

Secretary Telecommunications Committee,
Canadian Transport Commission,
Ottawa, Ontario.

Dear Secretary,

Action Bell Canada would like to petition the CTC to make a ruling on whose responsibility it is to pay advertising costs in Bell Canada's "Let's Look at Phone Bills" campaign.

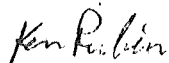
Our request is that Bell Canada pay for the costs of such advertising that presents a part of their viewpoint for the CTC rate adjustment formula hearing out of dividend earnings and not through charging it to subscribers in their general operating costs. There are precedents elsewhere by other telecommunications regulatory agencies such as the ~~T~~awa Commerce Commission for such action.

We feel consumers should not have to pay for a thinly disguised pressure campaign in the press and electronic media "telling" consumers about their phone bills in relation to other prices as part of Bell's case for some type of indexing system for telephone price increases. The only alternatives to Bell shareholders and not subscribers paying the cost of such an advertising campaign is for the CTC to provide equivalent monies to other intervenors to express their views on rate pricing and formulas or to order Bell Canada to undertake corrective advertising.

We would ask for a special hearing on this matter or at least that a preliminary hearing be set by the CTC to discuss this and other matters before any rate adjustment formula hearing proceeds.

The rights of telephone subscribers have to be adequately upheld. We ask the CTC to begin in earnest by determining whether we, the consumers, have to pay for advertising intended to portray a private company's case for rates or whether it is indeed fairer for such costs to be paid for directly by Bell Canada shareholders.

Sincerely,



Ken Rubin,
Co-ordinator,
Action Bell Canada,
Box 4286, Station E,
Ottawa, Ontario.



Canadian TRANSPORT
Commission

Commission canadienne
des TRANSPORTS

YOUR FILE No.
Votre dossier

OUR FILE No.
Notre dossier

KIA 0N9

April 15, 1975.

Mr. Ken Rubin,
Co-ordinator,
Action Bell Canada,
Box 4286, Station B,
Ottawa, Ontario.

Dear Mr. Rubin:

I refer to your undated letter, received here on April 4, 1975, requesting the Telecommunication Committee to hold a special hearing on the responsibility for the cost of the current advertising campaign of Bell Canada "Let's Look at Phone Bills".

The Committee has directed me to advise you that it considers the advertising done by any telecommunication carrier subject to the jurisdiction of the Commission to be a normal managerial responsibility of such carrier, and that the expense incurred by a carrier for this purpose is open for review as are other expenses during a hearing on a general rate increase application submitted by such carrier. The Committee does not believe that it would be appropriate to hold a separate hearing solely on a particular item of expense, such as advertising.

In the circumstances, your request for a special hearing on the responsibility for the cost of the current Bell Canada's advertising campaign is denied by the Committee.

Yours very truly,

Harris Arbique,
Secretary.