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July 10, 2009

Via electronic filing

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Mid-Rivers Telephone Cooperative, Inc.
MB Docket No. 07-148
DTV Consumer Education Outreach
Second Quarter 2009 Report

Dear Ms. Dortch:

Pursuant to the Commission's orders[1] and Section 27.20 of the Commission's Rules, Mid-Rivers Telephone Cooperative, Inc. ("Mid-Rivers") hereby submits its final report on consumer education efforts related to the transition to digital television.

As announced by Public Notice dated January 6, 2009,[2] Mid-Rivers was only recently granted three (3) 700 MHz licenses: WQJU690, WQJU691 and WQJU692. Mid-Rivers reports that, having only recently been awarded its licenses, it currently does not provide service through facilities under the referenced licenses. Accordingly, Mid-Rivers has not taken outreach measures specifically aimed at 700 MHz customers.

However, Mid-Rivers and its affiliate, Cable & Communications Corporation ("C&CC") (collectively, the "Companies"), each provide services to the public as multichannel video programming distributors ("MVPDs"), and as Eligible Telecommunications Carriers ("ETCs") receiving universal service funding. Acting as MVPDs and ETCs, Mid-Rivers and C&CC report that they have regularly engaged in consumer education activities regarding the DTV transition in monthly billing inserts, as directed by the *Report and Order*. In addition, the Companies provided DTV transition information on their website and in the quarterly newsletter, as well as make information hand-outs available in all business offices. C&CC also utilized advertising, both on its local channel and through advertisement inserts in national programming, to provide DTV transition information to its subscribers. Because there is a significant overlap in potential 700 MHz customers under the referenced licenses and current customers of the Companies, the

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1 *DTV Consumer Education Initiative Report and Order*, 23 FCC Rcd 4134 (2008) ("*Report and Order*"), as extended by *Second Report and Order*, FCC 09-11 (rel. Feb. 20, 2009).

2 *See* DA 09-8 (rel. Jan. 6, 2009).

Companies are confident that the already-existing education campaigns reached the vast majority of persons who would receive DTV transition information as 700 MHz services consumers.

Please direct any questions or correspondence concerning this matter to this office.

Respectfully submitted,

Sylvia Lesse

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DECLARATION OF BILL WADE

I, Bill Wade, General Manager of Mid-Rivers Telephone Company, Inc., do hereby declare under penalty of perjury that I have read the foregoing "DTV Consumer Education Outreach Second Quarter 2009 Report" and that the facts stated therein are true and correct, to the best of my knowledge, information and belief.

7-1-09
Date

Bill Wade
Bill Wade