

South Central Rural Telephone

— Cooperative Corporation, Inc. =

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PUBLIC SERVICE COMMISSION

October 11, 2007

Ms. Beth O'Donnell, Executive Director Public Service Commission 211 Sower Blvd. Frankfort, KY 40602

Re: PSC Administrative Case No. 2006-00357

Dear Ms. O'Donnell:

I am enclosing the original and four (4) copies of our company's proposed consumer education plans concerning the 270 area code split as required in PSC Administrative Case No. 2006-00357.

If you have any questions, please contact Donnie Bennett at 270-678-8225.

Sincerely,

Max Phipps General Manager

Enclosures

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COMMONWEALTH OF KENTUCKY BEFORE THE PUBLIC SERVICE COMMISSION

PUBLIC SERVICE COMMISSION

October 17, 2007

In the Matter of:

AREA CODE EXHAUSTION AND RELIEF PSC ADMINISTRATIVE CASE NO. 2006-00357

SOUTH CENTRAL RURAL TELEPHONE COOP. CORP., INC.'s PROPOSED CONSUMER EDUCATION FOR THE NEW 364 AREA CODE REGION AS STATED IN THE COMMISSION ORDER DATED MAY 31, 2007

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Consumer Education:

South Central Rural Telephone Cooperative's proposed education plan consists of two informational campaigns involving bill message inserts, posting information on our website, and public service announcements using local media.

The customer education campaign will begin simultaneously with the implementation of the six month permissive dialing period for the new 364 area code and the final campaign will begin one month prior to the implementation of the mandatory dialing of the new 364 area code.

Sincerely,

Max Phipps **I'** General Manager South Central Rural Telephone Coop. Corp., Inc.