



Cincinnati BellSM

a Broadwing company

201 E. Fourth St.
P.O. Box 2301
Cincinnati, Ohio 45201-2301

FILE

March 2, 2001

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PUCO

Ms. Daisy Crockron
Docketing Division Chief
The Public Utilities Commission of Ohio
180 East Broad Street, 10th Floor
Columbus, Ohio 43215-3793

RE: Case No. 90-2021-TP-ATA
Case No. 90-5013-TP-TRF
Case No. 93-1020-TP-ATA

Dear Ms. Crockron:

Cincinnati Bell Telephone Company (CBT) proposes to revise its General Exchange Tariff PUCO No. 8, Section 47 to provide a special promotion to residential customers who do not currently subscribe to any Custom Calling or Custom Calling PLUS Services or residential customers who subscribe to Call Waiting Service. Through an outbound telemarketing effort, these customers will be offered a 30-day money back guarantee trial of **Calling Name and Number Service** at the tariffed monthly rate. **Residential** customers who meet the terms of this promotion will receive a waiver of the nonrecurring charge of \$8.50 per line and a free Caller ID box.

At the end of the 30-day trial, CBT will discontinue the Calling Name and Number Service unless the customer calls the business office prior to that date to continue Calling Name and Number Service at the tariffed monthly rate. If the customers - who had not subscribed to any Custom Calling or Custom Calling PLUS Services - subscribe to Calling Name and Number Service for at least three months, they will receive Reveal Privacy Management for three months free with no activation charge or monthly recurring charge.

If those customers - who currently subscribe to Call Waiting Service - continue to subscribe to Calling Name and Number Service for at least three months, then they will have a choice to either receive **Talking Call Waiting or Reveal Privacy Management** for three months with no activation charge or monthly recurring charge. Customers not reached via this outbound telemarketing effort, who order Calling Name and Number Service during the promotion period, will be able to call the business office and receive all the benefits of this promotion. The promotion period will be from March 5, 2001 through April 7, 2001.

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business
Technician Anne M. Hui Date Processed March 5, 2001

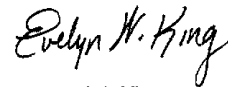
Ms. Daisy Crockron
March 2, 2001
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In accordance with the Commission's guidelines for promotional offerings, we are forwarding for filing three copies of the tariff pages affected by this promotional offering. CBT's General Exchange Tariff PUCO No. 8, Section 47, Page 23 tariff page is being issued for and specifies the rates and terms that will be in effect for the service included in this promotion.

Any questions regarding this transmittal should be directed to me at 513-397-1378.

Please date-stamp and return the enclosed duplicate of this transmittal to acknowledge its receipt.

Sincerely,

A handwritten signature in cursive script that reads "Evelyn W. King".

Evelyn W. King
Regulatory Specialist
Regulatory Affairs

Attachment

GENERAL EXCHANGE TARIFF
PUCO No. 3

CINCINNATI BELL TELEPHONE COMPANY

Section 47
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PROMOTIONAL OFFERINGS

INDEX

SECTION	SUBJECT	Page
47.2	Promotional Offerings (Cont'd)	
47.2.16	Complete Connections (Residence) <ul style="list-style-type: none">• March 2, 2001 – April 1, 2001• Credit of \$18.00 toward first month's recurring charges.	22
47.2.17	Calling Name and Number (Residence) <ul style="list-style-type: none">• March 5, 2001 – April 7, 2001• Waive nonrecurring charges and offer 30-day money back guarantee for Calling Name and Number Service.• Subscribe to Calling Name and Number Service for at least 3 months and receive either Talking Call Waiting or Reveal for 3 months free with no activation charge.	23

Issued: March 5, 2001

Christopher S. Colwell, V.P.- Government Relations
Cincinnati, Ohio

Effective: March 5, 2001
In accordance with Case No.
90-2021-TP-ATA, issued by the
PUCO on March 7, 1991, PUCO
Case No 93-1020-TP-ATA, issued
July 22, 1993 and PUCO Case No.
96-899-TP-ALT, issued April 9,
1998.

GENERAL EXCHANGE TARIFF
PUCO No. 3

CINCINNATI BELL TELEPHONE COMPANY

Section 47
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PROMOTIONAL OFFERINGS

ADDENDUM TO CUSTOM CALLING PLUS SERVICES

- 47.2.17 **Calling Name and Number (Residence)** - Section 35, Page 13.1 and 15
Talking Call Waiting (Residence) - Section 25, Pages 8 and 10
Reveal Privacy Management (Residence) - Section 35, Pages 13.1 and 15

RECURRING CHARGE AND NONRECURRING CHARGE

a. Terms & Conditions

1. Outbound telemarketing effort to residential customers who subscribe to Calling Name and Number Service.
2. Promotional Period which orders must be placed

Beginning Date: March 5, 2001
Ending Date: April 7, 2001

3. Market Area Exchange Targeted By Special Promotion

All Exchange areas served by Cincinnati Bell Telephone Company.

4. Promotional Offer:

- Waive nonrecurring charge (\$8.50) for **Calling Name and Number**
- 30-day money back guaranteed trial of Calling Name and Number Service at the tariffed monthly rate. Dissatisfied customers with Calling Name and Number Service may notify the Telephone Company within 30 days of the time the service was installed to discontinue the service and obtain a credit prorated based upon the time the customer had the service, up to a maximum of 30 days.
- If the customers - who previously had not subscribed to any Custom Calling or Custom Calling PLUS Services - continue to subscribe to Calling Name and Number Service for at least three months, they will receive Reveal Privacy Management for three months free with no activation charge.
- If those customers - who currently subscribe to Call Waiting Service - continue to subscribe to Calling Name and Number Service for at least three months, then they will have a choice to either receive **Talking Call Waiting** or **Reveal Privacy Management** for three months with no activation charge or monthly recurring charge.
- Customers not reached via this outbound telemarketing effort, who order Calling Name and Number Service during the promotion period, will be able to call the business office and receive all the benefits of this promotion.

5. Twelve Month Promotional History

- (1) January 19, 2000 through March 17, 2000 (Residential)
- (2) March 18, 2000 through April 20, 2000 (Residential)
- (3) May 15, 2000 through June 30, 2000 (Residential)
- (4) June 1, 2000 through July 31, 2000 (Nonresidential)
- (5) September 4, 2000 through October 14, 2000 (Residential)
- (6) October 16, 2000 through December 31, 2000 (Residential)
- (7) December 8, 2000 through January 16, 2001 (Residential)

Issued: March 5, 2001

Effective: March 5, 2001

In accordance with Case No. 90-2021-TP-ATA, issued by the Public Utilities Commission of Ohio on March 7, 1991, PUCO Case No. 93-1020-TP-ATA, issued July 22, 1993 and PUCO Case No. 96-899-TP-ALT, issued April 9, 1998.

By Christopher S. Colwell, V.P.-Government Relations
Cincinnati, Ohio