

EXHIBIT E

SOUTH DAKOTA PUBLIC UTILITIES COMMISSION LIFELINE/TRIBAL LINK UP ADVERTISING/OUTREACH ANNUAL REPORT JULY 1, 2026

Company: Alliance Communications Cooperative, Inc.

Address: 612 3rd Street
P.O. Box 349
Garretson, SD 57030

Telephone number: (605) 594-3411

Company contact: Shirley Flanagan

Study Area Code: 391657, 391642, 391405, 399024

Lifeline/Tribal 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/Tribal Link Up within 1st 30 days of service.* (See attached letter.)



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



Company's Lifeline/Tribal Link Up information available on Company website. <http://www.alliancecom.net/phone/lifeline/>



Company's information posted on USAC website.



Other (describe):

*Required

LOW-INCOME ASSISTANCE AVAILABLE TO ALLIANCE COOPERATIVE CUSTOMERS

Financial assistance through the federal Lifeline program is available to help qualified customers afford and maintain basic telephone or broadband internet service. Lifeline provides a monthly bill credit of \$9.25 on internet service or \$5.25 on phone service (home or mobile) per qualified household. Subscribers may receive the Lifeline credit on service offered in a bundle. Advertised rates do not include any applicable taxes or surcharges. Reduced deposits are also available.

The Lifeline program is limited to one benefit per household, consisting of either wireline or wireless service. A 2025 household is defined, for purposes of the Lifeline program, as an individual or group of individuals who live together at the same address and share income and expenses. Households currently receiving more than one Lifeline service must select a single Lifeline service provider and de-enroll from the program with any other provider(s).

Lifeline participants must recertify their eligibility every year. Lifeline is a government program. Consumers who willfully make false statements to obtain the benefit can be punished by fine or imprisonment or can be barred from the program. The services above aren't offered in all areas.

How to Apply for Lifeline

Option 1: Apply online through the Lifeline National Verifier

Visit lifelinesupport.org from any computer or mobile device. You may need to upload verification documents to the website if you don't qualify under the Federal Public Housing Assistance. If you're deemed eligible for benefits, contact Alliance Communications at 1-800-701-4980. The Lifeline National Verifier does not notify the provider.

Option 2: Apply in person at one of our business offices.

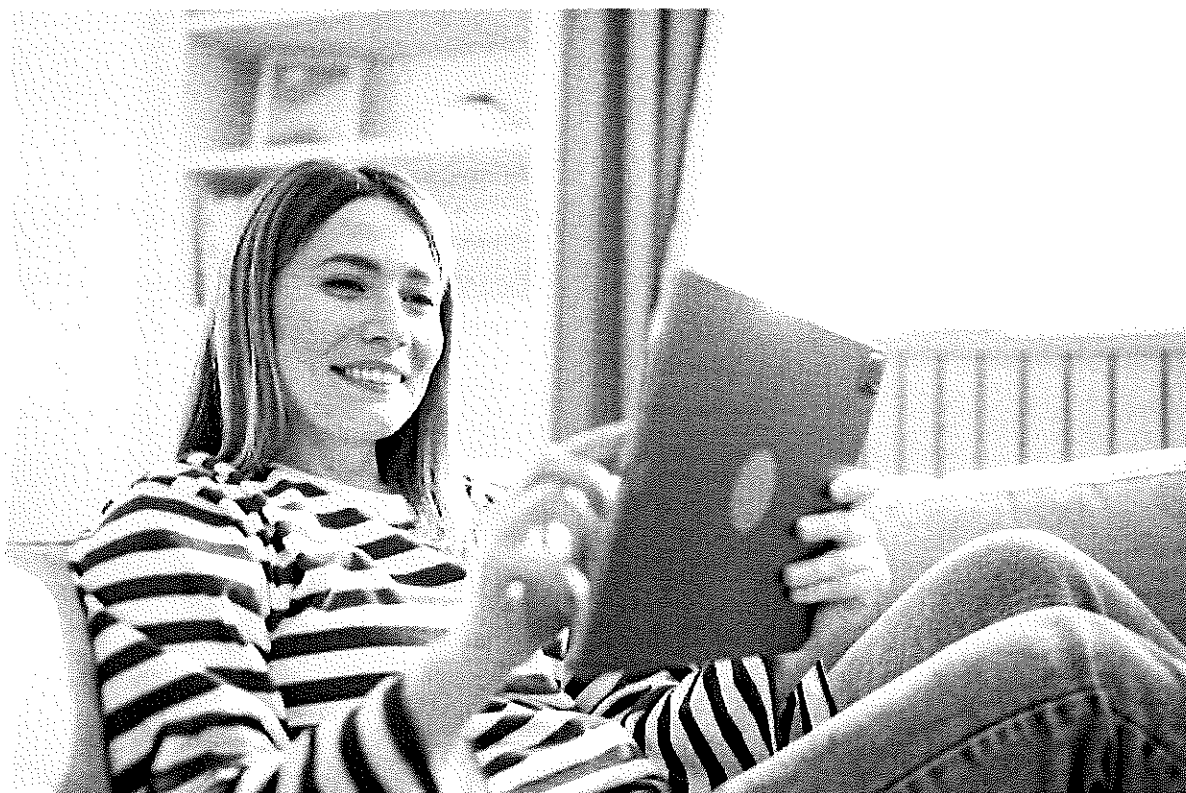
Brandon: 1400 E. Aspen Blvd. Garretson: 612 Third St. Baltic: 501 Second St

An Alliance representative will enter your information and enroll you if you're eligible. Please bring documentation that proves you're eligible to receive Lifeline benefits.

Option 3: Apply by Mail

Print an application from [LifelineSupport.org](https://lifelinesupport.org). Fill out and mail it with proof of eligibility to: Lifeline Support Center, PO Box 9100, Wilkes-Barre, PA 18773.

Lifeline gives a helping hand to low-income consumers



Communications services can literally be a lifeline that connects people to their communities. True to its name, the federal Lifeline program provides up to a \$9.25 monthly discount for eligible low-income consumers on selected communications services.

To qualify to apply for a Lifeline discount, consumers must either have an income that's at or below 135% of the Federal Poverty Guidelines or participate in federal assistance programs such as the Supplemental Nutrition Assistance Program (SNAP), Medicaid, Federal Public Housing Assistance, Supplemental Security Income, or the Veterans and Survivors Pension Benefit. FCC rules prohibit more than one Lifeline service per household.

For more details, visit lifelinesupport.org or call 605-582-6311.

* Lifeline program isn't available in all areas.

Published to Facebook on Nov. 18, 2025



Alliance Communications

Published by Amy Marie · Just now · 🌐



Communications services can literally be a lifeline that connects people to their communities. True to its name, the federal Lifeline program provides up to a \$9.25 monthly discount for eligible low-income consumers on selected communications services.

To qualify to apply for a Lifeline discount, consumers must either have an income that's at or below 135% of the Federal Poverty Guidelines or participate in federal assistance programs such as the Supplemental Nutrition Assistance Program (SNAP), Medicaid, Federal Public Housing Assistance, Supplemental Security Income, or the Veterans and Survivors Pension Benefit. FCC rules prohibit more than one Lifeline service per household.

For more details, visit lifelinesupport.org or call 605-582-6311.

* Lifeline program isn't available in all areas.





Welcome to Alliance Communications

Hi, My Name Is

We are happy that you are here. We know that we have a lot of information at the time you set up your new service. If you have any questions, we are here to help.

Our business hours are Monday - Friday, 9am - 4:30pm. We also offer 24-hour tech support. For E911, DSL, and other services.

You will receive a follow-up call by one of our representatives to check in with you on your installation and service. You will also receive an email about your billing and payment options.

Thank you for choosing Alliance. We are glad to have you as a customer.

Sincerely,
Alliance Communications

[Current Promotions](#)

[Support](#)

[Contact](#)

[Low Income Assistance](#)

For more information, visit us at www.alliancecom.net or call 1-800-555-1234.

For more information, visit us at www.alliancecom.net or call 1-800-555-1234.



Alliance Communications | 605-542-6311 | 1-800-555-1234

This is a screenshot of a welcome email that we send to new customers. If customers click on the Low Income Assistance ad, they are directed to this webpage:

<https://www.alliancecom.net/phone/lifeline/>

LOW INCOME ASSISTANCE AVAILABLE FOR QUALIFIED RESIDENTS

This is a yearly notice that Alliance is required to send to all residential customers to ensure people know about the availability of the Lifeline Program and the Affordable Connectivity Program. **If you already have Lifeline, please note that this mailing is NOT your recertification notice. Your recertification notice will come from Universal Service Administration Company.**

LIFELINE

Financial assistance through the federal Lifeline program is available to help qualified customers afford and maintain basic telephone or broadband internet service. Lifeline provides a monthly bill credit of \$9.25 on internet service or \$5.25 on phone service (landline or mobile) per qualified household. Subscribers may receive the Lifeline credit on service offered in a bundle. Advertised rates do not include any applicable taxes or surcharges. Reduced deposits are also available.

The Lifeline program is limited to one benefit per household, consisting of either wireline or wireless service. A 2025 household is defined, for purposes of the Lifeline program, as an individual or group of individuals who live together at the same address and share income and expenses. Households currently receiving more than one Lifeline service must select a single Lifeline service provider and de-enroll from the program with any other provider(s).

Lifeline participants must recertify their eligibility every year. Lifeline is a government program. Consumers who willfully make false statements to obtain the benefit can be punished by fine or imprisonment or can be barred from the program. The services above aren't offered in all areas.

The Universal Service Administrative Company (USAC) administers the Lifeline program. USAC is responsible for helping you apply for the program, understand eligibility requirements, and keep your benefit current through an annual recertification process.

INDIVIDUAL ELIGIBILITY

You qualify for a discount if:

- You participate in any ONE of these government benefit programs:
 - o Supplemental Nutrition Assistance Program (SNAP)
 - o Medicaid
 - o Federal Public Housing Assistance (FPHA)
 - o Veterans Pension and Survivors Benefit
 - o Supplemental Security Income (SSI)

— OR —

- Your income is at or below 135% of the federal poverty guidelines for 2025.
 - 1 person: \$21,128
 - 2 people: \$28,553
 - 3 people: \$35,978
 - 4 people: \$43,403
 - 5 people: \$50,828
 - 6 people: \$58,253
 - 7 people: \$65,678
 - 8 people: \$73,103
 - For each additional person, add: \$7,425

HOUSEHOLD ELIGIBILITY

A household is a group of people that share income and expenses.

- You are only allowed to get one Lifeline discount per household.
- If you share housing, complete the Household Worksheet.
- The worksheet is available at LifelineSupport.org. You can also ask Alliance Communications.

WAYS TO APPLY

1. **APPLY ONLINE** Find the online application at LifelineSupport.org.
2. **CONTACT ALLIANCE COMMUNICATIONS**
Call 611 from any phone with Alliance service or 1-800-701-4980.

HOW TO SHOW YOU ARE ELIGIBLE

You may need to show proof that you qualify for Lifeline, such as:

- A copy of your SNAP or program letter OR
- A copy of your pay stub or tax return to prove your income is at or below 135% of the federal poverty guidelines.

If you have a disability and need assistance with your application, contact the Lifeline Support Center.

LIFELINE SUPPORT CENTER

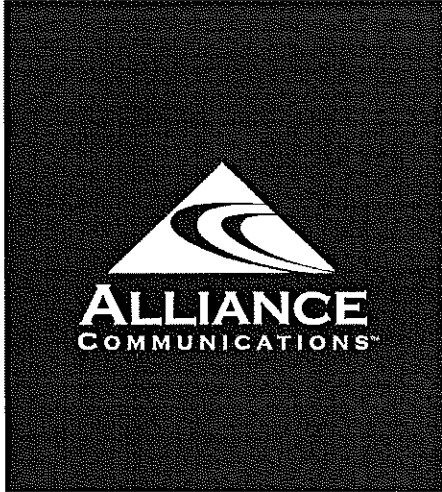
(800) 234-9473

9 a.m. - 9 p.m. ET

7 DAYS PER WEEK

LifelineSupport@usac.org

www.LifelineSupport.org



LOW INCOME ASSISTANCE AVAILABLE FOR QUALIFIED RESIDENTS


ALLIANCE
COMMUNICATIONS
P.O. Box 349
Correlson, SD 57030

[REDACTED]
[REDACTED]

Dear [REDACTED]

The State of Minnesota requires communications companies to reach out to local organizations regarding the Lifeline program. Lifeline is a federal program that helps lower the monthly cost of phone or internet service for eligible individuals.

Would you consider posting the enclosed fliers in a publicly visible location? A printable file of the flier also is available at these locations:

English Version: <https://www.alliancecom.net/lifeline-english/>

Spanish Version: <https://www.alliancecom.net/lifeline-spanish/>

Please contact me if you have additional questions.

Sincerely,

Amy Ahlers
Marketing Supervisor
(605) 594-8231

Lifeline

Receive up to \$9.25 off your phone or Internet service

Lifeline is a federal program that helps lower the monthly cost of your phone or Internet service.*

INDIVIDUAL ELIGIBILITY

You qualify for a discount if:

- You participate in any **ONE** of these government benefit programs:
 - Supplemental Nutrition Assistance Program (SNAP)
 - Medicaid
 - Federal Public Housing Assistance (FPHA)
 - Veterans Pension and Survivors Benefit
 - Supplemental Security Income (SSI)

— **OR** —

- Your income is at or below 135% of the federal poverty guidelines

HOUSEHOLD ELIGIBILITY

A household is a group of people that share income and expenses.

- You are only allowed to get **one** Lifeline discount per household.
- If you share housing, complete the **Household Worksheet**.
- The worksheet is available on our website, **LifelineSupport.org**. You can also ask your Lifeline service provider.

THREE WAYS TO APPLY



APPLY ONLINE Find the online application at **CheckLifeline.org**.



MAIL YOUR APPLICATION Print an application from **LifelineSupport.org**. Fill out and mail it with proof of eligibility to:

Lifeline Support Center
P.O. Box 7081
London, KY 40742



CONTACT A PHONE OR INTERNET COMPANY
Find a company that provides Lifeline at **LifelineSupport.org**.
Click *Companies Near Me*.

.....

If you live in **CA (CaliforniaLifeline.com)**, **OR (Lifeline.Oregon.gov)**, or **TX (TexasLifeline.org)**, visit the website for your state to find out how to apply.

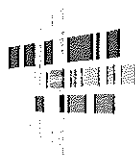
HOW TO SHOW YOU ARE ELIGIBLE

You may need to show proof that you qualify for Lifeline, such as:

- **A copy of your SNAP or program letter OR**
- **A copy of your pay stub or tax return** to prove your income is at or below 135% of the federal poverty guidelines.

*If you live on Tribal Lands, you may receive an additional discount toward your service.

If you have a disability and need assistance with your application, contact the Lifeline Support Center.



Universal Service
Administrative Co.

LIFELINE SUPPORT CENTER

(800) 234-9473 | 9 AM-9 PM ET | 7 DAYS PER WEEK
LifelineSupport@usac.org | www.LifelineSupport.org

Lifeline is a Federal Communications Commission (FCC) program to help make communications services more affordable for eligible consumers. The Universal Service Administrative Company (USAC) administers the Lifeline program. USAC is responsible for helping you apply for the program, understand eligibility requirements, and keep your benefit current through an annual recertification process.

Available for Public Use

Lifeline

Reciba hasta \$9.25 de descuento en su cuenta de servicio de teléfono o internet

Lifeline es un programa federal que puede reducir el coste mensual de su cuenta de teléfono o internet.*

ELEGIBILIDAD INDIVIDUAL

Usted califica para este descuento si:

- Participa en CUALQUIERA de estos programas de beneficios del gobierno:
 - Programa de Asistencia de Nutrición Suplementaria (SNAP)
 - Medicaid
 - Agencia Federal de Vivienda Pública (FPHA)
 - Pensiones de veteranos y beneficio de sobrevivientes
 - Seguridad de Ingreso Suplementario (SSI)

— 0 —

- Su ingreso es igual o inferior al 135% de las pautas federales pobreza

ELEGIBILIDAD DEL HOGAR

Un hogar es un grupo de individuos que comparten ingresos y gastos.

- Solo se le permite obtener **un** descuento de Lifeline por hogar.
- Si esta compartiendo un hogar, complete la Planilla de Hogar (**Household Worksheet**).
- La hoja de trabajo está disponible en nuestro sitio, www.LifelineSupport.org. También puede preguntarle a su proveedor de servicio de Lifeline.

*Si vive en tierras tribales reconocidas por el gobierno federal, puede recibir un descuento adicional en su servicio.

TRES FORMAS PARA APLICAR



APLICA EN LÍNEA Encuentra el aplicación en CheckLifeline.org.



ENVIE SU APLICACIÓN POR CORREO

Imprima la aplicación en www.LifelineSupport.org/National-Verifier. Complete su información y envíela con prueba de elegibilidad a:

Lifeline Support Center
P.O. Box 7081
London, KY 40742

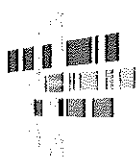


CONTACTE UNA COMPAÑÍA Encuentra una compañía que ofrezca Lifeline en www.LifelineSupport.org. Haga clic en *Companies Near Me*.

CÓMO MOSTRAR QUE CALIFICA

Puede ser necesario mostrar prueba de que usted califica para Lifeline, con:

- **Una copia de su carta de adjudicación** 0
- **Una copia de su recibo de ingresos o declaración de impuestos** para demostrar que su ingreso es igual o inferior al 135% de las pautas federales de pobreza.



Universal Service
Administrative Co.

LIFELINE SUPPORT CENTER

(800) 234-9473 | 9 AM-9 PM ET | 7 DÍAS DE LA SEMANA
LifelineSupport@usac.org | www.LifelineSupport.org



USAC es una organización independiente sin fines de lucro designada por la FCC.

Disponible Para Uso Público