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# The Long and Short of Long Distance Rates

A Discussion with Ben W. Agee,  
President, RCA Alascom

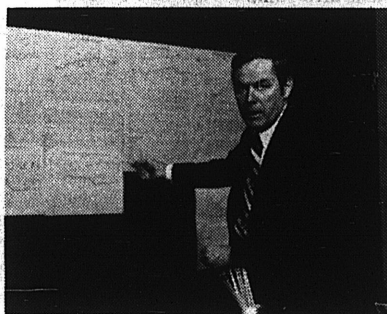
**Q** Mr. Agee, rates for long distance calls within Alaska have gone up. But what about the rates between Alaska and the Lower 48? Have these been increased too?

**A** Absolutely not. In fact, long distance rates on calls between Alaska and the Lower 48 have been reduced twice in the past two years. In 1975, the average long distance

*"... rates on calls between Alaska and the Lower 48 have been reduced twice in the past two years."*

call to the Lower 48 cost \$9.10. In March, 1976, we lowered the rates for those calls by 25%, and in July of last year, we lowered interstate rates again, by an additional 30%. As a result of these rate reductions, the average call to the Lower 48 now costs \$5.10—that's almost a 50% saving right there. This year, RCA Alascom will handle more than 17 million interstate calls, and each will cost an average of \$4.00 less than it did two years ago. This represents a saving to the Alaskan telephone user, over that two-year period, of more than \$68 million. These interstate rate decreases have provided, and most certainly will continue to provide, a substantial saving to all Alaskans.

**Q** Overall, then, is my long distance bill larger?



*"... the overall average Alaskan long distance telephone bill is lower than it was two years ago."*

**A** Your bill will depend entirely on your telephone calling pattern. Assuming that your calls are primarily within Alaska, your bill will increase. From 1971 until the rate increase, the average call within Alaska cost \$1.30. Today, the average call costs \$2.43, or \$1.13 more. On the other hand, if your calls are primarily to points outside the state, your bill has decreased substantially from what it was two years ago.

The total number of calls we handle is equally divided between in-state and out-of-state. The average \$4.00 saving for an out-of-state call greatly exceeds the \$1.13 increase for in-state calls. Therefore, the overall average Alaskan long distance telephone bill is still lower than it was two years ago.

Comparison of Change in Cost of Alaskan Interstate/Intrastate Average Telephone Call. Figures based on direct mileage between points.

	BEFORE	Rate Changes	AFTER	CHANGE
Interstate (Alaska - Lower 48)	\$9.10	Interstate rate reductions since March 1976	\$5.10	\$4.00 decrease
Intrastate (within Alaska)	\$1.30	Intrastate rate increase, May 1978	\$2.43	\$1.13 increase

The Average \$4.00 savings greatly exceeds the \$1.13 increase.

**RCA** Alaska  
Communications  
Pouch 6607, Anchorage, Alaska 99502

This advertisement has been prepared by RCA Alascom to provide Alaskans with basic information about long distance telephone rates. Cost of the advertisement is borne by RCA Alascom, and not by telephone users.