

**Happy New Year**

NEWSLETTER

# Teleconnections

January 2021

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Smart Rural Community  
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(467-5763)

**With the uncertainty of COVID-19, we are more than happy to help assist you as much as possible over the phone and remotely during this time. We have the privilege and responsibility to provide an essential service our communities rely on and will continue to do so to the best of our ability and continue to move forward cautiously.**

## Convenience is Important To Rural Bank Customers

Things have evolved in the world of banking over the past 100 years at Security Savings Bank. As their business has grown from one location to seven locations, and the technology has grown from paper and pencil to mobile banking. In today's world having broadband is important to businesses like Security Savings Bank to offer the technology that customers want accessible at their fingertips. Quick and easy access at any time of day.

When you think of local community banks they are cornerstones of our small rural communities. A place where everyone knows everyone. Customers stop in to visit and make a transaction or call into the bank for information.

But according to Brad Lane, Security Savings Bank President and CEO, "In today's society our customers don't necessarily want to come into the bank or call into the bank whenever they want to check a balance or loan payment. They want to be able to do it at their convenience. Quick and easy. They want to be able to look at it on weekends and evenings."



"Having broadband access is tremendous. Our customers want and really expect us to have that type of technology."  
- Brad Lane, President & CEO  
Security Savings Bank

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(Rural Bank – Continued)

"The fact that we have all these products and services is really so our bank can be open to our customers 24 hours a day. It's a big change from what it used to be."



At Security Savings Bank staff and customers alike use access to the Internet to keep lines of communication open. From communicating between branch locations, efficient training for staff, and offering account information or services to customers, broadband from WCCTA links all those pieces together.

"It is paramount that we have exceptional and dependable service. Without the type of service we get from WCCTA it would be very difficult for our customer to have that kind of online or mobile experience. They would have to come into the bank and it's not as convenient," adds Lane.

## Rising TV Rates

Webster-Calhoun, like many other TV providers, is once again facing rising retransmission fees for local broadcast channels. These rates will be going up in 2021 for WCDTV television customers. Offered all together you have the convenience of multiple channels in one quality package lineup from a reliable provider. Don't be quick to think the grass is greener (or cheaper) on the other side though.



Yes, Dish and DirecTV are having difficulty negotiating retransmission rates, too. Dish Network has lost signal to 164 Nexstar-owned local TV stations during their dispute. In our area Nexstar owns the WHO TV13 NBC station. DirecTV (including AT&T TV services) blacked out 60 Tegna-owned stations. In our area that affected WOI5-ABC affiliates and recently frustrated many ISU fans not seeing the Big Twelve Championship Game. In many cases you may have seen videos and messages with each blaming the other for the blackout.

Streaming services like Netflix, Hulu Live TV and YouTube TV that entered the market at a low cost alternative to traditional cable service are also increasing prices.

Ultimately the local broadcast stations such as ABC, NBC, CBS and FOX continue to be the most in demand channels and those are free over-the-air to you with an antenna.

## Newsletter Contest

Congratulations to Marshall Lambert of Lanyon, William Peterson of Moorland and Nicholas Lehman of Paton! They found their phone number located in the newsletter last month! There are three located in this newsletter. Can you find them? Find YOUR phone number in this newsletter and contact our office to win a \$10.00 credit on your billing statement!