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BEFORE THE ARIZONA CORPORATION COMMISSION

**COMMISSIONERS**

GARY PIERCE - CHAIRMAN  
BOB STUMP  
SANDRA D. KENNEDY  
PAUL NEWMAN  
BRENDA BURNS

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ARIZONA CORP COMMISSION  
DOCKET CONTROL

Arizona Corporation Commission

DOCKETED

NOV 14 2011

DOCKETED BY

IN THE MATTER OF THE APPLICATION OF  
COX ARIZONA TELCOM, LLC FOR APPROVAL  
OF A DESIGNATION AS AN ELIGIBLE  
TELECOMMUNICATIONS CARRIER  
PURSUANT TO SECTION 214(E)(2) OF THE  
COMMUNICATIONS ACT OF 1934

Docket No. T-03471A-11-0168

**NOTICE OF FILING**

Cox Arizona Telcom, LLC hereby submits its advertising plan and materials for Lifeline and Link Up services to Commission Staff for review in compliance with Decision No. 72626 (October 14, 2011).

RESPECTFULLY SUBMITTED this 14<sup>th</sup> day of November 2011.

COX ARIZONA TELCOM, LLC

By   
Michael W. Patten  
ROSHKA DEWULF & PATTEN, PLC  
One Arizona Center  
400 East Van Buren Street, Suite 800  
Phoenix, Arizona 85004  
(602) 256-6100

**ROSHKA DeWULF & PATTEN, PLC**  
ONE ARIZONA CENTER  
400 EAST VAN BUREN STREET - SUITE 800  
PHOENIX, ARIZONA 85004  
TELEPHONE NO 602-256-6100  
FACSIMILE 602-256-6800

1 ORIGINAL and 13 COPIES of the foregoing  
filed this 14<sup>th</sup> day of November 2011 with:

2 Docket Control  
3 Arizona Corporation Commission  
1200 West Washington Street  
4 Phoenix, Arizona 85007

5 A copy of the foregoing hand-delivered this  
14<sup>th</sup> day of November 2011.

6 Brian Bozzo  
7 Compliance, Utilities Division  
8 Arizona Corporation Commission  
1200 West Washington  
9 Phoenix, Arizona 85007

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By Mary Appolito

**IN THE MATTER OF THE APPLICATION OF  
COX ARIZONA TELCOM, LLC FOR APPROVAL  
OF A DESIGNATION AS AN ELIGIBLE  
TELECOMMUNICATIONS CARRIER  
PURSUANT TO SECTION 214(E)(2) OF THE  
COMMUNICATIONS ACT OF 1934  
Docket No. T--03471A-11-0168**

**Compliance Action:** Submit its advertising plan and materials for Lifeline and Link Up services to Staff for review within 30 days of the effective date of this decision.

Cox has a marketing plan that it is continuing to refine at this time. Currently, the initial plan consists of sending out targeted mailers based on specific income criteria that would be sent to consumers who may qualify for Lifeline and Link Up services. This mailer will be sent out in English to the general market. A draft of this mailer is attached as Exhibit A. The Hispanic market will be sent a mailer in both English and Spanish. The mail piece will also include the self certifying form which will be perforated allowing customers to mail back the required information. A draft copy of the self certifying form is attached as Exhibit B. Cox will then review all of the information and proceed to provide the appropriate discounts for those customers that qualify for the programs.

In addition to the targeted mailers that Cox will be sending out, Cox will also use print advertising in a number of other publications that will look similar to the mailer discussed above. While Cox expects its print advertising to be similar to the mailer, samples of the final versions of these ads are still being developed. These print ads will appear in a number of targeted publications including: TV Weekly, OnTV, La Voz, La Estrella, Green Valley News, Sierra Vista Herald and TVyMas.

Finally, as part of this overall marketing plan, Cox is looking into modifying its website in order to provide information relevant to the Lifeline and Link Up program. This would afford consumers another avenue by which they could learn of the programs and sign up online to see if they qualify.

Cox believes this specific marketing and targeted approach will best maximize reaching the core audiences who may best benefit from the offering of Lifeline and Link Up telephone services. Cox will continue to evaluate other marketing approaches and modify its specific target outreach plan as necessary to ensure its message is being well received in the market.

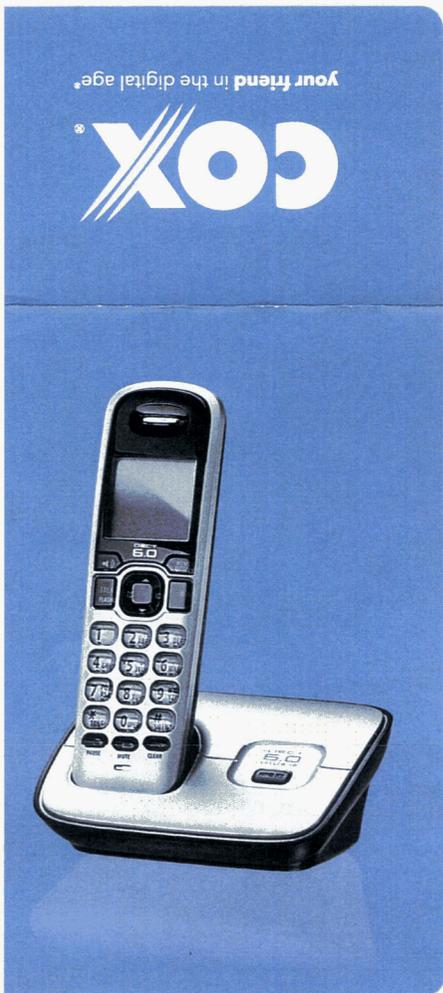
# EXHIBIT

"A"

<XXXXXX Sample A Sample XXXXXXXX  
XXXXXXXXXXXX Address XXXXXXXXXXXX  
XXXXXXXXXXXX Address XXXXXXXXXXXX  
XXXXXXXXXXXX City, State Zip XXXXXXXX  
XXXXXXXXXXXX Barcode XXXXXXXXXXXX>

PRSR STD  
U.S. POSTAGE  
PAID  
COX

Cox Communications  
1550 W. Deer Valley Rd.  
Phoenix, AZ 85027



Your friend in the digital age™

**COX**

LEARN ABOUT  
**COX LIFELINE**  
TELEPHONE SERVICE

DO YOU QUALIFY FOR  
**COX LIFELINE**  
TELEPHONE SERVICE ?

Because phone service is so important in today's world, Cox Communications believes everyone should have access to it. Cox offers Lifeline discounts that can make basic phone service even more affordable for qualified customers.

If you are enrolled in one or more qualifying state or federal programs, then you may be eligible.

<XXXXXX Sample A Sample XXXXXXXX  
XXXXXXXXXXXX Address XXXXXXXXXXXX  
XXXXXXXXXXXX Address XXXXXXXXXXXX  
XXXXXXXXXXXX City, State Zip XXXXXXXX>

PRSR STD  
U.S. POSTAGE  
PAID  
COX

**COX PROCESSING AGENT**

Street Address  
City, State, Zip

## CALL TODAY! XXX.XXX.XXXX

Or visit a Cox store near you!

To find a store near you, visit:

[Cox Store A]

address line 2  
address line 3

[Cox Store B]

address line 2  
address line 3

[Cox Store C]

address line 2  
address line 3



## BENEFITS

- \$XX.XX monthly telephone service discount
- Unlimited local calling, including enhanced 911 access
- Phone features available at competitive rates
- FREE toll settings

The program provides essential telephone services to qualified low-income customers. If you are enrolled in one or more qualifying state or federal programs, then you may be eligible.

MOISTEN AND SEAL

## LIFELINE SELF-CERTIFICATION FORM

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EXHIBIT

"B"

# COX LIFELINE TELEPHONE DISCOUNT PROGRAM

For additional information about this program, visit:  
[http://www.cox.com/\\*\\*\\*\\*\\*](http://www.cox.com/)

Pursuant to Section 6 of tariffs governing Cox Arizona Telcom, L.L.C., Cox Communications offers the Lifeline Discount Program to eligible applicants. Applicants must be a benefit recipient of at least one of the following programs:

- 1.) AHCCCS (Medicaid)
- 2.) Food Stamps Program
- 3.) Supplemental Security Income
- 4.) Federal Public Housing
- 5.) Low Income Home Energy Assistance (LIHEAP) offered by the local gas or power company

Lifeline assists by waiving the FCC Access Charge associated with the primary residential access line. Lifeline also provides a \$3.50 discount off the residential local line rate.

**Proof of eligibility must accompany this application. Please submit a photocopy of an award letter indicating that you are presently receiving benefits from any one of the five qualifying programs listed above.**

If you move, you must reapply to continue receiving the Lifeline discount. The program expires yearly and you will be notified and asked to reapply as needed.

If you have any questions regarding the completion of this application or the program itself, please call Cox Communications at 623-328-3247 or toll free at 1-800-591-2635.

Submit this form with proof of eligibility to:

Cox Communications  
Government Relations – Lifeline Program  
1550 W Deer Valley Rd  
Phoenix, AZ 85027  
Fax: 623-328-3580

<i>Last</i>	<i>First</i>
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<i>Address (No P.O. Box) Street</i>
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<i>City</i>	<i>State</i>	<i>Zip</i>
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<i>Home Phone</i>
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I hereby certify that I participate in at least one of the programs listed below. (please check all that apply):

- AHCCCS (Medicaid)
- Food Stamps Program
- Supplemental Security Income (SSI)
- Federal Public Housing
- Low Income Home Energy Assistance (LIHEAP) offered by the local gas or power company

**You must submit proof that you are currently receiving one of the programs listed above**

By signing below I also certify that:

- ✓ The telephone service for which I am requesting Lifeline is in my name
- ✓ I am not listed as a dependent on another individual's income tax return (Unless over the age of 60)
- ✓ The address listed is my primary residence, not a second home or business
- ✓ If in the future, I no longer participate in at least one of the programs listed, I will promptly notify Cox
- ✓ I certify that I do not receive a Lifeline discount from another carrier (wireline or wireless services), and that I am aware that I can only receive the Lifeline discount on one phone line

**I affirm, under penalty of perjury, that the foregoing representations are true.**

**(will not be processed without signature)**

<i>Applicant Signature</i>
<i>Date</i>

**Office Use Only**

<i>Account Nbr</i>
<i>Effective Date</i>