

RECIPIENT NAME:Bluebird Media, L.L.C.

AWARD NUMBER: NT10BIX5570091

DATE: 02/15/2011

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

### QUARTERLY PERFORMANCE PROGRESS REPORT FOR BROADBAND INFRASTRUCTURE PROJECTS

#### General Information

<b>1. Federal Agency and Organizational Element to Which Report is Submitted</b>  Department of Commerce, National Telecommunications and Information Administration	<b>2. Award Identification Number</b>  NT10BIX5570091	<b>3. DUNS Number</b>  832385988
<b>4. Recipient Organization</b>  Bluebird Media, L.L.C. 213 N. Stadium Blvd, Ste 203, Columbia, MO 65203-1161		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b>  12-31-2010	<b>6. Is this the last Report of the Award Period?</b>  <input type="radio"/> Yes <input checked="" type="radio"/> No	
<b>7. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purposes set forth in the award documents.</b>		
<b>7a. Typed or Printed Name and Title of Certifying Official</b>  Chris Bach	<b>7c. Telephone (area code, number and extension)</b>  X	
	<b>7d. Email Address</b>  chris.bach@bluebirdmedia.com	
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  02-15-2011	

**Project Indicators (This Quarter)**

**1. Please describe significant project accomplishments completed during this quarter (600 words or less).**  
 During the second quarter of Bluebird Media’s award period, Bluebird Media hired additional employees to engineer and design an ultra-high capacity middle-mile network throughout under-served and un-served northern rural Missouri. These employees included engineers and operational personnel with telecommunications backgrounds. Bluebird Media had federal expenditures during the second quarter of the award period. These expenditures included the salaries of employees related to the network and infrastructure design and up front mobilization payments for the engineering firms. Key milestones completed during the second quarter consisted of selecting engineering firms to survey the proposed infrastructure routes and selecting an environmental firm to complete an environmental assessment. Bluebird Media posted a request for proposal on our web site so any engineering/environmental firm could bid on the project. Bluebird Media worked throughout the quarter to ensure all fiber routes and towers were going to be constructed on Missouri Department of Transportation right of way and/or property. Bluebird Media contacted several potential CAIs making them aware of the future possibility of being directly connected to Bluebird's fiber. Bluebird Media also met with another BTOP recipient to discuss overlapping areas and proposed a joint route structure in the overlapping area.

**2. Please provide the percent complete for the following key milestones in your project. Write “0” in the Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline plan, please insert them at the bottom of the table. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).**

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or subsequent written updates provided to your program officer)
2a.	Overall Project	1	Delayed due to structure of delayed payments to engineering/ environmental firms. Percentage of work completed towards project is around 16%, but actual expenditure are only 1% of the budget.
2b.	Environmental Assessment	75	Delay caused mainly by proposed route changes relating to exclusive right-of-ways. Small delay due to various firms/agencies. Our environmental firm has been working diligently to contact all firms/ agencies required for the environmental assessment.
2c.	Network Design	85	Design is almost completed while waiting on final route changes
2d.	Rights of Way	75	None
2e.	Construction Permits and Other Approvals	0	None
2f.	Site Preparation	0	delayed due to route changes relating to exclusive right-of-ways
2g.	Equipment Procurement	0	None
2h.	Network Build (all components - owned, leased, IRU, etc)	0	None
2i.	Equipment Deployment	0	None
2j.	Network Testing	0	None
2k.	Other (please specify):	0	None

**3. To the extent not covered above, please describe any challenges or issues faced during this past quarter in achieving planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).**  
 Potential delays and challenges Bluebird Media incurred included changing the routes of the fiber as more information came available during the design and surveying phase related to exclusive right-of-ways. Bluebird Media was also delayed in site preparation during the past quarter due to route changes relating to exclusive right-of-ways. These exclusive right-of-ways were unknown to Bluebird Media during the design phase of the grant application. Missouri Department of Transportation has given exclusive right-of-ways to another company along some Missouri major highways and river crossings. Therefore, Bluebird Media is working diligently to propose an altered route for their infrastructure to bypass the exclusive right-of-ways.

**4. Please report the following information regarding network build progress. Write “0” in the Total column and "N/A" in the Narrative column if your project does not include this activity. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the total is different from the target provided in your baseline plan (600 words or less).**

Indicator	Total	Narrative (describe your reasons for any variance from the baseline plan or any other relevant information)

Indicator	Total	Narrative (describe your reasons for any variance from the baseline plan or any other relevant information)
New network miles deployed	0	No build to date
New network miles leased	0	No build to date
Existing network miles upgraded	0	No build to date
Existing network miles leased	0	No build to date
Number of miles of new fiber (aerial or underground)	0	No build to date
Number of new wireless links	0	No build to date
Number of new towers	0	No build to date
Number of new and/or upgraded interconnection points	0	No build to date

For questions 5 and 6 please include information relating to agreements that you are negotiating or have entered into, or that your sub recipient, contractor or subcontractor is negotiating or entered into.

5a. If applicable, please provide the following information with regard to agreements with broadband wholesalers and/or last mile providers as a result of your project.

Indicators	
Number of signed agreements with broadband wholesalers or last mile providers	0
Number of agreements currently being negotiated with broadband wholesalers or last mile providers	22
Average term of signed agreements (in quarters)	0

5b. Please list the names of the wholesale and last mile providers with whom you have signed agreements (100 words or less). Providers: NA

5c. What wholesale services are being provided by this project? Please describe below. As an attachment to this report, please provide pricing plans (in \$ per month) associated with each wholesale service provided by your product (100 words or less). Wholesale services description:

DIA, ELAN, EWAN etc. Pricing plans are being currently developed.

5d. If you have designated a third party to operate all or a portion of your network, please provide the name and contact information for this third party, indicate if this entity is a sub recipient, contractor, and/or subcontractor, and describe with specificity the portion of your network this this third party operates (600 words or less).

NA

6. Please provide the data according to the type of subscriber. Write "0" in the Total column and "N/A" in the Narrative column if your project does not pass or serve a particular subscriber type. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the total is different from the target provided in your baseline plan (300 words or less).

Subscriber Type	Access Type	Total	Narrative (describe your reasons for any variance from the baseline plan or any other relevant information)
Broadband Wholesalers or Last Mile Providers	Providers with signed agreements receiving new access	0	No build to date
	Providers with signed agreements receiving improved access	0	No build to date
	Providers with signed agreements receiving access to dark fiber	0	No build to date

Subscriber Type	Access Type	Total	Narrative (describe your reasons for any variance from the baseline plan or any other relevant information)
	Please identify the speed tiers that are available and the number of subscribers for each	0	50 MB - 1GB are the speed tiers that will be available. No subscribers since no build to date.
Community Anchor Institutions (including Government institutions)	Total subscribers served	0	No build to date
	Subscribers receiving new access	0	No build to date
	Subscribers receiving improved access	0	No build to date
	Please identify the speed tiers that are available and the number of subscribers for each	0	10MB-10GB are the speed tiers that are available. No subscribers since no build to date.
Residential / Households	Entities passed	0	NA
	Total subscribers served	0	NA
	Subscribers receiving new access	0	NA
	Subscribers receiving improved access	0	NA
	Please identify the speed tiers that are available and the number of subscribers for each	0	NA
Businesses	Entities passed	0	NA
	Total subscribers served	0	NA
	Subscribers receiving new access	0	NA
	Subscribers receiving improved access	0	NA
	Please identify the speed tiers that are available and the number of subscribers for each	0	NA

**7. Please describe any special offerings you may provide (600 words or less).**

No special offerings at this time.

**8a. Have your network management practices changed over the last quarter?**  Yes  No

**8b. If so, please describe the changes (300 words or less).**

NA

**9. Community Anchor Institutions:**

Using the table below, please provide a list by service area of the community anchor institutions (including Government institutions) connected to your network as a result of BTOP funds. Figures should be reported for the most recent reporting quarter only (NOT cumulatively). Also indicate whether your organization is currently providing broadband service to the anchor institution. Finally, provide a short narrative description with examples of how institutions are using BTOP-funded infrastructure (300 words or less).

Institution Name	Service Area (town or county)	Type of Anchor Institution (as defined in your baseline)	Are you also the broadband service provider for this institution? (Yes / No)	Narrative description of how anchor institutions are using BTOP-funded infrastructure
NA	NA	NA	NA	NA

**Project Indicators (Next Quarter)**

**1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).**

Engineering firms will finish surveying the proposed infrastructure routes and the environmental engineering firm will complete an

environmental assessment. Bluebird Media will then be issued a FONSI. Bluebird Media also plans to select a Fiber vendor and several construction companies to build the infrastructure using a RFQ posted on Bluebird's web site. Bluebird Media will also purchase construction materials and network equipment during the next quarter using the web site. CAIs will be contacted and be provided a Letter of Interest indicating that the CAI would be willing to direct connect to Bluebird's network. Bluebird Media is planning on devising a rate structure for all products offered during this quarter. Bluebird Media will also be working on an education campaign and conducting public presentations to inform and attract CAIs. Site Preparation will be delayed during the next quarter due to route changes relating to exclusive right-of-ways. Bluebird Media will work diligently to catch up on the site preparation once Bluebird knows the exact routes for the infrastructure.

**2. Please provide the percent complete for the following key milestones in your project. Write "0" in the Planned Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline plan, please insert them at the bottom of the table. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the next reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).**

	Milestone	Planned Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2a.	Overall Project	32	None
2b.	Environmental Assessment	95	extended EA deadline to 4/1/11
2c.	Network Design	100	Design will be completed by 3/31/11
2d.	Rights of Way	95	None
2e.	Construction Permits and Other Approvals	5	None
2f.	Site Preparation	20	delayed due to route changes relating to exclusive right-of-ways
2g.	Equipment Procurement	20	includes RFP process, setting up contracts after bids, no expenditures during quarter
2h.	Network Build (all components - owned, leased, IRU, etc.)	5	No actual build will be completed, but work will be completed for contracts and all bids will be recieved
2i.	Equipment Deployment	0	None
2j.	Network Testing	10	None
2k.	Other (please specify):	50	None

**3. Please describe any challenges or issues anticipated during the next quarter that may impact planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).**

Potential delays and challenges Bluebird Media anticipates during the next quarter include obtaining approval of route changes due to exclusive right-of-ways unknown to Bluebird Media during the grant application period.

**Infrastructure Budget Execution Details**

**Activity Based Expenditures (Infrastructure)**

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

Budget for Entire Project				Actuals from Project Inception through End of Current Reporting Period			Anticipated Actuals from Project Inception through End of Next Reporting Period		
Cost Classification	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Administrative and legal expenses	\$1,818,980	\$303,120	\$1,515,860	\$289,742	\$49,256	\$240,486	\$379,894	\$64,582	\$315,312
b. Land, structures, right-of-ways, appraisals, etc.	\$10,500,000	\$10,500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
c. Relocation expenses and payments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
d. Architectural and engineering fees	\$2,950,000	\$492,650	\$2,457,350	\$278,678	\$47,375	\$231,302	\$1,970,000	\$334,900	\$1,635,100
e. Other architectural and engineering fees	\$1,250,000	\$208,750	\$1,041,250	\$0	\$0	\$0	\$0	\$0	\$0
f. Project inspection fees	\$704,720	\$129,629	\$575,091	\$0	\$0	\$0	\$0	\$0	\$0
g. Site work	\$190,800	\$55,332	\$135,468	\$0	\$0	\$0	\$0	\$0	\$0
h. Demolition and removal	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
i. Construction	\$29,509,500	\$4,932,099	\$24,577,401	\$0	\$0	\$0	\$0	\$0	\$0
j. Equipment	\$17,879,350	\$3,036,520	\$14,842,830	\$0	\$0	\$0	\$0	\$0	\$0
k. Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>l. SUBTOTAL (add a through k)</b>	\$64,803,350	\$19,658,100	\$45,145,250	\$568,420	\$96,631	\$471,788	\$2,349,894	\$399,482	\$1,950,412
m. Contingencies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>n. TOTALS (sum of l and m)</b>	\$64,803,350	\$19,658,100	\$45,145,250	\$568,420	\$96,631	\$471,788	\$2,349,894	\$399,482	\$1,950,412

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

a. Application Budget Program Income: \$0      b. Program Income to Date: \$0