

ZRNO JOHN M  
Form 4  
May 06, 2010

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
ZRNO JOHN M

2. Issuer Name and Ticker or Trading Symbol  
CINCINNATI BELL INC [CBB]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
221 EAST FOURTH STREET  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
05/04/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)

CINCINNATI, OH 45202

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock                    |                                      |  |                                |   | 25,000  | I  | By Family Limited Partnership (1)                     |
| Common Stock (2)                | 05/04/2010                           |  | A                              | 10,448  | A \$ 3.35   | 30,545   | D   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price or Value of Underlying Securities (Instr. 3 and 4) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title   | Amount or Number of Shares |
| Option to Buy <sup>(4)</sup>               | \$ 22.8438   |                                      |  |                                |   | 01/02/2001   | 01/02/2011  | Common Stock  | 3,250                      |
| Option to Buy <sup>(3)</sup>               | \$ 24.915  |                                      |  |                                |   | 04/30/2001   | 04/30/2011  | Common Stock  | 9,000                      |
| Option to Buy <sup>(4)</sup>               | \$ 9.35  |                                      |  |                                |   | 01/02/2002   | 01/02/2012  | Common Stock  | 5,300                      |
| Option to Buy <sup>(3)</sup>               | \$ 6.69  |                                      |  |                                |   | 04/29/2002   | 04/29/2012  | Common Stock  | 9,000                      |
| Option to Buy <sup>(4)</sup>               | \$ 3.715   |                                      |  |                                |   | 01/02/2003   | 01/02/2013  | Common Stock  | 5,300                      |
| Option to Buy <sup>(3)</sup>               | \$ 4.51  |                                      |  |                                |   | 04/29/2003   | 04/29/2013  | Common Stock  | 9,000                      |
| Option to Buy <sup>(3)</sup>               | \$ 4.245   |                                      |  |                                |   | 04/23/2004   | 04/23/2014  | Common Stock  | 9,000                      |
| Option to Buy <sup>(3)</sup>               | \$ 3.87  |                                      |  |                                |   | 04/29/2005   | 04/29/2015  | Common Stock  | 9,000                      |
| Option to Buy <sup>(3)</sup>               | \$ 4.195   |                                      |  |                                |   | 04/28/2006   | 04/28/2016  | Common Stock  | 9,000                      |
| Option to Buy <sup>(4)</sup>               | \$ 4.62  |                                      |  |                                |   | 01/03/2007   | 01/03/2017  | Common Stock  | 48,400                     |
| Option to Buy <sup>(5)</sup>               | \$ 5.31  |                                      |  |                                |   | 05/03/2007   | 05/03/2017  | Common Stock  | 9,000                      |
| Phantom Shares                             | <sup>(6)</sup>   |                                      |  |                                |   | <sup>(7)</sup>   | <sup>(7)</sup>  | Common Stock  | 6,000                      |
| Phantom Shares                             | <sup>(6)</sup>   |                                      |  |                                |   | <sup>(7)</sup>   | <sup>(7)</sup>  | Common Stock  | 6,000                      |
| Phantom Shares                             | <sup>(6)</sup>   |                                      |  |                                |   | <sup>(7)</sup>   | <sup>(7)</sup>  | Common Stock  | 6,000                      |

|                |            |  |            |            |              |       |
|----------------|------------|--|------------|------------|--------------|-------|
| Phantom Shares | <u>(6)</u> |  | <u>(7)</u> | <u>(7)</u> | Common Stock | 6,000 |
| Phantom Shares | <u>(6)</u> |  | <u>(7)</u> | <u>(7)</u> | Common Stock | 6,000 |
| Phantom Shares | <u>(6)</u> |  | <u>(7)</u> | <u>(7)</u> | Common Stock | 6,000 |

## Reporting Owners

| Reporting Owner Name / Address                                | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| ZRNO JOHN M<br>221 EAST FOURTH STREET<br>CINCINNATI, OH 45202 |               |           | X       |       |

## Signatures

Christopher J. Wilson, Attorney-in-fact for John M.  
Zrno

05/06/2010

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Shares held by Zrno Family Limited Partnership
- (2) Restricted share grant under the Cincinnati Bell Inc. 2007 Stock Option Plan for Non-Employee Directors.
- (3) Option shares granted under the 1997 Stock Option Plan for Non-Employee Directors which is a Rule 16b-3 Plan.  
Option shares granted under the 1997 Stock Option Plan for Non-Employee Directors which is a Rule 16b-3 Plan. Under the terms of
- (4) 1997 Stock Option Plan for Non-Employee Directors which is a Rule 16b-3 Plan, reporting person elected to defer a percentage of his annual retainer fee and per meeting fees in exchange for options.
- (5) Option shares granted under the 2007 Stock Option Plan for Non-Employee Directors which is a Rule 16b-3 Plan.
- (6) One for one conversion.
- (7) Phantom shares are payable in cash following retirement or termination of the reporting person's affiliation with the Company.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.