

LIST OF EFFECTIVE SHEETS

Sheets listed below are effective as of the date shown on each sheet.

<u>Revision Number</u>	<u>Sheet</u>
Original	CS A
Original	1
Original	2
Original	3
Original	4

(To be inserted by utility)

**Advice Letter No.** 365

**Decision No.** 07-01-024

**Issued by**

Harry H. Baker

NAME

President

TITLE

(To be inserted by Cal. P.U.C.)

**Date Filed** May 29, 2008

**Effective** August 4, 2008

**Resolution No.** \_\_\_\_\_

A37. PROMOTIONAL CAMPAIGNS

37.1 GENERAL INFORMATION

37.1.1 APPLICABILITY

Applicable to promotional campaigns for optional network and exchange services, which the Utility may offer to residential and business customers.

The Utility may waive and/or discount specific tariff charges, as approved by the California Public Utilities Commission.

37.1.2 TERRITORY

Within the exchange areas, as said areas are defined on maps filed as part of the tariff schedules.

37.2 RATES

Service/feature introductions as a result of a new or upgraded central office capability and for offerings of new or existing optional services will be made under one of the following promotional structures:

- A. Non-recurring charges shall not be applicable during the promotional period.
- B. Non-recurring charges shall be discounted during the promotional period.

37.3 SPECIAL CONDITIONS

- A. All services listed in Special Conditions 37.3.F. following are approved by Advice Letter filings.
- B. Promotional campaigns listed in Special Conditions 37.3.F. following are subject to the Utility's Rules and offered only where facilities and operating conditions permit.
- C. The promotional campaign duration shall not exceed 120 days per offering. All promotional campaigns will be approved by Advice Letter filings, which shall include but not be limited to:
  - Service selection
  - Non-recurring charges
  - Promotional area
  - Duration
  - Customer notification plan

(Continued)

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A37. PROMOTIONAL CAMPAIGNS

37.3 SPECIAL CONDITIONS -Continued

- D. The method of customer notification of the promotional campaign is at the option of the Utility.
- E. Customers may cancel the promotional offering at any time during or at the conclusion of the promotional period without penalty. Minimum billing, as set forth in Schedule Cal. P.U.C. No. A2, Rule 9, Rendering and Payment of Bills, is applicable to a promotional offering.
- F. Promotional campaigns shall be limited to serving central offices designated by the Utility and include the following service:
1. Custom Calling Service – Advanced Custom Calling Service Features; Caller ID (Calling Number Delivery), Repeat Dialing (Automatic Callback), Call Return (Automatic Recall), and Call Trace (Customer Originated Trace) (Schedule Cal. P.U.C. No. A25, Custom Calling Service, Rates B.1. through B.4.).
    - a. The promotional offering will run from June 1, 2000 through September 28, 2000.
    - b. The \$10.00 Service Order Charge (SOC1) as stated in Schedule Cal. P.U.C. No. A18, Multi-Element Service Charges, Rates A.2., shall not apply during the promotional period.
  2. Voice Mail Service – Economy Voice Mailbox, Select Voice Mailbox, and Premium Voice Mailbox Options (Schedule Cal. P.U.C. No. A8, Voice Mail Service, Rates C. through E.).
    - a. The promotional offering will run from July 1, 2000 through October 28, 2002.
    - b. The \$10.00 Service Order Charge (SOC1) as stated in Schedule Cal. P.U.C. No. A18, Multi-Element Service Charges, Rates A.2., shall not apply during the promotional period.

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A37. PROMOTIONAL CAMPAIGNS

37.3 SPECIAL CONDITIONS –Continued

F. Promotional campaigns shall be limited to serving central offices designated by the Utility and include the following service: - Continued

3. Voice Mail Service – Economy Voice Mailbox, Select Voice Mailbox, and Premium Voice Mailbox Options (Schedule Cal. P.U.C. No. A8, Voice Mail Service, Rates C. through E.).
  - a. The promotional offering will run from May 1, 2003 through June 30, 2003.
  - b. The \$10.00 Service Order Charge (SOC1), as stated in Schedule Cal. P.U.C. No. A18, Multi-Element Service Charges, Rates A.2., shall not apply during the promotional period.
4. Custom Calling Service – Advanced Custom Calling Service Privacy Package, Privacy Plus Package, and Savings Plus Package (Schedule Cal. P.U.C. No. A25, Custom Calling Service, Rates B.4.a. through B.4.e.).
  - a. The promotional offering will run from June 1, 2003 through September 28, 2003.
  - b. The \$10.00 Service Order Charge (SOC1), as stated in Schedule Cal. P.U.C. No. A18, Multi-Element Service Charges, Rates A.2., shall not apply during the promotional period.
5. Voice Mail Service – Economy Voice Mailbox, Select Voice Mailbox, and Premium Voice Mailbox Options (Schedule Cal. P.U.C. No. A8, Voice Mail Service, Rates C. through E.).
  - a. The promotional offering will run from December 1, 2003 through January 31, 2004.
  - b. The \$10.00 Service Order Charge (SOC1), as stated in Schedule Cal. P.U.C. No. A18, Multi-Element Service Charges, Rates A.2., shall not apply during the promotional period.

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37.3 SPECIAL CONDITIONS –Continued

- G. During the “subscription” phase of each promotion, the customer will be fully informed of all terms and conditions of the promotional offering, and the Utility will contact the customer regarding the retention or discontinuance of the service prior to the end of the promotional period. This contact will inform the customer that if they wish to retain the promoted service, they need do nothing; and if they wish to discontinue it, they need to call our business office to do so. Samples of the notification materials will be provided to the Telecommunications Division when proposing the promotion.
- H. A post-implementation analysis on each promotion undertaken by the Utility will include customer response and the impact of the promotional scheme on the profitability of the promoted service as a whole, as well as the actual revenues and expenses. All customer complaints or concerns will be identified and included in the analysis, which will be submitted to the Telecommunications Division within 60 days of the ending date of each promotion and receive Telecommunications Division approval before the next promotion commences.

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