

OCC 15



1993 Community Issues and Priorities Survey

Ohio Bell/Ameritech wants to focus our activities to be even more responsive to community needs and expectations. Knowing your perceptions and views will help us achieve this goal.

The survey sample was carefully selected from civic and community leaders, as well as others who are particularly interested in community issues. Your answers will be completely anonymous. We will share a summary of the key survey findings with you. Thank you for your time and participation.

Section I

Needs in Your Community

In this section, please give us your view of the priority of each category shown, and tell us your opinion of how involved Ohio Bell/Ameritech should be in helping to address the priority. (Choose one answer in each section.)

	Priority for Action In Your Community				How Involved Should Ohio Bell/Ameritech Be In Addressing This Priority?			
	High Priority	Moderate Priority	Low Priority	Not a Priority	Take the Lead	Participate with Others	No Involve- ment	No Opinion
1. Economic development	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
2. Downtown/neighborhood revitalization	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
3. Unemployment/underemployment	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
4. Job training/retraining	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
5. Drug and substance abuse	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
6. Affordable housing	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
7. Services for the homeless	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
8. Health care costs	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
9. Access to health care	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
10. Crime and personal safety	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
11. Services for seniors	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
12. Services for the disabled	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
13. Services for minorities	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
14. Access to community information services	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
15. Taxes (Local and State)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
16. Child care	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
17. Adult dependent care	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>

Section I Needs in Your Community *(continued)*

In this section, please give us your view of the priority of each category shown, and tell us your opinion of how involved Ohio Bell/Ameritech should be in helping to address the priority. (Choose one answer in each section.)

	Priority for Action In Your Community				How Involved Should Ohio Bell/Ameritech Be In Addressing This Priority?			
	High Priority	Moderate Priority	Low Priority	Not a Priority	Take the Lead	Participate with Others	No Involve- ment	No Opinion
18. Domestic violence	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
19. Arts and culture resources	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
20. Literacy improvement	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
21. Availability of advanced telecommunications services	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
22. Infrastructure (roads, bridges)	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
23. Quality of public education (K-12)	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
24. Equity in education (e.g., between rural and urban areas)	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
25. Access to higher public education	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
26. Youth activities	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
27. Youth at risk (e.g., runaways, gangs, teen pregnancy)	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
28. Transportation	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
29. Environmental protection	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

30. Please tell us the zip code at which you received this survey: _____

(Please be sure to answer this question; your answer will help us determine community needs and concerns within specific areas.)

Section II

Your Awareness of Ohio Bell/Ameritech

Please tell us your level of awareness for each of the following Ohio Bell/Ameritech activities, and whether you would like more information.

	Detailed Awareness	General Awareness	Little Awareness	No Awareness	If more information were available, would you be interested?	
					Yes	No
1. Ohio Bell/Ameritech's involvement in the community	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>
2. Ohio Bell/Ameritech employees' involvement as volunteers in the community	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>
3. Ohio Bell/Ameritech's involvement in educational reform	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>
4. Ohio Bell/Ameritech's efforts to bring computer technology to school systems (e.g., distance learning, homework hotlines)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>
5. Ohio Bell/Ameritech's SuperSchool Program	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input checked="" type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>
6. Ohio Bell/Ameritech's recognition programs for innovation in education	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>
7. Ohio Bell/Ameritech's involvement with local communities to expand economic development	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>
8. Ohio Bell/Ameritech's selection by the PUCO to provide relay service for deaf, hard-of-hearing and speech-impaired people	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>
9. Whom you should contact at Ohio Bell/Ameritech for help with a community project	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>
10. Whom you should contact at Ohio Bell/Ameritech for help with questions about advanced telecommunications	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>
11. Ohio Bell/Ameritech's efforts to offer advanced telecommunications technologies for consumers' use	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>
12. Ohio Bell/Ameritech's efforts to offer advanced telecommunications technology to business	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>
13. The impact telecommunications technology can have on community issues and concerns	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>
14. Ohio Bell/Ameritech's Work At Home services	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>
15. Ohio Bell/Ameritech's efforts to reform regulation affecting telecommunications	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>

Section II

Your Awareness of Ohio Bell/Ameritech (cont'd)

	Detailed Awareness	General Awareness	Little Awareness	No Awareness	If more information were available, would you be interested?	
					Yes	No
16. The Ameritech advertising campaign entitled "Your Link to a Better Life"	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input checked="" type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>
17. Ameritech ads illustrating the ways in which advanced telecommunications can help solve educational problems	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>
18. Ameritech ads illustrating the ways in which advanced telecommunications can support economic development in our region	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input checked="" type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>
19. Ameritech ads illustrating the ways in which advanced telecommunications can enable cost-effective solutions in health care	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input checked="" type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>

What are the most important attributes for a company committed to excellence? (Check one answer per section.)

	Ideal Attributes of An Excellent Company				Current Attributes of Ohio Bell/Ameritech			
	Very Important	Somewhat Important	Not Important	No Opinion	Very Important	Somewhat Important	Not Important	No Opinion
1. Innovation	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
2. Corporate citizenship	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
3. Efficient performance	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
4. Dedication to customer service	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
5. Management leadership and vision	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
6. Environmental responsibility	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
7. High ethical standards	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
8. Commitment to quality	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

Section III Your Evaluation of Corporate Efforts to Address Community Needs

What is your view of the priority that your community will place on the following types of corporate resources in the coming years?

	High Priority	Moderate Priority	Low Priority
1. Employee volunteer programs	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
2. Programs to channel management/technical assistance to nonprofit community groups	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
3. Corporate charitable cash contributions	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>
4. In-kind contributions, such as furniture, meeting rooms, etc.	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
5. Corporate partnerships with nonprofit organizations	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
6. Corporate partnerships with government agencies	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
7. Corporate leadership in community coalitions to address local issues	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
8. Deployment of advanced telecommunications products and services to address social community needs	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
9. Deployment of advanced telecommunications products and services to address business and economic development needs	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
10. Deployment of advanced telecommunications products and services to address educational needs	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>

Section IV Your Perceptions About Ohio Bell/Ameritech

In this section, please tell us the extent to which you agree or disagree with each of the following statements.
(Please select only one answer for each statement.)

	Completely Agree	Somewhat Agree	Somewhat Disagree	Completely Disagree	Not Enough Information to Answer
1. Ohio Bell/Ameritech is committed to building effective partnerships with community organizations to help solve community problems. 1 <input type="checkbox"/>		2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. The ad campaign "Your Link to a Better Life" helps me understand the impact that telecommunications technology can have for me at work and in my community 1 <input type="checkbox"/>		2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input checked="" type="checkbox"/>
3. Ohio Bell/Ameritech does a good job of communicating with community leaders about company actions that affect the community. 1 <input type="checkbox"/>		2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
4. Ohio Bell/Ameritech's reputation for community involvement favorably influences my attitude about doing business with the company. 1 <input type="checkbox"/>		2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
5. Ohio Bell/Ameritech's role should include identifying ways to develop technology to support economic development and competitiveness. 1 <input type="checkbox"/>		2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
6. Ohio Bell/Ameritech's role should include identifying ways to develop technology to support computer and business data needs. 1 <input type="checkbox"/>		2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
7. Ohio Bell/Ameritech's role should include helping customers understand how to get the most benefit from advanced telecommunications technologies. 1 <input type="checkbox"/>		2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
8. Ohio Bell/Ameritech's role should include identifying ways to develop technology to support residential access to community, education and social services information. 1 <input type="checkbox"/>		2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
9. Regulation should encourage Ohio Bell/Ameritech to invest in advanced new telecommunications technology. 1 <input type="checkbox"/>		2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
10. Ohio Bell/Ameritech's prices should be determined by competition and the marketplace rather than by government regulation. 1 <input type="checkbox"/>		2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section IV Your Perceptions About Ohio Bell/Ameritech *(continued)*

Please tell us how satisfied or dissatisfied you are with Ohio Bell/Ameritech's performance in each of the following categories.
(Please mark only one answer per category.)

	Completely Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Completely Dissatisfied	Not Enough Information to Answer
11. The overall value you receive from Ohio Bell/Ameritech services in relation to what you pay	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
12. The overall quality of telephone service you receive from Ohio Bell/Ameritech	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
13. Ohio Bell/Ameritech's efforts to maintain high ethical standards in the way it conducts its business	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
14. Ohio Bell/Ameritech's efforts to provide advanced telecommunications technology to consumers	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
15. Ohio Bell/Ameritech's efforts to provide advanced telecommunications technology to business	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
16. Ohio Bell/Ameritech's honesty and credibility in its communications with community leaders and the public	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
17. Ohio Bell/Ameritech's positions on important public policy issues	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Please give us your evaluation of corporate efforts to address community needs.

18. How would you rate the performance of **major corporations** in helping your community address social and community problems?

- | | |
|---|---|
| 1 <input type="checkbox"/> Excellent — more than a fair share | 3 <input checked="" type="checkbox"/> Poor — less than a fair share |
| 2 <input type="checkbox"/> Average — about a fair share | 4 <input type="checkbox"/> No opinion |

19. How would you rate the performance of **Ohio Bell/Ameritech** in helping your community address social and community problems?

- | | |
|---|---|
| 1 <input type="checkbox"/> Excellent — more than a fair share | 3 <input checked="" type="checkbox"/> Poor — less than a fair share |
| 2 <input type="checkbox"/> Average — about a fair share | 4 <input type="checkbox"/> No opinion |

Section V Knowledge About Telecommunication Issues

What is your evaluation of the knowledge of each of the following groups about telecommunication issues?

	This Group Is Very Knowledgeable	This Group Is Moderately Knowledgeable	This Group Is Not Very Knowledgeable	No Opinion
1. Local Government	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
2. Ohio State Legislature	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
3. Public Utilities Commission of Ohio (PUCO)	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
4. Federal Communications Commission (FCC)	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
5. U.S. Congress	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>
6. Federal Courts	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
7. Consumer Activist Groups	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

8. How would you describe your own level of knowledge on today's telecommunication issues?

- 1 ☐ Very knowledgeable
 2 ☒ Somewhat knowledgeable
 3 ☐ Not very knowledgeable

9. Which of the following telephone services do you consider very important for your community? (Please check all that apply.)

- 1 ☒ Basic line service
 2 ☒ Touch tone
 3 ☒ Custom calling features (e.g., three-way calling, call waiting)
 4 ☒ Intelligent network infrastructure (e.g., fiber optic cables, digital switches)
 5 ☒ Operator assistance
 6 ☒ Data network services
 7 ☒ Directory assistance
☒ Cellular service

Section VI Sources You Rely On for Information About Ohio Bell/Ameritech

Please tell us which sources you rely on for information about Ohio Bell/Ameritech and its products, services, and community involvement activities.

	Major Source of Information	Occasional Source of Information	Currently not an Important Source	I Don't Have Access to This	Please check here if you recall receiving info about Ohio Bell/Ameritech from this source in the last several months
1. Daily newspapers	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>
2. Neighborhood/community newspapers	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
3. Radio news	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
4. Television news	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
5. Cable television news	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
6. Ohio Bell/Ameritech's advertising	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>
7. An Ohio Bell/Ameritech Community Relations executive	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>
8. Contact with Ohio Bell/Ameritech service employees	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
9. Ohio Bell/Ameritech employees involved in the community	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
10. A personal acquaintance who works at Ohio Bell/Ameritech	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
11. Contact with consumer groups	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
12. Ohio Bell/Ameritech publications	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
13. Speeches made by Ohio Bell/Ameritech senior managers and executives	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
14. Ohio Bell/Ameritech bill inserts (TeleNews)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
15. Customer Guide pages of Ohio Bell/Ameritech's telephone directories	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>
16. Ohio Bell/Ameritech's recorded phone messages on products and services	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input checked="" type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>

Section VII Use of Technology

Please tell us if you use any of the following technologies. (Please answer for both your home and your office for each numbered item.)

	In Your Office			In Your Home		
	Yes	No	Currently Do Not Have but Plan to Obtain	Yes	No	Currently Do Not Have but Plan to Obtain
1. A desktop computer	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
2. A portable computer	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
3. A modem	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
4. A facsimile machine	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
5. Teleconferencing	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
6. Videoconferencing	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
7. Voice mail	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
8. Telephone answering machine	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
9. Cellular telephone	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
10. Paging devices	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>

Please tell us if you use any of the following computer information services (e.g., through CompuServe, Prodigy or another source):

11. Bulletin board forums	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
12. Electronic mail	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
13. Entertainment	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
14. News services	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
15. Financial services	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
16. Educational services	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>
17. Health care services	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>

Section VII Use of Technology *(continued)*

18. How many hours per week do you spend working at home?

1 ☒ Less than 5

4 ☐ 21 to 30

2 ☐ 6 to 10

5 ☐ 31 or more

3 ☐ 11 to 20

19. Would you prefer to work primarily at home, in an office, or a combination of the two?

1 ☐ Home

2 ☒ Office

3 ☐ Both home and office

Section VIII About Yourself

20. How would you best describe your primary organizational/professional affiliation? (Please check only one answer.)

- | | |
|---|---|
| 1 <input type="checkbox"/> Arts/culture | 12 <input type="checkbox"/> Consumer advocacy |
| 2 <input checked="" type="checkbox"/> Small business | 13 <input type="checkbox"/> Environmental/conservation |
| 3 <input type="checkbox"/> Large business | 14 <input type="checkbox"/> Minority advocacy |
| 4 <input type="checkbox"/> Economic development/Chamber of Commerce | 15 <input type="checkbox"/> Nonprofit/community social services |
| 5 <input type="checkbox"/> Higher education | 16 <input type="checkbox"/> Senior advocacy |
| 6 <input type="checkbox"/> Primary education (K-12) | 17 <input type="checkbox"/> Women's advocacy |
| 7 <input type="checkbox"/> Local government | 18 <input type="checkbox"/> Health care |
| 8 <input type="checkbox"/> State government | 19 <input type="checkbox"/> Other _____ |
| 9 <input type="checkbox"/> Media | |
| 10 <input type="checkbox"/> Religious organization | |
| 11 <input type="checkbox"/> Advocacy for the disabled | |

(Please specify)

21. What is your gender?

- 1 ☐ Female 2 ☒ Male

22. Are you an Ohio Bell/Ameritech residential customer?

- 1 ☒ Yes 2 ☐ No

23. What county do you work in?

CUYAHOGA

Thank you for your help.

**Please return your completed questionnaire in the enclosed envelope
or mail it to this address:**

**HRN
Survey Research Division, Box O
1926 Arch Street
Philadelphia, PA 19103-1444**

600
16

Ameritech/Ohio Bell 1993 Community Issues and Priorities Survey

Summary of Results

Ameritech

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Introduction

Ameritech/Ohio Bell recognizes that effective, two-way communication with community and opinion leaders is one of the keys to realizing the potential of new technologies in our state.

In the spring of 1993, we fielded a direct-mail survey among key leaders across Ohio. We launched the *1993 Community Issues and Priorities Survey* to acknowledge the crucial role community leaders have in determining how new technology will shape the future of Ohioans, and to ask for their ideas in shaping our plans and perspectives.

Leaders told us, in detail, about the priority concerns of people in their communities and what role they see for Ameritech/Ohio Bell in those issues. Their views will help us participate more fully on the issues facing our many communities. We also asked leaders how they envision new technology contributing to effective solutions to community problems.

Survey recipients were selected through a process that identified individuals who have assumed positions of responsibility in a wide range of social, political, business and professional arenas. The results of this research will help us develop ideas, programs, services and products that will directly address the concerns and needs of Ohio communities.

As we approach a new century, exciting possibilities are opening up. Ameritech/Ohio Bell would like to take this opportunity to reaffirm our commitment to build meaningful partnerships with community leaders — partnerships that will benefit our communities and the people of Ohio.

Overview of the Survey Process

The survey was sent to 4,524 leaders in Ohio. Of these, 1,129 completed and returned their surveys, or 25 percent of all survey recipients.

We surveyed leaders from a wide range of professional and volunteer affiliations. In this summary, many results are presented according to categories defined by the respondents' primary affiliations. The following leader categories are included in the survey sample:

Education	Large Business
Civic & Community Service	Small Business
Economic Development	Advocacy
State Government	Local Government
Media	Arts & Culture
Health Care	

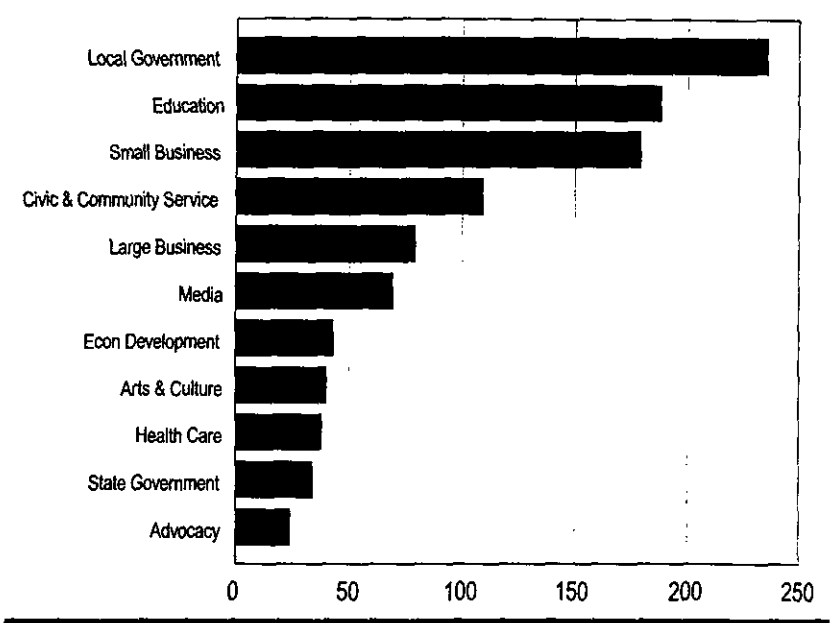
The sample was constructed to include individuals who have assumed leadership roles in and for our state; it was not drawn randomly, nor were the results intended to establish statistical validity. The survey should be viewed as a very large focus group probing issues of importance to many different Ohio groups and communities.

It is our hope that these survey results will help to further a dialogue between Ameritech/Ohio Bell and Ohio leaders about the future use of our resources to act upon community problems. We also hope to play a role in expanding leaders' understanding of the many ways in which new technology can help tackle these issues. The results of the survey may be valuable to leaders in dealing, day-to-day, with our state's constituencies and concerns. We'd like to hear from you if you find information in this summary useful.

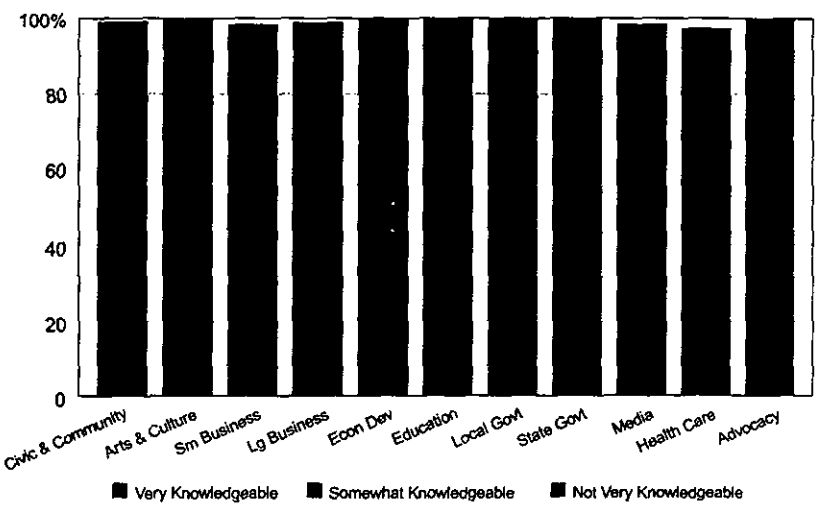
The business reply card attached with this summary will help us keep our records up-to-date. We hope that you return it to us with your fax number and any change of address. We'd also appreciate learning the names of other community leaders you think would like to be part of this dialogue.

HRN, a national research and consulting firm specializing in issues, survey and community research, developed the survey questionnaire and analyzed the survey results.

Respondents by Leader Group



Level of Telecommunications Knowledge



Ameritech/Ohio Bell Summary of Results

Survey Respondents

Survey respondents are not representative of the likely readers of these guidelines, and it is difficult to gauge the quality of the feedback. Respondents were asked to rate the helpfulness of the guidelines on a 5-point scale, with 1 being "not helpful at all" and 5 being "very helpful." Among respondents, the average rating for the survey was 4.2, providing them with a strong, non-morally-stained indication of perceived helpfulness. We want to note that this figure is based on a small number of responses, and the number of surveys received from the reader community is not known (Lander, 2012).

[illegible]

personally chairing the event, and that the young people involved in the ceremony were not only the students of the school but also the children of the local community. The 1996-97 year, the first of the new century, was a time of great change for the school, and the 1997-98 year, the first of the new millennium, was a time of great change for the world. It was a time when the world was changing, and the school was a part of that change.

New Technology Stimulates Economic Development

The relationship between new information technology and job growth was the 1993 study prepared by Case Western Reserve University, Ohio Telecommunications Infrastructure, a source of economic development and employment trends among telecommunications intensive industries, defined as those that purchase a higher than average share of telecommunications services.

Industries that are telecommunications intensive grew by more than 28 percent during the 1980s, adding 524,000 jobs. Projections for the state employment growth by the year 2000 indicate that 70 percent of all jobs added in Ohio's economy will be in these industries.

Training American workers is integral to increased economic development. SkillsLink, an employee education program well developed in cooperation with the Ohio Manufacturers Association, demonstrates how distance learning may be used for job training and business communication. Using a two-way interactive fiber optic network, we have linked six manufacturing companies in industry. These companies are also linked to Owens Technical College's Findlay campus, where teachers and technical classes with the employees, who learn from the job site.

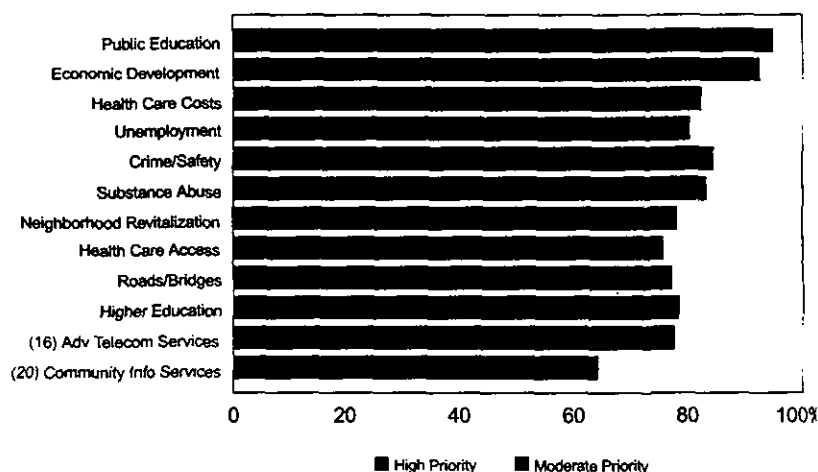
Leaders' Priority Community Issues

Respondents were asked to evaluate a list of approximately 30 diverse community issues and identify those issues they feel are the top priorities for immediate action within their communities. The quality of public education and economic development emerged as the top priority issues for more than 7 in 10 of the leaders surveyed.

The chart below displays the most pressing issues according to leaders' responses. "High priority" issues are shown in dark green and "moderate priority" issues are shown in light green; together, the green areas depict the percentage of leaders who say an issue is a priority for action.

More than 4 in 10 leaders regard health care costs, unemployment, crime and substance abuse as high priorities.

Approximately one-third of respondents cite the availability of new technology services as a high priority for their community to address. Overall, nearly 8 in 10 leaders believe that the availability of new technology services is a priority for their community (ranked 16th as a priority). More than 6 in 10 consider access to community information services a priority (ranked 20th as a priority).

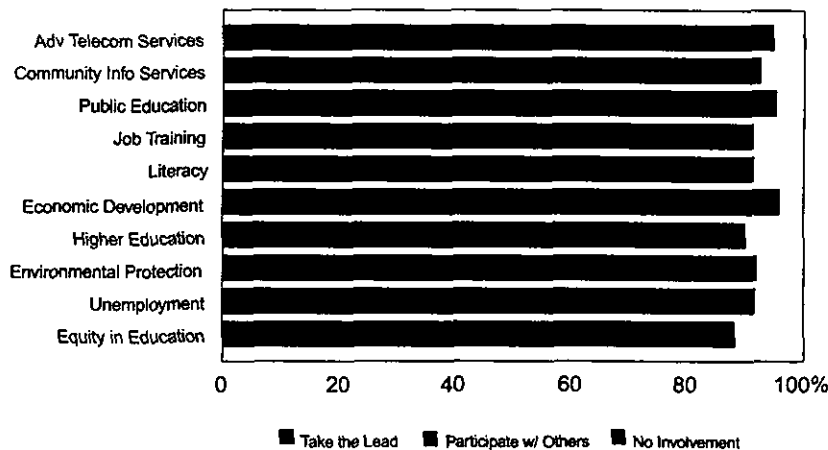


Ameritech/Ohio Bell's Involvement in Addressing Priority Issues

Respondents were asked what level of involvement they expect Ameritech/Ohio Bell to take in addressing the priority issues they identified. Three-quarters of leaders want Ameritech/Ohio Bell to take the lead in making advanced telecommunications services available. More leaders expect Ameritech/Ohio Bell to take the lead in addressing this issue than any other issue.

Nearly 4 in 10 respondents also see a leadership role for Ameritech/Ohio Bell in improving access to community information services (dark green on the second bar in the chart below).

The light green in the chart indicates that respondents also expect Ameritech/Ohio Bell to partner with others in the community to take action in dealing with priority issues. For example, approximately three-quarters of all respondents say they want Ameritech/Ohio Bell to participate with others in addressing economic development. In addition, more than 6 in 10 leaders state that Ameritech/Ohio Bell should form partnerships with others in improving the following: the quality of public education, job training, literacy, environmental protection and unemployment.



Ameritech/Ohio Bell Summary of Results

Improving Communication Capabilities

Ameritech/Ohio Bell leads from a national perspective in providing services on the principle of universal access. The opportunity to make as many voices heard, however, some people with disabilities may have difficulty communicating.

The Ohio Relay Service has been an integral part of the state's efforts to ensure that people with hearing and speech disabilities can communicate with hearing and speech capabilities. When a deaf person calls a telephone number, the relay operator will call the person who is regular telephone user. The relay operator will then call the number of the person who is deaf and connected to the communication system. The relay operator will then call the communication system and the relay operator will then call the person who is deaf and connected to the communication system. The relay operator will then call the person who is deaf and connected to the communication system.

Ameritech/Ohio Bell's project has been selected by the Public Utilities Commission of Ohio as one of the state's most innovative projects.

The Ohio Bell Company is a member of the Bell System, which is a part of the American Telephone and Telegraph Company.

Enhancing the Quality of Life

Developing new technology can improve the quality of life. We are already seeing it in communities where new plants to manufacture electronic components, communications equipment, and other products have been built. These plants have created jobs and helped to improve the quality of life in the communities where they are located.

We are also seeing it in communities where new technology is being used to improve the quality of life. For example, Ameritech/Ohio Bell has been successful in helping to improve the quality of life in several communities. In one community, we have helped to improve the quality of life by providing training and education for the community's residents. In another community, we have helped to improve the quality of life by providing services to the community's residents.

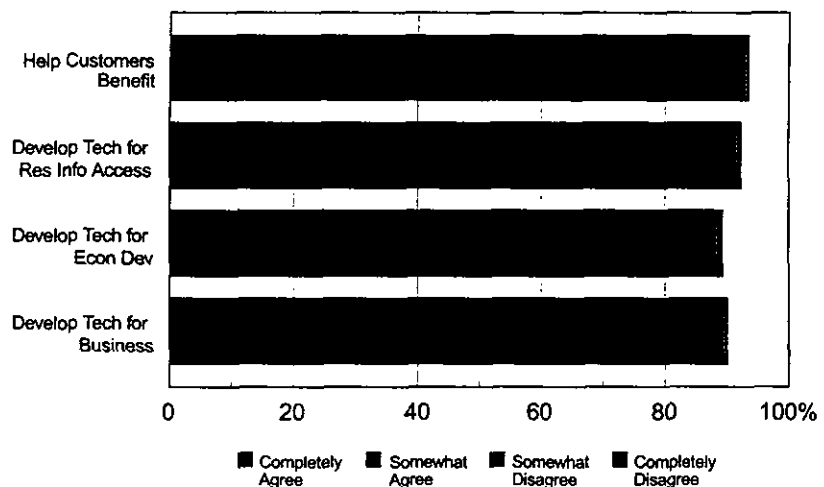
The health care industry is also seeing the benefits of new technology. For example, new technology is being used to improve the quality of life for patients. In one hospital, we have helped to improve the quality of life for patients by providing services to the patients' families. In another hospital, we have helped to improve the quality of life for patients by providing services to the patients' families.

Ameritech/Ohio Bell Should Develop Technology and Explain Its Benefits

Respondents overwhelmingly agree that Ameritech/Ohio Bell should take an active role in developing and explaining new telecommunications technology. The chart on this page demonstrates that more than 9 in 10 leaders agree that Ameritech/Ohio Bell should help customers understand how to gain the most from new technologies.

A majority of leaders, nearly 9 in 10, also say that Ameritech/Ohio Bell's role includes identifying ways to develop technology to support information access, economic development, and computer and business needs.

Fewer than 1 in 10 of the leaders surveyed say that Ameritech/Ohio Bell should *not* have a role in identifying ways to develop new telecommunications technologies or in explaining to customers the benefits of those technologies.

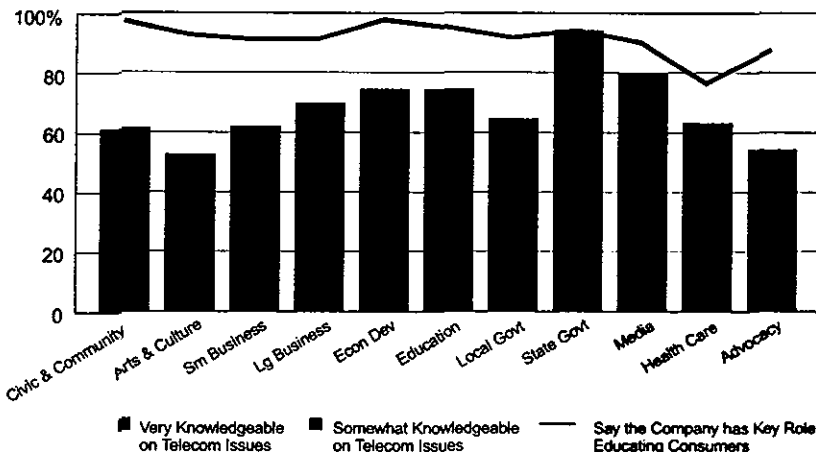


Desire to Know More About Telecommunications

The bars in the chart below signify how knowledgeable leaders consider themselves to be regarding telecommunications issues. The red line illustrates leaders' expectations for Ameritech/Ohio Bell's involvement in educating customers about how to achieve the greatest benefit from new technologies.

As the red line shows, more than 9 in 10 leaders agree that Ameritech/Ohio Bell has an important role in educating customers about the benefits of new technologies.

Approximately 9 in 10 state government officials report being very or somewhat knowledgeable about telecommunications issues with a comparable number reporting that Ameritech/Ohio Bell has a key role in educating consumers. However, in every other group, a gap exists between those leaders who are knowledgeable and those who would like Ameritech/Ohio Bell to explain new technologies.



Ameritech/Ohio Bell Summary of Results

Telecommunications Benefit Many Facets of Life

New technologies improve the quality of life in several ways: jobs and economic development, services for disabled people, education of children, health care, and more. Ameritech/Ohio Bell envisions the day when these benefits will reach all Ohioans. To make this vision a reality, we have proposed a plan for regulating Ohio Bell.

With the flexibility that would come from this modernized regulatory framework, we will make significant investments in the state's telecommunications infrastructure, including the deployment of fiber optics, high-speed switching and advanced networking.

We approved the plan commits Ameritech/Ohio Bell to invest \$1 billion over the next five years to develop fiber optic-based, high-speed interactive services. Learning networks will connect schools, high schools, colleges, vocational technical schools, and universities. These are all part of the state's educational infrastructure. Additionally, we will develop fiber facilities to connect state libraries, state and local state courts, and state government buildings.

Another major component of the plan is that Ameritech/Ohio Bell will also commit to installing our switching equipment and digital technology to the system, bringing the benefits of the Information Age to everyone in our state.

Benefits of Telecommunications Customers

Americitech/Ohio Bell's leaders expect that the telecommunications industry will continue to grow and that new technologies will be developed that will enhance the role of telecommunications in the community. Leaders in the telecommunications industry are also aware that the telecommunications industry is a major contributor to the economy and that the telecommunications industry is a major employer in the community. Leaders in the telecommunications industry are also aware that the telecommunications industry is a major contributor to the economy and that the telecommunications industry is a major employer in the community.

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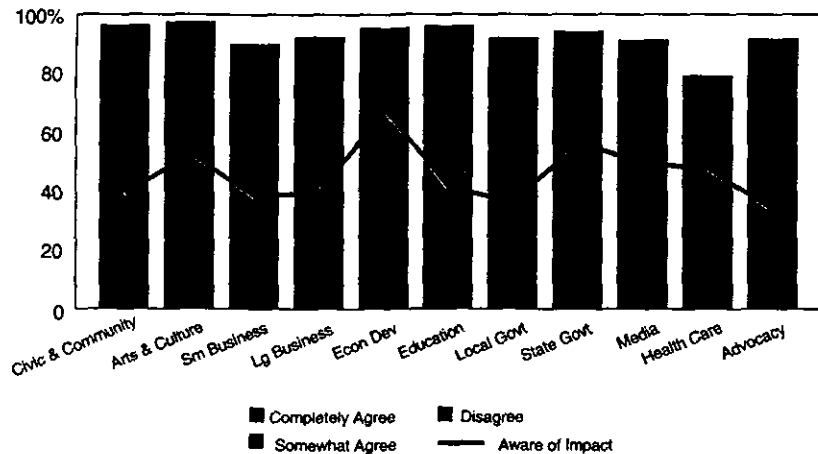
We have seen a series of major telecommunications events in the past few years. The telecommunications industry is a major contributor to the economy and that the telecommunications industry is a major employer in the community. Leaders in the telecommunications industry are also aware that the telecommunications industry is a major contributor to the economy and that the telecommunications industry is a major employer in the community.

Leaders Want Access to Information Services But Many Cite Low Awareness of Impact

The survey results describe a situation in which leaders are interested in seeing Ameritech/Ohio Bell provide services to increase information access, while at the same time many are unaware of the impact new technologies can have in their communities.

The chart on this page shows that nearly 9 in 10 leaders agree that Ameritech/Ohio Bell's role should include identifying ways to develop technology to support information access in the community (green area).

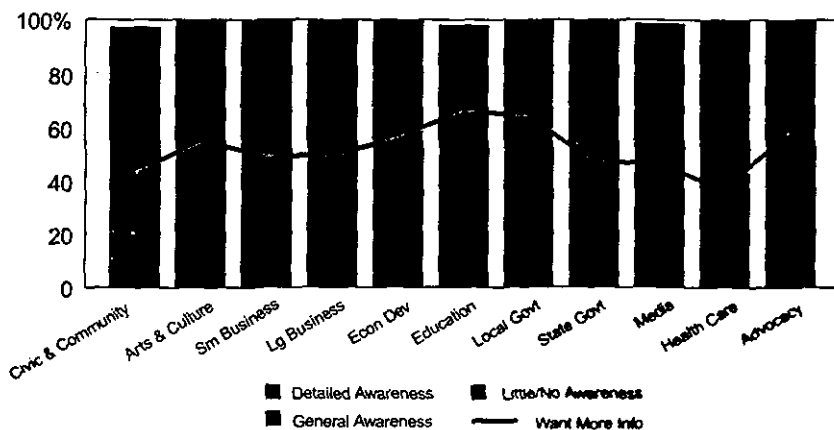
At the same time, the red line on the chart indicates that the respondents' level of awareness of the impact telecommunications technology can have on community issues is substantially lower. Approximately 4 in 10 leaders report that they have either a detailed or general level of awareness of the impact of new telecommunications technology; more than two-thirds of economic development leaders say they have a detailed or general awareness.



Leaders Want Contact Information on New Technologies

One-third of respondents know whom to contact at Ameritech/Ohio Bell regarding advanced telecommunications. Fewer than 1 in 10 leaders have a detailed awareness of whom they should contact. According to the chart below, economic development leaders are most aware; nearly one-third have a detailed awareness of the appropriate person to contact at Ameritech/Ohio Bell.

More than one-half of respondents are interested in learning how to contact a representative at Ameritech/Ohio Bell with their questions about telecommunications. Education and local government leaders are more interested than other leaders in acquiring this information.



Ameritech/Ohio Bell Summary of Results

Strengthening Communication With Ohio Leaders

The summary of results you are reading underscores our commitment to Ohio leaders to develop a new way of relationship that will help us provide new technology services that are more appropriate for our state's changing technologies. With this information, we hope that you will talk with us about issues of interest concerning your community, and how we can help meet your needs.

Responding to our survey, leaders from across Ohio have told us they want to know more about how telecommunications can benefit community life. However, the results also indicate that many leaders do not know how to obtain this information. We need to use the results of the survey to make efforts to help bring information about telecommunications to leaders that is available and understandable to all Ohioans.

For information about Advantage Ohio, our proposal to reform telecommunications, Ohio Bell's toll-free number is 1-800-222-4229.

Contacting Ameritech/Ohio Bell

If you would like to contact someone directly, please refer to page 6 for the name of the community relations director whose name you should use.

Educating Ohio's Students

Leaders in Ohio want to know more about how telecommunications can be used specifically to improve education.

America's Ohio Bell is

exploring ways to bring the benefits of new technologies to all the American Super School Competition as a way to both educate students and develop applications for new technology.

Through the Super School

Competition, grants were awarded to public and private schools throughout America to develop, test, and create innovative communications and information systems. We received 291 applications from elementary and secondary schools in Ohio. An approximately \$150,000 was awarded to 15 Ohio schools.

Schools told us that they want to create electronic personal programs with senior citizens and other students, training and information resources, program electronic mail systems linking Ohio students within, nationally and internationally, and many other innovative projects.

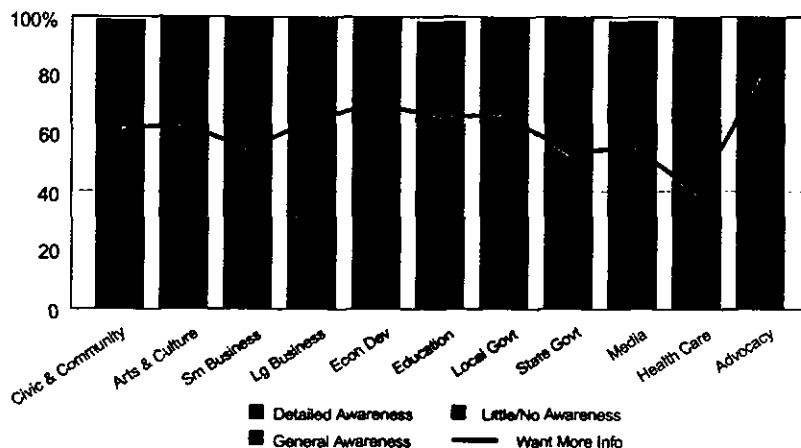
We congratulate the following Ohio schools and school districts for their winning entries in the competition: Breckinridge Elementary, Atwell Junior Intermediate, Summit High, Rhodes High, Bradfield Elementary, Lincoln Elementary, Stearns Middle School, Springfield Local Schools, Washington County Cooperative Special Behavior/Handicapped Program, E.B. Hall Intermediate, Wells Parham School of Choice, Madison Plains Local Schools, Akron East High and Upper Arlington High.

Leaders Want Information About Technology's Impact on Community Concerns

The survey results indicate that leaders want more information about the impact telecommunications technology can have in their communities.

The red line in the chart below shows that 6 in 10 leaders overall say they are interested in learning more about how telecommunications technology can address community issues. One-third of local government respondents express an interest in more information.

Knowing the benefits of these technologies would help leaders think creatively about solutions to community problems — solutions that are made possible through new technology products and services. The green areas in the chart below indicate that at present, about 4 in 10 leaders feel they have a detailed or general awareness of the impact; two-thirds of economic development leaders consider themselves aware of how technology can impact community concerns.

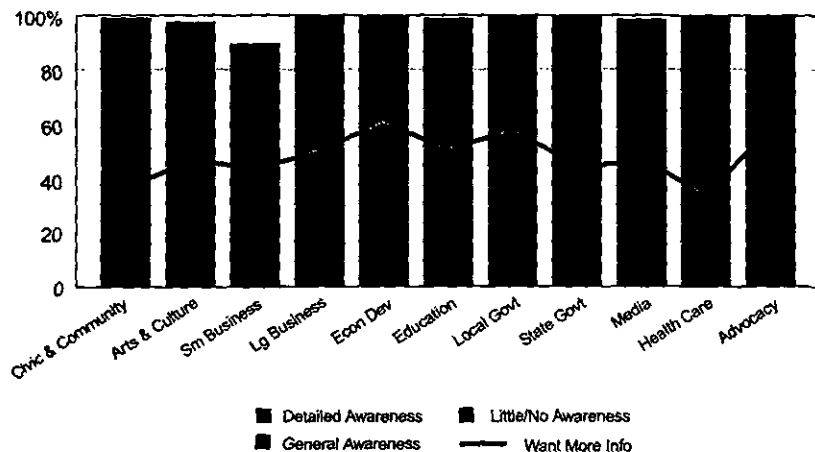


Leaders Want Information About Efforts to Modernize Regulation

Leaders were asked how aware they are of Ameritech/Ohio Bell's efforts to reform regulation affecting telecommunications, and whether they would like to know more.

Nearly 4 in 10 leaders surveyed state they are aware of Ameritech/Ohio Bell's efforts to reform the regulatory platform through Advantage Ohio. While less than 1 in 10 respondents have a detailed awareness, nearly one-quarter of economic development respondents have a detailed awareness.

About one-half of leaders express an interest in receiving information on Advantage Ohio. Economic development and local government leaders are the respondents most interested in learning about Advantage Ohio.



Advantage Ohio: The Need for Regulatory Reform

Today, the telecommunications industry in Ohio is still governed by the rules written in 1943, when telephone service was in its infancy. In order to bring the benefits of new technology to the citizens of Ohio in the fastest and most effective means possible, telecommunications regulations in this state must be as modern as the technology being regulated.

Advantage Ohio is our proposal before the Public Utilities Commission of Ohio to create a flexible system of regulation which at the same time protects consumer interests.

The approval of Advantage Ohio will jump-start our state's entry into the Information Age. Under our proposal, we will invest \$1.6 billion in improvements to our network in the five years following approval of the plan. This will bring the latest technology to schools and public facilities, as well as our service area. Substantial improvements to our switching facilities will make possible two-way interactive sharing of voice, video and data.

We also propose a series of consumer protections designed to insure continued access to affordable basic telephone service for three years after adoption. Advantage Ohio will freeze rates of public service and that prices will be directly regulated by the PUCO, with limits on possible increases.

It is our view that when everyone is informed, the people of Ohio will believe that this flexible modern platform will enable us all to reap the full benefits of new technologies.

Closing Thoughts

We undertook this survey in an effort to enhance our dialogue with Ohio community and opinion leaders. It is our hope that this effort will help us build stronger partnerships with our communities, and that leaders will consider us a source of ideas and enthusiasm in devising solutions to difficult problems.

Ameritech/Ohio Bell is committed to listening and to exploring with you ways to address your concerns and the needs of your constituencies. We hope that you'll view us as a team member in the effort to improve the quality of life of all Ohio residents. The best way for us to contribute resources to our communities and improve the availability of new technologies is to work side-by-side with community leaders.

Ameritech/Ohio Bell encourages you to call, fax or write to us with any questions, comments or concerns you may have about our company, our activities in Ohio communities, Advantage Ohio, or the telecommunications technologies we have discussed in this summary. We also encourage you to share with us your reactions and comments on the survey and its findings.

The names of our community relations directors are listed on the next page. We each welcome the opportunity to talk with you and listen to you.

Ohio Bell/Ameritech Community Relations Directors

<i>Statewide</i>	<i>Gail Holmes Room 852 45 Erieview Plaza Cleveland, Ohio 44114</i>	<i>Phone: 216-822-2124 Fax: 216-822-5522 TTY: 216-822-7325</i>
<i>Akron, Canton, Youngstown (Columbiana, Mahoning, Portage, Stark, Summit, Trumbull counties)</i>	<i>Tim Fitzpatrick Room 145 50 West Bowery Street Akron, Ohio 44308</i>	<i>Phone: 216-384-3281 Fax: 216-384-3088</i>
<i>Cleveland and Eastern Suburbs (Cuyahoga, Geauga, Lake counties)</i>	<i>Sharon Glaspie Room 846 45 Erieview Plaza Cleveland, Ohio 44114</i>	<i>Phone: 216-822-2237 Fax: 216-822-5522</i>
<i>Cleveland and Western Suburbs</i>	<i>Bill Boag Room 850 45 Erieview Plaza Cleveland, Ohio 44114</i>	<i>Phone: 216-822-2423 Fax: 216-822-5522</i>
<i>Columbus</i>	<i>Mike Kehoe Room 24T 150 East Gay Street Columbus, Ohio 43215</i>	<i>Phone: 614-223-8236 Fax: 614-223-6296</i>
<i>Columbus Suburbs (Delaware, Fairfield, Fayette, Franklin, Madison, Pickaway counties)</i>	<i>Barbara Kane Room 24T 150 East Gay Street Columbus, Ohio 43215</i>	<i>Phone: 614-223-5652 Fax: 614-223-6296</i>
<i>Dayton (Adams, Brown, Butler, Champaign, Clark, Clinton, Greene, Highland, Miami, Montgomery, Pike, Preble, Shelby, Warren counties)</i>	<i>Tom Clemens Room 120 300 West First Street Dayton, Ohio 45402</i>	<i>Phone: 513-227-7597 Fax: 513-227-4099</i>
<i>Toledo (Erie, Hancock, Lucas, Sandusky, Seneca, Wood, Wyandot counties)</i>	<i>Jim Dennis Room 114 130 North Erie Street Toledo, Ohio 43624</i>	<i>Phone: 419-245-7112 Fax: 419-245-7240</i>
<i>Zanesville, Marietta, Ironton and Southeast Ohio (Belmont, Coshocton, Gallia, Harrison, Jefferson, Lawrence, Monroe, Muskingum, Perry, Tuscarawas, Washington counties)</i>	<i>Mick Knisley First Floor 2403 Linden Avenue Zanesville, Ohio 43701</i>	<i>Phone: 614-454-3471 Fax: 614-454-3411</i>



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