

LOGAN TELEPHONE COOPERATIVE

The World At Your Fingertips

January 4, 2013

Mr. Jeff Derouen, Executive Director
Kentucky Public Service Commission
P. O. Box 615
Frankfort, KY 40602-0615

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JAN 7 2013

PUBLIC SERVICE
COMMISSION

RE: PSC Administrative Case No. 2012-00129

Please find enclosed the original and four (4) copies of Logan Telephone Cooperative's response to the Commission's December 17, 2012 Order requesting proposed customer education plans in the above administrative proceeding to overlay the 270 NPA with the new 364 NPA.

Should you have any questions on this issue, please don't hesitate to contact me.

Sincerely,

Gregory A Hale
Executive Vice President

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COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

PUBLIC SERVICE
COMMISSION

In the Matter of:

RELIEF OF THE 270
NUMBERING PLAN AREA

) PSC ADMINISTRATIVE
) CASE NO. 2012-00129

LOGAN TELEPHONE COOPERATIVE'S PROPOSED
CONSUMER EDUCATION OF THE NEW 364 AREA CODE OVERLAY
IN THE COMMISSION'S ORDER DATED DECEMBER 17, 2012

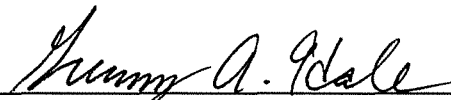
Logan Telephone Cooperative customers should get significant exposure to AT&T's regional and statewide advertisements on the new 364 area code overlay plan as we are totally surrounded by their markets and all local newspaper and media outlets used by our customers reside in AT&T's landline serving territory. We would also expect our customers to get additional exposure from other larger landline and wireless carrier advertisements.

To supplement these statewide consumer education programs, Logan Telephone's proposed education plan consists of two informational campaigns involving bill message inserts, posting information on our web site, including information in our customer newsletters, including information in our annual report and relaying information through social media. These campaigns will provide customers with information concerning the imminent change in dialing arrangements for the region as well as information relating to the overlay plan and its impact on customers. In addition, customers with key or PBX systems will be notified directly about how the overlay may impact their service.

The initial campaign will begin simultaneously with the implementation of permissive 10-digit dialing on August 3, 2013 and the final campaign will begin one month prior to the implementation of mandatory 10-digit dialing on February 1, 2014. Bill messages, website updates, social networking updates and inclusion of information in our monthly email newsletter will provide information to customers at these times. Articles on the transition to 10 digit dialing and its impact on customers will also be included in the Cooperative's annual report and winter newsletter in 2013.

The customer education plan as outlined above will be adjusted as needed based on assessment of the effectiveness of its customer outreach during the transition period.

Respectfully submitted,



Gregory A Hale
General Manager/Executive Vice President
Logan Telephone Cooperative, Inc.
P.O. Box 97
Auburn, KY 42206