

# WTS CONNECTION/Hereford

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## Advertise special events, opportunities on Cable Television in Hereford, Friona

Do you have a fund raising event, an organization function, business offering, or a garage sale you want to publicize?

Maybe you'd like to get word out to friends and neighbors about a special birthday or celebration.

It's easy to place such information "on TV" in Hereford/Bushland and Friona/Bovina.

Just contact the WT Services office in Hereford at 360-9000 or Friona at 250-5555 and helpful staff will assist you in getting your message on the local Cable TV channel.

In Hereford, ads for personal messages such as birthdays, graduations, and retirements, congratulatory notes and garage sales, and properties for rent are priced at \$10 a day or \$15 for two days.

Business ads and announcements can be run for \$25 a week or \$80 a month.

In Friona, ads are limited to text only and are also limited as to the number of pages available.

Accordingly, any Friona ads placed need to be 40 words or less and are available on a "space permitting" basis.

Business ads in Friona are priced at \$25 a week

or \$80 a month.

Ads for milestone events like anniversary celebrations are \$25 a week.

Garage sale ads are \$10 a day or \$15 for two days.

Composed ads may be faxed to the Friona WT Services office at 250-5550.

## Two-way radio can reach those "far back" acres

Do you often operate "out in the boondocks," or have a sprinkler system running on a section of land so far removed that the cell phone coverage that could give you needed contact or remote control capability is skippy or non-existent?

A reliable and efficient two-way radio system could be just what you need to save you time and travel distance, provide a safety and security feature, and extend your

reach even to the farthest back corner of your farm or ranch.

Contact the WT Services Radio Shop in Hereford at 364-7311 to find out how two-way radio could fit into your farm, ranch, or other business.

Customers with two-way radio needs may also contact WT Services radio shops in Hereford and Amarillo online.

Go to [wtstx.com](http://wtstx.com) to browse merchandise and services offered.

PAGE 1  
ADVERTISE ON  
LOCAL CABLE TV

RADIO REACHES  
FAR BACK

PAGE 2  
BROADBAND  
PROGRESSING

## 1% DISCOUNT

WT Services Hereford customers can get a one percent discount by paying their bill by bank draft.

Customers who authorize draft payment agree to have their bank account drafted for the amount of their outstanding balance on their account with WT Services. Drafts will occur between the 20th and 23rd of each month.

To arrange for payment of your WT Services bill via bank draft and net the one percent savings, contact the WT Services office in Hereford at 139 East 4th to obtain the necessary authorization form that includes bank routing and account information.

## LATER HOURS

To better accommodate the needs of customers the WT Services office at 119 East 4th in Hereford is expanding its weekday hours from 8 a.m. to 5:30 p.m. Monday through Friday, allowing extra weekday time to pay bills and conduct business.

Hereford: A Smart Community—with Fiber to the Premise—by WT Services.

## Survey shows Broadband progressing in rural U.S.

ARLINGTON, VIRGINIA—The nation's small, independent telecommunications providers are making progress in providing high-speed broadband to rural Americans with advancements in fiber deployment and speed offerings, according to a new survey by NTCA—The Rural Broadband Association.

The “[NTCA 2014 Broadband/Internet Availability Survey Report](#)” found that 45% of survey respondents currently deploying fiber serve at least 50% of their customers using fiber to the home (FTTH), up from 41% in 2013. Eighty-five percent of survey respondents had a long-term fiber deployment strategy and 74% of those respondents plan to offer fiber to the node to more than 75% of their customers by year-end 2017, while 67% plan to offer fiber to the home to at least 50% of their customers over the same time frame. An additional 25% have already completed fiber deployments to all customers.

Respondents are making higher-speed broadband available to customers who want it. Eighty-three percent of respondents' customers can receive broadband service of 10 Mbps or greater, up from 66% just a year ago. The majority of respondents' customers subscribe to service of 3 Mbps or faster.

Thirty-four percent of survey respondents' customers taking broadband subscribe to

service greater than 10 Mbps downstream. The next most popular speed tiers are 6.0 Mbps to 10.0 Mbps (9.5%), and 3.0 Mbps to 4.0 Mbps (8.9%).

“NTCA member companies are proven broadband solutions providers for the communities where they live and work. Survey results demonstrate that as they deploy fiber further into their networks,” said NTCA Economist Rick Schadelbauer. “They do this despite often significant challenges in order to better serve their customers.”

One hundred percent of 2014 survey respondents offered broadband to some part of their customer bases, compared with the 58% of 2000 survey respondents who offered the then-lower definition of broadband service. Respondents used varied technologies in serving areas to provide at least basic broadband to their customers. Thirty-nine percent of respondents' broadband customers are served via fiber to the home (FTTH), 31% via copper loops, 18% cable modem, 12% fiber to the node (FTTN), 1% licensed fixed wireless, and 0.1% satellite.

Forty-five percent of survey respondents currently deploying fiber serve at least 50% of their customers with FTTH, while 29% serve 20% of their customers or less. Eighty-five percent of respondents indicated they had a long-term fiber deployment

strategy. Seventy-four percent of those respondents with a fiber deployment strategy plan to offer fiber to the node to more than 75% of their customers by year-end 2017, while 67% plan to offer fiber to the home to at least 50% of their customers. An additional 25% have already completed fiber deployments to all customers. Cost is the most significant barrier to widespread deployment of fiber, followed by regulatory uncertainty, long loops, current regulatory rules, obtaining financing, low customer demand, fiber order fulfillment delays, and obtaining cost-effective equipment. Throughout the history of the survey, deployment cost has been respondents' most significant concern.

Only 0.5% of respondents' customers can receive a maximum downstream speed of between 768 kbps and 1.0 megabit per second (Mbps), 0.5% 1.0 to 1.5 Mbps, 1.2% 1.5 to 3.0 Mbps, 3.0% 3.0 to 4.0 Mbps, 3.6% 4.0 to 6.0 Mbps, 8.4% 6.0 to 10.0 Mbps, and 82.7% greater than 10.0 Mbps.

Overall take rate for broadband service is 70% (down only slightly from 72% last year, despite the stricter definition of broadband service applied to this year's survey).

Nearly 34 percent of respondents' customers taking broadband subscribe to service greater than or equal to 10 Mbps downstream. The

next most popular speed tiers are 6.0 Mbps to 10.0 Mbps (9.5%), and 3.0 Mbps to 4.0 Mbps (8.9%). Non-broadband subscribers make up 30% of survey respondents' customer base.

The average respondent is 109 miles from its primary Internet connection; the median respondent is 73 miles away. Ninety-six percent of those who recently changed backbone providers did so for price reasons. Eighty-one percent of respondents indicated they are generally satisfied with their current backbone access provider, while 19% are dissatisfied.

Survey respondents face competition from national Internet service providers (ISPs), cable companies and fixed and/or mobile wireless Internet service providers (WISPs.) Respondents are taking steps to increase broadband take rates, including bundling, free customer premise equipment installation, price promotions, free introductory service, free modems, and free education and training. Eighty-four percent find it difficult to compete with price promotions offered by competitors.

Thirty-one percent of respondents offer voice over Internet protocol (VoIP), up from 19% last year. Forty-eight percent of respondents not currently offering VoIP plan to do so down from 77% last year, and 73 percent offer video service to customers, down from 77% last year.