



May 27, 2010

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

RECEIVED

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**SOUTH DAKOTA PUBLIC
UTILITIES COMMISSION**

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 2009, 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 and local events on tribal lands in the State of South Dakota.

Additionally, Alltel sent notices to local employment/carrer centers and social security 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

¹ Newspapers include Aberdeen American News, Arlington Sun, Belle Fourche Post, Bennet County Booster II, 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, West River Eagle, Faulk County Record, Freeman Courier, Grant County Review, Gregory Times-Advocate, Hamlin County Herald-Enterprise, Highmore Herald, Hot Springs Star, Huron Daily Plainsman, 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, Onida Watchman, Pioneer-Review, Potter County News, Prairie Pioneer, Press (Kadoka), Rapid City Journal, Redfield Press, Salem Special, Sanborn Weekly Journal, Sioux Falls Argus Leader, Sisseton Courier, Stickney Argus, Todd County Tribune, Tri-State Livestock News, True Dakotan, Tyndall Tribune & Register, Wagner Post, Watertown Public Opinion, Webster Reporter and Farmer, Winner Advocate and Yankton Daily Press & Dakotan.

² Alltel sent notices to SD-Department of Labor offices in Aberdeen, Brookings, Huron, Madison, Mitchell, Mobridge, North Sioux City, Pierre, Rapid City, Sioux Falls, Spearfish, Vermillion, Watertown, Winner and Yankton; Social Security offices in Aberdeen, Huron, Pierre, Pine Ridge, Rapid City, Sioux Falls, Watertown And Yankton; and SD Department of Social Services offices in Aberdeen, Armour, Belle Fourche, Britton, Brookings, Buffalo, Burke, Canton, Chamberlain, Clear Lake, Custer, Deadwood, Dupree, Eagle Butte, Elk Point, Flandreau, Fort Thompson, Hayti, Hot Springs, Huron, Lake Andes, Leola, Madison, Martin, McIntosh, Milbank, Mission, Mitchell, Mobridge, Olivet, Pierre, Pine Ridge, Rapid City, Redfield, Salem, Sioux Falls, Sisseton, Sturgis, Timber Lake, Tyndall, Vermillion, Watertown, Webster, White River, Winner and Yankton.

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 are also provided to all South Dakota customers as another method of informing customers about the Lifeline and Link-Up services that Alltel offers.

Alltel is proud of the work it does to make communications services available to those that previously did not have access to or could not afford communications service, 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', with a long horizontal flourish extending to the right.

Rohan M. Ranaraja
Associate Director – Compliance