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SOUTH DAKOTA PUBLIC UTILITIES COMMISSION

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July 28, 2005

Via email and first class mail

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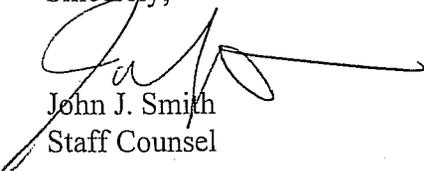
RE: Staff's comments on RCC's recommended revisions to filing regarding compliance with conditions 1 -3 of the Commission's order in Docket TC03-193

Dear Mr. Wieczorek:

Staff has reviewed the revisions RCC has proposed to its contract and promotional materials in response to Staff's comments on the original submittal. Staff finds the materials to conform to the Commission's conditions and will not object to the filing.

Staff's only comment concerns the low income and lower cost plan advisory statement that RCC proposes to add to the disclaimer paragraph at the bottom of its newspaper ads. We have some concern that the print size of the paragraph is so small that it may be illegible or at least not noticeable to the target constituency. We do note that at least in the materials as provided to us, the statement is in bold type which will make it more likely to be noticed. Staff would recommend that the bold type be retained in the actual ads. Staff would also recommend that RCC consider a slightly more prominent presentation of the statement, such as in a stand-alone statement above or below the disclaimer paragraph, but we also understand that there may be practical limitations on how much space the company can devote to the numerous non-sales informational items covered in the disclaimer paragraph and still maintain a commercially viable ad.

Sincerely,



John J. Smith
Staff Counsel

cc: Rolayne Wiest