

CenturyTel Participation - 564 Overlay Consumer Education Plan

CenturyTel concurs with the commission staff recommendation to allocate cost based on telephone number prefixes assigned to each service provider.

The \$30,000 figure we provided in earlier input was based on what our own advertising campaign would cost, which would include print and radio advertising within our serving area, bill messages and a bill insert, and news releases to all media within our serving area. The smaller media outlets that are prime to our serving areas are not part of the proposed media plan.

We recommend that smaller media outlets in our serving areas be considered in this overall advertising plan.

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