



**Commissioners**

**JEFF DAVIS**  
Chairman

**CONNIE MURRAY**

**STEVE GAW**

**ROBERT M. CLAYTON III**

**LINWARD "LIN" APPLING**

**Missouri Public Service Commission**

POST OFFICE BOX 360  
JEFFERSON CITY MISSOURI 65102  
573-751-3234  
573-751-1847 (Fax Number)  
<http://www.psc.mo.gov>

**WESS A. HENDERSON**  
Director, Utility Operations

**ROBERT SCHALLENBERG**  
Director, Utility Services

**DALE HARDY ROBERTS**  
Secretary/Chief Regulatory Law Judge

**DANA K. JOYCE**  
General Counsel

May 2, 2005

**FILED**

AUG 12 2005

Robert Whelan  
Media Concepts, Inc. - IXC  
15140 Sherwood, Suite 100  
Leawood, KS 66224

**Missouri Public  
Service Commission**

Dear Mr. Whelan:

Pursuant to Section 392.210, RSMo Section 393.140, RSMo and the rules at 4 CSR 240-3.540 (Telecommunications Companies), public utilities are required to submit an annual report to the Missouri Public Service Commission on or before April 15th.

**This letter is a notification and warning that the Missouri Public Service Commission has not received from your company its required 2004 Annual Report as of the date of this letter.**

If your company does not immediately file its report, it will be subject to legal action under state law for failure to submit an annual report on time. A utility that does not timely file its annual report is subject to a penalty of one hundred dollars for each day that it is late in filing its annual report.

Questions about the annual report form or its content may be submitted to:

Janis Fischer (573) 751-4257 or by email at [Janis.Fischer@psc.mo.gov](mailto:Janis.Fischer@psc.mo.gov).

The completed document should be submitted under EFIS (accessible from the Commission's Web page <http://www.psc.state.mo.us/>) or mailed to:

Manager of the Data Center  
Missouri Public Service Commission  
200 Madison Street, Suite 100  
P.O. Box 360  
Jefferson City, MO 65102-0360

Sincerely,

Dana K. Joyce  
General Counsel

*Mailed Original  
on 4/5/05  
6/10/05*

Duplicate of 4/5/05

MEDIA CONCEPTS, INC.

Full Company Name (Do not abbreviate, yet include any Commission approved  
AKA/DBA/Fictitious Name, if applicable.)

**COMPETITIVE LOCAL EXCHANGE CARRIER**

and / or

**INTEREXCHANGE TELECOMMUNICATIONS CARRIER**

**ANNUAL REPORT**

**TO THE**

**MISSOURI PUBLIC SERVICE COMMISSION**

For The Year Ending December 31, 2004

## CLEC-IXC

Annual Report of

MEDIA Concepts, Inc.for the year ending December 31, 2004

1. State in full the exact 'certificated' name of the Competitive Local Exchange Carrier/Interexchange Telecommunications Carrier:  
(Do not abbreviate; yet include any Commission approved AKA/DBA/Fictitious Name, if applicable.)  
MEDIA Concepts
2. Is utility certificated as a Competitive Local Exchange Carrier (CLEC)? If yes, state effective date of certification by the MO Public Service Commission and associated case number:  
Date (e.g. 00/00/0000): \_\_\_\_\_ Case No: \_\_\_\_\_
- b. Is utility certificated as a Interexchange Telecommunications Carrier (IXC)? If yes, state effective date of certification by the MO Public Service Commission and associated case number:  
Date (e.g. 00/00/0000): JUNE 17, 1994 Case No: TA-94-289
3. Was the company certificated in Missouri under any other name(s)? If yes, please provide all names and time periods involved since the original certification:  
NO

4. This Competitive Local Exchange/Interexchange Telecommunications Carrier is a (Check box with an X) and if different than certificated name listed above (e.g. parent corporation name) or if 'Other' is identified, explain:

☒ Corporation  
☐ Partnership  
☐ Sole Proprietorship

☐ LLC  
☐ LP  
☐ Other - Explanation

5. Date of incorporation or other original organization (e.g. 00/00/0000):  
JAN 1, 1996
6. Under the laws of what state is the Competitive Local Exchange/Interexchange Telecommunications Carrier organized:  
KANSAS

7. State in full the name, street address, telephone number, and e-mail address\* of the individual completing/verifying this Annual Report:

ROBERT WHELAN15140 SHERWOODLEAWOOD, KS, 66224913-897-7898RWhelan@Kc.RR.com

(\*) To facilitate electronic sending of the Annual Report form next year.



CLEC-IXC

Annual Report of

MEDIA CONCEPTS, INC

for the year ending December 31, 2004

10. Please provide the following information concerning Total Company and gross intrastate operating revenues (i.e., Missouri Specific) Revenues for this Calendar Year: 2004

Revenues:

Operating Revenues\* from Telecommunication Services

Access Fee Revenues

Federal USF Subsidies

State USF Subsidies

Other Revenues

TOTAL REVENUES

MO Specific should match Statement of Revenue  
(MoPSC Assessment)

Total Company   MO Specific

|   |   |
|---|---|
| 0 | 0 |
|   |   |
|   |   |
|   |   |
|   |   |

|   |   |
|---|---|
| 0 | 0 |
|---|---|

\* Missouri Revised Statutes §386.020(53)

(53) "Telecommunications service", the transmission of information by wire, radio, optical cable, electronic impulses, or other similar means. As used in this definition, "information" means knowledge or intelligence represented by any form of writing, signs, signals, pictures, sounds, or any other symbols. Telecommunications service does not include:

(a) The rent, sale, lease, or exchange for other value received of customer premises equipment except for customer premises equipment owned by a telephone company certificated or otherwise authorized to provide telephone service prior to September 28, 1987, and provided under tariff or in inventory on January 1, 1983, which must be detariffed no later than December 31, 1987, and thereafter the provision of which shall not be a telecommunications service, and except for customer premises equipment owned or provided by a telecommunications company and used for answering 911 or emergency calls;

(b) Answering services and paging services;

(c) The offering of radio communication services and facilities when such services and facilities are provided under a license granted by the Federal Communications Commission under the commercial mobile radio services rules and regulations;

(d) Services provided by a hospital, hotel, motel, or other similar business whose principal service is the provision of temporary lodging through the owning or operating of message switching or billing equipment solely for the purpose of providing at a charge telecommunications services to its temporary patients or guests;

(e) Services provided by a private telecommunications system;

(f) Cable television service;

(g) The installation and maintenance of inside wire within a customer's premises;

(h) Electronic publishing services; or

(i) Services provided pursuant to a broadcast radio or television license issued by the Federal Communications Commission;

**11. Local Exchange Carriers Federal/State Low-Income/Disabled Universal Service Fund Subscribers**

**Background and Purpose:** To ascertain on a monthly basis the number of subscribers being provided federal and/or Missouri low-income/disabled support as being reported to USAC (federal support, Form 497) and the fund administrator of the Missouri programs (Missouri support).

|               | Calendar Year 2004                             | Calendar Year 2005                                  |  |
|---------------|--|---|--|
| Month         | Number of<br>Federal Low Income<br>subscribers | Number of<br>Missouri Low<br>Income<br>subscribers* | Number of<br>Missouri Disabled<br>subscribers* |
| January       | 0  | 0   | 0  |
| February      |  |   |  |
| March         |  |   |  |
| April         |  |   |  |
| May           |  |   |  |
| June          |  |   |  |
| July          |  |   |  |
| August        |  |   |  |
| September     |  |   |  |
| October       |  |   |  |
| November      |  |   |  |
| December      |  |   |  |
| <b>TOTAL:</b> | 0  | 0   | 0  |

\* Effective for 2005 calendar year  
Annual Report.

12. CLEC-IXC Annual Report of MEDIA CONCEPTS, INC

for the year ending December 31, 2004

**COMPETITIVE LOCAL EXCHANGE CARRIER ACCESS LINE REPORT**

| Residential<br>Voice Grade Equivalent Lines |                |       |       |                           | Business<br>Voice Grade Equivalent Lines |       |       |                           | Public Access Lines |  |
|---|----------------|-------|-------|---------------------------|--|-------|-------|---------------------------|---------------------|--|
| Exchange<br>(Use name in the tariff)        | Pure<br>Resale | UNE-L | UNE-P | Full<br>Facility<br>Based | Pure<br>Resale                           | UNE-L | UNE-P | Full<br>Facility<br>Based | Public              | Customer<br>Owned<br>Coin<br>Telephone |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
|   |                |       |       |                           |  |       |       |                           |                     |  |
| Totals                                      | 0              | 0     | 0     | 0                         | 0  | 0     | 0     | 0                         | 0                   | 0                                      |

**Submitting this Annual Report is an "option" through EFIS.**

A registered official company representative is authorized to utilize this option, type in all necessary information below, including the Notary's information (pursuant to Sections 432.200 and 432.295). After submitting the Annual Report through EFIS, you will receive a BMAR (confirmation) number. Indicate that BMAR number on the original and retain for your records.

CLEC-IXC

Annual Report of

MEDIA CONCEPTS, INC.

for the year ending December 31, 2004

**VERIFICATION**

The foregoing report must be verified by the oath of the President, Treasurer, General Manager or Receiver of the company. The oath required may be taken before any person authorized to administer an oath by the laws of the State in which the same is taken

**OATH**

State Of

KANSAS

County Of

Johnson

} ss:

ROBERT WHELAN

makes oath and says that

(Insert here the name of the affiant)

s/he is

PRESIDENT

(Insert here the official title of the affiant)

of

MEDIA CONCEPTS, INC.

(Insert here the exact legal title or name of the respondent)

that s/he has examined the foregoing report; that to the best of his or her knowledge, information, and belief, all statements of fact contained in the said report are true and the said report is a correct statement of the business and affairs of the above-named respondent.

JANUARY 1, 2004, to and including DECEMBER 31, 2004

(Signature of affiant)

Subscribed and sworn before me, a

NOTARY

KANSAS-Johnson

in and for the

State and county above named, this

5th

day of

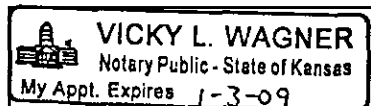
April

, 2005

My Commission expires

1-3-09

, 2009



(Signature of officer authorized to administer oaths)

Missouri Revised Statutes § 392.210

Original in its entirety must be mailed (if not utilizing EFIS) to:  
Manager of the Data Center  
MoPSC, 200 Madison Street, Suite 100  
Jefferson City, MO 65101 (P.O. Box 360, 65102-0360)