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ATTORNEYS

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**RECEIVED**

MAR 10 2006

PUBLIC SERVICE  
COMMISSION

March 10, 2006

**Via Hand Delivery**

Hon. Beth O'Donnell  
Executive Director  
Public Service Commission  
211 Sower Blvd.  
P. O. Box 615  
Frankfort, KY 40601

**Re: *In the Matter of: South Central Telcom, LLC Petition for Designation as an Eligible Telecommunications Carrier in the Commonwealth of Kentucky before the Public Service Commission of the Commonwealth of Kentucky, Case No. 2005-00541***

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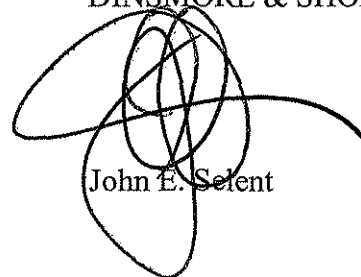
Dear Hon. O'Donnell:

Enclosed for filing in the above-styled case is the original and ten copies of South Central Telecom, LLC's Responses to the Commission Staff's Initial Data Requests.

Thank you, and if you have any questions, please call me.

Very truly yours,

DINSMORE & SHOHL LLP



John E. Selent

JES/bmt  
Enclosures

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502.540.2300 502.585.2207 fax www.dinslaw.com

**RECEIVED**

**BEFORE THE  
KENTUCKY PUBLIC SERVICE COMMISSION**

MAR 10 2006

PUBLIC SERVICE  
COMMISSION

*In the matter of:*

**SOUTH CENTRAL TELCOM, LLC )  
PETITION FOR DESIGNATION AS )  
AN ELIGIBLE TELECOMMUNICATIONS )  
CARRIER IN THE COMMONWEALTH )  
OF KENTUCKY )**

Case No. 2005-00541

**SOUTH CENTRAL TELCOM, LLC'S RESPONSES TO THE  
COMMISSION STAFF'S INITIAL DATA REQUESTS**

South Central Telcom, LLC ("South Central"), by counsel, pursuant to the January 12, 2006 scheduling order of the Public Service Commission of the Commonwealth of Kentucky (the "Commission"), hereby files its responses to the Commission Staff's initial data requests. In response to the data requests, South Central states as follows.

**QUESTION NO. 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.

**RESPONSE:** South Central provides all supported services enumerated in 47 C.F.R. § 54.101(a)(1)-(9) pursuant to its PSC KY Tariff No. 1. A copy of the tariff may be found in the utility tariff library maintained by the Commission on its website.

**QUESTION NO. 2:** Under 47 C.F.R. § 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 service 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.

**RESPONSE:** In accordance with 47 C.F.R. § 54.201(d)(2), South Central advertises the availability of its services using media of general distribution. Samples of the company's radio and newspaper advertisements are attached hereto as Exhibit 1, and a summary of South Central's advertising campaign in 2005 is provided below. South Central will begin advertising the Lifeline program upon designation as an eligible telecommunications carrier.

During 2005, South Central undertook the following sales and marketing initiatives:

<u>Date</u>	<u>Media / Campaign</u>	<u>Scope of Program</u>
2005	Newspaper	Weekly advertisement in the Sunday Glasgow Daily Times, and periodic additional advertising in same paper for promotions
2005	Welcome Wagon	Sponsor and participant. Promotional material reached all new residents who agreed to be contacted by Welcome Wagon upon moving into Glasgow.
2005	Radio	Advertisements were run on 6-radio stations having a market reach in excess of 80% of the target service area.
September, 2005	Direct Mail	3700 potential customers
Sep – Dec, 2005	Billboard	Rotating billboard campaign located in four "high traffic" areas of the target market.
March, 2005	Home and Garden Show	Community outreach event
August, Sept 2005	Bill inserts	Promotional material included with invoices sent to existing customers promoting availability of additional products and services.

Quarterly, 2005

Newsletter

Informational / Advertisement / Image  
Campaign

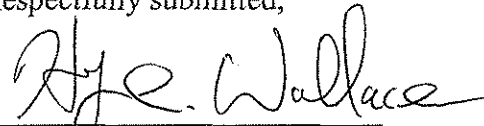
**QUESTION NO. 3:** Provide the budgeted amounts for future advertising and full descriptions of planned advertisements.

**RESPONSE:** South Central's 2005 advertising campaign, summarized above, was highly successful; therefore, South Central intends to implement a similar campaign in 2006. South Central's 2006 budget for marketing is \$25,000, the same as in 2005.

**QUESTION NO. 4:** Describe the sales network in which South Central secures customers, such as retail stores, telemarketing, or other means.

**RESPONSE:** South Central secures customers primarily through ad campaigns such as those described in response to Question No. 2, and recommendations by satisfied customers. In order to facilitate customer access to service, South Central accepts orders for service over the phone or in person. South Central's ad campaigns have been so successful that it does not need to maintain a sales workforce nor use other sales efforts such as telemarketing.

Respectfully submitted,



John E. Selent

Holly C. Wallace

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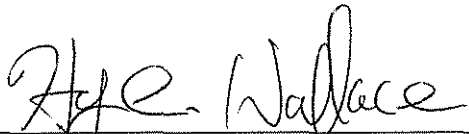
holly.wallace@dinslaw.com

**Counsel to South Central Telcom, LLC**

**CERTIFICATE OF SERVICE**

It is hereby certified that a true and accurate copy of the foregoing was served by first class United States mail this 10th day of March 2006, upon the following:

Kentucky Alltel, Inc.  
130 West New Circle Road  
Suite 170  
Lexington, Kentucky 40505

  
\_\_\_\_\_  
Counsel to South Central Telcom, LLC



## **Radio Campaigns promoting SCT competitive Local Exchange Services**

### **SPOT #1 - IMAGE**

#### **:30 Radio Spot (folksy music)**

Things have certainly changed around here over the years, but while THINGS in our community have **changed**, the people at South Central Telcom, your neighbors and people you have always known and trusted **have stayed the same**. Good people, **reliable service** and experienced technicians. If you want to do business with THE ONLY LOCAL telephone service provider in our community, then CHOOSE South Central Telcom. Make the SWITCH! Call 629-2111 or 678-2111 or 528-2361 to sign up now!

### **SPOT #2 SOUTH CENTRAL TELCOM**

#### **:30 radio**

Thinking of switching telephone service, then THINK South Central Telcom, the **only** local telephone company in Glasgow. When you think South Central TELCOM, THINK LOCAL, RELIABLE service with great people to work with, plus choices to offer you what you want and NEED! DO THE MATH, at South Central Telcom, the bottom line is, we CAN save you money! So call today to get on board with South Central Telcom AT 629-2111 or 678-2111 to sign up now!

### **SPOT #3 SOUTH CENTRAL TELCOM**

#### **:30 radio**

#### **SAVE YOU MONEY (Very matter of fact) (COLD, no music)**

Everybody's always talking about the bottom line, but at South Central Telcom, we've quit talking and we've done something about Residential Telephone Service! The fact is, if you compare OUR BOTTOM LINE COST FOR SERVICE to anything else available in THE CITY OF GLASGOW, NO ONE CAN BEAT our pricing for residential service and that is THE BOTTOMLINE! Call today, South Central will get your order processed with NO INSTALLATION FEE! Call 678-2111 or 629-2111!

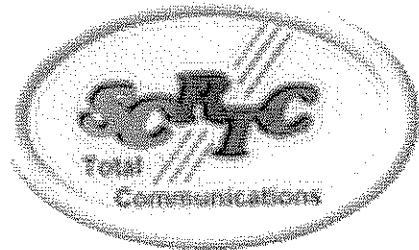
### **SPOT #4 SOUTH CENTRAL TELCOM IMAGE**

#### **:30 Radio**

For over 53 years now, South Central Rural Telephone has provided communications services to our area. During that time, we have developed the knowledge and expertise to provide the highest quality of service to our customers. And now, as South Central Telcom, we are proud to bring those years of experience to the businesses and residents of Glasgow. If you want to do business with THE ONLY LOCAL telephone service provider in the telephone business, then CHOOSE South Central Telcom. It's easy, do business with the folks you know right here in town! Make the SWITCH! Call 629-2111 or 678-2111 to sign up now!

# South Central Telcom

Offers You Triple Play Services  
Provided By The Only "Local"  
Telephone Company



Telephone Service  
High Speed Internet  
Digital Television Service

Make a Home Run .....Call 678-2111 or 629-2111





**Is Your Telephone Service What You Expect It To Be?**



**South Central Has Been In The Telephone Business For Over 54 Years,**

**We Are Out To Prove To You We Measure Up.....We Are Here For You.**

**678-2111 or 629-2111**

**Call Us Today We Are "The Only LOCAL Telephone Company" In Glasgow**

Why pay more than you have to for local telephone service?  
Why pay more than \$1.85 a month for wire maintenance?  
Why pay more than \$1.75 a month for call waiting?

The answer is clear "Don't Pay More". Call 629-2111 or 678-2111

