

February 2008



PEMBROKE TELEPHONE COMPANY

Volume 8 Issue 2

Monthly Newsletter For Customers & Employees

Television, as you know it, is about to change.



Under legislation passed by Congress – the Deficit Reduction Act of 2005 – over-the-air broadcast television stations nationwide are required to turn off their analog channels on February 17, 2009 and continue broadcasting exclusively in a digital format. That means if you are not prepared, you may no longer be able to receive any broadcast signals on your televisions.

Subscribers to Pembroke Telephone's PAC TV have nothing to worry about, since it has always been digital and is fully DTV compliant to the new laws. PAC TV's all digital service begins at just \$12.99 a month and works with almost any television. However, if you are not a PAC TV subscriber, you should continue reading.

Digital television enables TV stations to offer new and better services. In addition to providing dramatically better pictures and sound quality, DTV also enables TV stations to provide several channels of television programming at once. This is known as "multicasting." DTV can also be used to provide data services (such as enhanced closed captioning) that are not possible with analog technology.

Consumers who receive over-the-air television signals through antennas on television sets that are equipped with analog tuners – and who do not subscribe to a television service provider like PAC TV – will be affected by this transition. At least 19.6 million households receive over-the-air signals in their homes and 14.9 million households have secondary over-the-air television sets in their bedrooms or kitchens. Overall, nearly 70 million television sets are at risk of losing their signals on February 17, 2009 if their owners do not transition to DTV. Are you one of them?

Consumers who receive free, over-the-air broadcasting will have three options for continuing their television service: purchase a DTV converter box (about \$70 per television) that will convert the digital signal into analog for an existing television set; purchase a new television set with a built-in digital tuner; or subscribe to a digital signal service provider like PAC TV. For more information on the required change to DTV, visit www.dtvanswers.com.

Dates & Details

Presidents Day

Pembroke Telephone offices will be closed on February 18, 2008.

Employee Birthdays

Michael Roberson 2/3
Lynn Hoskins 2/4
Ben Whitehead 2/10
Blanch Grier 2/21
Christie Howard 2/27

Contact Us!

Pembroke Telephone
Company, Inc.
185 E Bacon St.
PO Box 10
Pembroke, GA 31321
www.pemtelco.com

Business Office

Monday-Friday
8:30 am- 4:30 pm

Drive-thru Window

Monday-Friday
8:30 am- 5:30 pm

Closed Weekends
(912) 653-4389

Technical Support

Monday-Saturday
7:00 am - 10:00 pm
Sundays
8:00 am - 10:00 pm
(912) 653-4000

George Washington's final words at his death on December 14, 1799 were "tis well." He was 67 years old.

The following is the second excerpt reprinting the most recent study issued by the American Customer Satisfaction Index:

“There seems to be an element of monopoly-like pricing in the cable industry: basic cable services rose 5 percent in 2006 and 93 percent over the past decade, nearly four times the rate of overall consumer prices during the period. Such pricing power usually comes with some level of monopoly protection and most cable companies have little competition at the local level. This also means that a cable company can do well financially even though its customers are not particularly satisfied. Comcast is one of the lowest scoring companies in ACSI. As its customer satisfaction eroded by 7% over the past year, revenue increased by 12%. Net income went up by 175% and Comcast's stock price climbed nearly 50%. In the first quarter this year, Comcast added 75,000 new cable TV subscribers, a 49% increase, and posted an 80% rise in earnings over the previous first quarter.”

A copy of the full article can be obtained by visiting www.theacsi.org or from Pembroke Telephone.

Bundled Services Renewal LAST CHANCE!

On February 1, all subscribers who had an expired services bundle stopped receiving the discounts associated with those bundles. Only those persons with the following bundles were affected: **Basic, Standard, Pro, Premium, Family, Family Pro, Family Premium or Total Bundle.** No other bundles were affected. If you have an expired bundle, contact Customer Service at 653-4389 before February 15 to arrange for a new bundle and avoid the higher unbundled costs.

Due to an error on the part of the publisher, several pages were inadvertently omitted from the most recent Pembroke & Ellabell Telephone Directory's Yellow Pages. A corrected copy of the directory will be mailed to each subscriber within the next week. Additional copies may be obtained from Pembroke Telephone Customer Service. Please discard your old directory. We are sorry for any inconvenience this may have caused.

Georgia Do Not Call Registry

Georgia residential consumers who want to reduce the number of unwanted telemarketing calls from telephone solicitors trying to get them to purchase, rent or invest in property, goods or services are encouraged to register with the free Federal Do Not Call Registry.

Consumers are placed on the Georgia Do Not Call List free of charge simply by registering their phone numbers with the Federal Registry. You may register your phone number with the federal list online at www.donotcall.gov or by calling toll-free, 1-888-382-1222, TTY 1-866-290-4236 from the number you are registering.

While being on the Do Not Call Registry may significantly reduce the number of unwanted solicitations you receive, it will not prevent you from receiving calls from: (1) Businesses that have an established relationship with you. That exists if you have purchased, leased or rented goods or services from the business within 18 months preceding the call, or if you have submitted an application or made an inquiry to it within the three months preceding the call; (2) recognized charitable/religious organizations; or (3) political pollsters or candidates for public office.

Federal law requires telemarketers to search the Registry every 31 days and synchronize their call lists with the phone numbers that are on the Registry. If you receive telemarketing calls after you have registered your telephone number and it has been in the Registry for 31 days, you can file a complaint at DONOTCALL.GOV or by calling 1-888-382-1222, TTY 1-866-290-4236. You will have to know the company's name or phone number to file a "do not call" complaint.

Pembroke Telephone Company cannot place you on the Do Not Call list or take related complaints.