



May 30, 2008

Ms. Rolayne Wiest
General Counsel
South Dakota Public Utilities Commission
State Capitol, 500 East Capitol Street
Pierre, SD 57501-3809

Dear Ms. Wiest:

As a designated Eligible Telecommunications Carrier (“ETC”) in the state of South Dakota, WWC License LLC, a wholly owned subsidiary of and d/b/a Alltel Communications, LLC. (“Alltel”) provides Lifeline and Link-Up reduced rate service to qualifying consumers.

Pursuant to ARSD: 20:10:32:55, Alltel is providing the Commission with an annual report describing Alltel’s Lifeline and Link-Up outreach activities for the previous year. In 2007, Alltel advertised its Lifeline services in media of general distribution. Examples of advertising and outreach include annual newspaper advertising¹, website advertising on the Company’s website at www.alltel.com/lifeline, and through the Universal Service Administrative Company (“USAC”) at www.universalservice.org. Alltel also advertised its Lifeline Services through its retail stores, local events on tribal lands and on tribal radio.

Additionally, Alltel sent notices to local employment offices throughout its ETC service area advising these offices that Alltel offers Lifeline and Link-Up to those customers who qualify². The letter requested that these local offices post Alltel’s Lifeline and Link-Up information in the local office.

Furthermore, new Alltel customers are notified about the Lifeline and Link-Up programs within 30 days after receiving service because the Terms and Conditions of Service (which specifically mention the availability of Lifeline and Link-Up for qualifying customers) and other informational documents are given to the customer within this time frame. Annual bill messages will be provided to customers as another method of informing customers about the Lifeline and Link-Up services that Alltel offers.

As a result of Alltel’s diverse and extensive outreach efforts, there are several thousand customers on Alltel’s Lifeline rate plans in South Dakota. In fact, according to USAC’s 2007 Lifeline Participation Rate Data, Alltel has more Lifeline subscribers in the state of South Dakota than any other carrier including Qwest

¹ Newspapers include Aberdeen American News, Arlington Sun, Belle Fourche Post, Bennet County Booster, Bison Courier, Black Hills Pioneer, Britton Journal, Brookings Register, Capital Journal, Central Dakota Times, Clark County Courier, Clear Lake Courier, Corsica Globe, Corson/Sioux City News Messenger, Custer County Chronicle, Huron Daily Plainsman, Eagle Butte News, Faulk County Record, Freeman Courier, Grant County Review, Gregory Times-Advocate, Hamlin County Herald-Enterprise, Highmore Herald, Hot Springs Star, Leader-Courier, Lyman County Herald, Madison Daily Leader, Melette County News, Miller Press, Miner County Pioneer, Mitchell Daily Republic, Mobridge Tribune, Moody County Enterprise, Murdo Coyote, Nation’s Center News, New Era, Northwest Blade, Pioneer Review, Potter County News, Prairie Pioneer, Press (Kadoka), Rapid City Journal, Redfield Press, Webster Reporter and Farmer, Salem Special, Sanborn Weekly journal, Sioux Falls Argus Leader, Sisseton Courier, Stickney Argus, Todd City Tribune, Tyndall Tribune and Register, Tri-State Livestock News, True Dokaton, Wagner Post, Onida Watchman, Watertown Public Opinion, Winner Advocate, Yankton Daily Press and Dakotan.

² Alltel sent notices to Career Centers in Aberdeen, Brookings, Hot Springs, Huron, Madison, Mitchell, Mobridge, North Sioux City, Pierre, Pine Ridge, Rapid City, Sioux Falls, Sisseton, Spearfish, Vermillion, Watertown, Winner and Yankton.

Communications.³ Alltel is proud of the work it has done, to make communications services available to those that previously did not have access to or could not afford it, and look forward to continuing those efforts going forward.

Please call Rae Ann Kelsch at (701) 222-2176 or myself at (501) 905-6037 if you have any questions or need additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Rohan M. Ranaraja". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Rohan M. Ranaraja
Director – ETC Regulatory Affairs

³ http://www.usac.org/_res/documents/li/pdf/lifeline-subscribers-etc-2007.pdf