



525 Western Ave. • PO Box 588  
 Brookings, S.D. 57006  
 (605) 692.6325



C O M M U N I C A T I O N S

415 Fourth St. • PO Box 588  
 Brookings, S.D. 57006  
 (605) 692.6211

## SOUTH DAKOTA PUBLIC UTILITIES COMMISSION LIFELINE ADVERTISING/OUTREACH ANNUAL REPORT JUNE 1, 2012

Company: City of Brookings Municipal Telephone Department  
 d/b/a Swiftel Communications

Address: PO Box 588; 525 Western Ave  
 Brookings SD 57006

Telephone number: 605-692-6325

Company contact: Laura Julius, Finance & Accounting Manager

Study Area Code: 391650 & 399009

**Lifeline Advertising/Outreach Activities:**

- Advertise in media of general distribution.\* (See attached advertisement(s).)
- Letter to existing and new customers regarding the availability of Lifeline.\*  
 (Information on Lifeline assistance in bill message annually; first bill of new customers.)
- Company's Lifeline information in directory.
- Company's Lifeline information available on Company website. ([www.swiftel.net](http://www.swiftel.net))
- Company's information posted on USAC website.
- Other (describe): Outreach – distribution of updated posters and brochures in public places where people who might qualify for the discount are likely to see them.

\*Required

Signed  Date 5-30-12  
 Laura Julius  
 Accounting & Finance Manager  
 Swiftel Communications



**2012  
Lifeline  
Discount**

One discount per household: Household is defined as everyone residing at the same address sharing income and household expenses, anyone living with their parent or legal guardian is considered part of that household, a low-income subscriber living with someone who provides them financial support is part of that household. One discount allowed for the household at that address.

**Application for Lifeline Discount (please print)**

NAME \_\_\_\_\_  
(First) (M. I.) (Last)

ADDRESS \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ ZIP \_\_\_\_\_  
Physical service address; No PO Box #.

Social Security # \_\_\_\_\_ Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_

Swiftel / Sprint PCS Telephone Number (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Account Number \_\_\_\_\_

1. I am applying for the Lifeline monthly service discount on the primary telephone line, in my name, at my residence. I currently receive a Lifeline discount on other telecommunications service. \_\_\_\_ Yes \_\_\_\_ No  
If 'Yes' is checked, customer does not qualify for additional discount on Swiftel/Sprint PCS services..

2. I am stating that I qualify for the requested discount because:  
A. I participate in the program(s) checked below; I agree to furnish proof of my participation to Swiftel:  
\_\_\_\_ Medicaid (not the same as Medicare)  
\_\_\_\_ Supplemental Nutrition Assistance Program (formally known as Food Stamps)  
\_\_\_\_ Supplemental Security Income (SSI)  
\_\_\_\_ Federal Public Housing Assistance  
\_\_\_\_ Low-Income Home Energy Assistance  
\_\_\_\_ Temporary Assistance for Needy Families (TANF)  
\_\_\_\_ National School Lunch (NSL) free lunch program  
B. \_\_\_\_ My household income is at or below 135% of the Federal Poverty Guidelines based on a household of \_\_\_\_ people. (see information on the back of this sheet)

I understand how I qualify to receive the Lifeline assistance discount on my primary residential telephone line.  
I agree to comply with future requests from Swiftel Communications to verify continuing Lifeline qualification.  
I agree to notify Swiftel Communications when I no longer qualify based on the criteria indicated above.  
I agree to notify Swiftel Communications within 30 days if my living address changes.  
I understand that failure to comply with any Lifeline program requirement may result in the removal of my discount.  
I authorize the administrative office for any program indicated above to verify my participation to Swiftel Communications.  
I CERTIFY UNDER PENALTY OF PERJURY THAT ALL OF THE ABOVE INFORMATION IS TRUE.

Signature \_\_\_\_\_

Date \_\_\_\_\_

## HOUSEHOLD INCOME GUIDELINES (2012)

Use the chart below to determine income eligibility of applicants for the Lifeline discounts.

Applicants are required to provide certification indicating the number of individuals in their household and documentation accurately representing the consumer's total annual household income. "Income" means all income actually received by all members of the household. It includes:

- salary before deducted taxes
- public assistance benefits
- Social Security payments
- retirement/pension fund payments
- veteran's benefits
- unemployment compensation
- The only exceptions are student financial aid, military housing and cost-of-living allowances, and irregular income from occasional small jobs such as baby-sitting or lawn mowing.
- worker's compensation benefits
- inheritances
- alimony
- child support payments
- gifts
- lottery winnings

Acceptable income documentation includes:

- prior year federal/tribal tax return,
- current income statement/paycheck stub from an employer for three consecutive months during the previous six months
- Statement of Benefits from any of the following for three consecutive months during the previous six months:
  - Social Security Administration
  - Retirement/Pension Fund
  - Unemployment/Worker's Comp Admin
  - Veterans Administration
- Federal/Tribal notice or letter of General Assistance participation
- Court Order: Divorce decree (alimony), Child Support statement, or Probate (inheritance)

### Income Requirements for a Household At or Below 135% of the Federal Poverty Guidelines for 2012:

Size of Family Unit	Estimated Income in the 48 Contiguous States
1	\$15,080
2	\$20,426
3	\$25,772
4	\$31,118
5	\$36,464
6	\$41,810
7	\$47,156
8	\$52,502
For each additional person, add...	\$ 5,346



415 4<sup>th</sup> St  
PO Box 588  
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605-692-6211

## Outreach Guidelines 2011 Lifeline Programs (for Wireline service)

List of places we will ask to display Lifeline posters and brochures (not all-inclusive):

- Women's shelter
- Nursing homes
- Free-Meal places (Churches, Soup Kitchens, etc.)
- Food Pantry
- Sr. Housing/Assisted Living facilities
- Sr. Center
- SD Social Services office
- Federal Housing office
- Apartment-rental offices
- County Welfare office
- Advance office and apartments (disabled persons assistance org)

Ideas on other methods of sharing this information:

- Include in back-to-school, and new-student, packets (public schools)
- Request an item in public school newsletters
- Have Public Service Announcements on/in:
  - radio/TV
  - Register (local newspaper)
  - Collegian (SDSU campus newspaper)
- On SD State University campus:
  - Fall registration freebie-bags
  - Student Union
  - Financial Aid office
  - One-Stop Career Center

Kelli will have poster and brochure drafts updated by Joyce. She will contact the offices/places given above and request placement of our materials.



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d/b/a:  PCS w/stores in Watertown, SD; Sioux Falls, SD; and Sioux City, IA

## Outreach guidelines for Lifeline programs (wireless)

List of places we will ask to display Lifeline posters and brochures (not all-inclusive):

- Women's shelters
- Nursing homes
- Free-Meal places (Churches, Soup Kitchens, etc.)
- Food Pantries
- Sr. Housing/Assisted Living facilities
- Sr. Centers
- SD Social Services offices
- Federal Housing offices
- Apartment-rental offices
- County Welfare offices
- Disabled persons assistance offices and apartments

Other methods of sharing this information:

- Have Public Service Announcements on/in:
  - radio/TV
  - local newspaper
  - local shopper-type publication

*Do you need help affording telephone service?*




**Swiftel**  
VOICE • VIDEO • DATA • SPRINT

is proud to offer Lifeline services.

**Call 692-6211**, or stop by our office at 415 Fourth St for details!

*Do you need help affording telephone service?*

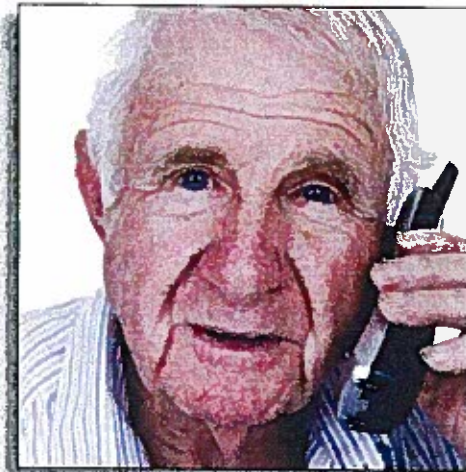


**Sprint**

is proud to offer Lifeline services.

**Call 697-8818**, or stop by our office at 415 Fourth St for details!

*Each Sprint retail store has its contact info printed in its market area.*



# Lifeline

## Assistance for Basic Wireline Phone Service

**Lifeline** is a public assistance program offering wireline telephone discounts to qualified, low-income consumers. Under the **Lifeline** program, eligible subscribers may receive a discounted monthly service. **Lifeline** subscribers may also receive long distance blocking on their telephone free of charge.

Eligibility requirements vary by state. You may qualify for **Lifeline** assistance if you comply with certain income level requirements or you currently participate in certain public assistance programs.



For further information about **Lifeline** assistance or to receive an application form, please call or visit your local store.

**BROOKINGS** 415 Fourth St 605-692-6211




# Lifeline

Assistance for Basic Home Telephone Service

**Swiftel**  
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# Lifeline



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**Lifeline** subscribers may also receive long distance blocking on their telephone free of charge.

Listed below are some questions you may need to answer:

1. Are you currently receiving assistance benefits from any of the following programs?
  - Medicaid (e.g., Title XIX/Medical, State Supplemental Asst)
  - Food Stamps
  - Supplement Security Income (SSI)
  - Federal Public Housing Assistance
  - Low-income Home Energy Assistance (LIEAP)
  - Temporary Assistance to Needy Families (TANF)
  - National School Lunch's Free Lunch Program (NSL)

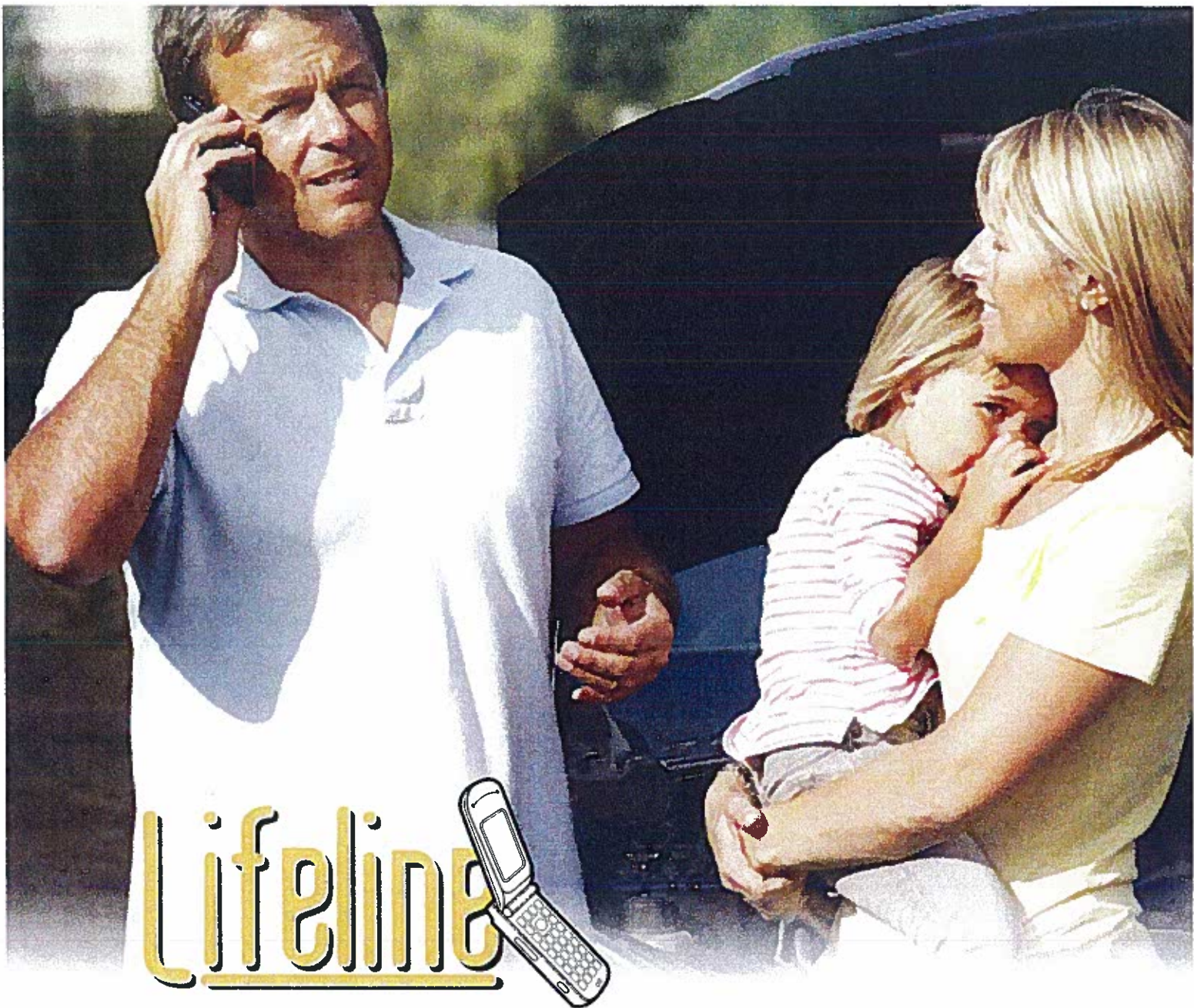
2. Do you qualify under the income criteria?  
Income must be at or below 135% of the Federal Poverty guidelines. You will be asked to list the number of individuals in your household. In order to qualify under this criterion, you must provide documentation of income eligibility. Documentation may consist of a copy of a prior year's state, federal or tribal tax return, three consecutive months of income statements or paycheck stubs from your employer, a Social Security statement of benefits, a Veterans Administration statement of benefits, a retirement/pension statement of benefits, an Unemployment/Workmen's Compensation statement of benefits, federal or tribal notice letter of participation in Bureau of Indian Affairs General Assistance, a divorce decree or child support document.

For further information about **Lifeline** assistance or to receive an application form, please call Swiftel at 692-6211 or visit our office at 415 Fourth Street, Brookings.

**Swiftel**  
VOICE • VIDEO • DATA • SPRINT

Brkgs Swiftel Lifeline Pamphlet





## Assistance for Basic Wireless Phone Service

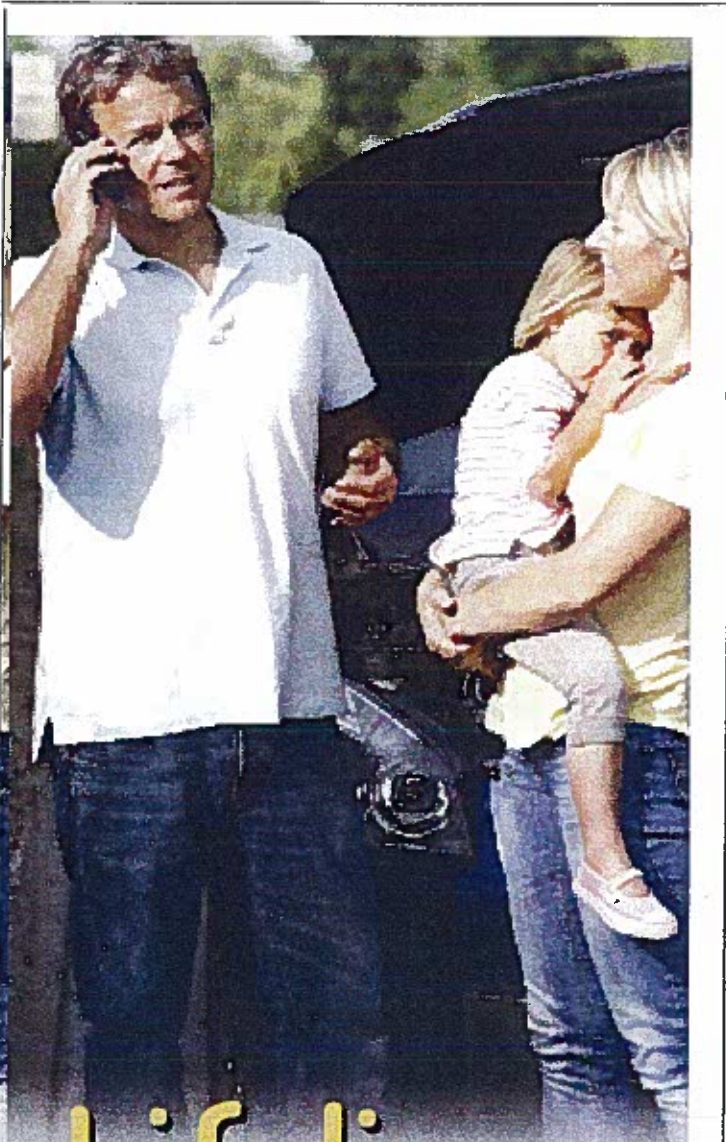
*Lifeline* is a public assistance program offering wireless telephone discounts to qualified, low-income consumers. Under the *Lifeline* program, eligible subscribers may receive a discounted monthly service. *Lifeline* subscribers may purchase a reduce-cost PCS *Lifeline* phone. *Lifeline* assistance is only available for one wireline of wireless phone line per household. *Lifeline* subscribers may also receive long distance blocking on their telephone free of charge.

Eligibility requirements vary by state. You may qualify for *Lifeline* assistance if you comply with certain income level requirements or you currently participate in certain public assistance programs.




For further information about **Lifeline** assistance or to receive an application form, please call or visit your local Sprint Store.

**BROOKINGS** 415 Fourth St 605-697-8818



# Lifeline

Assistance for Basic  
Wireless Phone Service




**Lifeline** is a public assistance program offering wireless telephone discounts to qualified, low-income consumers. Under the **Lifeline** program, eligible subscribers may receive a discounted monthly service. **Lifeline** subscribers may purchase a reduce-cost PCS **Lifeline** phone. **Lifeline** assistance is only available for one wireline of wireless phone line per household.

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For further information about **Lifeline** assistance or to receive an application form, please call Sprint at 697-8818 or visit our office at 415 Fourth Street, Brookings.



*Wireless market flyer - each area's store uses their own contact & location information.*