

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

\* \* \* \* \*

In the Matter of:

THE CUSTOM CALLING SERVICE     )  
PROMOTION TARIFF FILED         )     CASE NO. 8868  
BY CINCINNATI BELL, INC.        )

Procedural Background

On June 27, 1983, Cincinnati Bell, Inc., ("Bell") filed a tariff to waive the applicable service order charge for establishing custom calling service during selected promotional periods. Bell also filed a forecast of stimulated custom calling service orders to support its request for tariff approval.

Findings

The Commission, having considered the tariff and being advised, is of the opinion and finds that:

1. Bell filed the tariff with proper notice and the Commission has received no comment concerning the tariff.
2. The Commission has previously considered the promotion of custom calling service in Case No. 8454, the Tariff Filing of South Central Bell Telephone Company Requesting Authority to Waive the Service Order Charge for Custom Calling Service, and is of the opinion that another investigation and possible hearing is not in the public interest.

3. The economic forecast filed by Bell shows a total net contribution from stimulated custom calling service orders of approximately \$130,000, over the 12-month life of the tariff. Thus, rather than resulting in additional revenue requirement, the promotional activity will generate revenue that Bell would not otherwise receive, which is to the benefit of all Bell customers.

4. The tariff should be approved for a 1-year period, effective July 19, 1983. Furthermore, in order that the Commission can monitor actual results, Bell should maintain records concerning custom calling service orders during the life of the tariff and file a report with the Commission on or before August 19, 1984, in a format consistent with its economic forecast.

5. Any revenue deficiency that may occur as a result of the promotion of custom calling service should not be considered in future rate case proceedings.

#### Orders

IT IS THEREFORE ORDERED that Bell's tariff to promote custom calling service be and it hereby is approved, effective July 19, 1983, and expiring July 19, 1984.

IT IS FURTHER ORDERED that Bell shall maintain custom calling service order records during the life of the tariff and file a report with the Commission on or before August 19, 1984, in a format consistent with its economic forecast.

IT IS FURTHER ORDERED that within 30 days from the date of this Order, Bell shall file tariff pages with the Commission showing the authority under which the tariff is approved.

Done at Frankfort, Kentucky, this 19th day of July, 1983.

PUBLIC SERVICE COMMISSION

  
Chairman

  
Vice Chairman

  
Commissioner

ATTEST:

\_\_\_\_\_  
Secretary