

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

PETITION OF SOUTH CENTRAL TELCOM, )  
LLC FOR DESIGNATION AS A )  
COMPETITIVE ELIGIBLE )  
TELECOMMUNICATIONS CARRIER ) CASE NO. 2005-00541  
PURSUANT TO SECTION 214(E) OF THE )  
TELECOMMUNICATIONS ACT OF 1996 )

COMMISSION STAFF'S FIRST DATA REQUEST  
TO SOUTH CENTRAL TELCOM, LLC

Pursuant to 807 KAR 5:001, Commission Staff requests that South Central Telcom, LLC ("South Central") file the original and 5 copies of the following information on or before March 13, 2006, with a copy to each party of record. When a number of sheets are required for an item, each sheet should be appropriately indexed, for example, Item 1(a), Sheet 2 of 6. Include with each response the name of the person who will be responsible for responding to questions relating to the information provided. Careful attention should be given to copied material to ensure legibility. When the requested information has been previously provided in this proceeding in the requested format, reference may be made to the specific location of that information in responding to this request.

1. South Central states in its application that it offers all supported services enumerated in 47 C.F.R. § 54.101(a)(1)-(9). Provide a tariff reference that shows all supported services are offered.

2. Under 47 C.F.R. 47 § 54.201(d)(2), a common carrier designated as an eligible telecommunications carrier under this section shall be eligible to receive universal service support in accordance with Section 254 of the Act and shall, throughout the service area for which the designation is received, “(2) Advertise the availability of such services and the charges therefore using media of general distribution.”

Provide examples of advertising that South Central has done in the past. Include information such as dates, circulation numbers for print advertising, number of pieces mailed for direct mail, and market information for television and radio advertisements.

3. Provide the budgeted amounts for future advertising and full descriptions of planned advertisements.

4. Describe the sales network in which South Central secures customers, such as retail stores, telemarketing, or other means.



---

Beth O'Donnell  
Executive Director  
Public Service Commission  
P. O. Box 615  
Frankfort, KY 40602

DATED February 17, 2006

cc: All Parties