

## Attachment C

Qwest Corporation d/b/a CenturyLink QC

Pilger NBBP/CPF Grant Application

CenturyLink QC is an ETC that provides voice and broadband services to more than 70 exchanges including more than one hundred towns and cities across Nebraska. CenturyLink QC provides at least 100/100Mbps broadband service to residential locations in at least the Omaha metropolitan statistical area, Valentine and several other markets, and to businesses across the state through our Optical and Ethernet service offerings. CenturyLink QC is also in the process of constructing fiber-to-the-premise networks in rural areas of Chappell, Minatare, Schuyler and Grand Island.

CenturyLink QC consistently advertises in the Omaha media (that includes the Gretna area) including radio, billboards and direct mail.

CenturyLink QC has experience from other states about what marketing activities work best in grant areas. For all awarded project areas as they near completion<sup>1</sup>, the company will develop the specific marketing plan for each area, which at minimum will at least include the following:

- **Direct Mailing:** To be sent to all fiber enabled customer locations to notify them of the availability of fiber based HSI in their area.
- **Coordination with local government and community leaders:** To help educate and increase awareness of fiber HSI availability within the area.

**Other marketing activities that may be utilized:**

- Digital marketing, such as pop-up ads on internet sites.
- Door hanging with promotional information about the availability of Fiber internet services.

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<sup>1</sup> The company is continuing to try and test new marketing and advertising tactics. At the time a grant award project completes, the company will utilize the best approach for the grant area, to maximum the take rate. Given the amount of investment the company will be making in support the grant area projects, there is a strong incentive to sign up fiber internet service customers as fast as possible.