

one voice

KEEPING YOU CONNECTED

Plan to Attend the 55th Annual Meeting

Annual meetings are important events in the calendar year at a cooperative. They are an opportunity for you to meet the staff and directors and to learn what's happening at the member-owned company where you do business. Directors are elected by a vote of the members attending.

- This year's meeting will be held on Thursday, March 24th at The Summit House restaurant.
- "Early Bird" cash prize drawings begin at 10:00am.
- The meeting begins at 10:30am. Directors will be elected for Districts 1 (Bob Roloff), 3 (Paul Bodendein), and 9 (Sarah Wheeler).
- Lunch will be served immediately following the meeting.

All members of the cooperative are welcome! We hope you will take advantage of this opportunity to participate in your cooperative.

Contact Us

108 W. Main Street • PO Box 28
LaValle, WI 53941
985-7201

Billing Questions, New Service, Moving, etc.
985-7201

After Hours Repair for Phone and TV
985-7220

24/7 Internet Help Desk
985-HELP (4357)

E-mail Us **Visit Us Online**
ltc@mwt.net www.ltc.coop

Office Hours
Monday – Friday 8:00am to 4:30pm

Holiday Closures

Good Friday:
Friday, April 22nd, Office closes at noon



Who Chooses the Channels?

Answers to this and other frequently asked questions

Why does my video bill go up?

LaValle Telephone pays a large percentage of what it charges you, the customer, for the programming that is shown in our channel line-ups. Today, even local channels (sometimes known as "off-air") require monthly subscription fees to allow us to air their shows.

We buy our programming from content providers such as Disney, Discovery, and Lifetime, who charge rates per subscriber each month for the stations in our channel line-up. The vast majority of your monthly video bill goes to pay for this programming. It's important to note that the rates we are given in our rural communities are almost always higher than what is offered to larger companies in more populated areas. Unfortunately, we have very little control in determining the rates since most contracts are a "take it or leave it" offer from the content providers.

How does LaValle Telephone determine the list of channels in your line-up?

The contracts with the content providers even require certain channel locations in our line-up. For example, placing all of the Lifetime channels numbers near each other. They sometimes require that we carry their affiliate channels, carry a minimum number of channels, and package specific channels together. These contracts make it difficult for us to change channel locations or remove/add channels.

Content providers often do what's referred to as "tying" channels—this means they require us to take several of their affiliate channels in order to get the one channel we



are interested in. They either don't offer the channel we are interested in à la carte, or they make the à la carte rate so high we are basically forced to take the group of channels.

Will I ever be able to purchase only the channels I want to watch?

Many consumers would like to be able to pick and choose their TV channels and purchase them à la carte. However, due to channel tying, complete à la carte video is not currently possible via any video provider, including LaValle Telephone Cooperative.

There's been much discussion in recent years with the Federal Communications Commission (FCC) about the programming tactics of the content providers. So far, the FCC has done little to regulate this aspect of the business.

In the meantime, your cooperative buys its video programming from a national television organization that allows us to get our programming at a better rate because many small companies, just like us, have all grouped together to purchase content in bulk. We'll keep working to get you the best rates possible.

Premium Packages Now Have Added Value

Spring's new growth is just around the corner, but if you are a video subscriber who also has a premium package, your line-up has already grown. We've made these great movie packages even more exciting with the following additions:

HBO Package:

#522-HBO Comedy
#525-HBO Zone

Cinemax Package:

#542-AtMAX, #544-OuterMAX,
#545-5StarMAX, #546-Thriller-
MAX, #547-WMAX

Showtime Package:

#584-Showtime Family
#585-Showtime Next
#588-Showtime Women

Plus, depending on which premium package you have, and if you also have our High Definition package, you now have some of your premiums broadcasting in HD. Check out #620-HBO HD, #640-Cinemax HD, #660-Encore HD, #670-STARZ HD, #681-Showtime HD, and #690-The Movie Channel HD.

Gold and Silver Video subscribers have the option to subscribe to any of the 4 premium packages: HBO, Cinemax, Starz, or Showtime. There's even a discount if you subscribe to 2 or more of the premium packages.



A New Season of Growth

Thank you for choosing LaValle Telephone Cooperative as your communications provider. Your loyalty allows us to continue enhancing our services so we can offer our subscribers the most up-to-date features. In early February, customers who subscribe to our video and or high speed Internet packages received a notice of rate changes that were effective March 1, 2011.

Management and your board of directors keep a close eye on the bottom line while continuing to advance the services we offer. Broadcasters and cable TV networks raise prices annually for the programming you enjoy on our system. These increases can total several dollars or more per month for each and every subscriber on our service. Without annual rate increases to parallel those passed on to us, we will not be able to continue offering these services. The board of directors authorizes rate increases only after careful study of the costs to provide services for cooperative members. In fact, it has been two full years since the last change.

We've added several new channels to both the standard and high definition line-up and have many more on the way! In addition, we recently added channels in the premium packages and Premium HD (see details at left). Watch for exciting news about additions to our High Definition package and standard line-up in the coming months!

You asked for faster Internet at a great price and we delivered (see rate table below). You can even add more bandwidth to a video/high speed Internet package with just a phone call and a few extra dollars a month. **Give us a call if you want more bandwidth at GREAT NEW PRICES.**

Effective March 1, 2011, increase your speed from 1 MB to 3 MB for just \$10 more a month or 6 MB for just \$20 more a month!*

New High Speed Internet Rates*

1 MB with modem	\$44.95/month
3 MB with modem	\$54.95/month
6 MB with modem	\$64.95/month
12 MB with modem	\$84.95/month
15 MB with modem	\$94.95/month

*Subject to availability in your location. All quoted prices include a leased modem.

