



# The Baca Connection

Baca Valley Telephone Co., Inc. ♦ Sierra Communications, Inc.

APRIL 2008

## The Digital TV Transition...what you need to know about DTV

### 575 Area Code Timeline...

Permissive dialing  
Oct. 7, 2007

Recorded  
Announcement  
begins  
Oct. 5, 2008  
ends  
Jan. 11, 2009

Full  
Implementation  
Jan. 11, 2009

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### Digital TV is on its way - Prepare for the Switch to Get the Picture

Have you heard? Big changes are coming in television broadcasting and the Federal Communications Commission has asked us to help spread the word.

On February 17, 2009, all full power television stations are required to stop broadcasting in analog and continue broadcasting in digital only. This is known as the DTV transition. Some consumers are asking why they need to switch.

First, all-digital broadcasting will give needed communications channels to police, fire and emergency rescue personnel. It will also allow for new wireless services for consumers. In addition, since digital is more efficient than analog, it allows stations to broadcast several programs at the same time, instead of just one program with analog. This means broadcasters can offer consumers more choices. Digital also allows broadcasters to offer improved picture and sound quality, including high definition (HDTV) programming.

It is also important to know that the end of analog broadcasting does not mean that consumers must purchase new TVs, and you certainly don't need an HDTV to watch digital broadcasts. If you currently receive over-the-air program-

ming on an analog television using a broadcast antenna, either through "rabbit ears" on your set or an antenna on your roof, you will only need a digital-to-analog converter box to continue watching broadcast television on that set after February 17, 2009. These boxes will cost approximately \$40 to \$70, and will be available in stores beginning in early 2008.

To help defray the cost of digital-to-analog converter boxes, each U.S. household can request up to two coupons, worth \$40 each, to be used toward the purchase of eligible boxes. This coupon program is being administered by the National Telecommunications and Information Administration

(NTIA). For more information on the coupon program call 1-888-DTV-2009 or visit [www.dtv2009.gov](http://www.dtv2009.gov).

If you watch over-the-air programming on a DTV (a TV with a built-in digital tuner), you will not need a digital-to-analog converter box. Also, an antenna you use to receive analog broadcasts should work for receiving digital broadcasts, both on a DTV and on an analog TV connected to a digital-to-analog converter box.

If you subscribe to a paid television service such as cable or satellite TV, you will not need a digital-to-analog converter box, and the TVs connected to your paid service will continue to receive local broadcast programming. However, consumers are advised to check with their providers to see if they will need any additional equipment in the future.

*(continued)*

### 575 Reminders

Mandatory dialing begins October 5th. Callers using the wrong area code will get a recorded message.

Full implementation begins January 11th, 2009.

### Expanded Calling Area

Calls between Baca Valley Telephone Company's two exchanges, 278 and 375, are now local calls.

It is no longer necessary to dial the 1+ area code.

## New and Updated Directory Listings

### Des Moines

Baca Valley Telephone	278-2101
Cornay, Jeff	278-3544
Davis, J.	278-2777
Hill, Sunny	278-2409
Johnson Gallegos Ranch	278-2869
Kennedy, A.	278-3383
Moore, Cooper & Michelle Murray	278-2045
Pugh, Allison	278-3990

### Maxwell

Baca Valley Telephone	375-2101
Cavill, William & Sharon	375-2944
Deegan, Melinda & David	375-2403
Johnson, David	375-2411
Linson, Thomas	375-2266
Linson, Jacob	375-2288
Musson, W.	375-2319
Romero, Mary E.	375-2544
Sauble, Troy	375-2790

Clip and Keep



Directory information provided on our website  
[www.bacavalley.com](http://www.bacavalley.com) is updated monthly.

### Need to change your listing?

The delivery date for the 2008/2009 Las Vegas - Raton telephone directory is September 2008. If you are a Baca Valley telephone customer and need to make changes to your directory listing, please contact our office by June 1st, 2008.

(Digital TV continued)

By law, beginning March 1, 2007, all television reception devices (including TVs, VCRs, DVRs, etc.) imported into the U.S. or shipped in interstate commerce must contain a digital tuner. Retailers may continue to sell analog-only devices from existing inventory, but must prominently display on or near the analog-only device a Consumer Alert label. All television equipment being sold should contain a digital tuner, or should be identified at the point-of-sale as not having one. Be aware of this label and the limitations of analog-only devices if you are purchasing a new TV or other TV equipment.

For more information about DTV call:  
FCC at 1-888-225-5322 (TTY: 1-888-835-5322)  
or visit DTV Web site at [www.dtv.gov](http://www.dtv.gov).

Don't go digging up trouble...



Know what's below.  
Call before you dig.

The new, federally mandated national "Call Before You Dig" number, 811, was created to help protect you from hitting underground utility lines while digging.

Every digging job requires a call - even small projects like planting trees or shrubs. If you hit an underground utility line while digging, you can harm yourself or those around you, disrupt service to an entire neighborhood and potentially be responsible for fines and repair costs. For more information visit:  
[www.call811.com](http://www.call811.com).

### DSL High Speed Internet... Now available in Springer

Springer residents can now enjoy the fast, faster, and fastest speeds of DSL Internet Access! Qwest has expanded their high speed services...and you can still choose Baca Valley Telephone to provide your Internet connection. Availability is based on your location. We will be happy to assist you in setting up your account. Call for more information!

### Union County Health Fair April 23th in Clayton, NM

8:00 a.m. to 4:00 p.m.  
Clayton National Guard Armory

### Family Health Fair April 24th in Raton, NM

9:00 a.m. to 4:00 p.m.  
Raton Convention Center

Every Body Benefits!



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