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January 14, 2011

VIA ELECTRONIC FILING

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-B204
Washington, DC 20554

Re: GreatCall, Inc.
WC Docket No. 09-197

Madam Secretary:

In accordance with Section 1.1206 of the Commission's rules, 47 C.F.R. § 1.1206, we hereby provide you with notice of an oral ex parte presentation in connection with the above-captioned proceeding. On January 13, 2011, Dean Williams, Carol Morabito and undersigned counsel, on behalf of GreatCall, Inc., met with James Schlichting, Jeffrey Steinberg, and Mania Baghdadi in the Wireless Bureau, to discuss GreatCall's pending application for ETC status.

We discussed GreatCall's important and unique service offerings, many of which are tailored for the elderly, the visually impaired and the hearing impaired population in our country, which has been traditionally underserved by all modern technologies, including wireless services. GreatCall offered a demonstration of its "Jitterbug J" phone, including features designed to improve access to basic telephone service for those who wish to simplify access to the telephone network. We also discussed GreatCall's outreach programs, including its work with state governments that have programs to assist the hearing and visually impaired population in accessing telephone services.

We discussed advantages of GreatCall's proposed Lifeline service offering, including, (a) GreatCall is a postpaid service that provides customers with an invoice each month, making it relatively simple for GreatCall to discontinue submitting Lifeline reimbursements for customers who discontinue service; (b) GreatCall's Lifeline offering will require customers to pay at least $1.00 per month for service – no free service will be offered; (c) GreatCall's close relationship with its customer base will aid in furthering the Commission's goals of having verification procedures that are reasonably accurate, minimizing waste, fraud and abuse in the program; and (d) GreatCall's ability to assist a historically underserved segment of our population with additional services, such as Live Nurse and Medication Reminder, as outlined in our presentation, can significantly enhance the Commission's mission to increase access to basic telephone service through the Lifeline program.

We also discussed the legal requirements for being an ETC, consistent with GreatCall's application and reply comments. Copies of our slide presentation and the materials GreatCall provided at the meeting are enclosed.

If you have any questions or require any additional information, please contact undersigned counsel directly.

Sincerely,

David A. LaFuria
Counsel for GreatCall, Inc.

Enclosures

cc: James Schlichting, Esq.
Jeffrey Steinberg, Esq.
Mania Baghdadi, Esq.
Mr. Dean Williams
Ms. Carol Morabito