



Services

All around communications.

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A MONTHLY NEWSLETTER

WTRT, WT Services marking National Co-Op Month and longtime tradition of Innovating Cooperatively

October marks the observance of National Co-Op Month, celebrated annually across the U.S. for 50 years. This year's theme is "Innovate Cooperatively," something West Texas Rural Telephone Cooperative has been doing for 64 years now.

The first U.S. cooperative was a town mutual insurance company in Philadelphia organized in 1752 by Benjamin Franklin. Dairy cooperatives established in the early 1800s were among the first agricultural cooperatives in the U.S. Cooperative housing was launched in 1876 in New York and working class citizens formed the U.S. credit union movement in the early 1900s.

Congress established the Farm Credit System in 1916 to guarantee American agri-

culture a reliable source of credit.

Rural electric and telephone cooperatives were formed when the cost of delivering service to rural areas discouraged for-profit utilities from serving. Franklin D. Roosevelt signed the Rural Electrification Act in 1936, allowing low-cost federal loans to fund electric cooperative start-ups. Only 10 percent of rural Americans had access to electricity at the time, but by 1950, 90 percent of American farms had electricity.

With farmers already familiar with agriculture and electric cooperatives, the model was used to provide telephone service to rural areas. Immediately after passage of the Rural Telephone Act in 1949, Deaf Smith County Rural Electric Cooperative (now Deaf Smith Electric Cooperative), applied for a telephone cooperative to be headquartered at Hereford. Deaf Smith County REC had already worked to install electrical service for rural Deaf Smith, Castro,

and Parmer Counties in the 1930s, 1940s, and 1950s. Today, telephone cooperatives serve about five percent of the U.S. population in a service area that covers more than 40 percent of the country's land mass. West Texas Rural Telephone Cooperative was incorporated May 5, 1950.

Now, 64 years after its formation, WTRT and subsequently its WT Services subsidiary continue to help rural residents, country or city, to communicate with the integration of fiber optic technology. In 1962, a

move was made to separate WTRT from the electric cooperative to provide better telephone service. WTRT set off on its own just as a boom in the region's cattle feeding industry prompted the need for WTRT to upgrade its network to single party service. WTRT has a rich history of installing state-of-the-art facilities and technologies and is continuing to do so today. WTRT is working to bring the benefits of greater bandwidth to its members, allowing them to utilize

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Victoria Tarango joins staff

Amy Linzey, Chief Executive Officer and General Manager, has announced that Victoria Tarango has joined the WTRT/WT Services staff.

Victoria, a May graduate of Texas Tech in Lubbock will initially support Allen Hyer's Team, working in the Systems group.

A three-time recipient of scholarships from WTRT, Victoria was awarded grants

in 2006 upon graduation from Dimmitt High School, 2009, and 2011. The first in her family to attend college, she began at South Plains College and hit an academic rough patch before turning things around and making the Dean's List. After getting her basics she transferred to Texas Tech, and graduated in August with a double major in Economics and Technical Communication.

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the technologies available now and in the future.

In 1982, WTRT formed a non-regulated subsidiary, WT Services. All regulated services remained under WTRT.

WT Services formed Hereford Long Distance, Radio Communications (two-way radio) and later, a computer division to

SEC, Longhorn TV Networks have been added

SEC and UT fans can get their sports fix 24/7 now with both networks added to the WT Services lineup.

In Hereford, SEC is on Channel 47 and Longhorn is on Channel 47.

Some local channels were shifted to make room for these new sports channels.

ABC Family is on Channel 68. MTV Jams is on Channel 95. BET is on Channel 101. TBS is on Channel 119.

The SEC network will televise approximately 45 SEC football games, more than 100 men's basketball games, 60 women's basketball games, 75 baseball games, and events from across the SEC's 21 sports annually. The Longhorn Network features 20 different sports involving the Texas Longhorns athletics department, along with original and historical programming.

provide sales, service and programming of computers and Internet Services to our service area. After the Telecom Act of 1996 was implemented, WT Services expanded its service offering to provide local and long distance voice communications, internet and cable services to Friona and Bovina and later, Hereford.

WT Services, Inc. was created as a subsidiary of WTRT in 1982, providing two-way radio sales and service, cellular phones and pagers. The WT Services Computer Division opened in 1995, and in 1996 the Computer Division became a provider of Internet service.

During 1997 work got underway on installing cable for a new office for WT Services in Friona. The WT Services Friona office opened in February of 1998, and in May, work was underway to install fiber optic cable to four Friona schools at no cost to the Friona school district.

An extensive upgrade of the WTRT Summerfield Central Office in spring, 1998 made Caller ID possible in all WTRT exchanges.

In May of 1999 WTRT and WT Services helped Friona ISD complete a local area computer network to support learning technology.

Expansion of WT Services to Bovina was announced in September of 1999, with

service coming via fiber optic cable that had already been buried from Friona to the outskirts of Bovina as part of the Friona project.

August, 2006 marked the launch by WTRT subsidiary WT Services of a project to provide high speed Internet, high definition cable television, phone service and fiber to the premise in Hereford. Directors explained that everything done in Hereford would one day be offered to rural WTRT customers, and that the only way to keep rural costs down was by making investments to supplement rural service.

May, 2012 saw WTRT adding new equipment in central offices allowing the cooperative to offer more bandwidth.

Through 2013, electronic equipment and nodes continued to be deployed and work on determining the best placement of additional nodes proceeded so that Internet speed could be increased for WTRT customers.

Continuing in 2014, the cooperative is striving to exceed FCC mandated bandwidth requirements and provide the very best Internet service for rural customers.

Likewise, WT Services continues to strive to make Hereford, Friona, Bovina, and Bushland smart communities by delivering fiber to the premise, as well as

to schools, hospitals, businesses and churches.

With parent company West Texas Rural Telephone Cooperative, and its WT Services subsidiary, it's all about the cooperative innovation of technology for both today and tomorrow.

HD Service needed for your new HD television to work

If you've purchased a new TV set in the past few years, more than likely it came with the capability of receiving a High Definition signal.

For cable television customers, the fact that it says High Definition on the TV box doesn't mean you can just unpack it, plug it in, hook up the cable jack, and expect to get HD reception.

WT Services cable customers must still order High Definition service from the WT Services business office at 360-9000.

High Definition programming provides stunning picture clarity. HD programming also improves audio, receiving stereo quality if the program you're watching was recorded in that format.

WT Services currently offers 45 channels in High Definition format. Call our office at 360-9000 today for full price information on High Definition service.