

REVISED SCHEDULE F

**SOCIAL, SERVICE CLUB, CHARITABLE, RATE CASE, ADVERTISING
AND OTHER PROFESSIONAL EXPENSES**

KENTUCKY-AMERICAN WATER COMPANY

CASE NO: 2007-00143

Forecasted Test Period: FOR THE TWELVE MONTHS ENDED: NOVEMBER 2008

Base Period: FOR THE TWELVE MONTHS ENDED: JULY 2007

<u>Schedule</u>	<u>Description</u>
F-3	Customer Service, Sales Promotion and Advertising Expense
F-4	Advertising

For electronic version, see KAW_APP_EX37F_REVISIED_062207.pdf

KENTUCKY-AMERICAN WATER COMPANY
CASE NO: 2007-00143
CUSTOMER SERVICE, SALES PROMOTION AND MISCELLANEOUS ADVERTISING EXPENSE
FOR THE TWELVE MONTHS ENDED: JULY 31, 2007
FOR THE TWELVE MONTHS ENDED: NOVEMBER 30, 2006

DATA: ___X___BASE PERIOD ___X___FORECASTED PERIOD
TYPE OF FILING: ___ORIGINAL___UPDATED ___X___REVISED
WORKPAPER REFERENCE NO(S): SCH C-2.2

SCHEDULE F - J
PAGE 1 OF 1
Witness Responsible: M.A. Miller

Line No.	Account No.	Description of Expenses	Base Period		Forecasted Period	
			Total Utility	Jurisdictional %	Total Utility	Jurisdictional %
2			\$0	100.00%	\$0	100.00%
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10	9308.9	CUSTOMER SERVICE EXPENSES				
11		Customer Service and Informational Expense	71,513		77,469	77,469
12	9308.9	SALES PROMOTION EXPENSE				
13		Sales Promotion	0		0	0
14		Institutional or Goodwill Advertising Expense	194,091		161,885	161,885
15		Conservation Advertising				
16		Totals	\$265,604		\$239,354	\$239,354
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KENTUCKY-AMERICAN WATER COMPANY
CASE NO: 2007-00743

ADVERTISING
FOR THE TWELVE MONTHS ENDED: JULY 31, 2007
FOR THE TWELVE MONTHS ENDED: NOVEMBER 30, 2008

DATA: X, BASE PERIOD, X, FORECASTED PERIOD
TYPE OF FILING: ORIGINAL, UPDATED, X, REVISED
WORKPAPER REFERENCE NO(S): N/A

SCHEDULE F-4
PAGE 1 OF 1
Witness Responsible: M.A. Miller

Line No.	Item	Sales or Promotional Advertising	Institutional Advertising	Conservation Advertising	Rate Case	Other	Total
2	Base Period: Newspaper	\$0	\$15,950	\$5,173	\$0	\$0	\$21,123
5	Magazine and Other	0	4,685	3,000	0	0	7,685
7	Television	0	0	66,190	0	0	66,190
9	Radio	0	0	15,000	0	0	15,000
11	Direct Mail	0	0	53	0	0	53
13	Sales	0	0	0	0	0	0
15	Customer Handouts	0	46,273	11,230	0	0	57,503
17	Outdoor billboard	0	0	85,320	0	0	85,320
19	Misc Bus Adv	0	4,595	8,125	0	0	12,720
21	Totals	\$0	\$74,513	\$194,091	\$0	\$0	\$268,604
23	Amount Assigned to Kentucky Retail	\$0	\$74,513	\$194,091	\$0	\$0	\$268,604
29	Forecasted Period: Newspaper	0	24,514	5,150	0	0	29,664
31	Magazine and Other	0	0	21,630	0	0	21,630
33	Television	0	0	25,750	0	0	25,750
35	Radio	0	0	20,600	0	0	20,600
37	Direct Mail	0	7,210	3,090	0	0	10,300
39	Sales	0	0	0	0	0	0
41	Customer Handouts	0	45,745	4,120	0	0	49,865
43	Outdoor billboard	0	0	81,545	0	0	81,545
45	Totals	\$0	\$77,469	\$161,885	\$0	\$0	\$239,354
47	Amount Assigned to Kentucky Retail	\$0	\$77,469	\$161,885	\$0	\$0	\$239,354