

**SOUTH DAKOTA PUBLIC UTILITIES COMMISSION
LIFELINE/LINK UP ADVERTISING/OUTREACH
ANNUAL REPORT
JUNE 1, 2010**

Company: Golden West Telecommunications Cooperative

Address: 415 Crown Street

PO Box 411

Wall, SD 57790

Telephone number: 605-279-2161

Company contact: Greg Oleson

Study Area Code: 391640, 391659, 391667, 391677, 391684,
and 391686

Lifeline/Link Up Advertising/Outreach Activities:

- xx Advertise in media of general distribution.* (See attached advertisement(s).)

- xx Letter to existing and new customers regarding the availability of Lifeline/Link Up.* (See attached letter.)

- xx Company's Lifeline/Link Up information in directory.

- xx Company's Lifeline/Link Up information available on Company website.
(www.companywebsiteaddress.com)

- Company's information posted on USAC website.

- xx Other (describe): Pencils; On Hold Messages; Team Training

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*Required

LIFEFLINE/LINK UP ADVERTISEMENTS

Good Luck Athletes Participating in the LNI Tournament

It's About Staying in Touch

Enhanced

Lifeline & Link-Up

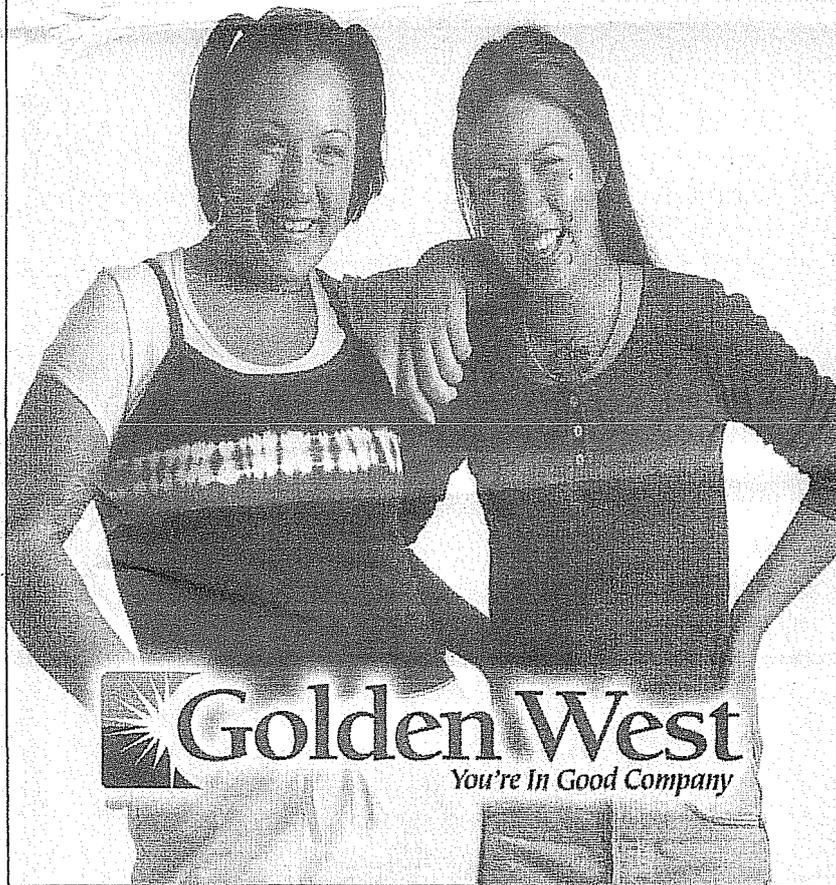
Get reliable phone service for as little as \$

1

a month

For more info Dial 1155 (from any Golden West phone)

www.goldenwest.com



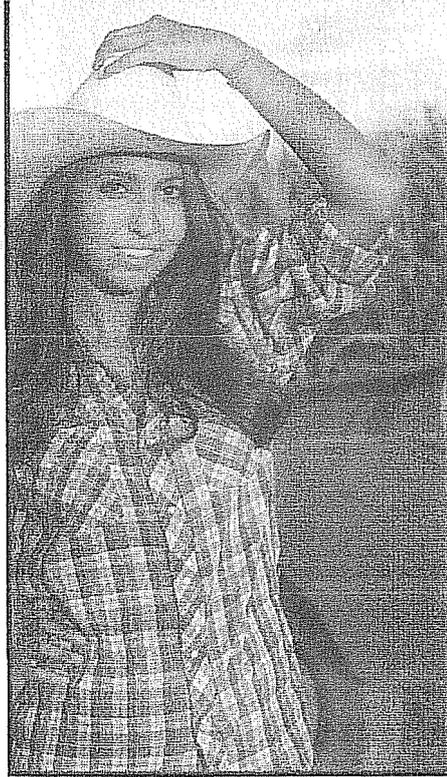
Golden West
You're In Good Company

Main Street office for rent

We Support the 2010 Year of Unity



Enhanced
**We Stay
In Touch with
Lifeline & Link-Up**



Get reliable
phone service
for as little as

\$1
a month

For more info Dial 1155

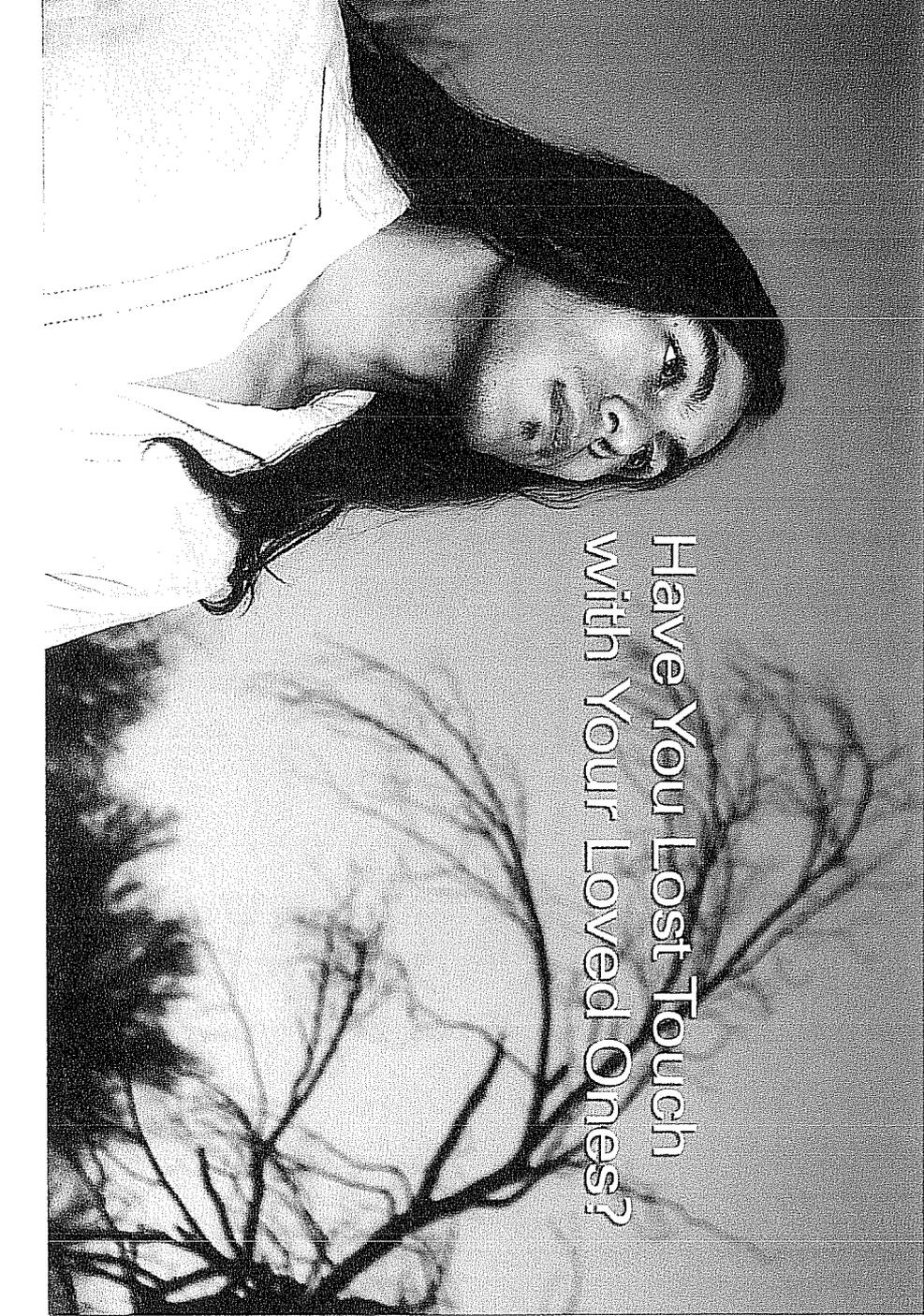
(from any Golden West phone)

goldenwest.com

 **Golden West**
Your Home. Your Co-op.

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Have You Lost Touch
with Your Loved Ones?

Stay in touch with
your loved ones

Enhanced
Lifeline & Link-Up

Get reliable phone service
for as little as \$1 a month.

For more info Dial 1155

(from any Golden West phone) or www.goldenwest.com

 **Golden West**
Your Home. Your Co-op.

2010 3MC
Youth Rodeo
School and Rodeo
May 2010

LIFELINE/LINK UP AVAILABILITY NOTIFICATION

POSTCARD

BROCHURE

BILL STUFFER



Lifeline

& Link-Up Postcard Jan. 2010

*Helps You Stay
In Touch with
Family and Friends*

The Lifeline Program available from Golden West reduces the worry of staying in touch by discounting your monthly phone bill. It even covers the cost of restricting unauthorized long distance calls. In addition, the Link-Up Program can help you save money on phone installation costs.

*For more info or to apply for
these self-certifying programs*

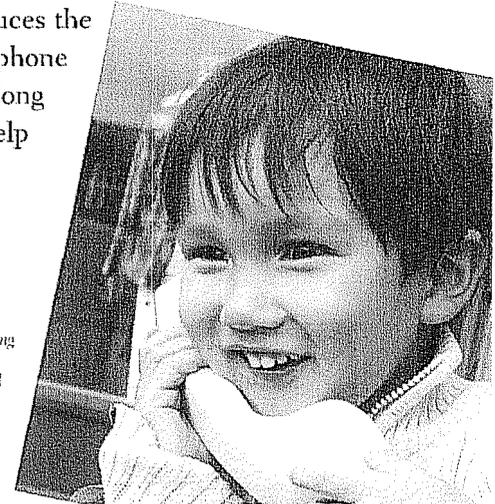
Dial 1155

(from any Golden West phone)

www.goldenwest.com

 Golden West
P.O. Box 411, Wall, SD 57790

PRSR STD
U.S. POSTAGE
PAID
Pierre, SD
Permit No. 123



*Charges for long distance, calling
features, lease programs, 911
charges, hearing impaired fund
and sales tax are not covered
under this program.*

Lifeline & Link-Up

Helps You Stay In Touch with Family and Friends

The Lifeline Program available from Golden West reduces the worry of staying in touch by discounting your monthly local phone bill. It even covers the cost of restricting unauthorized long distance calls. In addition, the Link-Up Program can help you save money on phone installation costs.

PROGRAM REQUIREMENTS

You may, under the terms of the Federal Communications Commission's Lifeline Program, be eligible to receive a reduction on your monthly local phone service if you currently receive assistance from at least one of the following programs:

- Food Stamps
- Medicaid
- Federal Public Housing Assistance (FPHA)
- Low-Income Home Energy Assistance Program (LIHEAP)
- Supplemental Security Income (SSI)
- Tribal Head Start (those meeting the income qualifying standard)
- Bureau of Indian Affairs (BIA) general assistance programs
- Tribally administered Temporary Assistance for Needy Families (TTANF)
- The National School Lunch Program's Free Lunch Program
- Tribal National School Lunch

You may also qualify for the monthly savings if your income level falls at or below 135% of the Federal Poverty Guidelines.

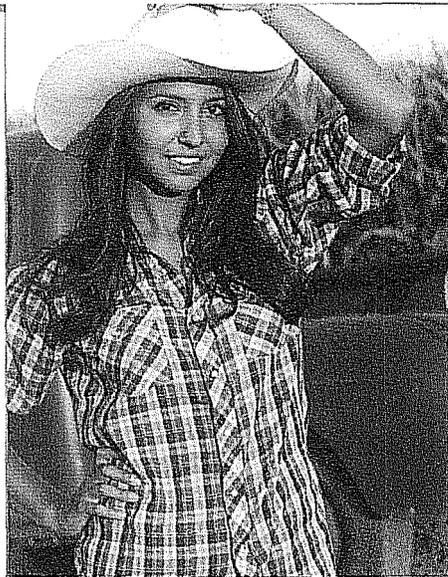


If you're currently enrolled in any of the qualifying programs please Dial 1155 from any Golden West phone.

You can also visit our website at goldenwest.com/residential/lifeline or call:

Dell Rapids	428-5421	800-952-3566
Hartford	528-3211	800-392-4984
Hot Springs	745-3103	866-745-3103
Wall	279-2161	866-279-2161

Bundle your services and
SAVE even **MORE** with Lifeline & Link-Up.



Stuff for April 1, 2010

Stay In Touch With the People You Love

Enhanced
Lifeline & Link-Up

With the Enhanced Lifeline & Link-Up Program available from Golden West, you can bring your family and friends closer together and get reliable local phone service for as little as **\$1**

1 a month.

For more info or to apply for these self-certifying programs

Dial 1155

(from any Golden West phone)

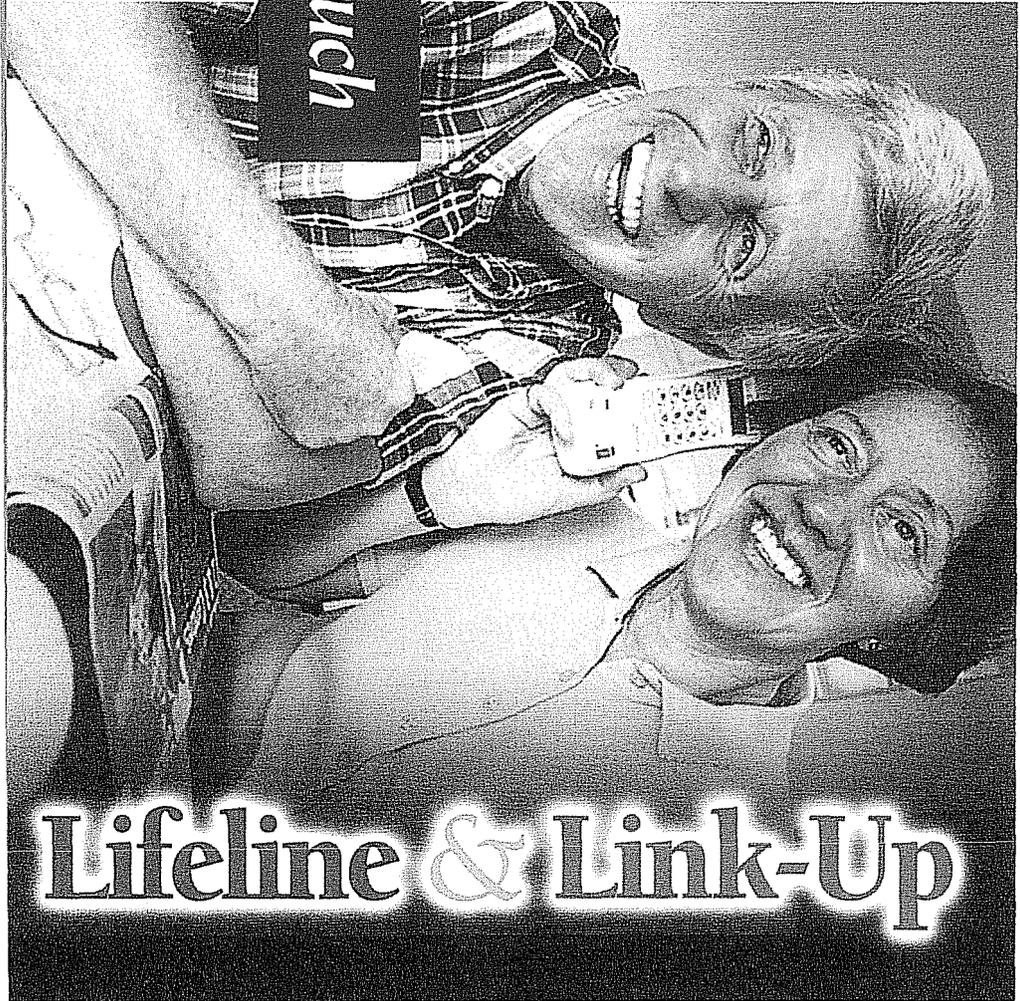
goldenwest.com/residential/lifeline



The Enhanced Lifeline Program also covers the cost of restricting unauthorized long distance calls.

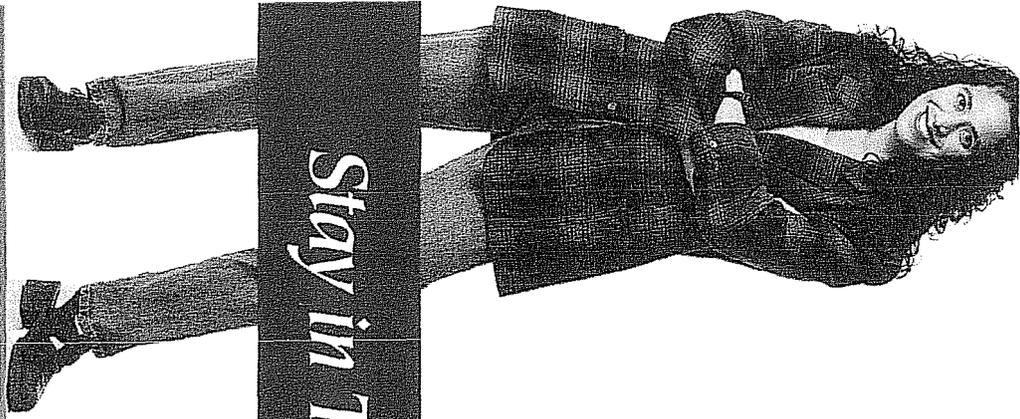
 **Golden West**
Your Home. Your Co-op.

Charges for long distance, calling features, lease programs, 911 charges, hearing impaired fund and sales tax are not covered under this program.



Stay in Touch

Lifeline & Link-Up



LIFEFLINE/LINK UP DIRECTORY INFORMATION



Lifeline & Link-Up

Lower your monthly phone costs. Lower your installation cost.

With the Enhanced Lifeline & Link-Up Program available from Golden West, you can get reliable phone service for as little as

\$1⁰⁰* a MONTH

Anyone living on tribal land and currently participating in at least one of these programs – will qualify:

- Food Stamps • Medicaid • Federal Public Housing Assistance (FPHA) • Low-Income Home Energy Assistance Program (LIHEAP) • Supplemental Security Income (SSI) • Tribal Head Start (those meeting the income qualifying standard) • Bureau of Indian Affairs (BIA) general assistance programs • Tribally administered Temporary Assistance to Needy Families (TANF) • Tribal National School Lunch Program's Free Lunch Program • Income Based Guideline – you may also qualify if your income level falls at or below 135% of the Federal Poverty Guidelines. Estimated income levels range from \$14,621 for a single person household to \$49,964 for a family of eight.

With the Lifeline & Link-Up Program available from Golden West, you can receive a discount of **\$8²⁵*** a MONTH on your basic monthly phone service.

If you don't reside on tribal land and currently participate in at least one of these programs – you will qualify:

- Food Stamps • Medicaid • Federal Public Housing Assistance (FPHA) • Low-Income Home Energy Assistance Program (LIHEAP) • Supplemental Security Income (SSI) • Temporary Assistance to Needy Families (TANF) • National School Lunch Program's Free Lunch Program • Income Based Guideline – you may also qualify if your income level falls at or below 135% of the Federal Poverty Guidelines. Estimated income levels range from \$14,621 for a single person household to \$49,964 for a family of eight.

Both Lifeline programs cover the cost of restricting unauthorized long distance calls.

**Charges for long distance, calling features, lease programs, 911 charges, hearing impaired fund and sales tax are not covered under this program. The Lifeline discount applies to the primary phone line only.*



Dial 1155
from any Golden West phone
to request a Lifeline application.

LIFEFLINE/LINK UP COMPANY WEBSITE INFORMATION

Residential | Business

Your location is set to: Menno - Olivet. [Click here](#) to change it.

Local Phone

[New Phone Service](#) | [Wire Maintenance Plan](#) | [Calling Features](#) | [Voice Mail](#) | [Lifeline / Link-Up Assistance](#) | [Disability Needs](#)

Lifeline / Link-Up Assistance



Everyone has a friend or relative they worry about, especially during the wintertime. Cold temperatures, difficult driving conditions and sometimes even the lack of transportation make it difficult to stay in touch with those you love.

With the Lifeline & Link-Up Program you can take away that worry and stay connected for as little as \$1 a month. And best of all, the Lifeline Program even covers the cost of restricting unauthorized long distance calls.

What do the programs provide?

LIFELINE provides eligible subscribers with a monthly credit of \$8.25 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.

LINK-UP provides eligible subscribers with reduced connection charges for their basic home telephone service. This reduction is 50 percent of the applicable charges or \$30.00, whichever is less. Link-Up also provides for deferred payment of 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.

ENHANCED LIFELINE Assistance for Residents of Tribal Lands provides eligible subscribers with discounts that reduce the basic service (Basic Monthly Telephone Service includes: Residential Access Line, End-User Charge and Touch-Tone) portion of their telephone bill to \$1.00. 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.

ENHANCED LINK-UP provides eligible Tribal Land Subscribers with reduced connection charges for their basic home telephone service. This reduction is 50 percent of the applicable charges or \$30.00, whichever is less. Expanded Link-Up provides an additional \$70 to cover 100 percent of any remaining initial charges between \$60 and \$130. Link-Up also provides for deferred payment of 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.

HOW DO I BECOME INELIGIBLE?

When you no longer participate in any of the qualifying public assistance programs, you

Internet @ goldenwest.net

[Internet Home Page](#)

[KOTA InstaCam](#)

[KELO Doppler Radar](#)

Special Offers



[FREE MONTH HDTV AND DVR](#)

[E-Statement Stuffers](#)

Customer Service

[INFO ABOUT YOUR ACCOUNT](#)

[BILLING / DISCONNECT INFO](#)

[View Your Order](#)

[Golden West Communities](#)

[Ask a Question](#)

[Newsroom](#)

[SCHOLARSHIPS](#)

[Bill Paying Options](#)

[FORMS](#)

[How to Read Your Bill](#)

[Online Statement](#)

[Frequently Asked Questions](#)

[Report a Problem](#)

[Employment Opportunities](#)

[Warning! - Rogue Security Software Is Big Threat](#)

are no longer eligible for Lifeline or Link-Up. You are obligated by law to notify Golden West and advise the company that you are no longer eligible for Lifeline and Link-Up.

- [Eligibility Requirements PDF](#)
- [Tribal Land Eligibility Requirements PDF](#)
- [Phone Numbers for Information / Assistance PDF](#)

To see if you are eligible for Lifeline and Link-Up, please review these forms listed above or call 1155 from any Golden West phone.

- [Marketing & Advertising](#)



Search Our Site

[Contact Us](#) | [Site Map](#)

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LIFEFLINE/LINK UP OTHER

TEAM TRAINING

Audits of the Life Line & Link Up Programs

Sola conducts annual audits of the program in which a percentage of the customers are sent letters requiring them to reverify or verify that they are still eligible for the program. If a customer should call about receiving a letter of this nature, we should encourage them to return the completed paperwork and requirements to Sola as soon as possible so there is not a lapse in their service discounts.

Jan Updated 4-29-10

Team Training 4-29-10

LIFEFLINE/LINK UP OTHER

ON HOLD MESSAGES

Similar messages utilized by Company June 2009 through Present (May 2010)

Attached is On Hold Message from April 2010

Golden West
ON HOLD Messages Script
Apr 2010 - GW

HBO INFO

Be Happy Get Voice Mail from Golden West. Answering machines can only do one thing. Voice Mail from Golden West has so many great features that you can't help but smile. With voice mail you can; return calls without dialing, e-forward your messages to your email retrieve your messages at home or when you're away. No equipment needed, to sign-up for all these great features ask a member service representative for assistance.

→ SHOWTIME INFO

With the Lifeline and Link-Up Program available from Golden West, you can bring your family and friends together and get reliable local phone service for as little as \$1.00 per month. Best of all, the Lifeline Program even covers the cost of restricting unauthorized long distance calls. Dial 1155 from any Golden West phone to request a Lifeline application or visit the lifeline link at www.goldenwest.com

Telemarketing Call Screening or TCS intercepts call from telemarketers and announces that you do not accept their calls. TCS will remember accepted callers and allows you to add and block numbers from your allowed caller list. Stop telemarketers from interrupting your life.

Do you have a Wire Maintenance Plan from Golden West? Never be charged for a repair visit again. Ask a customer service representative for more information.

A complete and accurate Census count is in your hands. The U.S. Census Bureau is issuing a call to action for every resident of our nation: "BE COUNTED IN 2010". The Census is important because it determines more than \$300 billion annually of government funding for critical community services. Be counted in 2010.

Thank you for calling Golden West...one of our customer service representatives will be with you in a moment.....

LIFEFLINE/LINK UP OTHER

PENCILS

Enhanced
Lifeline & Link-Up  Golden West
Dial 1155 or 888-785-3674