

BEFORE THE NEBRASKA SERVICE COMMISSION

In the Matter of the application)
of GCC License Corporation seeking) Application No. C-1889
designation as an eligible tele-)
communications carrier (ETC) that)
may receive universal service support.)

ADVERTISING PLAN OF WWC LLC

GCC License Corporation, doing business as CellularOne® ("Western Wireless") in the state of Nebraska, submits the following advertising plan as required by the Order of the Nebraska Public Service Commission (Commission), granting Western Wireless the status of an Eligible Telecommunications Carrier ("ETC"), dated November 21, 2000 in Application No. C-1889. As an ETC, Western Wireless will provide a basic universal service offering throughout its ETC designated service areas in Nebraska through the use of its wireless network and wireless customer premises equipment.

(1) Pursuant to 47 U.S.C. § 214(e)(1), Western Wireless will advertise throughout each ETC designated service area in Nebraska. In its Order approving ETC status, the Commission set forth a listing of the study areas and exchanges in which Western Wireless is designated an ETC for the purpose of receiving federal universal service support and Nebraska Universal Service Fund support. A copy of such listing is attached as Exhibit 1. Western Wireless will advertise the availability of the supported services and the corresponding charges within the service area in a manner that fully informs the general public.

(2) Western Wireless will advertise its basic universal service offering through newspapers of general circulation in each county in which a study area or exchange is located. A list of the names of the newspapers is attached as Exhibit 2. Western Wireless also maintains various retail store locations throughout its authorized service areas, which provides an additional source of advertising. Western Wireless will not limit advertising to business publications alone, but rather, will include publications targeted to the general residential market.

(3) Western Wireless will also comply with all form and content requirements, if any, adopted by the Federal Communications Commission (FCC) or the Commission in the future and required

of all ETCs. Specifically, advertising will be no less than 4 ½" wide by 3 ½" long. Size will vary, depending on newspaper and current promotional offers.

Description of Available Universal Service Offerings and Rates

Western Wireless offers the following telecommunications services to all consumers throughout its designated service areas:

| | |
|-------------|---|
| network; | Voice grade access to the public switched telephone |
| | Unlimited local usage free of per minute charges; |
| equivalent; | Dual tone multi-frequency signal or its functional |
| | Single party service or its functional equivalent; |
| | Access to emergency service; |
| | Access to operator services; |
| | Access to interexchange service; |
| | Access to directory assistance; and |
| | Toll blocking without charge. |

Basic Universal Service Offering

| | |
|---------------------|--|
| Monthly Fee | \$14.99 per month (excluding taxes and governmental assessments) |
| Activation Charge | \$15.00 |
| Installation Charge | \$30.00 per hour |
| Long Distance Rates | 10 ¢ per minute to all 50 states 25 ¢ per minute to Mexico and Canada 29 ¢ per minute for international calls outside Mexico and Canada. |

Optional Features

| | |
|---|--------------------|
| Voice Mail | \$4.95 per month |
| Call Waiting | \$2.00 per month |
| Call Forwarding | \$2.00 per month |
| Three-Way Conference Calling | \$2.00 per month |
| Call Waiting/Call Forwarding/ Three Way Conference Calling | \$5.00 per month |
| Directory Assistance | \$0.75 per listing |

Subsidized discounts for Lifeline and Link-Up Services are available to customers meeting

certain low-income criteria. Information concerning these plans is available from your Western Wireless representative.

Geographic Areas Where Services are Available

Western Wireless offers its basic universal service offering to customers in certain exchanges listed on the attached Exhibit 1.

Western Wireless, Applicant

BY: _____
Steven G. Seglin

Crosby,

Guenzel, Davis, Kessner &

Kuester
134 So. 13th St. Suite 400
Lincoln, NE 68508
(402) 434-7300
(402) 434-7303 (fax)
Attorney for Western Wireless

CERTIFICATE OF SERVICE

The undersigned does hereby certify that a true and correct copy of the above and foregoing GCC License Corporation's Advertising Plan was served this 29th day of December, 2000, by regular United States mail, first-class postage prepaid, on the following:

Kelly R. Dahl
Baird, Holm, McEachen,
Pedersen, Hamann & Strasheim
1500 Woodmen Tower
Omaha, NE 68102

Steve Beck
US West Communications, Inc.
1314 Douglas Street, 15th Floor
Omaha, NE 68102

Charles W. Steese
US West, Inc.
1801 California Street, Room 5100

Denver, CO 80202

Charles W. Hastings, Esq.
Dunmire, Fisher & Hastings
PO Box 1044

Hastings, NE 68902-1044

Timothy F. Clare, Esq.
Rembolt, Ludtke & Berger
1201 Lincoln Mall, Suite 102
Lincoln, NE 68508

Steve Cole
102 Center Avenue
PO Box 8
Curtis, NE

Steven G. Seglin

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