

Gift your home, farm, ranch or business with affordable security camera system

A picture is worth 1,000 words AND can give you peace of mind. WT Services is now a licensed security camera service provider for farms, ranches, homes and businesses to help provide that peace of mind.

“When we hear the term ‘security camera’ it is common to think of the cameras in business settings designed to enhance security and prevent crime. But, today’s ‘security’ cameras have almost unlimited applications to add convenience, efficiency and peace-of-mind in both business and residential

settings,” said Amy Linzey, chief executive officer and general manager of WTRT and WT Services.

“Whether you want to monitor livestock, the farm or ranch premises, check on kids coming home after school, install a nanny cam or verify personnel making deliveries to your property, there is a camera made for the job. From small to large, live streaming to recorded footage, closed circuit to Internet accessible - cameras are more versatile than ever. And, they don’t have to be expensive or complicated to be effective,” she added

Desiring to ensure that subscribers have access to all of the benefits that technology can offer, WT Services has been working diligently to make a variety of security and other service cameras available, as well as having professional installation and support.

“From researching equipment to determine the best options to training personnel on the installation and maintenance of camera equipment, we’ve been preparing this new offering for some time.

(See **CAMERA**, Page 2)

Delivering rural broadband requires a continuous, ongoing commitment

Denny Law, chief executive officer of Golden West Telecommunications Cooperative in Wall, South Dakota, testified before the Senate Agriculture, Nutrition and Forestry Committee this fall, touching on the 2018 Farm Bill, rural development and energy programs.

Law emphasized that robust broadband must be available, affordable and sus-

tainable for rural America to realize the economic, health care, education, and public safety benefits that advanced connectivity offers. That’s a tall order where the number of customers per mile is minimal.

According to Law, an effective mix of entrepreneurial spirit, access to capital, commitment to community, and

federal Universal Service Fund support enable and sustain deployment of communications structure in many parts of rural America. The Rural Utilities Service and high cost USF programs play important roles in promoting the deployment and sustainability of broadband infrastructure in rural America.

(See **BROADBAND**, Page 2)



Merry Christmas

How about two-way radio for Christmas?

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 on your farm or ranch.

Two-way radio is reliable where cell phone coverage is skippy or non-existent.

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 where you can browse merchandise and services offered.

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“Promoting greater access to capital through Rural Utilities Service lending programs, ensuring sufficient funding to make the business case for use of private and/or borrowed capital in rural areas, and streamlining and standardizing permits and other regulations that can hinder network deployment must all be seen as critical to a comprehensive, thoughtful national rural broadband strategy,” says Law.

He also cited study results from the Hudson Institute and Cornell University on how rural broadband ben-

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And, we’re very pleased to offer it to our subscribers,” said Ms. Linzey.

“The uses and benefits of security cameras are limited only by imagination. Our staff are very happy to explore the options with you to find the right fit for your needs, property, and budget. We look forward to finding the picture-perfect solution for you.”

If you’d like to learn more about security cameras or develop a plan for including them at your business, home, farm or ranch, contact Ruben Coronado, WT Services manager of marketing at 360-9000, office, or 357-7080, cell.

efits the entire United States.

“A report by the Hudson Institute and the Foundation for Rural Service found investment by rural broadband companies contributed \$24.1 billion to the economy of their states in 2015. Much of the benefit of the operations of small rural telcos accrues to urban areas where vendors, suppliers and construction firms used by rural telcos are based,” said Law.

Accordingly, rural broadband benefits the entire United States. Beyond the direct impacts of investment activity for job creation, there are broader socioeconomic benefits. A Cornell University study found rural counties with the highest levels of broadband adoption have the highest levels of income and education, and lower levels of unemployment and poverty.

Building broadband networks is capital-intensive and time consuming. Building them in rural areas involves obstacles made more daunting with Universal Service Fund shortfalls that haven’t been thoroughly addressed. All of this requires technicians who regularly travel long distances to make service calls, and customer service representatives trained to deal with questions about router and device configurations in ways that were unimaginable for “telephone companies.”

Law explained even the best local networks in rural

markets depend on long-haul connections to Internet gateways many miles away in larger cities.

Reaching those distant locations is expensive, and with more demand comes increasing costs for long-haul fiber routes that connect rural America to the rest of the world.

“Progress in rural broadband deployment is even more remarkable given regulatory instability. Universal Service Fund reforms and budget shortfalls have challenged or undermined sustainability of networks already in place. Policies that encourage sustainable future-proof networks will be most efficient in responding to consumer demand over the lives of those networks, particularly when compared to short-term strategies that focus on getting lower-speed broadband deployed quickly, only to find that consumer demands outpace the capabilities of such low-speed networks in only a few short years,” Law stressed.

Law says high cost is an ongoing concern for rural Americans seeking decent broadband service.

“It does little good to have a network built in a rural area with high-speed service available if consumers must pay far in excess of what urban customers pay for the same service. Federal law mandates that the Universal Service Fund ensure reason-

ably comparable services are available at reasonably comparable rates in rural and urban areas alike. Yet, in many of the rural areas served by smaller providers this is not happening. Universal Service Fund budget cuts have resulted in broadband prices that can be tens or even hundreds of dollars more per month for rural Americans than for urban consumers,” he told the committee.

Once a network is finally built, it is not self-operating or self-sustaining. Services must be delivered, maintenance must be performed when troubles arise, and upgrades must be made to enable services to keep pace with consumer demand and business needs.

“Networks are hardly ever ‘paid for’ once built. They are built leveraging substantial loans that must be repaid over years,” said Law.

Delivering rural broadband requires a constant and ongoing commitment.

“Sustained commitment is requisite, rather than a one-time declaration of ‘success’ just for connecting a certain number of locations. Even where networks are available many rural Americans pay far more for broadband than urban consumers, it becomes apparent that the job of connecting rural America is far from complete. Public policy must help to build and sustain broadband in rural markets,” said Law.