

# **KNOLOGY®**

Telephone Cable TV Internet

May 17, 2011

*Via Electronic Filing*

Ms. Patty Van Gerpen  
Executive Director  
South Dakota Public Utilities Commission  
Capitol Building, First Floor  
500 East Capitol Avenue  
Pierre, SD 57501

Re: Lifeline/Linkup Annual Report on Outreach Efforts 2010 for Knology of the  
Black Hills, LLC.

Dear Ms. Van Gerpen:

On behalf of Knology of the Black Hills, LLC enclosed for electronic filing is the  
Lifeline/Linkup Annual Report on Outreach Efforts for 2010 pursuant to ARSD  
§20:10:32:55.

Should you have any questions regarding the enclosed information, please do not hesitate  
to contact me. I can be reached at (706) 645-3966 or via email at  
[bruce.schoonover@knology.com](mailto:bruce.schoonover@knology.com).

Sincerely,



Bruce Schoonover, Jr.  
Director - Regulatory Affairs  
Knology, Inc.

Enclosures

**SOUTH DAKOTA PUBLIC UTILITIES COMMISSION  
LIFELINE/LINK UP ADVERTISING/OUTREACH  
ANNUAL REPORT  
JUNE 1, 2011**

Company: Knology of the Black Hills, LLC  
Address: 5100 S Broadband Lane  
Sioux Falls, SD 57108  
Telephone number: 706-645-3966  
Company contact: Bruce Schoonover  
Study Area Code: 399006

**Lifeline/Link Up Advertising/Outreach Activities:**

<u>See Exhibit A</u>	Advertise in media of general distribution.* Attached as Exhibit A is the newspaper ads, a list of newspapers and dates ads ran.
<u>See Exhibit B</u>	Letter to existing and new customers regarding the availability of Lifeline/Link Up.* Attached as Exhibit B is the notice in the User Guide given to new and existing customers.
<u>N/A</u>	Company's Lifeline/Link Up information in directory. Knology does not have a company directory.
<u>X</u>	Company's Lifeline/Link Up information available on Company website. ( <a href="http://www.prairiewave.com">www.prairiewave.com</a> takes you to Knology website)
<u>X</u>	Company's information posted on USAC website.
<u>See Exhibit C</u>	Other (describe): Knology annually runs a crawl on its weather station advertising the Lifeline-Linkup Program attached as Exhibit C.

\*Required

# Exhibit A

# Rapid City Lifeline / USF Notice

Includes Belle Fourche, Black Hawk, Deadwood,  
Lead, Spearfish, St. Onge, Sturgis and Whitewood.

## Notice to all Customers of Knology Telecommunications Services

The South Dakota Public Utilities Commission has designated Knology as an "Eligible Telecommunications Carrier" for its service area for universal service purposes. The goal of universal service is to provide all citizens access to essential telecommunications services.

Knology provides single party residence (with unlimited local usage) and business service for rates starting from \$18.95 per month for residential customers and \$31.50 per month for business customers. This includes access to:

- Long distance carriers
- Emergency services
- Operator services
- Directory assistance
- Telecommunications Relay Services
- Other services designed to persons with disabilities
- Toll blocking

Use of these services may result in additional charges. In addition, Knology provides one copy of its annual local directory without charge.

Knology would be pleased to provide you with specific rates for your area upon request.

Knology offers qualified customers Lifeline Service. If you are a low income customer and reside in Belle Fourche, Black Hawk, Deadwood, Lead, Spearfish, St. Onge, Sturgis or Whitewood you may qualify for Knology's Lifeline program. This means you may receive a monthly discount for your basic phone charges. This service also includes a discount for line connection charges if applicable and free toll blocking for qualifying customers. Please call Knology at 605-722-2000 if you have any questions.

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**Knology  
Lifeline Linkup Notice Ads - Feb 2010**

**DIVISION: RAPID CITY**

Market	Newspaper	Ad Size	TTL Col in	Date
Belle Fourche	Belle Fourche Post	2c x 5"D	10	Wed, Feb 24

Spearfish	Black Hills Pioneer	2c x 5"D	10	Mon, Feb 22
		2c x 5"D	10	Tue, Feb 23
		2c x 5"D	10	Wed, Feb 24
		2c x 5"D	10	Thu, Feb 25
		2c x 5"D	10	Fri, Feb 26

Deadwood	Lawrence Co Journal	2c x 5"D	10	Wed, Feb 24
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Sturgis	Meade Co Times-Tribune	2c x 5"D	10	Wed, Feb 24
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**Exhibit B**

**Attention South Dakota Customers Who May Be Eligible  
for the Lifeline/Linkup Program**

Individuals and families who live in the following Knology communities and are receiving assistance benefits or have a low or fixed income may be eligible to receive discounted telephone installation and/or service.

Qualified communities include: Belle Fourche, Black Hawk, Deadwood, Lead, Spearfish, St. Onge, Sturgis, and Whitewood.

Please contact Knology's customer support at 1-877-633-4567 or 605-722-2000 for more information on the Lifeline/Linkup program.

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809 Deadwood Ave.  
Rapid City, SD 57702

## Exhibit C



**Rapid City Weather Crawl**

**Lifeline Linkup Notification.** Individuals residing in Knology service areas and receiving assistance benefits may be eligible to receive discounted telephone installation and/or service. For more information visit [www.prairiewave.com/support/telephone/](http://www.prairiewave.com/support/telephone/) or call 605-722-2000.

**Customer Base:** Residential customers in Belle Fourche, Black Hawk, Deadwood, Lead, Spearfish, St. Onge, Sturgis and Whitewood.