

Good Afternoon,

In regards to docket TC10-049, Request of LongLines Wireless for Certification Regarding its use of Federal Universal Service Support, please provide responses to the following:

- 1-1) The Lifeline/Link Up Annual report includes one example advertisement with notes indicating circulation in Nov. 2007. Was this advertisement also circulated in 2009? If so please list publications if available. If not please describe any efforts to increase participation in the LongLines service area.
- 1-2) During 2009, it was indicated that 11,000 calls from South Dakota customers were received by the customer service department. Please describe the nature of the bulk of the 11,000 contacts (ie where they predominately consumer inquiries, routine business, or complaints about service, etc).
- 1-3) Of the 11,000 contacts in 2009 are there any outstanding customer complaints regarding services supported by Federal Universal Service Funds? If all contacts or complaints have been resolved please indicate as such.

If possible, please file your responses via the e-filing system on the PUC website at <http://puc.sd.gov/EFilingOptions.aspx>.

Thank you,

Tim

Tim Binder
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SD Public Utilities Commission
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Mr. Binder, below are the responses to your questions related to the Long Lines Wireless ETC filing (TC10-049)

- 1-1 The example advertisement that was included in the filing is the standard advertisement that is prepared for all locations where Long Lines provides service. This advertisement is run annually, so the reference to 2007 is correct, but the same advertisement was run in 2008, 2009 and will be run in 2010. This ad was run in the following newspapers servicing the Long Lines South Dakota coverage area during 2009:
 - Sioux City (IA) Journal
 - Sioux Falls (SD) Argus Leader
 - Vermillion (SD) Plain Talk
 - Yankton (SD) Daily Press and Dakotan

1-2 The number of calls to the Long Lines customer service call center from South Dakota customers is estimated to be approximately 11,000 for the entire year of 2009. The basic categories of these customers calls are tracked as follows:

- Billing questions-how to read the bill, individual line item questions, etc.
- Support questions-service area covered, phone usage questions,etc.
- Service changes
- Payment/collections arrangements

Compared to the total number of calls, there are a minimal number of complaints about service such as dropped calls and signal quality which are the basic limitations of cell phone technology. We have not been made aware that any of these calls have resulted in formalize complaints to any state regulators.

1-3 As of the date of this filing, there are no outstanding customer complaints regarding the services supported by Federal Universal Service Funds.

Respectfully submitted,

Greg Hart

Controller

Long Lines LLC