

BEFORE THE NEBRASKA PUBLIC SERVICE COMMISSION

In the Matter of WWC License) Application No. C-3031
LLC, a Subsidiary of Western)
Wireless Corporation, d/b/a)
CellularOne, Seeking Approval of) PROCEDURAL ORDER
its Advertising Plan for)
Measured Usage Universal Service)
Offerings in the State of) Entered: November 25, 2003
Nebraska.)

BY THE COMMISSION:

O P I N I O N A N D F I N D I N G S

On April 14, 2003, the Applicant filed an amended "Advertising Plan for Measured Usage Universal Service Offerings by Western Wireless Corporation" with the Commission. This docket was opened to examine the Applicant's latest amended advertising plan. A formal protest was filed by a group of rural independent incumbent carriers providing telecommunications services in Nebraska, comprised of Arlington Telephone Company; Blair Telephone Company; Clarks Telecommunications Co.; Consolidated Telephone Company; Consolidated Telco, Inc.; Eastern Nebraska Telephone Company; Great Plains Communications, Inc.; Hartington Telecommunications Co., Inc.; Hershey Cooperative Telephone Company; K&M Telephone Company, Inc.; NebCom, Inc.; Nebraska Central Telephone Company; Northeast Nebraska Telephone Company; Pierce Telephone Co.; Rock County Telephone Company; Stanton Telephone Co., Inc.; and Three River Telco (collectively, the Protestants.) A petition of formal intervention was filed on November 7, 2003, by Arapahoe Telephone Company; Benkelman Telephone Company; Cozad Telephone Company; Curtis Telephone Company; Dalton Telephone Company; Diller Telephone Company; Elsie Communications; Glenwood Telephone Membership Corporation; Hartman Telephone Company; Hemingford Cooperative Telephone Company; Keystone-Arthur Telephone Company; Mainstay Communications; Southeast Nebraska Telephone Company; and Wauneta Telephone Company (collectively, the Intervenors.) The Commission finds that it should accept the formal protest and intervention filed and the above-named companies should be added as parties to this proceeding.

The Commission further finds that the initial issue to be decided is whether the amended advertising plan filed by Western Wireless on April 14, 2003, falls within the scope of its eligible telecommunications carrier (ETC) authorization as set forth in the Commission's order entered in Application No. C-1889 in November of 2000. For simplicity, judicial notice shall be taken of the record in Application No. C-1889. Oral argument

on the issues relevant to the amended advertising plan will be held on December 10, 2003, at 2:00 p.m., in the Commission Hearing Room, 300 The Atrium, 1200 N Street, Lincoln, Nebraska. Parties to this proceeding will also be asked to file post-argument briefs with the Commission on or before December 15, 2003.

O R D E R

IT IS THEREFORE ORDERED by the Nebraska Public Service Commission that the Protestants and Intervenors listed herein be, and are hereby, permitted to participate as parties in this proceeding.

IT IS FURTHER ORDERED that the procedural schedule contained herein shall be, and is hereby, adopted.

MADE AND ENTERED at Lincoln, Nebraska, this 25th day of November 2003.

NEBRASKA PUBLIC SERVICE COMMISSION

COMMISSIONERS CONCURRING:

Chair

ATTEST:

Executive Director