

WC: 11-42

Troy Cablevision, Inc.
SPIN 143019481
Troy, AL

ACCEPTED/FILED

MAY - 1 2015

Federal Communications Commission
Office of the Secretary

LI Broadband Program Adoption

Marketing Efforts -

1. During the summer months of 2013, Troy Cable distributed signup packets to all school systems within our four-county footprint to include: Pike, Dale, Coffee and Crenshaw counties. Each packet contained a flyer describing the program, application, and survey. With the approval of each schools Superintendent, Troy Cable delivered all copies to the Boards of Education for internal mail distribution, where each homeroom class received enough packets for all enrolled students and support teachers. Below is a list of school systems and the disbursement amounts to each school within.

Local school systems in the last two years have turned from using the standard text books to the use of IPADs w/ scholastic books downloaded. To follow are some of our local schools who have implemented the use of the IPAD for 2012-2014 school years: Troy City Schools (7-12 grades, approximately 950 students) and Crenshaw County Schools (issued to 11th & 12th Graders for Luverne High School, Brantley High School, & Highland Home High School). Many students who have assigned homework (e.g. work other than that within their downloaded text book) must have Wi-Fi or internet services sources available, in order to complete necessary projects.

PIKE COUNTY w/ TROY CITY, PIKE LIBERAL ARTS & TROY UNIVERSITY: 5,260

Pike County Schools

- Banks School
- Goshen Elementary
- Goshen High School
- Pike County Elementary School
- Pike County High School

Distributed: 2,400

Troy City Schools

- Troy Elementary 1,200
- Charles Henderson Middle School 360
- Charles Henderson High School 620

Distributed: 2,180

Pike Liberal Arts School

Distributed: 480

Troy University

Distributed: 200

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DALE COUNTY w/ OZARK CITY: 3,780

Dale County Schools

Dale County High School 368
South Dale Middle School 423
Midland City Elementary School 414
Newton Elementary School 210

Distributed: 1,415

Ozark City Schools

Thompkins Early Childhood Center 200
Harry N. Mixon Elementary School 540
Joseph W. Lisenby Elementary School 305
D A Smith Middle School 560
Carroll High School 760

Distributed: 2,365

COFFEE COUNTY w/ ELBA CITY: 2,250

Coffee County Schools

New Brockton Elementary 330
New Brockton High School 340
Zion Chapel 810

Distributed: 1,480

Elba City Schools

Elba Elementary School 400
Elba High School 370

Distributed: 770

CRENSHAW COUNTY w/ CRENSHAW CHRISTIAN: 1,630

Crenshaw Christian Academy

Distributed: 200

Crenshaw County Schools

Brantley High School 610
Luverne High School 820

Distributed: 1,430

2. Troy Cable provided flyers, and scheduled onsite registration dates at all Organized Community Action/Headstart Program locations. In addition, each participant in the Headstart Program received a signup flyer. Below is a list of the non-profit location and the disbursement amounts to each.

OCAP w/ HEADSTART PROGRAM PARTICIPANTS: 825

Troy – 350 flyers, onsite signup date 04.03.13
Brundidge – 50 flyers, onsite signup date 04.10.14
Ozark – 275 flyers, onsite signup date 04.10.14
Rutledge – 50 flyers, onsite signup date 04.17.14
Elba – 100 flyers, onsite signup date 04.24.14

3. Local District Councilman: Sarg Dunn, promoted the LI Broadband Program through council & church based organizations in impoverished areas.
4. Alabama Career Center – 200 flyers distributed to two locations.
5. TCV onsite marketing in CSR departments and on Troy Cable web site.
6. Community Marketing Outreach with Tim Williams through local churches and organizations (“Grass Roots Marketing”).
7. Senior Nutrition Center Presentation given to 30 participants (Troy).
8. Direct marketing to existing Troy Cable Phone & Cable customers (3/21/13), 6500 flyers mailed.
 - Coffee County – 800 flyers
 - Crenshaw County – 800 flyers
 - Dale County – 2400 flyers
 - Pike County – 2500 flyers
9. Any applicant could sign up at any Troy Cable location.

Problems -

1. Troy Cable utilized as many community resources as possible. The only applicants/inquirers that Troy Cable had to deny were those individuals who currently had Broadband services (4/1) with us or another provider or had an outstanding Bad Debt account. Before Project inception Troy Cable increased the minimum Broadband Speed available to 4/1 based on the FCC’s recommendation. Based on the rules, those applicants were not eligible for the benefit although they met all other enrollment eligibility requirements and were below the 135% poverty level. This barrier created a huge problem for Troy Cable because we could not provide the discount to customers who truly needed the discounted internet.

2. In the last two years, our local school systems have turned from using standard text books to use of IPADs with scholastic book downloads. Many students who have assigned homework (e.g. work other than that within their downloaded text book) and must have Wi-Fi or internet sources available in order to complete necessary day-to-day projects. It is proven that parents will make sacrifices to give their children the tools necessary to help them succeed in academics. All High Schools in our PFSA have advanced to IPADs, without internet a student cannot complete their assignments and projects. What this means for our area is that Broadband is no longer a luxury, it is a necessity. In order for the students to thrive, parents are making sacrifices to make Broadband available to the future of our nation.

Below are some interesting facts within our PFSA:

PFSA	*% in Poverty	# of total individuals	# of individuals (ages 0-17)
Coffee	16.9	8447	2897
Crenshaw	18.2	2500	906
Dale	18.8	9198	3342
Pike	25.6	7936	2181

*Based on information collected from the USDA Economic Research Service web site for 2011.

With the exception of existing Broadband service, the applicants have qualified based all other aspects of this Project.