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THE OHIO BELL TELEPHONE COMPANY

CASE NO. 93-487-TP-ALT  
(DIRECT TESTIMONY)

CASE NO. 93-576-TP-CSS  
(SUPPLEMENTAL TESTIMONY)

ROY K. CHAN

ON BEHALF OF

OFFICE OF THE CONSUMERS COUNSEL

CHAN & COMPANY

MANAGEMENT CONSULTANTS

1014 SPRINGFIELD PARK

CINCINNATI, OHIO 45215

TEL. 513-741-5080

**THE OHIO BELL TELEPHONE COMPANY**  
**Case No. 93-487-TP-ALT**  
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1. PURPOSE OF TESTIMONY

1. Q. Please state your name and business address.

A. My name is Roy K. Chan. My business address is 10142  
Springfield Pike, Cincinnati, Ohio 45215.

2. Q. Have you previously filed testimony in OCC's complaint case,  
Case No. 93-576-TP-CSS?

A. Yes. On February 4, 1994, I filed testimony in Case No.  
93-576-TP-CSS which addressed and quantified various operating  
income issues. I hereby incorporate by reference that  
testimony in its entirety into Case No. 93-487-TP-ALT.  
References herein to my "previous" or "prior" testimony are to  
my initial testimony filed in OCC's complaint case.

3. Q. What is the purpose of the testimony which you are now filing?

A. My current testimony addresses:

- Issues from my previous testimony which are reflected in  
the Staff Report; and
- Issues from my previous testimony which are not  
reflected in the Staff Report and on which OCC has filed  
objections to the Staff Report.

I have also determined the impact of my positions on these

issues upon Staff's recommended rate base and operating income. Since there are still discovery responses outstanding at the time of the preparation of my testimony, I reserve the right to modify, amend, or add to my testimony based on the Company's responses to that discovery, changes to Staff's position as presented in the Staff Report, or changes to the Company's position as presented in its filings.

4. Q. Have you prepared any schedules which illustrate the revenue requirement for this case?

A. Yes. I have incorporated the adjustments proposed by OCC Witnesses Hagans, Pultz, Hixon, and Effron in my summary schedules, SUM-1A through SUM-5A. I have also prepared schedules RKC-7A through RKC-8A to determine the effects of OCC witnesses' proposed adjustments on interest charges and federal income taxes. As illustrated in Schedule SUM-1A, the result is a revenue decrease recommendation of \$208,091,000, and a resulting revenue requirement of \$1,414,933,000.

## II. ISSUES

### **A. UNITED STATES TELEPHONE ASSOCIATION (USTA) DUES:**

Q. Has Staff excluded the portions of USTA dues pertaining to Legislative Advocacy, Regulatory Advocacy, Public Relations, Dues, and Independent Meals & Entertainment referred to in your original testimony?

A. No. Staff failed to exclude the portions of the USTA dues pertaining to these activities. For the reasons presented in my original testimony, I recommend that Staff's calculation of operating expenses be reduced by \$26,103. Schedule RKC-1A details this adjustment.

### **B. EXTERNAL RELATIONS:**

Q. Has Staff excluded the portions of External Relations expenses in Account 6722 pertaining to Public Relations, Regulatory/Government Relations, and Ameritech Corporate?

A. No. Staff has not excluded the portions of External Relations expenses in Account 6722 pertaining to such activities. Thus, for the reasons cited in my previously filed testimony, I recommend that these expenses, in the amount of \$6,051,053, be excluded from Staff's calculation of operating expenses. Schedule RKC-2A details this adjustment.

**C. AMORTIZATION EXPENSE-CAPITAL LEASE:**

1. Q. Has Staff made any adjustment to the amortization of the Company's Capital Lease?

A. No. Staff, on its Schedule B-3.3, Page 2 of 2, has adopted the amortization of Capital Lease proposed by the Company on its Exh 92A-4, page 7 of 7. Thus, no adjustment has been made by Staff.

2. Q. What is your position regarding the amortization of Capital Leases?

For the reasons presented in my original testimony, I recommend that the straight line method be used consistently in computing amortization expense for Capital Lease, and that the amortization expense for Capital Lease 46143 30174C be adjusted to reflect the 12/93 ending date of the lease term. As a result, Staff's calculation of operating expenses should be reduced by \$111,448. Schedule RKC-3A details this adjustment.

**D. AMORTIZATION EXPENSE-LEASEHOLD IMPROVEMENTS:**

1. Q. Has Staff made any adjustment to amortization of Leasehold Improvement expenses?

A. No. Staff, on its Schedule B-3.3, Page 2 of 2, has adopted the amortization of Leasehold Improvements proposed by the Company on its Exh. 92A-4, page 7 of 7. Thus, no adjustment has been made by Staff.

2. Q. What is your position regarding the amortization of Leasehold Improvement expenses?

A. For the reasons mentioned in my original testimony, I recommend that the amortization of Leasehold Improvements be recognized only for the effective period during the test year. Thus, Staff's calculation of operating expenses should be reduced by \$20,203. Schedules RKC-4A and RKC-4A.1 detail my adjustment.

E. ADVERTISING - CORPORATE:

Q. Has Staff excluded from operating expenses the corporate advertising expenses under Account No. 6722.52 referred to in your previously filed testimony?

A. No. Staff has not made any adjustment to exclude from operating expenses the corporate advertising expenses under Account No. 6722.52, which are institutional and promotional in nature, as described in my earlier testimony. Thus, for the reasons presented in that testimony, I recommend that an adjustment be made to reduce Staff's calculation of operating expenses by \$27,608. Schedule RKC-5A details this adjustment.

**F. PRODUCT ADVERTISING:**

1. Q. Has Staff excluded from operating expenses the Product Advertising expenses referred to in your previous testimony?  
  
A. No. Staff has not made any adjustment to exclude the Product Advertising expenses referred to in my previous testimony. For the reasons presented in that testimony, I recommend that these expenses be excluded from Staff's calculation of operating expenses.
2. Q. Do you have any additional adjustments regarding the Product Advertising expenses?  
  
A. Yes. At the time of the filing of my previous testimony, there were still some advertisements not yet available for our review. Since submitting the original testimony, the Company has provided additional advertisements. In my review of these additional advertisements, I noted that the advertisements related to Business Usage (Account 6613-42) and Call Power (Account 6613-42) are not appropriate for inclusion in the Company's test year operating expenses. Typical examples of these Business Usage advertisements are:  
  
" If It's a Jungle Out There, It's Time You Met the Guides." (Attachment A)

This ad promotes Ohio Bell's Resource Series Guides,



such as "Collections: A Guide to Improving Accounts Receivable"; " Building Sales: A Guide to Increasing Business with Current Customers"; "Service: A Guide to the Selling Power of Customer Service"; and "Prospecting: A Guide to Developing New Sales."

These guides are institutional or promotional in nature, do not provide a direct and primary benefit to customers, and are not related to the cost of rendering telephone service. Therefore, they should be excluded from test year operating expenses.

"How to Get a Risk-Free Phone System Without Taking a Gamble." (Attachment B)

The ad simply encourages businesses to purchase the Company's Centrex products and is therefore promotional in nature.

Typical examples of ads under Call Power are:

"How to Make Your Business More Attractive to Out-of-Town Customers"; (Attachment C)

"How to Avoid Making These Little Mistakes That Could Mean Big Troubles for Your Business." (Attachment D)

These advertisements are directed to businesses and promote the Company's products, such as Ameritech's Custom 800 number and other services like Call Waiting, Call Forwarding,

additional lines, and Call Power Seminars. They are promotional in nature and should be excluded from test year operating expenses.

3. Q. Based on the additional information available from the Company, do you have any revisions to your previously recommended adjustment?

A. Yes. The updated spending for Consumer Usage (Account No. 6613.52) should be \$4,809,000, instead of the \$3,257,000 as presented in my previous testimony on Schedule RKC-6. Thus, I recommend that this new amount be used in the calculation of test year operating expenses for the reasons discussed in my previous testimony.

4. Q. What is the total effect of your recommendation to exclude the expenses related to Product Advertising, Business Usage and Call Power, and to revise your previous adjustment for Consumer Usage?

A. My recommendation to exclude these advertising expenses, coupled with my recommended revision to the adjustment for Consumer Usage, will reduce Staff's calculation of test year expenses by \$10,559.929. Schedule RKC-6A details these adjustments.

**G. COMMUNITY ISSUES & PRIORITIES SURVEYS:**

1. Q. Has Staff excluded the expenses relating to Community Issues and Priority Surveys from test year operating expenses?  
  
A. No. Staff has not made any adjustment to exclude expenses relating to the Community Issues and Priorities Survey. For the reasons presented in my earlier testimony, I recommend that expenses relating to the Community Issues and Priorities Survey be excluded from test year operating expenses. These expenses, in the amount of \$112,131 (per Company's response to OCC Interrogatory No. 556), were charged to Account 6722.39, and have already been recommended to be excluded in my issue for External Relations-Public Relations (Schedule RKC-2A). Thus, no separate adjustment for Community Issues & Priorities Surveys is necessary.

Ohio Bell Telephone Company  
USTA Adjustment

RKC-1A

Portion of USTA Dues Pertaining To:

a. Legislative Advocacy (a)	15.9%
b. Regulatory Advocacy (a)	6.5%
c. Public Relations (a)	1.6%
d. Dues (a)	0.4%
e. Independent Meals and Entertainment (a)	0.9%
	-----
	25.3%

USTA Dues Paid by Company (b)	\$139,827
	-----
Portion of USTA Dues to Be Excluded -Total Company	\$35,376
Less: Non-Regulated Portion (0.0291) (c)	(1,029)
	-----
USTA Dues To Be Excluded-Regulated Portion	34,347
Jurisdictional Allocation Factor (d)	0.759977
	-----
Jurisdictional USTA Dues To Be Excluded	\$26,103
	=====

(a) Exhibit A

(b) Dues paid by Company per Company response to OCC Interrogatory No. 13

1992	140,933	x 3/12	35,233
1993	139,458	x 9/12	104,594

Dues for the Base Year	-----
	\$139,827
	=====

(c) Company workpaper WP 93C-1A.1, page 6 of 8

(d) Company Exhibit 93C-1, page 6 of 7

The Ohio Bell Telephone Company  
External Relations Adjustment

RKC-2A

1. External Relations-Public Relations -Other Expense-A/C# 6722.39 (a)	\$1,439,065
2. External Relations-Regulatory/ Government Relations & Service Cost Matters -Other Expenses-A/C# 6722.49 (b)	1,148,628
3. External Relations-Others -Affiliates-Ameritech Corporate -A/C # 6722.911 (c)	5,540,077 -----
4. Total External Relations Expense To Be Excluded (1)+(2)+(3)	8,127,770
5. Non-Regulated Factor (d) (0.0395)	321,047 -----
6. Regulated Portion (4) - (5)	7,806,723
5. Jurisdictional Allocation Factor (e)	0.775108 -----
6. Jurisdictional External Relations Expense To Be Excluded (4) x (5)	(\$6,051,053) =====

(a) Company's response to OCC Interrogatory No. 455  
-Derived from monthly amounts-10/92 through 9/93

(b) Company's response to OCC Interrogatory No. 456  
-Derived from monthly amounts-10/92 through 9/93

(c) Company's response to OCC Interrogatory No. 458  
-Derived from monthly amounts-10/92 through 9/93

(d) Company workpaper WP 93C-1A.1, Page 6 of 8

(e) Company's Exhibit 93C-1, Page 6 of 7

The Ohio Bell Telephone Company  
Amortization Expense-Capital Lease

RKC-3A

	(1) Dollar Value of Plant Investment	(2) Lease Term Start Date	(3) End Date	(4) No. of Months	(5) Monthly Amortization	(6) Monthly Amortization Claimed	(7) Monthly Under (Over) Claimed
	-----	-----	-----	-----	-----	-----	-----
I. CAPITAL LEASE:	(a)	(a)	(a)	(3)-(2)	(1)/(4)	(a)	(5)-(6)
22119 30104A	\$410,882	10/72	04/96	283	\$1,452	\$2,438	(\$986)
22132 30105A	763,850	05/71	04/96	300	2,546	4,500	(1,954)
23133 30052A	1,628,053	07/71	06/2007	432	3,769	6,099	(2,330)
32129 30237C	300,009	03/74	02/94	240	1,250	2,297	(1,047)
41138 30172	1,583,100	04/71	09/96	306	5,174	9,152	(3,978)
53801 30179C	200,004	12/73	11/93	240	833	1,932	(1,099)
					-----	-----	-----
							0
TOTAL							(\$11,394)
						x 12	(\$136,733)
							-----
Capital Lease-							
II. 46143 30174C	Dollar Value of Plant Investment				1,118,822		
-(a)							
	Accum. Amortization Reserve-12/31/92				(1,051,744)		
					-----		
	Net Value @ 12/31/92				67,078		
	Ending Date of Lease Term: 12/93						
	Amortization through 9/93: x9/12				50,309		
	Amortization Claimed by Company through						
	9/30/93 @ \$7,453/month (7,453x9)				67,077		
					-----		
	Amortization Overclaimed by Company						(\$16,768)
							-----
III. Total Company Amortization Expense-Capital Lease Overclaimed							(\$153,501)
							-----
Non-Regulated Factor (b)			(0.0633)				(9,717)
Regulated Portion							(143,784)
Jurisdictional Allocation Factor (b)							0.775108
							-----
Jurisdictional Amortization Expense-Capital Lease Overclaimed							(\$111,448)
							-----

(a) Company's response to Staff Data Request # 26

(b) Company's filings, Exh 92A-2.1, Page 4 of 4

The Ohio Bell Telephone Company  
Amortization Expense-Leasehold Improvements

	RKC-4A
1. Total Company's Reduction of Amortization -Leasehold Improvements (a)	(\$27,832)
2. Less Non-Regulated Factor (0.0635) (b)	(1,767)
	-----
3. Total Company-Regulated Portion (2)-(3)	(\$26,065)
4. Jurisdictional Allocation Factor (b)	0.775108
	-----
5. Jurisdictional Reduction in Amortization -Leasehold Improvements (4) x (5)	(\$20,203)
	=====

(a) RKC-4A

(b) Company WP 92A-4, Page 4 of 4

The Ohio Bell Telephone Company  
Amortization Expense-Leasehold Improvements

RKC-4A.1

1. Adjustments:

a. Leasehold Improvements 24111 30024C:

-(a)		
Monthly Amortization	3,019	
With Lease Term Ended 2/93, No. of Months Left in Base Yr.	7	
	-----	
Reduction of Amortization due to Expiration Within Base Yr.		(21,133)

b. Leasehold Improvements 41117 30047C:

-(a)		
Monthly Amortization	1,649	
With Lease Term Ended 6/93, No. of Months Left in Base Yr.	3	
	-----	
Reduction of Amortization due to Expiration Within Base Yr.		(4,947)

c. Leasehold Improvements 41147 30526C:

-(a)		
Monthly Amortization	157	
With Lease Term Ended 6/93, No. of Months Left in Base Yr.	3	
	-----	
Reduction of Amortization due to Expiration Within Base Yr.		(471)

d. Leasehold Improvements 52209 30956T:

-(a)		
Monthly Amortization	427	
With Lease Term Started 1/93, No. of Months Not in Base Yr.	3	
	-----	
Reduction of Amortization due to Starting after the Beginning of Base Yr.		(1,281)
		-----

2. Total Company Reduction of Amortization

-Leasehold Improvements

(\$27,832)

=====

(a) Company's response to Staff Data Request #26



The Ohio Bell Telephone Company  
Corporate Advertising Expense Adjustment

RKC-5A

1.	Exclusion of Institutional/Promotional Corporate Advertising in Account 6722.52: -(a)	
a.	"The Promise of American Technology's New Connection for Quality of Life" and "New Connection for Health Care"	10,783
b.	"New Partnership Brings Distance Learning to Ohio Schools"	4,975
c.	"Ohio Bell....helping seniors with special needs to communicate"	2,500
2.	Exclusion for Corporate Sponsorships (b):	
a.	"Business Fugue-OH"	7,625
b.	"36 Hours Christmas Music Sponsorship"- WKBN Radio Columbus	1,200
c.	"Black Eagles-by Leslie Lee" -presented by Karamu Performing Arts Theatre	10,000
3.	Total Company Exclusion for Corporate Advertising under Account 6722.52	\$37,083
4.	Non-Regulated Factor (c) (0.0395)	1,465
5.	Regulated Portion (3) - (4)	35,618
6.	Jurisdictional Allocation Factor (d)	0.775108
7.	Jurisdictional Exclusion of Corporate Advertising (5) x (6)	(\$27,608)
(a)	Exhibit B	
(b)	Exhibit C	
(c)	Company's workpaper WP 93C-1A.1, Page 6 of 8	
(d)	Company Exhibit 93C-1, Page 6 of 7	

The Ohio Bell Telephone Company  
Product Advertising Expense Adjustment

RKC-6A

1. Exclusion of Promotional Product Advertising Expenses:

a. Centrex (a)	\$790,000
b. Data Services (a)	399,000
c. Calling Card/Complete Card (a)	1,810,000
d. Pay Phone Usage (a)	879,000
e. Pay Phone Agent (a)	213,000
f. Caller ID (a)	349,000
g. Voice Mail (a)	1,430,000
h. Line 2 (Fall) (a)	103,000
i. Line 2 (Winter) (a)	428,000
j. Work at Home (a)	323,000

2. Exclusion of Advertising for:

a. Consumer Usage (a)	4,809,000
b. Call Power (a)	226,000
c. Business Usage (a)	2,309,000

3. Total Company Exclusion (1) + (2) \$14,068,000

4. Non-Regulated Factor (b) (0.01701) 239,297

5. Regulated Portion (3) - (4) 13,828,703

6. Jurisdictional Allocation Factor (c) 0.763624

7. Jurisdictional Exclusion of  
Product Advertising (5) x (6) (\$10,559,929)

- (a) Company's updated response to OCC Request for Documents No. 189  
(b) Company's workpaper WP 93C-1A.1, Page 5 of 8  
(c) Company Exhibit 93C-1, Page 5 of 7

The Ohio Bell Telephone Company  
Case No. 93-487-TP-ALT  
Calculation of Interest Charges Adjustment  
(\$000 Omitted)

RKC-7A

1. Jurisdictional Rate Base (a)	\$1,870,844
2. Weighted Cost of Debt (b)	3.04%
	-----
3. Jurisdictional Interest Charge (1) x (2)	\$56,874
4. Staff's Interest Expense (c)	57,415
	-----
5. Adjustment to Staff's Interest Charges (3) - (4)	(\$541)
	=====

(a) SUM-2

(b) OCC Witness Ross Pultz

(c) Staff's Schedule C-4, Page 1 of 2

The Ohio Bell Telephone Company  
Case No. 93-487-TP-ALT  
Additional Income Taxes Adjustment  
(\$000 Omitted)

RKC-8A

	Increase (Decrease) in Taxable Income -----
1. Increase in Operating Revenues (a)	\$0
2. Decrease in Operation & Maintenance Expenses (a)	38,554
3. Decrease in Depreciation & Amortization (a)	12,846
4. Decrease in Taxes-Other Than Income (a)	0
5. Decrease (Increase) in Interest Charges (b)	541
6. Increase in Taxable Income	----- \$51,941
7. Tax Rate	35% -----
8. Additional Federal Income Taxes	\$18,179 =====

(a) SUM-5  
(b) RKC-7A

THE OHIO BELL TELEPHONE COMPANY  
Case No. 93-487-TP-ALT  
Revenue Requirements  
(\$000's Omitted)

SUM-1A

	----- Staff-----		
	Lower Bound	Upper Bound	OCC
	----- (a)	----- (a)	-----
1. Rate Base	\$1,888,659	\$1,888,659	\$1,870,844
2. Adjusted Operating Income	280,437	280,437	316,223
3. Rate of Return Earned (2)/(1)	14.85%	14.85%	16.90%
4. Rate of Return Recommended	10.15%	10.76%	10.08%
5. Required Operating Income (1) x (4)	191,699	203,220	188,581
6. Income Deficiency (5) - (2)	(88,738)	(77,217)	(127,642)
7. Gross Revenue Conversion Factor	1.630268	1.630268	1.630268
8. Revenue Increase (Decrease) Required (6) x (7)	(144,667)	(125,884)	(208,091)
9. Revenue Increase Recommended	(144,667)	(125,884)	(208,091)
10. Adjusted Gross Operating Revenue	1,623,024	1,623,024	1,623,024
11. Revenue Requirements (9) + (10)	<u>\$1,478,357</u>	<u>\$1,497,140</u>	<u>\$1,414,933</u>

- (a) Staff's Schedule A-1  
(b) SUM-2A  
(c) SUM-3A  
(d) OCC Witness Ross Pultz

THE OHIO BELL TELEPHONE COMPANY  
Case No. 93-487-TP-ALT  
Rate Base Summary  
As of Date Certain-December 31, 1992  
(\$000's Omitted)

SUM-2A

	Staff	OCC Adjustments	OCC
	----- (a)	----- (b)	-----
1. Plant in Service	\$4,057,136	(\$194)	\$4,056,942
2. Depreciation Reserve	1,659,790		1,659,790
3. Net Plant in Service (1) - (2)	2,397,346	(194)	2,397,152
4. Construction Work in Progress			
5. Working Capital Allowance			
6. Other Rate Base Items	(508,687)	(17,621)	(526,308)
7. Rate Base (3) Thru (6)	\$1,888,659	(\$17,815)	\$1,870,844
	=====	=====	=====

(a) Staff's Schedule B-1

(b) SUM-4A

THE OHIO BELL TELEPHONE COMPANY  
Case No. 93-487-TP-ALT  
Operating Income Summary  
(\$000's Omitted)

SUM-3A

	Staff	OCC Adjustments	OCC
	----- (a)	----- (b)	-----
1. REVENUES:			
2. Gross Operating Revenues	\$1,634,740		\$1,634,740
3. Uncollectible Revenues	(11,716)		(\$11,716)
	-----	-----	-----
4. Net Operating Revenues	1,623,024	0	1,623,024
5. OPERATING EXPENSES:			
6. Operation & Maintenance	781,331	(38,554)	742,777
7. Depreciation	280,290	(12,846)	267,444
8. Taxes-Other Than Income	187,165		187,165
9. Federal Income Taxes	93,801	15,614	109,415
	-----	-----	-----
10. Total Operating Expenses	1,342,587	(35,786)	1,306,801
11. Net Operating Income	\$280,437	\$35,786	\$316,223
	=====	=====	=====

(a) Staff's Schedule C-2

(b) SUM-5A

THE OHIO BELL TELEPHONE COMPANY  
Case No. 93-487-TP-ALT  
Summary of OCC Adjustments-Rate Base  
(\$000's Omitted)

SUM-4A

OCC Schedule Reference -----		OCC Adjustments -----
	Plant in Service:	
BEH-5A	Artworks	(\$194) =====
	Other Rate Base Items:	
BEH-2A	Accumulated Deferred Taxes: Short Term in Nature	(17,891)
BEH-3A	Accumulated Deferred Taxes: SFAS 106	270
	Total Other Rate Base Items	----- (17,621) =====



THE OHIO BELL TELEPHONE COMPANY  
Case No. 93-487-TP-ALT  
Summary of OCC Adjustments-Operating Income  
(\$000's Omitted)

SUM-5A

OCC Schedule Reference		OCC Adjustments	Total
-----		-----	-----
	REVENUES:		
	OPERATING EXPENSES:		
	Operation & Maintenance		
BEH-6A	Incentive Compensation	(\$6,966)	
BEH-8A	Medical & Dental Expenses	(2,286)	
BEH-9A	Pension Costs	(34)	
BEH-10A	Ohio Bell/Ameritech Logo Change Accrual	(5,780)	
BEH-14A	Ohio Bell/Ameritech Logo Change Advertising	(3,262)	
KLH-1	Bellcore Expenses	(3,561)	
RKC-1A	USTA Adjustment	(26)	
RKC-2A	External Relations Adjustment	(6,051)	
RKC-5A	Corporate Advertising Exp. Adj	(28)	
RKC-6A	Product Advertising	(10,560)	
		-----	(\$38,554)
			=====
	Depreciation & Amortization:		
DJE-5A	Depreciation Reserve Deficiency Amortization	(12,715)	
RKC-3A	Amortization Exp.-Capital Lease	(111)	
RKC-4A	Amortization-Leasehold Improvements	(20)	
		-----	(\$12,846)
			=====
	Taxes-Other Than Income:		
	Income Taxes:		
BEH-13A	Amortization of Excess Deferred Income Taxes	(3,169)	
DJE-5A	Depreciation Reserve Deficiency Amort.-Adj to ITC Amort.	604	
RKC-8A	Additional Income Taxes Adjustment	18,179	
		-----	\$15,614
			=====

# If It's A Jungle Out There, It's Time You Met The Guides.



Call 1-800-892-5792 for Free Small Business Guides!

To help you move freely through the jungle, we've brought out The Guides—the Ohio Bell Resource Series Guides. We assembled the best contemporary thinking on the needs of small business, boiled down the advice of the experts and put it all in four handy, easy-to-use small business guidebooks. Wouldn't you like your business to be up-to-the-minute on these key subjects?

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# How To Avoid Making These Little Mistakes That Could Mean Big Troubles For Your Business.

*Creating a bad first impression the first time you call a prospect.*

*Taking "No" for an answer when trying to make collections.*

*Turning customers off before the sales pitch even starts.*

*Not knowing how to turn routine calls into increased sales.*

*Trying to attract new customers at the expense of cultivating current customers.*

*Using premises sales visits when you should be using the phone.*



The best way to make your business work harder for you is sitting there, right on top of your desk. That's right, your telephone.

And to help you tap the vast potential of the telephone in making your business run more smoothly and more productively, Ohio Bell has created Call Power. It's a planned, organized approach to telephone use that offers in-depth, usable

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Ohio Bell is committed to help the economy by improving your business communications. So for powerful ideas to keep your business from slipping, link up with the small business professionals at Ohio Bell.

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(1-800-762-5524)


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**CERTIFICATE OF SERVICE**

I hereby certify that copies of the *Direct/Supplemental Testimony of Roy K. Chan*, have been served by first class mail, postage prepaid, or hand-delivered to the following parties of record this 5th day of May, 1994.

  
\_\_\_\_\_  
**Barry Cohen**  
**Associate Consumers' Counsel**

**PARTIES OF RECORD**

**JAMES B. GAINER, ESQ.**

Assistant Attorney General  
Chief, Public Utilities Section  
180 East Broad Street  
Columbus, Ohio 43266-0573

**JOSEPH P. MEISSNER, ESQ.**

Legal Aid Society of Cleveland  
1223 West Sixth Street  
Cleveland, Ohio 44113

**WILLIAM ONDREY GRUBER, ESQ.**

Assistant Director of Law  
City of Cleveland  
601 Lakeside Avenue, N.W.  
Cleveland, Ohio 44114

**RANDY J. HART, ESQ.**

Hahn, Loeser & Parks  
3300 BP America Building  
200 Public Square  
Cleveland, Ohio 44114

**SALLY BLOOMFIELD, ESQ.**

Bricker & Eckler  
100 South Third Street  
Columbus, Ohio 43215-4291

**MICHAEL MULCAHY, ESQ.**

Ohio Bell Telephone Company  
45 Erieview Plaza  
Room 1400  
Cleveland, Ohio 44114

**DOUG TRABARIS, ESQ.**

MCI Telecommunications  
205 North Michigan Avenue  
Suite 3200  
Chicago, Illinois 60601

**JUDITH B. SANDERS, ESQ.**

Bell, Royer & Sanders  
33 South Grant Avenue  
Columbus, Ohio 43215-3927

**ROBIN P. CHARLESTON, ESQ.**

AT&T Communications of Ohio  
227 West Monroe Street  
6th Floor  
Chicago, Illinois 60606

**KERRY BRUCE, ESQ.**

Department of Public Utilities  
City of Toledo  
Suite 1520  
1 Government Center  
Toledo, Ohio 43604

**JOSEPH M. PATCHEN, ESQ.**  
Carlile Patchen & Murphy  
366 East Broad Street  
Columbus, Ohio 43215

**WILLIAM S. NEWCOMB, ESQ.**  
**STEPHEN M. HOWARD, ESQ.**  
Vorys, Sater, Seymour & Pease  
52 East Gay Street  
P.O. Box 1008  
Columbus, Ohio 43216-1008

**SAMUEL C. RANDAZZO, ESQ.**  
Emens, Kegler, Brown, Hill  
& Ritter  
65 East State Street  
Columbus, Ohio 43215

**DENNIS K. MUNCY, ESQ.**  
Meyer, Capel, Hirschfeld, Muncy,  
Jahn & Aldeen  
Athenaeum Building  
306 West Church Street  
P.O. Box 6750  
Champaign, IL 61826-6750

**WILLIAM ADAMS, ESQ.**  
Arter & Hadden  
One Columbus Building  
Floor  
10 West Broad Street  
Columbus, Ohio 43215

**ELLIS JACOBS, ESQ.**  
Legal Aid Society  
333 West 1st Street  
Suite 500  
Dayton, Ohio 45402

**SUSAN WEINSTOCK**  
State Legislation  
American Association of  
Retired Persons  
601 E Street, N.W.  
Washington, D.C. 20049

**GENA M. DOYSCHER, ESQ.**  
Enhanced TeleManagement, Inc.  
730 2nd Avenue, South  
Suite 1200  
Minneapolis, MN 55402-2467

**CECIL O. SIMPSON, JR., ESQ.**  
General Attorney  
Office of the Judge Advocate  
Department of the Navy  
901 North Stuart Street  
Arlington, VA 22203-1837

**MARY HULL, ESQ.**  
Sprint Communications Company,  
L.P.  
8140 Ward Parkway, 5E  
Kansas City, MO 64114

**JONATHAN E. CANIS, ESQ.**  
Swidler & Berlin, Chartered  
3000 K St., N.W.  
Suite 300  
Washington, D.C. 20007

**KARIN W. RILEY, ESQ.**  
Assistant Attorney General  
Office of the Attorney General  
Education Section  
30 East Broad Street, 15th  
Columbus, Ohio 43266-0410

**BRUCE J. WESTON, ESQ.**  
Attorney and Counselor at Law  
169 West Hubbard Avenue  
Columbus, Ohio 43215-1439

**SHELDON A. TAFT, ESQ.**  
Vorys, Sater, Seymour and Pease  
52 East Gay Street  
P.O. Box 1008  
Columbus, Ohio 43216-1008

**GREGORY J. DUNN, ESQ.**

Crabbe, Brown, Jones,  
Potts & Schmidt  
500 South Front Street  
Suite 1200  
P.O. Box 15039  
Columbus, Ohio 43215

**MADELON KURCHERA**

TCG America, Inc.  
c/o TC Systems - Illinois, Inc.  
233 South Wacker, Suite #2100  
Chicago, IL 60606

**DANIEL A. MALKOFF, ESQ.**

Assistant Attorney General  
30 East Broad Street  
Columbus, Ohio 43215-3428

**CLYDE KURLANDER**

Law Offices  
Three First National Plaza  
Suite #4000  
Chicago, IL 60602

**JODIE DONOVAN**

TCG America, Inc.  
c/o Teleport Communications  
Group, Inc.  
One Teleport Drive  
Staten Island, NY 10311

# How To Get A Risk-Free Phone System Without Taking A Gamble.



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Why hassle-free? Because Centrex is so advanced, there's

no on-site switching equipment to install and maintain. As your business grows, you can easily add lines and features. You only pay for what you need, when and where you need it. Centrex is so flexible it may be the last telephone system your business will ever need.

Call now to get on-line with the risk-free, hassle-free phone system that will never become obsolete.

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# How To Make Your Business More Attractive To Out-Of-Town Customers.



You can get your message through to more customers by making it easier for your customers to get through to you. That's why you should consider an Ameritech Custom 800 number from Ohio Bell.

Not only does it make it easier for customers to call, but it can also lure in more prospects by expanding your market area.

And your company's professional image is enhanced by being associated with businesses offering 800 numbers.

Services like Call Waiting, Call Forwarding and additional lines are other ways Ohio Bell can help make sure customers get through to you.

Ohio Bell is committed to help spur the

local economy through better communications. So for ideas that can help you get more customers to give your business a buzz, link up with the small business professionals at Ohio Bell.

**Ameritech Custom 800**

Call us first. 1-800-SMALL-BIZ

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