

Schedule No. A-21

(N)

PROMOTIONAL CAMPAIGNS

APPLICABILITY

Applicable to promotional campaigns for optional network, exchange, private line, and special access services, which the Utility may offer to Residential and Business customers.

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

TERRITORY

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

RATES

Service/feature introductions as a result of 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:

- (1) Nonrecurring charges shall not be applicable during the promotional period.
- (2) Nonrecurring charges shall be discounted during the promotional period.

(N)

(Continued)

(N)

(To be inserted by utility)

Issued by

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

Advice Letter No. 37

Harald L. Kluis

Date Filed NOV 25 1992

Decision No. _____

NAME
President

Effective JAN 04 1993

Resolution No. _____

TITLE

Schedule No. A-21

(N)

PROMOTIONAL CAMPAIGNS
(Continued)

SPECIAL CONDITIONS

1. All services listed in Special Condition 6. are approved by Advice Letter filings.
2. Promotional campaigns listed in Special Condition 6. are subject to the Utility's Rules and offered only where facilities and operating conditions permit.
3. 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
 - criteria for waiving or discounting rates and/or charges during the promotional period
 - promotional area
 - duration
 - customer notification plan
4. The method of customer notification of the promotional campaign is at the option of the Utility.
5. 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 Rule No. 9 is applicable to a promotional offering.

(N)

(Continued)

(N)

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PROMOTIONAL CAMPAIGNS
(Continued)

APPROVED

SPECIAL CONDITIONS - (Continued)

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

a. Custom Calling Service (Schedule No. A-12):

(C)

(1) The promotional offering will run from October 21, 1996 through December 31, 1996.

(2) The \$7.95 Multi-Element Service Charges Change Charge shall not apply during the promotional period as stated under Rate (1) preceding.

(C)

7. 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 Commission Advisory and Compliance Division (CACD) when proposing the promotion.

8. 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 actual revenues and expenses. All customer complaints or concerns will be identified and included in the analysis, which will be submitted to CACD within 60 days of the ending date of each promotion and receive CACD approval before the next promotion commences.

(To be inserted by utility)

Issued by

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

Advice Letter No. 71

Michael A. LeaVesseur

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