

**SOUTH DAKOTA PUBLIC UTILITIES COMMISSION
LIFELINE/LINK UP ADVERTISING/OUTREACH
ANNUAL REPORT
JUNE 1, 2011**

Company: West River Cooperative Telephone Co.

Address: 801 Coleman Ave.

PO Box 39

Bison, SD 57620

Telephone number: 605-244-5213

Company contact: Colgan Huber

Study Area Code: 391689

Lifeline/Link Up Advertising/Outreach Activities:

- X Advertise in media of general distribution.* (See attached advertisement(s).)
- X Letter to existing and new customers regarding the availability of Lifeline/Link Up.* (See attached letter.)
- X Company's Lifeline/Link Up information in directory.
- X Company's Lifeline/Link Up information available on Company website. (www.sdplains.com)
- X Company's information posted on USAC website.
- X Other (describe): Please see attached items
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-
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*Required

**West River Cooperative Telephone Company
Lifeline & Link-Up Advertising/Outreach
2010-2011**

Each month, Lifeline and Link-Up brochures were included in the new member packets.

June 2010

- Provided brochures at West River Telephone's booth during Grand Electric's Annual Meeting.

August 2010

- Provided brochures at the local fairs in Bison, Buffalo, McIntosh and Nisland.
- Provided brochures at the Tailgate Party in Newell.

September 2010

- Provided brochures at the Tailgate Parties in Bison, Buffalo and Lemmon.
- Provided brochures at the Lemmon Junior Livestock Show.

October 2010

- Brochures were made available at West River Cooperative Telephone's Annual Meeting.
- Provided brochures at the Tailgate Party in Faith.

November 2010

- Lifeline information was supplied in our newsletter, which goes to all our members.
- Provided brochures at the appreciation luncheons in Newell and Grand Valley.

January 2011

- Brochures were made available for interested individuals at the Vale Ag Show in Vale, SD.

February 2011

- Brochures were made available at the Newell Field & Home Show in Newell, SD.

March 2011

- Brochures were made available at the KBJM Farm & Home Show in Lemmon, SD.

May 2011

- News release was sent out to all local newspapers.
- Lifeline & Link-Up Brochures for Montana, South Dakota, North Dakota and Tribal Lands were sent to all surrounding clinics, health nurses, and assisted living centers if they needed them.

Lifeline & Link-Up Programs

Tailgate Parties were a HIT!

Addressing the Public Need

Are you having trouble paying your telephone bills? If so, you may be eligible to take advantage of two special programs that 375-3904 help reduce the cost of phone service.

Lifeline Assistance and Link-Up can help qualified customers get phone service and pay their bills. These are public programs implemented by local telephone companies that help eligible households pay for basic telephone hook-up costs and monthly services.

You may be qualified if your household income is no more 374-3607 than 135 percent of the federal poverty income guidelines or if you participate in any of the following programs:

- Medicaid
- Supplemental Security Income (SSI)
- Low-Income Home Energy Assistance Program (LIHEAP)
- Federal Public Housing Assistance (Section 8)
- Food Stamps
- Temporary Assistance to Needy Families (TANF)
- National School Lunch Free Lunch Program (NSL)
- Bureau of Indian Affairs Program (Tribal TANF, Head Start Subsidy, NSL)

Lifeline Assistance will help qualified customers who already have telephone service save a significant amount of money on their monthly phone bills, while Link-Up helps eligible customers receive a generous discount on the installation of telephone service in their homes.

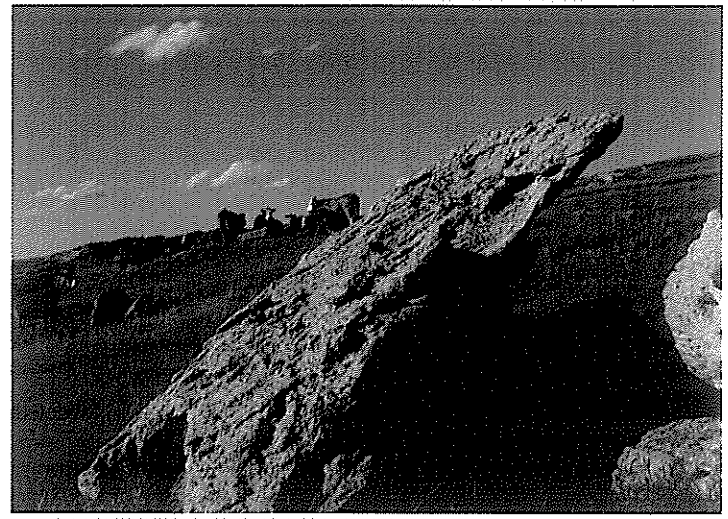
Also, consumers can voluntarily forego presubscribed long distance telephone service by requesting toll-blocking, a service that prevents toll calls (such as long distance) from being made and prevents these consumers from paying hefty service deposits. Customers using this service can still use pre-paid calling cards or dial-around services to place long-distance calls from their homes.

For more 257-2153 information, or to find out if you qualify for the programs, call your local phone company, state public utility commission, or the Federal Communications Commission at 1-888-CALL-FCC. You may also visit the "Lifeline Across America" Web site [www.lifeline.gov].

Thanks for coming to our Tailgate Parties! We will see you next year!



Directory Photo Contest Winner



Janet Jorgenson, Meadow, submitted the winning photo for the 2011 WRCTC Phone Directory. Janet won \$100 for her photo. The new directories will be sent to you in December. Congratulations Janet, and thank you to everyone who submitted a photo for the directory photo contest. There were a lot of very good photos 374-5918 and it was a difficult decision to choose just one!

Submission of the photo releases all right of ownership of the photo and authorizes WRCTC to use the photo as desired, allowing proper acknowledgement to the photographer:





LIFELINE ACROSS AMERICA *Assistance You Can Rely On*

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Web site www.lifeline.gov.



M A Y 2011
N E W S R E L E A S E

WEST RIVER COOPERATIVE TELEPHONE COMPANY
PO BOX 39
BISON, SD 57620
605-244-5213

CONTACT: Rachel Eggebo, Marketing/Technology Specialist

FOR IMMEDIATE RELEASE

LIFELINE ACROSS AMERICA
Assistance You Can Rely On

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What is Link Up & Lifeline?

Link Up:

- Saves up to 50% of the initial charges to hook up basic local telephone services, or \$30, whichever is less.
- May defer payment on the balance and waive interest.
- You may qualify for service without a deposit.

Lifeline:

- Provides reduced monthly charges on your telephone bill.
- Applies only to basic local telephone service in the home where you live.



WEST RIVER
COOPERATIVE
TELEPHONE COMPANY

PO Box 39
801 Coleman Ave.
Bison, SD 57620

Phone: 605-244-5213 or 777
Fax: 605-244-7288
E-mail: westriver@sdplains.com
www.westrivertel.coop

Link Up & Lifeline Programs

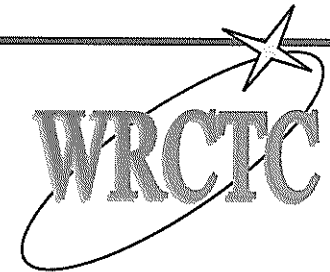
For Tribal Land serviced by West River Cooperative Telephone Co.

Important Information

WEST RIVER COOPERATIVE
TELEPHONE COMPANY
605-244-5213 or 777

Receive reduced
monthly and
installation charges
for basic telephone
service.

Details Inside!



Link Up & Lifeline Can Help...

What do the programs provide?

Link Up provides eligible subscribers with reduced connection charges for their basic home telephone service. This reduction is 50% of the applicable charges or \$30.00, whichever is less. Link Up also provides for deferred payment of the connection charges without interest. It does not cover the cost of wiring inside your home and is limited to one time per home address per subscriber.

Lifeline provides eligible subscribers with a credit of \$8.25 each month on the basic service portion of their telephone bill. The credit applies on the main home telephone line listed in the name of the eligible telephone company subscriber. Lifeline subscribers may also receive blocking of long distance calls on their telephone line at no charge.

Note:

If you have been disconnected for non-payment of telephone bills, these programs are available to you if you bring your local bill current. You may be required to pay a reconnect fee.

Who is eligible?

Telephone service must be in the applicant's name, and he/she must qualify under one of the these economic assistance programs:

- Food Stamps
- Federal Housing Assistance
- Low Income Home Energy Assistance
- Medicaid
- Supplemental Security Income (SSI)
- Temporary Assistance for Needy Families (TANF)
- National School Lunch Program's free lunch program

How do I obtain these telephone services?

If you meet the eligibility requirements, completely fill out and sign the application form provided in this brochure and mail it to:

**West River Cooperative Tele. Co.
P.O. Box 39
801 Coleman Ave.
Bison, SD 57620**

Could I become ineligible?

When you no longer participate in any of the qualifying public assistance programs, you are no longer eligible for Lifeline or Link Up. You are obligated by law to notify your telephone company that you are no longer eligible for Lifeline and Link Up.

Lifeline & Link Up Assistance Application

Name _____
(Last) (First) (M.I.)

Address _____
(Street) (Apt #)

(City) (State) (Zip)

Phone Number: _____
(home phone or number where you can be reached)

Please answer the following questions (check all that apply):

1. I am applying for:
 Lifeline-monthly telephone service discount
 Link Up-telephone connection charge discount
2. I am currently participating in the following program(s).
Please provide proof of at least one program:
 Medicaid (e.g. title XIX/Medical, State Supplemental Assistance)
 Food Stamps
 Supplemental Security Income (SSI)
 Federal Public Housing Assistance
 Low-Income Home Energy Assistance
 National School Lunch Free Lunch
3. My household income is at or below 135% of the Federal Poverty Guidelines (documentation Required).

I agree to notify West River Cooperative Telephone Co. when I no longer participate in any of the above qualifying public assistance programs.

I certify under penalty of perjury the above information is true. I have read the information on this application and understand I must meet the above qualifications to receive Lifeline and/or Link Up assistance on my primary residential line.

Signed: _____

Social Security # _____

Date: _____