

Ayrshire Communicator

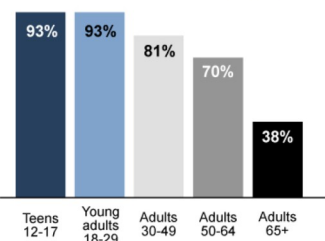
Industry Updates

As we all know, the internet and social media sites such as Facebook, MySpace, and LinkedIn are a growing phenomenon. A recent study by Pew Internet & American Life Project shows just how great these increases have been.

This study showed the percentage of adults using social networking sites has increased from 37% in November of 2008 to 47% in September of 2009.

In the age range 18-29, 72% of adults use social networking.

Who's online? The internet by age groups



Pew Internet Teens (12-17) data from September 2009. Adults (18+) data from December 2009.

Social networking sites are creating an opportunity for older adults to get online and stay connected with family and friends.



this issue

Broadband or Bust P.1

Updates and Reminders P.2

Broadband or Bust

By nearly every measure, Iowa is already well connected with broadband. The State of Iowa has more than one million high speed lines in service, provided by nearly 200 Broadband providers. According to the FCC's January 2009 report on high-speed Internet services, 85% of Iowa residents have access to DSL service compared to the national average of 82%. The latest report from the Iowa Utilities Board (IUB) – the state agency that regulates telecom – shows that 1,156 Iowa communities, or 93.9 percent, have access to at least one type of high-speed Internet technology.

The Economic Recovery and Reinvestment Act passed by Congress in February and signed by President Obama allocates \$7.2 billion in funding for broadband development. Recognizing that broadband is key to economic development, education and employment, as much as \$3.6 million will be awarded as grants to organizations working to make broadband available to hard-to-reach communities.

Broadband is simply defined as a fast, dedicated connection to the Internet. The Federal Communications Commission (FCC), the agency that regulates telecommunications, classifies broadband as any system capable of transmitting data in excess of 200 Kbps upstream and downstream. The systems most

the pathways for sending emails, surfing the web, downloading pictures and music, and watching videos.

The fact that Iowa, a largely rural state, has such high broadband availability is attributed to its large number of small, rural independent telecom providers. Much as they were early pioneers in connecting rural Iowans to the telephone network, these providers also made significant early investment in broadband access.

Broadband deployment is crucial to the economic and social success of every rural and urban community in Iowa. Considering the current economic downturn, these connections could prove to be a determining factor in survival for some.



Monthly computer classes will now be offered at the Ayrshire Telephone office. The first class will be offered March 16th. Please see details in this newsletter's Upcoming Events section!

To register, call 712.426.2800.



Billing Reminders

- Payments are due on the 20th of each month.
- Accounts with past due balances are subject to a late payment of 1.5% of the total outstanding balance.
- Please include bill stub with your payment.
- For your convenience, we offer automatic bank deduct. Payments can be taken out of your checking or savings account.
- There is a drop box at our Ayrshire office.
- You may also make a payment by phone using a debit or credit card from Visa, Master Card or American Express.

Upcoming Events

- **Computer Classes**
 - March 16th, from 6 PM - 7 PM at the Ayrshire Telephone Office, Topic: Child Safety
 - April 20th, from 6 PM - 7 PM at the Ayrshire Telephone Office, Topic: Intro to Word
 - May 18th, from 6 PM - 7 PM at the Ayrshire Telephone Office, Topic: Intro to Excel
- **Office Closed**
 - April 2nd - Good Friday
- **Office Closed**
 - May 31st- Memorial Day

Changes to your Cable TV

More channels are now offered!

If you have not reprogrammed your TV, please do so now to view these channels.

These channels have moved: KSFY has moved from channel 13 to channel 10, KMEG has moved from channel 14 to channel 6, KPTH has moved from channel 15 to channel 5.

Please watch for new channel guides coming soon!

New Additions to your Telephone Directory

Ayrshire:

Al Fay 426-2254
Bruce Plucker 426-2280

Gillett Grove:

Bill Madson 835-2038
Luke Parsons 835-2171



AYRSHIRE
Communications

Your Hometown Telephone Company

1405 Silver Lake Ave.
PO Box 248
Ayrshire, IA 50515
712.426.2800
www.ayrshireia.com



T-Mobile AFFILIATE