

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

MRS. BEULAH BEAM, MRS. JUANITA SMITH )  
AND OTHER BULLITT COUNTY CONSUMERS )

vs.

SOUTH CENTRAL BELL TELEPHONE COMPANY )  
534 ARMORY PLACE )  
LOUISVILLE, KENTUCKY 40202 )

CASE NO. 6882

and

ECHO TELEPHONE COMPANY )  
1009 BUCKMAN STREET )  
SHEPHERDSVILLE, KENTUCKY 40165 )

O R D E R

On August 17, 1981, the Commission issued an Interim Order in the above-styled case, wherein both petitioners and the defendant utilities were required to jointly submit final forms of survey, letters of explanation and the method by which the survey is to be conducted, such information to be filed within 30 days of the date of this Order. To facilitate this filing, a conference of parties of record was held in the Commission's offices on September 14, 1981. Also present at the conference was a representative of the Commission staff and counsel for the Commission. Echo Telephone Company ("Echo") and South Central Bell ("Bell") each filed the required information on September 16, 1981, and Petitioners made their filing on September 17, 1981.

The Commission, after considering the submissions of the parties, and being advised, is of the opinion and finds that:

(1) Petitioners and Echo have agreed upon Echo's proposed letter of explanation, which particularizes each letter by type of customer, and Echo's proposed form of survey and letter of explanation should be approved;

(2) Petitioners and Bell have agreed upon Bell's proposed letter of explanation and form of survey, with the exception that Petitioners request that the Bell explanation letter state the monthly proposed increase only, omitting the current rate and new rate columns. In the interest of keeping the survey as simple and as self-explanatory as possible, Bell's letter of explanation should be changed to reflect Petitioner's request;

(3) All parties have agreed upon the method of survey, that being a 100% survey of all Echo exchanges, a 100% survey of Bell's West Point and Lebanon Junction exchanges, and a random sampling of Bell's Louisville exchanges, in accordance with Bell's filing of September 16, 1981. Petitioners do not agree with the random sampling of Bullitt County subscribers in the Fern Creek exchange, one of Bell's Louisville exchanges. Since the concept of EAS is based upon exchange relationships, without reference to political

boundaries, and since the random sampling method has been designed to be representative of the desires of all subscribers of Bell's Louisville exchanges, Petitioners' request should be denied;

(4) Both Petitioners and Bell have expressed concern that parties to the proceeding be directed not to attempt unduly to influence the outcome of the survey. In the interest of fairness, this directive should be binding upon all parties to the proceeding; and

(5) All parties having agreed that in order to better assure an unbiased survey, an advertisement, signed by parties of record, should be placed in representative Bullitt County newspapers advising that the survey is to be conducted, and that all decisions should be based upon the information contained in the survey. This is reasonable and should be so directed.

IT IS THEREFORE ORDERED that Echo Telephone Company's proposed letter of explanation and forms of survey, as filed September 16, 1981, be and they hereby are ordered to be mailed to all Echo subscriber accounts not later than November 12, 1981.

IT IS FURTHER ORDERED that South Central Bell's proposed letters of explanation and forms of survey, as filed September 16, 1981, and amended by omitting the

current rate and new rate columns in the letter of explanation, be and they hereby are ordered to be mailed to all Bell subscriber accounts in the West Point and Lebanon Junction exchanges, and to a random sample of Louisville exchange subscriber accounts, not later than November 12, 1981.

IT IS FURTHER ORDERED that both Echo Telephone Company and South Central Bell Telephone Company shall file with the Commission the exact date on which survey forms are proposed to be mailed, and the cut-off date for subscriber accounts which are to receive the survey, not later than 15 days prior to the date of mailing.

IT IS FURTHER ORDERED that the surveys are to be printed on the letterhead of the Commission and that the ballot be a post card sized, postage-free card, color-coded by exchange, which will bear the return address of the Commission.

IT IS FURTHER ORDERED that Petitioners' request for a 100% survey of Bell's Fern Creek exchange accounts which are located in Bullitt County be and it hereby is denied.

IT IS FURTHER ORDERED that parties to this proceeding shall not participate in any concerted effort, either directly or indirectly, to influence the outcome of the survey.

IT IS FURTHER ORDERED that the parties to this proceeding shall jointly place an advertisement in representative Bullitt County newspapers advising that the survey is to be conducted, and that all decisions should be based upon the information contained in the survey.

Done at Frankfort, Kentucky, this 25th day of September, 1981.

PUBLIC SERVICE COMMISSION

Marlin M. Volk  
Chairman

Did Not Participate  
Vice Chairman

Jim Carigan  
Commissioner

ATTEST:

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Secretary