

Quality Service You LOVE!

NEWSLETTER

Teleconnections

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(846-6329)

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.

WCDTV Rate Changes

We knew it was coming and have mentioned this in several past newsletter articles. Again this year the annual cost increase for TV, approved by the WCCTA Board of Directors, solely comes from the increase in programming. Contracts typically include an annual rate increase for each channel as well as dictating what service tier WCCTA can provide specific channels on. That leaves very little flexibility for most TV providers.

The most significant increase was the renegotiation of retransmission fees. WCCTA continues to itemize the charge for over-the-air programming of ABC, CBS, FOX, NBC and CW and their multicast channels on a separate line item on your billing statement. Did you know WCCTA is charged for the over-the-air channels you can get for free with an antenna? This rate is passed through to TV customers as Retransmission fees in the amount of \$24.50 per month.

Effective March 1, 2021 TV rates will be:

Broadcast Basic Service: \$34.95

Basic Service: \$88.95

Extended Basic Service: \$108.95

Not unique to WCCTA the channel lineup is made up of several media giants. They all have multiple channels required to be added to the WCCTA channel lineup within a multi-year contract. They raise the prices based on popular channels and still require that we pay for additional channels. We band together with other companies like WCCTA to try to increase the negotiating power throughout the Midwest.



Video Streaming Apps

You may already be familiar with Netflix and Hulu but there are many new streaming video platforms being launched from programming giants. With the rising costs of traditional cable TV (ironically as a result of the same programming media giants) many consumers are looking for more economical ways to watch their favorite shows. Perhaps you're a fan of Prime Video, Apple TV+ or the new Peacock and Disney + apps.

WCDTV is still a popular choice because you can get a basic selection of each network all on one platform without switching inputs or utilizing the "smart" component of the TV. We've recently had several questions about getting new "channels" such as HBO Max and Discovery +. Unfortunately, these are not truly channels available on traditional TV channel lineups. These streaming applications are only available for a fee direct from the programmer where you can watch them on your TV or mobile devices through an Internet connection. They offer more on-demand options where you might stream entire seasons of a favorite show. Many apps are also increasing in cost as they continue to pursue their own original content with new movies and series.

There are pros and cons for both traditional TV and video streaming. Some like the cost alternative. Don't forget, over-the-air programming is still free through a TV antenna. Some don't like the hassle of changing technologies.

LOVE Worry Free WiFi

Customers LOVE our Worry Free Wifi! If you are having issues with your router contact WCCTA at 515-352-3151 before you buy a new one off the shelf at a box store! So many brands and choices are confusing. WCCTA makes it easy.

Virtual Annual Meeting Planned

Like many other cooperatives, groups and organizations, WCCTA is researching alternate ways to provide an update to the cooperative membership while focusing on the well-being and health of our local communities.

Due to the COVID pandemic WCCTA will NOT be hosting an in person Annual Meeting of Members. In addition to that our host facility, the SVHS Gymnasium, is currently under construction. More details will be provided directly to members in the mailing that will go out in late February with the notice of the annual meeting and district mail in ballots for director terms.

Newsletter Contest

Congratulations to Richard Gifford of Pilot Mound and Maurice Olson Jr of Thor! 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!

