

Working Together to Keep Costs in Check

TVonMySide.com is your source for up-to-date information and solutions about TV network disputes and programming. This website is a collaborative effort of hundreds of local, independent Cable TV providers located throughout the country in communities like ours. By uniting our companies, we can work together to achieve more flexibility and better offerings for you at the lowest price possible. Take the time and go to TVonmyside.com

Working for you, to keep costs in check.



TV on My Side - Our goal is to manage your monthly bill by fighting against excessive TV network fee increases from the large, powerful media conglomerates.



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The Connection

Your Local Connection to the World

MARCH - MAY 2015

VIDEO RATE INCREASES... AFFECTS ALL VIDEO PROVIDERS IN PROVIDING SERVICES

Providing video services is one of Lakeland's core services. As many of our video customers see increases in their video packages we wanted to reach out to you and hopefully help you understand how programming works.

As we offer video services, we are charged for each channel you see on your TV. When you watch ESPN or Fox Sports, or Nickelodeon or Lifetime and all of your KARE, WCCO, WEAU, KMSP, WEUX and KMSP to name a few, we are being charged on your behalf to watch these on your TV set. We are not talking small amounts. The increase that you saw March 1, 2015 is a direct pass through of the programmer increases.

Lakeland has been diligent in trying to keep rates down and economical for our subscribers. Due to the amount of local broadcast increases, we joined a consortium of providers across the state of Wisconsin to band in numbers to negotiate the best rates. In doing this the group started at a retransmission rate of over 18 million for all of the negotiations and we were able to have those decreased to 15 million. Programming is big business!

Programmers demand the increases because in turn they pay the "Tom Brady's" of NFL football, the "Jimmy Johnson's" of Nascar, the "Brad Pitt's", and "George Clooney's" of major movies. Everyone that you watch on your television set is reaping the benefits of the programmers and their exorbitant charges. You may ask why we don't drop some of the channels that seem to have no value. Well, we would like to, but the programmers bundle their channels together and many times if you like a popular channel there are several other channels we also have to agree to pay in order to get the popular channels. Is that fair? We do not think so and we voice that concern often. Lakeland continues to always fight for our consumers for lower rates. As noted above we joined a State-wide consortium to negotiate your local broadcast channels, we also are in a consortium with other video providers across the nation to negotiate the best rates for all other channels. We are not alone. The Dish companies and other video providers are in the same boat trying to negotiate with programmers that want it all.

We encourage you to contact your legislators in regards to the high cost of programming. For more information please go to: tvonmyside.com. We appreciate your business and continued loyal support.

Lakeland provides Service and Support 24/7

If you have a technical question after our normal office hours, just call our service desk. There are technicians available to help 24 hours a day, 7 days per week. Call 715.825.0852 or 715.472.0852.



DIAL 811
BEFORE
YOU DIG!

Don't Cut our Cables... Don't gamble with your safety, if you're a professional excavator or a homeowner, smart digging always requires a call to 811. Knowing where underground utility lines are buried before you dig will help protect you from injury and prevent damages to utilities, service disruptions and potential fines and repair costs. Whether you're planting a tree or shrub, or installing a deck or pool, every job requires a call—even if you've called before for a similar project. The depth of utility lines varies, and there may be multiple utility lines in one common area. Marked lines show you the approximate location of underground lines and help prevent undesired consequences such as injury, service disruptions to an entire neighborhood or costly fines and repair costs. You should call at least three working days before you plan to dig. Just a reminder that if a cable or line is cut or damaged which was not located, **you will be responsible** for the entire cost of the damage. This can be very costly especially with Fiber Optics. Just dial 811 before you dig!

What does FIBER mean to me?

What does the fiber optics bring to you? Following are some excellent additions it brings to you and your household!

FIBER TECHNOLOGIES
We have FIBER and we're PROUD of it!

Valuation of your home increases by at least \$5,000.00!

<http://www.ftthcouncil.org/p/bl/et/blogid=2&blogaid=290> by Stacey Higginbotham

Unlimited Multiple Devices

Simultaneously run your tablets, computers and gaming systems. Stream movies in HD.

Faster Speeds

Internet speeds available up to 1 Gig?

Telecommuting: Live Here. Work Anywhere!

Quickly transfer large data files. No lag on cloud-based applications and connections.

TV Entertainment Experience

Watch crystal clear high definition (HD)

Greater DVR storage, multiple recording capabilities.

No Data Caps

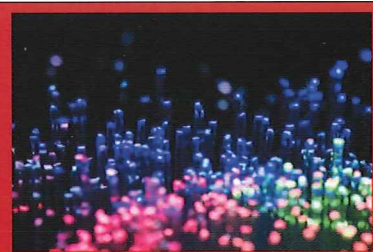
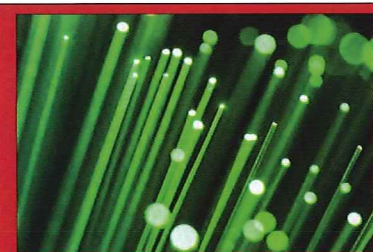
No data caps and fast Wi-Fi saves on smart phone and tablet usage.

Downloads/Uploads

Download or upload large files with blazing speed. That means an HD movie in less than 1 minute. Perfect for Netflix customers and gaming online.

Unlimited Future Possibilities

Fiber Technology is prepared for advancements of home automation, distance learning, telemedicine, video conferencing and new technologies emerging every day.



ADOPT A FAMILY – Thank you!

Thank you to all of our customers and employees that helped make 3 deserving families from our service area a wonderful Christmas. Each year we have had a Christmas tree in each office with ornaments for customers and employees to choose gifts to buy for a needy family. In return Lakeland has offered free activation for new services. It is always heartwarming to see so many individuals in our communities take part. We know we had three families with happy and excited kids thanks to all of you!



ANNUAL REGULATORY NOTICE

900 Calling/Blocking Service

The following consumer rights for Pay Per Call 900 service are provided under the Federal Telephone Disclosure and Dispute Resolution Act. For billing error claims regarding 900 service charges: Call the number on your bill listed with the 900 charges within 60 days of receiving the bill. Oral notification is sufficient to begin a billing review. Payment of disputed 900 service charges is not required during the review period. Written acknowledgment of your dispute must be provided to you within 40 days of receiving your notice if: The error has not been corrected or the billing review is not completed. The billing review must be completed within 90 days and, an explanation must be provided to you if the bill was correct or the error must be corrected. If the bill was found to be correct: You have the right to request a written explanation. You should receive a written notice of the amount you owe and the payment due date. If you fail to pay the amount that you owed, you may be reported as a delinquent, but, the name and address of any party to which you were reported delinquency must be provided to you. If you do not agree with the explanation and if you so give notice before the payment due date, any delinquent report must state that you still dispute the charges. Any party receiving the delinquent report must also be advised in writing when the matter is settled. If the above rules are not followed, the first \$50 for each 900 service charge in question cannot be collected even if your bill was correct. Collection of unpaid 900 charges may be pursued by the Inter-exchange Carrier or Information Provider through an independent collection action. Non-payment of 900 service charges or charges for similar types of service will not result in disconnection of your local or long distance service. However, access to 900 numbers may be blocked for non-payment of legitimate charges. You should not be billed for 900 services that are not offered in compliance with federal laws and regulations. You may obtain blocking of 900 services at no charge by calling your local telephone customer service center at 715-825-2171 or 715-472-2101.

RESTRICT UNWANTED TELEPHONE SOLICITATIONS

In 2003, the Do-Not-Call Act was signed into law. This legislation allowed for the establishment and enforcement of a national Do-Not-Call Registry giving consumers a choice regarding telemarketing calls. **If your number is listed on the registry, all commercial telemarketers, except for business with whom you have an existing relationship or certain non-profit and political organizations, are not allowed to call you.**

Consumers may register their residential telephone number, including wireless numbers, on the national Do-Not-Call Registry at no cost, either by telephone or by Internet at no cost. **To register by telephone, call 1.888.382.1222. For TTY, call 1.866.290.4236.** You must call from the phone number you wish to register. **You can register on-line for the national Do-Not-Call Registry via the internet at www.donotcall.gov** Inclusion of your telephone number on the national Do-Not-Call Registry will be effective 31 days after registration. Your number will remain on the registry permanently. You are allowed to remove your number from the registry at any time.

REGULATION OF TELEPHONE SOLICITATIONS

If you are engaged in making telephone solicitations, you should be aware of the requirements of the national Do-Not-Call rules and regulations. The relevant federal do-not-call rules are set forth in 47.C.F.R. s. 64.1200 and 16.C.F.R. Part 310, respectively. This notification is being provided as a reminder of your obligations under the above federal do-not-call rules. For additional information, you may contact the Federal Communications Commission at 1-888-225-5322, on the Internet at www.fcc.gov or via email to fccinfo@fcc.gov.

Statement of Nondiscrimination

"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, religion, age, disability (Not all prohibited bases apply to all programs.) To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, DC 20250-9410, or call (202) 720-5964 (voice or TDD). USDA is an equal opportunity provider and employer."

Lifeline Program

Universal Service Fund low-income lifeline program is available to recipients of W2, Food Stamps, Medical Assistance, SSI, Energy Assistance, Badger Care, Tribal Lands or the Wisconsin Homestead Tax Credit. Consumers must be active clients in the applicable state databases. The local telephone company has established an agreement with the Wisconsin Department of Workforce Development (DWD) that allows them to verify eligibility through DWD. The Public Service Commission has established an agreement with the Wisconsin Department of Revenue that allows DOR, with signed release from the customer, to provide a telephone company with verification of eligibility through receipt of the Wisconsin Homestead Tax Credit. A consumer may also be eligible for Lifeline assistance if that consumer's income is below 135% of the Federal Poverty Level. The USF Lifeline Program is not available to customers who are dependents for federal income tax purposes unless the customer is more than 60 years of age. With recent Federal Communications Commission (FCC) reforms, the Lifeline program has been streamlined, and eligible customers are now limited to one wireline or wireless phone per qualified household. Households currently receiving more than one Lifeline benefit must select a single Lifeline service provider and de-enroll from the program with any other provider(s). **Lifeline Assistance:** Lifeline provides a reduced monthly rate for local telephone service. Local telephone companies must meet certain requirements before they can offer this program. A contact with local telephone companies will have to be made to verify the availability of this program in a particular area of the State. For those telephone companies who meet the requirements, funding is available for monthly telephone charges. Tribal Land customers may also be eligible for link-up discounts. If you have questions in regards to the above mentioned program, please contact our office at 715-825-2171 or 715-472-2101.

Customer Proprietary Network Information Privacy Notice.

It is Lakeland Communication's responsibility under federal law to protect the confidentiality of your Customer Proprietary Network Information (CPNI). CPNI is any information that is not publicly available and includes the type of phone service you receive from Lakeland Communications, number of lines, amount of usage and calling detail. As a customer, you have the right at any time to restrict the use of CPNI for marketing purposes. If you choose not to permit us to disclose your CPNI with Lakeland Communications and our affiliates, you may opt-out of receiving such information. The services you are currently receiving will not be affected if you opt-out, however, restricting CPNI may make you ineligible to receive information from Lakeland Communications and our affiliates about new products and services, packaged offerings and various promotions. If you DO NOT want us to share your CPNI with Lakeland Communications and our affiliates you can call our business office at 715-825-2171 or 715-472-2101 within thirty (30) days. Once you opt-out you will remain on this list until you request otherwise.

Our Offices will be CLOSED at Noon, April 3rd in observance of Good Friday and on Monday, May 25th in observance of Memorial Day.