

**BEFORE THE PUBLIC UTILITIES COMMISSION OF
THE STATE OF SOUTH DAKOTA**

IN THE MATTER OF THE REQUEST OF)	TC12-062
MIDCONTINENT COMMUNICATIONS FOR)	
CERTIFICATION REGARDING ITS USE OF)	Midcontinent's Responses to
FEDERAL UNIVERSAL SERVICE SUPPORT)	Staff Second Data Requests

Midcontinent Communications ("Midcontinent") files the following responses to Staff's second data request submitted in this docket.

REQUEST 2-1: Would Midcontinent be willing to expand their advertising for Lifeline services beyond their own cable channels? Perhaps through broadcast television or newspapers?

RESPONSE: Midcontinent currently advertises the availability of Lifeline in a number of places including its new customer letters, various marketing pieces such as the Midcontinent Digital Phone guide and brochure, as well as its website and cable channels. These marketing efforts will continue in 2013, along with plans to include information regarding Lifeline services in Midcontinent's free standing inserts placed in local newspapers.

Dated this 8th day of August, 2012.

MIDCONTINENT COMMUNICATIONS
By: Midcontinent Communications Investor, LLC,
Its Managing Partner

By: 

Scott B. Anderson, VP Legal/General Counsel