

**SOUTH DAKOTA PUBLIC UTILITIES COMMISSION
LIFELINE/LINK UP ADVERTISING/OUTREACH
ANNUAL REPORT
JUNE 1, 2012**

Company: West River Cooperative Telephone Company

Address: 801 Coleman Ave.

Po Box 39

Bison, SD 57620

Telephone number: 605-244-5213

Company contact: Colgan Huber

Study Area Code: 391689

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.

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

X Company's information posted on USAC website.

X Other (describe): Please see attached items _____

*Required

**West River Cooperative Telephone Company
Lifeline & Link-Up Advertising/Outreach
2011-2012**

Each month, Lifeline and Link-Up brochures were included in the new member packets. Brochures are made available at our front desk in our central office year around.

June 2011

- Provided brochures at West River Telephone's booth during Grand Electric's Annual Meeting.

August 2011

- Provided brochures at the local fairs in Bison, Buffalo, McIntosh and Nisland.
- Provided brochures at the Tailgate Party in Lemmon.

September 2011

- Provided brochures at the Tailgate Parties in Bison and Buffalo.
- Provided brochures at the Lemmon Junior Livestock Show.

October 2011

- Brochures were made available at West River Cooperative Telephone's Annual Meeting.
- Provided brochures at the Tailgate Party in Faith and Newell.

November 2011

- Lifeline information was supplied in our newsletter, which goes to all our members.

January 2012

- Brochures were made available for interested individuals at the Vale Ag Show in Vale, SD.

March 2012

- Brochures were made available at the KBJM Farm & Home Show in Lemmon, SD.

May 2012

- Brochures were made available at the Newell Community Club Show in Newell, SD.
- Added a link on our facebook page to our lifeline/link-up information.
- News release was sent out to all local newspapers.
- Lifeline & Link-Up Brochures for Montana, South Dakota, North Dakota and Tribal Lands were sent to all surrounding clinics, health nurses, and assisted living centers if they needed them.

M A Y 2011
N E W S R E L E A S E

WEST RIVER COOPERATIVE TELEPHONE COMPANY
PO BOX 39
BISON, SD 57620
605-244-5213

CONTACT: Rachel Eggebo, Marketing/Technology Specialist

FOR IMMEDIATE RELEASE

LIFELINE ACROSS AMERICA

Assistance You Can Rely On

Are you having trouble paying your telephone bills? If so, you may be eligible to take advantage of two special programs that help reduce the cost of phone service.

Lifeline Assistance and Link-Up can help qualified customers get phone service and pay their bills. These are public programs implemented by local telephone companies that help eligible households pay for basic telephone hook-up costs and monthly services.

You may be qualified if your household income is no more than 135 percent of the federal poverty income guidelines or if you participate in any of the following programs:

- Medicaid
- Supplemental Security Income (SSI)
- Low-Income Home Energy Assistance Program (LIHEAP)
- Federal Public Housing Assistance (Section 8)
- Food Stamps
- Temporary Assistance to Needy Families (TANF)
- National School Lunch Free Lunch Program (NSL)
- Bureau of Indian Affairs Program (Tribal TANF, Head Start Subsidy, NSL)

Lifeline Assistance will help qualified customers who already have telephone service save a significant amount of money on their monthly phone bills, while Link-Up helps eligible customers receive a generous discount on the installation of telephone service in their homes.

Also, consumers can voluntarily forego presubscribed long distance telephone service by requesting toll-blocking, a service that prevents toll calls (such as long distance) from being made and prevents these consumers from paying hefty service deposits. Customers using this service can still use pre-paid calling cards or dial-around services to place long-distance calls from their homes.

For more information, or to find out if you qualify for the programs, call your local telephone company, state Public Utility Commission, or the Federal Communications Commission at 1-888-CALL-FCC. You may also visit the "Lifeline Across America" Web site [www.lifeline.gov].

Butte County Post (Newell & Vale)
May, 2012



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Nation's Center News (Buffalo)

May 2012

Lifeline Across America

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Also, consumers can voluntarily forego presubscribed long distance telephone service by requesting toll-blocking, a service that prevents toll calls (such as long distance) from being made and prevents these consumers from paying hefty service deposits.

Customers using this service can still use pre-paid calling cards or dial-around services to place long-distance calls from their homes.

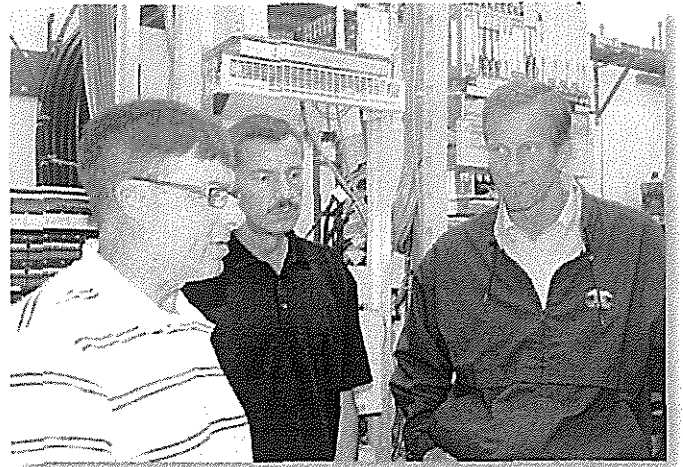
For more information, or to find out if you qualify for the programs, call your local telephone company, state Public Utility Commission, or the Federal Communications Commission at 1-888-CALL-FCC. You may also visit the "Lifeline Across America" Web site [www.lifeline.gov].

Thune visits WRCTC and Grand Electric

Senator John Thune took some time out of his busy schedule to stop by and visit West River Cooperative Telephone (WRCTC) and Grand Electric on September 30, 2011. The Senator visited with the employees about daily operations and discussed the Universal Service Fund (USF) and the Broadband Plan with General Manager Jerry Reisenauer. After 456-1055 introductions were finished, maps of the service territories of Grand Electric and WRCTC were presented to Thune to give him an understanding of the extensive area both cooperatives cover. Senator Thune was very interested in the operations of the telecommunications company and enjoyed a tour of WRCTC's facilities.



Senator Thune went around the office and met the employees. Here he is visiting with General Manager Jerry Reisenauer and Accountant Connie Bootz.



Colle Nash and Colgan Huber explain the operations of a rural telecommunications company to Senator Thune.

Prior to 866-4441 stopping in Bison, Senator Thune flew into Buffalo to see the new school and visit with the staff at the courthouse. He also made a stop at Continental Resources to discuss the oil industry and the potential of the oil field in northwestern South 374-5105 Dakota as well as tour one of the compressor units. "I believe that we are very fortunate to have a Congressional Delegation that is accessible, listens and is responsive to our needs," stated General Manager Jerry Reisenauer.

Lifeline & Link-Up Programs: Addressing the Public Need

Are you having trouble paying your telephone bills?

If so, you may be eligible to take advantage of two special programs that help reduce the cost of phone service.

Lifeline Assistance and Link-Up can help qualified customers get phone service and pay their bills. These are public programs implemented by local telephone companies that help eligible households pay for basic telephone hook-up costs and monthly 244-7573 services.

You may be qualified if your household income is no more than 135 percent of the federal poverty income guidelines or if you participate in any of the following programs:

- Medicaid
- Supplemental Security Income (SSI)
- Low-Income Home Energy Assistance Program (LIHEAP)
- Federal Public Housing Assistance (Section 8)
- Food Stamps
- Temporary Assistance to Needy Families (TANF)
- National School Lunch Free Lunch Program (NSL)
- Bureau of Indian Affairs Program (Tribal TANF, Head Start Subsidy, NSL)

Lifeline Assistance will help qualified customers who already have telephone service save a significant amount of money on their monthly phone bills, while Link-Up helps eligible customers receive a 374-7927 generous discount on the installation of telephone service in their homes.

Also, consumers can voluntarily forego presubscribed long distance telephone service by requesting toll-blocking, a service that prevents toll calls (such as long distance) from being made and prevents these consumers from paying hefty service deposits. Customers using this service can still use pre-paid calling cards or 456-1431 dial-around services to place long-distance calls from their homes.

For more information, 375-3232 or to find out if you qualify for the programs, call your local phone company, state public utility commission, or the Federal Communications Commission at 1-888-CALL-FCC. You may also visit the "Lifeline Across America" Web site [www.lifeline.gov].

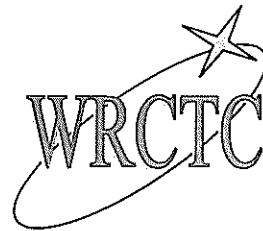
What is Link Up & Lifeline?

Link Up:

- Saves up to 50% of the initial charges to hook up basic local telephone services, or \$30, whichever is less.
- May defer payment on the balance and waive interest.
- You may qualify for service without a deposit.

Lifeline:

- Provides reduced monthly charges on your telephone bill.
- Applies only to basic local telephone service in the home where you live.



WEST RIVER
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TELEPHONE COMPANY

PO Box 39
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Phone: 605-244-5213 or 777
Fax: 605-244-7288
E-mail: westriver@sdplains.com
www.westrivertel.coop

Link Up & Lifeline Programs

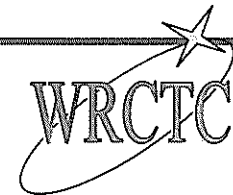
For the states of South Dakota,
North Dakota, and Montana.

Important Information

WEST RIVER COOPERATIVE
TELEPHONE COMPANY
605-244-5213 or 777

Receive reduced
monthly and
installation charges
for basic telephone
service.

Details Inside!



Link Up & Lifeline Can Help...

What do the programs provide?

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

Lifeline provides eligible subscribers with a credit of \$8.25 each month 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.

Note:

If you have been disconnected for non-payment of telephone bills, these programs are available to you if you bring your local bill current. You may be required to pay a reconnect fee.

Who is eligible?

Telephone service must be in the applicant's name, and he/she must qualify under one of the these economic assistance programs:

- Food Stamps
- Federal Housing Assistance
- Low Income Home Energy Assistance
- Medicaid
- Supplemental Security Income (SSI)
- Temporary Assistance for Needy Families (TANF)
- National School Lunch Program's free lunch program

How do I obtain these telephone services?

If you meet the eligibility requirements, completely fill out and sign the application form provided in this brochure and mail it to:

**West River Cooperative Tele. Co.
P.O. Box 39
801 Coleman Ave.
Bison, SD 57620**

Could I become ineligible?

When you no longer participate in any of the qualifying public assistance programs, you are no longer eligible for Lifeline or Link Up. You are obligated by law to notify your telephone company that you are no longer eligible for Lifeline and Link Up.

Lifeline & Link Up Assistance Application

Name _____
(Last) (First) (M.I.)

Address _____
(Street) (Apt #)

(City) (State) (Zip)

Phone Number: _____
(home phone or number where you can be reached)

Please answer the following questions (check all that apply):

1. I am applying for:
 - Lifeline-monthly telephone service discount
 - Link Up-telephone connection charge discount
2. I am currently participating in the following program(s).
Please provide proof of at least one program:
 - Medicaid (e.g. title XIX/Medical, State Supplemental Assistance)
 - Food Stamps
 - Supplemental Security Income (SSI)
 - Federal Public Housing Assistance
 - Low-Income Home Energy Assistance
 - National School Lunch Free Lunch
3. My household income is at or below 135% of the Federal Poverty Guidelines (Documentation Required).

I agree to notify West River Cooperative Telephone Co. when I no longer participate in any of the above qualifying public assistance programs.

I certify under penalty of perjury the above information is true. I have read the information on this application and understand I must meet the above qualifications to receive Lifeline and/or Link Up assistance on my primary residential line.

Signed: _____

Social Security # _____

Date: _____

What is Link Up & Lifeline?

Link Up:

- Saves up to 50% of the initial charges to hook up basic local telephone services, or \$30, whichever is less.
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Link Up & Lifeline Programs

For Tribal Land serviced by West River Cooperative Telephone Co.

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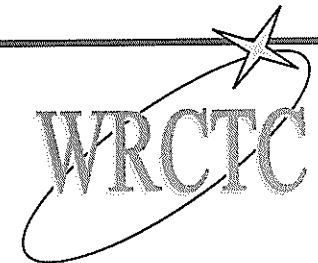
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Lifeline provides eligible subscribers with a credit each month on the basic service portion of their telephone bill. Federal Law mandates the subscriber must pay at least \$1.00 for basic service. The credit applies on the main home telephone line 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.

Note:

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(Last) (First) (M.I.)

Address _____
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Phone Number: _____
(home phone or number where you can be reached)

Please answer the following questions (check all that apply):

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Lifeline

Link Up

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Food Stamps

Supplemental Security Income (SSI)

Federal Public Housing Assistance

Low-Income Home Energy Assistance

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