

KENTUCKY-AMERICANWATERCOMPANY  
December 2004 \* November 2005  
DETAIL FORM

OBJECT DESCRIPTION: Advertising

BUSINESS UNIT: 120121

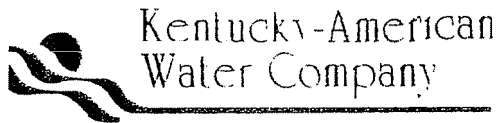
OBJECT: 575030.0000

SUBSIDIARY: 16.0000

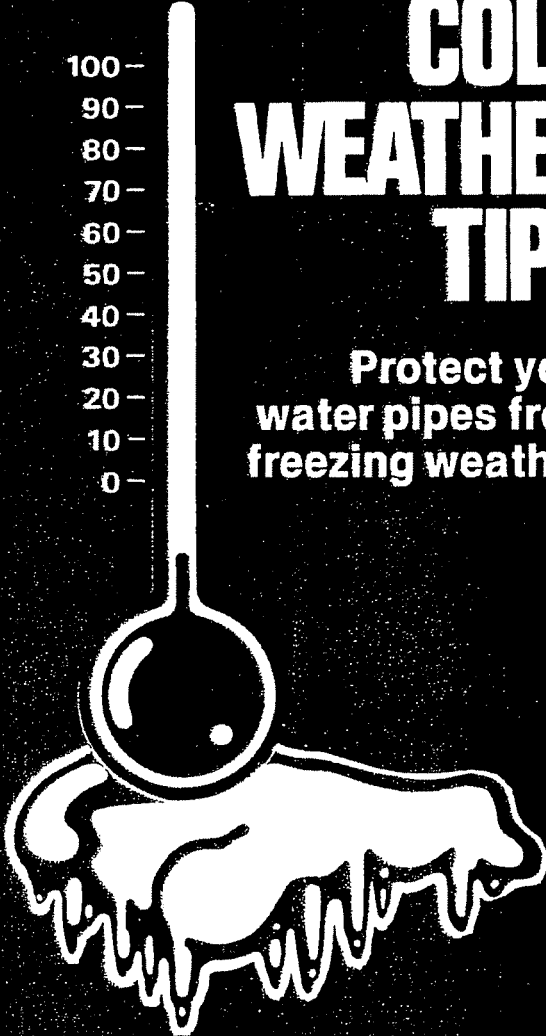
LINE NUMBER (168): 21

item #	Description	Jan 2005	Feb 2005	Mar 2005	Apr 2005	May 2005	Jun 2005	Jul 2005	Aug 2005	Sep 2005	Oct 2005	Nov 2005	Dec 2004	Total
	<b>575030.1605 - Newspapers:</b>													-
1	Drinking Water Week					1,025								1,025
2	Home Builders Grand Tour Ad													-
3	Home Builders Parade of Homes Ad													-
4	Consumer Confidence Report Ad						1,230							1,230
	<b>575030.1610 - Television:</b>													-
	<b>575030.1615 - Radio:</b>													-
	<b>575030.1620- Customer Handouts:</b>													-
5	Customer Service Guide Inserts				2,050									2,050
6	Public Education Materials			1,538					1,538					3,076
7	Newsletters - community			2,050		2,050		2,050		2,050				8,200
8	Community Investment Report											6,150		6,150
9	Miscellaneous Ads	103	103	103	103	103	103	103	103	103	102	103	102	1,234
10	Hydrant Flushing Ad				1,230									1,230
11	Water Quality brochure reprint		2,563											2,563
	<b>575030.1625 - Bill Inserts:</b>													-
12	From the Tap							5,125				5,127		10,252
13	Consumer Confidence Report				20,500									20,500
14	Immunocompromised Customers			5,124										5,124
15	Ripple Effect		4,100											4,100
16	Customer Appreciation	5,127												5,127
	<b>575030.1635 - Conservation:</b>													-
	<b>Television:</b>													-
17	Conservation Tips				4,597	4,597	4,602	4,597	4,597	4,597				27,587
18	Cable Programming(Leak Detection)		2,254						2,255					4,509
	<b>Radio:</b>													-
19	Conservation Messages					5,125	5,125	5,125	5,125					20,500
	<b>Bill Inserts:</b>													-
20	Conservation Tips					5,125			5,122					10,247
	<b>Total</b>	5230	9020	8815	28480	18025	11060	17000	18740	6750	102	11380	102	134704

6a  
1/2



2300 Richmond Rd  
Across from Lexington Mall  
Lexington Kentucky 40502



**COLD WEATHER TIPS**

**Protect your water pipes from freezing weather.**

from  
**Kentucky-American Water Company**

The graphic is a vertical thermometer with a scale on the left ranging from 0 to 100 in increments of 10. The bulb of the thermometer is at the bottom and is overflowing with water that is dripping down. The background of the graphic is black, and the text and thermometer are white.

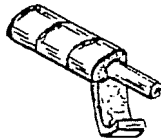
6a

2/2

Freezing weather takes its toll on you and your home. Kentucky-American Water Company reminds its customers to make a thorough check of their homes to protect water lines and guard against the possible inconvenience of loss of service due to frozen lines.

### BEFORE FREEZING WEATHER SETS IN

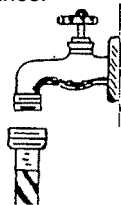
- Wrap exposed pipes. Cover any exposed pipes with insulating material. If you do not have commercial insulating material, use plastic, newspaper, rags or blankets.



- Block air passages into crawl spaces. Check crawl spaces to be sure pipes are protected. Use cardboard or rags to block air passages.

- Secure basements against the cold. Plug up draft cracks and repair broken window panes.

- Check outside faucets. Remove hoses from outside faucets and check the washers to be sure there are no leaks which could freeze and back up into the household plumbing.



- Locate your shut-off valve. Make sure every member of the household knows where your main water shut-off valve is located. The shut-off valve should be used in the event of a burst pipe or if you have a significant leak.

The shut-off valve is usually located where the water pipe enters your house or on a vertical pipe leading from the point of entry inside your basement wall or crawl space. In some homes it can be found in the utility room. If you do not have a main shut-off valve, you should install one to your protection.

### DURING FREEZING WEATHER

- Keep meter box lids closed. Do not open your meter box, as injuries can result from lids which are not properly secured. Also, cold air can freeze the meter. If you notice a meter box lid which is not properly secured, please call our office immediately.
- Make sure heat reaches your pipes. If your pipes are enclosed in a cabinet under the bathroom or kitchen sink, leave the doors open so heat can get in.
- Keep a trickle of water running. During periods of low usage and particularly on sub-zero nights, keep a trickle of water running from the faucet highest in the home. This trickle should be a steady stream the size of the lead in a pencil.



### IF YOU HAVE A FROZEN PIPE

If you do not know the location of the problem, call Kentucky-American Water Company. We will check to see if you have water available at the meter.

If the water is frozen at the water meter, we will correct the problem. If not, the problem is in your household plumbing and it is your responsibility to correct it.

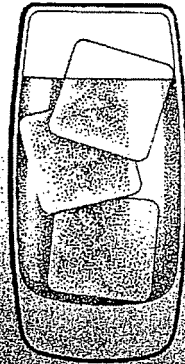
- Wait for the pipes to thaw. If you have some running water, the safest and cheapest thing to do is wait for the frozen pipes to thaw. If that is not possible.
- Never use an open flame. Never try to thaw a pipe with a flame, because you may start a fire.
- Call a plumber. If all else fails, call a plumber and get professional assistance.

KENTUCKY-AMERICAN WATER COMPANY IS AVAILABLE 24 HOURS A DAY FOR SERVICE SHOULD YOU HAVE ANY TROUBLE

CUSTOMER SERVICE: 268-6300  
EMERGENCY (NIGHTS, WEEKENDS, AND HOLIDAYS): 269-2395  
OUTSIDE FAYETTE COUNTY: 1-800-678-6301

# Summertime!

Get out the hoses and let's water the lawn, wash the car, bathe the dog, and swim. And then let's drink a tall, cold glass of water.

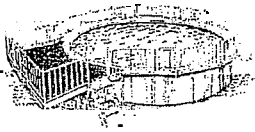


Water is a precious resource. It's clean, it's fresh, and it's essential for life. But it's also a limited resource. We should use it responsibly.

Using water responsibly makes good sense. We'll save money on our water and sewer bills. And simple changes in our watering of plants and lawns result in better developed roots. Plus, being responsible makes us feel good about ourselves.

Following the tips in this folder can save thousands of gallons of water every year in your household. That's right, thousands. Read it, try the suggestions, and we guarantee you will feel more responsible this summer.

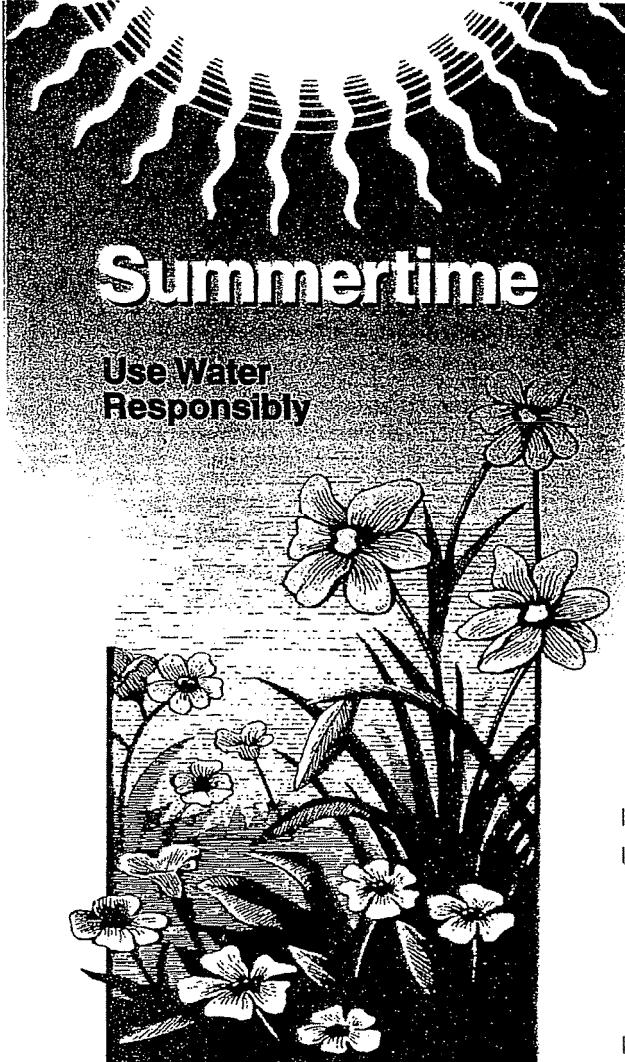
## Around the House

1. Use a bucket of soapy water and a sponge to wash your car. Save the hose for rinsing. Wash your car in sections and rinse with short spurts from the hose. Washing a car for 20 minutes with the hose running all the time uses 90 gallons.
2. Keep a bottle of drinking water in the refrigerator instead of running the faucet for cold water. (For real pampering, keep your glass in the refrigerator, too.)
3. Cover your backyard pool when not in use to prevent evaporation, accidents, and to keep it clean. Don't fill it full and keep splashes inside. 
4. Tell your children not to play with water hoses and sprinklers.
5. Recycle wading pool water for plants, lawns and for bathing the dog.
6. Start a compost pile instead of using your garbage disposal, which uses a lot of water.
7. Use a broom, not a hose, to clean driveways and sidewalks.
8. Clean garden produce in a tub of water, then recycle used water and give the plants in the garden a drink.



Kentucky-American  
Water Company

An American Water Works System Company  
2300 Richmond Road, Lexington, KY 40502  
Customer Service: 266-6300  
Emergency (Nights, Weekends and Holidays): 269-2395  
Outside Fayette County: 1-800-678-6300



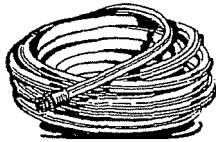
**Summertime**

**Use Water Responsibly**

Kentucky-American  
Water Company

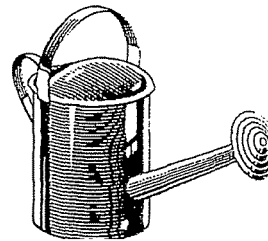
## Lawns

1. Water before 10 a.m. to prevent evaporation which occurs during the hottest part of the day. Morning is better than evening, when the dampness encourages growth of fungus.
2. Water only when grass shows signs of wilt. Grass that springs back when stepped on does not need water.
3. Water long enough to soak the roots. A light sprinkling evaporates quickly and encourages shallow root systems.
4. Don't let the sprinkler run any longer than necessary. In an hour, 600 gallons can be wasted.
5. Allow an inch of water per week on your lawn. To measure, place cake tins outside to collect rain and water from sprinklers.
6. Aerate lawns by punching holes 6 inches apart. This allows water to reach roots rather than run off surfaces.
7. Mow Kentucky bluegrass at least 2 1/2" to 3" high to hold moisture.
8. Position sprinklers to water the lawn, not the pavement.
9. Avoid watering on windy days when the wind not only blows water off target, but also causes excess evaporation.
10. Adjust your hose to simulate a gentle rain. Sprinklers which produce a fine mist waste water through evaporation.
11. Know how to turn off an automatic sprinkler system in case of rain.



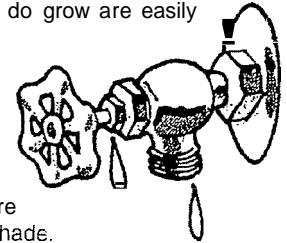
## Vegetable and Flower Gardens

1. Water deeply, slowly, and weekly. Most vegetables require moisture to a depth of six to eight inches.
2. Keep soil loose so water can penetrate easily.
3. Use mulch around plants and rows to hold in moisture.
4. Keep out weeds to reduce competition for water.
5. Put the water where you want it and avoid evaporation by using soil-soakers or slow-running hoses, not sprinklers.



## Trees and Shrubs

1. Water deeply using a soil-soaker.
2. Water only when needed. Check the depth of soil dryness by digging with a trowel. While the surface may be dry, adequate moisture is retained beneath the surface for the support of trees and shrubs.
3. Mulch to reduce evaporation. A 2" to 3" layer of wood chips, pine needles, grass clippings, or straw keeps the soil cool in summer. Mulch adds landscape interest and reduces weeds. The few weeds that do grow are easily uprooted.
4. Dig troughs around plants to catch and retain water.
5. Water plants growing in full sun more often than those in shade.
6. Know how to turn off automatic sprinklers in case of rain.
7. Do not fertilize during the summer. Fertilizing increases a plant's need for water.
8. Postpone planting until spring or fall when there is generally less need for water.
9. Install trickle-drip irrigation systems close to the roots of your plants. By dripping water slowly, the system doesn't spray water into the air where it can be lost through evaporation.
10. Use rainwater caught in containers placed under downspouts. Use spring, stream, or creek water, if available.



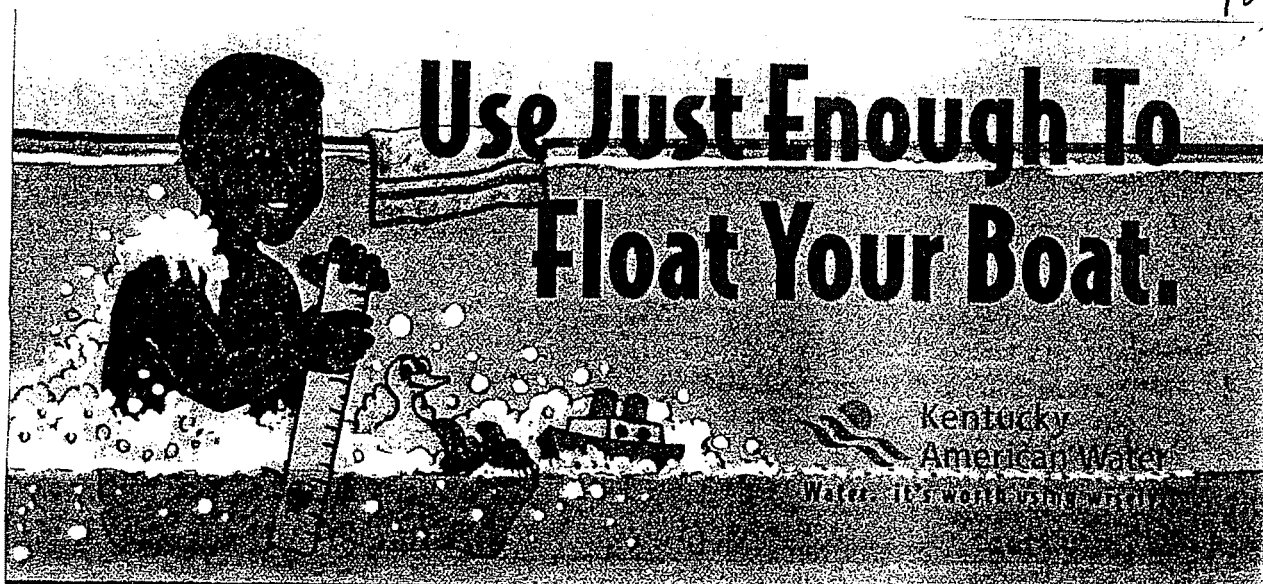


Kentucky  
American Water

## keeping your water clean and clear

Kentucky American Water will be conducting an annual distribution system flushing for approximately three weeks starting Sunday, April 18. Hydrants throughout the system will be flushed to remove normal sediments that can collect over time. Due to the flushing, a more significant smell of chlorine may be noticeable in the water. Sediments and this change of chlorine application do not pose safety concerns, however, you may want to store some water in your refrigerator for cooking and drinking. Check for discolored water before doing laundry, washing dishes or other uses. If your water is discolored, run your faucet until the water clears. If your incoming cold water does not clear within a few minutes or if you need further information, please contact Kentucky American Water at (800) 678-6301.

12



# Use Just Enough To Float Your Boat.

Kentucky  
American Water  
Water. It's worth saving.

Five inches in the tub or five minutes in the shower can save gallons of water.  
**MORE WATER-SAVING TIPS ON OTHER SIDE**

## We're All Looking for Ways to Save Water. Here Are A Few Tips.

- Shorten your Shower time by **one minute and save 3-7 gallons** per shower
- **Install a water-saving shower head.**
- Don't rinse dishes before putting them in the dishwasher. Scrape food off instead. **You could save 2-5 gallons daily.**  
**Run only a full dishwasher.** Two small loads use twice as much water as a full one.
- Wash fruits and vegetables in a pan and **save the water for indoor plants.**
- Don't run tap water until cool for drinking. **Keep water in the refrigerator.** You could save 2-5 gallons a day.
- If you have a toilet that was installed before 1994 you can **save up to 3 gallons a day** by placing a water-filled plastic bottle or bag in the tank.  
**Detect toilet tank leaks** with leak detection tablets or a few drops of food coloring in the tank

For more tips on saving water and for a free home water conservation kit, call Kentucky American Water at 1-877-24WATER

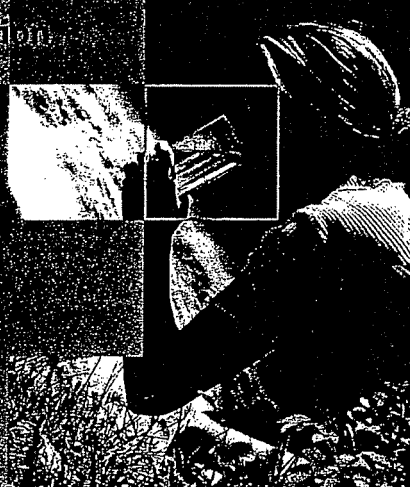
# water quality



Kentucky  
Central Division

Fayette and  
St. Louis  
Counties

www.kaw.com



*We are once again proud to present to you our annual water quality report. Over the years, we have dedicated ourselves to producing drinking water that meets or surpasses all state and federal drinking water standards. We continually strive to adopt new and better methods of delivering the best quality drinking water to you. As regulations and drinking water standards change, it is our commitment to you to incorporate these changes system wide in an expeditious and cost-effective manner. As new challenges to drinking water safety emerge, we will be vigilant in maintaining our objective of providing quality drinking water at an affordable price. If you have any health concerns relating to the information in this report, we encourage you to discuss these with your health care provider.*

## Our Customer Care

### We Are

- dedicated to service excellence
- focused on personalized solutions
- committed to our customer's health and welfare

### We Will

- partner with our customers
- treat them with dignity and respect
- enhance their quality of life
- earn their loyalty
- exceed their expectations



## About Our Water Systems

Kentucky American Water (KAW) is one of the State's largest water utilities. KAW is involved in providing drinking water and wastewater service for over 350,000 people in communities across the state—that is about 1 of every 12 persons in the State. This amounts to over 15 billion gallons water treated and monitored in a year. Kentucky American Water also ensures reliable fire protection to the communities it serves through water supply to over 7,000 fire hydrants in operations across the state.

Kentucky American Water is a subsidiary of American Water, part of RWE's Water Division, serving 20 million customers in 27 states, 4 Canadian provinces, and South America. RWE's Water Division is the third largest water and wastewater services company in the world with over 8,000 employees providing water, wastewater, and related services. We take this responsibility very seriously and work hard every day to provide the best in water service and water quality.

## Where Does Kentucky American Water's Source Water Come From?

Most of Kentucky American Water's drinking water is provided through our two purification plants, the Kentucky River Station and the Richmond Road Station. Both of these are located within Fayette County and obtain the majority of source water from the Kentucky River as it passes south of Fayette County. Jacobson

Reservoir and Lake Ellerslie, located in south-central Fayette County, may supplement water supply as needed. About two hundred KAW customers in the Ford Hampton area (southeastern Fayette County) received water purchased from Winchester Municipal Utilities in 2003. A separate water quality report has been provided for these customers.

## Source Water Assessments

KAW's raw water sources, the Kentucky River and supplemental reservoirs are all surface water sources. The 1996 Safe Drinking Water Act amendments created a new program of source water assessments. The final source water assessments were completed in 2003 and revealed that KAW's Kentucky River source is most vulnerable to contamination from agricultural runoff which can typically include pesticides, nutrients and silt from croplands and potential pathogens from pasture lands. The Jacobson Reservoir source is most vulnerable to urban stormwater runoff which may include heavy metals from paved areas, nutrients, pesticides and organic (yard waste) from lawn care. Industrial and construction runoff in urban areas may include silts, synthetic chemicals and metals. KAW's sources are extensively monitored by KAW. No regulated contaminants have occurred in source waters at levels which could not be treated successfully with KAW's treatment processes. KAW's completed Source Water Assessment and Protection Plans are available by contacting Kentucky American Water.

13  
3/6

## Partnership for Safe Drinking water Program

Kentucky American Water is proud to be a member of the national Partnership for Safe Water, which was developed jointly by the U.S. Environmental Protection Agency, the American Water Works Association and other national drinking water organizations. The Partnership is a voluntary commitment to continued improvement through diligent water treatment control to provide highest possible quality drinking water. In 1998, KAWC received the U.S. Environmental Protection Agency Director's Award for successful completion of the Phase III Self-Assessment requirements of this program at both KAWC treatment facilities. Kentucky American continues in good standing with this program through performance tracking and control coupled with annual reporting to the Partnership. Diligence and commitment to excellence on the part of operational and technical support staff, along with advances in technology applications, have enabled sustained excellent filtered water quality each year since Kentucky American Water joined the partnership in 1996. In recognition of this sustained excellence, in June 2003, Kentucky American Water's facilities received the Partnership for Safe Water Five-Year Director's Awards. Only 17 facilities in the United States have received this Five-Year Partnership Award Status.



FIVE-YEAR

Director's  
Awardee  
in 2003

## You Can Learn More and You Can Be Involved in Matters that Affect Your Water.

Kentucky American Water welcomes your comments and questions regarding water quality issues. You can contact us by calling our customer service department at the numbers below or you may email us via our web site ([www.KAWC.com](http://www.KAWC.com)). Please use the form accessible by clicking "contact us" on the upper menu bar to send an email communication. You may telephone or mail your comment or question to us, or to the State regulatory agency, at the phone numbers and addresses below.

Kentucky American Water  
2300 Richmond Road  
Lexington, Ky. 40502-1390  
8001678-6301

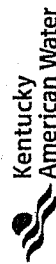
Kentucky Environmental and Public  
Protection Cabinet  
Dept. for Environmental Protection, Division of  
Water, Drinking Water Branch  
14 Reilly Road Frankfort, KY 40601  
5021564-3410



Printed on recycled paper Each ton of recycled paper saves 7,000 gallons of water

13  
416

This report outlines the efforts involved in delivering to you the highest quality drinking water available. In it, we will answer these important questions: Where does my water come from? What is in my drinking water? We will also provide information and resources to answer questions about water quality and health effects. In the process of providing the best drinking water possible, Kentucky American's water quality professionals and operations staff run literally thousands of water quality tests each year. These include field tests, comprehensive laboratory analyses using our local certified labs, as well as testing through the American Water Works Service Company laboratory in Belleville, Illinois. In addition, we use on-line monitoring technology to continuously check the water quality from our sources of supply through our treatment and distribution systems. This 2003 Water Quality Report format and content are designed to comply with state and federal drinking water regulations. Specifically, we have focused, primarily, on health-regulated parameters, which were detected during calendar year 2003. We have included water quality explanations and health effects language according to regulatory requirements.



2300 Richmond Road  
Lexington, KY 40202

Este informe contiene información muy importante sobre su agua potable. Tradúzcalo o hable con alguien que lo entienda bien.

**Table Definitions**

- AL (Action Level): The concentration of a contaminant which, if exceeded, triggers treatment or other requirements, which a water system must follow
- MCL (Maximum Contaminant Level): The highest level of a contaminant that is allowed in drinking water MCLs are set as close to the MCLGs as feasible using the best available treatment technology
- MCLG (Maximum Contaminant Level Goal): The level of a contaminant in drinking water below which there is no known or expected risk to health MCLGs allow for a margin of safety
- MRDL (Maximum Residual Disinfectant Level): The highest level of disinfectant allowed in drinking water There is convincing evidence that addition of a disinfectant is necessary for control of microbial contaminants
- MRDLG (Maximum Residual Disinfectant Level Goal): The level of drinking water disinfectant below which there is no known or expected risk to health MRDLGs do not reflect the benefits of the use of disinfectants to control microbial contamination
- NA: Not applicable
- NTU (Nephelometric Turbidity Units): Measurement of the clarity or turbidity, of the water
- ppm (parts per million): One part substance per million parts water, or milligrams per liter
- ppb (parts per billion): One part substance per billion parts water, or micrograms per liter
- TT (Treatment Technique): A required process intended to reduce the level of a contaminant in drinking water.
- % means percent
- > means greater than
- < means less than

**Special Health Information for the Immunocompromised**

Some people may be more vulnerable to contaminants in drinking water than the general population. Immunocompromised persons such as persons with cancer undergoing chemotherapy, persons who have undergone organ transplants, people with HIV/AIDS or other immune system disorders, some elderly, and infants may be particularly at risk from infections. These people should seek advice about drinking water from their health care providers. EPA/CDC (Centers for Disease Control and Prevention) guidelines on appropriate means to lessen the risk of infection by Cryptosporidium and other microbial contaminants are available from the safe Drinking Water Hotline (800-426-4791).

For additional information regarding Cryptosporidiosis and how it may impact those with weakened immune systems, please contact our customer service center 800-678-6301 or speak with your personal health care provider

Web sites provide a substantial amount of information on many issues relating to water resources, water conservation and public health

- The U.S. EPA Office of Water ([www.epa.gov/safewater](http://www.epa.gov/safewater))
- Centers for Disease Control and Prevention ([www.cdc.gov](http://www.cdc.gov))

The Kentucky Division of Water Drinking Water Branch has a Web site ([www.water.ky.gov/dw/](http://www.water.ky.gov/dw/)) which contains much useful information as well

**Chloramines**

Chloramines are a state- and federally-approved alternative to free chlorine, which provide good distribution disinfection while minimizing disinfection byproduct formation. Another benefit to chloramines is improved taste to the water as compared with free chlorine. Kentucky American Water has successfully used chloramines in its system supplied by the Kentucky River Station and Richmond Road Station treatment facilities since 1988. Chloramines are also used by many other utilities nationally and in Kentucky. Other Kentucky utilities that use chloramines include Louisville, Frankfort and Richmond. Chloramines are the same as chlorine for all typical water uses with the exception that chloramines must be removed from water used in kidney dialysis and fish keeping. Treatments to remove chloramines are different than treatment for removing chlorine. Please contact your physician or dialysis specialist for questions pertaining to kidney dialysis waters. Contact your pet store or veterinarian for questions regarding water used for fish and other aquatic life. You may also contact Kentucky American Water for more chloramine information.

**Cryptosporidium in Drinking Water**  
Cryptosporidium is a protozoan found in the surface water throughout the U.S. Although filtration removes Cryptosporidium, the most commonly used filtration methods cannot guarantee 100 percent removal. Ingestion of Cryptosporidium may cause cryptosporidiosis, an abdominal infection. Symptoms of infection include nausea, diarrhea, and abdominal cramps. Most healthy individuals can overcome the disease within a few weeks. However, people with severely weakened immune systems have a risk of developing life-threatening illness. We encourage such people to consult their doctors regarding appropriate precautions to take to avoid infection. Cryptosporidium must be ingested to cause disease, and it is spread through means other than drinking water.

**KAW Cryptosporidium Testing for Regulatory Planning and Research**

Kentucky American Water monitored raw source waters for Cryptosporidium in conjunction with the federally required Information Collection Rule (ICR), on a monthly basis from July 1997-December 1998. Of the 36 source water samples collected under the ICR, only two samples contained Cryptosporidium and these two detections did not exceed levels which would trigger finished monitoring water testing under ICR requirements. Researchers with the American Water Works Service Company Inc., have developed a new, more accurate test for Cryptosporidium in water. We voluntarily used this test to monthly monitor our finished water during 2001. On one occasion in 2001 the organism was detected in the drinking water. This finding was reported to the State Division of Water-Drinking Water Branch. Repeat sampling for the organism was consistently negative. In late 2003, KAW began testing raw source waters again for Cryptosporidium in preparation for future regulations. No Cryptosporidium was found in the source waters in this 2003 testing.

**Additional Water Quality Parameters of Interest**

This table shows average levels of additional water quality parameters which are often of interest to consumers. Values shown here are typical operating data for KAWC's system supplied by the Kentucky River Station and Richmond Road Stations. Values may vary from day to day within the system. There are no health-based limits for these substances in drinking water.

Parameter	Average	Units
Alkalinity	54	ppm
Aluminum	<0.005	ppm
Ammonia	0.09	ppm
Calcium	35	ppm
Chloride		ppm
Copper	c0.005	ppm
Hardness, Total	150	ppm (as CaCO3)
Iron	c0.005	ppm
Manganese	c0.005	ppm
pH	7.2	pH units
Orthophosphate	1.2	ppm
Sodium	13	ppm
Sulfate	96	ppm
Total Dissolved Solids	216	ppm
Zinc	0.168	ppm

13  
516

13  
6/16

**Water Quality Summary for 2003**

Kentucky American Water conducts extensive monitoring to ensure that your water meets water quality standards. Over eighty different regulated and unregulated parameters were tested in our systems in 2003. The table below shows the levels where there were actual detections. Full compliance with regulation was achieved in 2003. No water quality violations were received by Kentucky American Water in 2003. For best understanding of this table, please carefully read the table itself as well as the footnotes below the table and the "Table Definitions" that follow.

**Substances Expected to be in Drinking Water**

Drinking water, including bottled water, may reasonably be expected to contain at least small amounts of some contaminants. The presence of contaminants does not necessarily indicate that water poses a health risk. More information about contaminants and potential health effects can be obtained by calling the U.S. EPA's Safe Drinking Water Hotline at (800) 426-4791.

To ensure that tap water is safe to drink, U.S. EPA prescribes regulations limiting the amount of certain contaminants in water provided by public water systems. U.S. Food and Drug Administration regulations establish limits for contaminants in bottled water, which must provide the same protection for public health.

The source of drinking water (both tap water and bottled water) includes rivers, lakes, streams, ponds, reservoirs, springs, and wells. As water travels over the surface of the land or through the ground, it dissolves naturally-occurring minerals and, in some cases, radioactive material, and can pick up substances resulting from the presence of animals or from human activity.

**Substances that may be present in source water include**

**Microbial Contaminants**, such as viruses and bacteria, which may come from sewage treatment plants, septic systems, agricultural livestock operations, and wildlife.

**Inorganic Contaminants**, such as salts and metals, which can be naturally occurring or may result from urban stormwater runoff, industrial or domestic wastewater discharges, oil and gas production, mining, or farming.

**Organic Chemical Contaminants**, including synthetic and volatile organic chemicals, which are by-products of industrial processes and petroleum production, and may also come from gas stations, urban stormwater runoff, and septic systems.

**Radioactive Contaminants**, which can be naturally occurring or may be the result of oil and gas production and mining activities.

**Water Quality Results**

2003 Water Quality Results for Regulated Substances Detected								
Treatment Plant Finished Waters								
Substance (units)	Year Sampled	MCL	MCLG	Kentucky River Station (KRS)		Richmond Road Station (RRS)		Typical Source
				Amount Measured	Range Low-High	Amount Measured	Range Low-High	
Barium (ppm)	2003			0.026	0.026-0.026	0.027	0.027-0.027	Discharge of drilling waste; Discharge from metal refineries; Erosion of natural deposits
Fluoride (ppm)	2003	4	4	1.19	1.00-1.19	1.23	0.95-1.23	Water additive which promotes strong teeth
Cyanide (ppm)	2003	0.2	0.2	0.018	ND-0.018		ND-0.033	Discharge from steel/metal factories or plastic and fertilizer factories. Defects may have been due to an analytical problem. Follow up test results were nondetect.
Substance (units)	Year Sampled	MCL	MCLG	Amount Measured	Range Low-High	Amount Measured	Range Low-High	Typical Source
Total Organic Carbon <sup>1</sup> (Removal Ratio) (ppm)	2003	Removal Ratio >= 1.0	N/A	1.49	1.25-1.72	1.80	1.46-2.04	Naturally present in the environment
Turbidity <sup>2</sup> (NTU), percent	2003	95% <= 0.3 100% <= 1.0	N/A	0.78 highest	100% lowest monthly	0.45 highest	100% lowest monthly	soil runoff
Distribution System - KRS and RRS combined								
Substance (units)	Year	MCL	MCLG	highest RAA	Range Low-High	Typical Source		
Trihalomethanes <sup>3</sup> (ppb)	2003	80	0	43	21-74	By-product of drinking water chlorination		
Haloacetic Acid-5 <sup>3</sup> (ppb)	2003	60	0	24	6-59	By-product of drinking water chlorination		
Chloramines <sup>4</sup>	2003	MRDL=4	MRDLG=4	2.6	0.7-3.8	Disinfectant applied in the treatment process		
Substance (units)	Year	MCL	MCLG	90th percentile	7-AL/10ts	Typical Source		
Copper <sup>5</sup> (ppm)	2003	AL = 1.3	1.3	0.1878	0/50	Corrosion of household plumbing		
Lead <sup>5</sup> (ppb)	2003	AL = 15	0	<5	0/150	Corrosion of household plumbing		

<sup>1</sup> Total Organic Carbon: Compliance with the Total Organic Carbon (TOC) Treatment Technique (TT) requirement is based on the running average of the monthly ratios of the % TOC treatment removal compared to the required removal. A minimum annual average ratio of 1.00 is required. Total organic carbon (TOC) occurs in source waters from natural substances such as decayed leaves and animal wastes. TOC can combine with chlorine used in disinfection to form undesirable disinfection byproducts. Treatment processes must be operated to remove total organic carbon in specified amounts depending on source characteristics. The TOC treatment technique requirement was met throughout 2003.

<sup>2</sup> Turbidity: Turbidity is a measure of the cloudiness of the water. We monitor it because it is a good indicator of the effectiveness of our filtration system to comply with the turbidity Treatment Technique (TT) requirements. 95% of four-hour filtered water readings must be 0.3 ntu or lower. 100% of the four-hour turbidity samples were in compliance.

<sup>3</sup> Trihalomethanes and Haloacetic Acids-5: Trihalomethanes and Haloacetic Acids-5 are regulated disinfection byproducts. Compliance is based on a 4-quarter running annual average (RAA) of samples collected from state-approved sites within the distribution system. The highest RAA is the measured value in the table.


<sup>4</sup> Chlorine, Chloramines: Chlorine is required through the distribution system to maintain disinfection of the water. In KAWC's chloraminated system Total Chlorine levels must be at least 0.5 ppm. The monthly average of chlorine measurements taken throughout the distribution system must not exceed 4.0 ppm. See additional information in section titled "Chloramines" in this report.

<sup>5</sup> Lead and Copper: Lead and Copper are regulated based on samples collected from sites meeting specific plumbing criteria (preferably with lead and/or copper plumbing components). Samples were collected from water standing in contact with the plumbing for at least 6 hours. At least 90% of samples collected according to these criteria must be below the "Action Level" for corrosion control to be satisfactory.



If you have any of these conditions:  
 • HIV/AIDS  
 • Cancer and are under going Chemotherapy or Radiation Treatment  
 • A Kidney, Heart, Bone Marrow or other Organ Transplant  
 • A Severely Weakened Immune System  
 • Or if you care for or know someone with any of these conditions  
 Please Read this Very Important Message about Cryptosporidium.

**A Message For People With Severely Weakened Immune Systems**

Brought to you as public service by  
  
 Kentucky American Water Company  
 As a subsidiary of American Water Works Company (www.amwater.com), Kentucky-American Water Company is part of the American Water System which serves more than 10 million people in 23 states

**1. What is Cryptosporidium?**

Lakes and rivers are drinking water sources that may contain a microbe called Cryptosporidium. This microscopic parasite is extremely difficult to detect and eliminate. Despite all the research and strides made to improve water quality over the past decade, today's most widely used and effective water treatment methods - including filtration, ozone and chlorine - cannot completely eliminate all of the Cryptosporidium that might be present in the water. However, a well-operated water treatment plant can remove more than 99% of these parasites.

**2. Where does Cryptosporidium come from?**

Animal or human feces containing Cryptosporidium may come in contact with surface water, such as lakes, rivers, streams, creeks and ponds. Water from underground sources and properly maintained wells is generally pro-

ected from contaminants and is less likely to contain Cryptosporidium. Cryptosporidium can cause a self-treatable intestinal disease called cryptosporidiosis.

**3. Why is this a concern for people with severely weakened immune systems?**

All people are exposed to sources of disease and illness every day in many different ways. Typically, healthy people have normal immune systems that help to prevent diseases that could come from many sources, such as bacteria in food and air, contact with bacteria on surfaces, etc. For people who have a severely weakened immune system, the medical community encourages precautions to prevent infection because Cryptosporidium can cause chronic illness and can be life-threatening.

(continued inside)

14  
2/2

**4. You can get cryptosporidiosis by:**

- Touching contaminated surfaces, then touching food or your mouth
  - Direct contact with infected human or animal feces
  - Contact with infected pigs or infected farm animals
  - Sexual contact with an infected person
  - Swallowing water from swimming pools, lakes, rivers or streams
  - ▼ Drinking tap water or bottled water with *Cryptosporidium* in it
- Eating food and drinking beverages prepared with contaminated tap water

**5. Tap water meets disinfection standards, but it is not sterilized.**

If you are a healthy adult or child, drinking properly treated tap water poses no significant health risk. Over the years, Kentucky American Water Company has taken great strides to improve water quality through voluntary testing, source protection, and treatment appropriate for the source of water supply. In addition to the high standards met by Kentucky-American Water Company, the state and federal government oversee the quality of water coming to your home, office or school. You can be confident that the quality of your drinking water meets or is better than government standards require, but current standards do not offer 100% protection against all possible threats to the health of immunocompromised people.

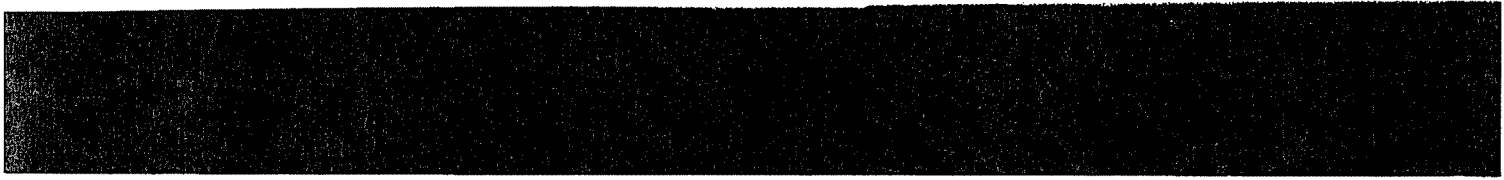
**6. If you have a severely weakened immune system, how can you protect yourself?**

The United States Environmental Protection Agency and the Centers for Disease Control recommend the following for persons at risk:

1. Consult your physician or healthcare provider.
2. Take one of the following three precautions:
  - a. Boil your drinking water for one minute (rolling boil). This is the most effective way to sterilize water. Store it in clean containers.
  - b. Install a water filter in your home that is certified by the National Sanitation Foundation (NSF) as having a pore size absolute one micron or is labeled as meeting NSF standard 53 for "health effects and cyst reduction." Filters must be changed regularly, as recommended by the manufacturer.
  - c. Buy bottled water that is proven to be free of *Cryptosporidium*. Check the label to make sure that the water was treated by reverse osmosis, distilled, or filtered through an absolute one micron or smaller filter. Bottled water labels that say "well water," "artesian well water," "spring water" or "mineral water" do not guarantee water free of contaminants such as *Cryptosporidium*.

**For more information about *Cryptosporidium* in water, please contact:**

- Your doctor or other healthcare provider
- Centers for Disease Control and Prevention's National AIDS Hotline 800-342-AIDS
- [www.cdc.gov/ncidod/diseases/crypto/crypto.htm](http://www.cdc.gov/ncidod/diseases/crypto/crypto.htm)
- United States Environmental Protection Agency's Drinking Water Hotline 800-426-4791
- \* [www.epa.gov](http://www.epa.gov)
- NSF International (for information about filters designed to remove *Cryptosporidium*) 800-673-8010



15



## ANNOUNCING THE 2003 RIPPLE EFFECT SCHOLARSHIP PROGRAM RECIPIENTS

Twelve outstanding Central Kentucky high school seniors have been selected to receive a Kentucky American Water Ripple Effect Scholarship for 2003.

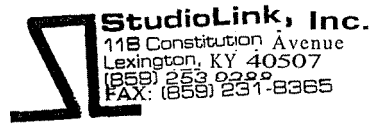
Applicants were judged on their GPA, participation in school activities, volunteer history, and a 500-word essay about their most memorable volunteer experiences. Each scholarship recipient will receive a \$500 scholarship from Kentucky American Water.

### ***Congratulations to this year's recipients:***

- TAYLOR VINSON - GOOD SHEPHERD CHRISTIAN SCHOOL
- ASHLEY BROOKE CASEY - HARRISON COUNTY HIGH SCHOOL
- TARA ASHLEY FULLER - HENRY CLAY HIGH SCHOOL
- JILL LIGON - LAFWETTE SENIOR HIGH SCHOOL
- KACI HINKEL - LEXINGTON CATHOLIC HIGH SCHOOL
- JESSICA OSBORNE - LEXINGTON CHRISTIAN ACADEMY
- KATY YEISER & ALLIE WATTS - (111)  
PARIS HIGH SCHOOL
- KATELYN JOHNSON & ERIN K. ROBINSON - (111)  
PAUL LAWRENCE DUNBAR HIGH SCHOOL
- KATHERINE GAMBLE - SCOTT COUNTY HIGH SCHOOL
- JILLIAN E. SKEETERS - TATES CREEK HIGH SCHOOL







17  
1/4

KAWC -Conservation TV : 30 #3  
Lynda Lyday

Shower head replacement  
MCU -in bathroom  
Turns to shower, retract curtain  
or opens door.

LIKE TO SAVE WATER AND SOME MONEY?  
I'M LYNDA LYDAY FOR **KENTUCKY  
AMERICAN**  
THE AMOUNT OF WATER YOU CAN SAVE IN  
**THE** SHOWER IS SURPRISING ....

CG Super Family of four.... indicate  
range of potential water saving

IF YOUR HOME OR APARTMENT IS OLDER IT  
YOUR SHOWER MAY NOT **YET** BE THE LOW-  
FLOW TYPE...HERE'S ONE OF **THE** SIMPLEST  
THINGS YOU CAN DO.  
REMOVE THE OLD ....

Stage master and cutaways for  
demo (depict effort to avoid  
scratch to finish)

EITHER INSERT THE NEW LOW-FLOW  
WASHER OR REPLACE THE OLD  
SHOWERHEAD WITH AN EFFICIENT NEW  
MODEL DESIGNED FOR A COMFORTABLE  
SHOWER AND LOWER WATER TJSE.  
... A LITTLE TEFLON TAPE FOR A GOOD  
SEAL, .....  
THERE.

Teflon wrap, new showerhead  
attached ....  
Camera turn CU.

YOU'LL STILL ENJOY YOUR SHOWER  
WHILE SAVING WATER AND MONEY

Tests water .... show a goods solid flow.

IT ALL, ADDS TJP. CALL, US FOR MORE TIPS.

Turns full to camera

.Logo/tabletop of applicable brochures/fliers/telephone number  
24WATER (859-249-2837)

17

2/4

Kentucky-American Water Company  
Conservation TV : 30 #2  
Lynda Lyday

Leak Repair

Opening visuals still under  
consideration.

DX to Lynda in aisle of  
neighborhood-style hardware store.  
Examines selected kits.

(May interact with store helper to  
indicate seeking advice.)  
DX Lynda putting finishing touch on  
kit replacement.  
Pleased with accomplishment  
In friendly suggestion tone.  
On a stool for ease of working props  
and camera.

Turns full to camera

.Logo/tabletop of applicable brochures/fliers/telephone number  
24WATER (859-249-2837)  
102

LIKE TO SAVE WATER AND SOME MONEY?  
I'M LYNDA LYDAY FOR KENTUCKY  
AMERICAN.  
YOUR TOILET CAN LEAK WATER 24/7.  
IF A SIMPLE ADJUSTMENT IS NO LONGER  
ENOUGH,  
REPAIRING THEM IS SOMETHING YOU MAY  
WANT TO TRY YOURSELF.  
KENTUCKY AMERICAN HAS MANY HELPFUL  
HINTS AND THE WIDE VARIETY OF REPAIR  
KITS AVAILABLE USUALLY PROVIDE EASY  
FOLLOW INSTRUCTIONS FOR ALL KINDS  
OF TOILETS.  
YOU'LL FEEL PRETTY GOOD ABOUT FIXING  
IT YOURSELF..  
... THERE. THAT SHOULD WORK.  
OR YOU CAN CALL YOUR  
PLUMBER.  
EITHER WAY YOU'LL, START SAVING WATER  
AND MONEY RIGHT AWAY.

CALL US FOR MORE TIPS ON WATER  
CONSERVATION.



17  
3/4

Kentucky-American Water Company  
Conservation TV : 30 #1  
Lynda Lyday

Toilet Leak

Open on CU/pull back

Walk to Bathroom door  
Camera follows past to toilet.

CU hands remove tank top.

Angles to camera ... prompts with  
Test package..... drops in tank.

Add super for preferred time.  
Color appears in tank.

Super- range estimate for  
leak loss.

Lynda V.O. as needed for super  
time requirements.

LIKE TO SAVE WATER AND SOME MONEY?  
I'M LYNDA LYDAY FOR KENTUCKY  
AMERICAN WATER ....  
A GREAT PLACE TO START IS THE TOILET ....  
IT EASY TO CHECK FOR THOSE SNEAKY  
LEAKS THAT COULD COST YOU PLENTY.

USE OUR FREE TEST KIT OR 10 DROPS  
OF FOOD COLORING RIGHT  
HEREIN THE TANK ....  
IF YOU HAVE A LEAK .... THE COLOR WILL  
SOON SHOW UP HERE IN THE BOWL  
MOST LEAKS CAN BE FIXED QUICKLY AND  
EASILY TO GET YOU STARTED SAVING  
HUNDREDS OF GALLONS OF  
WATER BECAUSE TOILETS  
ACCOUNT FOR ALMOST A THIRD OF ALL  
THE WATER USED IN THE HOME.  
AMAZING.  
CALL US FOR MORE TLPS ON SAVING WATER  
AND MONEY.

Logo/tabletop of applicable brochures/telephone number  
**24WATER (859-249-2837)**

17

4/4

Kentucky-American Water Company  
ConservationTV : 30 #4  
Lynda Lyday ‘  
Landscaping

NOTE: BLOCKING WILL BE DEVELOPED BASED UPON THE SELECTED LOCATION.

This production design should take advantage of highly appealing setting.

Essentially shot as a walk through with the exception of the mulching action which will be hands on to allow Lynda to provide good action with gardening gloves, etc.

Lynda walks into shot in side yard ...

LIKE TO SAVE WATER AND SOME MONEY?

MCU

I’M LYNDA LYDAY FOR KENTUCKY AMERICAN OUTSIDE YOUR HOUSE IS A GOOD PLACE TO START.

Pull wide for landscaping overview.

CONSIDER ZERISCAPING ..... WHICH PROMOTES WATER CONSERVATION AND THE HEALTH OF YOUR LANDSCAPE.

B-roll

Possibly have new specimen on hand ready to plant ....Ash or other.

TECHNIQUES SUCH AS USING DROUGHT RESISTANT PLANTS WHICH REQUIRE LESS WATER

Black flex pipe stretched to irrigate.  
On camera ....  
(Demo scene) finishing a mulching task .... address camera, remove gloves.

... CAPTURING AND USING RAIN WATER, DRIP IRRIGATION AND, ALWAYS, 2 TO 3 INCHES OF MULCH ... IT’S BENEFICIAL FOR PLANTS, MAKES EACH WATERING COUNT AND IT LOOKS GREAT.  
ZERISCAPING CAN MAKE YOUR LANDSCAPING EVEN MORE REWARDING.  
CALL US FOR ALL THE INTERESTING IDEAS.

Logo/tabletop of applicable brochures/telephone number  
24 WATER (859-249-2837)

Radio

Here's a conservation tip from Kentucky American Water:

1. Is it possible your toilet has a secret leak? You can test it by putting 10 drops of food coloring in the tank. Don't flush for 15 minutes. If the colored water shows up in the bowl, the tank is leaking. Water. It's worth using wisely.
2. Some people thoughtlessly flush away tissues and other bits of trash in the toilet. Using a wastebasket instead, will save all those gallons of water that otherwise go wastefully down the drain. Water. It's worth using wisely.
3. Remember the "Rule of Five": Take five-minute showers and use no more than five inches of water in the tub. Water. It's Worth Using Wisely.
4. You can use just one less gallon of water per shower by keeping the shower pressure lower or by making your showers a few seconds shorter. Water. It's worth using wisely.
5. Don't let the water run when you brush your teeth, when washing your face, or when shaving. Most of it will be wasted. Just take what you need and save the rest. Water. It's worth using wisely.
6. Fill your dishwasher full because it will use the same amount of water for a normal cycle, whether it contains a full load of dishes or just a few items. Water. It's worth using wisely.
7. Stopper the sink when you wash dishes by hand; and when you're finished, turn on the garbage disposal as you pull the plug. Water. It's worth using wisely.
8. If your soap does not have phosphates, you may be able to recycle rinse water to give your plants a drink. Water. It's worth using wisely.
9. If you like to rinse off vegetables and fruits, stopper the sink instead of using running water, and you can recycle that water. Water. It's worth using wisely.
10. Instead of letting the water run in the sink when you want a cool drink, keep a jug or pitcher cooling in the refrigerator. Water. It's worth using wisely.
11. Check every faucet in the house for leaks. A single dripping faucet can waste far more water in a single day than one person needs for drinking in an entire week. Water. It's worth using wisely.
12. Select the appropriate water level for the size of your load of laundry. Most washers now offer preset water levels for small, medium, and large loads. Use full loads whenever possible. Water. It's worth using wisely.
13. Know where your shut-off valve is. If emergency leak repairs are needed, quickly locating and shutting off your valve will prevent flooding and water waste. Water. It's worth using wisely.



Kentucky American Water  
2800 Richmond Road  
Lexington, KY 40502  
Phone: 1-800-678-6301  
www.kawr.com



## Our Customer Charter

### We are...

- dedicated to service excellence
- focused on personalized solutions
- committed to our customers' health and welfare

### ...therefore...

### We will...

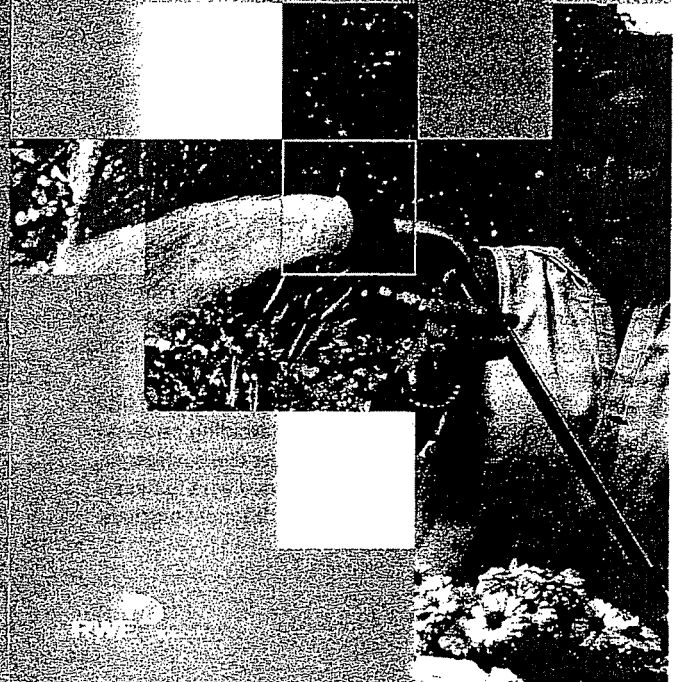
- partner with our customers
- treat them with dignity and respect
- enhance their quality of life
- earn their loyalty
- exceed their expectations

Kentucky American Water provides reliable, quality service to more than 325,000 people throughout the state. Kentucky American Water is a subsidiary of American Water, part of RWE Thames Water. The company's Americas Region serves 20 million customers in 29 states, three Canadian provinces, Puerto Rico, and Chile. American Water and RWE Thames Water, through their combined expertise, continue the tradition of providing customers with superior quality service while gaining access to new technologies, research and development, and global experience in service, customer satisfaction, and security.



www.kawr.com

Now is a  
**great time**  
to use water wisely



20  
2/2

## Using water wisely is everyone's responsibility

Water is a resource that we depend on daily. From drinking and cooking to bathing, gardening and recreation, water adds so much value to our lives. Using water wisely ensures that there is plenty of water available now and in the future. Wise water usage also means protecting water supplies by avoiding careless actions that can pollute and endanger rivers, streams and reservoirs. Follow the tips provided here to help preserve and protect one of the Earth's most precious resources: water.

### Start using water wisely now by following these simple tips in your home.

#### In the Bathroom

- Install water-saving showerheads and faucet aerators in your sinks.
- Shorten showers to 7 - 10 minutes.
- Turn off the water while brushing your teeth.

#### In the Kitchen

- Run only full loads in the dishwasher.
- Rinse produce in a basin rather than under running water.

#### In the Laundry

- Adjust the water level on your washing machine to match the size of your load.

#### Outside the House

- Use a broom, not a hose, for cleaning patios, sidewalks and driveways.
- Water your lawn and plants only when they need it.
- Plant appropriate plants for the climate.
- Check with local nurseries about non-invasive, drought-tolerant plants.
- Don't leave the water running when washing your car. Use a hose sprayer attachment to easily turn the water on and off.

