



SPECIAL POINTS OF INTEREST

- The use of fiber optic cable offers numerous advantages for both the customer and the service provider.

- Fiber optic cable eliminates distance limitations in the delivery of service.

- In terms of security, fiber optic cable has fewer points and is more difficult to gain access to.

- Fiber optic cable is not impacted by inclement weather conditions, electrical, or human interference.

- Compared to copper cable, fiber optic has far more capacity.



Compelling need for communication speed is best addressed by fiber optic

What's all the fuss about fiber?

If you don't work for a telephone, TV or Internet company, "fiber" may be more commonly associated with your diet than with your communications services. "When we reference fiber in relation to communication, it is only a partial descriptor. We are talking about the use of fiber optic technology and/or fiber optic cable for the delivery of voice, video or data services," explains Amy Linzey, chief executive officer and general manager of West Texas Rural Telephone and its WT Services subsidiary.

Fiber optic cable differs from traditional copper cable. Rather than being made of metallic wire, the cable is made of very tiny threads of elongated glass wrapped in protective sheathing. Voice, video and data signals moved over copper use various forms of electricity to transmit and receive information. In contrast; voice, video and data signals moved over fiber are transported by

pulses of light introduced into the individual glass fibers.

"So, why does it matter? The use of fiber optic cable rather than copper cable offers several advantages," she said. Among the advantages are:

1. Bandwidth. Fiber optic cable has more capacity than copper cable. More information can be moved over smaller cables. And, the information can be moved much more rapidly.

2. Symmetrical Speed. The speeds available for uploading and downloading information to the Internet can be symmetrical. With copper, downloading (receiving information) is typically faster than uploading (sending) information. With fiber, the opportunity exists for those speeds to be more similar or equal.

3. Distance. With copper cable, the availability of some video or data services are dependent on the distance that the customer's home or business is away from the service provider's electronic

equipment. Homes or businesses that are more than 15,000 feet away may be limited to lesser quality service, fewer video streams or slower service. Fiber optic cable eliminates distance limitations in the delivery of service.

4. Security. Copper cable presents more points of vulnerability that can be tapped into. Fiber optic cable has fewer points and is more difficult to gain access to. Access is gained by cutting the fibers, which ceases the transmission of information all together, preventing access to the data.

5. Reliability. Fiber optic cable is not impacted by inclement weather conditions. And, unlike copper cable it is not impacted by electrical or human interference, unless the fibers are cut.

6. Signal Strength – Signals transmitted over copper cable can degrade over extended distances. Signals transmitted via fiber optic cable do not degrade over distance.

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Advertise your special event on Cable TV

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 observance that is coming up soon.

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.

Rates for non-profits are \$40 a month or \$12.50 a week.

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.

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.

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7. Sturdier – Copper cable is a relatively delicate technology. Copper cable can be damaged with as little as 25 pounds of pressure. In contrast, fiber optic cable can absorb 100-200 pounds of pressure before succumbing to damage.

8. Technology proof – The vast capabilities of fiber optic cable make it a sound investment. Fiber optic cable can support evolving technology better due to the amount of data that can be transported and the speed with which it can be transported.

"In short, the installation of fiber optic cable within our network provides better, faster, more secure and diverse services to our subscribers," said Ms. Linzey.

Two-way radio can prove a real harvest time saver

Fall is the time for intensely busy crop gathering, and with the harvest a bit weather delayed this year, it's even more important to keep things rolling and deal quickly with breakdowns or other problems that may arrive.

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.

Two-way radio is reliable where cell phone coverage that could give you needed contact is skippy or non-existent.

With quick contact

via reliable radio, you can check on the latest progress of the harvest crew on the back 40, arrange for a go-fer to chase down a sorely needed combine part, and have "legs" to cover distances quickly and efficiently when you're "out yonder."

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.

Pay by bank draft and save 1 percent

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 119 East 4th to obtain the necessary authorization form that includes bank routing and account information.