



# The Telco Times

## Inside this issue:

<i>Panora Cable vs. Dish comparison</i>	2
<i>Get the 411 on some new numbers</i>	2
<i>The Rando1 Report</i>	3
<i>Cellular Corner Come see the RAZR</i>	3
<i>Uncollected dividends</i>	4
<i>Do Not Call Registry Update</i>	4

## This 'n That

- At press time for this newsletter, our new office was nearly ready to be occupied. We are hopeful that by the time you read this, we will be in our newly remodeled offices on Main Street. Our temporary offices were functional, but we will be happy to be 'home' again.
- If you missed it in our past newsletter, we had the unfortunate experience of sustaining extensive water damage in our offices in November which required the office remodeling project.

## Annual Meeting—March 6th

Shareholders, please plan to join us for the Panora Communications Cooperative and the Panora Cooperative Cablevision Assoc. Inc. Annual Meetings to be held Monday, March 6th at 7:30 pm in the Panorama High School auditorium.

Two directors will be elected at the meeting. Door prizes will be awarded and refreshments will be served in the commons after the meeting. Please make plans to join us.

## What HDTV is...and what it isn't

**What is HDTV?** HDTV, which stands for High-definition Digital TV, is a method of production and transmission that is controlled by the programmers.

Simply put, it is a wider, better quality television picture. HD means sharper detail, even better than DVDs. It is important to note however that just buying an HDTV will not provide you with High Definition programming.

Regular TVs are nearly square while HD TVs are shaped like a movie theatre screen. You have probably noticed that some movies on Standard TVs are in a letterbox format, where there are black bars on the top and bottom of the picture. HDTV's wide screen will show you the full picture without reducing the size.

**Where is it?** Many television stations plus a few cable stations are starting to broadcast the HD signal today. Some of them use very low power transmitters, so in order to receive the signal, you would need to live in or very near cities like Des Moines. Even the stronger signals could be difficult to receive reliably depending on your location.

Today, if you have an HDTV, and you are watching a show that is not being broad-

cast in HD, you will see black bars on the left and right sides of the picture. This will occur less as more programmers develop and transmit HD content.

**Will it be on Panora Telco Cable?** When a number of factors are refined, yes, we will be carrying some HD signals in the future. Currently, there are still many different technical decisions and agreements to be completed before we will start carrying HD content.



**When will my old TV become obsolete?** Not for a while. You will always be able to purchase a converter to watch HD signals on a Standard TV, but it will never be as sharp or as large as an actual HD set. The Federal Communications Commission would like to see a rapid conversion to HD, but will not "pull the plug" on the current standard until most of the population can receive a full compliment of HD programming.

There is quite a bit of information on the Internet about HDTV. Visit these pages for a wealth of information:

<http://www.hdtv.net/>  
<http://www.hdtvprimer.com/>  
<http://www.avsforum.com/hdtvfaq/HDTV-FAQ.htm>

## Panora Telco Cable vs. Dish comparison

If you have a satellite dish, or are considering one, you should definitely do your homework.

With equipment fees and lots of additional charges involved with a dish, there has never been a better time for you to have cable from Panora Telco. When you compare our cable TV to a dish, the benefits are clear—you get more of what you want and less of what you don't want. With cable from Panora Telco, you will have more money in your pocket and less junk on your channel line-up.

Most importantly, you will gain the benefit of our local staff to install, maintain and serve your needs. Additionally, you have the option of getting your cable, telephone and

high-speed Internet services billed together on one bill to keep your life simple.

With us, you also have the options that digital cable offers: an expansive channel line-up with over 100 channels of programming for you and your family to enjoy. In addition, you will have access to Pay-Per-View movies and events.

If you choose, you may also add any or all of these multi-channel movieplexes from HBO, Showtime, Starz & Encore and Cinemax.

Basic cable TV and Digital Cable are just two other ways we try to simplify your life.

*"You will gain the benefit of our local staff to install, maintain and serve your needs."*

Panora Telco Cable TV	Satellite Dish
No equipment to maintain or replace	You have to maintain or buy new equipment
No contracts	Must sign a contract to get "Free" equipment, installation or activation.
Local support	Call a 1-800 number for support. No local technician.
Is conveniently billed with your other Panora Telco services.	You get a separate bill
FREE local channels on all TVs	Some local channels if you pay more for them
Watch TV on as many sets as you want for no additional charge.	If you want to watch TV on additional sets, you must lease more receivers and your monthly programming fee may go up based on the additional TVs.
You get 40 great channels for under \$30!	Over \$50 (once you add in all the fees) for extra channels you'll never watch or listen to.

## Here's the '411' on some new numbers

Most people know what 911 is for, but did you know that there are other numbers that can connect you to different information that you might want to know?

Get current road conditions, a phone number you need, or line up someone to locate the utilities in your yard.

See the list at right for numbers you might want to clip and keep near your phone for future use.

Information	411
Road conditions	511
Tele Device for Disabled	711
One Call-utility locates	811
Emergency	911

## The Randol Report

I'm glad when this time of year comes around. Why? Partly because of the annual meeting, and partly because Spring is on the horizon. Both are signs of renewal.

Yes, the annual meeting is a lot of work for us as a company, but more than that it is a time to reflect upon the accomplishments of the entire year. Seldom do we as people or companies have the perspective to appreciate achievement as it is happening—which is why I like this time every year—because now we can review and reflect.

It is difficult to constrain our review to a single year, mostly because projects string together to form a larger accomplishment—one that may have been two or three years in the making.

I view it in much the same way as putting together a giant puzzle: there are many pieces, much time is needed, and often patience is required. Of course, there are some key differences as well. For one, 'the picture' we are putting together sometimes changes in midstream—which adds to the challenge.

Some of the 'pieces of the puzzle' that have been put in place during this past year

include both planned and unplanned activities. All of them allowed progress to be made.

Many of the puzzle pieces this year involved advancing our ability to bring more people broadband Internet access. We completed a facility upgrade to much of our cable television plant that allowed us to begin to deliver high speed Internet over that medium.



**Andrew Randol**  
General Manager

Additionally, we introduced fixed wireless high speed Internet to serve customers in areas that could not receive it through any of our other products.

Also on that front, we upgraded the hardware that we use to deliver wireline high-speed Internet to give us additional flexibility in that line of products.

We were glad to continue our financial support for local organizations and students this year, as well. We also upgraded our company website, and began using our new company name and logo.

The pieces have certainly come together, and more will move into place over the next year—bringing more progress and renewal to report at next year's annual meeting.

*"I view it in much the same way as putting together a giant puzzle...often patience is required."*

## Cellular Corner—the RAZR is HERE!

If you have been watching and waiting for the next "cool" phone, it's here and it just might have your name on it.

The Motorola RAZR is making a big splash in the wireless market. Motorola, once the dominant player in the wireless phone market, is trying to reassert itself with this new line of solidly constructed, cutting edge phones.

The phones have great voice quality, are Bluetooth capable and have both a regular camera and a video capture mode. Stop in to check out the phone. They're available in two colors.



And, if you decide to get the RAZR as your new phone, we can transfer all your phonebook entries from your old phone to your new phone—for FREE. We can do that for any new phone you upgrade to, so stop in and check out the new phones.

Also, don't forget about the new MIGO from LG. Now, kids can be connected, too.

Verizon Wireless has released the new LGVX1000 or MIGO which is for younger school children. It allows parents to control who can call and be called by the phone.

Our People Make it Happen for you!

## Do you know any of these people?

We have uncollected dividends for the following people. If you know them, please have them contact our office. Thank you.

Benjamin Graubard  
Gerry Grim Sr  
Mike Henderson  
Steve & Kay Howard  
J J's Restaurant  
Robert Jackson  
Walter King  
Woody Labar  
Tina Lloyd  
Patty Massey  
Michelle Mattes  
Gary McGathy  
Judy Murphy  
Michael Niemann  
Linda Sue Palmer  
William Pettit  
Tammy Ray  
Lyle Rodd

Alan Shriver  
Carl Still  
James Brian Stroud  
John Talbott  
Paul Wagoner  
Lisa Wasson  
Brian Wienke

John & Leslie Allbery  
Aris Annousis  
Pamela J Beaman  
Ellen Branch  
Allen B Christensen  
Brad Brody  
Alan & Kathy Cope  
Brenda Flanery  
Richard & Bette Franklin



Find us on the web at [panoratelco.com](http://panoratelco.com)



The Service & Technology You Deserve!

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### Iowa ONECall

Dial 811 or 1-800-292-8989

Please, call before you do any digging.

The call could save you costly repairs or maybe even your life.

ONECall...it's the law.

## How to register your phone on the Do-Not-Call List

The Federal Communications Commission (FCC) and the Federal Trade Commission (FTC) have established a national Do-Not-Call Registry.

The Registry applies to all telemarketers (with the exception of certain non-profit and political organizations) and covers both calls from in-state and out-of-state telemarketers. Commercial telemarketers are not allowed to call you if your number is listed on the registry.

You may register your phone number at no cost, and it will remain on the national Do-Not-Call Registry for five years. You may re-enter your number onto the list when the five years have passed, and you may remove your name/number from the list at any time.

The Do-Not-Call Registry will not prevent all unwanted calls. It does not cover the following:

- Calls from organizations with which you have established a business relationship;

- Calls from companies to whom you have given prior written consent;
- Calls which are not commercial or do not include unsolicited advertisements;
- Calls by or on behalf of tax-exempt non-profit organizations.



Consumers may register their residential telephone number, including wireless cellular numbers, on the national Do-Not-Call Registry at no cost by telephone or on the Internet.

To register by phone, customers may call 1-888-382-1222 from the phone number you wish to register.

Hearing impaired customers using TTY may call 1-866-290-4236.

You may also register via the web at [www.donotcall.gov](http://www.donotcall.gov).

It may take up to 3 months after registration for your number to be removed from calling lists.