

**Before the  
Federal Communications Commission  
Washington, D.C. 20554**

In the Matter of )  
 )  
DTV Consumer Education Initiative ) MB Docket No. 07-148  
 )  
To: The Commission )

**QUARTERLY CONSUMER OUTREACH REPORT OF  
HORRY TELEPHONE COOPERATIVE, INC.**

Horry Telephone Cooperative, Inc. (“HTC”), pursuant to Section 27.20 of the Commission’s rules, hereby submits its quarterly report, covering the calendar quarter ending March 31, 2009, describing any outreach efforts it has undertaken to educate consumers about the transition from analog broadcast television service to digital broadcast television service (DTV).<sup>1</sup>

HTC was the successful bidder for one license in the 700 MHz Band pursuant to FCC Auction No. 73. On June 26, 2008 the Commission announced the grant of certain long form applications, including HTC’s application, for licenses in the 700 MHz.<sup>2</sup> HTC was granted a license with call sign WQIZ561 (the “700 MHz License”). By separate public notice, the Commission reminded the new licensees of their obligation to file a quarterly report describing their consumer education efforts in connection with the DTV transition.<sup>3</sup> This public notice

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<sup>1</sup> See 47 C.F.R § 27.20.

<sup>2</sup> *Wireless Telecommunications Bureau Grants 700 MHz Band Licenses*, Report No. AUC-73 (Auction No. 73) FCC Public Notice, DA 08-1522 (rel. June 26, 2008).

<sup>3</sup> *Wireless Telecommunications Bureau Reminds 700 MHz Band Licensees of Quarterly Reporting Requirements Relating to DTV Consumer Education Outreach*, FCC Public Notice, DA 08-1521 (rel. June 26, 2008).

indicated that the report covering the calendar quarter ending March 31, 2009 would be due by April 10, 2009.

For the quarter ending March 31, 2009, HTC has not implemented consumer outreach efforts for any customers on services relating to the 700 MHz License because it does not have any such customers. HTC has not yet had the opportunity to purchase equipment or deploy services on the 700 MHz License. Nevertheless, HTC has implemented consumer outreach efforts regarding the DTV transition for its cable television subscribers as required by the Commission's rules and has even gone beyond what the rules currently require. These efforts are summarized below.

#### **Bill Messages**

HTC has been providing messages in its bills all customers (not just cable television subscribers) notifying them of the DTV transition and providing government web site links and phone contact information. Customers that do not subscribe to cable TV service are also provided with information on the discount coupon program and contact information (phone and web site) for NTIA.

#### **Web site**

HTC has added a page on its corporate web site for the DTV transition [http://www.htcinc.net/cable\\_digital\\_transition.cfm](http://www.htcinc.net/cable_digital_transition.cfm). The page provides a downloadable Q&A that HTC has created and also links customers to [www.dtvtransition.org](http://www.dtvtransition.org) or [www.getreadyfordigital.com](http://www.getreadyfordigital.com) for further information. The web site also contains a blog titled "HTC Talk" in which an entry was added regarding the delay in the DTV transition date.

#### **Weather Channel Crawl**

HTC's agreement with The Weather Channel allows locally generated scroll messages to be displayed during every "Local On The 8's" forecast. HTC provides a scroll containing DTV transition information similar to the billing insert sent to its cable customers that is aired at least once per hour.

#### **Joint Efforts With Local Broadcasters**

HTC has partnered with WBTW (the local CBS broadcast affiliate station) to provide a periodic DTV Transition Hotline to be offered several times before the DTV transition date.

**Local Programming**

HTC produces its own local programming, which is periodically carried on HTC Channel 4. A segment of the show, which addresses preparation for the upcoming DTV transition, began airing in late September, 2008 and ran through the end of January.

**Ads/Public Service Announcements**

During 2009Q1, HTC purchased and ran commercials/PSAs for the digital transition. .

Pursuant to the Commission's rules, HTC will continue to report its consumer outreach efforts regarding the DTV transition on a quarterly basis.

Respectfully submitted,

**Horry Telephone Cooperative, Inc.**

By: */s/ Howard Shapiro*

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Its Attorney