



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/LINK UP ADVERTISING/OUTREACH  
 ANNUAL REPORT  
 JUNE 1, 2011**

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/Link Up Advertising/Outreach Activities:**

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

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

X / X Company's Lifeline/Link Up information in directory.

X / X Company's Lifeline/Link Up information available on Company website. ([www.swiftel.net](http://www.swiftel.net))

X / X Company's information posted on USAC website.

X / X Other (describe): Outreach – distribution of posters and brochures in public places where people who qualify for the discount are likely to see them.

\*Required

Signed  Date 5/31/2011  
 Laura Julius  
 Accounting & Finance Manager  
 Swiftel Communications



415 4<sup>th</sup> St  
PO Box 588  
Brookings, SD 57006-0588  
605-692-6211

## Outreach Guidelines 2011 Lifeline/LinkUp Programs (wireline)

List of places we will ask to display Lifeline/LinkUp 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.



415 4<sup>th</sup> St  
PO Box 588  
Brookings, SD 57006-  
0588  
605-692-6211

d/b/a Sprint PCS

## Outreach guidelines for Lifeline/LinkUp programs (wireless)

List of places we will ask to display Lifeline/LinkUp 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
- Advance office and apartments (disabled persons assistance org)

Other methods of sharing this information:

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



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March 2011

Dear Swiftel Customer:

You are receiving this letter because you currently participate in Swiftel Communications' Lifeline assistance program. The Federal Communications Commission (FCC) guidelines for the Lifeline program require local telephone companies to verify some of our Lifeline customers' continued eligibility each year.

The Lifeline assistance program has been available since 1998 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

Participation in either of these programs is also included:

- Temporary Aid to Needy Families (TANF)
- National School Lunch (NSL) free lunch program

In addition, there are now income guidelines that determine eligibility:

- Households with total income at or below 135% of the Federal Poverty Guidelines, regardless of participation in other assistance programs, are now also eligible for Lifeline assistance.

**To continue receiving the Lifeline discount, Swiftel needs an updated application from you. If you are still eligible for Lifeline assistance, please complete the enclosed application and return it to our office with documentation of your participation in the program(s) indicated. To continue receiving the discount, we need to receive the completed form and documentation by May 15, 2011.** If it is not received by that date, we are required to remove the credit from your account.

Documentation of your participation could include a letter from the office administering the program, a copy of a card issued for the program, a current statement of benefits for the program, or a similar document, in writing, that verifies your current participation in at least one of the qualifying assistance programs listed above. You may deliver the application and documentation to our office in person, or mail them back in the return envelope provided.

If you qualify based on household income, please bring the necessary documentation to our office at 415 Fourth Street, Brookings. We are required to personally view the documents

supporting your income-based eligibility; however, we do not keep copies of the documents. Details of the Household Income Guidelines are printed on the back of the application form.

Please call me at 692-6211 or 692-6325 with any questions you may have regarding the application or the Lifeline program.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jane Siekmann".

Jane Siekmann  
Customer Care Supervisor

Enclosure

2011  
Lifeline  
and  
Link-Up  
Discount



PO Box 588, Brookings, SD 57006-0588

local wireline & Internet service, and wireless service from...



**Application for Account #**

(Please Print)

Name: \_\_\_\_\_ Social Security # \_\_\_\_\_

Address: \_\_\_\_\_

Swiftel / Sprint PCS TELEPHONE NUMBER (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

1. I am applying for the following on the primary telephone line, in my name, at my residence:  
\_\_\_\_\_ LIFELINE monthly service discount \_\_\_\_\_ LINK-UP connection charge discount

I currently receive a Lifeline discount on other telecommunications service. \_\_\_ Yes \_\_\_ No

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 Communications:

- \_\_\_\_\_ Medicaid (not the same as Medicare)  
\_\_\_\_\_ 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 lunches

B. \_\_\_\_\_ My household income is at or below 135% of the Federal Poverty Guidelines (see information on the back of this sheet) based on a family size of \_\_\_\_\_.

I agree to notify Swiftel Communications when I no longer qualify based on the criteria indicated above.

I CERTIFY UNDER PENALTY OF PERJURY THAT THE ABOVE INFORMATION IS TRUE. I have read the information above and understand how I must qualify to receive the Lifeline or Link-Up assistance discount on my primary residential telephone line. I also hereby authorize the administrative office for any program indicated above to verify my participation to Swiftel Communications.

Signature \_\_\_\_\_

Date \_\_\_\_\_



*Need help affording  
telephone service?*

**SWIFTEL COMMUNICATIONS**

participates in the Lifeline & LinkUp assistance programs.

**Call 692-6211,**

or stop by our office at 415 Fourth St for details!





*Need help affording  
telephone service?*

**SWIFTEL COMMUNICATIONS**

participates in the Lifeline & LinkUp assistance programs.

*{ Local store information in area above }*



# Assistance for Basic Home Telephone Service

**Lifeline** provides a monthly discount to eligible subscribers on basic home telephone service.

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

**Link-up** provides eligible subscribers with a 50% reduction (up to \$30) for connection of basic home telephone services.

**Lifeline**  
**LINK-UP**



*{ placed in Outreach locations w/ local office  
contact information in this area. }*

## Qualifications

People currently participating in at least one of the programs listed below qualify for Lifeline and Link-up. *You also qualify if your income is at or below 135% of the Federal Poverty Guidelines*

- Medicaid (eg. Title XIX/Medical, State Supplement Assistance)
- Food Stamps
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance
- Low Income Energy Assistance (LIEAP)
- Temporary Assistance to Needy Families (TANF)
- National School Lunch Free Program (NSL)

### TO APPLY


Contact Swiftel at 692-6211 for details.

 605-692-6211  
415 4th St Brookings SD



Lifeline  
LINK-UP

Assistance for Basic  
Home Telephone Service

 605-692-6211  
415 4th St Brookings SD



## Lifeline Program

Lifeline provides a monthly discount to eligible subscribers on basic home telephone services.

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

## Link-up Program

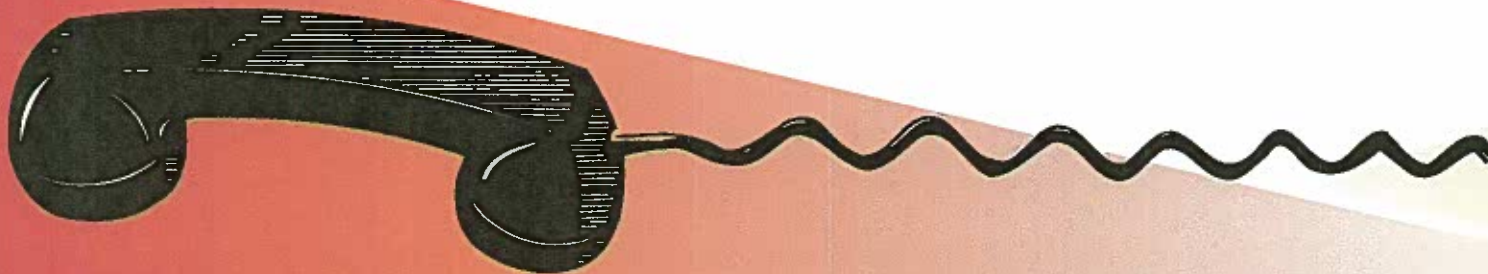
Link-up provides eligible subscribers with a 50% reduction (up to \$30) for connection of basic home telephone services.

## Do you qualify for Lifeline and/or Link-up Assistance?

Listed below are some questions you may need to answer:

1. Which program are you applying for? Lifeline or Link-up or Both
2. Are you currently receiving assistance benefits from any of the following programs?
  - Medicaid (e.g., Title XIX/Medical, State Supplemental Assistance)
  - 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)
3. 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.

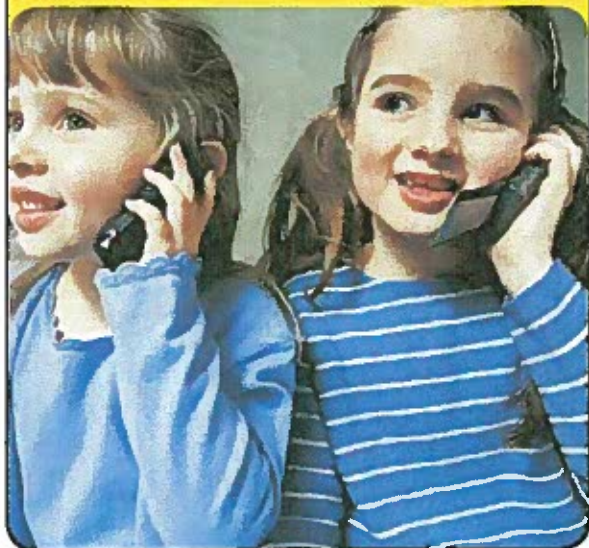


**Swiftel**  
COMMUNICATIONS

Call 692-6211 for details.

People currently participating in at least one of the programs listed below qualify for Lifeline and Link-Up. You also qualify if your income is at or below 135% of the Federal Poverty Guidelines.

- Medicaid (eg. Title XIX/Medical, State Supplement Assistance)
- Food Stamps
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance
- Low Income Energy Assistance (LIEAP)
- Temporary Assistance to Needy Families (TANF)
- National School Lunch Free Program (NSL)



## Sprint Presents Lifeline and Link Up Service

Lifeline and Link Up are public assistance programs offering wireless telephone discounts to qualified, low-income consumers. Under the Lifeline program, eligible subscribers may receive a discounted monthly charge. Eligible residents of federally-recognized Tribal lands may receive additional discounts off the monthly charge for Enhanced Lifeline service. Link Up assistance helps qualified, low-income customers pay the activation fee.

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.

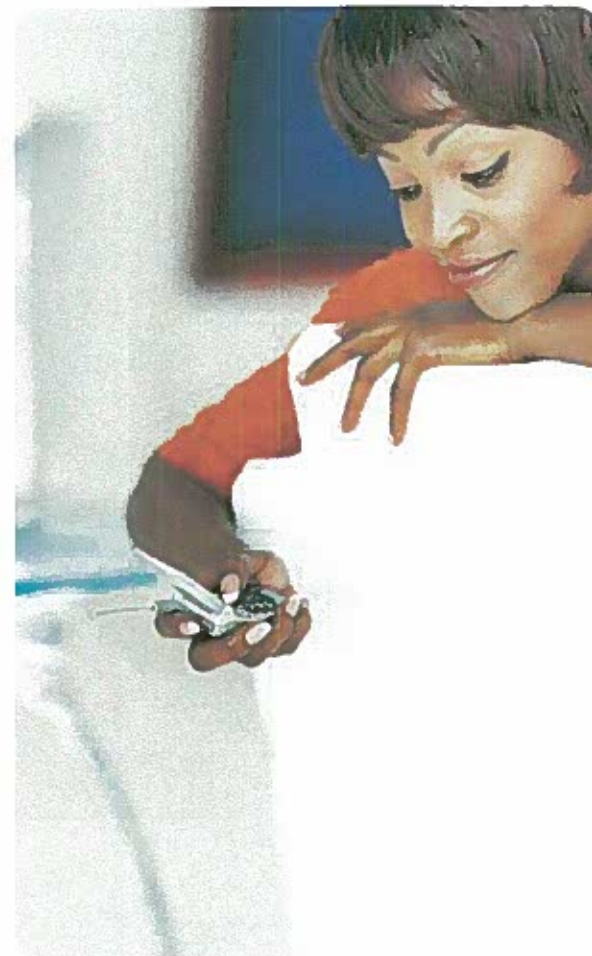
For further information about Lifeline and Link Up assistance or to receive an application form, please call Sprint at 605-692-6211.



To apply, call 605-692-6211 or visit your local Sprint stores below:

*{local store info here}*

**NOTICE:** Lifeline is only available to Sprint subscribers in limited geographic areas and for one wireline or wireless phone line per household. You may only receive the Link Up discount once at the same address. Additional restrictions apply. 2006 Sprint Nextel. All right reserved. Sprint, the "Going Forward" logo, the Nextel name and logo and other trademarks are trademarks of Sprint Nextel.



# LIFELINE LINK-UP

Assistance for basic wireless phone service.





The

# LIFELINE

Program:

Lifeline provides a monthly discount to eligible subscribers on basic wireless telephone service from Sprint PCS and is only available to Sprint PCS subscribers in a limited geographic area.

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.

The

# LINK-UP

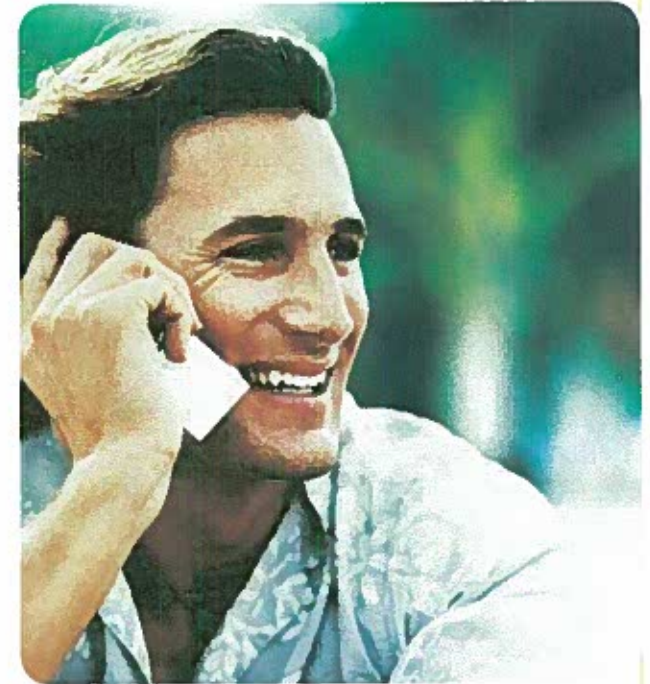
Program:

Link Up provides eligible subscribers with a 50% reduction (up to \$30) for connection of basic wireless telephone services.

## Do you qualify for **LIFELINE** or **LINK-UP** assistance?

Listed below are some questions you need to answer:

1. Which program are you applying for? Lifeline, Link Up or both?
2. Are you currently receiving assistance benefits from any of the following programs:
  - Medicaid (eg. Title XIX/Medical, State Supplement Assistance)
  - Food Stamps
  - Supplemental Security Income (SSI)
  - Federal Public Housing Assistance
  - Low Income Energy Assistance (LIEAP)
  - Temporary Assistance to Needy Families (TANF)
  - National School Lunch Free Program (NSL)



3. Do you qualify under the income criteria?

Income must be at or below 150% of the Federal Poverty guidelines. You will be asked to list the number of individuals in your household. In order to qualify under the 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.