

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

Company: SSTELECOM, Inc. d/b/a ITC

Address: PO Box 920  
312 4<sup>th</sup> St W  
Clear Lake, SD 57226

Telephone number: 605-874-2181

Company contact: Jim Canaan

Study Area Code: 399013

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.

\_\_\_\_\_ Company's Lifeline/Link Up information available on Company website.  
([www.companywebsiteaddress.com](http://www.companywebsiteaddress.com))

\_\_\_\_\_ Company's information posted on USAC website.

\_\_\_\_\_ Other (describe): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Required

## PUBLIC NOTICE

SSTELECOM, Inc. d/b/a ITC offers local exchange telecommunications service to all consumers in its service area.

Single Party Residence Service	\$15.50/month
Single Party Business Service	\$25.95/month

This service provides subscribing customers with:

- Voice grade access to the public switched network
- Single party service
- Dual tone multi-frequency signaling
- Flat rated local exchange service free of per minute charges
- Access to 911 emergency services
- Access to operator services
- Access to interexchange (long distance) service
- Access to directory assistance
- Toll blocking/Toll limitation

Low-Income Assistance Programs are available for qualifying customers. These programs provide for connection and monthly service discounts on telephone service. Toll blocking at no charge and reduced deposits are also available. To qualify, a subscriber must participate in one of the following programs: Medicaid, Food Stamps, Temporary Aid to Needy Families (TANF), the National School Lunch (NSL) Free Lunch Program, Supplemental Security Income (SSI), Low Income Housing Energy Assistance, or Federal Public Housing Assistance. Subscribers whose household income is at or below 135 percent of the Federal Poverty Guidelines also qualify for this assistance. Additional Low Income Assistance is available to those qualifying individuals living on Tribal Lands. The Enhanced Low Income Programs available to consumers living on Tribal Lands provide for additional telephone services discounts, and, in addition to the previously cited programs, participation in the Bureau of Indian Affairs (BIA) general assistance program qualifies them for this support.

Questions regarding any of the above services should be directed to ITC at 1-800-417-8667.

April 2011



(CPE) in the interval between the first and second ring. The calling name/number will remain for the duration of the call and can be viewed from the display on the CPE.

#### How to use:

1. When you receive a call, wait until your telephone completes the first ringing signal.
2. The telephone number calling you—and the name associated with that number in telephone company records—will automatically appear on your display screen.
3. If you choose to answer the call, the name and number will remain on the screen until you or the caller hangs up.

#### Note:

- The "switchhook" is the round, flat, or square button you push to hang up the phone.
- The CLASS features listed presently do not function on a long-distance call.
- The Calling Name and Number Delivery or Calling Number Delivery requires subscription to these services and the purchase or lease of a display telephone and/or an add on display unit.

Calling Number Delivery will not receive that information. If your number is "blocked," the called party's display will show a "PRIVATE" message.

The PER LINE BLOCKING option suppresses your directory number on all calls you make unless you dial an unblocking code before making any individual call.

## DISTINCTIVE RINGING

Call 611



## LIFELINE AND LINK-UP

Lifeline and Link-Up Service support provides discounts to eligible low income consumers to help them establish and maintain telephone service. Lifeline assistance lowers the cost of basic, monthly local telephone service. Eligible consumers can receive up to \$8.25 per month in discounts. Eligible residents of tribal lands can receive up to an additional \$25 in Lifeline support, but must pay at least \$1 for basic monthly service.

Link-Up reduces the cost of initiating new telephone service. Eligible consumers can receive a 50% discount off of the one-time costs associated with initiating telephone service, up to a maximum of \$30. Eligible low-income consumers living on tribal lands are eligible for an additional discount of up to \$70 to cover 100% of the charges between \$60 and \$130.

Eligibility of Lifeline and Link-Up support varies by state. Individuals who reside in states that have their own discount programs qualify for federal Lifeline and Link-Up if they meet the eligibility criteria established by their state. To be eligible for these programs the telephone service must be in the applicant's name. An individual is eligible if he or she participates in one of the following programs:

- Low-Income Home Energy Assistance Program
- Federal Public Housing Assistance or Section 8
- National School Lunch Program's free lunch program
- In addition, a consumer may be eligible if his or her household income is at or below 135% of the federal poverty guidelines.
- Medicaid
- Food Stamps
- Supplemental Security Income (SSI)
- Temporary Assistance for Needy Families

If you fall into one of these examples, contact 800-417-8667.

213	Sioux Falls	442	Wimond	717	Spaulding	859	
214	Harrisburg/Tea	443	Colton	718	Rapid City	860	
215	Sioux Falls	447	Onaka	719	Rapid City	861	
216	Aberdeen	448	Britton	720	Sturgis	862	
217	North Sioux City	449	Emery	721	Rapid City	863	
220	Pierre	450	Redfield	722	Spearfish	864	
221	Sioux Falls	451	Wakonda	723	Belle Fourche	865	
222	Platte	452	Wood	724	Amour	866	
223	Pierre	454	Martin	725	Aberdeen	867	
224	Pierre	455	Kyle	726	Academy	868	
225	Aberdeen	456	Newall	727	Rapid City	869	
226	Aberdeen	457	Croighton	728	Sturgis	870	
227	Ethan	458	Wessington	729	Bridgeview	871	
228	Aberdeen	459	Ardmore	730	Chamberlain	872	
229	Aberdeen	460	Redfield	731	Sioux Falls	873	
230	Madison	461	Huron	732	Sturgis	874	
231	Sioux Falls	462	Long Valley	733	La Plante	875	
232	North Sioux City	463	Tabor	734	Chamberlain	876	
233	Clark	464	Tyndall	735	South Forman	877	
234	Chamberlain	465	Crooks	736	Rapid City	878	
235	North Sioux City	466	Isabel	737	Webster	879	
236	Mount Vernon	467	Milbank	738	Webster	880	
237	Watertown	468	Redfield	739	Faith	881	
238	Hurley	469	Lake Andes	740	Vermilion	882	
239	Alexandria	470	Britton	741	Sisseton	883	
240	Salem	471	Salem	742	Harrisburg/Tea	884	
241	Sioux Falls	472	Redfield	743	Hot Springs	885	
242	North Sioux City	473	Reliance	744	Roseland	886	
243	New Holland	474	North Larchwood	745	Maurine	887	
244	Bison	475	Redfield	746	East New Castle	888	
245	Fort Thompson	476	Fort Thompson	747	Lemmon	889	
246	Spencer	477	Highmore	748	Beresford	890	
247	Center	478	West Hendricks	749	Watertown	891	
248	Letcher	479	Humboldt	750	New Underwood	892	
249	White Lake	480	Madison	751	South Shore	893	
250	Sioux Falls	481	Lake Andes	752	Valley Springs	894	
251	Aberdeen	482	Oldham	753	Florence	895	
252	Alsen	483	Wentworth	754	Sioux Falls	896	
253	Sioux Falls	484	Winfred	755	Yankton	897	
254	Sioux Falls	485	Winfred	756	Elk Point	898	
255	Hermosa	486	Winfred	757	Glenham	899	
256	Madison	487	Lake Andes	758	Beresford	900	
257	Nisland	488	Kadoka	759	Canton	901	
258	Onida	489	Chester	760	Gottsburg	902	
259	White River	490	Sturgis	761	Viborg	903	
260	Yankton	491	Lake Andes	762	Harrisburg/Tea	904	
261	Sioux Falls	492	Bristol	763	Lebanon	905	
262	Aberdeen	493	Langford	764	Gottsburg	906	
263	Irene	494	Pierre	765	Mitchell	907	
264	Onida	495	Forestburg	766	Mitchell	908	
265	Webster	496	Sioux Falls	767	Gottsburg	909	
266	Hitchcock	497	Wolsey	768	Howard	910	
267	Wakonda	498	Harrisburg/Tea	769	Pierre	911	
268	Sisseton	499	Sturgis	770	Burke	912	
269	Whitehead	500	Yankton	771	Pierre	913	
270	Madison	501	Parkston	772	Kimball	914	
271	Sioux Falls	502	Sioux Falls	773	Delmont	915	
272	Gary	503	Wall	774	North Sioux City	916	
273	McIntosh	504	Murdo	775	Sioux Falls	917	
274	Sioux Falls	505	Custer	776	Hayti	918	
275	Sioux Falls	506	Watertown	777	Bradley	919	
276	Aberdeen	507	Sioux Falls	778	Lake Norden	920	
277	South Scanton	508	Canova	779	Rapid City	921	
278	Wall	509	Morrison	780	Rapid City	922	
279	Pierre	510	Wall Lake	781	Meadow	923	
280	Bowdle	511	Artesian	782	Rapid City	924	
281	Bowdle	512	Hartford	783	Castlewood	925	
282	Bowdle	513	Baltic	784	Toronto	926	
283	Hosmer	514	Colman	785	Goodwin	927	
284	Eureka	515	Colman	786	Woonsocket	928	
285	Bowdle	516	Clark	787	Camp Crook	929	
286	Avon	517	South Lidgebrook	788	Wicksville	930	
287	Roscoe	518	Colman	789	Watertown	931	
288	North Gordon	519	Colrichs	790	North Cody	932	
289	South Ashley	520	Rosholt	791	McLaughlin	933	
290	Aberdeen	521	Dupree	792	Clayton	934	
291	Madison	522	Wessington Springs	793	Sioux	935	
292	Mitchell	523	North Sioux City	794	Mission	936	
293	Gann Valley	524	Big Stone City	795	Gregory	937	
294	Claremont	525	Elkton	796	Gregory	938	
295	Pierre	526	Crooks	797	Astoria	939	
296	Canistota	527	Milesville	798	Buffalo Gap	940	
297	Parker	528	Rapid City	799	North Naper	941	
298	Andover	529	Iroquois	800	Gregory	942	
299	Mitchell	530	West Hawarden	801	Kimball	943	
300	Beresford	531	Baltic	802	Vivian	944	
301	Pierre	532	Sioux Falls	803	Colman	945	
302	Redfield	533	Spearfish	804	Martin	946	
303	Sioux Falls	534	Centerville	805	South Venturia	947	

\* Denotes Cellular



# ITC Business Spotlight

By Katie Heller

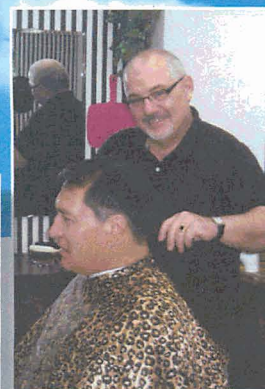
## Ogdahl's Barber Shop & Interiors

Ray Ogdahl, owner of Ogdahl's Barber Shop & Interiors, cut hair in a number of locations in Milbank before buying his current building on the north end of Main Street. When he decided that being a music teacher wasn't for him, he changed his career path to the barbershop industry. He started in the barbershop business in 1972, and has been cutting hair ever since.

When he entered the business in the early 70's, it was a time when a lot of men wanted longer hair, and many barbers were resistant to the idea of cutting long hair on men. Ray decided he would go with the flow, and it helped his business succeed. He has cut several generations of hair in the same families. "A lot of little kids who use to come here for a haircut, now bring in their own children," Ray said.

Ray offers haircuts, shaves, and shampoos. He does traditional barbershop shaves. There is no appointment necessary; all of his traffic is walk-in. He is open Tuesday – Friday from 9 AM to 5 PM, and Saturday 9AM – Noon.

Ray also spent many years working with interior design, and



Ray Ogdahl, Owner

**OGDAHL'S  
BARBER SHOP  
TUXEDO RENTAL**

still helps customers with color choices, silk arrangements, and furniture placements for their homes. He has also been known to decorate for wedding receptions. Another part of his business is tuxedo rentals. He has been a rental location for 25 years, helping prom attendees and wedding parties with their formal wear choices.

When the signature barbershop red and blue light is spinning in the window, Ray is open for business! Stop in and get a haircut today!

## Link-up and Lifeline Program

Assistance for telephone service is available to low income customers. There are two federal programs that are provided by ITC. The "Lifeline" and "Link-up" programs were established to address concerns about affordability of telephone service and to provide assistance for low income citizens.

The Link-up program allows eligible subscribers to receive a reduced connection charge for their basic home telephone service. This program reduction is 50% of the activation charges with the maximum benefit of \$30.00. Link-up does not cover the cost of wiring inside your home.

The Lifeline program is a government program that provides discounts on your monthly local telephone bill to low income members who qualify. This program allows for a monthly credit on the basic service portion of the participant's phone bill. Lifeline can only be used for the main telephone line in a household. The name on the phone bill must match the name of the participant who is eligible for this program. You are eligible for Lifeline if you participate in any of the following programs: Medicaid, Food stamps, Supplemental Security Income (SSI), Federal Public Housing Assistance and Low-Income Home Energy Assistance.

These are federal government programs with each state having its own guidelines to qualify. Check with your local telephone company for specific details to qualify. There is also additional Lifeline and Link-up assistance to qualifying individuals living on Tribal Lands. If you are interested in finding out more about the Lifeline and Link-up programs, please contact ITC at 438-6000.

# Tidbit

**ITC Office Hours**  
**Monday - Friday 8 AM - 5 PM**  
**438-6000 - 438-HELP**

### ITC EMPLOYEES

Brynne Berry	Customer Service Representative
Hilary Dexter	Customer Service Representative
Katie Heller	Marketing Communications Specialist
Wayne Nowick	Installation & Repair Technician
Tim Nowick	Installation & Repair Technician





## South Dakota Lifeline and Link-Up Assistance Application

(Please Print or Type)

Last name: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Residential Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Social Security Number: \_\_\_\_\_ Telephone Number: \_\_\_\_\_ (if existing service)

Telephone number where you can be reached or receive messages \_\_\_\_\_

I am applying for: \_\_\_\_\_ Lifeline (monthly telephone service discount)  
\_\_\_\_\_ Link-Up (telephone connection charge discount)  
\_\_\_\_\_ Toll Limitation Service (free toll blocking or toll control)

I am in the following program(s): Check all that apply

\_\_\_\_\_ Medicaid (e.g. Title XIX/Medical, State currently participating Supplemental Assistance)

\_\_\_\_\_ Food Stamps

\_\_\_\_\_ Supplemental Security Income (SSI)

\_\_\_\_\_ Federal Public Housing Assistance (Section 8)

\_\_\_\_\_ Low-Income Home Energy Assistance

\_\_\_\_\_ Temporary Assistance for Needy Families (TANF) program

\_\_\_\_\_ National School Lunch (NSL) free lunch program

\_\_\_\_\_ OR My household income is at or below 135% of the Federal Poverty Guidelines

### 2011 Health and Human Services Poverty Guidelines

Number in Residence	133% Guideline (Annual)	133% Guideline (Monthly)	Number in Residence	133% Guideline (Annual)	133% Guideline (Monthly)
1	\$14,484	\$1,207	5	\$34,806	\$2,901
2	\$19,564	\$1,630	6	\$39,887	\$3,324
3	\$24,645	\$2,054	7	\$44,967	\$3,747
4	\$29,726	\$2,477	8	\$50,048	\$4,171

For each additional person after 8, add \$3,820 to the annual guideline.

Source: Federal Register, Vol. 76 No 13, January 20, 2011 pp 3637-3638 (Applicable to 48 contiguous states only)

I agree to notify the telephone company when I no longer qualify for this program based on the above criteria.

I CERTIFY UNDER PENALTY OF PERJURY THAT THE ABOVE INFORMATION IS TRUE. I have read the information on this application and understand that I must meet at least one of the above qualifications to receive Lifeline, Link-Up or Toll Limitation Service assistance on my primary residential telephone line.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*"Return filled out form to ITC Telecom"*  
*P.O. Box 920 Clear Lake, SD 57226-0920*

January 2011 SDPUC

Dear Customer:

You currently participate in Interstate Telecommunications Cooperative's Lifeline assistance program. Federal Communications Commission guidelines require telephone companies like ours to annually verify a sample of lifeline customers' continued eligibility.

Lifeline assistance is available to participants in one or more of the following programs: Medicaid; Food Stamps; Supplemental Security Income (SSI); Federal Public Housing Assistance; Low Income Housing Energy Assistance; Temporary Aid to Needy Families (TANF); or the National School Lunch (NSL) free lunch program. Individuals whose household income is at or below 135 percent of the Federal Poverty Guidelines are also eligible for Lifeline assistance. If you are still eligible for Lifeline assistance, please complete the enclosed application and provide supporting documentation (such as a copy of your Medicaid card) to us by **June 16<sup>th</sup>**.

Documentation of income eligibility includes a customer's prior year's state or federal tax return, a current income statement from an employer or paycheck stub, a Social Security statement of benefits, or other such official documents. If your documentation does not cover an entire year, please provide three consecutive month's worth of the same type of document.

Please note: income is all income actually received by all members of the household. Income includes salary before deductions for taxes, public assistance benefits, social security payments, pensions, unemployment compensation, veteran's benefits, inheritances, alimony, child support payments, worker's compensation benefits, gifts and lottery winnings. 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.

If you qualify based on household income, please come to our office with the required documentation. Our offices are located at: 312 4<sup>th</sup> St W in Clear Lake; 1022 Main Ave S in Brookings; 107 2<sup>nd</sup> Ave NW in Clark; 14 E 7<sup>th</sup> Ave in Webster and 401 S Main St in Milbank. All other applicants recertifying are welcome to drop the application and documentation off at one of our offices, or you may mail them back to us in the enclosed return envelope.

Please feel free to call me at 1-800-395-4656 with any questions you may have regarding the application or the Lifeline/Link Up programs.

Sincerely,

Julie Kasten

Enclosures