



extended by the DTV Delay Act *Second Report and Order*, indicated that the report covering the calendar quarter ending June 30, 2009 would be due by July 10, 2009.<sup>4</sup>

For the quarter ending June 30, 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.

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<sup>4</sup> *In the Matter of Implementation of the DTV Delay Act*, MB Docket No. 09-11 et al., Second Report and Order and Notice of Proposed Rulemaking, 24 FCC Rcd 2526 (rel. February 20, 2009).

**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.

Respectfully submitted,

**Horry Telephone Cooperative, Inc.**

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/s/

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