

XIT Connections

XX, Number 1, Winter 2018



XIT Regional Directory Photo Contest Winner Announced

XIT Communications is pleased to announce that Abbie Banks from Dalhart, Texas, is the winner of the 2018 XIT Communications' Regional Telephone Directory Photo Contest! Abbie won \$200, and her photo will be on the cover of 10,000 directories that will be distributed within our coverage area later this summer.

The winning photo features a beautiful paint horse, Conejo, as he enjoys a drink from a pond on the Reif Ranch in Clapham, New Mexico, in the spring of 2015. Conejo was 11 years old at the time the photo was taken. He was foaled in Dalhart to a mare owned by Carl Scofield. His owner is Vernon Reif of Dalhart, Texas. Conejo was moved to the ranch when he was 2 years old. According to Abbie's grandmother, Janet Banks, "Conejo is very spoiled and loves to give kisses. He wants and demands a lot of attention."

Abbie is currently attending Central Christian College in McPherson, Kansas, where she is majoring in Biology.

A special THANKS to everyone who took the time to submit photographs for this year's contest! Photos can be submitted all year long by emailing them to xitcom@xit.net. Be sure to include your name, address, contact number and a description of each photo submitted. There is no limit to the number of photos you can submit. We just ask that the photos be bright, vibrant and colorful. Please take photos in the highest resolution available, and we ask that all photos be in color, no black and white photos will be accepted.

Even if your photo does not make the directory cover, XIT may still use it for the cover of one of our quarterly newsletters! For this reason, seasonal photos are also appreciated.



XIT
Communications
Regional
Directory

Reporting Trouble



XIT Cares about all of our customers! We are here to help if and when you need us! If you are having any trouble with your XIT Communications or XIT Rural Telephone services, please give us a call immediately at 384-3311 or 244-0811, so we can assist you in the fastest way possible! Please don't wait to report the trouble - the faster we know about the issue, the faster we can resolve it! By not calling as soon as the trouble is first noticed, you may experience a longer problem than is necessary. Most times, XIT does not know you have a problem until you call to let us know!

When reporting an issue, please give us complete information about the trouble. If the trouble is call based, we will need to know the date and time the call was made or received; the phone number that the call was made or received from, and what the issue was. The more information you can provide to us, the quicker we can get the issue resolved for you. Many times, a member of our customer service team can help resolve the issue immediately. If the trouble is more complicated, a trouble ticket is generated so an XIT technician can be dispatched.

XIT's office locations are open Monday – Friday, 8:00 a.m. to 5:00 p.m., and we have technicians on call for after-hour problems or emergencies. If you have questions about your bill or XIT service options, please call one of our office locations during regular office hours for assistance. We are here to serve you, our valued customers!

Dalhart 244-3355 or 384-3311
Boys Ranch 533-3355

Stratford 366-3355
Vega 967-3355

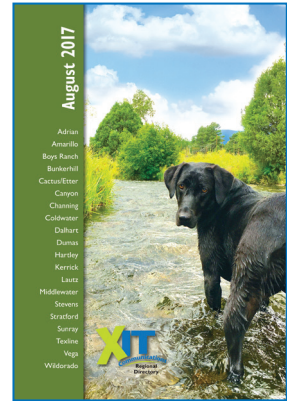
XIT Regional Directory Advertising

It's that time again! Time to get your directory advertising for the yellow and white pages in the 2018 XIT Communications' Regional Telephone Directory. If you are interested in advertising in areas where your customers live, work and play, here is your chance. Simply call the XIT Marketing Department at 384-3311 or 1-800-232-3312 to set up a time to discuss all your advertising options. You will love our great advertising rates and packages!

XIT's Regional Directory is a great size with large, easy-to-read print, has extensive city and county government sections, International area and calling codes, white and yellow page advertising, and Amarillo/Canyon listings in the back! It is the one directory that has it all!

The new directory is published each year in July, and delivered by mail shortly thereafter. Copies of the 2017 directory are still available at any XIT office location or the Dalhart Chamber of Commerce. You can pick up extras for your home, office, vehicle, or anywhere you need a handy directory.

Remember, directory advertising is a great way to advertise your goods or services, and is easy on the wallet. We have packages to fit every budget and need. We want to be your directory of choice that you reach for again and again!



watchTV everywhere

TURN YOUR COMPUTER OR MOBILE DEVICE INTO A

At home, on mobile devices, everywhere you go! As long as you have an Internet connection, you can stream a growing number of your favorite programs and channels to your tablet, smart phone, laptop and other devices, from ANYWHERE! And, as an XIT IPTV customer, **WTV is FREE**, there are no extra fees to use it.

(Note: If you stream shows on your smartphone, there could be data charges for overages).

Visit www.XIT.net to register and start watching TV everywhere for FREE!

CHECK IT OUT TODAY!!!



Vega's Christmas on the Square

Vega's Christmas on the Square was a huge success for a second year in a row for XIT Communications! Several employees attended the evening, and handed out over 161 cups of hot chocolate with candy canes to the brave folks who came out in the cold and windy evening to show their Christmas spirit! XIT gave out 10 gallons of hot chocolate to the folks in Vega over the course of the evening! We can't wait till next time Vega!



3rd Annual Rise & Shine Breakfast Food Drive Concludes

The Third Annual XIT Communication's Rise & Shine Breakfast Food Drive concluded at the end of December, and we had another great year! We want to say THANK YOU to all the wonderful customers and residents in our coverage areas that helped us fight hunger where we live! We collected over 85 tote bags full of food to deliver to the local food banks and pantries in our coverage area!

The food that was collected in the drive has been delivered to the pantries and food banks for distribution. The local pantries that received

the donations were The Vega Food Pantry/UMC, The Pantry of Stratford, Texline Food Pantry, The Food Pantry at Lincoln Street Baptist Church and the Dalhart Church of the Nazarene Food Bank. We, at XIT, want to thank the people who volunteer at the pantries for your time and efforts!

Please remember that XIT Communications will accept food donations all year long, not just during our yearly food drive. We will see that any food donated is delivered to the food pantries for distribution! We want to do our part in helping to feed the hungry in our communities!



TV Channel Changes & Additions

XIT has recently added several channels to our TV service:

- Telemundo HD, Channel 570, has been added to our HD tier.
- Stadium, Channel 64 and Hallmark Drama, Channel 115 have been added to the Xpanded Pak.
- Chiller, which was on Channel 64 previously, was discontinued by the NBCU Network as of January 1, 2018.
- Spike TV, Channel 75, rebranded to the Paramount Network on January 18, 2018. The Paramount Network delivers bold, original network series, specials and events. We hope you enjoy the new viewing channels.



The Facts About TV Rate Increases



Have you ever wondered why your local TV bill continues to increase year after year? Unfortunately, TV services are not immune to price increases, just like gas prices, food costs and other everyday services. However, the reasons for these TV rate increases may be surprising to a lot of people. XIT Communications has always strived to keep TV pricing as low as we can, while still offering our customers a large variety of viewing channels and programs to meet everyone's wants and tastes. But, we would like to make customers aware of some interesting facts that you may not know about TV price increases:

FACT! Cable Providers, like XIT for example, must pay the network channel owners a monthly charge, per subscriber, for almost every channel that is carried on our TV programming. Each year, there are price increases for most channels. Local retransmission broadcast channels (like Amarillo Channels 4, 7, 10, 14) seem to carry the largest pricing increases, with percentages from 5-50% or even higher! The network channel owners basically dictate what the cable providers are required to pay so we can offer their channels to our customers. When the channel owners don't get the cable providers to meet their demands for the increased transmission fees, they threaten to pull their signals so their channels will go dark to the subscribers. It is a vicious cycle that continues today.

FACT! When cable providers renew contracts with the network channel owners, the agreements always come with yearly price increases. This is in addition to requirements for certain carriage obligations for the channels. This means they require cable providers to carry certain channels, whether we want to carry them or not. We not only have to carry the channels that are not popular to our viewers, but we also have to pay a subscriber fee for each one of them too! Since 1999, TV rates have increased at 3½ times the rate of inflation. This is primarily to the increase in the network fees that the channel owners require. It also doesn't help that 5 media companies control 90% of the networks most people watch. This gives them even more power over what they require of the cable operators.

FACT! Network channel owners have carriage obligations that the cable providers must also meet. They can dictate where a channel has to appear in the providers channel lineup, and even on what package it needs to appear in. This, is in addition, to the large price increases they are already requiring.

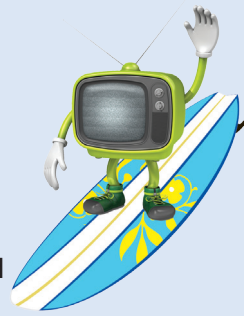
FACT! During the contract negotiations, the network channel owners don't always play nice. If a channel owner wants to put pressure on the cable provider to sign a contract, they can have their channels "go black" until the agreement is finalized. We, as cable providers, have no control over this. The channel owners can even remote into our TV system and add scrollers across the channel telling subscribers to "call their cable provider if they don't want the channel to go black". This makes it sound like it is the cable provider's fault for the channel going off, not the fact the channel owners have outrageous demands that we are just trying to negotiate down. Always remember, a cable provider will not want or request for channels to go dark – this is out of our control!

By making our customers aware of "all the facts", you will understand that we, as cable providers, don't have as much control as subscribers may think!

XIT Communications is committed to providing our customers with the services you want at reasonable prices. We will continue to work with National Advocacy Associations, the FCC, and the U.S. Congress to bring relief to all TV consumers from predatory pricing practices that have become the new normal over the last several years.

If you would like to voice your displeasure about paying more to continue to watch the same programming from TV stations and broadcast networks, please contact your congressional representatives.

SMART SURFING...



Roseanne, the old TV series is being revived and returning to ABC, Channel 7/507 in HD, on Tuesday, March 27th at 7:00 p.m. Original stars Roseanne Barr (Roseanne), John Goodman (Dan), Laurie Metcalf (Jackie), Sara Gilbert (Darlene), Michael Fishman (DJ), Lecy Goranson (Becky), and Sarah Chalke (who also played Becky, but is returning for a new role), are all back in their old hometown of Lanford, Illinois. Find out how the working class Connor family members tackle today's issues in a relatable, but hilarious household. If you liked the Roseanne Series the first time around, you will probably want to check this new series out!

American Idol is also returning back to ABC, Channel 7/507 in HD, on Sunday, March 11th, at 7:00 p.m. ABC has revived the singing competition series with a roster of new judges including Katy Perry, Lionel Ritchie and Luke Bryan, along with returning host, Ryan Seacrest. The nationwide search for the next superstar kicked off in August 2017, as the Idol Bus traveled from Portland, Oregon to Orlando, Florida. Auditioning was made even easier this time, as hopefuls also had the opportunity to submit audition videos online, as well as through select social media platforms. If you loved Idol before, you will want to watch this new series.

Champions will premiere on Thursday, March 8th, at 7:30 p.m. on NBC, Channel 4/504 in HD. The comedy series features Vince, played by Anders Holm, a washed-up high school baseball star who reluctantly gave up his dreams to take over the family gym in Brooklyn. Vince lives with his young, good looking brother, Matthew, played by Andy Favreau. Vince lives a bachelor's life, dating an endless string of women, until his high school fling, Priya, drops off their 15-year-old son Michael. The comedy has just enough heart to keep you coming back for more. Check it out!



Christmas Open Houses Held in December

We would like to say 'Thank You' to everyone who

came out to our Christmas Open Houses this year! It is a pleasure each year to see and visit with our customers! A delicious BBQ meal with all the trimmings was served to everyone who attended.

At our Stratford Open House, we had 136 people register for door prizes and served over 170 meals. Winners of the door prizes in Stratford were: Dick Chumley and George Harding, who both won hams; Barbie Wight won the crock pot; and Inita Cheshier won a \$50 American Express Gift Card.

At our Headquarters Open House, we had 66 people register for door prizes, and served more than 120 meals to guests. Winners of the door prizes were CJ Unruh and Midge Harruff, who each won hams. Terri Kemp won a crock pot, and Bill Green won a \$50 American Express Gift Card.

At our Downtown Open House, we had 155 people register for door prizes and served more than 220 meals. Winners of the door prizes were Mark Barker and Edna Keel, who both won hams. Dianne Dunn won a crock pot, and Pearl Ingram won a \$50 American Express Gift Card.





XIT Employees receiving service awards at last year's Christmas and service awards luncheon include (front left to right) Kathy Bailey and Lori Pruett. (Back left to right) Jessica Sanchez, Jonathan Wyatt, Russell Routon, Brian McCoy, Lupe Duarte, Jerry Dorsett and Edward Carter.

XIT Board of Director's & Service Awards Luncheon

XIT Rural Telephone Cooperative, Inc. recently held their Board of Directors Christmas and Employee Service Awards Luncheon at the Cooperative's headquarters' office in December.

A delicious prime rib meal (catered by 10 in Texas Woodfire Grill) with all the trimmings was served to all who attended. A variety of homemade pies were enjoyed for dessert from the Top of Texas Country Store in Texline.



Gary Finch, XIT Board Director (right), is shown receiving his 45-year award for service to the Cooperative from Darrell Dennis, XIT General Manager (left).



Jerry Dorsett, right, XIT Network & Switching Manager, is shown receiving his 40 year award from Darrell Dennis, left, XIT General Manager.

After the meal, Darrell Dennis, XIT General Manager, recognized 10 employees and 1 director for their years of service at the Cooperative.

Employees receiving awards this year included Lori Pruett and Edward Carter, who both received 5-year awards; Jessica Sanchez and Lupe Duarte received 10-year awards; Brian McCoy received a 15-year award; Katherine Bailey, David McCollum, Russell Routon and Jonathan Wyatt all received 20-year awards; and Jerry Dorsett received a 40-year award. Board Director, Gary Finch, was presented with a 45-year award. Each honoree was presented with a company plaque, and an NTCA (National Telephone Cooperative Association) plaque commemorating their years of service.

What's Cookin' at XIT

Mexican Chicken By Norma Barrow

2 cans boned chicken (flat cans)
 1 can diced green chilis
 1 small onion, diced
 ½ lb. shredded American cheese

1 small can Pet Milk
 1 stick oleo or margarine
 1 small can taco sauce
 Doritos chips



Heat in a saucepan the onion, green chilis, chicken and margarine about 5-10 minutes. In a bowl add shredded cheese, milk and taco sauce. In a 3-quart buttered casserole dish, put a layer of Doritos, meat sauce, cheese sauce; repeat layers. End with Doritos on top. Cook at 350 degrees for 30 minutes or until hot and bubbly.

Find more great recipes in the XIT Country Cookin' Cookbooks for sale at any of our XIT locations for just \$14.95 + tax. There are two editions to choose from. They make great gifts for anniversaries, birthdays and weddings!

Email Password Updates

As 2018 begins, you may want to update your email password if you haven't done so in a long time. Secure passwords are so important these days to help combat the cyberattacks that happen on a daily basis. It is so important to protect your personal information from the criminals who want to steal your identity, and try to scam you out of your hard-earned money!



If you would like to update your email password, here is the criteria for new passwords:

- Passwords must be at least 8 characters long.
- Passwords must contain an uppercase (capital) letter and a lowercase letter
- They must contain a number and a special character (@#%\$&*)
- Passwords cannot contain the user name, real name or company name
- Passwords cannot contain a complete word

A few good examples of a secure password are f1i2f3t4y5 and r3nis@nce1. By changing your password and making it more difficult to figure out, you will make it harder for hackers to compromise your email account. XIT strives to make sure our customer information is always protected and secure, and this is one way you can do your part too! Give us a call today if you wish to change your password. We can be reached at the numbers below! We appreciate your help!

Dalhart 244-3355 or 384-3311
Boys Ranch 533-3355

Stratford 366-3355
Vega 967-3355

Have You Roku'd Yet?

Have you heard about the XIT Communications' Free Roku Promotion? XIT is giving away FREE Roku 3600 Streaming Sticks to customers activating new 6/1 Mbps or higher Internet service! Existing customers who upgrade their Internet service to a higher speed can also get a FREE Roku! Just come by one of the XIT locations to sign up or upgrade. It's just that easy!!!



A Roku is a compact stick (like a zip drive) that plugs into most TVs and gives customers the ability to watch thousands of channels of entertainment, including movies, TV episodes, music, news, sports and much more! The Roku stick streams through your home or business broadband Internet connection, and works right on the TV. It comes with a convenient remote control, or customers can use a mobile phone to control the Roku with the free Roku app.

Roku Streaming Stick, along with XIT's Broadband Internet Service, give customers the most convenient way to stream great entertainment at home. Watch what you want, when you want to watch it – it's ready anytime you want it!

If you would like to know more about the XIT FREE Roku Promotion, come by any XIT office location. Let us explain how this device can work for you! Then, you can be one of the many that say 'I Roku Too'!

XIT's Channel One Advertising

If you would like an economical and effective way to advertise, look no further than XIT Communication's Channel One! Businesses can advertise their goods and services for only \$20.00 per week. Personal ads are just \$10.00 per week. It's a great way to reach prospective or current customers.

There is no charge for community service announcements. Birthday, anniversary, school, church, to give away or lost ads are free of charge.

XIT cannot guarantee an event will be posted if not provided with at least a 24-48 hour notification prior to the event start date!

So, give XIT's Marketing Department a call at 806-384-3311 if you or your business would like to advertise on XIT's Channel One!





is a quarterly publication for
**XIT Rural Telephone
 Cooperative, Inc.** Members
 and **XIT Communications**
 Customers.

Direct correspondence to:
XIT Connections
Attn: Marketing Department
P.O. Box 711
Dalhart, TX 79022

or e-mail to xitcom@xit.net

www.xit.net



Lifeline Discounts Available

Lifeline is a government assistance program, available from XIT Rural Telephone Cooperative, Inc. and XIT Communications that provides a monthly discount on basic telephone or Internet service to qualified, low-income customers.

- Customers can apply the monthly Lifeline discount towards Internet service or basic telephone or wireless phone service. With XIT, you must subscribe to a 12/2 Mbps or higher Internet package to be eligible for the Internet discount. Remember, there is only one discount allowed per household for either telephone or Internet, not both.
- In order to receive Lifeline assistance, you or someone in your household must participate in at least one of the following programs: Supplemental Nutrition Assistance Program (SNAP), Supplemental Security Income (SSI), Medicaid, Federal Public Housing Assistance (FPHA), Veterans Pension and Survivors Benefit Program, or your annual household income must be at or below 135% of the federal poverty guidelines.
- Lifeline subscribers' eligibility recertification has been changed to a rolling process based on each subscriber's service initiation date. Subscribers will need to recertify yearly.
- For more information, or to sign up for the program, either contact the Texas Low Income Administrator (LIDA) at 1-866-454-8387 or go online to www.puc.state.tx.us/consumer/lowincome/assistance.aspx.

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12324 US Highway 87
 Dalhart, TX 79022



This institution is an equal opportunity provider and employer. If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complain_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or fax (202) 690-7442 or email at program.intake@usda.gov.