

SECRETARY'S RECORD, NEBRASKA PUBLIC SERVICE COMMISSION

BEFORE THE NEBRASKA PUBLIC SERVICE COMMISSION

In the Matter of the) Application No. C-4890
Commission, on its own motion,)
to determine the surcharge for)
the statewide) ORDER APPROVING ADDITIONAL
Telecommunications Relay System) PUBLIC AWARENESS CAMPAIGN
to be effective July 1, 2017,)
in the state of Nebraska.)

Entered: May 16, 2017

BY THE COMMISSION:

The above-captioned proceeding was opened by the Commission, on its own motion, to determine the appropriate surcharge for the statewide Telecommunications Relay System (TRS) to be effective July 1, 2017.

A Public hearing was held on March 7, 2017, in the Commission Hearing Room. During the hearing, Emma Danielson with Sprint Relay, the Commission's Nebraska Relay vendor, presented a proposal to the Commission regarding a Nebraska media outreach and awareness campaign. The Campaign proposed by Ms. Danielson involved a Captioned Telephone (CapTel) Public Service Announcement (PSA) and was focused on the Lincoln, Hastings, and Kearney television markets. The Commission approved the proposal in our order in the above-captioned docket on March 28, 2017.

The Commission also requested Ms. Danielson explore additional marketing and outreach campaigns and packages and provide proposals to the Commission for other outreach opportunities regarding CapTel and Nebraska Relay. Specifically, the Commission asked for information and estimates on a statewide campaign.

Ms. Danielson submitted to the Commission information regarding a statewide outreach campaign. According to the proposal submitted, the statewide campaign consists of televised PSA media campaigns in the Lincoln, Hastings, and Kearney area markets for a cost of \$37,370, in the North Platte market for \$12,750, in the Omaha market for \$55,530, and in the Cheyenne, Wyoming and Scottsbluff area markets for \$10,170, making the total for the entire statewide package \$115,820. The campaign would begin in February of 2018 and air on a six-week schedule over the course of ten (10) weeks.

The Commission has reviewed the TRS fund balance and finds there is sufficient funds to cover the expense of the proposed awareness campaign and run the TRS program with a reasonable reserve in the TRS fund balance. Therefore, the Commission finds that the statewide media awareness campaign as outlined above is

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reasonable and the Commission shall approve the statewide awareness campaign as proposed.

O R D E R

IT IS THEREFORE ORDERED by the Nebraska Public Service Commission that the statewide media awareness campaign proposed above be, and is hereby, approved.

ENTERED AND MADE EFFECTIVE at Lincoln, Nebraska, this 16th day of May, 2017.

NEBRASKA PUBLIC SERVICE COMMISSION

COMMISSIONERS CONCURRING:

Maury Pider

Crystal Kroadis

//s//Frank E. Landis
//s//Tim Schram

Tim Schram

Chairman

ATTEST:

Jeffrey L. Pelz

Executive Director