

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

Company: James Valley Cooperative Telephone Company

Address: 235 E 1st Avenue

Groton, SD 57445

Telephone number: 605-397-2323

Company contact: Stacy Oliver

Study Area Code: 391664

Lifeline/Link Up Advertising/Outreach Activities:

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

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

       Company's Lifeline/Link Up information in directory.

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

       Company's information posted on USAC website.

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

\*Required

# Yes, You Can Afford Telephone Service... and James Valley Cooperative Telephone Company Can Show You How!

Federal and state lawmakers believe that every person in America should have access to quality, affordable telecommunications service. In fact, they've created a system to do just that.

If you participate in programs such as food stamps, Medicaid, the national school free-lunch program, Section 8 housing or supplemental security income or if your household income is below a certain threshold level, you may qualify for a discount on your telephone bill.

## **This "universal service" support includes:**

**Lifeline** assistance that provides discounts for basic monthly local telephone service

**Link Up** that reduces the cost of initiating new telephone service

**Toll Limitation Service** that allows you to control your long distance charges

**Additional discounts** for eligible consumers living on tribal lands

**For more information,  
call 397-2323 or  
1-800-556-6525.**

**JAMES  
VALLEY**  
\* \* \*  
TELECOMMUNICATIONS

## Technology Trends

As Americans' voracious appetite for home entertainment and technology continues to expand and evolve, so do the devices, gadgets and accessories to support the craving. Nielsen's Q2 2010 Home Technology Report identifies the key technology trends that are hot and the ones that have cooled based on a two-year trend review of self-reported survey data.

### Hot Trends:

**Bigger and Better TVs**  
Upgraded television sets in the form of bigger screen sizes larger than 41 inches and better resolution continue to outfit in-home theaters. HDTV sets have increased 26% and LCD flat screens are up 48%.

### Home Internet Access

Internet and broadband access in the home continues to rise. Currently, 85.3% of Americans have some kind of Internet access either through home and/or work.

### Home Wi-Fi

The freedom of untethered connectivity helps the trend to go wireless continue. Having a wireless network with a wireless router in the home increased 24% over eight quarters.

### Digital Video Recorders (DVR)

Demanding schedules have made time-shifted viewing a must-have for 40% of U.S. homes who currently have a DVR device.

### MP3 Players

Almost half (46%) of all U.S. homes now have at least one MP3 Player. Apple's iPod is still the dominant player in this category, capturing 63% of all MP3 Player-owning households.

### Apple iPad

The Apple iPad launched on April 3, 2010, and was added to the Nielsen Home Technology Report survey shortly thereafter (May 2010). According to the Q2 report, 3.6% of U.S. homes now own an iPad and this hot trend will be closely followed.

### Cooling Trends:

#### Satellite Radio

While crystal clear audio, uninterrupted playlists and anywhere access make Satellite Radio an enticing experience, it experienced only modest growth over the past eight quarters, up just 5.5%.

#### Video Cassette Recorders

VCRs continue to disappear from U.S. households as DVRs and DVD players provide both greater functionality and better playback clarity at an increasingly affordable price. Add the fact that U.S. movie studios are no longer releasing movies in the VHS format and you can expect the VCR to become just another trivia question for a digital generation no longer familiar with yesterday's analog technologies.

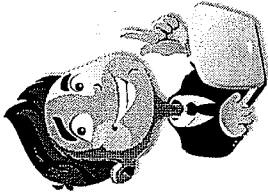
#### Digital Video Disc Players

With 87.9% of U.S. homes already owning a DVD player, the "hot" growth phase for DVD players has long passed.

#### Personal Digital Assistants

The PDA is also becoming a rare sight these days within U.S. households. PDA ownership has declined 25.5% since 2008 and will likely continue. Credit the Smartphone that provides both handheld computing capability and a phone for much of the PDA's steady market share decline.

*Statistics from nielsenwire.com*



**Getting the Network**  
in your mailbox is great, but why not also get it in your inbox!

Sign up for JVT's newsletter. Send an email to [marketing@jamesvalley.com](mailto:marketing@jamesvalley.com) to request being added to the list.

## Social Networking

facebook

twitter

Stay in touch with JVT,  
check us out on  
Facebook & Twitter!

**JAMES VALLEY**  
TELECOMMUNICATIONS

Store Hours: Mon.-Fri. 8am-5pm  
235 E. 1<sup>st</sup> Ave. • PO Box 260 • Groton, SD 57445  
605.397.2323 • [jamesvalley.com](http://jamesvalley.com)



## Calling for Cash

Stacey Marlow won \$50 at the Redfield/Doland game in February.

### Discounts available for low-income home phone customers.

If you cannot afford home phone service, and qualify for the program, Lifeline/Link Up may be able to help you pay for part of your monthly home phone costs and/or connection charges.

Participants can save up to \$8.25 on their monthly home phone bill for basic local service. The discount applies only to basic local phone service where eligible participant resides.

Call Customer Service at 611 for more information.

### Discounts available for low-income cell phone customers

If you cannot afford cell phone service, and qualify for the program, Lifeline/Link Up may be able to help you pay for part of your monthly cell phone costs and/or activation fees.

Participants can save up to \$8.25 on their monthly cell phone bill for basic local service. The discount applies only to basic cell phone service listed in the name of the eligible participant.

Call Customer Service at 611 for more information.