
Exchange Line Service Promotion
May 6, 2002 - August 2, 2002

Revenue:

Monthly Recurring (23 months)
Non-Recurring

Total Revenue

Cost:

Monthly Recurring (24 months)
Non-Recurring

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 06 2002

FORUM TO 807 KAR 8.011.
SECTION 9 (1)
BY Stephen O. Bell
SECRETARY OF THE COMMISSION

763-0454



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

April 18, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

APR 18 2002

PUBLIC SERVICE
COMMISSION

Re: Filing No. T 62-1633

Dear Mr. Dorman:

By letter from Commission staff, dated February 20, 2002, the Commission approved our request to offer a promotion of Native Mode LAN Interconnection (NMLI) service to business customers who do not now subscribe to the service. The promotion was to begin on February 18, 2002, and end on May 18, 2002.

Because of a delay in implementation of this promotion, we now request that the end date of the promotion be extended to August 16, 2002. All other terms and conditions of the promotion, as well as the expected revenue effect, will remain the same as originally filed on February 13, 2002.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 19 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY Stephan D. Bell
SECRETARY OF THE COMMISSION

T63-0455



BellSouth Telecommunications, Inc.
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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

April 18, 2002

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

APR 18 2002

PUBLIC SERVICE
COMMISSION

Re: Filing No. T 62-1631

Dear Mr. Dorman:

By letter from Commission staff, dated February 19, 2002, the Commission approved our request to offer a promotion of Native Mode LAN Interconnection (NMLI) service to business customers who already subscribe to the service. The promotion was to begin on February 18, 2002, and end on May 18, 2002.

Because of a delay in implementation of this promotion, we now request that the end date of the promotion be extended to August 16, 2002. All other terms and conditions of the promotion, as well as the expected revenue effect, will remain the same as originally filed on February 13, 2002.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

PUBLIC SERVICE COMMISSION
Joan A. Coleman OF KENTUCKY
EFFECTIVE

APR 19 2002

FORWARDED TO 807 AND 5011.
SECTION 9 (1)
BY Stephan O. Bell
SECRETARY OF THE COMMISSION

T63-0194



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

February 19, 2002

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

RECEIVED

FEB 19 2002

APR 08 2002

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)

BY: Stephan Bue
SECRETARY OF THE COMMISSION

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

Effective on April 8, 2002, BellSouth intends to offer a promotion of BellSouth® Primary Rate ISDN service to small business customers. During the promotion, a customer who subscribes to BellSouth® Primary Rate ISDN service and signs a contract agreement of at least 24 months will receive a coupon redeemable for a \$1000 credit on his bill. The promotion period will end on June 31, 2002.

This advance notice is being made consistent with streamlined filing procedures for promotions that were approved by the Commission in its September 28, 2001 order in Case No. 2001-077. Additional information concerning this promotion will be filed with the Commission closer to the proposed effective date.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,


Joan A. Coleman

® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

T63-0237



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

April 5, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

APR 05 2002

PUBLIC SERVICE
COMMISSION

Re: 63-0237

Dear Mr. Dorman:

On February 28, 2002, we notified you of our plans to offer a promotion of BellSouth® Centrex service to business customers beginning on April 8, 2002. During the promotional period, which will end on June 28, 2002, BellSouth business customers who order a minimum of four BellSouth® Centrex lines on a 36 month contract will receive BellSouth® Local Service Plus for a combined monthly rate of \$45 per line (excluding taxes and/or fees), and a waiver of installation charges for the initial installation of Centrex service and mailboxes. BellSouth® Local service Plus includes the following components:

- BellSouth® Centrex, per line charge \$39.00
(includes common equipment, station link, standard features, and Assume Dial 9 optional feature)
- BellSouth® MemoryCall® Integrated Voice Fax Service, per mailbox (A Caller ID/Message Waiting CPE set is included with each mailbox order, only at time of initial system installation.) \$6.00

ESSX® service, Digital ESSX® service, MultiServ® service, and MultiServ® PLUS service customers converting to BellSouth® Centrex service are not eligible for this promotion. Customers must agree to maintain at least the number of station lines and mailboxes initially ordered for the entire duration of the 36 month contract. If customer's station line or mailbox count falls below the total initially

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 08 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

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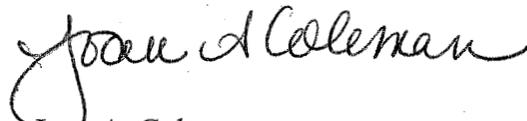
Thomas M. Dorman
April 5, 2002
Page 2 of 2

installed, the customer will be charged the amount due for the period remaining in their contract for any lines or mailboxes disconnected prior to the contract's expiration. To qualify for this promotion, customers must have firm orders placed for the service contract by no later than June 28, 2002, and the services must be installed within normal installation intervals.

An analysis of the effect on regulated revenues expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Joan A. Coleman

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® Registered Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 08 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

Be
ON

Attachment
EDITED

**REVENUE ANALYSIS
SPECIAL PROMOTION OF
BellSouth® Local Service Plus
April 8, 2002 - June 28, 2002**

Sales

Revenue (36 Months)

lines

**Recurring
Less assumed Key
Business Discount
@ 18%**

Cost

**Recurring
Nonrecurring (waived)**

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 08 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

Bill
ION

T63-0193



BellSouth Telecommunications, Inc. 502 582-2167
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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

April 5, 2002

RECEIVED

APR 05 2002

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 63-0193

Dear Mr. Dorman:

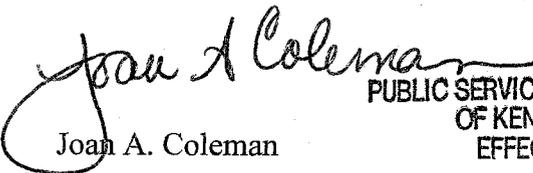
On February 19, 2002, we advised you of a promotion of Frame Relay Service we plan to offer to small business customers beginning on April 8, 2002. Small business customers are defined as those whose total monthly billing from BellSouth is \$3,000 or less per location. During the promotion, a customer who subscribes to Frame Relay Service and signs a contract agreement of at least 24 months will receive a coupon redeemable for a \$1000 credit on his bill. The promotion period will end on June 30, 2002.

This promotion is applicable only on contract service purchased through standard tariffs (not available for Contract Service Arrangements or Custom Networks). Firm orders must be placed by June 30, 2002, and service must be installed within normal installation intervals.

An analysis of the estimated revenue effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,


Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 08 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

Beu

TON

Attachment
EDITED

**Revenue Analysis
Special Promotion of
Frame Relay Service
April 8, 2002 - June 30, 2002**

Revenue

Sales

Recurring
Less assumed Key
Business Discount
@ 18%
Nonrecurring
EUCL

Cost

Recurring
Nonrecurring
Promotion credit

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 08 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

Bill

ION

763-0192



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

April 5, 2002

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
APR 05 2002
PUBLIC SERVICE
COMMISSION

Re: 63-0192

Dear Mr. Dorman:

On February 19, 2002, we advised you of a promotion of MegaLink ® Service that we plan to offer small business customers beginning on April 8, 2002. During the promotion, a small business customer (a business customer whose total monthly billing from BellSouth is \$3,000 or less per location) who subscribes to MegaLink ® Service and signs a contract agreement of at least 24 months will receive a coupon redeemable for a \$1000 credit on his bill. The promotion period will end on June 30, 2002.

This promotion is available only on contract service purchased through the tariff (not available on Contract Service Arrangements or Custom Networks). To qualify for the promotion, orders must be placed by June 30, 2002, and installation must take place within a normal installation interval.

An estimate of the expected revenue effect from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

® Registered Service Mark of BellSouth Intellectual Property Corporation

APR 05 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

Bell
ON

**Revenue Analysis
Special Promotion of
MegaLink® Service
April 8, 2002 - June 30, 2002**

	Sales
Revenue	
Recurring	
Less assumed Key Business Discount @ 18%	
Nonrecurring	
Cost	
Recurring	
Nonrecurring	
Promotion credit	
Contribution	

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 08 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

B.W.
ION

T63.0191



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

March 28, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
MAR 28 2002
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On February 19, 2002, we advised you of a promotion of Complete Choice® for Business Package service that we intend to offer to small business customers. New Complete Choice® for Business Package customers who sign a local service contract will be eligible to receive a coupon redeemable for free line connection, and a coupon redeemable for \$50 off a single or multi-line telephone set. To receive the free line connection, the customer will send in a coupon redeemable for a check in the amount of the connection charge. The promotion period will begin on April 1, 2002 and end on June 28, 2002.

This promotion is available to small business customers (those whose total monthly billing from BellSouth is less than \$3,000) on flat rate business lines, BellSouth Business Plus® Service lines, and Area Calling service lines. The promotion is available only on service purchased through standard tariffs (not available on Contract Service Arrangements or Custom Networks).

An analysis of the expected revenue effect from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2002

® Registered Service Mark of BellSouth Intellectual Property Corporation

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Revenue Analysis

Units

Revenue:

Recurring (24 months)

Total Revenue

Cost:

Recurring

Non-recurring

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)
BY Stephan O. Bell
SECRETARY OF THE COMMISSION

T63-0190



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

March 28, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
MAR 28 2002
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On February 19, 2002, we advised you of our intention to offer a promotion to small business customers who already subscribe to Complete Choice ® for Business Package service. Existing Complete Choice ® for Business Package customers who add a line (up to three additional lines) will be eligible to receive a coupon redeemable for a check in the amount of the line connection charge. The promotional period will begin on April 1, 2002 and end on June 28, 2002.

Additional lines that qualify for this promotion include flat rate business lines, BellSouth Business Plus ® Service lines, and Area Calling Service lines. Only small business customers, those whose total monthly BellSouth billing is less than \$3000, are eligible for this promotion. The promotion is available for service purchased through standard tariffs (not available on Contract Service Arrangements or Custom Networks).

An analysis of the expected revenue effect from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Joan A. Coleman

APR 01 2002

® Registered Service Mark of BellSouth Intellectual Property Corporation

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Revenue Analysis

Units

Revenue:

Recurring (24 months)

Total Revenue

Cost:

Recurring

Non-recurring

Total Cost

Contribution:

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY Stephan O. Bell
SECRETARY OF THE COMMISSION

T63-0133



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

March 11, 2002

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
MAR 11 2002
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On January 31, 2002, we notified you of our intention to offer a promotion to residential customers who switch from another local service provider to BellSouth for provision of their local service. This promotion will be available to both those customers who previously had BellSouth service and are switching back to BellSouth, as well as to those who are switching to BellSouth for the first time.

During the promotion period of March 12, 2002 through June 7, 2002, eligible customers who switch to BellSouth and take one of the following services will receive a waiver the service charge that is normally applicable for installation (Line Connection Charge First Line, Line Connection Charge Additional Line, or Secondary Service Charge, whichever is appropriate):

- BellSouth ® Complete Choice ® Service
- BellSouth ® Complete Choice ® Service Two-Line Plan package
- BellSouth ® Complete Choice ® Service Three-Line Plan package
- Area Plus ® Service with BellSouth ® Complete Choice ® Service
- Area Plus Service Two-Line Plan package with BellSouth ® Complete Choice Service
- Area Plus Service Three-Line Plan package with BellSouth ® Complete Choice Service
- Local Access Line Service with BellSouth Essentials*

Customers must switch their existing residence line (same address), and must place orders through the BellSouth business office.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

An analysis of the expected revenue impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

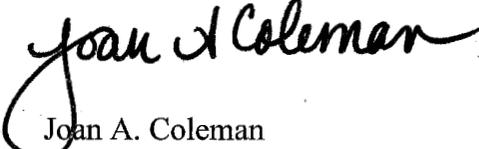
MAR 12 2002

PURSUANT TO 807 KAR 5011,
SECTION 9(1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Thomas M. Dorman
March 11, 2002
Page 2 of 2

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,


Joan A. Coleman

Attachment

- ® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
- ® Registered Service Mark of BellSouth Intellectual Property Corporation
- * Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAR 12 2002

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)
BY Stephen O. Bell
SECRETARY OF THE COMMISSION

Revenue Analysis

Quantity (1st month)

Revenue*

Recurring Revenue

Cost*

Waived Non-recurring Charges

Recurring Cost

Advertising Cost

Total

Contribution*

* Assume 12 months

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAR 12 2002

PURSUANT TO 807 KAR 5:011.
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T62-1633



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

February 13, 2002

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
FEB 13 2002
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On December 26, 2001, we notified you of our intention to offer a promotion of Native Mode LAN Interconnection (NMLI) service to business customers who do not now subscribe to the service. During the promotion period of February 18, 2002 through May 18, 2002, customers who subscribe to NMLI service at a speed of 100 Mbps on a 24 month or 43 month contract will receive a 50% discount off the normal installation charge, a waiver of one month's recurring charge on a 24 month contract and two months' recurring charges on a 43 month contract, and a discounted monthly rate thereafter as follows:

100 Mbps, per port	<u>24-42 Months</u>	<u>43-60 Months</u>
- Tariff Rate	\$1450	\$1408
- Discounted Rate	\$1275	\$1215

An analysis of the expected revenue impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

FEB 18 2002

Attachment

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Revenue Analysis

Quantity

Revenue*

Ports and Mileage
Non-recurring
Total

Cost*

Waived Non-recurring Charges
Recurring Cost
Total

Contribution*

* Assume 24 months

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

FEB 18 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D Bell
SECRETARY OF THE COMMISSION

T62-1631



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

February 13, 2002

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

FEB 13 2002

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On December 26, 2001, we notified you of our intention to offer a promotion of Native Mode LAN Interconnection (NMLI) service to business customers who are already NMLI subscribers. During the promotion period of February 18, 2002 through May 18, 2002, NMLI customers who add 100 Mbps ports at new locations will receive a 50% discount off the normal installation charge for the addition, and a discounted monthly rate as follows:

100 Mbps, per port	<u>24-42 Months</u>	<u>43-60 Months</u>
- Tariff Rate	\$1450	\$1408
- Discounted Rate	\$1200	\$1145

Customers who upgrade the speed of their existing services will receive a 100% waiver of the installation charge, as well as the discounted monthly rate.

An analysis of the expected revenue impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

FEB 18 2002

Attachment

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan O. Bue
SECRETARY OF THE COMMISSION

Revenue Analysis

Quantity

Revenue*

Ports and Mileage

Cost*

Waived Non-recurring Charges
Recurring Cost
Total

Contribution*

* Assume 24 months

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

FEB 18 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D Bell
SECRETARY OF THE COMMISSION

T62-1552



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

January 14, 2001

Mr. Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
JAN 15 2002
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On December 6, 2001, we notified you of our plans to offer a promotion of a waiver of non-recurring charges and first month PTAS line charges when a new payphone access line is added during the promotional period of January 15, 2002, through July 31, 2002.

To be eligible for the promotion the subscriber must meet the following criteria; be party to a 2-year PSP Reward Plan contract, must have at least 200 PTAS lines with BellSouth at end of the promotion, and an existing subscriber must have at least 18 months remaining on their PSP Reward Plan Contract. In addition, to qualify for the terms of this Special Promotion, customers must have firm orders placed for the contract by no later than July 31, 2002. Such services should be installed within normal BellSouth installation intervals (which is by approximately August 31, 2002). Should BellSouth facility availability problems cause a delay in the installation beyond this date, the customer will still receive promotional treatment. Customer requested delays of installation beyond the August 31, 2002 deadline will cause the service to fall outside the boundaries of this special promotion and to incur normal installation charges.

The special promotion is applicable to such contract service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.).

A Cost Test for the Payphone Line Promotion is attached.

If there are any questions concerning this proposal, please call Steve Rausch at 502-582-8180.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 15 2002

PURD... 507 KAR 5011,
SECTION 9 (1)
BY: *Stephanie Bell*
SECRETARY OF THE COMMISSION

**REGULATORY COST TEST FOR PAYPHONE LINE PROMOTION
KENTUCKY Flat Rate**

	0	1	2	3	4	5	6	7
Month Revenue								
Product		\$ 7.84	\$ 27.20	\$ 27.20	\$ 27.20	\$ 27.20	\$ 27.20	\$ 27.20
SLC		\$ 18.73	\$ 7.84	\$ 7.84	\$ 7.84	\$ 7.84	\$ 7.84	\$ 7.84
Monthly Cost		\$ 18.73	\$ 18.73	\$ 18.73	\$ 18.73	\$ 18.73	\$ 18.73	\$ 18.73
NonRecurring Cost	\$ 42.54							
Monthly Net	\$ (42.54)	\$ (10.89)	\$ 16.31	\$ 16.31	\$ 16.31	\$ 16.31	\$ 16.31	\$ 16.31
Cumulative Net	\$ (42.54)	\$ (53.43)	\$ (37.12)	\$ (20.81)	\$ (4.50)	\$ 11.82	\$ 28.13	\$ 44.44
Present Worth Monthly Net	\$ (42.54)	\$ (10.84)	\$ 16.09	\$ 15.94	\$ 15.79	\$ 15.64	\$ 15.50	\$ 15.35
Cumulative Sum Present Worth	\$ (42.54)	\$ (53.38)	\$ (37.30)	\$ (21.36)	\$ (5.57)	\$ 10.07	\$ 25.57	\$ 40.92

Analysis Assumptions

1. Monthly Revenue Kentucky- Flat Rate - All Groups Plus Line Restrictions - 8.5% m ax. Reward Plan
2. Waived Revenue Win Back Waives One Month of Access Line Revenue & Service Connection Charges
3. Waived Revenue Line Charge Subscriber Line Charge is not waived the first month as is the Access Line Revenue
4. Monthly Costs Includes Loop, Line Termination, Blocking and Screening, Usage and Product Support
5. Nonrecurring Cost Line Connection Cost of 1st Line Plus Additional Line Divided by 2 (assumes two lines per locations)
6. Canvassing Sales Cost reflect Worst Case - 100 Line Account, 2 Lines per Location

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 15 2002

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)
BY: Stephan Bell
SECRETARY OF THE COMMISSION

T62-1536



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 26, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

DEC 26 2001

PUBLIC SERVICE
COMMISSION

Re: 62-1536

Dear Mr. Dorman:

On December 4, 2001, we notified you of our plans to offer a promotion of BellSouth® Centrex Desktop Complete service beginning on January 10, 2002. During the promotional period, which will end on March 29, 2002, BellSouth business customers with 7 to 50 lines will receive BellSouth® Centrex Desktop Complete for \$45 per line per month (inside wiring not included) and 100% off installation on a 36-month (or longer) contract.

The services included are:

- BellSouth® Centrex with standard features
- BellSouth® MemoryCall® Deluxe Voice Messaging Services with 120 minutes usage per month (deregulated)

A Caller ID/Message Waiting CPE set is included with each line order (only at time of initial system installation.)

To qualify for the terms of this special promotion, customers must have firm orders placed for the service contract by no later than March 29, 2002. Such services should be installed within normal BellSouth installation intervals.

An analysis of the effect on regulated revenues expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 10 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

Thomas M. Dorman
December 26, 2001
Page 2 of 2

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

A handwritten signature in cursive script that reads "Joan A. Coleman". The signature is written in dark ink and is positioned above the printed name.

Joan A. Coleman

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® Registered trademark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 10 2002

PURSUANT TO 807 KAR 5011,
SECTION 9(1)
BY Stephan D. Bell
SECRETARY OF THE COMMISSION

Attachment
EDITED

**REVENUE ANALYSIS
SPECIAL PROMOTION OF
BellSouth® Centrex Desktop Complete
1st Quarter, 2002**

Sales

Revenue (36 Months)

Cost

**Recurring
Nonrecurring**

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 10 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T62-1539



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 26, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: 62-1539

Dear Mr. Dorman:

On December 5, 2001, we notified you of our plans to extend the Basic Service Advantage Program through June 30, 2002. The current promotion, now in effect, began on July 6, 2001 and is scheduled to end on January 5, 2002 (see Filing No. T62-0755).

The terms and conditions of the promotion will remain unchanged during the extended promotional period. An estimate of the revenue effect of this extension is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

Attachments

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 05 2002

PURSUANT TO 807 KAR 6.011,
SECTION 9 (1)
BY Stephan O. Bell
SECRETARY OF THE COMMISSION

Attachment
EDITED

ESTIMATED REVENUE IMPACT
BELLSOUTH BASIC SERVICE
JANUARY 6, 2002 – JUNE 30, 2002
KENTUCKY

UNITS

REVENUE

Recurring
24-month Agreements
36-month Agreements

TOTAL

COSTS

Recurring
24-month Agreements
36-month Agreements

TOTAL

CONTRIBUTION

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 05 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D Bell
SECRETARY OF THE COMMISSION

T62-1505



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

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Fax 502 582-8667
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Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 26, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
DEC 26 2001
PUBLIC SERVICE
COMMISSION

Re: 62-1505

Dear Mr. Dorman:

On November 29, 2001, we notified you of a promotion of BellSouth® Complete Choice® for Business package service that we plan to offer to new small business customers. During the promotional period of January 2, 2002 through March 29, 2002, eligible customers will receive a waiver on all line connection charges associated with the service order when they sign a local service agreement of any term length.

Only small business customers (those whose total monthly-billed revenues with BellSouth are \$3,000 or less per location) are eligible for the promotion. The special promotion is applicable only on contract service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.). To qualify for the terms of this promotion, customers must have firm orders placed for the local service agreement by no later than March 29, 2002. Services should be installed within normal BellSouth installation intervals

An estimate of the revenue effect expected from this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 02 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

Thomas M. Dorman
December 26, 2001
Page 2 of 2

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Joan A. Coleman

- ® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
- ® Registered Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 02 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY Stephan O. Bell
SECRETARY OF THE COMMISSION

ESTIMATED REVENUE IMPACT
BELLSOUTH® COMPLETE CHOICE® FOR BUSINESS PACKAGE
NEW CUSTOMERS PROMOTION
JANUARY 2 – MARCH 29, 2002
KENTUCKY

Units

REVENUE

Recurring
Nonrecurring
TOTAL

COSTS

Recurring
Nonrecurring
Waived Nonrecurring
TOTAL

CONTRIBUTION

- ® BellSouth is a Registered Service Mark of BellSouth Intellectual Property Corporation
- ® Registered Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 02 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bee
SECRETARY OF THE COMMISSION

T62-1504



BellSouth Telecommunications, Inc.
4th Floor
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Fax 502 582-8667
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Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 26, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

DEC 26 2001

PUBLIC SERVICE
COMMISSION

Re: 62-1504

Dear Mr. Dorman:

On November 29, 2001, we notified you of our plans to offer a promotion of additional lines to small business customers. During the promotional period of January 2, 2002 through March 29, 2002, BellSouth business customers who meet the criteria for this promotion will receive \$100 cash back on each additional line (up to 3 additional lines) on a local service contract with BellSouth. The promotion is available on flat rate business lines, BellSouth ® Business Plus* lines, and Area Calling Service lines.

Only small business customers (those whose total monthly-billed revenues with BellSouth are \$3,000 or less) are eligible for the promotion. The special promotion is applicable to such contract service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.). To qualify for the terms of this promotion, customers must have firm orders placed for the service contract by no later than March 29, 2002. Such services should be installed within normal BellSouth installation intervals.

An estimate of the expected revenue effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 02 2002

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Thomas M. Dorman
December 26, 2001
Page 2 of 2

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

A handwritten signature in cursive script that reads "Joan A. Coleman". The signature is written in dark ink and is positioned above the printed name.

Joan A. Coleman

Attachment

® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
* Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 02 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Attachment
EDITED

**REVENUE ANALYSIS
SPECIAL PROMOTION OF
ADDITIONAL LINES
1st QUARTER, 2002**

Sales

Revenue

**Recurring
Nonrecurring**

Cost

**Recurring
Nonrecurring
Advertising Expense
Benefits Expense**

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 02 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T62-1498



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 26, 2001

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

DEC 26 2001

PUBLIC SERVICE
COMMISSION

Re: 62-1498

Dear Mr. Dorman:

On November 28, 2001, we notified you of a promotion of Frame Relay service and the associated Broadband Exchange Line service that we intend to offer business customers beginning on January 1, 2002. During the promotional period, which will end on March 29, 2002, new Frame Relay customers, as well as current BellSouth SynchroNet®, analog private line, and Frame Relay customers upgrading to a higher speed of Frame Relay Service, who subscribe to at least a 24 month contract will receive a waiver of the installation charge and the first month's recurring charge. SynchroNet, analog private line, and Frame Relay customers upgrading to a higher speed must commit to a contract equaling the number of months remaining on their existing contract or a 24 months contract (whichever is greater) to qualify for the promotion. In addition, customers who subscribe to T1, fractional T1, or DS3 Frame Relay Customer Connections on the new Frame Relay contracts will receive a free router.

All associated Broadband Exchange Line Services are included in this promotion. The special promotion is applicable to such contract service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.). To qualify for the terms of this special promotion, customers must have firm orders placed for the Frame Relay Service for a 24 months or longer contract by no later than March 29, 2002. Such services should be installed within normal BellSouth installation intervals.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 02 2002

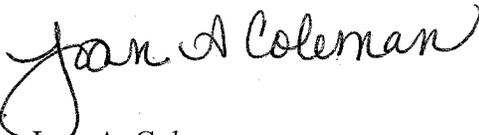
PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan Bell
SECRETARY OF THE COMMISSION

Thomas M. Dorman
December 26, 2001
Page 2 of 2

An analysis of the expected revenue effect of this promotion is attached. Please see the enclosed petition for proprietary treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,


Joan A. Coleman

® Registered Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 02 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D Bell
SECRETARY OF THE COMMISSION

Attachment
EDITED

**REVENUE ANALYSIS
SPECIAL PROMOTION OF
Frame Relay Service
1st QUARTER, 2002**

Revenue

Sales

Frame Relay Service and Associated
Broadband Exchange Line Service
(24 months)

Cost

Recurring
Nonrecurring

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 02 2002

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T62-1362



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502.582-2167
Fax 502.582-8667
Pager 800.645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

November 8, 2001

RECEIVED
NOV - 8 2001
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: T62-1362 12700

Dear Mr. Dorman:

On October 12, 2001, we notified you of our plans to offer a promotion to current residential customers who subscribe to Complete Choice® Service, beginning on November 12, 2001. This promotion, which is to last through September 30, 2002, will involve the provision of cash-back gift certificates. Customers can redeem the certificates after three months to receive a check for \$10, or redeem the certificates after six months to receive a check for \$20, or redeem the certificates after 12 months to receive a check for \$50. To qualify for this promotion, customers must subscribe to Complete Choice Service at the time of redemption.

Complete Choice Service customers will be notified in their bills that BellSouth is running a promotion for Complete Choice customers, and that they can get additional details by contacting the business office. Customers who contact the business office will be sent the cash-back certificate in the mail. In addition, a targeted notification of the promotion will be sent by direct mail to a randomly selected sample of Complete Choice Service customers located in our most competitive wire center areas.

Because the benefit offered in this promotion is a non-telecommunications service reward, the promotion will not be available for resale. An estimate of the expected revenue effect is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

® Registered Service Mark of BellSouth Intellectual Property Corporation

NOV 12 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: *Stephan D. Bell*
SECRETARY OF THE COMMISSION

Attachment
EDITED

ESTIMATED BENEFIT ANALYSIS
COMPLETE CHOICE^R PROMOTION
November 12, 2001 – September 30, 2002
KENTUCKY

Retained Revenue

Complete Choice^R plans

Promotion Expenses

Complete Choice Features

1FRs

Advertising

Gift Certificates

TOTAL

BENEFIT

^R Registered Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

NOV 12 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T62-1298



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

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Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

October 1, 2001

RECEIVED
OCT 01 2001
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion of Frame Relay Service that we plan to offer business customers. During the promotion period of November 1, 2001 through December 31, 2001, both new and existing BellSouth Frame Relay business customers will receive Committed Information Rate (CIR) at no charge for three months on a new or upgraded Frame Relay CIR. Feature Change Charges related to CIR will also be waived during the promotion.

To qualify for the terms of this Special Promotion, customers must have firm orders placed for the Frame Relay Service CIR by no later than December 31, 2001. Such services should be installed within normal BellSouth installation intervals (which is by approximately February 28, 2002). This special promotion is only applicable to contract service purchased through standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.).

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Very truly yours,

NOV 01 2001
Joan A. Coleman
PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: *Stephan B...*
SECRETARY OF THE COMMISSION

Attachment
EDITED

**REVENUE ANALYSIS
SPECIAL PROMPTION OF
Frame Relay Service
4th QUARTER, 2001**

Revenue

Cost

Monthly Recurring Giveup

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

NOV 01 2001

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)
BY: Stephan D. Bee
SECRETARY OF THE COMMISSION

T 62-1183



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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

September 6, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

SEP 06 2001

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion that we plan to offer new and existing residence customers who subscribe to Complete Choice ® Service. Between October 6, 2001 and December 31, 2001, eligible Complete Choice customers who add BellSouth ® Privacy Director ® Service to their residence service will have the connection fee for the service waived.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

Attachment

® Registered Service Mark of BellSouth Intellectual Property Corporation

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 06 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

12700

Attachment

ESTIMATED BENEFIT ANALYSIS
BELLSOUTH ® PRIVACY DIRECTOR ® PROMOTION
OCTOBER 6 - DECEMBER 31, 2001
KENTUCKY

Revenue:

Complete Choice ® plans
Privacy Director
Connection Fees
TOTAL

Cost:

Complete Choice Features - Cost
1FRs - Revenue
Privacy Director - Cost
TOTAL

Connection Fees Waived
Advertising
TOTAL

NET BENEFIT

- ® Registered Service Mark of BellSouth Intellectual Property Corporation
- ® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 06 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T62-1286



BellSouth Telecommunications, Inc.
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Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

September 28, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
OCT 01 2001
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

On June 1, 2001, we filed a request to offer a special promotion of BellSouth® Primary Rate ISDN service (PRI) to business customers (See Filing No. T62-0732). That proposal was for qualified business customers to receive a waiver of all installation charges and a discounted monthly rate for Voice/Data (standard) B-channels. The normal monthly rate of \$60.95 per month was to be reduced to the following rates, based on the number of PRIs taken and the length of contract:

Number Of PRIs	Rate 24 Mos.	Rate 36 Mos.
1	\$22	\$21
2	\$21	\$20
3	\$20	\$19

The Commission approved our request effective July 2, 2001, by letter from the Commission staff. On August 28, 2001, we filed a request to extend the end date of the promotion from September 30, 2001 to December 31, 2001.

We have recently learned that a change was made in the provisions of the promotion prior to initial implementation on July 2, 2001 that we failed to file with the Commission. Since the promotion began on July 2nd, the rates charged customers who have taken advantage of this promotion have been \$20 for a 24-month contract and \$19 for a 36-month contract regardless of whether the customer subscribed to 1, 2, or 3 PRIs.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
By Richard S. [Signature]
Secretary of the Commission

Thomas M. Dorman
September 28, 2001
Page 2 of 2

We would like to continue the promotion at these rates through the new proposed end date of December 31, 2001. The revised revenue analysis filed with our August 28th proposal to extend the promotion was based on the assumption that all customers would pay the lowest monthly rate of \$19. That analysis showed the promotion is still well above cost.

We regret and apologize for this oversight and for any inconvenience it may cause the Commission or staff. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 2001

PURSUANT TO 807 KAR 5011,
SECTION 9(1)
BY Stephan D. Bell
SECRETARY OF THE COMMISSION

T62-1160



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
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Pager 800 645-5117
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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

August 27, 2001

RECEIVED
AUG 27 2001
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

On March 1, 2001, we filed a request to offer a special promotion to new residence and small business customers who establish service via BellSouth's web site (See Filing No. T62-0298). The Commission approved our request effective April 1, 2001, by letter from the Commission staff. On July 25, 2001, we proposed a modification to the promotion, terminating the promotion for business customers effective August 24, 2001 (See Filing No. T62-0995). The Commission approved the modification request by letter from staff dated August 1, 2001.

Because we have now met the sales projections associated with the residence portion of this promotion, we now request that the promotion also be terminated for residence customers. We ask that the end date of the promotion be advanced from March 31, 2002 to September 30, 2001.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 30 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: *Stephan B*
SECRETARY OF THE COMMISSION

12700

BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Jean A. Coleman
Director - Regulatory

July 25, 2001

RECEIVED

JUL 25 2001

PUBLIC SERVICE
COMMISSION

Mr. Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, KY 40602-0615

Dear Mr. Dorman:

12700

On February 26, 2001, we filed a request that a residence promotion then in effect be extended through March 31, 2002 (See Filing No. T62-0271). The Commission approved our request effective April 1, 2001, by letter from the Commission staff.

We would now like to request a modification in how the service charge waiver is applied under this promotion, and also add Prestige® Communications Service to the list of services included in the promotion. The proposed effective date for these modifications is September 4, 2001. We would also like to extend the end date of the promotion from March 31, 2002 to September 3, 2002.

Under the current promotion, charges are waived when a residence customer orders any of the promoted services. The new modified promotion restricts the waiver of service charges to the following situations and criteria:

- (1) The Secondary Service Charge will be waived for existing residential customers adding or changing the following services using RightTouch® (automated ordering service), the BellSouth® web site, or through BellSouth® authorized telemarketing:

TouchStar® Service Grouping Service Customized Code Restriction
Custom Calling Service RingMaster® Service Message Waiting Indication
BellSouth® Privacy Director® Service Designer Listings
Prestige® Communications Service
Voice Mail Companion Services Package

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 04 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan D Bell
SECRETARY OF THE COMMISSION

Mr. Thomas M. Dorman
July 25, 2001
Page 2 of 2

- (2) The Secondary Service Charge will be waived for existing residential customers adding or changing the following services through the BellSouth residential business office:

BellSouth ® Privacy Director ® Service
Voice Mail Companion Services Package

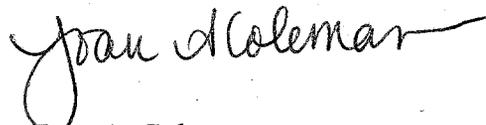
- (3) The Secondary Service Charge will be waived for existing residential Flexible Call Forwarding customers who are adding or changing to the following services due to the elimination of Flexible Call Forwarding (obsoleted effective November 16, 2000):

Call Forwarding Busy Line Call Forwarding Don't Answer
Call Forwarding Variable Preferred Call Forwarding
BellSouth ® Privacy Director ® Service
Remote Access - Call Forwarding Variable

An estimate of the revenue effect of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions or the need for additional information concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,


Joan A. Coleman

cc: Jordan Neel

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 04 2001
PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Attachment
EDITED

ESTIMATED REVENUE IMPACT
KENTUCKY
MODIFIED EXTENDED SERVICE CHARGE WAIVER
SEPTEMBER 4, 2001 – SEPTEMBER 3, 2002

REVENUE

Features
Secondary Service Charge
Total Revenue

COSTS

Features
Waived SSC
SSC Cost
Total Costs

CONTRIBUTION

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 04 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan O Bell
SECRETARY OF THE COMMISSION

T62-0995



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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

July 25, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

JUL 26 2001

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

12700

On March 1, 2001, we filed a request to offer a special promotion to new residence and small business customers who establish service via BellSouth's web site (See Filing No. T62-0298). The Commission approved our request effective April 1, 2001, by letter from the Commission staff.

Because the response to this promotion has been less than expected, we now request that the promotion as it applies to business customers be cancelled effective August 24, 2001. The promotion will continue to be available to new residence customers.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 24 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: *Stephan D. Bee*
SECRETARY OF THE COMMISSION

962-0756



BellSouth Telecommunications, Inc.
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Joan A. Coleman
Director - Regulatory

June 6, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

JUN 06 2001

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion of data services that we plan to offer small business customers (those business customers whose total monthly-billed revenues with BellSouth are \$3,000 or less per location). During the promotional period of July 9, 2001 through September 29, 2001, eligible customers who participate in this promotion will receive a waiver of all installation charges when any of the following services are ordered and a contract period of 24 months or longer is selected.

- ISDN-Business Service (all versions)
- Frame Relay Service and Broadband Exchange Line Service (when associated with Frame Relay Service)
- BellSouth® Channelized Trunks
- MegaLink® service

This promotion is applicable to such contract service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.). An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

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® Registered Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 09 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: *Stephan D. Bell*
SECRETARY OF THE COMMISSION

T62-0990



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
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Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION, 2001
OF KENTUCKY July 20, 2001
EFFECTIVE

AUG 20 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D Bell
SECRETARY OF THE COMMISSION

RECEIVED

JUL 20 2001

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion called Advantage Plus that we plan to offer to qualified small business customers. During the promotional period of August 20, 2001 through August 16, 2002, small business customers who meet the eligibility requirements listed below will receive a monthly discount on their bills when they sign election agreements of either 24 or 36 months.

Business customers who sign an election agreement of 24 months will receive a 10% discount for months one through seven, a 15% discount for months eight through fifteen, and a 20% discount for months sixteen through twenty-four. Business customers who sign an election agreement of 36 months will receive a 15% discount for months one through twelve, a 20% discount for months thirteen through twenty-four, and a 25% discount for months twenty-five through thirty-six. Customers who return to BellSouth for local exchange service will also receive a waiver of line connection charges on the service order establishing the service. In addition, customers who participate in this promotion will receive supplemental discounts on selected unregulated services.

To be eligible for the Advantage Plus promotion, a customer must meet the following requirements:

- Must be a former BellSouth customer who changed to another local service provider within the previous two years from August 20, 2001, who currently has service with another local service provider, and who wants to return to BellSouth,
- Monthly BST revenue must be between \$70.00 and \$12,500.00,
- Customer must sign a 24 or 36-month term agreement to receive the rewards, and
- Customer must be a BellSouth (BST) customer at the time of the rewards to receive them. The rewards will appear in the Other Charges and Credits (OC&C) section of the bill.

Thomas M. Dorman
July 20, 2001
Page 2 of 3

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 20 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

Other requirements and limitations include the following:

- The promotion includes customers who have increased their number of customer locations since leaving BellSouth. The additional locations are eligible.
- The promotion includes customers who have partial service with BellSouth and partial service with another service provider. When service is brought back to BellSouth, the win back and the existing service are eligible.
- In the event a customer terminates an agreement, the customer must reimburse the Company for all discounts provided through this offer. In addition to the reimbursement, liability charges will be applied if applicable. The payback will appear on the customer's final bill as a charge in the OC&C section.
- Monthly rewards apply only to BST total billed revenue within Kentucky, not in other states.
- Customers who subscribe to analog private line service, have product level service under a Contract Service Arrangement (CSA), or have service under a Volume and Term Agreement CSA, are not eligible for participation in this promotion.
- If a customer has changed locations since having their service with BellSouth, they are considered to be a new customer and are not eligible for this promotion.
- This promotion may not be used concurrently with any previous or current Key Customer promotion, SBS Small Business promotion (Hunting Term promotion), Complete Choice for Business Term promotion, Welcome Back! Winback promotion, Full Circle Winback promotion, and/or any future versions of these programs.
- BellSouth may terminate this promotion at any time. Should the promotion be terminated, customers participating in the program will be grandfathered for the term of their agreements.
- Services in the General Subscriber Services Tariff and the Private Line Services Tariff are eligible for the monthly discounts with the exception of Analog Private Line Service. Total billed revenue includes recurring, non-recurring, and usage charges, and excludes non-regulated charges, taxes, late payment charges, charges billed pursuant to federal and state access service programs, charges collected on behalf of municipalities (including, but not limited to surcharges for 911 service and dual party relay service), and charges for service provided by other companies.

BY: Stephen O. Bell
SECRETARY OF THE COMMISSION

Thomas M. Dorman
July 20, 2001
Page 3 of 3

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 20 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

June 6, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

JUN 06 2001

Dear Mr. Dorman:

12700

PUBLIC SERVICE
COMMISSION

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion called the Basic Service Advantage Program that we plan to offer to BellSouth's large business customers located in the Louisville Metropolitan Statistical Area. The Basic Service Advantage Program will offer eligible customers up to three separate discounts (depending on the services the customer is using). Subscribers must sign a 24 or 36-month agreement to participate in the program to receive the discounts specified. This promotion will be offered on an outbound and inbound basis, from July 6, 2001 through January 5, 2002.

To be eligible for this promotion, customers must meet the following requirements:

- New or existing BellSouth business customer,
- Annual BST account revenue must be between \$35,000 and \$150,000,
- Must have a minimum of 12 lines per account,
- Must have service in the Louisville Metropolitan Statistical Area, and
- Must sign a 24 or 36 month agreement to receive the discounts.

The applicable discounts in this promotion are as follows:

Service	24 Month	36 Month
Flat Rate Lines	2.50%	5.00%
Flat Rate Trunks	2.50%	5.00%
Flat Rate Rotary Line Service/Grouping	Reduced from \$5.70 to \$5.00	Charge waived

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 06 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan O Bell
SECRETARY OF THE COMMISSION

Thomas M. Dorman
June 6, 2001
Page 2 of 2

Discounts will appear as credits in the Other Charges and Credits (OC&C) section of bills. Contracts under this promotion are not renewable. In the event a subscriber terminates a contract, or reduces the number of flat rate lines or flat rate trunks to a level below eighty (80) percent of the number of lines or trunks in service at time of enrollment; the subscriber must pay back all the discounts. The reimbursement for the Basic Service Advantage offer is payment of all monetary discounts received as a result of being on this program. A reimbursement charge would appear on the subscriber's final bill as a charge in the OC&C section.

Other restrictions include the following:

- Customers with aggregate annual billing for BellSouth services exceeding \$150,000 are not eligible to enroll in this promotion.
- This promotion may not be used concurrently with any other promotions or contracts that affect the services discounted in this promotion, including Volume and Term Agreements, Contract Service Arrangements, or Key Customer Promotions.
- BellSouth reserves the right to terminate this program at any time, provided however, that subscribers participating in the program will be grandfathered for the term of their agreement.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 06 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan Bue
SECRETARY OF THE COMMISSION

T62-0732



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

June 1, 2001

RECEIVED

JUN 01 2001

PUBLIC SERVICE COMMISSION

Thomas M. Dorman
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P. O. Box 615
 Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion that we plan to offer business customers. During the promotional period of July 2, 2001 through September 30, 2001, qualified business customers who subscribe to BellSouth® Primary Rate ISDN service and commit to a contract period of 24 or 36 months, will receive a waiver of all installation charges and a discounted monthly rate for Voice/Data (standard) B-channels. The normal monthly rate of \$60.95 per month will be reduced to the following rates, based on the number of PRIs taken and the length of contract:

<u>Number Of PRIs</u>	<u>Rate 24 Mos.</u>	<u>Rate 36 Mos.</u>
1	\$22	\$21
2	\$21	\$20
3	\$20	\$19

This promotion is limited to a maximum of three BellSouth® Primary Rate ISDN lines. The special promotion is applicable to such contract service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.). To qualify for the terms of this Special Promotion, customers must have firm orders placed for the included services for a 24 or 36 months contract by no later than September 30, 2001. Such services should be installed within normal BellSouth installation intervals (which is by approximately November 30, 2001).

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

JUL 02 2001

PURSUANT TO 807 KAR 5:011,
 SECTION 9 (1)
 BY: Stephan Bue
 SECRETARY OF THE COMMISSION

Thomas M. Dorman
June 1, 2001
Page 2 of 2

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

® BellSouth is a Registered Service Mark of BellSouth Intellectual Property Corporation
cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 02 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY Stephan D Bell
SECRETARY OF THE COMMISSION

T62-0731



BellSouth Telecommunications, Inc. 502 582-2167
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Joan A. Coleman
Director - Regulatory

June 1, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
JUN 01 2001
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion that we plan to offer business customers. During the promotional period of July 2 through September 29, 2001, business customers who order new BellSouth^R Centrex service and commit to a contract of at least 24 months will receive a waiver of the installation charges for Standard Common Equipment, Standard Features and a waiver of Line Connection Charges for station lines. These customers will also be eligible for discounts and waivers on certain unregulated services.

Eligible business services for this promotion include business customers, customers with ESSX^R service and Digital ESSX^R service.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

cc: Jordan Neel

Attachment

^R BellSouth is a Registered Service Mark of BellSouth Intellectual Property Corporation

^R Registered Service Mark of BellSouth Intellectual Property Corporation

JUL 02 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION



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Joan A. Coleman
Director - Regulatory

May 25, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
MAY 26 2001
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of three special promotions that we plan to offer small business customers (those business customers with less than \$3,000 monthly billing from BellSouth per location). During the promotional period of June 26, 2001 through September 28, 2001, eligible customers may choose to participate in any of the following three promotions:

- 1) Small business customers who add up to 3 additional lines with a 36-month BellSouth ® Complete Choice ® for Business Package term contract will receive a waiver of Line Connection Charges. This offer is not eligible to be combined with any other offer. An analysis of the expected revenue impact of this promotion is provided in Attachment 1.
- 2) Small business customers who order a BellSouth ® Complete Choice ® for Business Package and a 36-month BellSouth ® Complete Choice ® for Business Package term contract will receive a waiver of Line Connection Charges. This offer is not eligible to be combined with any other offer. An analysis of the expected revenue impact of this promotion is provided in Attachment 2.
- 3) Small business customers who order a 2 line BellSouth ® Complete Choice ® for Business Package on a 36-month BellSouth ® Complete Choice ® for Business Package term contract will receive a coupon that may be redeemed for a check in the amount of \$100. This offer is not eligible to be combined with any other offer. An analysis of the expected revenue impact of this promotion is provided in Attachment 3.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 26 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan D Bell
SECRETARY OF THE COMMISSION

Thomas M. Dorman
May 25, 2001
Page 2 of 2

Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

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- ® Registered Service Mark of BellSouth Intellectual Property Corporation

cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 26 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T62-0710



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Joan A. Coleman
Director - Regulatory

May 25, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
MAY 26 2001
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion that we plan to offer to qualified small business customers. During the promotional period of June 26, 2001 through June 25, 2002, "Key Customers" who participate in this promotion will receive waivers of connection charges and discounts on their bills in recognition for their commitments to keep BellSouth services for a period of either 18 months or 36 months.

Attached are details of the promotion (Attachment 1) and an analysis of the expected financial impact (Attachment 2). Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

cc: Jordan Neel

JUN 26 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY Stephan Bell
SECRETARY OF THE COMMISSION

T62-0679



BellSouth Telecommunications, Inc. 502 582-2167
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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

RECEIVED
May 17, 2001
MAY 17 2001
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

In compliance with KRS 278.170 (2), we are notifying the Commission of a temporary rate concession that we would like to offer our service representatives who market services to residence customers. During the period of June 18 through August 31, 2001, these service representatives will be offered a waiver of the set-up charge and three month's recurring charges for BellSouth ® Privacy Director ® Service. The offer will be optional, and the service representatives will be advised that they will begin being billed the recurring charge should they choose to keep the service after the initial three months.

This concession offer will allow our service representatives to become more familiar with the service, and better equip them to discuss its features with prospective residence customers. The programming fee that would normally apply to installation of BellSouth ® Privacy Director ® Service is \$19.95, and the monthly recurring rate is \$5.95 (A13.70.3). We expect approximately 75 employees to take advantage of this offer.

If there are any questions, or the need for additional information concerning this proposal, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

cc: Jordan Neel

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JUN 18 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan Bee
SECRETARY OF THE COMMISSION

T62-0667



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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

May 16, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
MAY 16 2001
PUBLIC SERVICE COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Order (GSST), we are notifying the Commission of a special promotion that we plan to offer to residence subscribers. During the promotional period of June 15 through August 31, 2001, residence customers who order Caller ID Deluxe or Call Waiting Deluxe will receive a discount on tickets to the Titanic exhibit at Opryland in Nashville, TN. The discount will be \$1.50 off adults' tickets and \$1.00 off children's tickets. A code number will be provided to customers at the time that they order the features. This code number is to be given to Opryland Hotel when tickets are purchased to receive the discount.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel
Attachment

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 15 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

T62-0754



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Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

June 6, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
JUN 06 2001
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

12700

By letter dated May 17, 2001, we notified the Commission of a temporary rate concession that we planned to offer our service representatives who market services to residence customers. The proposed concession involved the waiver of the set-up charge and three month's recurring charges for BellSouth ® Privacy Director ® Service.

We have now decided to not offer this concession at this time, and would like to withdraw our earlier proposal. We apologize for any inconvenience we may have caused the Commission or staff.

If there are any questions, or the need for additional information concerning this request, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 07 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY Stephan D Bell
SECRETARY OF THE COMMISSION

T62-0437



BellSouth Telecommunications, Inc.
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Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

RECEIVED

MAR 30 2001

March 30, 2001

MAY 01 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan O Bell
SECRETARY OF THE COMMISSION

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion of additional lines that we plan to offer current small business customers (those business customers whose total monthly billed revenues with BellSouth are \$3,000 or less).

During the promotional period of May 1, 2001 through July 27, 2001, eligible customers who order an additional line via BellSouth's Small Business website will receive a \$25 web certificate. Eligible customers who order two lines via the website will receive a \$50 web certificate, and customers who order three additional lines via the website will receive a \$75 web certificate. Eligible services for this promotion include flat rate, BellSouth ® Business Plus *, and Area Calling Service lines.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
* Service Mark of BellSouth Intellectual Property Corporation

Attachment
EDITED

ESTIMATED REVENUE IMPACT
ADDITIONAL LINES PROMOTION
MAY 1 – JULY 27, 2001
KENTUCKY

Units

REVENUE

Recurring
Nonrecurring
TOTAL

COSTS

Recurring
Nonrecurring
Certificates
TOTAL

CONTRIBUTION

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 01 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T62-0458



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

April 2, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 22 2001

RECEIVED
APR 03 2001
PUBLIC SERVICE
COMMISSION

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Rausch
SECRETARY OF THE COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion that we plan to offer business and residential customers.

During the promotional period of April 22, 2001 through October 22, 2001, customers who purchase the Customer Name and Address product will be billed reduced charges. The recurring rate will decrease from \$.04 to \$.03 per record. The Customer Name and Address recurring charge decrease is a promotion designed to expand the market for the Customer Name and Address product, as well as to allow customers to purchase more of the product at a greater frequency.

An analysis of the expected financial impact of this promotion is attached.

If there are any questions, or the need for additional information, please call Steve Rausch at (502) 582-8180.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel
Attachment

T62-0587



BellSouth Telecommunications, Inc.
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601 West Chestnut Street
Louisville, Kentucky 40203

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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

April 9, 2001

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

APR 16 2001

APR 09 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

PUBLIC SERVICE BY:
COMMISSION

Stephan D. Bee
SECRETARY OF THE COMMISSION

Dear Mr. Dorman:

1270

On March 14, 2001, we filed a proposal to conduct two promotions involving BellSouth® Centrex Service. Both promotions were to begin on April 16 and end on June 29, 2001. We would now like to withdraw the proposal for the second promotion.

The second promotion involved the waiver of the service establishment charge for subscription to BellSouth® Centrex Control with Graphic User Interface (GUI). We plan to redefine this promotion and offer it at some point in the future.

The proposal for the first promotion filed on March 14th, the waiver of installation charges on Common Equipment and Standard Features for new small business customers ordering BellSouth® Centrex under 24, 36, 48 or 60-month agreements, remains unchanged by this withdrawal request.

We apologize for any inconvenience this withdrawal request may cause the Commission or staff. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

T62-0376



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Joan A. Coleman
Director - Regulatory

RECEIVED
MAR 14 2001
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

March 14, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

APR 16 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan D Bell
SECRETARY OF THE COMMISSION

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of two special promotions that we plan to offer business customers. Between April 16 and June 29, 2001, new business customers with a maximum of \$3,000 billed revenue per location ordering BellSouth® Centrex on 24, 36, 48 or 60-month agreements will receive a waiver of the Installation Charges on Common Equipment and Standard Features.

The second promotion is available to any business customer ordering BellSouth® Centrex on a 36, 48 or 60-month agreement. These customers will receive a waiver of the Service Establishment charge for BellSouth® Centrex Control with Graphic User Interface (GUI). This offer is available to any new business customer and to existing ESSX® service and Digital ESSX® customers converting to BellSouth® Centrex.

Customers may not participate in both promotions. Analyses of the expected financial impact of these promotions are attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel
Attachments

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® Registered Service Mark of BellSouth Intellectual Property Corporation

ESTIMATED REVENUE IMPACT
BELLSOUTH ® CENTREX INSTALL WAIVER
APRIL 16 – June 29, 2001
KENTUCKY

UNITS

REVENUE

Recurring

Nonrecurring

TOTAL

COSTS

Recurring

Nonrecurring

Waived Charges

TOTAL

CONTRIBUTION

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 16 2001

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

ESTIMATED REVENUE IMPACT
BELLSOUTH ® CENTREX CONTROL WAIVER
APRIL 16 – June 29, 2001
KENTUCKY

UNITS

REVENUE

Recurring

Nonrecurring

TOTAL

COSTS

Recurring

Nonrecurring

Waived Charges

TOTAL

CONTRIBUTION

® BellSouth is a Registered Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 16 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

T62-0375



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Joan A. Coleman
Director - Regulatory

Thomas M. Dorman
Executive Director
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211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
March 14, 2001
EFFECTIVE

APR 15 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D Bell
SECRETARY OF THE COMMISSION

RECEIVED
MAR 14 2001
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion that we plan to offer business customers. During the promotional period of April 15, 2001 through June 30, 2001, current BellSouth customers who subscribe to Connectionless Data Service will receive a waiver of installation charges and two months recurring charges when they convert their existing Connectionless Data Service to Frame Relay Service under an equal or longer payment plan. This promotion is applicable to contract service purchased through standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.).

To qualify for the terms of this special promotion, customers must have service installed by no later than June 30, 2001. Customer requested delays of installation beyond the June 30th deadline will cause the service to fall outside the boundaries of the promotion and normal installation charges shall apply.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel
Attachment

Attachment
EDITED

REVENUE ANALYSIS
Connectionless Data Service
2nd Quarter, 2001

Revenue

Cost

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 15 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T62-0374



BellSouth Telecommunications, Inc.
4th Floor
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Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

RECEIVED
MAR 13 2001
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

March 13, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

APR 13 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

12700 BY: Stephan Bee
SECRETARY OF THE COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion that we plan to offer business customers. Between April 13 and June 29, 2001, customers who order Telephone Numbers Without Facilities will receive a waiver of the Installation charges.

Eligible business services for this promotion include BellSouth® Centrex, MultiServ® service, MultiServ® Plus service, ESSX® service and Digital ESSX® service. This offer is not available to customers with those services priced through the Contract Service Arrangement process, whether Volume and Term or service specific.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel
Attachments

® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
® Registered Service Mark of BellSouth Intellectual Property Corporation

ESTIMATED REVENUE IMPACT
TELEPHONE NUMBERS WITHOUT FACILITIES
APRIL 13 – June 29, 2001
KENTUCKY

UNITS

REVENUE

Recurring
Nonrecurring
TOTAL

COSTS

Recurring
Nonrecurring
Waived Charges
TOTAL

CONTRIBUTION

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 13 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan O. Bell
SECRETARY OF THE COMMISSION



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Joan A. Coleman
Director - Regulatory

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE March 9, 2001

RECEIVED
MAR 9 9 2001

APR 09 2001

PURSUANT TO 807 KAR 5011, SECTION 9 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion of data services that we plan to offer small business customers (those business customers whose total monthly-billed revenues with BellSouth are \$3,000 or less).

During the promotional period of April 9, 2001 through June 29, 2001, eligible customers who participate in this promotion will receive a waiver of charges as described below when a contract period of 24 months or longer is selected.

The customer will receive the following:

- ISDN-Business Service (all versions) 2 Months Recurring Charges
- Primary Rate ISDN (all versions) 1 Month Recurring Charge
- Frame Relay Service and Broadband Exchange Line Service (when associated with Frame Relay Service -- speeds of 256 or less) 3 Months Recurring Charges
- Frame Relay Service and Broadband Exchange Line Service (when associated with Frame Relay Service -- speeds more than 256) 2 Months Recurring Charges

Thomas M. Dorman
March 9, 2001
Page 2 of 2

BellSouth® Channelized Trunks	1 Month Recurring Charge
MegaLink® service	1 Month Recurring Charge

This promotion is applicable to such contract service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.). To qualify for the terms of this Special Promotion, customers must have firm orders placed for the included services for a 24 months or longer contract by no later than June 29, 2001. Such services should be installed within normal BellSouth installation intervals (which is by approximately August 29, 2001). Customer requested delays of installation beyond the August 29th deadline will cause the service to fall outside the boundaries of this special promotion and normal installation charges will apply.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 09 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)
BY Stephan D. Bell
SECRETARY OF THE COMMISSION

**KENTUCKY
REVENUE ANALYSIS
SPECIAL PROMOTION OF
CERTAIN DATA SERVICES
2nd QUARTER, 2001**

Revenues nonrecurring+(recurring+24 months)

Sales

Revenue

ISDN - Business Service
PRI ISDN Service
Frame Relay Service/Broadband
Exchange Line Service (256 or less)
Frame Relay Service/Broadband
Exchange Line Service (more than 256)
MegaLink® service
BellSouth® Channelized Trunks

Cost nonrecurring+(recurring x 24 months)

Cost

ISDN – Business Service
PRI ISDN Service
Frame Relay Service/Broadband
Exchange Line Service (256 or less)
Frame Relay Service/Broadband
Exchange Line Service (more than 256)
MegaLink® service
BellSouth® Channelized Trunks

Giveup

ISDN – Business Service
PRI ISDN Service
Frame Relay Service/Broadband
Exchange Line Service (256 or less)
Frame Relay Service/Broadband
Exchange Line Service (more than 256)
MegaLink® service
BellSouth® Channelized Trunks

Contribution

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 09 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan O. Scott
SECRETARY OF THE COMMISSION

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T62-0298



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Joan A. Coleman
Director - Regulatory

March 1, 2001

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion that we plan to offer new residence and small business customers. Between April 1, 2001 and March 31, 2002, customers who establish new service and order a single line via BellSouth's web site will receive an e-certificate in the amount of \$10 for residence lines and \$25 for business lines.

Eligible residence services for this promotion include flat rate service, Area Plus^R service, Complete Choice^R plans, and Area Plus^R with Complete Choice^R plans. Eligible business services include flat rate service, Complete Choice^R for Business plans, and Complete Choice^R for Business with Business Plus^R plans.

This electronic ordering promotion is not expected to stimulate sales, but instead to stimulate online ordering and thereby reduce nonrecurring costs associated with the establishment of service. An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
REGULATIVE

cc: Jordan Neel

Attachments

® Registered Service Mark of BellSouth Intellectual Property Corporation

APR 01 2001

PURSUANT TO 807 KAR 6011,
SECTION 10
BY Shirley L. ...
SECRETARY OF REVENUE

T62-0271



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Joan A. Coleman
Director - Regulatory

February 26, 2001

Mr. Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, KY 40602-0615

RECEIVED
FEB 26 2001
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of our desire to extend the promotional period for a residence promotion now in effect. We request that the current promotion of vertical services for residence customers that was approved by letter dated April 1, 2000, and currently scheduled to end on March 31, 2001, be extended through March 31, 2002.

The promotion allows for the waiving of the applicable service charge when an existing residence customer subscribes to one of the following services:

- | | | |
|---|---------------------|--|
| TouchStar® Service | Grouping Service | Customized Code Restriction |
| Custom Calling Service | RingMaster® Service | Message Waiting Indication |
| Privacy Director® service
(added January 2001) | Designer Listings | Voice Mail Companion Services
Package (added August 2000) |

Flexible Call Forwarding, which was included among the promoted services, was obsoleted effective November 16, 2000.

If there are any questions or the need for additional information concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

cc: Jordan Neel
® Registered Service Mark of BellSouth Intellectual Property Corporation

APR 01 2001

PURSUANT TO 807 KAR 5011.
SECTION 3 (1)
BY: Sharon D. Tipton
SECRETARY OF THE COMMISSION

T62-0205



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Joan A. Coleman
Director - Regulatory

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
February 13, 2001
EFFECTIVE

RECEIVED

FEB 13 2001

PUBLIC SERVICE
COMMISSION

MAR 15 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephanie Hill
SECRETARY OF THE COMMISSION

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion that we plan to offer to residence subscribers beginning March 15 through May 15, 2001. Residential customers who are new subscribers to a Complete Choice® plan, Area Plus® service or Area Plus® with Complete Choice® may receive a coupon redeemable for \$20.00 cash back in either the form of a Webcertificate™ or a check, or for an airline companion certificate.

This promotion is available to residence subscribers who have not had the services in the previous 30 days. The service(s) ordered must be installed by May 31, 2001 and retained until the subscriber's first bill (May or June) is rendered to be eligible for the promotion. In addition, subscribers who place their order via BellSouth's web site will receive a coupon that includes an additional \$5.00 incentive in the form of either a check or a Webcertificate.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel
Attachments

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PROMOTION DESCRIPTION

During a two-month promotional period (March 15, 2001 – May 15, 2001), residential customers that are new subscribers to one of the promotion services listed below will receive a coupon redeemable for an incentive reward. The coupon is redeemable for \$20.00 cash back in either the form of a Webcertificate™ or a check or for an airline companion certificate.

Promotion Service

1. Complete Choice® Service (Note 1)
2. Area Plus® Service (Note 2)

Note 1: The Complete Choice (CC) plans include Complete Choice service, Area Plus with Complete Choice (APw/CC) service, Complete Choice Two- and Three-Line Plans and Area Plus® with Complete Choice Two- and Three-Line Plans.

Note 2: Existing Complete Choice customers upgrading to Area Plus with Complete Choice are promotion eligible for the Area Plus incentive.

Customers purchasing the promotion products online via BellSouth's web site (not through the retail store online ordering system) will receive a coupon that includes an additional \$5.00 incentive reward redeemable in either the form of a check or a Webcertificate.

To reduce churn and encourage the retention of products purchased during the promotion, the customer must return the coupon along with either the May or June bill page for the promotion service purchased in order to obtain an incentive reward.

The Webcertificate can be spent just like cash on the World Wide Web (USA merchant sites) anywhere that MasterCard™ is accepted. Customers may also "add funds" to the Webcertificate increasing its value for completing online purchases at merchant sites.

After the customer's coupon has been redeemed, e-mail notification will be sent to the customer providing the web address the customer must visit for claiming their Webcertificate. The customer claims their Webcertificate by establishing their Webcertificate account and then can begin shopping online. If after five days the customer has not claimed their Webcertificate, a reminder e-mail notification shall be sent to the customer. Any Webcertificate not claimed by the customer within 30 days of their initial e-mail notification will be credited back to the BellSouth account.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAR 15 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

After the customer claims their Webcertificate, they have up to one year to use it without incurring dormant account fees. If the customer has not used their Webcertificate within one year of issuance, a \$3.00 per month dormant fee will be applied to the Webcertificate account until such time as the customer makes a purchase, adds funds to the Webcertificate account or the account is completely depleted by monthly dormant fees. Customer questions regarding a Webcertificate issued from promotion coupon redemption may be directed to the Webcertificate.com Customer Service toll free number 1-800-511-1781.

The airline companion certificate is a 2 for 1 airfare available with the purchase of a full fare, unrestricted coach ticket. It can be used on all airlines, based on availability of flights and is good for travel to all major continental United States hubs (62 cities) within one year from the issue date. Taxes (i.e., airline tax, facility tax, etc.) on the free companion ticket are the responsibility of the customer. The airline companion ticket is non-refundable once issued, but can be changed according to airline policies. Changes to airline tickets usually require a \$75 change fee plus any fare difference. Both passengers must travel on the same itinerary. The airline companion certificate is valid for round trips only (minimum 500 miles each way) and open ticket, stopovers and three leg trips are not allowed. The airline companion certificate does not require an advance reservation and it does not require a Friday or Saturday night stay over. No blackout dates apply. The airline companion certificate is not valid with other promotional offers.

To redeem the airline companion certificate, the customer must call the designated travel agency to make their reservation and provide the certificate code to the travel agent.

To be eligible for the promotion offer, the promotion service must be installed (order due date) by May 31st, 2001 and retained until the customer's May or June bill is rendered.

Customers will receive a coupon for the purchase of a promotion service regardless of whether the service is purchased individually or as part of a Multi-Product Offering (MPO). There is no additional customer incentive associated with an MPO purchase. The customer benefit of an MPO sale is the discounted price and convenience of a single bill.

Eligibility:

Residence customers newly subscribing to a promotion service(s) on "N", "T" and "C" orders are eligible. Customers will not receive the coupon offer on any eligible service to which they already subscribe on "T & F" and "C" orders.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAR 15 2001

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)
BY: Stephan A. Bell
SECRETARY OF THE COMMISSION

This promotion is offered on a per line basis and is good for first time subscribers only (those customers who have not had the service within the last thirty days). The promotion service must be installed by May 31, 2001 and retained until the customer's

May or June bill is rendered to be eligible for the promotion. Customers may only participate in the promotion once per residence line during the promotion period and can receive a maximum of one promotion coupon per residence line.

If there are simultaneous promotions on a service, the customer can only participate in one promotion and will receive only one promotion incentive for each promotion service purchased.

Several eligibility examples are shown on the following chart.

Customer Has:	Customer Orders:	Customer Receives:
1FR	CC	ONE CC coupon for \$20 Webcertificate, \$20 check or airline companion certificate
1FR	Area Plus w/ CC	ONE AP coupon for \$20 Webcertificate, \$20 check or airline companion certificate
1FR	Area Plus	ONE AP coupon for \$20 Webcertificate, \$20 check or airline companion certificate
CC	Area Plus w/ CC	ONE AP coupon for \$20 Webcertificate, \$20 check or airline companion certificate
AP	APw/CC	ONE CC coupon for \$20 Webcertificate, \$20 check or airline companion certificate

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAR 15 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephen D. Bell
SECRETARY OF THE COMMISSION

T62-0065



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Joan A. Coleman
Director - Regulatory

January 15, 2001

RECEIVED
JAN 16 2001
PUBLIC SERVICE COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion of additional lines that we plan to offer small business customers (those business customers with less than \$10,000 billing per month per location from BellSouth).

During the promotional period of February 16, 2001 through April 30, 2001, qualified small business customers who order additional lines will receive a coupon redeemable for a check as follows:

If the customer orders:	The customer will receive a coupon redeemable for a check in the amount of:
One Additional Line	\$75.00
Two Additional Lines	\$150.00
Three Additional Lines	\$225.00

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Very truly yours,

Joan A. Coleman
Joan A. Coleman

FEB 16 2001

cc: Jordan Neel

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T61-1748



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Joan A. Coleman
Director - Regulatory

December 7, 2000

RECEIVED

DEC 07 2000

PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

12700

On September 29, 2000, we filed notification of a special promotion of the Voice Mail Companion Services Package (A13.77) that we planned to offer residential customers. The proposed time period for the promotion was November 1, 2000 through January 31, 2001.

On October 27, 2000, we requested that the promotion period be delayed to November 16, 2000 through February 15, 2001, because of some complications we experienced in setting up some needed edits in the processing system for the promotion.

We now request a further extension in the end date of this promotion from February 15, 2001 to February 28, 2001. I apologize for any inconvenience that this request may cause the Commission or staff.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

FEB 16 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Very truly yours,

Joan A. Coleman

ID# 2000-00556
T61-1929



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Joan A. Coleman
Director - Regulatory

December 22, 2000

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED AT
DEC 27 2000
PUBLIC SERVICE
COMMISSION
DE
PL

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion that we plan to offer small business customers (those business customers with 20 or fewer lines per location).

During the promotional period of January 23, 2001 through December 31, 2001, small business customers who establish new service will have the opportunity to add selected features and services within 90 days of the establishment of service at a location, and receive a waiver of the Secondary Service Charge that would otherwise have applied for the additions. A list of the specific Custom Calling, TouchStar®, and RingMaster® services included in this promotion is attached (Attachment 1).

Also attached (Attachment 2) is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 23 2001

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

® Registered Service Mark of BellSouth Intellectual Property Corporation

ID# 2000-00555
T61-1930



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Joan A. Coleman
Director - Regulatory

December 22, 2000

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

RECEIVED

DEC 27 2000

JAN 23 2001

PUBLIC SERVICE
COMMISSION

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)

Dear Mr. Dorman:

BY: Stephan D Bee
SECRETARY OF THE COMMISSION

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion that we plan to offer small business customers (those business customers with 20 or fewer lines per location).

During the promotional period of January 23, 2001 through December 31, 2001, small business customers who establish new service will have the opportunity to add certain Caller ID services within 90 days of the establishment of service at a location, and receive a waiver of the Secondary Service Charge that would otherwise have applied, as well as a waiver of the first month's recurring charge for the service. The Caller ID services included in this promotion are Caller ID Deluxe with Anonymous Call Rejection, Caller ID Deluxe without Anonymous Call Rejection, Enhanced Caller ID with Anonymous Call Rejection, Enhanced Caller ID with Call Management, and Enhanced Caller ID with Call Management (with Anonymous Call Rejection and Call Forwarding Don't Answer).

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

T61-1822



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street PAGER 800 645-5117
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Joan A. Coleman
Director - Regulatory

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

December 15, 2000
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 16 2001

RECEIVED

DEC 15 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion of BellSouth® Centrex service that we plan to offer qualified business customers. During the promotional period of January 16, 2001 through March 31, 2001, the following options will be offered:

- New customers who commit to a contract of at least 24 months will receive a waiver of all applicable non-recurring and connection charges,
- New customers who commit to a contract of at least 48 months will receive a waiver of all applicable non-recurring and connection charges and one month's recurring charges, and
- Existing ESSX® and Digital ESSX® customers who convert to BellSouth® Centrex service and commit to a contract of at least 36 months will receive a waiver of the monthly recurring charge for the Common Equipment rate element for three months.

This promotion is not applicable to service provided under Contract Service Arrangements. Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

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- ® Registered Service Mark of BellSouth Intellectual Property Corporation

T61-1821



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Joan A. Coleman
Director - Regulatory

December 15, 2000

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 15 2001

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

RECEIVED

DEC 15 2000

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion that we plan to offer qualified business customers. During the promotional period of January 15, 2001 through July 13, 2001, business customers who have left BellSouth and chosen a different local service provider since January 1999 will receive a 10%, 15%, or 20% discount on rates if they return to BellSouth and commit to a term agreement of 18, 24, or 36 months. Customers who participate in this promotion and return to BellSouth for their local services will also receive a waiver of all line connection charges associated with the order.

To qualify for the promotion, a business customer must be a former BellSouth customer who is now served by another service provider and wants to return to BellSouth, must subscribe to BellSouth Telecommunications' services that will generate between \$70 and \$12,500 in monthly charges, and must commit to a term agreement of 18 months (10% discount), 24 months (15% discount), or 36 months (20% discount). The promotion is available for new customer locations that may have been established since a customer left BellSouth, and to partial service where a customer is served by both BellSouth and another service provider. At the end of the term agreement, the customer will have the option to renew the agreement under the same terms and conditions. Should a customer terminate an agreement, the customer will be responsible for reimbursement of any discounts received, as well as any liability charges that might be applicable.

Customers who have changed locations since leaving BellSouth, customers who have service under Contract Service Arrangements or Volume and Term Agreements, and customers who have Cellular Interconnection Service are not eligible for this promotion. Discounts apply only to charges billed for services within Kentucky. This promotion may not be used concurrently with any Key Customer, Welcome Back! Win Back, or

Thomas M. Dorman
December 15, 2000
Page 2 of 2

Small Business Hunting promotion. BellSouth may terminate this promotion at any time and grandfather any term agreements established during the promotion.

Charges eligible for a discount in this promotion consist of recurring, non-recurring, and usage charges billed from either the General Subscriber Services Tariff or the Private Line Services Tariff, excluding the following: non-regulated charges, taxes, late payment charges, charges billed pursuant to federal or state access programs, charges collected on behalf of municipalities (including surcharges for 911 service and dual party relay service), and charges for services provided by other companies.

Attached is a cost/revenue analysis that shows the relationship of costs and discounted rates for individual rate elements (pages 1 and 2), as well as priceouts of typical configurations of those rate elements (page 3). Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,


Joan A. Coleman

cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE
JAN 15 2001
PURSUANT TO 807 KAR 5.011,
SECTION 9(1)
BY: Stephan D Bell
SECRETARY OF THE COMMISSION

T61-1764



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 8, 2000

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
FRANKFORT, KY

RECEIVED

DEC 11 2000

JAN 09 2001

PUBLIC SERVICE
COMMISSION

PURSUANT TO 807 KAR 5.011,
SECTION 5 (1)

Dear Mr. Dorman:

BY: [Signature] SECRETARY OF THE COMMISSION

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion of data services that we plan to offer qualified business customers. During the promotional period of January 9, 2001 through March 31, 2001, customers who meet the criteria for this promotion will receive a waiver of the applicable installation charges for the following services when a contract period of 24 months or longer is selected:

- ISDN - Business Service (all versions)
- BellSouth® Primary Rate ISDN (all versions)
- Frame Relay Service and Broadband Exchange Line Service (when associated with Frame Relay Service)
- MegaLink® service
- BellSouth® Channelized Trunks

Also, customers will receive a waiver of the first month's recurring charge for the service for the following term commitments:

- ISDN - Business Service - 60 months or longer
- BellSouth® Primary Rate ISDN - 49 months or longer
- Frame Relay Service and Broadband Exchange Line Service (when associated with Frame Relay Service) - 37 months or longer
- MegaLink® service - 49 months or longer
- BellSouth® Channelized Trunks - 49 months or longer

Thomas M. Dorman
December 8, 2000
Page 2 of 2

This promotion is limited to BellSouth business customers whose total BellSouth monthly-billed revenue is \$20,000 or less. The special promotion is applicable to contract service purchased through the standard tariffs for these services (i.e., not available for Contract Service Arrangements).

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

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- ® Registered Service Mark of BellSouth Intellectual Property Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 09 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan D. Lewis
SECRETARY OF THE COMMISSION

**REVENUE ANALYSIS
SPECIAL PROMOTION OF
CERTAIN DATA SERVICES
1st QUARTER, 2001**

Revenue (NRC + 24 Months)

Service

Sales

Revenues

ISDN - Business Service
Primary Rate ISDN Service
Frame Relay Service and
Broadband Exchange Line Service
MegaLink® service
BellSouth® Channelized Trunks

Cost

(NRC + 24 Months)

ISDN - Business Service
Primary Rate ISDN Service
Frame Relay Service and
Broadband Exchange Line Service
MegaLink® service
BellSouth® Channelized Trunks

Nonrecurring Revenue Waiver

ISDN - Business Service
Primary Rate ISDN Service
Frame Relay Service and
Broadband Exchange Line Service
MegaLink® service
BellSouth® Channelized Trunks

First Month Waiver

ISDN - Business Service
Primary Rate ISDN Service
Frame Relay Service and
Broadband Exchange Line Service
MegaLink® service
BellSouth® Channelized Trunks

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 09 2001

PURSUANT TO 807 KAR 5011,
SECTION 6 (1)
BY: Stephen O. Blair
SECRETARY OF THE COMMISSION

Contribution

Revenue - (Cost + Waivers)

T61-1737



BellSouth Telecommunications, Inc. 502 582-2167
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Joan A. Coleman
Director - Regulatory

December 1, 2000

RECEIVED
DEC 01 2000
PUBLIC SERVICE
COMMISSION

Mr. Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, KY 40602-0615

Dear Mr. Dorman:

12700

On February 25, 2000, we filed a proposal with the Commission for a promotion of various vertical services for residential customers. The promotion involved the waiving of the applicable service charge for subscription to any of the following services:

- TouchStar® Service
- Grouping Service
- Custom Calling Service
- Prestige® Communications Service
- Customized Code Restriction
- Message Waiting Indication
- Designer Listings
- RingMaster® Service
- Flexible Call Forwarding

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 01 2001

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephen O. Bell
SECRETARY OF THE COMMISSION

A letter dated April 1, 2000 from the Commission staff approved the promotion, which was scheduled to run from April 1, 2000 through March 31, 2001.

On July 7, 2000, we requested that Voice Mail Companion Services Package service be added to the services included in the promotion. The Commission staff approved that request by letter dated August 3, 2000.

We would now like to add another service, BellSouth ® Privacy Director ® service to the services included in this promotion. We request that the addition be effective on January 1, 2001 and to terminate on March 31, 2001 as already approved for the rest of the services. The revenue effect from this proposed addition is expected to be minimal.

Mr. Thomas M. Dorman
December 1, 2000
Page 2 of 2

If there are any questions or the need for additional information concerning this proposal,
please call Jim Tipton at 502-582-8925.

Very truly yours,


Joan A. Coleman

cc: Jordan Neel

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 01 2001

PURSUANT TO 807 KAR 5:011,
SECTION 8 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T61-1722



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Joan A. Coleman
Director - Regulatory

December 1, 2000

RECEIVED
DEC 01 2000
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

12750

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion of Frame Relay service that we plan to offer qualified business customers. During the promotional period of January 1 through March 30, 2001, a BellSouth Business Services customer with SynchroNet® service, Connectionless Data Service, or Analog service may upgrade to Frame Relay service, or a BellSouth Frame Relay service customer may upgrade to a higher speed of Frame Relay service, on a contract equaling the number of months remaining on their existing contract or a 24 months contract (whichever is greater) without incurring installation charges. All associated Broadband Exchange Line services are included in this promotion. In addition, customers who take advantage of this promotion will also receive a waiver of the first month's monthly recurring charge.

This promotion is limited to BellSouth business customers whose total BellSouth monthly-billed revenue is more than \$20,000. The special promotion is applicable to such contract service purchased through standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.).

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

cc: Jordan Neel
® Registered Service Mark of BellSouth Corporation

JAN 01 2001

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)
BY: *Steph O. Bell*
SECRETARY OF THE COMMISSION

T61-1721



BellSouth Telecommunications, Inc. 502 582-2167
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Joan A. Coleman
Director - Regulatory

December 1, 2000

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 01 2001

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)

BY: Stephan D. Bus
12788
SECRETARY OF THE COMMISSION

RECEIVED
DEC 01 2000
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion of BellSouth® Complete Choice for Business® Package service that we plan to offer small business customers (those business customers with less than \$10,000 monthly billing per location from BellSouth). During the promotional period of January 1 through February 16, 2001, qualified customers who add 1-3 lines to their existing Complete Choice for Business plan will receive a coupon redeemable for the amount of the Line Connection Charge for the addition.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

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T61-1458



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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
October 16, 2000

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

NOV 17 2000

PURSUANT TO 207 KAR 6011,
SECTION 6 (1)
BY: *Sharon D. Bell*
SECRETARY OF THE COMMISSION

RECEIVED
OCT 16 2000
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of BellSouth® Complete Choice® for Business Package service that we plan to offer subscribers to that service. During the promotional period of November 17 through December 31, 2000, Complete Choice for Business customers who add 1-3 additional lines to their packages will receive a coupon redeemable for a check in the amount of the Line Connection Charge that would normally apply to that order.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

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T61-1227



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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

RECEIVED

SEP 5 2000

September 1, 2000
PUBLIC SERVICE COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 03 2000

PURSUANT TO 607 KAR 5.011,
SECTION 5 (1)

BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of data services that we plan to offer small business customers. During the promotional period of October 3 through December 29, 2000, qualified customers who subscribe to any of the promoted services and commit to a contract period of 24 months or greater will receive a waiver of the nonrecurring charges normally applicable to installation of those services.

Attachment 1 provides additional information concerning this promotion, and Attachment 2 provides an analysis of the expected financial impact. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

4th Quarter 2000 Special Promotion of Certain Data Services

During the period from October 3, 2000 through December 29, 2000, BellSouth will run a special promotion of data services as described following:

The data services included are ISDN - Business Service (all versions), Primary Rate ISDN (all versions), Frame Relay Service, Broadband Exchange Line Service (when associated with Frame Relay Service), MegaLink® service, and BellSouth® Channelized Trunks.

Customers who meet the criteria for this promotion will receive 100% off installation and service establishment charges when a contract period of 24 months or longer is selected. Only small business customers (BellSouth business customer whose total monthly-billed revenues with BellSouth are less than \$20,000) are eligible for the promotion. The special promotion is applicable to such contract service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.).

To qualify for the terms of this special promotion, customers must have firm orders placed for the services, for a contract period of 24 months or longer, by December 29, 2000. Service should be installed within a normal BellSouth installation interval (approximately February 28, 2001). Customer requested delays of installation beyond the February 28th deadline will cause the service to fall outside the boundaries of this special promotion and normal installation charges will apply.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 03 2000

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

T61-1226



BellSouth Telecommunications, Inc.
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Louisville, Kentucky 40203

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Fax 502 582-8667
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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

September 1, 2000

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 03 2000

RECEIVED
SEP 5 2000
PUBLIC SERVICE
COMMISSION

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)

BY Stephan O. Bell
SECRETARY OF THE COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of BellSouth® Centrex Service that we plan to offer business customers. During the promotional period of October 3 through December 29, 2000, customers who subscribe to BellSouth® Centrex Service and commit to a contract period of 24 months or greater will receive a waiver of charges. New customers will receive a waiver of all installation charges (Tariff Sections A4 and A12). Existing ESSX® and Digital ESSX® customers converting to Centrex will also receive a waiver of one month's recurring charge for Common Equipment for each year of their contract.

Additional information concerning this promotion is provided in Attachment 1. An analysis of the expected financial impact is provided in Attachment 2. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

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**Promotion
Description:**

BellSouth ® Centrex

New Customers: 100% installation waiver based upon a Minimum contract of 24 months or greater. (Including Tariff A4 and A12 charges)

Conversion Customers: Existing ESSX ® customers who convert to BellSouth ® Centrex will also receive a waiver of one month's recurring charge for Common Equipment for each year of contracted service for a minimum of 24 months or greater. (Including Tariff A4 and A12 charges)

i.e. 24 months = 2 months common equipment waived
36 months = 3 months common equipment waived
48 months = 4 months common equipment waived
60 months = 5 months common equipment waived

**Promotion
Duration**

Start Date: October 3, 2000
End Date: December 29, 2000

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 03 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan Bue
SECRETARY OF THE COMMISSION

Restrictions

Not applicable to CSA or Special Assembly Arrangements. Customers utilizing the BellSouth ® Centrex promotion will be allowed to install or convert within a period of 6 months following contract acceptance.

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- ® Registered Service Mark of BellSouth Intellectual Property Corporation



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Joan A. Coleman
 Director - Regulatory

June 16, 2000

Martin J. Huelsmann
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P. O. Box 615
 Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

RECEIVED

JUN 16 2000

JUL 17 2000

PUBLIC SERVICE
 COMMISSION

PURSUANT TO KY KAR 200.11,
 SECTION 9 (1)
 BY: Stephan O. Bitt
 SECRETARY OF THE COMMISSION

Dear Martin:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of BellSouth® Centrex Service that we plan to offer business customers. During the promotional period of July 17 through October 13, 2000, qualified customers who subscribe to BellSouth® Centrex Service and commit to a contract period of 24 months or greater will receive a waiver of certain recurring and nonrecurring charges. Additional information concerning this promotion is provided in Attachment 1.

An analysis of the expected financial impact of this promotion is provided in Attachment 2. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

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**Requesting
COU**

All Business

**Promotion
Name and
Description**

BellSouth® Centrex Sales to Dimension PBX Customers
Dimension PBX customers who purchase new BellSouth Centrex service with a minimum contract period of 24 months or greater to replace the PBX will be eligible for:

- Waiver of 100% installation/NRC charges (Including Tariff A4 and A12 charges)
 - Waiver of the 1st month's BellSouth Centrex recurring charges (A12 and A3 NARS and Hunting)
-

**Target
Customers**

Existing Dimension PBX customers

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 17 2000

Advertising

None

PURSUANT TO 807 KAR 30.11,
SECTION 3 (1)
BY: Stephen O. Bell
SECRETARY OF THE COMMISSION

**Required
Promotional
Dates**

Start Date : July 17, 2000
End Date : Oct 13, 2000

Restrictions

Not applicable to CSA or Special Assembly arrangements. Customers utilizing the BellSouth® Centrex promotion will be required to install within a period of 6 months following contract acceptance.



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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

July 7, 2000

Mr. Martin J. Huelsmann, Jr.
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, KY 40602-0615

RECEIVED
JUL 07 2000
PUBLIC SERVICE
COMMISSION

Dear Mr. Huelsmann:

12700

On February 25, 2000, we filed a proposal with the Commission for a promotion of various vertical services for residential customers. The promotion involved the waiving of the applicable service charge for subscription to any of the following services:

- TouchStar® Service
- Grouping Service
- Custom Calling Service
- Prestige® Communications Service
- Customized Code Restriction
- Message Waiting Indication
- Designer Listings
- RingMaster® Service
- Flexible Call Forwarding

A letter dated April 1, 2000 from the Commission staff approved the promotion, which was scheduled to run from April 1, 2000 through March 31, 2001.

We would now like to add another offering, Voice Mail Companion Services Package (A13.77), to the services included in this promotion. We request that the addition be effective on August 9, 2000 and to terminate on March 31, 2001 as already approved for the rest of the services. The revenue effect from this proposed addition is expected to be minimal. If there are any questions or the need for additional information concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,

Jim Tipton for
Joan A. Coleman
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

cc: Jordan Neel
®Registered Service Mark of BellSouth Intellectual Property Corporation

AUG 09 2000
PURSUANT TO 807 KAR 5011
SECTION 9(1)
BY *Stephan B...*
SECRETARY OF THE COMMISSION

T61-0699



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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

June 6, 2000

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 06 2000

Dear Martin:

12760

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan D Bell
SECRETARY OF THE COMMISSION

PUBLIC SERVICE
COMMISSION
JUN 06 2000

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of data services that we plan to offer small business customers whose total monthly billed revenues with BellSouth are less than \$20,000. During the promotional period of July 6 through September 30, 2000, qualified customers who subscribe to any of the following services and commit to a contract period of 24 months or greater will receive a waiver of the nonrecurring charges normally applicable to installation of those services:

- ISDN - Business Service,
- BellSouth ® Primary Rate ISDN Service,
- Frame Relay Service, and Broadband Exchange Line Service when associated with Frame Relay Service, and
- BellSouth ® Channelized Trunks.

Attachment 1 provides additional information concerning this promotion, and Attachment 2 provides an analysis of the expected financial impact. Please see the enclosed petition for the confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

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3rd Quarter 2000 Special Promotion of Certain Data Services

During the period from July 6, 2000 through September 30, 2000, BellSouth Small Business will run a special promotion of data services. The data services included are ISDN - Business Service (all versions), Primary Rate ISDN (all versions), Frame Relay Service, Broadband Exchange Line Service (when associated with Frame Relay Service), and BellSouth® Channelized Trunk.

Customers who meet the criteria for this promotion will receive 100% off installation when a contract period of 24 months or longer is selected. Only small business customers are eligible for this promotion. A small business customer is a BellSouth business customer whose total monthly-billed revenue with BellSouth is \$20,000 or less. The special promotion is applicable to such contract service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.).

To qualify for the terms of this Special Promotion, customers must have firm orders placed for the included services for a 24 months or longer contract by no later than September 30, 2000. Such services should be installed within normal BellSouth installation intervals (which is by approximately November 30, 2000). Customer requested delays of installation beyond the November 30th deadline will cause the service to fall outside the boundaries of this special promotion and normal installation charges will apply.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 06 2000

FURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan O Bell
SECRETARY OF THE COMMISSION



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 4th Floor Fax 502 582-8667
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 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

JUN 06 2000
 PUBLIC SERVICE COMMISSION

June 6, 2000

Martin J. Huelsmann
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P. O. Box 615
 Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

JUL 06 2000

Dear Martin:

12700

PURSUANT TO 807 KAR 5011,
 SECTION 9 (1)
 BY: Stephan D. Bell
 SECRETARY OF THE COMMISSION

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of CrisisLink* Service that we plan to offer small business customers (those business customers with less than \$20,000 monthly billing from BellSouth). During the promotional period of July 6 through September 30, 2000, qualified customers who subscribe to CrisisLink Service for a minimum contract period of 36 months will receive a waiver of installation charges and one month's recurring charge.

Attachment 1 includes additional detail concerning this promotion. Attachment 2 includes an analysis of the expected financial impact. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel
 * Service Mark of BellSouth Corporation

**Requesting
COU**

Small Business

**Promotion
Name and
Description**

CrisisLink:

100% installation waiver based on a minimum contract of 36 months. First month recurring charges waived.

**Target
Customers**

Small Business customers with less than \$20K monthly total billed revenue.

Advertising

N/A

**Required
Promotional
Dates**

Start Date: July 6, 2000
End Date: Sept. 30, 2000

Restrictions

Not applicable to CSA or special assembly arrangements. Customers must install or convert no later than 2 months after the promotion period.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 06 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan Bee
SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

Martin J. Huelsmann
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P. O. Box 615
 Frankfort, Kentucky 40602-0615

June 6, 2000

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

PUBLIC SERVICE
 COMMISSION
 JUN 06 2000

JUL 06 2000

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)
 BY: Stephan D. Bell
 SECRETARY OF THE COMMISSION

12700

Dear Martin:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of BellSouth® Centrex Service that we plan to offer business customers. During the promotional period of July 6 through September 30, 2000, qualified customers who subscribe to BellSouth® Centrex Service and commit to a contract period of 24 months or greater will receive a waiver of charges. New customers will receive a waiver of all installation charges (Tariff Sections A4 and A12). Existing ESSX® and Digital ESSX® customers converting to Centrex will receive a waiver of one month's recurring charge for Common Equipment for each year of their contract.

Additional information concerning this promotion is provided in Attachment 1. An analysis of the expected financial impact of this promotion is provided in Attachment 2. Please see the enclosed petition for the confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

® Registered Service Mark of BellSouth Intellectual Property Corporation

**Requesting
COU**

Small Business and Large Business

**Promotion
Name and
Description**

BellSouth® Centrex

New Customers: 100% installation waiver based upon a minimum contract of 24 months or greater.(Including Tariff A4 and A12 charges)

Conversion customers: Existing ESSX® and Digital ESSX® service customers that convert to BellSouth® Centrex will receive a waiver of one month's recurring Common Equipment for each year of contracted service for a minimum of 24 months or greater.

Ex. 24 months = 2 months common equipment waived

**Target
Customers**

Small Business and Large Business customers.

Advertising

None

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

**Required
Promotional
Dates**

Start Date : July 6, 2000
End Date : Sept. 30, 2000

JUL 06 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D Bell

SECRETARY OF THE COMMISSION

Restrictions

Not applicable to CSA or Special Assembly arrangements. Customers utilizing the BellSouth® Centrex promotions will be allowed to install or convert within a period of 6 months following contract acceptance.



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Joan A. Coleman
 Director - Regulatory

RECEIVED
 JUN 05 2000
 PUBLIC SERVICE
 COMMISSION

Martin J. Huelsmann
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P. O. Box 615
 Frankfort, Kentucky 40602-0615

June 3, 2000
 PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

JUL 03 2000

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)

BY: Stephan D. Bell
 SECRETARY OF THE COMMISSION

Dear Martin:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion of Complete Choice for Business ® Term Plan that we plan to offer small business customers. During the promotional period of July 3 through September 29, 2000, qualified customers who subscribe to this service will be given a coupon redeemable for a \$75 check. Additional details concerning this promotion are provided in Attachment 1.

Also attached (Attachment 2) is an analysis of the expected financial impact of the promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

® Registered Service Mark of BellSouth Intellectual Property Corporation

Term Plan Promotion

Executive Summary

This proposal recommends a promotion to stimulate customer interest in a Complete Choice for Business® Term Plan package among Small Business customers. This offer will be extended to eligible customers in all nine states and will be effective from July 3-September 29, 2000.

Promotional Concept

The customer incentive will be centered on the customer subscription to a Complete Choice for Business® Term Plan package as follows:

- \$75 one-time incentive for each Complete Choice for Business® Term Plan package purchased
- Incentive is in the form of a coupon redeemable for a check

The Complete Choice for Business® Term Plan package allows customers the choice of one of the following:

- 1 Line Complete Choice for Business® under contract for 24 or 36 months
- 2 Line Complete Choice for Business® under contract for 24 or 36 months
- 3 Line Complete Choice for Business® under contract for 24 or 36 months
- 4 Line Complete Choice for Business® under contract for 24 or 36 months

This promotion has two primary objectives:

- 1) Increase Complete Choice for Business® Term Plan package penetration
- 2) Increase customer loyalty through offering solution based packages

Customer Eligibility

- Customers who sign a Complete Choice for Business® Term Plan contract during the promotional period are eligible for the incentive.
- This promotion is limited to business customers who bill less than \$10,000 per month per customer account.

Sales Channels

This promotion will be supported by BellSouth business office specialists in each state and by third party outbound telemarketing. Direct Mail advertising will not be used to support this promotion.

Promotion Period

This promotion is recommended to run from July 3-September 29, 2000.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 03 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION



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Joan A. Coleman
Director - Regulatory

RECEIVED

JUN 05 2000

PUBLIC SERVICE
COMMISSION

June 3, 2000

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

JUL 03 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Dear Martin:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion of Complete Choice for Business ® 4-Line Package service that we plan to offer small business customers. During the promotional period of July 3 through September 29, 2000, qualified customers who subscribe to this service will be given a coupon redeemable for a \$75 check. Additional details concerning this promotion are provided in Attachment 1.

Also attached (Attachment 2) is an analysis of the expected financial impact of the promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

® Registered Service Mark of BellSouth Intellectual Property Corporation

**Complete Choice for Business®
4 Line Package Promotion**

Executive Summary

This proposal recommends a promotion to stimulate customer interest in Complete Choice for Business® 4 Line package among Small Business customers. This offer will be extended to eligible customers in all nine states and will be effective from July 3-September 29, 2000.

Promotional Concept

The customer incentive will be centered on the customer subscription to a Complete Choice for Business® 4 Line package as follows:

- \$75 one-time incentive for each Complete Choice for Business® 4 Line package purchased
- Incentive is in the form of a coupon redeemable for a check

This promotion has three primary objectives:

- 1) Increase Complete Choice for Business® 4 Line package penetration
- 2) Increase customer loyalty through offering solution based packages
- 3) Remove barriers to trial the Complete Choice for Business® 4 Line package

Customer Eligibility

- Customers who sign a Complete Choice for Business® 4 Line package during the promotional period are eligible for the incentive.
- This promotion is limited to business customers who bill less than \$10,000 per month per customer account.

Sales Channels

This promotion will be supported by BellSouth business office specialists in each state and by third party outbound telemarketing. Direct Mail advertising will not be used to support this promotion.

Promotion Period

This promotion is recommended to run from July 3-September 29, 2000.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 03 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

T01-0675



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Joan A. Coleman
Director - Regulatory

June 1, 2000

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

RECEIVED

JUN 01 2000

JUL 01 2000

PUBLIC SERVICE
COMMISSION

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

Dear Martin:

12700 BY: Stephan D Bell
SECRETARY OF THE COMMISSION

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion of Frame Relay Service that we plan to offer BellSouth's larger business customers. During the promotional period of July 1 through September 30, 2000, qualified customers will be given the opportunity to upgrade to Frame Relay Service without incurring installation charges. These customers will also receive one month's service without charge. Details concerning the promotion are provided in Attachment 1.

Also attached (Attachment 2) is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

3Q 2000 – Frame Relay Service Special Promotion

During the period from July 1 through September 30, 2000, BellSouth Business Services will run a special promotion on Frame Relay Service.

A BellSouth Business Services SynchroNet® or Analog customer may upgrade to Frame Relay Service on a minimum 12 months contract or a contract equal to the number of months remaining on the customer's existing SynchroNet®/Analog contract (whichever is greater) without incurring installation charges. All associated Broadband Exchange Line Services are included in this promotion. Also, the customer will receive the first month free on their new Frame Relay Service. This promotion is limited to BellSouth business customers whose total BellSouth monthly-billed revenue is more than \$20,000. The special promotion is applicable to such contract service purchased through standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.).

To qualify for the terms of this Special Promotion, customers must have firm orders placed for the included services for a 12 months or longer contract service by no later than September 30, 2000. Such services should be installed within normal BellSouth installation intervals (which is by approximately November 30, 2000). Customer requested delays of installation beyond the November 30th deadline will cause the service to fall outside the boundaries of this special promotion and normal installation charges shall apply.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 01 2000

PURSUANT TO 807 KAR 5011,
SECTION 9(1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

T61-0651



BellSouth Telecommunications, Inc. 502 582-2167
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Joan A. Coleman
Director - Regulatory

May 26, 2000

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

MAY 26 2000
PUBLIC SERVICE
COMMISSION

Dear Martin:

12768

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion that we plan to offer qualified business customers. The offer is the waiver of installation charges for any former BellSouth business customer who returns to BellSouth from a competitor.

Additional information concerning this promotion is attached (Attachment 1). An analysis of the expected financial impact of this promotion is also attached (Attachment 2). Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Joan A. Coleman
Joan A. Coleman

JUN 26 2000

cc: Jordan News SUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan Bee
SECRETARY OF THE COMMISSION

Waiver
BellSouth Small Business Services
Promotion Notification

This Promotion will be available to previous BellSouth customers that have established service with another local service provider after June 1, 1998, in the nine BellSouth states. The Win Back Installation Waiver Initiative will allow the customer to receive a waiver of all line connection charges associated with the service order upon bringing their service back to BellSouth. This Promotion will be offered on an inbound and outbound basis to Win Back customers only from June 26, 2000 through June 25, 2001.

Promotion Eligibility

- Available to former BellSouth customers who have established service with another local service provider and want to return to BellSouth. The waiver would be available to customers the first time they return to BellSouth.
- Customer must have left BellSouth after June 1, 1998.
- Customer must have business services provisioned from the GSST A.
- Credit Class A, B, or C.

Promotion Elements

- Win Back customers that purchase new service when bringing back their service to BellSouth will receive a waiver of all line connection charges associated with the service order. This will include the Line Connection Charge (first and additional line.)

Promotion Restrictions

- Customer must have been a previous BellSouth customer.
- Customer must have left BellSouth after June 1, 1998.
- Customer must remain with BellSouth for a minimum of three months after Port Back or they will be required to repay all installation charges that were waived.

Advertising

There will be no advertising associated with this Promotion.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 26 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan O. Bee
SECRETARY OF THE COMMISSION



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Joan A. Coleman
 Director - Regulatory

May 26, 2000

Martin J. Huelsmann
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P. O. Box 615
 Frankfort, Kentucky 40602-0615

MAY 26 2000

Dear Martin:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion, called the "2nd Quarter 2000 Key Customer Promotion", that we plan to offer eligible small business customers (see eligibility requirements in Attachment 1).

During the promotional period of June 26, 2000 through June 25, 2001, qualified business customers who commit to keep their services for one to three years will be eligible for up to three different discounts.

Additional detail concerning this promotion is enclosed in Attachment 1. An analysis of the expected financial impact is provided in Attachment 2. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

Very truly yours,

JUN 26 2000

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)

BY: Stephan O. Bee
 SECRETARY OF THE COMMISSION

Joan A. Coleman
 Joan A. Coleman

cc: Jordan Neel

2ND QUARTER 2000 KEY CUSTOMER PROMOTION

This 12 month promotional tariff is a 12, 24 or 36 month offering targeted to BellSouth customers in competitive situations in specific Wire Centers located in the BellSouth nine state region (EXCEPTION: TN is available for 6 months from June 26, 2000 through December 25, 2000). The SBS 2000 Key Customer Program will offer three separate discounts on the subscriber's bill. Subscribers must sign a 12, 24 or 36-month agreement to participate in the program to receive the discounts specified. This promotion will be offered on an outbound and inbound basis, from June 26, 2000 through June 25, 2001.

Program Eligibility

- Available to new and existing BellSouth customers
- Monthly BST revenue for subscriber's location must be \$150 to \$6,000
- Subscriber's location must be served out of an eligible wire center.
- Subscriber must sign a 12, 24 or 36 month agreement to receive the discounts

Promotion Elements

- Subscribers who participate in the promotion and purchase new service during the 12-month promotional period, will receive a waiver on all line connection charges associated with the service order. This will include the Line Connection Charge (first and additional line), line equivalents and trunks. This waiver does not include ISDN PRI or MegaLink
- Subscribers meeting the eligibility requirements will receive the base discount and may be eligible to receive the bonus discount based upon having ISDN PRI and/or MegaLink^R services with BellSouth Business
- Base discount: Specified % discount below, off their total billed revenue (TBR) from the GGST A and B tariffs.

Monthly TBR	12 Month	24 Month	36 Month
\$4,500 - \$6,000	8%	12%	16%
\$3,000 - \$4,499.99	7%	11%	15%
\$1,500 - \$2,999.99	6%	10%	14%
\$150 - \$1,499.99	5%	9%	13%

- Bonus discount: 6% off specified strategic products in addition to the base discount. Products are limited to MegaLink® and ISDN PRI. Subscriber may currently have or purchase the services during the enrollment period, June 26, 2000, through June 25, 2001, to qualify.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 26 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan O. Bee
SECRETARY OF THE COMMISSION

- Internet Offer: Customer may choose one of the following offers:

Product	12 Month	24 Month	36 Month
Dial Up Standard Plan (\$17.95)	*Waiver of fee 6 months	*Waiver of fee 12 months	*Waiver of fee 12 months
Web Hosting Basic Plan Site Builder and Shared Web Hosting (\$29.95)	*Waiver of fee 3 months	*Waiver of fee 6 months	*Waiver of fee 12 months
Dedicated Internet Access	X% off dotnet charges	Y% off dotnet charges	Z% off dot net charges

*Waiver does not include GSP charges of \$2.45/month; waiver not good on existing service

If subscriber's already have DIA internet service, it may not select the WebHosting offer and must select the DIA % discount offer.

- Base customer discount is based on end-user monthly total billed BST revenue
 - The total billed revenue consists of all total billed BST revenue (recurring, non-recurring and usage) excluding:
 - BellSouth Internet Service charges
 - BellSouth Mobility, BellSouth Mobility DCS charges
 - taxes, late payment charges, charges billed pursuant to Federal or State Access Service Tariffs, charges collected on behalf of municipalities (including, but not limited to surcharges for 911 service and dual party relay service), and charges for services provided by other companies.
- Bonus discount is based on end-user monthly total billed revenue on MegaLink® and/or ISDN PRI recurring and non-recurring charges.
- Participant must be a BellSouth (BST) customer at the time of the discount to receive the discount. The discount will appear as a credit in the OC&C section of the subscriber's bill.
- At the end of the subscriber's agreed upon term, subscriber may renew the agreement for another term, under the same terms and conditions.
- In the event the subscriber terminates the contract, the subscriber must pay back all the discounts. This reimbursement for the base and bonus offer is to pay back all monetary discounts received as a result of being on this program. This payback will appear on the subscriber's final bill as a charge in the OC&C section. The reimbursement for the internet dial-up and web hosting offer is to pay a one-time charge of \$150. The reimbursement for the dedicated internet access offer is to pay back all monetary discounts received as a result of being on this program
- Subscribers with multi-locations that are BTN'd or CLUB billed may have all locations participate as long as one location is in a Hot Wire Center.
- Subscribers with Centrex, MultiServ and ESSX with SLAs not meeting the per location revenue may have all locations participate as long as it is billed under the same account and at least one location is located in a Hot Wire Center

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 26 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan O Bell
SECRETARY OF THE COMMISSION

Promotion Restrictions

- Subscribers with aggregate annual billing of BellSouth services exceeding \$150,000 are not eligible to participate in this tariffed promotion.
- Base and Bonus discounts apply only to BellSouth total billed revenue within a state, not across states
- Customers participating in a Customer Service Arrangement (CSA) Volume and Term Agreement are not eligible to participate in this promotion.
- This promotion may not be used concurrently with any previous Key Customer promotions, SBS Small Business Promotion (Hunting Term Promo) and/or any future versions of those two programs.
- Customers currently participating in a previous version of Key Customer or SBS Small Business Promotion (Hunting Term Promo) may migrate to this promotion without incurring any penalty from the other program specifications.
- BellSouth reserves the right to adjust minimum and maximum amounts for eligibility; provided, however, that subscribers participating at the time of such adjustment will be grandfathered for the term of their agreement.
- BellSouth reserves the right to terminate this program at any time; provided, however, that subscribers participating in the program will be grandfathered for the term of their agreement.

Advertising

- There is no advertising associated with this promotion.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 26 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan O Bee
SECRETARY OF THE COMMISSION

T61-0614

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE



JUN 15 2000

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Joan A. Coleman
Director - Regulatory

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)
BY: Stephan Bell
SECRETARY OF THE COMMISSION

May 15, 2000

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

MAY 15 2000

Dear Martin:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion called the "Welcome Back!" win back offer that we plan to offer qualified small business customers (customers with monthly BST billing of \$70-\$10,000 per location). The "Welcome Back!" offer includes discounts on monthly billing commensurate with the length of contract commitment. It is designed to be an incentive for customers to change back to BellSouth service. An additional element of the promotion is the waiver of installation charges for any small business customer with less than \$20,000 billing per location that returns to BellSouth, regardless of whether they accept the "Welcome Back!" offer or not.

Additional information concerning this promotion is attached (Attachment 1). An analysis of the expected financial impact of this promotion is also attached (Attachment 2). Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

This Program filing will be available to previous BellSouth customers who have gone to another local service provider since June 1, 1998. It is available to previous BellSouth customers in the nine- state BellSouth region. The Program will provide 2 rewards to the customer: a monthly percentage discount based on monthly TBR with an election agreement and a Supplemental reward in which the customer can choose between several non-regulated products. Customers must sign a 12, 24, or 36- month election agreement to participate in the program to receive the reward benefits specified. This promotion will be offered on an outbound and inbound basis on June 15, 2000 through September 13, 2000.

Promotion Eligibility

- Available to former BellSouth customers who currently have service with another local service provider and want to return to BellSouth.
 - Monthly BST revenue per customer must be between \$70- \$10000. To receive the associated waiver of installation charges, the customer must have monthly billing of \$20,000 or less per location.
 - Customer must sign a 12, 24, or 36-month agreement to receive the rewards.
-

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 15 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

Promotion Elements

- In addition, Customer's who participate return to BellSouth for local exchange services, will receive a waiver of all line connection charges associated with the service order. This will include the Line Connection charge (first and additional line). (1FBs & line equivalents.) This offer is available to any small business customer who returns to BellSouth and has \$20,000 or less monthly billing per location, regardless of whether they accept the "Welcome Back!" offer or not.
- **Monthly Reward:** Customers are also eligible for a monthly discount off of their monthly BST TBR based on the monthly TBR per customer and the contract term they chose.

Monthly TBR	12 Month	24 Month	36 Month
\$5000 - \$10,000.00	16%	17%	18%
\$3000 - \$4999.99	14%	15%	16%
\$1500 - \$2999.99	12%	13%	14%
\$500 - \$1499.99	10%	11%	12%
\$70.00 - \$499.99	8%	9%	10%

Supplemental Reward: Customers will also be eligible to choose one of the following non-regulated products in addition to the Monthly Reward discount. These Supplemental Rewards are based on the term contract the customer has agreed to.

Contract Term	Reward Choose from 1 of the following:
12 Month	<ul style="list-style-type: none"> • 2,000 Select Bonus Points (If customer qualifies for the BellSouth Select Business Program.) • BellSouth waiver for 6 months of Dial Access.
24 Month	<ul style="list-style-type: none"> • 5,000 Select Bonus Points. (If customer qualifies for the BellSouth Select Business Program.) • BellSouth waiver for 3 months of Web Hosting. • BellSouth waiver for 12 months of Dial Access.
36 Month	<ul style="list-style-type: none"> • 10,000 Select Bonus Points. (If customer qualifies for the BellSouth Select Business Program.) • BellSouth waiver for 6 months of Web Hosting. • BellSouth waiver for 12 months of Dial Access.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 15 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: *Stephan Bee*
SECRETARY OF THE COMMISSION

JUN 15 2000

Attachment 1

Page 3 of 3

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: S. J. [Signature]
SECRETARY OF THE COMMISSION

- Monthly reward is based on end-user monthly total billed BST revenue.
- The total billed revenue consists of all total billed BST revenue (recurring, non-recurring and usage) excluding:
 - BellSouth Internet charges
 - BellSouth Mobility® , BellSouth Mobility® DCS charges
 - Taxes, late payment charges, charges billed pursuant to Federal or State Access Service Programs, charges collected on behalf of municipalities (including, but not limited to surcharges for 911 service and dual party relay service), and charges for services provided by other companies.
- Participant must be a BellSouth (BST) customer at the time of the rewards to receive the rewards. The Rewards will appear as a credit in the OC&C-section of the customer's bill.
- The Promotion does include customers that have increased its location(s) since leaving BellSouth. Those additional locations are eligible for the Promotion.
- At the end of the customer's agreed upon term, a customer may renew the agreement for another term, under the same terms and conditions.
- In the event the customer terminates the Welcome Back! Win Back contract, the customer must reimburse all discounts associated with this offer. In addition to the reimbursement of the discounts, liability charges will be applied if applicable. This payback will appear on the customer's final bill as a charge in the OC&C-section.

Promotion Restrictions

- Monthly rewards apply only to BST total billed revenue within a state, not across states.
- Customers participating in a Customer Service Arrangement (CSA) Volume and Term Agreement are not eligible to participate in this promotion.
- If a customer has changed locations since having their service with BellSouth, they are excluded from the Promotion and should be considered a new customer.
- This promotion may not be used concurrently with any previous or current Key Customer promotions, SBS Small Business Promotion (Hunting Term Promo) and/or any future versions of those two programs.
- BellSouth reserves the right to adjust minimum threshold for eligibility; provided, however, that customers participating at the time of such adjustment will be grandfathered for the term of their agreement.
- BellSouth reserves the right to terminate this program at any time; provided, however, that customers participating in the program will be grandfathered for the term of their agreement.

Advertising

There will be no advertising associated with this Promotion.



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 27, 1999

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

RECEIVED

DEC 27 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

JAN 31 2000

PUBLIC SERVICE
COMMISSION

PURSUANT TO 607 KAR 5011,
ELECTRONIC (1)

Mr. Stephen O. Bell
12700
PUBLIC SERVICE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer small business customers. During the promotional period of January 31, 2000 through March 31, 2000, small business customers who order either Caller ID Deluxe, Enhanced Caller ID, or Caller ID Basic where Caller ID Deluxe is not available, will receive a waiver of the nonrecurring charge for adding the feature. To qualify for this promotion, small business customers must have 2-4 business lines per location and must not presently subscribe to Caller ID service.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

T60-1526



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
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Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE
December 3, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

JAN 05 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)

RECEIVED

BY: Stephan Bui
12700
SECRETARY OF THE COMMISSION

DEC 03 1999

PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of the new Star 98 Access feature and the Voice Mail Companion Services Package that we plan to offer small business customers (those business customers with less than \$10,000 monthly billing from BellSouth per account).

The promotional period will begin on January 5, 2000 and run through December 31, 2000. During this promotion, small business customers who subscribe to either the Star 98 Access feature or the Voice Mail Companion Services Package will receive one month of the service at no charge, and will receive a waiver of the non-recurring Secondary Ordering Charge.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,
Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

T60-1470



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

RECEIVED
DEC 01 1999
PUBLIC SERVICE
COMMISSION

December 1, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

12700
JAN 0 1999
PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of BellSouth® Adwatch® service that we plan to offer business customers. The promotion will begin on January 4, 2000, and run through February 15, 2000.

During the promotion, business customers who subscribe to new service or to additional lines may also subscribe to BellSouth® Adwatch® service and have the non-recurring charges for Basic Service Establishment and the first Virtual Number Provisioned waived. The objective of this promotion is the stimulation of customer interest in subscription to additional AdWatch lines.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

- cc: Jordan Neel
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T60-1454

BELLSOUTH RECEIVED
NOV 30 1999
PUBLIC SERVICE COMMISSION

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Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

November 30, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

JAN 03 2000

PURSUANT TO 607 KAR 5011,
SECTION 9 (i)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of BellSouth® Centrex service that we plan to offer business customers. The promotion will begin on January 3, 2000, and run through March 31, 2000.

During the promotion, customers who subscribe to BellSouth® Centrex service and commit to a contract period of 24 months or greater will receive a waiver of all nonrecurring charges (including service charges in Section A4) that would normally be applicable. Existing ESSX® service customers who convert to BellSouth® Centrex service for a minimum of 24 months will receive a waiver of one month's recurring charge for the Common Equipment rate element for each 12 months of contracted service. This promotion is not available to customers with special contracts (Contract Service Arrangements).

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Jim Tipton for
Joan A. Coleman

cc: Jordan Neel
® BellSouth is a registered trademark of BellSouth Intellectual Property Corporation
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Joan A. Coleman
 Director - Regulatory

November 30, 1999

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

JAN 03 2000

PURSUANT TO 807 KAR 5011,
 SECTION 9 (i)

Dear Ms. Helton:

BY: Stephan D. Bell
 SECRETARY OF THE COMMISSION

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer.

During the promotional period of January 3, 2000 through February 29, 2000, existing small business customers (those business customers with less than \$10,000 billing per month per account from BellSouth) whom order additional lines will receive a coupon redeemable for a check. The amount of the check will depend on the number of additional lines ordered. If one line is ordered, the coupon will be for \$50. If two lines are ordered, the coupon will be for \$100, and for three additional lines, the coupon will be for \$150.

Eligible customers may receive only one coupon during the promotional period. The additional business lines include flat-rated local exchange service lines, Business Plus[®] service lines, and Area Calling Service lines.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

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RECEIVED
 NOV 30 1999
 PUBLIC SERVICE
 COMMISSION



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Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
December 3, 1999
EFFECTIVE

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

JAN 03 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)
BY: Stephan D Bell
SECRETARY OF THE COMMISSION

RECEIVED
DEC 03 1999
PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of data services that we plan to offer business customers. During the promotional period of January 3, 2000 through March 31, 2000, qualified customers who subscribe to any of the following services and commit to a contract period of 24 months or greater will receive a waiver of the nonrecurring charges normally applicable to installation of those services:

- ISDN - Business Service,
- MegaLink® service (small business customers only),
- BellSouth® Channelized Trunks service,
- BellSouth® Primary Rate ISDN Service, and
- Frame Relay Service, and Broadband Exchange Line Service when associated with Frame Relay Service (small business customers only).

Only small business customers (those whose total monthly billing from BellSouth is less than \$10,000) are eligible for the promotion of Frame Relay Service, Broadband Exchange Line Service, and MegaLink® service. This promotion is only applicable to service purchased from the approved tariffs for these services (i.e. not available for special contracts). Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

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T60-1469



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
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Joan A. Coleman
Director -- Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
December 1, 1999
EFFECTIVE

RECEIVED
DEC 01 1999
PUBLIC SERVICE
COMMISSION

JAN 01 2000

PURSUANT TO 807 KAR 5011,
SECTION 9(1)
BY: Stephan D. Bee
SECRETARY OF THE COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer residence customers during the promotional period of January 1, 2000 through February 29, 2000.

Residential customers who are first time Complete Choice® Service subscribers, which includes Complete Choice® Service, Area Plus® with Complete Choice® Service, Complete Choice® Two-and Three-Line Plans, Area Plus® with Complete Choice® Two-and Three-Line Plans, will receive (1) coupon redeemable for either a \$20.00 check or a software package.

Attached is an analysis of the expected financial impact of this promotion.

Connie Trudeau, of my staff, is familiar with this promotion and can be reached at (502) 582-8534 to answer any questions you may have.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

Attachment

®Registered Service Mark of BellSouth Corporation

T60-1452



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:

Joan A. Coleman
Director - Regulatory

November 30, 1999

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NOV 30 1999
PUBLIC SERVICE COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 01 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)

Dear Ms. Helton:

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer business customers.

During the promotional period of January 1, 2000 through December 31, 2000, small business customers (20 lines or less per location) who establish new service at a location will have a 90 day window following installation during which they can add any of the following services without paying the secondary service charge (A4.2.4):

- Remote Call Forwarding
- Custom Calling Services
- Prestige® Communications Service
- Grouping Service
- TouchStar® services
- RingMaster® Service
- Requested change in Directory listing
- Touch-Tone Calling Service

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel
® Registered Service Mark of BellSouth Intellectual Property Corporation

T600-1451



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

November 30, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

JAN 01 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

RECEIVED
NOV 30 1999
PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer business customers.

The promotional period will run from January 1, 2000 through December 31, 2000. During this period, small business customers (20 lines or less per location) who establish new service at a location will have a 90 day window following installation during which they can add one of the following services without paying the secondary service charge (A4.2.4). Customers who take advantage of this offering will also receive a waiver of the recurring charge for the feature for 30 days.

- Caller ID - Basic (only if Caller ID - Deluxe is not available)
- Caller ID - Deluxe
- Enhanced Caller ID
- Enhanced Caller ID with Call Management

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

T60-1355



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

NOV 5 1999
PUBLIC SERVICE COMMISSION
OF KENTUCKY
DIRECTOR

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

DEC 06 1999

PURSUANT TO KY/KAN ES 11,
SECTION 0 (1)
BY: Stobard Bell
SECRETARY OF THE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer small business customers.

During the promotional period of December 6, 1999 through March 4, 2000, small business customers with 4-20 lines with hunting service may receive a discount on their hunting charges commensurate with the length of contract they choose. Lines added during the promotional period will also be connected with no line connection charges.

Details of the promotion are enclosed in Attachment 1. An analysis of the expected financial impact is provided in Attachment 2. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

T6d-1368



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

October 27, 2000

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

RECEIVED

OCT 27 2000

NOV 16 2000

PUBLIC SERVICE
COMMISSION

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan Bus
SECRETARY OF THE COMMISSION

Dear Mr. Dorman:

On September 29, 2000, we filed notification of a special promotion of the Voice Mail Companion Services Package (A13.77) that we plan to offer residential customers. The proposed time period for the promotion was November 1, 2000 through January 31, 2001.

Due to some complications experienced in setting up some needed edits in the processing system, we are now requesting that the promotion not begin until November 16, 2000 and that it end on February 15, 2001. I apologize for any inconvenience that this request may cause the Commission or staff.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

September 29, 2000

Thomas M. Dorman
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P. O. Box 615
 Frankfort, Kentucky 40602-0615

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

NOV 16 2000

RECEIVED

OCT 28 2000

PURSUANT TO 807 KAR 5.011,
 SECTION 9(1)

PUBLIC SERVICE
 COMMISSION

BY: Stephan D. Bell
 SECRETARY OF THE COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion of the Voice Mail Companion Services Package (A13.77) that we plan to offer residential customers.

During the promotional period of November 1, 2000 through January 31, 2001, residential customers who subscribe to either BellSouth® Voice Mail service (unregulated) or a voice mail service from another enhanced service provider, will receive a waiver of the first month's charge for the Voice Mail Companion Services Package. Customers who subscribe to BellSouth's voice mail service will also receive other concessions associated with that service.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
 Joan A. Coleman

cc: Jordan Neel
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T61-1445



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director -- Regulatory

October 12, 2000

RECEIVED
OCT 13 2000
PUBLIC SERVICE
COMMISSION

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of BellSouth® Centrex Service that we plan to offer business customers who are now served by Stromberg-Carlson central offices.

During the promotional period of November 11 through December 29, 2000, qualified customers served by Stromberg-Carlson central offices who subscribe to BellSouth® Centrex Service and commit to a contract period of 24 months or greater, will receive a waiver of the applicable nonrecurring charges (A4 and A12), as well as a waiver of the first month's recurring charges for the Centrex service, the Network Access Registers (NARs), and the Hunting charges associated with the NARs. This promotion is not applicable to contract service arrangements. Service must be installed within six months of acceptance of the promotional offer.

An analysis of the expected financial impact of this promotion is provided in Attachment 1. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

cc: Jordan Neel

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NOV 11 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

T61-1444



BellSouth Telecommunications, Inc.
4th Floor
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Joan A. Coleman
Director - Regulatory

October 12, 2000

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED
OCT 13 2000
PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of BellSouth® Centrex Service that we plan to offer business customers who are now served by Dimension PBX systems.

During the promotional period of November 11 through December 29, 2000, qualified customers who replace their PBX systems with BellSouth® Centrex Service and commit to a contract period of 24 months or greater, will receive a waiver of the applicable nonrecurring charges (A4 and A12), as well as a waiver of the first month's recurring charges for the Centrex service, the Network Access Registers (NARs), and the Hunting charges associated with the NARs. This promotion is not applicable to contract service arrangements. Service must be installed within six months of acceptance of the promotional offer.

An analysis of the expected financial impact of this promotion is provided in Attachment 1. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Jim Tipton

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

NOV 11 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: *Stephan Bue*
SECRETARY OF THE COMMISSION

cc: Jordan Neel

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T61-1292



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Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Thomas M. Dorman
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

OCT 15 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan Bess
SECRETARY OF THE COMMISSION
12700

RECEIVED

SEP 18 2000

PUBLIC SERVICE
COMMISSION

Dear Mr. Dorman:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer small business customers. During the promotional period of October 15, 2000 through January 12, 2001, qualified small business customers who order Fax Overflow service (unregulated) will receive a waiver of the nonrecurring charges and one month's recurring charges for Call Forwarding Don't Answer and Call Forwarding Busy Line. Customers who order fax overflow service from other enhanced service providers will also receive the waiver if they order Call Forwarding Don't Answer and Call Forwarding Busy Line to work on the dedicated fax lines.

This promotion is restricted to small business customers (those business customers with less than \$10,000 billing per month per account from BellSouth) with dedicated fax lines, operating in one of the following industries (SIC codes): Wholesale, Business Services, Engineering, Real Estate, Printing and Publishing, Furniture, Insurance, Wholesale Trade, Trucking, and Health Services.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

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Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
REGULATIVE

September 3, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

OCT 05 1999

PURSUANT TO KYT KAR 8011,
SECTION 9 (1)
BY: Sharon Bell
SECRETARY OF THE COMMISSION

RECEIVED

SEP 03 1999

PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of Native Mode LAN Interconnection Service that we plan to offer our customers. During the promotional period of October 5 through December 30, 1999, customers who commit to a contract period of 24 months or greater will receive a waiver of one month's recurring charges.

This promotion is only applicable to service purchased from the approved tariff for this service (i.e. not available for special contracts). Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

Attachment
EDITED

**REVENUE ANALYSIS
SPECIAL PROMOTION OF
Native Mode LAN Interconnection Service
4th QUARTER, 1999**

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 05 1999

PURSUANT TO 807 KAR 6.011,
SECTION 9(1)
BY: Stephen O. Bell
SECRETARY OF THE COMMISSION

Sales

Revenue (NRC + 24 Months)

Native Mode LAN Interconnection
(NMLI)

Cost

(NRC + 24 Months)
Recurring Revenue Waived

Contribution



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
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 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

September 3, 1999

RECEIVED

SEP 03 1999

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

OCT 05 1999

PURSUANT TO 807 KAR 6011,
 SECTION 9 (1)

PUBLIC SERVICE
 COMMISSION

Dear Ms. Helton:

BY: Stephan D. Bell
 SECRETARY OF THE COMMISSION

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of data services that we plan to offer small business customers whose total annual billed revenues with BellSouth are less than \$120,000. During the promotional period of October 5 through November 30, 1999, qualified customers who subscribe to any of the following services and commit to a contract period of 24 months or greater will receive a waiver of the nonrecurring charges normally applicable to installation of those services:

- ISDN - Business Service,
- BellSouth (R) Primary Rate ISDN Service, and
- Frame Relay Service, and Broadband Exchange Line Service when associated with Frame Relay Service.

This promotion is only applicable to service purchased from the approved tariffs for these services (i.e. not available for special contracts). Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

Joan A. Coleman

cc: Jordan Neel

(R) BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

Attachment
EDITED

**REVENUE ANALYSIS
SPECIAL PROMPTION OF
CERTAIN DATA SERVICES
TO SMALL BUSINESS CUSTOMERS
4th QUARTER, 1999**

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 05 1999

PURSUANT TO 807 KAR 0011,
SECTION 9 (1)

Revenues *Philip O. Bell*
SECRETARY OF THE COMMISSION

Revenue (NRC + 24 Months)

<u>Service</u>	<u>Sales</u>
ISDN - Business Service	
Primary Rate ISDN Service	
Frame Relay Service and Broadband Exchange Line Service	

Cost

(NRC + 24 Months)

ISDN - Business Service
Primary Rate ISDN Service
Frame Relay and Broadband Exchange Line Service
Nonrecurring Revenue Waiver
ISDN - Business Service
Primary Rate ISDN Service
Frame Relay and Broadband Exchange Line Service

Contribution

BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY September 3, 1999
EFFECTIVE

RECEIVED

SEP 03 1999

PUBLIC SERVICE
COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

OCT 05 1999

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

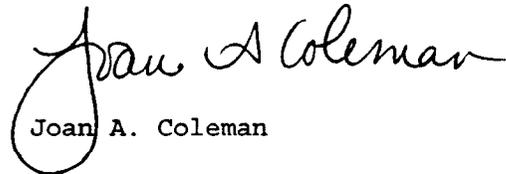
Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of BellSouth® Centrex Service that we plan to offer new small business customers whose total monthly billed revenues with BellSouth are less than \$10,000 per account. During the promotional period of October 5 through November 30, 1999, qualified customers who subscribe to BellSouth® Centrex Service and commit to a contract period of 24 months or greater will receive a 50% discount on the nonrecurring charges (including service charges in Section A4) normally applicable to installation of the service.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,


Joan A. Coleman

cc: Jordan Neel

(R) BellSouth is a registered trademark of BellSouth Intellectual Property Corporation

Attachment
EDITED

**ESTIMATED REVENUE ANALYSIS
BELLSOUTH^R CENTREX SERVICE PROMOTION
OCTOBER 5 - NOVEMBER 30, 1999**

KENTUCKY

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 05 1999

Revenue

Sales

Revenue

PURSUANT TO 307 KAR 5011,
SECTION 9(1)

BY: Stephen O. Berg
SECRETARY OF THE COMMISSION

Recurring Cost
Non-recurring Cost
TOTAL

-

Contribution

T61-0376



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

RECEIVED
MAR 28 2000
PUBLIC SERVICE COMMISSION

March 28, 2000
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 28 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan Bue
SECRETARY OF THE COMMISSION

12700

Martin J. Huelmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Martin:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer business customers.

During the promotional period of April 28, 2000 through April 27, 2001, small business customers (20 lines or less per location) who move from one location to another within BellSouth's serving area in Kentucky will have the opportunity to take advantage of any of three promotional offerings. The three alternative offerings are described in detail in Attachment 1.

An analysis of the expected financial impact of this promotion is provided in Attachment 2. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

Moving Customer (T&F) Program

Promotion Description

The following promotion is being offered to create value and ease the relocation process for moving (T&F) customers.

Part I. At the time the customer initiates their move order (T&F order) with BellSouth, they can choose 1 of 2 different solutions to assist in relocation:

1. Remote Call Forwarding service,
2. MemoryCall® Voice Messaging service and Surrogate Client Number

Customer receives one free month of service, including waiver of service charge, monthly recurring charge, and installation fee, **but not usage fees**. Free month applies to a maximum of two orders of RCF per moving customer location. **Offer is good from when the customer initiates T&F process until the customer establishes service at the T location.**

Part II. A get acquainted offer (GAO) will be available to T&F customers for Flexible Call Forwarding. The service charge and monthly recurring charge is waived for one month at the current location and for one month at the subsequent T location. Customer may order only one FCF service at current and T location under this promotion. This offer is available to T&F customers from the time they initiate their T&F order, up until 90 days after they establish service at their T location.

Part III. The promotion also entails a T&F customer receiving a 90-day period that they can add services without paying a service charge on the majority of features/ services that normally would incur such a charge.

Products Included In the 90-Day Service Charge Waiver

- Memory Call® Voice Messaging services
- Remote Call Forwarding
- Custom Calling services
- Prestige® Communications services
- Grouping Service
- TouchStar® services
- RingMaster® service (includes changing from RingMaster I® to RingMaster II®.)
- Message Waiting Indication
- Touch-tone Service

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OF KENTUCKY
EFFECTIVE

APR 28 2000

Activities Included In the 90-Day Service Charge Waiver

- Changing Directory Listing at customer's request
- Establishing Remote Call Forwarding

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

Promotion Duration

April 28, 2000 through April 27, 2001

Eligibility

All small business T&F customers that have BellSouth service prior to relocation and reconnect BellSouth service at their new location. Small business defined as 20 business lines or less per location.

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BellSouth Telecommunications, Inc.
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601 West Chestnut Street
Louisville, Kentucky 40203

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Pager 800 645-5117
Internet:
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Joan A. Coleman
Director - Regulatory

March 30, 2000

RECEIVED
MAR 30 2000
PUBLIC SERVICE
COMMISSION

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Martin:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer our residential customers. As an incentive to subscribe to any of several services, customers who take advantage of this promotion will receive a waiver of nonrecurring charges and either cash or a family entertainment package. Detailed information concerning this promotion is attached (Attachment 1). Also attached (Attachment 2) is an analysis of the expected financial impact of this promotion.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Very truly yours,

MAY 01 2000

Joan A. Coleman

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)
BY: Stephan Bue
SECRETARY OF THE COMMISSION

cc: Jordan Neel

**Spring 2000 Promotion
Families with Kids**

PROMOTION DESCRIPTION

Between May 1, 2000 and June 30, 2000, Consumer customers that are first time subscribers to any one of the following services will be considered eligible for this promotion. Eligible customers will receive a waiver of service ordering charges and will select either a coupon for cash back or The BellSouth Family Entertainment Pack. The amount of cash back depends upon the service(s) subscribed to. The featured products and incentive offers are noted below.

<u>Featured Products</u>	<u>Cash</u>	<u>Merchandise</u>	
BellSouth® Complete Choice Service	\$20	or	Family Entertainment Pack
BellSouth® Wireless Service	\$20	or	Family Entertainment Pack
BellSouth® Paging Service	\$20	or	Family Entertainment Pack
BellSouth® Voice Mail Service	\$10	or	Family Entertainment Pack
BellSouth® MemoryCall® Service	\$10	or	Family Entertainment Pack
BellSouth® Area Plus® Service	\$10	or	Family Entertainment Pack
BellSouth® 25¢ Call Plan Service	\$10	or	Family Entertainment Pack

Please note: BellSouth® MemoryCall® Service will only be proactively sold where BellSouth® Voice Mail Service is not available.

The BellSouth Entertainment™ Pack

<u>Item</u>	<u>Description</u>
Angelaudio Gift Certificate	Customers can customize their own CD on the Angelaudio.com website. The customer will have the opportunity to select 8-10 songs and have them burned to a CD and shipped to his or her home free of charge. Just listen and select.
Atlantic Records Compilation CD	A CD developed for BellSouth with hot new artists for the millennium.
McGruff and Scruff CD and Coloring Book	An educational coloring book and CD. The lyrics teach your children about safety in a fun way!
Pokemon CD	Music from the hit TV show
Microwave Popcorn	Enjoy all of your great gifts with a bag of BellSouth Popcorn.

FOCUS

The 2000 Spring Promotion will focus on the Families With Kids segment but will not exclude other key segments.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 01 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D. Bee
SECRETARY OF THE COMMISSION

**Attachment 1
Page 2 of 4**

SCHEDULE

The two-month promotion will begin May 1, 2000 and continue through June 30, 2000

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

DATES TO REMEMBER

Services must be ordered by 6-30-00
Services must be installed by 7-30-00
Coupons must be redeemed by 9-30-00

MAY 01 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan O Bell
SECRETARY OF THE COMMISSION

PRODUCTS

BellSouth® Complete Choice Service – Customers who do not currently subscribe to Complete Choice service who purchase one of the following plans will have a choice between a \$20 coupon or The BellSouth Family Entertainment Pack.

The Complete Choice plans include:

- Complete Choice® service,
- Area Plus® with Complete Choice® service,
- Complete Choice® Two- and Three-Line Plans
- Area Plus® with Complete Choice® Two- and Three-Line Plans
- New subscribers to Complete Choice®/Cellular and CC w/DCS will be eligible

BellSouth® Voice Mail Service or BellSouth® MemoryCall® Service - Customers who do not currently subscribe to BellSouth Voice Mail service or MemoryCall service and who purchase either of these two services will have a choice between a \$10 coupon or The BellSouth Family Entertainment Pack.

Customers purchasing BellSouth® Voice Mail Service (BVM) service will be eligible for the promotion unless the customer is an existing BellSouth® MemoryCall® Service customer changing to BVM. In central offices where BellSouth Voice Mail service is not available, MemoryCall Answering Service (MAS), MemoryCall Personal Mailbox service and MemoryCall Plus (MAS Plus) service are promotion eligible mailboxes. MAS and Memory Call Personal Mailbox service are eligible for resale, but MAS Plus service is not available for resale. As currently planned, when BVM service is introduced it will not be available for resale.

BellSouth® Wireless Service - Customers who purchase any BST Wireless plan (Cellular or DCS) will have a choice between a \$20 coupon or The BellSouth Family Entertainment Pack.

Customers who are first time subscribers to Complete Choice service with Cellular/Digital Communications Service will receive two coupons for \$20 (1 for CC and 1 for Wireless). Existing complete Choice service customers upgrading to Complete Choice with Cellular or Complete Choice with DCS will receive only one coupon (1 for Wireless). There is no free service associated with this offer. Billing begins upon activation of the features.

**Attachment 1
Page 3 of 4**

BellSouth® Paging Service- Customers who do not currently subscribe to BellSouth® Complete Choice Service Commission
Paging Service and who purchase any one of the following plans will have a choice OF KENTUCKY
between a \$20 coupon or The BellSouth Family Entertainment Pack. EFFECTIVE

- Local Numerical
- Local Word Numerical
- Local Assured
- Region Wide Assured
- Nation Wide Assured

MAY 01 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan B. Bell
Paging OF THE COMMISSION

Existing Paging customers who cancel one service and purchase another service are not eligible for the offer. However, if a customer has existing paging and purchases additional paging plans, each additional pager purchased will be considered eligible for the promotion.

BellSouth® Area Plus® Service or BellSouth® 25¢ Call Plan Service- Customers who do not currently subscribe to Area Plus Service or 25¢ Call Plan and who purchase BellSouth® Area Plus® Service or BellSouth® 25¢ Call Plan Service will have a choice between a \$10 coupon or The BellSouth Family Entertainment Pack. Customers ordering stand alone BellSouth® Area Plus® Service or BellSouth® 25¢ Call Plan Service during the campaign dates are eligible for the promotion. Customers with Complete Choice Service upgrading to Complete Choice with Area Plus Service or BellSouth 25¢ Call Plan (with Complete Choice) will have a choice between a \$10 coupon or The BellSouth Family Entertainment Pack.

ELIGIBILITY

Residence customers newly subscribing to a promotion service(s) on "N", "T" and "C" orders are eligible. Customers will not receive the coupon offer on any eligible service to which they already subscribe to on "T" & "F" and "C" orders.

Complete Choice, BVM/MC, Area Plus and 25¢ Call Plan are offered on a per-line basis. Paging and Wireless are offered on a per product basis. The offer is good for first time subscribers only (those customers who have not had the service within the last thirty days).

ADVERTISING SUPPORT

The Families with Kids promotion will be supported with a fully integrated marketing campaign. Through public relations, advertising and the offer we will effectively communicate our Families with Kids positioning.

We will continue utilizing our traditional advertising vehicles that prove successful and will explore new vehicles that will further target our Families with Kids positioning. Advertising vehicles will include but not be limited to:

- DRTV
- Direct Mail
- Bill Inserts

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 01 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan B. Bell
SECRETARY OF THE COMMISSION

ADVERTISING SUPPORT (Continued)

- Bill Envelope
- FYI Bill Message
- Radio
- Newspaper
- Shared Mail
- On Hold messages
- BellSouth Online

Public Relations

We will work with local news media outlets to communicate our Families with Kids positioning. Opportunities include projects such as

- Teen advisory board
- News Bureau
- Stop the Violence project

The Families with Kids' audience is multicultural. Our marketing efforts will recognize these differences particularly in media targeted to African Americans and Hispanics.

TARGETING

A targeting strategy to maximize reach, frequency and customer response will be utilized. Customers will be targeted based on propensity to buy individual products supported by the promotion. If a customer has a high propensity to buy several products, we will determine the mail piece sent based on the revenue that will be recognized by BellSouth for the purchase of each product. (i.e. Customer scores high for Voicemail and Complete Choice, the customer will be sent the direct mail piece for Complete Choice)

TELEMARKETING SUPPORT

This campaign will NOT use inbound telemarketing. All inbound responses stemming from advertising will be directed to the Business Office. Outbound telemarketing will be used in this promotion for all products supported in VNS.

BUSINESS OFFICE SUPPORT

All inbound calls will be sent to the business office. A sales/service rep incentive will be developed to support the promotion. Details of the incentive program will provided when available.

ALTERNATE CHANNELS

We will work with the following areas to further communicate and facilitate purchase of the selected products featured in the Families with Kids spring promotion:

- Multiple Dwelling Units
- Retail
- BellSouth Online
- Product Support Center

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@ Registered Service Mark of BellSouth Corporation



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

March 30, 2000
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

MAY 01 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D. Bee
SECRETARY OF THE COMMISSION

RECEIVED
MAR 30 2000
PUBLIC SERVICE
COMMISSION

Dear Martin:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer our BellSouth Business Services customers.

During the promotional period of May 1, 2000 through July 28, 2000, BellSouth Business Services customers (customers whose total monthly billing from BellSouth is more than \$20,000) who subscribe to BellSouth® Primary Rate ISDN and select a contract period of 24 months or longer, will not be charged for installation of the service. This promotion is restricted to contract service purchased through the standard tariff (i.e., not available for Contract Service Arrangements or custom networks).

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel
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BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

March 30, 2000

Martin J. Huelsmann
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P. O. Box 615
 Frankfort, Kentucky 40602-0615

RECEIVED
 MAR 30 2000
 PUBLIC SERVICE
 COMMISSION

Dear Martin:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer small business customers. During the promotional period of May 1, 2000 through June 30, 2000, small business customers who order either Caller ID Deluxe, Enhanced Caller ID, or Caller ID Basic where Caller ID Deluxe is not available, will receive a waiver of the nonrecurring charge for adding the feature. To qualify for this promotion, small business customers must have 2-3 business lines per location and must not presently subscribe to Caller ID service.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

Jim Tipton for

Joan A. Coleman

MAY 01 2000

cc: Jordan Neel

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)
 BY: Stephan O. Bee
 SECRETARY OF THE COMMISSION

T61-0321



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

~~2000 09~~

March 15, 2000

RECEIVED
MAR 16 2000
PUBLIC SERVICE
COMMISSION

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Martin:

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion of Complete Choice® Service that we plan to offer BellSouth residential customers in Rate Groups 1 & 2. During the promotional period of April 15 through October 14, 2000, BellSouth residential customers in Rate Groups 1 & 2 who are new subscribers to Complete Choice® Service will receive a \$5.00 monthly discount off the current tariff rate for the service. These customers who subscribe during this timeframe will receive the reduced rate for a period of six months.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Connie Trudeau at (502) 582-8534

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

cc: Jordan Neel

Attachment

APR 15 2000

®Registered Service Mark of BellSouth Corporation

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

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T61-0263

MAR 3 2000

 **BELLSOUTH**

**PUBLIC SERVICE
COMMISSION**

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601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director, Regulatory
**PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE**

March 3, 2000

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

APR 05 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Dear Martin:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of data services that we plan to offer small business customers whose total monthly billed revenues with BellSouth are less than \$10,000. During the promotional period of April 5 through June 30, 2000, qualified customers who subscribe to any of the following services and commit to a contract period of 24 months or greater will receive a waiver of the nonrecurring charges normally applicable to installation of those services:

- ISDN - Business Service,
- BellSouth® Primary Rate ISDN Service,
- Frame Relay Service, and Broadband Exchange Line Service when associated with Frame Relay Service, and
- BellSouth® Channelized Trunks.

Customers who subscribe to BellSouth Primary Rate ISDN Extended Reach service will also receive a waiver of one month's recurring charge with a commitment to a contract period of 24 months or longer. This promotion is only applicable to service purchased from the approved tariffs for these services (i.e. not available for special contracts).

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

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T61-0262

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MAR 3 2000

 **BELLSOUTH**

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

March 3, 2000

APR 05 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan Bue
SECRETARY OF THE COMMISSION

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Martin:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of CrisisLink* Service that we plan to offer small business customers (those business customers with less than \$20,000 monthly billing from BellSouth). During the promotional period of April 5 through June 30, 2000, qualified customers who subscribe to CrisisLink Service for either a 12-month or 36-month term will receive a waiver of installation charges.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

* Service Mark of BellSouth Corporation

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T61-0261

MAR 3 2000

 **BELLSOUTH**

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

March 3, 2000
APR 05 2000

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

Dear Martin:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of BellSouth® Centrex Service that we plan to offer business customers. During the promotional period of April 5 through June 30, 2000, qualified customers who subscribe to BellSouth® Centrex Service and commit to a contract period of 24 months or greater will receive a waiver of charges. New customers will receive a waiver of all installation charges (Tariff Sections A4 and A12). Existing ESSX® and Digital ESSX® customers converting to Centrex will receive a waiver of one month's recurring charge for Common Equipment for each year of their contract.

Customers who take advantage of this promotional offer will be allowed a six month time period after contract acceptance to have service installed or converted. This promotion is not applicable to service provided via Contract Service Arrangements or Special Assembly Arrangements.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

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 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

February 25, 2000

Mr. Martin J. Huelsmann, Jr.
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P. O. Box 615
 Frankfort, KY 40602-0615

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

APR 01 2000

PURSUANT TO 807 KAR 5:011,
 SECTION 9 (1)

BY: Stephan O. Bee
 SECRETARY OF THE COMMISSION

RECEIVED
 FEB 28 2000
 PUBLIC SERVICE
 COMMISSION

Dear Mr. Huelsmann:

12700

In compliance with Section A.2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of our plan to extend the current service order waiver promotion for residence customers. The current promotional period expires on March 31, 2000.

Beginning on April 1, 2000 and ending on March 31, 2001, the applicable service charge will be waived for existing residential customers who subscribe to any of the following services:

TouchStar® Service
 Grouping Service
 Custom Calling Service
 Prestige® Communications Service
 Customized Code Restriction
 Message Waiting Indication
 Designer Listings
 RingMaster® Service
 Flexible Call Forwarding

Connie Trudeau, of my staff, is familiar with this promotion and will be glad to answer any additional questions you may have. She can be reached at (502) 582-8534.

Very truly yours,

Connie L. Trudeau for

Joan A. Coleman

cc: Jordan Neel

®Registered Service Mark of BellSouth Corporation



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

February 15, 2000

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

RECEIVED

FEB 15 2000

PUBLIC SERVICE
 COMMISSION

MAR 16 2000

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)

12700 BY: Stephan D Bell
 SECRETARY OF THE COMMISSION

Martin J. Huelsmann
 Executive Director
 Kentucky Public Service Commission
 211 Sower Boulevard
 P. O. Box 615
 Frankfort, Kentucky 40602-0615

Dear Martin:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion, called the "2000 Key Customer Program", that we plan to offer eligible small business customers (see eligibility requirements in Attachment 1).

During the promotional period of March 16, 2000 through June 10, 2000, qualified business customers who commit to keep their existing and new services for one to three years will be eligible to receive a waiver of Line Connection Charges and billing credits in recognition of those commitments.

Additional detail concerning this promotion is enclosed in Attachment 1. An analysis of the expected financial impact is provided in Attachment 2. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Jim Tipton for

Joan A. Coleman

cc: Jordan Neel



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Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY February 11, 2000
EFFECTIVE

RECEIVED

Martin J. Huelmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

MAR 13 2000

FEB 11 2000

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)

PUBLIC SERVICE
COMMISSION

BY: Stephan Bue
SECRETARY OF THE COMMISSION

12700

Dear Martin:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer.

During the promotional period of March 13, 2000 through June 10, 2000, existing small business customers (those business customers with less than \$10,000 billing per month per customer account from BellSouth) whom order additional lines will receive a check for reimbursement of the applicable nonrecurring charges. The amount of the check will depend on the number of additional lines ordered. If one line is ordered, the check will be for \$73.00. If two lines are ordered, the check will be for \$95.00, and for three additional lines, the check will be for \$117.00.

Eligible customers may receive only one check during the promotional period. The additional business lines include flat-rated local exchange service lines, Area Calling Service lines, and BellSouth® Business Plus * Service lines.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel
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* Service Mark of BellSouth Intellectual Property Corporation

T61-0264

RECEIVED

MAR 3 2000

 **BELLSOUTH**

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**PUBLIC SERVICE
COMMISSION**

Joan A. Coleman
Director - Regulatory

March 3, 2000

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

Dear Martin:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion of Frame Relay Service that we plan to offer BellSouth Business Services customers. During the promotional period of April 3 through June 30, 2000, BellSouth Business Services customers whose Frame Relay Service has been in for a minimum of 18 months may upgrade to a higher speed of Frame Relay Service without incurring any installation charges. Associated Broadband Exchange Service is also included in this promotion. This waiver is available only on contracts of 24 months or more, and only on contract service purchased from the Frame Relay Service tariff.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE



Joan A. Coleman

APR 03 2000

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)

cc: Jordan Neel

BY: Stephan O. Bee
SECRETARY OF THE COMMISSION

T61-0131



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Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

February 2, 2000

FEB 16 2000

Martin J. Huelsmann
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P. O. Box 615
Frankfort, Kentucky 40602-0615

RECEIVED

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

FEB 02 2000

BY: Stephan D. Bee
SECRETARY OF THE COMMISSION

Dear Martin:

12700

PUBLIC SERVICE
COMMISSION

On December 1, 1999, we filed a request for a special promotion of BellSouth® Adwatch® service. The promotion was to begin on January 4, 2000, and run through February 15, 2000. A copy of our cover letter filed on December 1st and a copy of the January 4th letter from Commission staff approving our proposal are attached.

We have now decided that we would like to extend the end of the special promotion period from the originally proposed February 15th until March 25, 2000. All other rules and conditions will remain as originally filed.

If there are any questions concerning this request, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

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T60-910



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Joan A. Coleman
Director - Regulatory

August 1, 1999
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

SEP 01 1999

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer residence customers during the promotional period of September 1, 1999 through October 31, 1999.

Residential customers who are new Complete Choice® service subscribers, which includes Complete Choice® service, Area Plus® with Complete Choice Service, Complete Choice® Two-and Three-Line Plans, Area Plus® with Complete Choice® Two-and Three-Line Plans, and who also subscribe to an MPO (Multiple Product Offering - MPO status involves being a new or existing Complete Choice® subscriber, along with subscribing to an ancillary product of Paging, an MPO Wireless Plan, or BellSouth.net) will receive (2) coupons redeemable for a \$15.00 check for each coupon. Existing Complete Choice® service subscribers who subscribe to an ancillary product will receive (1) coupon redeemable for a \$15.00 check. The coupon will be sent to all eligible customers automatically, and redeemed for a \$15.00 check for each coupon when the customer returns the coupon.

Attached is an analysis of the expected financial impact of this promotion.

Connie Trudeau, of my staff, is familiar with this promotion and can be reached at (502) 582-8534 to answer any questions you may have.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

Attachment

®Registered Service Mark of BellSouth Corporation



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Joan A. Coleman
 Director - Regulatory

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

AUG 16 1999

PURSUANT TO 807 KAR 5011,
 SECTION 9 (1)

BY: Stephan D. Bell
 SECRETARY OF THE COMMISSION

AUG 15 1999

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer small business customers. The SBS "Key Customer E" Program will offer a reward on the customer's bill based on BellSouth (BST) total billed revenue spending. Customers must commit to participate in the program for one-year minimum, up to three years, in order to receive the reward benefits specified. This promotion will be offered on an outbound and inbound basis, from August 16, 1999, through November 13, 1999.

This promotion is available to new and existing BST customers whose monthly BST revenue threshold is between \$99 and \$10,000 and commit to a one year minimum commitment to BellSouth for existing service and any new services added; may commit up to three years.

Customer's who participate in the promotion and are returning to BellSouth will receive a waiver on all line connection charges associated with the service order. This will include the Line Connection Charge (first and additional line). The customer reward is based on end-user monthly total billed BST revenue. The total billed revenue consists of all total billed BST revenue (recurring, non-recurring and usage) excluding the following: BellSouth.netSM charges, BellSouth Mobility®, BellSouth Mobility® DCS charges, taxes, late payment charges, charges billed pursuant to Federal or State Access Service Tariffs, charges collected on behalf of municipalities (including, but not limited to surcharges for 911 service and dual party relay service), and charges for services provided by other companies, billed charges on any account that provides any service rated according to customer-specific negotiations, contracts, or service arrangements (including, but not limited to Contract Service Arrangements (CSAs and MSAs) and Special Service Arrangements.

Six Month Cumulative Rewards

Six Months Cumulative Revenue	Six Month Cumulative Reward
\$0 - \$594	\$0
\$595 - \$1,494	\$140
\$1,495 - \$2,994	\$280
\$2,995 - \$5,994	\$420
\$5,995 - \$14,994	\$840
\$14,995 - \$29,994	\$1,800
\$29,995 - \$44,994	\$3,000
\$44,995 - \$60,000	\$4,200

Page 2
Ms. Helen Helton
July 15, 1999

Monthly revenue is accumulated and the six month cumulative reward is credited to the customer's bill in months seven, thirteen, nineteen, twenty-five, thirty-one and thirty-seven (Dependent upon if customer commits to one, two or three years). Participant must be a BST customer at the time of the reward to receive the reward. The Reward will appear as a credit in the OC&C section of the customer's bill.

Restrictions to this promotion are as follows:

- Promotion applies only to BST total billed revenue within a state, not across states (exception: CLUB billed accounts).
- BellSouth reserves the right to adjust minimum and maximum thresholds for eligibility; provided, however, those customers participating at the time of such adjustment will be grandfathered for the term of their agreement.
- BellSouth reserves the right to terminate this program at any time; provided, however, those customers participating in the program will be grandfathered for the term of their agreement.
- BellSouth reserves the right to review accounts to determine if new/additional locations and/or products and services qualify for program participation.

If there are any questions, or the need for additional information, please call Steve Rausch at 582-8180.

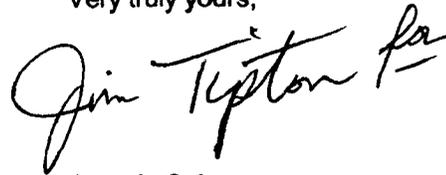
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 16 1999

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Very truly yours,



Joan A. Coleman

JAC:mm



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Joan A. Coleman
Director - Regulatory

July 15, 1999

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 15 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

AUG 15 1999

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan O. Bell
SECRETARY OF THE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer.

During the promotional period of August 15, 1999 through September 30, 1999, existing small business customers (those business customers with less than \$10,000 billing per month from BellSouth) who order additional lines will receive a coupon redeemable for a check. The amount of the check will depend on the number of additional lines ordered. If one line is ordered, the coupon will be for \$100. If two lines are ordered, the coupon will be for \$150, and for three additional lines, the coupon will be for \$200.

Eligible customers may receive only one coupon during the promotional period. The additional business lines include both flat-rated local exchange service lines as well as Area Calling Service lines.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

T60-842



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Joan A. Coleman
Director - Regulatory

August 6, 1999

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 15 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

AUG 15 1999

PURSUANT TO 307 KAR 5:011,
SECTION 9 (1)

BY: Stephan O Bell
SECRETARY OF THE COMMISSION

Dear Ms. Helton:

On July 15, 1999, we notified the Commission of a special promotion we plan to offer existing small business customers who are located in exchanges in Rate Groups 1, 2, and 3.

During the promotional period of August 15, 1999 through October 15, 1999, qualified customers who order MemoryCall[®] Voice Messaging Service (unregulated) and any of the regulated features associated with the service will receive the first 60 days of the services without charge. The regulated features included in this promotion include Call Forwarding Busy, Call Forwarding Don't Answer, Call Forwarding Don't Answer - Ring Control, Message Waiting Indication, and Message Waiting Indication Audio Visual.

In the July 15th cover letter, we failed to state that the promotion also includes waiving the nonrecurring charge, the secondary service charge, which would otherwise be applicable for adding the features. The revenue and demand analysis filed on July 15th did include the revenue effect of waiving this charge.

We regret any confusion or inconvenience this oversight may have caused. If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

® Registered Service Mark of BellSouth Intellectual Property Corporation

T60-842



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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

JUL 15 1999

July 15, 1999
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

AUG 15 1999

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer existing small business customers (business customers with less than \$10,000 monthly billing per account) who are located in exchanges in Rate Groups 1, 2, and 3.

During the promotional period of August 15, 1999 through October 15, 1999, qualified customers who order MemoryCall[®] Voice Messaging Service (unregulated) and any of the regulated features associated with the service will receive the first 60 days of the services without charge. The regulated features included in this promotion include Call Forwarding Busy, Call Forwarding Don't Answer, Call Forwarding Don't Answer - Ring Control, Message Waiting Indication, and Message Waiting Indication Audio Visual.

A revenue and demand analysis is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,
Jim Tipton for
Joan A. Coleman

Attachment
cc: Jordan Neel
® Registered Service Mark of BellSouth Intellectual Property Corporation

T60-717
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 **BELLSOUTH** 2 2 1999

PUBLIC SERVICE
COMMISSION

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Joan A. Coleman
Director - Regulatory

June 22, 1999

**PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE**

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

JUL 26 1999

PURSUANT TO 807 KAR 5011,
SECTION 9(1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer small business customers. During the promotional period of July 26, 1999 through September 30, 1999, small business customers who order either Caller ID Deluxe, Enhanced Caller ID, or Caller ID Basic where Caller ID Deluxe is not available, will receive a waiver of the nonrecurring charge for adding the feature. To qualify for this promotion, small business customers must have 2-4 business lines per location and must not presently subscribe to Caller ID service.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

T60-645

 **BELLSOUTH**

JUL 05 1999

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PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

Joan A. Coleman
Director - Regulatory

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

June 4, 1999

RECEIVED

JUN 04 1999

PUBLIC SERVICE
COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

12700

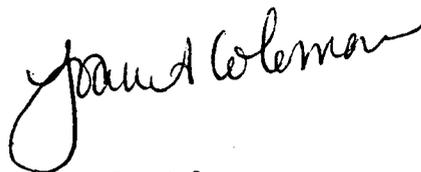
Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion we plan to offer customers beginning on July 5, 1999 and ending on September 30, 1999.

An Executive Summary describing the promotion is attached (Attachment 1). An analysis of the expected financial impact of the promotion is also provided (Attachment 2). Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 05 1999 Attachment 1

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D. Bell

3Q99 Small Business Special Promotion of Certain Data Services

During the period from July 5 through September 30, 1999, BellSouth will run a special promotion of data services as described following:

Data services will be offered during this special promotion period to small business customers whose total monthly-billed revenues with BellSouth are \$10,000 or less. The data services included are ISDN - Business Service (all versions), Primary Rate ISDN (all versions), Frame Relay Service, Broadband Exchange Line Service (when associated with Frame Relay Service), MegaLink® service, and MegaLink® Channel service.

Customers who meet the criteria for this promotion will receive 100% off installation when a contract period of 24 months or greater is selected. **(Installation of jacks, wiring, special assembly or service establishment charges are not included in this promotion waiver.)** In addition, customers who purchase any Custom Calling Feature along with their Primary Rate ISDN contract of 24 months or greater will receive their first month Primary Rate ISDN free. The special promotion is applicable to such contract service purchased through the standard tariffs for these services (i.e., not available for CSA's, Custom Networks, etc.).

This waiver of nonrecurring charges (**only**) on MegaLink® service, Primary Rate ISDN, and ISDN-Business Service also will be offered to all BellSouth Business Customers. The above restrictions apply.

To qualify for the terms of this Special Promotion, customers must have firm orders placed for the included services for a 24 months or greater contract by no later than September 30, 1999. Such services should be installed within normal BellSouth installation intervals (which is by approximately November 30, 1999). Should BellSouth facility availability problems cause a delay in the installation beyond this date, the customer will still receive promotional treatment. Customer requested delays of installation beyond the November 30th deadline will cause the service to fall outside the boundaries of this special promotion and normal installation charges shall apply.

T60-646



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Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE June 4, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

JUL 06 1999

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)
BY: Stephan O Bell
SECRETARY OF THE COMMISSION

RECEIVED

JUN 04 1999

PUBLIC SERVICE
COMMISSION

12700

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion we plan to offer customers beginning on July 6, 1999 and ending on September 30, 1999.

During the promotional period, any customer who commits to a contract of 24 months or longer for Native Mode LAN Interconnection (NMLI) service will receive a waiver of the installation charge for the service. This promotion is applicable only to contracts purchased from the standard NMLI tariff (no special contracts). Service must be installed within normal BellSouth installation intervals to qualify for the promotion.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

ISSUED: May 28, 1999
BY: E.C. Roberts, Jr., President - KY
Louisville, Kentucky

A13. MISCELLANEOUS SERVICE ARRANGEMENTS

A13.46 Simplified Message Desk Interface (SMDI) (Cont'd)

A13.46.2 Regulations

- A. SMDI is furnished only from central offices which have been arranged to provide this feature. The feature is provided subject to the availability of facilities.
- B. When calls are forwarded multiple times within the serving central office, the following options are available to determine which called number is delivered to the subscriber's voice messaging equipment.

Originally Called Directory Number (OCDN) - With OCDN, the first number that forwards within the central office serving the subscriber's voice messaging equipment is sent by the SMDI feature regardless of the number of forwarding attempts taking place before the call reaches the subscriber's voice messaging equipment.

Redirecting Directory Number (RDN) - RDN is the number of the last telephone line within the central office serving the subscriber's voice messaging equipment to forward the call to the subscriber's voice messaging equipment. The number originally dialed by the calling party is not delivered via the SMDI data link if the call is forwarded more than once or hunts through a series of lines before reaching the subscriber's voice messaging equipment.

The options available to the customer in each switch type are as follows:

SWITCH TYPE	TYPE CALLED NUMBER DELIVERED
1AESS	RDN only
DMS-100	RDN or OCDN
5ESS	RDN or OCDN
EWSD	RDN or OCDN

A13.46.3 Rates and Charges

- A. Applicable Service Charges in Section A4. of this Tariff will be incurred in addition to the rates and charges following.
- B. Features
1. Simplified Message Desk Interface (SMDI)

	Monthly Rate	USOC	
(a) Per Link - Analog (1200 bps) ¹	\$370.00	AVA	
(b) Per Link - Analog Intra-switch only (2400 bps) ^{1,2}	500.00	AVCA2	(C)
(c) Per Link - Analog Intra-switch only (4800 bps) ^{1,2}	700.00	AVCA4	(C)
(d) Per Link - Analog Intra-switch only (9600 bps) ^{1,2}	975.00	AVCA9	(C)
(e) Per Link - Digital Intra-switch only (9600 bps) ^{2,3}	1,075.00	AVCD9	(C)

Note 1: Rate includes I/O Port, wiring, modem and Network Interface in the central office. Appropriate Private Line charges apply.

Note 2: This is not available to subscribers served from a 1AESS switch.

Note 3: Rate includes I/O Port, wiring, modem and Network Interface in the central office. Appropriate SynchroNet[®] service charges apply.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 28 1999

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

ISSUED: May 28, 1999
BY: E.C. Roberts, Jr., President - KY
Louisville, Kentucky

A13. MISCELLANEOUS SERVICE ARRANGEMENTS

A13.72 Inter-Switch Simplified Message Desk Interface

A13.72.1 General

- A. Inter-Switch Simplified Message Desk Interface (ISMDI) service provides subscribers with the capability of receiving call information over a data link interface for use with voice messaging system (VMS) equipment. Only call information routed over the Public Switched Telephone Network using the Common Channel Signaling/Signaling System 7 (CCS/SS7) network is available for ISMDI. The ISMDI data link must be associated with a voice level hunt group assigned to the VMS subscriber. Incoming call data available from the CCS/SS7 network includes the number called, the type of incoming call (direct or forwarding due to busy or no answer), the forwarding number, and the calling number. The telephone numbers are provided as ten digit Directory Numbers.
- B. ISMDI provides the capability for the VMS provider to transmits data messages over the data link to the ISMDI host switch for use in delivering message waiting notification to VMS client users. These data messages will enable the VMS subscriber to activate or deactivate message waiting indicators (MWI) on VMS client station lines served by ISMDI compatible central offices.
- C. (DELETED)

(D)

A13.72.2 Regulations

- A. ISMDI is furnished only from BellSouth central offices which have been equipped and arranged as host locations to provide this service.
- B. Compatible private facilities, such as Private Line Service or SynchroNet® service, are required as a data link between the serving central office and the subscriber's equipment. Rates and charges for these facilities are as specified in the Private Line Service Tariff.
- C. In addition to the ISMDI data link, a voice level hunt group is required between the ISMDI host office and the voice messaging system at the subscriber's premises at the rates and charges specified in other sections of this Tariff. The lead telephone number associated with this hunt group must be used for any voice messaging systems that utilize a data link sanity check or "heartbeat" capability. The lead telephone number should not be equipped with Message Waiting Indication (MWI) capability, and the activate MWI message should be programmed in the voice messaging system for the purpose of executing the sanity check capability.
- D. Network errors generated by voice messaging systems attempting to activate or deactivate MWI to telephone numbers that are invalid or no longer served by an ISMDI compatible central office or to station lines that are not equipped with the MWI capability, other than the lead telephone number used for the sanity check, may be cause for suspension of service until the problem is corrected. The ISMDI subscriber will be notified as soon as possible upon detection of excessive network errors and must take immediate corrective action to avoid suspension of service.
- E. A subscriber to this service is obligated for a minimum service period of 12 months.

A13.72.3 Rates and Charges

- A. Applicable service charges as specified in Section A4. of this Tariff will be incurred in addition to the rates and charges following. Rates and charges for other features and services utilized by the subscriber will also apply.

B. Features

- 1. Inter-Switch Simplified Message Desk Interface - Analog¹

	Monthly Rate	USOC
(a) Per Link (1200 bps)	\$ 2,600.00	ABVL1
(b) Per Link (2400 bps) ²	3,010.00	ABVL2 (C)
(c) Per Link (4800 bps) ²	4,050.00	AVBL4 (C)
(d) Per Link (9600 bps) ²	6,010.00	AVBL9 (C)
2. Inter-Switch Simplified Message Desk Interface - Digital		(T)
(a) Per Link (9600 bps) ²	6,475.00	AVBD9 (C)

Note 1: Appropriate Private Line Service charges apply.

Note 2: This is not available to subscribers served from a 1AESS switch.

Note 3: Appropriate SynchroNet® service charges apply.

(N)

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE
JUN 28 1999
PURSUANT TO 807 KAR 5:01
SECTION 9 (1)
BY: Stephan B. Bell
SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
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Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

RECEIVED
APR 23 1999
PUBLIC SERVICE
COMMISSION

April 23, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 24 1999

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer small business customers (business customers with less than \$10,000 monthly billing per account).

During the promotional period of May 24, 1999 through June 30, 1999, qualified customers with existing or new MemoryCall® Voice Messaging Service who order Call Forwarding Busy Line and either Call Forwarding Don't Answer or Call Forwarding Don't Answer Ring Control, will receive a coupon redeemable for a check for \$25.00. Customers will be notified of the promotion through direct mail and "FYI" messages on their bills.

A revenue and demand analysis is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

Attachment
cc: Jordan Neel

T60-459

RECEIVED
BELLSOUTH
APR 13 1999
PUBLIC SERVICE COMMISSION

BellSouth Telecommunications, Inc. 502 582-2167
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Joan A. Coleman
Director - Regulatory

April 13, 1999

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 12 1999

PURSUANT TO 007 KAR 50.11
SECTION 8(1)
BY: Shirley Bull
SECRETARY OF THE COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with regulations for Special Promotions, as found in Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion we plan to offer large business customers beginning on May 12, 1999 and ending on July 30, 1999. The promotion is for Asynchronous Transfer Mode (ATM) Service.

During the promotional period, large business customers served by BellSouth Business Systems will receive a waiver of the installation charges for ATM service when a contract period of twelve months or more is chosen.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

A35. INTERCONNECTION OF MOBILE SERVICES

A35.1 Interconnection Services for Mobile Service Providers (MSP's) (Cont'd)

A35.1.1 General (Cont'd)

G. Other Associated Terms, Rates and Conditions (Cont'd)

10. Billing disputes must be communicated to the Company in writing within 30 days from the billing date. The Company will make every effort to investigate such disputes and reconcile any differences within 30 days from receipt of such notification. If the billing amount is found to be correct, a late payment charge may be applicable, as specified in Section A2. of this Tariff.

H. Usage Charges for Mobile Originating Traffic

1. Usage charges apply to mobile originated calls, 1. terminating within the local calling area (LCA), and 2. inter-LCA/intraLATA calls terminating within the franchised serving area of the Company.
2. Usage charges will not apply to calls to Company Business Offices, Directory Assistance, E911 Emergency Service, or operator assisted and other services for which a charge or surcharge already applies.
3. The usage rates developed for mobile originating traffic, as referenced in 1. preceding, were developed using traffic mixes negotiated with Cellular industry representatives and rate elements from existing tariffs. (C)

I. Optional Land-to-Mobile (LTM) Calling Plan

1. An optional Land-to-Mobile (LTM) calling plan allows intraLATA toll calls and calls which terminate outside the limited local calling area but within the full local calling area of the originating caller's wire center from telephone numbers served by the Company and terminating in the MSP network to be excluded from the originating customer's bill. (The limited local calling area and full local calling area are defined in A3.6 of this tariff.) The MSP will pay a usage charge per A35.1.6.C.3. in lieu of charges which would have been applicable to the originating user.
2. The LTM calling plan requires that a MSP dedicate an entire NXX for this option.
3. Usage for LTM is billed by rounding each call to the next 1/10 minute, summing the time for all calls during the billing period, multiplying by the rate per minute (as specified in A35.1.6.C.3.), and rounding the result to the nearest whole cent. A minimum average time requirement (MATR) of eighteen seconds is applicable. That is, if the average time per call for a billing period is less than eighteen seconds, the usage will be computed as if all calls were eighteen seconds in length.

J. Optional Selective Exchange LTM Calling Plan

1. This optional plan allows IntraLATA toll calls and calls which terminate outside the limited local calling area but within the full local calling area of the originating caller's wire center from telephone numbers in the selected exchanges served by the Company and terminating in the MSP network to be excluded from the originating customer's bill. (The limited local calling area and full local calling area are defined in A3.6 of this Tariff.) Land line calls rated as local and within the limited Local Calling Area, as described in A3.6 of this Tariff, are not covered by this plan. The MSP will pay the charges set forth in A35.1.6.C.4. of this Tariff in lieu of charges which would have been applicable to the originating user.
2. This plan is provided on an exchange-by-exchange basis within the Company's service territory and requires that an MSP dedicate an entire NXX for this option. Once the plan is implemented, the addition of new exchanges or deletion of existing exchanges shall not occur prior to one month after that implementation.

K. Usage Charges - Miscellaneous

1. When the Company relies on data supplied by the MSP to prepare and render a bill to the MSP, a right of audit by the Company is reserved. The audit of the call records shall be performed by an independent third party at the Company's discretion, but no more than annually. If the reported traffic is found to be understated by more than five percent, the MSP shall reimburse the Company for the reasonable cost of the audit.
2. All usage charges (except Land-to-Mobile Option) are billed by rounding each call to the next whole minute.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 24 1999

PURSUANT TO 607 KAR 60.11
SECTION 8 (1)
BY: Sharon O. Bell
SECRETARY OF THE COMMISSION

A35. INTERCONNECTION OF MOBILE SERVICES

A35.1 Interconnection Services for Mobile Service Providers (MSP's) (Cont'd)

A35.1.6 Rates and Charges (Cont'd)

B. DS1 Service¹ (Cont'd)

- 3. Network Access Service (Cont'd)
 - a. Control Access Register (CAR) package, per voice equivalent channel (Cont'd)
 - (5) BellSouth CMRS Local Loop Lines

	Nonrecurring Charge	Monthly Rate	USOC
(a) Two-way	\$-	\$10.00	CAR2L

C. Usage Rates

- 1. The following usage rates apply to mobile originated calls as defined in A35.1.1.G.1. preceding.¹

	Rate Per Minute Of Use	USOC
(a) Mobile originated	\$.02022	NA (R)

- 2. Mobile originated traffic over BellSouth CMRS Type 2ASS7 trunks cannot be measured by the Company at this time. Until such measurement capabilities are developed, the MSP may choose to either be billed a surrogate usage rate for one-way outward (MSP to C.O.) and two-way trunks (no usage applies to one-way inward trunks), or may choose to provide traffic data for one-way outward and two-way trunk groups in a Company prescribed format to be used for billing purposes. MSP's choosing to report traffic data shall report total conversation minutes, which will be billed at \$0.02634 per minute. If the MSP chooses to provide traffic data, then the detail level provided must be in accordance with Company requirements. Traffic data must be provided no more than 30 days in arrears from the close of the normal billing cycle. If the traffic data is not received in the Company prescribed format in the specified time period, the surrogate usage rate will be applied until the traffic data is received.

	Nonrecurring Charge	Monthly Rate	USOC
(a) Surrogate usage rate, BellSouth CMRS Type 2ASS7, per voice grade equivalent channel	\$-	\$164.88	WS7UA
(b) MSP provided traffic data, BellSouth CMRS Type 2ASS7	-	-	W7SUC

- 3. The optional Land-to-Mobile (LTM) calling plan is offered at the following rate.

a. Usage rates

- (1) Point of interconnection within Company territory

	Rate Per Minute Of Use	USOC
(a) LTM Option ² - Point of interconnection within Company territory	\$.035	NA (R)

- (2) Point of interconnection within Independent Company Territory

(a) LTM Option ² - Point of interconnection within Independent Company territory	.10288	NA
---	--------	----

b. Nonrecurring charge

- (1) Per LATA

	Nonrecurring Charge	USOC
(a) Louisville LATA	\$4,160.00	MTVLL
(b) Owensboro LATA	2,860.00	MTVOL
(c) Winchester LATA	1,930.00	MTVWL

Note 1: Where the Company lacks the technical capability to measure minutes of use, a per call charge for mobile originating traffic of \$0.04651 will apply.

Note 2: Each call will be rounded to the next 1/10 minute.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 24 1999

PURSUANT TO 807 KAR 80.11
SECTION 8 (1)

W. Stewart Bell
COMMUNICATIONS



BellSouth Telecommunications, Inc. 502 582-2167
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 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulation

RECEIVED
 APR 07 1999
 PUBLIC SERVICE
 COMMISSION

April 7, 1999

Helen C. Helton
 Executive Director
 Kentucky Public Service Commission
 P.O. Box 615
 730 Schenkel Lane
 Frankfort, Kentucky 40602

Dear Ms. Helton:

In accordance with Section A2.10 Special Promotions of the General Subscriber Services Tariff, BellSouth will conduct a promotion of a two product package called Local Service Budget Management (LSBM). The package consists of Flat Rate Business Lines, Area Calling Plans or Flat Rate Trunks and WatsSaver® service.

During the 90 day promotion period, May 3, 1999 through July 31, 1999, business customers will have an opportunity to sign a 24 or 36 month contract for the LSBM package and receive a credit.

For the LSBM 24 month contract, business customers will receive a 3% to 9% credit based upon the total billed local service package revenue.

For the LSBM 36 month contract, business customers will receive a 5% to 11% credit based upon the total billed local service package revenue.

Customers must also sign a WatsSaver® service Term Discount Plan (24 or 36 month plan) in order to be eligible for the LSBM promotion. Credits will not apply to WatsSaver® service.

Questions regarding this filing may be directed to Tony Taylor on 502-582-2164.

Very truly yours,

Joan A. Coleman
 Joan A. Coleman
 PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFICIENT

®Registered Service Mark of BellSouth Corporation

MAY 03 1999
 PURSUANT TO 207 KAR 0071
 SECTION 6.0
 BY: *Stephen D. Rausch*
 SECRETARY OF THE COMMISSION



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 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

March 26, 1999

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

APR 28 1999

PURSUANT TO 807 KAR 50.11,
 SECTION 9 (1)

BY: Stephan O. Bell
 SECRETARY OF THE COMMISSION

RECEIVED
 MAR 26 1999
 PUBLIC SERVICE
 COMMISSION

Dear Ms. Helton:

On March 25, 1998, we filed a special promotion designed for small business customers that was to begin on April 25, 1998 and end on April 27, 1999. The proposal (Attachment 1) was approved effective April 25, 1998. We are now notifying the Commission of our plans to extend that promotion through December 31, 1999.

Attached is an updated analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel
 (R) Registered Service Mark of BellSouth Corporation



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Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 02 1999

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)

BY: Stephen O. Bee
SECRETARY OF THE COMMISSION

RECEIVED
MAR - 2 1999
PUBLIC SERVICE
COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion we plan to offer small business customers beginning on April 2, 1999 and ending on June 30, 1999.

During the promotional period, small business customers (business customers with total annual billed revenue from BellSouth of \$120,000 or less) who commit to a contract of 24 months or longer for any of the following data services will receive a waiver of the installation charge for the service. The data services are:

- ISDN - Business Service
- BellSouth® Primary Rate ISDN (Voice/Data, Inward Data, and Data only)
- Frame Relay Service (and Broadband Exchange Line Service when associated with Frame Relay Service)

In addition, qualified customers who purchase any Custom Calling feature along with their 24 month or greater contract for BellSouth® Primary Rate ISDN service will receive their first month free.

This promotion is applicable only to contracts purchased from the standard tariffs for these data services (no special contracts or Custom Network Arrangements). Service must be installed within normal BellSouth installation intervals to qualify for the promotion.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call
Jim Tipton at 582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Very truly yours,

APR 02 1999

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Stephan D. Bee
SECRETARY OF THE COMMISSION



Joan A. Coleman

cc: Jordan Neel

® BellSouth is a registered trademark of BellSouth Corporation



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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

PUBLIC SERVICE COMMISSION
OF KENTUCKY
March 2, 1999
EFFECTIVE
RECEIVED

MAR - 2 1999

APR 05 1999

PUBLIC SERVICE
COMMISSION

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)

BY: Stephan O. Bee
SECRETARY OF THE COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion we plan to offer customers beginning on April 5, 1999 and ending on June 30, 1999.

During the promotional period, any customer who commits to a contract of 24 months or longer for Native Mode LAN Interconnection (NMLI) service will receive a waiver of one month's recurring charge for the service. This promotion is applicable only to contracts purchased from the standard NMLI tariff (no special contracts). Service must be installed within normal BellSouth installation intervals to qualify for the promotion.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel



BellSouth Telecommunications, Inc. 502 582-2167
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 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

APR 01 1999

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)

BY: Stephan O. Bell
 SECRETARY OF THE COMMISSION

RECEIVED
 MAR - 2 1999
 PUBLIC SERVICE
 COMMISSION

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion that we plan to offer residence customers during the promotional period of April 1, 1999 through May 31, 1999.

Residential customers who are new subscribers to any of the Complete Choice ® Package Plans, which includes Complete Choice ® service, Area Plus ® with Complete Choice, Complete Choice ® Two- and Three-Line Plans, Area Plus ® with Complete Choice ® Two- and Three-Line Plans, will receive a coupon redeemable for a \$20.00 check. The coupon will be sent to all eligible customers automatically, and redeemed for the \$20.00 check when the customer returns it. Residential customers who are new subscribers to standalone Area Plus ® Service or the \$.25 Calling Plan will receive a coupon redeemable for a \$10.00 check.

Connie Trudeau, of my staff, is familiar with this promotion and can be reached at (502) 582-8534 to answer any questions you may have.

Very truly yours,

Joan A. Coleman

cc: Jordan Neel

® Registered Service Mark of BellSouth Corporation

Attachment



BellSouth Telecommunications, Inc.
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601 West Chestnut Street
Louisville, Kentucky 40203

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Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

February 24, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, KY 40602

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 1999

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

RECEIVED

FEB 24 1999

PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of our plan to extend the current service order waiver promotion for residence customers. The current promotional period expires on March 31, 1999.

Beginning on April 1, 1999, and ending on March 31, 2000, the applicable service charge will be waived for existing residential customers who subscribe to any of the following services:

- TouchStar® Service
- Custom Calling Service
- Prestige® Communications Service
- Customized Code Restriction
- Message Waiting Indication
- Designer Listings
- RingMaster* Service
- Flexible Call Forwarding

If there are any questions, or the need for additional information, please call Connie Trudeau at 502/582-8534.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel
® Registered Service Mark of BellSouth Corporation
* Service Mark of BellSouth Corporation



FEB 17 1999

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Joan A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory
PUBLIC SERVICE
COMMISSION

February 17, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 1999

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer.

During the promotional period of April 1, 1999 through May 14, 1999, existing small business customers (those business customers with less than \$10,000 billing per month from BellSouth) who order additional lines will receive a coupon redeemable for a check. The amount of the check will depend on the number of additional lines ordered. If one line is ordered, the coupon will be for \$100. If two lines are ordered, the coupon will be for \$150, and for three additional lines, the coupon will be for \$200.

Eligible customers may receive only one coupon during the promotional period. The additional business lines include both flat-rated local exchange service lines as well as Area Calling Service lines.

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

T60-197

BELLSOUTH

RECEIVED

FEB 19 1999

PUBLIC SERVICE COMMISSION

BellSouth Telecommunications, Inc.
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Joan A. Coleman
Director - Regulatory

February 19, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion, called the "Key Customer Program", that we plan to offer business customers. During the promotional period of March 22, 1999 through June 19, 1999, qualified business customers who commit to keep their existing and new services for one to three years will be eligible to receive billing credits in recognition of those commitments.

Additional detail concerning this promotion is enclosed in Attachment 1. An analysis of the expected financial impact is provided in Attachment 2. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAR 22 1999

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)
BY: *Stephan D. Bell*
SECRETARY OF THE COMMISSION

T60-121



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
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Joan.A.Coleman@bellsouth.com

Joan A. Coleman
Director - Regulatory

January 29, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

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FEB 01 1999
PUBLIC SERVICE
COMMISSION

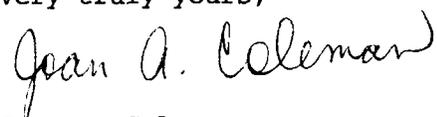
Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer residence customers who are new subscribers to Complete Choice® Two or Three-Line Package Plan or Area Plus® with Complete Choice® Two or Three-Line Package Plan during the promotional period of March 1, 1999 ending February 29, 2000. This promotion waives the additional line service connection charges applicable for new subscribers ordering Complete Choice® Two or Three-Line Package Plan or Area Plus® with Complete Choice® Two or Three-Line Package Plan during the promotional period.

Attached is an analysis of the expected financial impact of this promotion.

Connie Trudeau, of my staff, is familiar with this promotion and can be reached at (502) 582-8534 to answer any questions you may have.

Very truly yours,

for 
Joan A. Coleman

cc: Jordan Neel

Attachment

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PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAR 01 1999

SECRETARY OF THE



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Joan A. Coleman
Director - Regulatory

RECEIVED
JAN 11 1999
PUBLIC SERVICE
COMMISSION

January 8, 1999

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer.

During the promotional period of February 8, 1999 through March 31, 1999, customers who subscribe to BellSouth® Primary Rate ISDN, and select a contract period of 36 months or longer, will not be charged for installation of the service. This promotion is restricted to contract service purchased through the standard tariff (i.e., not available for Contract Service Arrangements or custom networks).

An analysis of the expected financial impact of this promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

cc: Jordan Neel

® BellSouth is a registered trademark of BellSouth Corporation

FEB 08 1999

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Stephan B
SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan A.Coleman@bridge bellsouth.com

Joan A. Coleman
 Director - Regulatory

December 23, 1998

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

RECEIVED
 DEC 23 1998
 PUBLIC SERVICE
 COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion that we plan to offer existing small business customers (those business customers with less than \$10,000 monthly billing from BellSouth). The promotion, which will run from February 1, 1999 through March 31, 1999, will consist of two distinct offers.

The first offer involves the following vertical services:

- Caller ID Deluxe
- Enhanced Caller ID
- Enhanced Caller ID with Call Management
- Call Forwarding Don't Answer
- Call Forwarding Don't Answer Ring Control
- Call Forwarding Busy Line
- Flexible Call Forwarding
- Flexible Call Forwarding with Audio Calling Name
- Three Way Calling with Transfer
- Message Waiting Indicator - Audible
- Message Waiting Indicator - Audible/Visual
- Surrogate Client Number

During the promotional period, existing small business customers who subscribe to any of these services will be able to trial the service for one month at no charge. The first month's recurring charge will be paid to the customer in the form of a coupon, redeemable for a check made payable to the customer. All normal secondary service charges (A4) will apply. If a customer chooses to remove the service during the first month trial period, that customer will receive a bill credit for the secondary service charge.

The second offer included in this promotion is for BellSouth® Business Plus* - Option 2, and for BellSouth® Business Choice* Package Option 2. Existing customers who subscribe to Business Plus* service - Option 2 during the promotional period will receive a 25% discount off the Business Plus* service - Option 2 usage rate for three months. Existing customers who subscribe to

FEB 01 1999

Helen C. Helton
December 23, 1998
Page 2 of 2

Business Choice* Package Option 2 will receive a 50% discount off the Business Plus* service - Option 2 usage rate for three months.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

(R) BellSouth is a registered trademark of BellSouth Corporation
* Service Mark of BellSouth Corporation

FEB 01 1999

FEB 01 1999

PURSUANT TO 47 C.F.R. § 1.601
SECTION 1.601

T59-1392



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 23, 1998

RECEIVED

DEC 28 1998

PUBLIC SERVICE
COMM. KY

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion that we plan to offer residence customers during the promotional period of February 1, 1999 through March 31, 1999. Residential customers that are new subscribers or upgrade to one of the following features/services will receive a bill credit or can use the bill credit towards the purchase of associated promotion equipment:

1. Caller ID Deluxe (Note 1).
2. Call Waiting Deluxe (Note 2)
3. Area Plus ®Service (Note 3)
4. \$.25 Calling Plan (Note 4)
5. Upgrade of an existing standard line to any of the Complete Choice ® plans (Note 5)

Note 1: If Caller ID Deluxe is not available, new subscribers to Caller ID Basic are eligible for the bill credit or associated promotion equipment. Existing Caller ID Basic customers upgrading to Caller ID Deluxe are eligible for the bill credit or associated promotion equipment.

Note 2: Existing Call Waiting customers upgrading to Call Waiting Deluxe are eligible for the bill credit or associated promotion equipment.

Note 3: Area Plus ®Service - offering is eligible for this promotion.

Note 4: \$.25 Calling Plan - subscription based offering is eligible for this promotion.

REC'D - PUBLIC SERVICE
COMM. KY
FRANKFORT

FEB 01 1999

PURCHASE TO FOR KARSON
FRANKFORT

Note 5: The Complete Choice ® Package plans include Complete Choice ® service, Area Plus ® with Complete Choice, Complete Choice ® Two- and Three-Line Plans and Area Plus ® with Complete Choice ® Two- and Three-Line Plans. Existing cellular customers upgrading to Complete Choice ® with cellular will also be eligible for this promotion.

To be eligible for the bill credit, the promoted feature/service must be installed by April 30, 1999. The customer is only entitled to one bill credit or associated promotion equipment regardless of the number of feature(s)/ service(s) purchased. The amount of the bill credit is determined by the feature/service the customer selects. The amount of the bill credit and the promotion equipment available for each credit amount are shown in the following chart:

<u>Feature/Service Purchased</u>	<u>Credit Amount - or - Promotion Equipment</u>
Caller ID, Call Waiting Deluxe, Area Plus ® Service or \$.25 Calling Plan	\$16.00 Caller ID adjunct
Upgrade to any of the Complete Choice Plans	\$25.00 Call Waiting ID adjunct

Attached is an analysis of the expected financial impact of this promotion.

Connie Trudeau, of my staff, is familiar with this promotion and can be reached at (502) 582-8534 to answer any questions you may have.

Very truly yours,

for *Joan A. Coleman*
Joan A. Coleman

cc: Jordan Neel

® Registered Service Mark of BellSouth Corporation

Attachment

BELLSOUTH CORPORATION
FEB 01 1999

FEB 01 1999

BELLSOUTH CORPORATION
FEB 01 1999



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 29, 1998

Helen C. Helton
Executive Director
Kentucky Public Service Commission
P.O. Box 615
730 Schenkel Lane
Frankfort, Kentucky 40602

RECEIVED

DEC 30 1998

PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

In correspondence dated October 9, 1998, we notified your office of a market trial for the HomeLink Program to begin November 9, 1998 through December 23, 1998. The Commission issued an acceptance letter dated November 9, 1998.

We are extending this market trial from December 23, 1998 to February 5, 1999.

Steve Rausch, of my staff, is familiar with this trial and can be contacted on 502-582-8180 should you have any further questions.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
COMMUNICATIONS
DIVISION

DEC 23 1998

PURCHASE ORDER NO. 0011

...

T59-1326

BELLSOUTH

RECEIVED
DEC - 7 1998

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645 5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 7, 1998

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of Native Mode LAN Interconnection (NMLI) service that we plan to offer.

During the promotional period of January 8, 1999 through March 31, 1999, qualified customers who subscribe to NMLI service and commit to a contract period of 24 months or greater will receive a waiver of the nonrecurring charges normally applicable to installation of NMLI service.

This promotion is only applicable to service purchased from the NMLI tariff (I.e. not available for special contracts). Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

Joan A. Coleman
PUBLIC SERVICE COMMISSION
OF KENTUCKY
DIRECTIVE

JAN 08 1999

Attachments
cc: Jordan Neel

PURSUANT TO KRS 501.011,
SECTION 9 (1)
BY: Shirley D. Bell
SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

December 4, 1998

RECEIVED
 DEC - 4 1998
 PUBLIC SERVICE
 COMMISSION

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of MegaLink[®] Service that we plan to offer small business customers (business customers whose total monthly billed revenues with BellSouth are less than \$10,000).

During the promotional period of January 4 through March 31, 1999, qualified customers who subscribe to MegaLink Service and commit to a contract period of 24 months or greater will receive a waiver of the nonrecurring charges normally applicable to install the service. This promotion is only applicable to service purchased from the MegaLink Service tariff (i.e. not available for special contracts).

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
 PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 Joan A. Coleman EFFECTIVE

JAN 04 1999

cc: Jordan Neel
 (R) Registered Service Mark of BellSouth Corporation

PURSUANT TO 807 KAR 5.011
 SECTION 9 (1)
 BY: Stephen D. Bell
 SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-8415
 Room 410 Fax 502 582-3247
 601 West Chestnut Street
 Louisville, Kentucky 40203

Fred L. Gerwing
 Regulatory Vice President

December 3, 1998

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

RECEIVED

DEC - 4 1998

PUBLIC SERVICE
 COMMISSION

Dear Ms. Helton:

In correspondence dated October 26, 1998, we notified your office of a Local Service Budget Management promotion scheduled to begin November 16, 1998, through February 13, 1999. The Commission issued an acceptance letter dated November 18, 1998.

The promotion has been modified to exclude Bill Management Service and, as a result of that decision, was rescheduled to start on December 1, 1998, and to conclude on February 28, 1999.

Mr. Steve Rausch is familiar with the original filing of this notification and can be reached on 502-582-8180 should you require further information.

Yours very truly,

Fred L. Gerwing

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

JAN 01 1999

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)
 BY: Stephan Bue
 SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

December 1, 1998

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

RECEIVED

DEC - 1 1998

Dear Ms. Helton:

PUBLIC SERVICE
COMMISSION

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer business customers.

During the promotional period of January 1, 1999 through December 31, 1999, small business customers (20 lines or less per location) who establish new service at a location will have a 90 day window following installation during which they can add one of the following services without paying the secondary service charge (A4.2.4):

- Remote Call Forwarding
- Custom Calling Services
- Prestige® Communications Service
- Grouping Service
- TouchStar* services
- RingMaster* Service
- Requested change in Directory listing
- Touch-Tone Calling Service

An analysis of the expected financial impact of this promotion is provided in Attachment 1. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Joan A. Coleman
Joan A. Coleman JAN 01 1999

PURSUANT TO 807 KAR 5011,
SECTION 9(1)

cc: Jordan Neel

® Registered Service Mark of BellSouth Corporation

* Registered Service Mark of BellSouth Intellectual Property Corporation

BY *Stephan D. Bell*



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

December 1, 1998

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

RECEIVED

DEC - 1 1998

PUBLIC SERVICE
 COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer business customers.

During the promotional period of January 1, 1999 through June 30, 1999, small business customers (20 lines or less per location) who establish new service at a location will have a 90 day window following installation during which they can add one of the following services without paying the secondary service charge (A4.2.4). Customers who take advantage of this offering will also receive a waiver of the recurring charge for the feature for 30 days.

- Caller ID - Basic (only if Caller ID - Deluxe is not available)
- Caller ID - Deluxe
- Enhanced Caller ID
- Enhanced Caller ID with Call Management

An analysis of the expected financial impact of this promotion is provided in Attachment 1. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
 PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE
 Joan A. Coleman

JAN 01 1999

cc: Jordan Neel

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)
 BY: *Stephan Bee*
 SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

October 26, 1998

Helen C. Helton
 Executive Director
 Kentucky Public Service Commission
 P.O. Box 615
 730 Schenkel Lane
 Frankfort, Kentucky 40602

RECEIVED
 OCT 27 1998
 PUBLIC SERVICE
 COMMISSION

Dear Ms. Helton:

In accordance with Section A2.10 Special Promotions of the General Subscriber Services Tariff, BellSouth will conduct a promotion of a three product package called Local Service Budget Management (LSBM). The package consists of local access service, WatsSaver®, and a non-regulated Bill Management Service.

During the 90 day promotion period, November 16, 1998 through February 13, 1999, business customers will have an opportunity to sign 24 or 36 month contracts for the LSBM package and receive a credit.

For the LSBM 24 month contract, business customers will receive a 3 percent credit based on the total billed local service package.

For the LSBM 36 month contract, business customers will receive a 5 percent credit based on the total billed local service package.

Questions regarding this filing may be directed to Steve Rausch on 502-582-8180.

Very truly yours,

Joan A. Coleman
 Joan A. Coleman

Attachment

®Registered Service Mark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

NOV 16 1998

PURSUANT TO 807 KAR 50.11
 SECTION 9(1)
 BY: *Stephan Burt*
 SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

October 9, 1998

Helen C. Helton
 Executive Director
 Kentucky Public Service Commission
 P.O. Box 615
 730 Schenkel Lane
 Frankfort, Kentucky 40602

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

RECEIVED

NOV 09 1998

OCT - 9 1998

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)

PUBLIC SERVICE
 COMMISSION

BY: Stephan O. Bue
 SECRETARY OF THE COMMISSION

Dear Ms. Helton:

The purpose of this letter is to inform the Commission of a limited market trial to be conducted in Louisville, Kentucky for the BellSouth HomeLink Program. The BellSouth HomeLink Program is a billing arrangement with a one-year term agreement, positioned to reward the loyalty of those existing Small Business customers who also have residential service with BellSouth. There are no charges associated with the HomeLink Program.

During the period of November 9, 1998 through December 23, 1998, BellSouth will call prospective customers in the target population and sign-up those customers interested in participating in the trial. Call in customers that qualify for the HomeLink Program will be allowed to sign-up also. HomeLink subscribers will receive the following rewards:

- One year of free Flexible Call Forwarding (FCF) for both their business and residential lines, and
- \$100 in credits to their BellSouth business bill. Credits of \$50 each will be awarded in months seven and thirteen (\$100 total) of the customer's participation in the program.

Eligibility requirements include customers having both their residential service and business with BellSouth. Existing Complete Choice customers and Business Choice customers are not eligible to receive FCF at no charge.

Steve Rausch, of my staff, is familiar with this trial and can be contacted on 502-582-8180 should you have any further questions.

Very truly yours,

Joan A. Coleman
 Joan A. Coleman



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

September 30, 1998

RECEIVED
SEP 30 1998
PUBLIC SERVICE
COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a Caller ID Deluxe special promotion that we plan to offer residence customers during the promotional period of November 1, 1998 through December 31, 1998. Residence customers with zero to one features, will receive a Caller ID box in one of two ways. Some customers will receive a complimentary Caller ID box in the mail, and others will have an opportunity to buy a box from students/PTAs as certain schools have been selected to participate in this program as a fundraiser for their school. Students/PTAs will receive kits that include Caller ID boxes, and they will sell them to raise money for their school. All proceeds received by students/PTAs, will stay with the school. All customers who receive a Caller ID box will have instructions to call an "800" number to order Caller ID Deluxe, receiving the first month's service free. Customers who presently subscribe to Caller ID Basic, will also have the opportunity to upgrade as part of this promotion.

Attached is an analysis of the expected financial impact of this promotion.

Connie Trudeau, of my staff, is familiar with this promotion and can be reached at (502) 582-8534 to answer any questions you may have.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY

cc: Jordan Neel

Attachment

NOV 01 1998

PURSUANT TO KRS 807 KAR 5011,
SECTION 9 (1)
BY: Steph O. Bell
SECRETARY OF THE COMMISSION

T59-907



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

August 26, 1998

Helen C. Helton
Executive Director
Kentucky Public Service Commission
P. O. Box 615
730 Schenkel Lane
Frankfort, Kentucky 40602

RECEIVED
AUG 27 1998
PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

12700

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion we plan to offer residence customers. During the promotional period of October 1, 1998, through October 31, 1998, residence customers in the Pikeville-Main, Princeton and Williamsburg central offices, with zero to one features, will be offered a \$10.00 gift certificate to Wal-Mart for ordering Caller ID Deluxe service. This certificate can be used to purchase a Caller ID Deluxe unit if they choose, or any other product in the Wal-Mart store.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or you need additional information, please call Connie Trudeau at (502) 582-8534.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 1998

cc: Jordan Neel

Enclosures

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)
BY: *Stephen B. ...*
SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

August 26, 1998

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

RECEIVED

AUG 26 1998

PUBLIC SERVICE
 COMMISSION

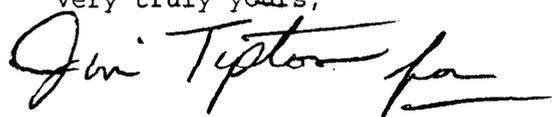
Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion that we plan to offer small business customers (those business customers whose total annual billed revenues with BellSouth are less than \$120,000). During the promotional period of October 1 through December 15, 1998, qualified customers who subscribe to any of the following services and commit to a contract period of 24 months or greater will receive 50% off both the installation charge and the first month's recurring charge:

- ISDN - Business Service Packages (EZ1, EZ1-A, EZ2, EZ2-A, S),
- BellSouth (R) Primary Rate ISDN (Voice/Data only),
- MegaLink* Channel Service, and MegaLink* Service when associated with MegaLink Channel Service, and
- Frame Relay Service, and Broadband Exchange Line Service when associated with Frame Relay Service.

This promotion is only applicable to service purchased from the approved tariffs for these services (i.e. not available for special contracts). Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

 Joan A. Coleman

cc: Jordan Neel
 (R) BellSouth is a registered trademark of BellSouth Corporation
 * Registered Service Mark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

OCT 01 1998

PURSUANT TO 807 KAR 5011,
 SECTION 9 (1)
 BY: 
 SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street PAGER 800 645-5117
 Louisville, Kentucky 40203 Internet:

Joan A. Coleman
 Director - Regulatory

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

July 31, 1998

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

SEP 01 1998

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)

BY: Stephan D. Bell
 SECRETARY OF THE COMMISSION
 12700

RECEIVED

JUL 31 1998

PUBLIC SERVICE
 COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff, we are notifying the Commission of a special promotion we plan to offer residence customers.

During the promotional period of September 1, 1998 through October 31, 1998, residence customers who are first time subscribers (those customers who have not subscribed to the promoted features within the last 30 days) will receive a coupon redeemable for a \$25.00 check when they order either Complete Choice (R) Service or Area Plus (R) Service with the Complete Choice (R) option. Existing Complete Choice Service customers who upgrade to a multiline package will receive the promotional benefit on a per line basis.

Eligible customers who order either of the promoted services via BellSouth's internet site will receive an additional coupon redeemable for a \$5.00 check. In addition, any eligible customer who purchases equipment (associated with the operation of features like Caller ID Deluxe or Call Waiting Deluxe) from the Company through the billing options program will receive another coupon redeemable for an additional \$5.00.

A revenue and demand analysis is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman

Attachment

cc: Jordan Neel

(R) Registered Service Mark of BellSouth Corporation



BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

July 2, 1998

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

RECEIVED
JUL 2 1998
PUBLIC SERVICE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services we are notifying the Commission of a special promotion we plan to offer small business customers (\$10,000 or less monthly billing from BellSouth). During the promotional period of August 3 through September 30, 1998, current small business customers who order any of the following vertical services will receive a reimbursement check for both the secondary service charge for establishing the service as well as one month's recurring charge for the feature:

- Caller ID - Deluxe
- Enhanced Caller ID
- Enhanced Caller ID with Call Management
- Call Forwarding Busy Line
- Call Forwarding Don't Answer
- Call Forwarding Don't Answer Ring Control
- Call Forwarding Variable
- Preferred Call Forwarding
- Flexible Call Forwarding
- Call Waiting
- Speed Calling 8
- Speed Calling 30
- Three-Way Calling
- Three-Way Calling with Transfer
- Message Waiting Indicator - Audible
- Message Waiting Indicator - Audible/Visual
- Call Return
- Call Block
- Call Tracing
- Repeat Dialing
- Call Selector
- RingMaster (R) I Service
- RingMaster (R) II Service
- Surrogate Client Number

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 03 1998

PURSUANT TO 607 KAR 5.011,
SECTION 9 (1)

Stephan D. Bell
SECRETARY OF THE COMMISSION

Helen C. Helton
July 2, 1998
Page 2 of 2

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Joan A. Coleman

cc: Jordan Neel

(R) Registered Service Mark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 03 1998

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

Stephan D. Bell
SECRETARY OF THE COMMISSION

T59-676



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

June 22, 1998

RECEIVED
JUN 22 1998
PUBLIC SERVICE
COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

12700

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer large business customers (\$120,000 or more annual billing from BellSouth). During the promotional period of July 22 through December 15, 1998, qualified large business customers who order BellSouth (R) Primary Rate ISDN and commit to a contract period of 24 months or greater will receive a waiver of 50% of their nonrecurring charges for installing the service. The promotion is only applicable to service ordered at tariffed contract rates.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

(R) BellSouth is a registered trademark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 22 1998

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: *Stephan D. Bell*
SECRETARY OF THE COMMISSION

98-01547

T59-580

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE



JUL 06 1998

BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)

BY: Stephan D. Bell

SECRETARY OF THE COMMISSION

June 1, 1998

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

RECEIVED
JUN 01 1998
PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer small business customers (\$10,000 or less monthly billing from BellSouth). During the promotional period of July 6 through September 30, 1998, current small business customers who order Call Forwarding Busy Line and/or Call Forwarding Don't Answer will receive a waiver of one month's recurring charge for the feature and a check for \$20 to offset the nonrecurring charge for adding the feature.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman for
Joan A. Coleman

cc: Jordan Neel

98-01548

T59-581

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE



JUL 06 1998

BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@psc.state.ky.us

Joan A. Coleman
Director - Regulatory

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

By: Stephan B. Bue
SECRETARY OF THE COMMISSION

RECEIVED

JUN 01 1998

PUBLIC SERVICE
COMMISSION

RECEIVED
JUN 01 1998
PUBLI SERVICE
COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

12700

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion of data services that we plan to offer small business customers (20 business lines or less per location) whose total annual billed revenues with BellSouth are less than \$120,000. During the promotional period of July 6 through September 30, 1998, qualified customers who subscribe to any of the following services and commit to a contract period of 24 months or greater will receive a waiver of the nonrecurring charges normally applicable to installation of those services:

- ISDN - Business Service Packages (EZ1, EZ1-A, EZ2, EZ2-A, S),
- BellSouth (R) Primary Rate ISDN (Voice/Data only),
- MegaLink* Channel Service, and MegaLink* Service when associated with MegaLink Channel Service, and
- Frame Relay Service, and Broadband Exchange Line Service when associated with Frame Relay Service.

This promotion is only applicable to service purchased from the approved tariffs for these services (i.e. not available for special contracts). Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

(R) BellSouth is a registered trademark of BellSouth Corporation

* Registered Service Mark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE



JUL 01 1998

BellSouth Telecommunications, Inc.
4th Floor
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-2167
Fax 502 582-8667
Pager 800 645-5117
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Joan.A.Coleman@bridge.bellsouth.com

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)

BY: *Stephan O. Bell*
SECRETARY OF THE COMMISSION

Joan A. Coleman
Director - Regulatory

May 29, 1998

RECEIVED
MAY 29 1998
PUBLIC SERVICE
COMMISSION

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services tariff, we are notifying the Commission of a special promotion we plan to offer small business customers (20 business lines or less per location). During the promotional period of July 1 through December 31, 1998, small business customers who order either Caller ID Deluxe, Enhanced Caller ID, or Caller ID with Call Management on orders for new service, will receive a waiver of the nonrecurring charge and two months' recurring charges for the feature. Customers will have 90 days from the effective date of their new service to take advantage of this promotional offer.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel

98-01363

TS9-524



BellSouth Telecommunications, Inc. 502 582-2167
4th Floor Fax 502 582-8667
601 West Chestnut Street Pager 800 645-5117
Louisville, Kentucky 40203 Internet:
Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
Director - Regulatory

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 15 1998

RECEIVED

MAY 15 1998

PURSUANT TO 807 KAR 5011,
SECTION 9(1)

PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

BY: Stephan Bui

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer business customers.

During the promotional period of June 15, 1998 through August 15, 1998, small business customers (20 lines or less per location) who subscribe to either Flexible Call Forwarding or Flexible Call Forwarding with Audio Calling Name will receive a waiver of the Secondary Service Charge (A4.3.1.C.1) for establishing the service. Customers who currently subscribe to Flexible Call Forwarding with Audio Calling Name are not eligible for the promotion, but small business customers who upgrade to this option from Flexible Call Forwarding are eligible.

An analysis of the expected financial impact of this promotion is provided in Attachment 1. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Joan A. Coleman
Joan A. Coleman

cc: Jordan Neel



BellSouth Telecommunications, Inc. 502 582-2167
 4th Floor Fax 502 582-8667
 601 West Chestnut Street Pager 800 645-5117
 Louisville, Kentucky 40203 Internet:
 Joan.A.Coleman@bridge.bellsouth.com

Joan A. Coleman
 Director - Regulatory

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

RECEIVED
 May 1, 1998
 MAY - 5 1998
 PUBLIC SERVICE
 COMMISSION

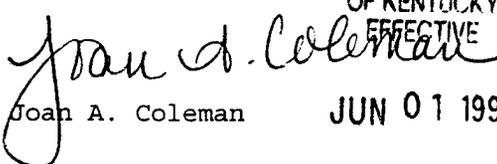
Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of two special promotions we plan to offer business customers beginning on June 1, 1998.

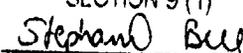
The first promotion will be a "Get Acquainted Offer" for Flexible Call Forwarding. This promotion will be available to small business customers (20 lines or less per location), and will involve the waiving of the nonrecurring charge and one month's recurring charge for the service. This offer, which is limited to one Flexible Call Forwarding service per location, will be available to customers for 90 days after service has been established at a particular location. The promotional period will end on December 31, 1998. An analysis of the expected financial impact of this promotion is provided in Attachment 1. Please see the enclosed petition for confidential treatment of sensitive competitive information.

The second promotion is a "Trunk Reassessment Program" which will be available to all business customers with existing trunks in service. Customers periodically find the need to reclassify their trunks (inward only, outward only, or combination) as their telecommunication needs change. During the promotional period, which ends on August 25, 1998, customers will be allowed to reconfigure their trunks without paying the Line Change Charge (A4.2.3) which would normally apply. The result of this promotion will be increased value of trunk service for our customers. A projection of the costs of this program is provided in Attachment 2.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

 Joan A. Coleman
 PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE
 JUN 01 1998

cc: Jordan Neel

PURSUANT TO 807 KAR 5.011,
 SECTION 9(1)
 BY: 
 SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-8415
 Room 410 Fax 502 582-3247
 601 West Chestnut Street
 Louisville, Kentucky 40203

Fred L. Gerwing
 Regulatory Vice President

March 31, 1998

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

RECEIVED

MAR 31 1998

PUBLIC SERVICE
 COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer business customers (up to 20 lines) beginning on May 1, 1998 and ending on June 30, 1998.

The services included in the promotion are as follows:

- Caller ID Deluxe
- Enhanced Caller ID
- Enhanced Caller ID with Call Management
- BellSouth (R) Business Plus * Service (Business Plus)
- Business Lines

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

MAY 01 1998

PURSUANT TO 807 KAR 5:011,
 SECTION 9(1)

BY: Stephan D. Bell
 SECRETARY OF THE COMMISSION

During the promotional period, qualified business customers who subscribe to either Caller ID Deluxe or Enhanced Caller ID will have the option of either receiving a bill credit or receiving a credit toward the purchase of premises equipment associated with the services. Customers who subscribe to Enhanced Caller ID with Call Management will receive a check certificate (an equipment credit is not applicable). The credits are \$22.00 for Caller ID Deluxe, and \$35.00 for Enhanced Caller ID and Enhanced Caller ID with Call Management. The credit is also applicable to upgrades from Caller ID Deluxe to Enhanced Caller ID or Enhanced Caller ID with Call Management, but not to upgrades from Caller ID Basic. An individual customer is eligible for a maximum of ten bill and/or equipment credits under this promotion.

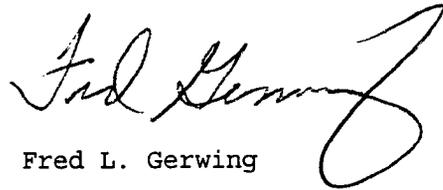
Also during the promotional period, customers who subscribe to Business Plus service will receive a check certificate for \$25.00. The check certificate will be sent to eligible customers automatically, and will be redeemed when returned by customers in their bills. An individual customer is eligible for a maximum of ten check certificates.

When an existing customer subscribes to Caller ID Deluxe, Enhanced Caller ID, Enhanced Caller ID with Call Management, and/or Business Plus service, and adds an additional business line (flat rate, Area Calling Service, or Business Plus), they will receive an additional \$25.00 check certificate. An individual customer is eligible for a maximum of ten check certificates.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Fred L. Gerwing

cc: Jordan Neel
(R) BellSouth is a registered trademark of BellSouth Corporation
* Service Mark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAY 01 1998

PURSUANT TO 807 KAR 5.011.
SECTION 9(1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION

18-00754

TS9-306



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

**PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE**

March 25, 1998

APR 25 1998

RECEIVED

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

PURSUANT TO 807 KAR 5011,
SECTION 9(1)
BY: Stephan B. Bell
SECRETARY OF THE COMMISSION

MAR 25 1998

PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer small business customers (20 business lines or fewer per location) beginning on April 25, 1998 and ending on April 27, 1999.

The promotion will enable small business customers who are moving from one BellSouth served location in Kentucky to another to utilize specific features that will make their move easier. The three available options are as follows:

1. Remote Call Forwarding:

During the time period between when the move order is placed and when the service is actually established at the new location, a customer who orders Remote Call Forwarding will receive a waiver of the service charge, the installation charge, and one month's service. The waiver does not apply to usage charges, and it is limited to two orders of Remote Call Forwarding per moving customer location.

2. Flexible Call Forwarding:

During the time period between when the move order is placed and 90 days after the service is established at the new location, a customer who orders Flexible Call Forwarding will receive a waiver of the service charge and one month's service at both the old and new locations. This option is limited to only one Flexible Call Forwarding service at each location.

3. 90 Day Service Charge Waiver:

For 90 days after service is established at the new location, the customer can add any of the following features and receive a waiver of the service charge which would normally have applied:

- Remote Call Forwarding
- Custom Calling Services
- Prestige (R) Communications services
- Grouping Service
- TouchStar (R) services
- RingMaster (R) service (including changing from RingMaster I to RingMaster II)
- Message Waiting Indication
- Touch-Tone Calling Service
- Changing a directory listing

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Fred L. Gerwing

cc: Jordan Neel
(R) Registered Service Mark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 25 1998

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)
BY: Stephan D. Bell
SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-8415
 Room 410 Fax 502 582-3247
 601 West Chestnut Street
 Louisville, Kentucky 40203

Fred L. Gerwing
 Regulatory Vice President

February 27, 1998

RECEIVED

MAR 02 1998

PUBLIC SERVICE
 COMMISSION

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

APR 01 1998

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

Dear Ms. Helton:

PURSUANT TO 807 KAR 5011,

In compliance with Section A2.10 of the General Subscriber Service ^{SECTION 9(1)}
 (GSST), we are notifying the Commission of a special promotion ^{by Stephen D. Bell} to offer
 residence customers beginning on April 1, 1998 and ending on ^{SECRETARY OF THE COMMISSION} ~~SECRETARY OF THE COMMISSION~~

During the promotional period, residence customers (first time subscribers) who order any two of the following three features, or any one of the Complete Choice (R) Service packages, will receive a coupon redeemable for a \$25.00 check and will receive a waiver of the Secondary Service Charge for establishment of the service:

Features:

- Caller ID Deluxe (or Caller ID Basic where Caller ID Deluxe is not available)*
- Call Waiting Deluxe*
- Complementary Network Services (Any one or combination of Call Forwarding Busy Line, Call Forwarding Don't Answer, or Message Waiting Indication)

Complete Choice Service Options*:

- Complete Choice Service
- Complete Choice Multi-Line Service (two or three line package)
- Area Plus (R) Service with the Complete Choice option
- Area Plus Service with the Complete Choice Multi-line Service option (two or three line package, when available)

* Existing Caller ID Basic customers who upgrade to Caller ID Deluxe, and Call Waiting customers who upgrade to Call Waiting Deluxe, are also eligible for the credit. Existing Complete Choice customers are not eligible for the feature portion of the promotional offer.

Helen C. Helton
February 27, 1998
Page 2

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Fred L. Gerwing

cc: Jordan Neel
(R) Registered Service Mark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 1998

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)

BY: Stephan D. Bue
SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

RECEIVED
FEB 25 1998

PUBLIC SERVICE
COMMISSION

February 24, 1998

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

RECEIVED

FEB 24 1998

9M
PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of our plan to extend the current service order waiver promotion for residence customers. The current promotional period expires on March 31, 1998.

Beginning on April 1, 1998, and ending on March 31, 1999, the applicable service charge will be waived for existing residential customers who subscribe to any of the following services:

- TouchStar (R) Service
- Custom Calling Service
- Touch-Tone Calling Service
- Prestige (R) Communications Service
- Customized Code Restriction
- Message Waiting Indication
- Designer Listings
- RingMaster* Service
- Flexible Call Forwarding

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 1998

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)

BY: Stephan Bue

SECRETARY OF THE COMMISSION

Flexible Call Forwarding has been added to the list of services covered by the promotion, while Remote Call Forwarding has been deleted.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Fred L. Gerwing

cc: Jordan Neel
(R) Registered Service Mark of BellSouth Corporation
* Service Mark of BellSouth Corporation



BellSouth Telecommunications, Inc. 502 582-8415
 Room 410 Fax 502 582-3247
 601 West Chestnut Street
 Louisville, Kentucky 40203

Fred L. Gerwing
 Regulatory Vice President

January 30, 1998

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

MAR 01 1998

PURSUANT TO 807 KAR 5.011,
 SECTION 9 (1)

BY: Stephan D. Bell
 SECRETARY OF THE COMMISSION

RECEIVED

JAN 30 1998

PUBLIC SERVICE
 COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer small business customers.

During the promotional period of March 1, 1998 through April 30, 1998, small business customers (20 business lines or less per location) who order either Caller ID Deluxe, Enhanced Caller ID, or Enhanced Caller ID with Call Management will receive a waiver of the Secondary Service Charge. The waiver will also apply to existing Caller ID Basic and Caller ID Deluxe customers who upgrade to Enhanced Caller ID with Call Management.

A revenue and demand analysis is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Fred L. Gerwing

Attachments
 cc: Jordan Neel



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE December 23, 1997

Helen C. Helton
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

FEB 01 1998

RECEIVED

DEC 23 1997

PURSUANT TO 807 KAR 6011,
SECTION 9 (1)
BY: Stephen D. Bell
COMMISSIONER

PUBLIC SERVICE
COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer business customers beginning on February 1, 1998 and ending on March 31, 1998.

During the promotional period, business subscribers to one of the following features will receive a waiver of the nonrecurring charges associated with the feature, as well as a waiver of the first month's recurring charge:

- Flexible Call Forwarding with Audio Calling Name
- Remote Call Forwarding (usage charges will apply)
- Call Forwarding Busy Line
- Call Forwarding Don't Answer
- Message Waiting Indication

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

James D. Tipton for
Fred L. Gerwing

cc: Jordan Neel



BellSouth Telecommunications, Inc. 502 582-8415
 Room 410 Fax 502 582-3247
 601 West Chestnut Street
 Louisville, Kentucky 40203

Fred L. Gerwing
 Regulatory Vice President

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

December 19, 1997

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

JAN 19 1998

PURSUANT TO 807 KAR 5:011,
 SECTION 9 (1)

BY: Stephan B. Bell
 PUBLIC SERVICE COMMISSION

RECEIVED
 DEC 19 1997
 PUBLIC SERVICE
 COMMISSION

Dear Ms. Helton:

In compliance with proposed regulations for the offering of Special Promotions as found in Section A2.10 of the General Subscriber Services Tariff and B2.7.1 of the Private Line Services Tariff, we are notifying the Commission of two special promotions we plan to offer business customers beginning on January 19, 1998 and ending on March 31, 1998.

During the promotional period, business customers who do not currently have ISDN service at their premises will receive a waiver of the nonrecurring charges associated with the installation of certain ISDN - Business Service packages. The packages are the EZ1, EZ1A, EZ2, EZ2A, and S (two B channels, circuit switched voice and data, with no features) packages.

In addition, small business customers with annual billed revenues with BellSouth of \$120,000 or less, will receive a waiver of nonrecurring charges associated with the installation of any of the following data services: SynchroNet (R) Service, MegaLink (R) Channel Service and MegaLink (R) Service (when associated with MegaLink Channel Service), and Frame Relay Service and Broadband Exchange Line Service (when associated with Frame Relay Service).

To qualify for either promotion, customers must subscribe at standard tariff rates (no special contracts) and must choose a contract period of at least 24 months. Attached is an analysis of the expected financial impact of these promotions. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Fred L. Gerwing

cc: Jordan Neel
 (R) Registered Service Mark of BellSouth Corporation



BellSouth Telecommunications, Inc. 502 582-8415
 Room 410 Fax 502 582-3247
 601 West Chestnut Street
 Louisville, Kentucky 40203

Fred L. Gerwing
 Regulatory Vice President

PUBLIC SERVICE COMMISSION
 OF KENTUCKY December 15, 1997
 EFFECTIVE

RECEIVED

DEC 15 1997

PUBLIC SERVICE
 COMMISSION

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

JAN 15 1998

PURSUANT TO 807 KAR 5:011,
 SECTION 9 (1)

BY: Stephan B. Bell
 SECRETARY OF THE COMMISSION

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of a special promotion we plan to offer residence customers beginning on January 15, 1998 and ending on February 28, 1998.

During the promotional period, new residence subscribers to one of the following features will receive a waiver of service charges, and a bill credit that can be used toward the rate for the features or toward the purchase of associated premise equipment:

- Caller ID Deluxe (or Caller ID Basic where Caller ID Deluxe is not available)*
- Call Waiting Deluxe*
- Complementary Network Services (Any one or combination of Call Forwarding Busy Line, Call Forwarding Don't Answer, or Message Waiting Indication)

* Existing Caller ID Basic customers who upgrade to Caller ID Deluxe, and Call Waiting customers who upgrade to Call Waiting Deluxe, are also eligible for the credit.

The amount of the credit will be \$16.00 for subscription to one of the eligible features, or \$25.00 for subscription to a feature when the customer upgrades his service to either Complete Choice** Service or to Area Plus (R) Service with the Complete Choice** Option. (Comparable concession rate credits for BellSouth employees are \$9.60 and \$15.00.)

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Fred L. Gerwing

cc: Jordan Neel
** Service Mark of BellSouth Corporation
(R) Registered Service Mark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 15 1998

PURSUANT TO 807 KAR 5:011,
SECTION 9 (i)

BY: Stephan Bee
SECRETARY OF THE COMMISSION

relocated

BellSouth Telecommunications, Inc. 502 582-8415
 Room 410 Fax 502 582-3247
 601 West Chestnut Street
 Louisville, Kentucky 40203

Fred L. Gerwing
 Regulatory Vice President

RECEIVED

DEC - 1 1997

PUBLIC SERVICE
 COMMISSION

December 1, 1997

Helen C. Helton
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

Dear Ms. Helton:

In compliance with Section A2.10 of the General Subscriber Services Tariff (GSST), we are notifying the Commission of two special promotions we plan to offer small business customers.

The first promotion will be targeted to small business customers (20 business lines or less per location) who establish new service between January 1, 1998 and December 31, 1998. For up to 90 days after service is established, these customers will receive a waiver of the normal service charges (Section A4 of the GSST) that would otherwise be applicable for the addition of any of the following services:

- Remote Call Forwarding
- Custom Calling Services
- Prestige (R) Communications Service
- Grouping Service (Hunting)
- TouchStar (R) Service
- RingMaster I* Service and RingMaster II* Service
- Changing Directory Listing
- Touch-Tone Calling Service

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

JAN 01 1998

PURSUANT TO 807 KAR 6011,
 SECTION 9(1)

BY: *Stokham B*

SECRETARY OF THE COMMISSION

The objective of this promotion is to lower the barriers for new customers to trial additional services. Qualified customers will be notified of the promotion at the time of service establishment. The promotion will be reinforced through direct mail and through subsequent sales contacts during the 90 day window.

(R) Registered Service Mark of BellSouth Corporation

* Service Mark of BellSouth Corporation

The second promotion (the "Never Miss A Call" promotion) is targeted to existing one and two line business customers who subscribe to either Call Waiting Service, RingMaster Service, or Voice Messaging Service (or any combination of these services), and to business customers who average at least \$250 per month in local toll billing. During the promotional period of January 5, 1998 through February 28, 1998, one and two line customers who order additional business lines from a designated third party vendor, and other qualified customers who order additional lines, will receive a credit coupon for each of up to three lines ordered. The credit amount will be \$50.00 per additional line, and \$25.00 per additional Back-Up* Line. Customers will receive a credit coupon which must be returned to BellSouth in order for credit to be given.

The "Never Miss A Call" promotion is targeted to customers who are likely using a line for both voice and fax calls, or who may need an additional line to minimize the number of their customers who receive busy signals. The promotion offers these customers a compelling reason to add an additional line. This promotional offer will be extended to one and two line customers through a third party outbound telemarketing channel, and to customers with at least \$250 local toll billing through Communications Specialists and Account Executives in the Mid Market call centers. There will be no advertising support.

A revenue and demand analysis is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Fred L. Gerwing

Attachments
cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JAN 01 1998

PURSUANT TO 807 KAR 5011,
SECTION 9(1)

BY: Stephan D. Bell
SECRETARY OF THE COMMISSION



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

July 31, 1997

SEP 01 1997

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Jordan C. Neal
FOR THE PUBLIC SERVICE COMMISSION

RECEIVED

JUL 31 1997

PUBLIC SERVICE
COMMISSION

CP97-01483

Dear Mr. Mills:

In compliance with Section A2.10 of the General Subscriber Services Tariff, we would like to notify the Commission of a special promotion planned for residence customers. During the promotional period of September 1, 1997 through October 31, 1997, any residence customer who subscribes to one or two of the following features (or package of features) will receive their first months' billing free:

- Caller ID Deluxe
- Voice Messaging Features (Call Forwarding Busy Line, Call Forwarding Don't Answer, and Message Waiting Indication)
- Call Waiting Deluxe
- Call Return
- Flexible Call Forwarding

A customer who subscribes to at least one eligible feature, and at the same time also subscribes to Complete Choice* Service or Area Plus ® Service with the Complete Choice Option, will receive a credit of \$10.00. For customers who subscribe to either Caller ID Deluxe or Call Waiting Deluxe, the shipping fee and the first month's rental of the Customer Premises Equipment (CPE) associated with those features will also be waived.

To be eligible for this promotion, a residence customer must be subscribing to the feature as a new service (moves from one location to another to not qualify). The period of free service starts for each customer at the completion date of their order and ends at the end of the next billing cycle. Therefore, the free period will actually average one and one half months, and the length will vary for each customer depending on their billing cycle.

An analysis of the revenue effect associated with this proposal is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Fred L. Gerwing

Attachment

cc: Jordan Neel

- * Service Mark of BellSouth Corporation
- ® Registered Service Mark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

SEP 01 1997

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

EDITED
 **BELLSOUTH**

BellSouth Telecommunications, Inc. 502 582-8415
 Room 410 Fax 502 582-3247
 601 West Chestnut Street
 Louisville, Kentucky 40203

Fred L. Gerwing
 Regulatory Vice President

RECEIVED
 JUN 13 1997
 PUBLIC SERVICE
 COMMISSION

June 13, 1997

**PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE**

Mr. Don Mills
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

JUL 14 1997

CP97-01180

PURSUANT TO 807 KAR 5:011,
 SECTION 9 (1)

Dear Mr. Mills:

BY: Phyllis Lannin
 DIRECTOR, RATES & RESEARCH DIV

In compliance with section A2.10 of the General Subscriber Services Tariff, we are providing the Commission notice of two planned special promotions for business customers.

The first promotion is the "Risk Free Trial Offer". During the promotion period of July 14 through September 26, 1997, business customers who order any of the following services will receive their first month of the service free (see Notes):

Custom Calling Services (A13.9): Call Forwarding Busy Line
 Call Forwarding Don't Answer
 Flexible Call Forwarding
 Remote Access - Call Forwarding Variable
 Call Forwarding Variable

TouchStar ® Service (A13.19): Preferred Call Forwarding
 Caller ID - Basic (Only where Caller ID - Deluxe
 and Enhanced Caller ID are not available)
 Caller ID - Deluxe
 Enhanced Caller ID

Other Services: Message Waiting Indication (A13.47)
 Back-Up Line* (A3.38)
 ISDN - Business Service (A42.1)

Notes:

1. For each customer, the period of free service begins with the completion date of the order and extends through the end of the next billing cycle. The average period is projected to be 1.5 months. The minimum will be one month.
2. Installation charges for Back-Up Line will apply. If a customer disconnects Back-Up Line within 30 days after the service is connected, the installation charges will be refunded. Inside wiring charges will apply. The promotion period for Back-Up Line Service will be from August 18 through September 26, 1997.

Notes (Continued):

3. To qualify for the waiver of one month's service and installation charges for ISDN - Business Service, the customer must order an "EZ" package (A42.1.4.E) and agree to keep the service for 24 months. All local charges and inside wiring charges will apply.

Also during this promotion period, any business customer who orders three or more of the promoted services listed above will receive a waiver of the secondary service charge (A4.3.1.C). For customers who order fewer than three of the promoted services, the secondary service charge will not be waived, but if the service is disconnected within 30 days of installation, the service charge will be refunded.

This promotion is only applicable to services to which the customer does not already subscribe.

The second promotion is called "Tell an Associate". During the promotion period of August 1 through September 26, 1997, business customers who convince other business customers to order either Caller ID - Deluxe or Enhanced Caller ID (or Caller ID - Basic in areas where Deluxe and Enhanced are not available) will receive a \$10.00 credit per referral (capped at \$50.00 per referring customer). Those business customers who order Caller ID as described above will receive the first month's service free as part of the "Risk Free Trial Offer".

Attached is a combined revenue and contribution estimate for these two promotions. Please see the enclosed petition for confidential treatment of this sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Fred L. Gerwing

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUL 14 1997

cc: Jordan Neel
* Service Mark of BellSouth Corporation
® Registered Service Mark of BellSouth Corporation

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Phyllis Lannin
DIRECTOR, RATES & RESEARCH DIV.



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

June 17, 1997

REC'D
JUN 17 1997
PUBLIC SERVICE COMMISSION

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Mr. Mills:

On June 6, 1997, we sent notification to the Commission of a planned promotion of ISDN - Residence Service (IRS). In that notification, we stated that a customer who received a waiver of nonrecurring charges under the promotion but who subsequently disconnected his IRS before the end of the 24 month minimum service period, would have the nonrecurring charges which were earlier waived billed back to his account.

As clarification, in the case of a premature disconnection of service (before the end of the 24 month minimum service period), only a prorated portion of the original credit will be billed back to the customer.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Fred Gerwing
Fred L. Gerwing

JUL 07 1997
PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: *Phyllis Lammie*
DIRECTOR, RATES & RESEARCH DIV

cc: Jordan Neel



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

RECEIVED

JUN 06 1997

PUBLIC SERVICE COMMISSION

June 6, 1997

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

CP97-01118

Dear Mr. Mills:

In compliance with section A2.10 of the General Subscriber Services Tariff, we are providing the Commission notice of a planned special promotion for residence customers who order one of the ISDN - Residence Service (IRS) EZ packages (A42.2.4.E), and who commit to a 24 month minimum service period.

During the promotional period beginning July 7, 1997 and ending October 4, 1997, we will waive up to \$250 of nonrecurring charges for residence customers who qualify. Should a customer receive the waiver and then disconnect his IRS before the end of the 24 month minimum service period, the nonrecurring charges which were earlier waived will be billed back to the customer.

Attached is a revenue and contribution estimate for this promotion. Please see the enclosed petition for confidential treatment of this sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
Very truly yours, EFFECTIVE

JUL 07 1997

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)
BY: Phyllis Lammie
DIRECTOR, RATES & RESEARCH DIV

cc: Jordan Neel

RECEIVED

EDITED

MAY 16 1997

 **BELLSOUTH**

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

May 16, 1997

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

JUN 16 1997

CP97-00990

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

Dear Mr. Mills:

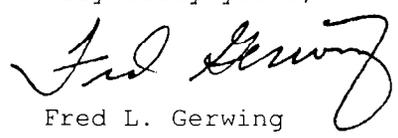
In compliance with section A2.10 of the General Subscriber Services Tariff, we are providing the Commission notice of a planned special promotion for new residence subscribers to either Complete Choice* Service or Area Plus ® Service with the Complete Choice* Option.

For the period beginning June 16, 1997 and ending July 31, 1997, we will provide a \$10.00 credit to new residence subscribers to either of these services. Customers may apply this credit to either their monthly bill or towards the purchase of select terminal equipment. Only customers who are establishing new service or who are moving and connecting service at a new location will be eligible for this promotion.

Attached is a revenue and contribution estimate for this promotion. Please see the enclosed petition for confidential treatment of this sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Fred L. Gerwing

cc: Jordan Neel
* Service Mark of BellSouth Corporation
® Registered Service Mark of BellSouth Corporation

Edited



BellSouth Telecommunications, Inc.
Room 410
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-8415
Fax 502 582-3247

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

REC-111
Fred L. Gerwing
Regulatory Vice President
MAR 17 1997

APR 15 1997

March 14, 1997

PUBLIC SERVICE
COMMISSION

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

97-123

Dear Mr. Mills:

In compliance with Section A2.10 of the General Subscriber Services tariff, we plan to offer a special promotion to business customers beginning on April 15, 1997 and ending on May 31, 1997. During this promotional period, we will offer business customers a \$35.00 credit for subscription to either Caller ID - Deluxe Service or Enhanced Caller ID Service, or to Caller ID Service in areas where the other two services (Deluxe and Enhanced) are not yet available. At the customer's discretion, the credit may be used toward the purchase of a display unit.

For customers who take advantage of this promotion, we will provide the credit over two bill cycles (one half on the customer's first bill and one half on the customer's second bill). Should a customer disconnect his Caller ID Service after the second bill cycle, he will receive the full credit. If he disconnects after the first bill cycle, he will receive one half of the credit, and if he disconnects before the first bill cycle, he will receive no credit.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,
Jim Tipton for
Fred L. Gerwing

cc: Jordan Neel

RECEIVED
BELLSOUTH

FEB 27 1997

BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President
PUBLIC SERVICE COMMISSION

RECEIVED

MAR 03 1997

February 28, 1997

**PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE**

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

**P.S.C.
Rates & Research Div.**

97-097

APR 01 1997

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

Dear Mr. Mills:

In compliance with Section A2.10 of the General Subscriber Services tariff, we plan to offer a special promotion to residence customers beginning on April 1, 1997 and ending on May 31, 1997. As an encouragement to customers to install additional lines, we will offer a one time credit of \$40.00 which will be applied to the customer's bill, or used by the customer to purchase either a cordless telephone or a two-line telephone set.

To receive the credit, customers must commit to keep the additional lines for a minimum of six months. If a customer disconnects an additional line before expiration of the six month period, a pro-rated portion of the \$40 credit will be charged back to the customer's bill. The promotional offer will be available for the addition of residence exchange lines and ISDN - Residence Service (IRS) lines.

Attached is an analysis of the expected financial impact of this promotion. Please see the enclosed petition for the confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Fred L. Gerwing

cc: Jordan Neel

RECEIVED  BELL SOUTH

BellSouth Telecommunications, Inc. 502 582-8415
 Room 410 Fax 502 582-3247
 601 West Chestnut Street
 Louisville, Kentucky 40203

FEB 27 1997

PUBLIC SERVICE
COMMISSION

Fred L. Gerwing
 Regulatory Vice President

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

February 28, 1997

Mr. Don Mills
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

APR 01 1997

PURSUANT TO 807 KAR 5:011,
 SECTION 9 (1)

BY: Jordan C. Neal
 FOR THE PUBLIC SERVICE COMMISSION

Dear Mr. Mills:

In compliance with Section A2.10 of the General Subscriber Services tariff, we plan to extend the current service order waiver promotion for residence customers. The current promotional period expires on March 31, 1997.

Beginning on April 1, 1997, and ending on March 31, 1998, the applicable service charge will be waived for existing residential customers who subscribe to any of the following services:

TouchStar® Service
 Custom Calling Services
 Touch-Tone Calling Service
 Remote Call Forwarding
 Prestige® Communications Service
 Customized Code Restriction
 Message Waiting Indication
 Designer Listings
 RingMaster* Service

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



Fred L. Gerwing

cc: Jordan Neal

® Registered Service Mark of BellSouth Corporation

* Service Mark of BellSouth Corporation



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

RECEIVED

March 5, 1997

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

MAR 07 1997

P.S.C.
Rates & Research Div.

RECEIVED

MAR -7 1997

PUBLIC SERVICE
COMMISSION

97-046

Dear Mr. Mills:

On January 29, 1997, BellSouth notified the Commission of a proposed promotion for residence customers. The promotion involved a billing credit for new subscribers to any of the following: Caller ID Deluxe, Call Waiting Deluxe, and Voice Messaging Features. The Commission approved the promotion for the month of March, 1997 by letter dated February 21, 1997.

Due to the heavy rain and flooding experienced over the past weekend, we request that the promotion be extended for an additional week, through April 7, 1997.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Fred Gerwing
Fred L. Gerwing

cc: Jordan Neel

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

MAR 07 1997

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

Neel

EDITED



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

RECEIVED
JAN 29 1997
PUBLIC SERVICE
COMMISSION

RECEIVED

FEB 5 1997

January 29, 1997

P.S.C.
Rates & Research Div.

97-046

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Mr. Mills:

BellSouth plans to offer a promotion during the month of March, 1997 to residence customers who subscribe to one of the following features: Caller ID Deluxe, Call Waiting Deluxe, and Voice Messaging Features (Call Forwarding Busy Line, Call Forwarding Don't Answer, and Message Waiting Indication count as one feature). New subscribers to these features will receive either a \$23.00 credit for one feature, or \$33.00 for two or more features. It is intended that customers use the credit toward the purchase of premise equipment necessary for the use of these features.

An analysis of the expected revenue, expense, and contribution effect associated with this proposal is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Jim Tipton for
Fred L. Gerwing

Attachment
cc: Jordan Neel

MAR 01 1997

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

Neel

RECEIVED
EDITED
JAN 24 1997
BELLSOUTH
PUBLIC SERVICE COMMISSION

BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

January 29, 1997

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

97-044

Dear Mr. Mills:

With the introduction of Enhanced Caller ID Service on February 28, 1997 (see separate filing dated January 29, 1997) , BellSouth also proposes to offer a special promotion through the month of March, 1997. During that time period, we will waive the service charge (if Enhanced Caller ID is the only service ordered) and the recurring charge for Enhanced Caller ID (ECID) for one month. The customer will also be offered one month's free rental of the Caller ID CPE (or the dollar equivalent as a credit toward the purchase of CPE). Customers who choose to disconnect ECID within 30 days will receive a credit for the CPE shipping charges. The promotion will be available to all business customers who are first time subscribers to ECID (including current Caller ID Basic and Caller ID Deluxe subscribers who wish to upgrade to ECID).

An analysis of the cost and revenue impact of the promotion is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Fred L. Gerwing
Fred L. Gerwing

Attachment
cc: Jordan Neel

**PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE**

FEB 28 1997

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

EDITED

RECEIVED

DEC 20 1996

BELL SOUTH

BellSouth Telecommunications, Inc.
Room 410
601 West Chestnut Street
Louisville, Kentucky 40203

502 582-8415
Fax 502 582-3247

PUBLIC SERVICE
COMMISSION

Fred L. Gerwing
Regulatory Vice President

December 20, 1996

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

96-620

Dear Mr. Mills:

On November 27, 1996, we notified the Commission of a special promotion we had planned called the Multi-Feature Get Acquainted Offer. The promotion is to run from January 1, 1997 through February 28, 1997.

Under separate cover, we have filed today (December 20, 1996) a tariff proposal which will add Call Waiting Deluxe to our array of custom calling service offerings. The proposed effective date of that tariff is January 31, 1997.

Upon approval of the Call Waiting Deluxe tariff proposal, we would like to add Call Waiting Deluxe to the other four features as part of the Multi-Feature Get Acquainted Offer. Call Waiting Deluxe will be included for the remainder of the promotion period after approval of the tariff (from January 31, 1997 through February 28, 1997). An analysis of the revenue effect associated with this proposal is attached. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Very truly yours,

Jim Tipton for
Fred L. Gerwing

JAN 01 1997

Attachment
cc: Jordan Neel

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)

BY: *Jordan E. Neel*
FOR THE PUBLIC SERVICE COMMISSION

57-1014
Neel

RECEIVED @ BELLSOUTH

DEC 27 1996

BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

PUBLIC SERVICE COMMISSION
Fred L. Gerwing
Regulatory Vice President

December 26, 1996

RECEIVED

DEC 27 1996

R.S.C.

96-614

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Mr. Mills:

BellSouth plans to reinstate a special promotion to business customers designed to stimulate the sale of ISDN - Business Service (IBS). During the promotional period of February 1, 1997 through April 30, 1997, we will waive the service ordering and installation charges for customers who order one of the feature packages listed in A42.1.4.E of the General Subscriber Services Tariff. This promotion is the same as was offered to business customers on two separate occasions in 1996 - January 15th through July 31st (see filings dated December 15, 1995 and April 18, 1996) and October 1st through November 30th (see filing dated August 30, 1996). To qualify for the waiver, the customer must commit to keep the service for at least 24 months.

Other than a reference to be included in general direct mail scheduled during this time period, no promotion specifically designed for this waiver is planned. The primary means of customer notification will be on calls made by customers to inquire about IBS service. The expected revenue impact of this promotion is attached. Please see the enclosed petition for proprietary treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Fred L. Gerwing
Fred L. Gerwing

cc: Jordan Neel

FEB 01 1997

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

EDITED

BellSouth Telecommunications, Inc. 502 582-8415
 Room 410 Fax 502 582-3247
 601 West Chestnut Street
 Louisville, Kentucky 40203

Fred L. Gerwing
 Regulatory Vice President

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

December 13, 1996

Mr. Don Mills
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

JAN 13 1997

PURSUANT TO 807 KAR 5011,
 SECTION 9(1)

BY: Jordan C. Neel
 FOR THE PUBLIC SERVICE COMMISSION

RECEIVED

DEC 16 1996

96-604

PUBLIC SERVICE
 COMMISSION

Dear Mr. Mills:

In compliance with regulations for Special Promotions, as stated in Section A2.10 of the General Subscriber Services Tariff, we plan to offer a special promotion to business customers designed to stimulate the sale of additional lines. During the promotional period of January 13, 1997 through March 31, 1997, we will offer a \$25.00 one time credit to business customers who order additional lines.

Detailed information concerning the promotion is enclosed in Attachment 1. A revenue and cost analysis is provided in Attachment 2. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Jim Tipton for

Fred L. Gerwing

Attachments

cc: Jordan Neel

* Service Mark of BellSouth Corporation

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

EDITED

JAN 01 1997

 **BELLSOUTH**

PURSUANT TO 807 KAR 5.011,

BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

SECTION 9 (1)
BY: Jordan C. Neal
FOR THE PUBLIC SERVICE COMMISSION

Fred L. Gerwing
Regulatory Vice President

RECEIVED

November 27, 1996

DEC 4 1996

RS.C.
RATES & RESEARCH

RECEIVED

NOV 27 1996

PUBLIC SERVICE
COMMISSION

96-571

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
P. O. Box 615
730 Schenkel Lane
Frankfort, Kentucky 40602

Dear Mr. Mills:

We are writing to notify the Commission of a promotion we are planning called a Multi-Feature Get Acquainted Offer. This promotion will run for two months and will begin January 1, 1997, and end February 28, 1997.

During this promotion Consumer customers may order their choice of up to any two of the following four features and receive their first month's billing free:

- Caller ID Deluxe
- MemoryCall[®] Service¹
- Call Return
- Flexible Call Forwarding

Also during this promotion period Consumer customers may order Complete Choice and receive a credit of \$10.00 on their first month's bill if they select at least one eligible feature and sign up for one of the Complete Choice packages.

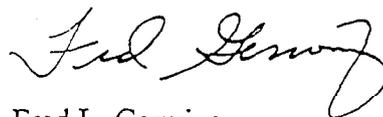
Please find attached supporting sales and revenue data for this promotion. The information is proprietary. A Confidentiality Petition is also attached.

¹MemoryCall Service with Call Forwarding Busy Line, Call Forwarding Don't Answer, Call Forwarding Don't Answer with Ring Control, and Audible/Visual Message Waiting Indication will count as one feature. Customers subscribing to an alternate voice messaging service are still entitled to the Get Acquainted Offer for Call Forwarding Busy Line, Call Forwarding Don't Answer, Call Forwarding Don't Answer with Ring Control and Audible/Visual Message Waiting Indication.

Mr. Don Mills
November 27, 1996
Page 2

Beth Ice of my staff is familiar with this promotion and can be reached at 502/582-8672 to answer any questions you may have.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Fred Gerwing".

Fred L. Gerwing

Attachments

EDITED



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

RECEIVED

OCT 17 1996

REC'D
REG. DIV.

October 15, 1996

RECEIVED
OCT 16 1996
PUBLIC SERVICE
COMMISSION

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
P. O. Box 615
730 Schenkel Lane
Frankfort, Kentucky 40602

96-488

Dear Mr. Mills:

We are writing to notify the Commission of a planned promotion. We are planning a promotion, beginning November 15, 1996, through December 31, 1996, called Flexible Call Forwarding Get Acquainted Offer. We will be waiving the nonrecurring charge and one month's recurring charge for Flexible Call Forwarding for residence customers subscribing to the service during the promotional period.

Please see the attached Proforma Statement supporting this promotion. The information is proprietary. A Confidentiality Petition is also attached.

Beth Ice of my staff is familiar with this promotion and can be reached at 502/582-8672 to answer any questions you may have.

Very truly yours,

Fred L. Gerwing

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

NOV 15 1996

Attachments

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)
BY:
DIRECTOR, RATES & RESEARCH DIV.



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

October 1, 1996

RECEIVED

OCT 01 1996

PUBLIC SERVICE
COMMISSION

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
P. O. Box 615
730 Schenkel Lane
Frankfort, Kentucky 40602

Dear Mr. Mills:

On July 12, 1996, we filed with the Commission a letter notifying the Commission of a planned promotion called the Multi-Feature Get Acquainted Offer. The promotion was approved by the Commission and began on August 12, 1996. The promotion will run through October 31, 1996.

We are writing the Commission to request that this Multi-Feature Get Acquainted Offer be extended through November 9, 1996, to allow for a full 90 day promotion period. During the promotion residence customers may order their choice of up to any two of the following five features, and receive the first month's billing at no charge.

- Caller ID Deluxe¹
- MemoryCall[®] Service²
- Call Waiting
- Call Return
- Three-Way Calling

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 1996

Beth Ice of my staff is familiar with this promotion and can be reached at 8672 to answer any questions you may have.

PURSUANT TO 807 KAR 5011.
SECTION 2(1)
BY: Phyllis Lannin
DIRECTOR, RATES & RESEARCH DIV.

Very truly yours,

Fred L. Gerwing

¹The Caller ID offer for first time subscribers will also include the first month's free rental on an associated CID adjunct as well as free shipping of the unit.

²MemoryCall Service with Call Forwarding Busy Line, Call Forwarding Don't Answer and Message Waiting Indication will count as one feature. Customers subscribing to an alternate voice messaging service are still entitled to the GAO for CFBL, CFDA, and MWI.

Jordan Neel

EDITED

BELLSOUTH

RECEIVED

PUBLIC SERVICE COMMISSION
OCT 01 1996

BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

October 1, 1996

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
P. O. Box 615
730 Schenkel Lane
Frankfort, Kentucky 40602

96-472

Dear Mr. Mills:

We are writing to notify the Commission of a planned Residence Additional Line Promotion during the months of November and December, 1996. This promotion is intended for both regular residence (analog) and ISDN (digital) Individual Residence lines. Residence customers ordering an additional line will receive a one time credit of \$18.00 which will be applied to their telephone bill.

This promotion will benefit residence customers by allowing them to meet their communications needs at a reduced cost. Please find attached the estimated revenue impact of this promotion. This information is proprietary. A Confidentiality Petition is attached as well.

Beth Ice of my staff is familiar with this promotion and can be reached at 502/582-8672 to answer any questions you may have.

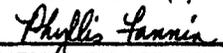
Very truly yours,

Fred L. Gerwing

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

NOV 1 1996

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: 
DIRECTOR, RATES & RESEARCH DIV.

Attachments

EDITED

51-709



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

RECEIVED

SEP 12 1996
Executive
Director's Office

RECEIVED
SEP 16 1996

September 12, 1996

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

96-452

Dear Mr. Mills:

In compliance with regulations for Special Promotions, as stated in Section A2.10 of the General Subscriber Services Tariff, we plan to offer a special promotion for MultiServ * Service and MultiServ PLUS * Service. This promotion will be a "Get Acquainted" offer which will involve the waiving of nonrecurring charges for installation, as well as one to three months of recurring charges, depending on the length of commitment made by the customer.

Detailed information concerning the promotion is enclosed in Attachment A. A revenue and cost analysis is provided in Attachment B. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Very truly yours,

Fred L. Gerwing

OCT 14 1996

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)

Attachments
cc: Jordan Neel

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

* Service Mark of BellSouth Corporation

EDITED

MultiServ Service and MultiServ PLUS Service
Promotion for Fourth Quarter 1996

Overview

In an effort to facilitate the migration of customers from the existing ESSX® service products to the new MultiServ family of services, the BellSouth Business Systems Product Management in conjunction with the Sales Division would like to offer a "Get Acquainted" promotion for MultiServ service and MultiServ PLUS service for a 90 day period which will begin on October 14, ~~1997~~ 1996 JN

This promotion is designed to target existing ESSX service and Digital ESSX® service customers who are under contracts which have expired or are about to expire or are under month to month payment options by inciting the purchase of one of the MultiServ family of services. The promotion will also apply to new subscribers to the services. The promotion will provide for the waiver of all nonrecurring charges. Further, the promotion will provide for the waiver of \$60.40 per station line of recurring charges to MultiServ service subscribers or \$41.04 per station line of recurring charges to MultiServ PLUS service subscribers who opt for the service during this period. Finally, the promotion calls for the waiver of the aforementioned recurring charges for a period of one month for customers who opt for a 36-48 month contract, two months for customers who opt for a 49-59 month contract and three months for customers who opt for a 60-120 month contract.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Promotion Specifics

The specifics of this promotion are as follows:

OCT 14 1996

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)

- BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION
- The promotion will be offered through the BellSouth Business Systems direct sales channels, premises sales and the BellSouth Solutions Group (BSG) inside sales as well as the Authorized Sales Representatives (ASRs).
 - The promotion will run from October 14, 1996 through January 11, 1997.
 - The estimated revenue associated with MultiServ service and MultiServ PLUS service in conjunction with this promotion is _____ the promotion credit is _____ and the cost is _____ Resulting in a first year estimated contribution of _____ These estimates are based on the following assumptions:
 - The average customer will subscribe to a contract for between 49 and 59 months in duration resulting in the waiver of 2 months of recurring charges.
 - The average customer will have either 8.35 or 60 station lines.
 - The promotion pay back period is 12 months.
 - Charges will only be waived on N orders.
 - Advertising will be done in the form of direct sales force contact.

57-663



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

August 30, 1996

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P.O. Box 615
Frankfort, Kentucky 40602

RECEIVED
AUG 30 1996
FEB 2 1996

RECEIVED
AUG 30 1996
PUBLIC SERVICE
COMMISSION

Dear Mr. Mills:

In compliance with regulations for Special Promotions, as stated in Section A2.10 of the General Subscriber Services Tariff, we plan to re-instate the waiver of Service Ordering and ISDN Installation charges on orders for business individual line ISDN service, when customers order one of four particular packages of features. The earlier version of this Special Promotion expired on July 31, 1996 (see special promotion filings dated December 15, 1995 and April 18, 1996).

During the new promotional period of October 1, 1996, through November 30, 1996, we will waive charges only on orders establishing ISDN Business Service (IBS) when the customer chooses one of the packages listed in Attachment 1. These packages are identical to those offered in the previous promotion. To qualify for the promotion, a business customer must commit to a contract period of at least 24 months.

The waiver is intended to benefit business subscribers who would like to subscribe to IBS but are hesitant to request the service due to the one time charges. The promotion will also motivate customers ordering IBS to choose one of the predetermined packages.

Please see the contribution analysis provided in Attachment 2 (page 1) of the December 15, 1995 filing, which shows the expected revenue and cost associated with the installation of IBS with each of the four feature packages.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Fred L. Gerwing
Fred L. Gerwing

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 1996

Attachment

cc: Jordan Neel

PURSUANT TO 207 KAR 50.11,
SECTION 9(1)
BY: *Jordan L. Neel*
FOR THE PUBLIC SERVICE COMMISSION

ATTACHMENT I

Package 1

- 1 Low Speed DSL
- 2 B-channel CSV/CSD - Channels Activation
- 2 B-channel CSV/CSD - User Profiles
- 2 Additional Call Appearances
- 1 Conference, Drop, Hold and Transfer
- 1 Call Forwarding Variable - Button

Package 1-A

- 1 Low Speed DSL
- 2 B-channel CSV/CSD - Channels Activation
- 2 B-channel CSV/CSD - User Profiles
- 2 Additional Call Appearances
- 1 Conference, Drop, Hold and Transfer
- 1 Call Forwarding Variable - Button
- 1 Visual Message Waiting
- 1 Call Forwarding Busy Line
- 1 Call Forwarding Don't Answer

Package 2

- 1 Low Speed DSL
- 2 B-channel CSV/CSD - Channels Activation
- 2 B-channel CSV/CSD - User Profiles
- 2 Additional Call Appearances
- 1 Conference, Drop, Hold and Transfer
- 1 Call Forwarding Variable - Button
- 2 Secondary Directory Numbers

Package 2-A

- 1 Low Speed DSL
- 2 B-channel CSV/CSD - Channels Activation
- 2 B-channel CSV/CSD - User Profiles
- 2 Additional Call Appearances
- 1 Conference, Drop, Hold and Transfer
- 1 Call Forwarding Variable - Button
- 2 Secondary Directory Numbers
- 1 Visual Message Waiting
- 1 Call Forwarding Busy Line
- 1 Call Forwarding Don't Answer

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

OCT 01 1996

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Jordan A. Steel
FOR THE PUBLIC SERVICE COMMISSION

57-614

RECEIVED

AUG - 1 1996

 **BELLSOUTH**

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. Fax 502 582-8667
Post Office Box 32410 502 582-2167
Louisville, Kentucky 40232

Fred L. Gerwing
Director - Regulatory

July 31, 1996

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
P. O. Box 615
730 Schenkel Lane
Frankfort, Kentucky 40602

Dear Mr. Mills:

In compliance with Section A2.10 of the General Subscriber Services Tariff we are writing to notify the Commission of our plans to extend the service order waiver promotion. Beginning September 1, 1996, and ending March 31, 1997, the applicable service order charge will be waived when an existing residential subscriber purchases any of the services listed below.

- TouchStar® Service
- Custom Calling Services
- Touch-Tone
- Remote Call Forwarding
- Prestige® Service
- Customized Code Restriction
- Message Waiting Indication
- Designer Listings
- RingMaster* Service
- Saver® Service
- Complete Choice
- Area Plus®
- Area Plus® with Complete Choice

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

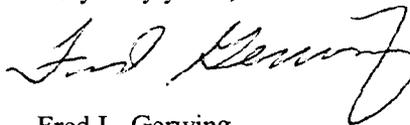
SEP 01 1996

PURSUANT TO 807 KAR 5011,
SECTION 9 (1)

BY: *Anderson C. ...*
FOR THE PUBLIC SERVICE COMMISSION

Beth Ice of my staff is familiar with this promotion and can be reached on 502/582-8672 to answer any questions you may have.

Very truly yours,



Fred L. Gerwing

® Registered Service Mark of BellSouth Corporation
* Service Mark of BellSouth Corporation

cc: Neel

57-566
Entered P&R



BellSouth Telecommunications, Inc.
Post Office Box 32410
Louisville, Kentucky 40232

Fax 502 582-8667
502 582-2167

Fred L. Gerwing
Director - Regulatory

RECEIVED

RECEIVED

July 31, 1996

AUG 01 1996

JUL 31 1996

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
P. O. Box 615
730 Schenkel Lane
Frankfort, Kentucky 40602

RES. C.
STATES & RESEARCH DIV.

PUBLIC SERVICE
COMMISSION

SEP 01 1996

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

96-366

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

Dear Mr. Mills:

We are writing to notify the Commission of a planned Back-UpSM Line Service promotion, beginning September 1, 1996, and running through October 31, 1996. This promotion offers customers a \$25 credit on their bill when they purchase Back-UpSM Line Service during the promotion period. By offering a customer credit, the promotion makes it more affordable for cost-conscious customers to try this service designed to help them balance expenses.

Back-UpSM Line service provides an additional individual business line which backs up a primary business line. Back-UpSM Line service represents a lower cost alternative to adding additional lines for handling calling needs or fluctuations in call volume. BellSouth will realize a net increase in sales with the cost of the promotion covered by the increase in revenue. Please see the attached Executive Summary and proprietary revenue/cost information detailing this promotion. A Confidentiality Petition is also attached.

Beth Ice of my staff is familiar with this promotion and can be reached at 502/582-8672 to answer any questions you may have.

Very truly yours,

Fred L. Gerwing

Attachments

SM Service Mark of BellSouth Corporation

57-549

EDITED
RECEIVED

BELLSOUTH JUL 24 1996

PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

July 18, 1996

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
P. O. Box 615
730 Schenkel Lane
Frankfort, Kentucky 40602

Case No. 96-348

Dear Mr. Mills:

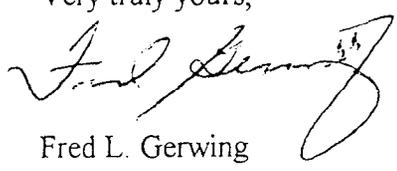
We are writing this letter to notify the Commission of a planned promotion for business customers in Kentucky beginning September 1, 1996, and ending September 30, 1996. During this promotion service charges will be waived when business customers order at least three vertical services. The specific services included in the promotion are:

- Custom Calling Services
- TouchStar[®] Services
- RingMaster[®] Services

Please see the attached Executive Summary detailing this filing along with the revenue impact of this promotion which is proprietary. A Confidentiality Petition is also attached.

Beth Ice of my staff is familiar with this promotion and can be reached at 502/582-8672 to answer any questions you may have.

Very truly yours,


Fred L. Gerwing

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Attachments

[®] Registered Service Mark of BellSouth Corporation

SEP 01 1996

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Jordan C. Neal
FOR THE PUBLIC SERVICE COMMISSION

RECEIVED



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

JUL 12 2 34 PM '96

Fred L. Gerwing
Regulatory Vice President

PUBLIC SERVICE
COMMISSION

July 12, 1996

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
P. O. Box 615
730 Schenkel Lane
Frankfort, Kentucky 40602

RECEIVED
JUL 12 1996
PSC
PUBLIC SERVICE COMMISSION

Dear Mr. Mills:

We are writing this letter to notify the Commission of a promotion we are planning called a Multi-Feature Get Acquainted Offer. The promotion will begin August 12, 1996, and end October 31, 1996.

During this period, residence customers may order their choice of up to any two of the following five features, and receive the first month's billing at no charge:

- Caller ID Deluxe¹
- MemoryCall[®] Service²
- Call Waiting
- Call Return
- Three-Way Calling

¹The Caller ID offer for first time subscribers will also include the first month's free rental on an associated CID adjunct as well as free shipping of the unit.

²MemoryCall Service with Call Forwarding Busy Line, Call Forwarding Don't Answer and Message Waiting Indication will count as one feature. Customers subscribing to an alternate voice messaging service are still entitled to the GAO for CFBL, CFDA, and MWI.

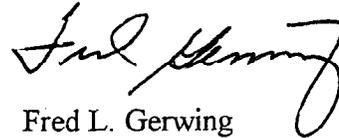
PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 12 1996

PURSUANT TO 007 KAR 5.011,
SECTION 9 (1)
BY: *Phyllis Linnis*
DIRECTOR, RATES & RESEARCH DIV.

Beth Ice, a member of my staff is familiar with this promotion and can be reached at 502/582-8672 to answer any questions you may have.

Very truly yours,

A handwritten signature in black ink, appearing to read "Fred L. Gerwing". The signature is written in a cursive style with a large, looping final flourish.

Fred L. Gerwing

^R Registered Service Mark of BellSouth Corporation

RECEIVED

JUL - 8 1996

PUBLIC SERVICE
COMMISSION

 **BELLSOUTH**

BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

July 2, 1996

RECEIVED

JUL 08 1996

P.S.C.
RATES & RESEARCH DIV.

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Mr. Mills:

On April 24, 1996, we filed with the Commission a tariff package planning a promotion for business customers in Kentucky beginning June 1, 1996, and ending July 31, 1996, for Caller ID - Deluxe. We would like to extend this promotion that is currently in place in Kentucky through August 31, 1996. Extending this offer will allow even more business customers to take advantage of this "risk-free" offer. The details of the offer will remain as follows:

- ♦ One month's free service
- ♦ One month's free CPE rental (or the dollar equivalent toward the purchase of certain CPE)
- ♦ Refund of the service order charge and shipping charge if Caller ID is disconnected within 30 days

Beth Ice of my staff is familiar with this promotion and can be reached on 502/582-8672 to answer any questions you may have.

Very truly yours,



Fred L. Gerwing

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

AUG 01 1996

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Phyllis Lannin
DIRECTOR, RATES & RESEARCH DIV.



BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

May 1, 1996

RECEIVED

MAY 01 1996

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

PUBLIC SERVICE
COMMISSION

JUN 01 1996

PURSUANT TO 807 KAR 5.011.
SECTION 9 (1)

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

Dear Mr. Mills:

We are writing to notify the Commission of a planned promotion entitled "Caller ID-Deluxe Get Acquainted Offer." A promotion is planned for June and July, 1996, that will offer residence customers one month's free service for Caller ID-Deluxe. In addition, the subscriber will receive one month's free rental of a Caller ID adjunct or the dollar equivalent toward the purchase of Caller ID phone equipment. The shipping charges for the adjunct or phone equipment will not apply.

This promotion is limited to first time subscribers of Caller ID-Deluxe. Subscribers to Caller ID-Basic who upgrade to Caller ID-Deluxe are eligible. If a subscriber is in an area where Caller ID-Deluxe is not available, then the promotion will apply to Caller ID-Basic. Revenues associated with this promotion cover the costs of the promotion.

Beth Ice, a member of the Regulatory staff, is familiar with this promotion and can be reached on 502/582-8672 to answer any questions you may have.

Very truly yours,

Fred L. Gerwing



BellSouth Telecommunications, Inc. Fax 502 582-8667
Post Office Box 32410 502 582-2167
Louisville, Kentucky 40232

Fred L. Gerwing
Director - Regulatory

April 18, 1996

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

APR 22 1996

Dear Mr. Mills:

On January 16, 1996, the Commission approved our request for a special promotion of ISDN Service. The promotion includes the waiver of service ordering and installation charges on orders establishing either ISDN Business Service (IBS) or ISDN Residence Service (IRS), when the customer chooses a package of predetermined features (see December 15, 1995 filing). The promotion period will end on June 30, 1996.

Since the promotion began, some customers have taken advantage of the waiver, and then called later to reconfigure their service options. The resulting service configurations are different from those offered under the promotion and are therefore meaningless in terms of our efforts to measure efficiencies associated with maintaining the options as a predetermined package. In order to correct this situation, we are requesting to modify the provisions of the promotion as follows:

- For the remainder of the promotional period, the waiver of connection charges will be limited to only those IBS and IRS customers who choose one of the covered packages of features, and commit to keep those features for a minimum of 24 months. If the customer does not fulfill the 24 month commitment, the connection charges will be billed at the time the ISDN line is disconnected.
- We request that the end date of the promotion be extended from June 30, 1996 to July 31, 1996.

If there are any questions concerning this request, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,

Jim Tipton for
Fred L. Gerwing

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 22 1996

cc: Jordan Neel

PURSUANT TO 807 KAR 5.011,
SECTION 9(1)

BY: *Jordan C. Neel*
FOR THE PUBLIC SERVICE COMMISSION

Jordan Neel

57-140

ED RECEIVED

FEB 26 1996

BELLSOUTH
PUBLIC SERVICE
COMMISSION

BellSouth Telecommunications, Inc. 502 582-8415
Room 410 Fax 502 582-3247
601 West Chestnut Street
Louisville, Kentucky 40203

Fred L. Gerwing
Regulatory Vice President

February 26, 1996

RECEIVED

FEB 27 1996

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

R.S.C.
RATES & RESEARCH DIV.

96-073

Dear Mr. Mills:

We are writing to notify the Commission of a planned promotion in compliance with Section A2.10 of the General Subscriber Services Tariff. We are planning a promotion for residence customers in Kentucky beginning April 1, 1996, and ending May 31, 1996. It is intended that both regular residence (analog) and ISDN (digital) Individual Residence lines be included in this special promotional offering.

Residence customers ordering an additional line will receive an \$18.00 credit that can be applied to their telephone bill or applied towards the purchase of a telephone set. In addition, five vertical features will be offered on the additional line in a "Get Acquainted Offer." One month's free service on two of five features will be included in the promotion. The features included in the Get Acquainted Offer are Caller ID Deluxe, Three-Way Calling, Call Return, MemoryCall® Service (including Call Forwarding-Busy Line, Call Forwarding-Don't Answer, and Message Waiting Indication as one feature), and Call Waiting. When a subscriber orders Caller ID-Deluxe, one month's free rental on an adjunct unit will be offered by the vendor with one half of the shipping charges for the unit covered by BellSouth. Appropriate non-recurring charges such as service order charges will apply.

This promotion will benefit residence customers by allowing them to meet their communications needs at a reduced cost. BellSouth will realize a net increase in sales, with the cost of the promotion covered by the incremental revenues. Please find attached the estimated revenue impact of this promotion. This information is proprietary. A Confidentiality Petition is attached as well.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

*Registered Service Mark of BellSouth Corporation

APR 01 1996

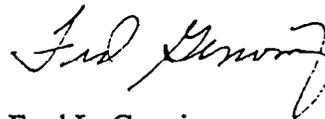
PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

Mr. Don Mills
February 26, 1996
Page 2

Beth Ice of my staff is familiar with this filing and can be reached on 502/582-8672 to answer any questions you may have.

Very truly yours,



Fred L. Gerwing

Attachments

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

APR 01 1996

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Jordan C. Neal
FOR THE PUBLIC SERVICE COMMISSION

Neel

RECEIVED
BELL SOUTH
DEC 18 1995

BellSouth Telecommunications, Inc. 502 582-8415
Room 410
601 West Chestnut Street
Louisville, Kentucky 40203

PUBLIC SERVICE
COMMISSION
E. C. Roberts, Jr.
Regulatory Vice President

December 15, 1995

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Case No. 95-568

RECEIVED
DEC 19 1995
PUBLIC SERVICE COMMISSION

Dear Mr. Mills:

In compliance with regulations for Special Promotions, as stated in Section A2.10 of the General Subscriber Services Tariff, we plan to waive Service Ordering and ISDN Installation charges on orders for ISDN service, when the customer orders a particular package of features. During the promotional period of January 15, 1996 through June 30, 1996, we will waive these charges on any orders establishing ISDN Business Service (IBS) or ISDN Residence Service (IRS) when the customer chooses one of the packages listed in Attachment 1.

The waiver is intended to motivate customers to choose one of the predetermined packages. The promotional period will allow us to determine ordering and provisioning efficiencies associated with installing a predetermined combination of options, as opposed to installing ISDN circuits with a multitude of possible variances. No customer notification of the promotion is planned other than that which will occur when a customer places an order.

In addition to the list of packages in Attachment 1, a contribution analysis is also enclosed (Attachment 2). Please see the petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,


E. C. Roberts, Jr.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Attachments

cc: Jordan Neel

JAN 15 1996

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

DEC 18 1995

REG.
RATES & RESEARCH DIV.


BellSouth Telecommunications, Inc. 502 582-8415
 Room 410
 601 West Chestnut Street
 Louisville, Kentucky 40203

E. C. Roberts, Jr.
 Regulatory Vice President

December 15, 1995

Mr. Don Mills
 Executive Director
 Public Service Commission
 730 Schenkel Lane
 P. O. Box 615
 Frankfort, Kentucky 40602

Dear Mr. Mills:

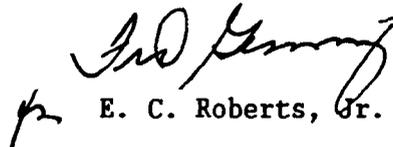
In compliance with regulations for Special Promotions, as stated in Section A2.10 of the General Subscriber Services Tariff, we plan to waive Service Ordering and ISDN Installation charges on orders for ISDN service, when the customer orders a particular package of features. During the promotional period of January 15, 1996 through June 30, 1996, we will waive these charges on any orders establishing ISDN Business Service (IBS) or ISDN Residence Service (IRS) when the customer chooses one of the packages listed in Attachment 1.

The waiver is intended to motivate customers to choose one of the predetermined packages. The promotional period will allow us to determine ordering and provisioning efficiencies associated with installing a predetermined combination of options, as opposed to installing ISDN circuits with a multitude of possible variances. No customer notification of the promotion is planned other than that which will occur when a customer places an order.

In addition to the list of packages in Attachment 1, a contribution analysis is also enclosed (Attachment 2). Please see the petition for confidential treatment of sensitive competitive information.

If there are any questions, or the need for additional information, please call Jim Tipton at 582-8925.

Very truly yours,



E. C. Roberts, Jr.

Attachments

cc: Jordan Neel

PUBLIC SERVICE COMMISSION
 OF KENTUCKY
 EFFECTIVE

JAN 15 1996

PURSUANT TO 807 KAR 5011,
 SECTION 9 (1)

BY: Jordan C. Neel
 FOR THE PUBLIC SERVICE COMMISSION

95-6022

PUBLIC SERVICE COMMISSION OF KENTUCKY EFFECTIVE **BELLSOUTH**

BellSouth Telecommunications, Inc. 502 582-8415
Room 410
601 West Chestnut Street
Louisville, Kentucky 40203

E. C. Roberts, Jr.
Regulatory Vice President

JAN 01 1996

November 29, 1995

PURSUANT TO 807 KAR 5:011,
SECTION 9(1)
BY: Jordan C. Neel
FOR THE PUBLIC SERVICE COMMISSION

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

RECEIVED

DEC 01 1995

PUBLIC SERVICE COMMISSION

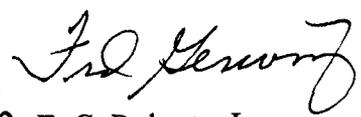
Dear Mr. Mills:

In compliance with Section A2.10 of the General Subscriber Services Tariff we are writing to notify the Commission of our plans to extend the service order waiver promotion. Beginning January 1, 1996, and ending August 31, 1996, the applicable service order charge will be waived when an existing residential subscriber purchases any of the services listed below.

- TouchStar® Service
- Custom Calling Services
- Touch-Tone
- Remote Call Forwarding
- Prestige® Service
- Customized Code Restriction
- Message Waiting Indication
- Designer Listings
- RingMaster* Service
- Saver® Service

Beth Ice of my staff is familiar with this promotion and can be reached on 502/582-8672 to answer any questions you may have.

Very truly yours,


E. C. Roberts, Jr.

® Registered Service Mark of BellSouth Corporation
* Service Mark of BellSouth Corporation

817

95-5984

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE



JAN 21 1996

BellSouth Telecommunications, Inc. 502 582-8415
Room 410
601 West Chestnut Street
Louisville, Kentucky 40203

PURSUANT TO 807 KAR 6.011,
SECTION 9(1)

E. C. Roberts, Jr.
Regulatory Vice President

BY: Jordan C. Neal
FOR THE PUBLIC SERVICE COMMISSION

November 28, 1995

RECEIVED

REC'D

NOV 29 1995

NOV 28 1995

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

REGISTRATION DIV.

PUBLIC SERVICE COMMISSION

Dear Mr. Mills:

We are writing to notify the Commission of a planned promotion. Due to historically slow sales in the first quarter of any calendar year, we would like to offer a "Get Acquainted" promotion for CrisisLinksm Service for the first quarter of 1996. A promotion is planned to begin January 1, 1996, and end March 31, 1996, for new subscribers to CrisisLinksm Service. Subscribers that purchase the 36 month contract for CrisisLink in January will receive three months' free service; for those subscribing to the 36 month plan in February, two months' free service will be given, and for those subscribing to the 36 month plan in March, one month's free service. Only the monthly recurring charges would be waived. The nonrecurring charges and any usage charges would be billed as usual.

The promotion will be offered through the BellSouth Business Systems direct sales channels - premises sales and the BellSouth Solutions Group inside sales units. This promotion will only run during the first quarter of 1996, January through March. The Location Life revenue associated with CrisisLinksm Service is \$855 nonrecurring revenues and \$3,600 recurring revenues with the following assumptions being made:

- 1) The average CrisisLink customer will have one plan.
- 2) The average CrisisLink plan will contain eight numbers, calls to which will be redirected upon plan activation, and
- 3) The typical CrisisLink customer will be in one of four industries-- finance, healthcare, government, and retail.

General advertising (in the form of direct mail campaigns) has already been planned for CrisisLinksm Service, and consequently no incremental advertising expense will be incurred through this promotion. Charges will only be waived on N, T, and C orders. We expect this promotion to result in incremental sales in the amount of 30% over and above the "business as usual" units and revenues generated during this period.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

Mr. Don Mills
November 28, 1995
Page 2

JAN 01 1996

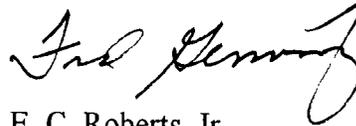
PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Jordan C. Neal
FOR THE PUBLIC SERVICE COMMISSION

As information, CrisisLinksm Service was approved by the Commission on September 29, 1995. At the time of the tariff filing adding CrisisLinksm Service, we requested that it be added to the Competitive Category of the Price Regulation Plan, Section A36 of the General Subscriber Services Tariff. A tariff filing will be made in early December making all of the appropriate revisions to the Price Regulation Plan, Section A36.

Beth Ice of my staff is familiar with this promotion and can be reached on 502/582-8672 to answer any questions you may have.

Very truly yours,



jr E. C. Roberts, Jr.

sm Registered Service Mark of BellSouth Corporation



South Central Bell

Room 410
601 W. Chestnut Street
Louisville, Kentucky 40203
502 582-8415

E. C. Roberts, Jr.
Regulatory Vice President

September 29, 1995

RECEIVED

SEP 28 1995

**PUBLIC SERVICE
COMMISSION**

Mr. Don Mills
Executive Director
Kentucky Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Mr. Mills:

We are writing to notify the Commission of a planned promotion. We are planning a Residential Additional Line 1995 Fall Promotion beginning November 1, 1995, and ending December 31, 1995. This promotion is for customers purchasing additional residence lines as stated in Section A4.2.3C17 of our General Subscriber Services Tariff.

During this limited time, customers will be entitled to one credit of \$18.00 toward the nonrecurring charges for each additional line added. It is intended that both regular residence lines (analog) and ISDN (digital) individual residence lines be included in the promotional offering. Customers may elect at the time of the service order to apply the credit toward the purchase of select telephone equipment.

This same promotion was conducted in April and May of this year. We are attaching an estimated revenue impact of this promotion.

Beth Ice of my staff is familiar with this promotion and can be reached on 502/582-8672 to answer any questions you may have.

Very truly yours,

E. C. Roberts, Jr.

**PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE**

Attachment

NOV 21 1995

**PURSUANT TO 807 KAR 5.011,
SECTION 9(1)**

BY: Jordan C. Neal
FOR THE PUBLIC SERVICE COMMISSION

RECEIVED

MAR 02 1995

P.S.C.
RATES & RESEARCH DIV.



South Central Bell

P.O. Box 32410
Louisville, KY 40232
502 582-8415

E. C. Roberts, Jr.
Assistant Vice President - Regulatory

February 28, 1995

RECEIVED

MAR 01 1995

PUBLIC SERVICE
COMMISSION

Mr. Don Mills
Executive Director
Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Mr. Mills:

As provided in the General Subscribers Service Tariff A4.2.3.C.17., a promotion is planned to begin April 1, 1995, and end May 31, 1995, for customers purchasing additional residence lines. During this limited time, customers will be entitled to one credit of \$18.00 toward the non-recurring charges for each additional line added.

Customers may elect, at the time of the service order, to apply the credit toward purchase of select telephone equipment.

If you have any questions Beth Ice, of my staff, can be reached on 502-582-8672.

Very truly yours,

E. C. Roberts, Jr.
E. C. Roberts, Jr.

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

ECR:cj

APR 01 1995

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)
BY: Jordan C. Neal
FOR THE PUBLIC SERVICE COMMISSION

South Central Bell

E. C. Roberts, Jr.
Assistant Vice President - Regulatory

P.O. Box 32410
Louisville, KY 40232
502 582-8415

September 29, 1994

RECEIVED

SEP 30 1994

PUBLIC SERVICE
COMMISSION

Mr. Donald R. Mills
Executive Director
Kentucky Public Service Commission
730 Schenkel Lane
P. O. Box 615
Frankfort, Kentucky 40602

Dear Mr. Mills:

As provided in the General Subscribers Service Tariff A4.2.3.C.17., a promotion is planned to begin November 1, 1994, and end December 31, 1994, for customers purchasing additional residence lines. During this limited time, customers will be entitled to one credit of \$18.00 toward the non-recurring charges for each additional line added.

Customers may elect, at the time of the service order, to apply the credit toward purchase of select telephone equipment.

If you have any questions Beth Ice, of my staff, can be reached on 502-582-8672.

Very truly yours,

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE



E. C. Roberts, Jr.

ECR:cj

NOV 01 1994

PURSUANT TO 807 KAR 5.011,
SECTION 9 (1)

BY: Jordan C. Neal
FOR THE PUBLIC SERVICE COMMISSION

RECEIVED

MAY 09 1994

South Central Bell

E. C. Roberts, Jr.
Assistant Vice President - Regulatory

P.S.C.
RATES & RESEARCH DIV.

P.O. Box 32410
Louisville, KY 40232
502 582-8415

May 3, 1994

Mr. Donald R. Mills
Executive Director
Kentucky Public Service Commission
730 Schenkel Lane
P.O. BOX 615
Louisville, Kentucky 40602

RECEIVED

MAY 09 1994

PUBLIC SERVICE
COMMISSION

Dear Mr. Mills:

On June 1, 1994, we will begin a special promotion involving waiving the service ordering charge on those services in A4.2.3.C.13. The waiver will extend until December 31, 1994.

Our objective is to encourage sales of vertical services and maintain awareness of the benefits and availability of vertical services. We will use a combination of For Your Information messages on the customer bill, and bill inserts to let customers know that there is no service ordering charge.

If you or your staff have any questions, Beth Ice can be reached on 502-582-8672.

Very truly yours,

E. C. Roberts, Jr.
E. C. Roberts, Jr.

ECR:cj

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE

JUN 1 1994

PURSUANT TO 807 KAR 5:011,
SECTION 9 (1)

BY: *Sharon Haller*
PUBLIC SERVICE COMMISSION MANAGER