



## LET'S TALK ABOUT TV

with excerpts from [www.tvonmyside.com](http://www.tvonmyside.com)

Customers frequently ask about television channels and pricing structures – how they are built, why a la carte channel options are not available, and the underlying reasons behind rate increases. We would like to address and answer some of the most commonly asked questions.

### Why do I have to pay for channels I never watch?

Cable TV providers are often required by contract to carry both the most popular and least popular cable networks. In turn, if we ask for a price for just the most popular networks, a common response from channel owners is to raise their price, effectively eliminating this option from consideration. Here's a hypothetical scenario to help illustrate the situation: Imagine that, under its current contract, a certain programming channel owner is receiving a total of \$4.00 per customer per month for three channels. Only one of those three channels is highly rated. In negotiating a new contract, the channel owner now wants \$6.00 per month per customer for the same three channels. When asked what the price would be for just the one highly rated channel, the owner responds that it will be \$6.50. In other words, the channel owner demands \$6.00 for three channels (a 50% increase over its current fees) or \$6.50 for one channel (a 62.5% increase). That leaves the Cable TV provider with little option but to buckle down and seek a lower rate for all three channels, two of which you may never watch, or remove those channels altogether from their lineup and risk subscriber losses.

(cover story continued)

## Why do programming channel owners occasionally take their channels away from TV providers?

This is an unfortunate tactic that channel owners use to gain leverage in their negotiations. What's more, before and after they remove channels, they may ask you to call and/or email your Cable TV service provider in an attempt to put pressure on the provider to cave in to the channel owners' excessive fee increases.

## Why has the programming changed on my favorite channel?

Your Cable TV provider does not have any influence or responsibility as to what programming is broadcast on any particular channel. It is the channel owner who determines what content they air. Your Cable TV provider acts as a gateway where the channel signal is received from the channel owners and then rebroadcast to customers.

## I don't watch sports channels – why should I pay for them?

Community and sports are so intertwined that we sometimes forget that they are big businesses. And when it comes to TV rights, teams want to make everyone pay – or no one gets to watch their games. Cable TV providers are often forced to carry sports networks on their basic package, which reaches the most customers, or they are not allowed to carry it at all. For many Cable TV providers, sports networks account for up to 75% of all network fees, yet they are only a small percentage of the total channels offered.

## Why must cable providers pay for "Free" Broadcast TV?

Your Cable TV provider is required to carry your local broadcast TV stations (KATU, KGW, KOIN, etc). It's the law, and Cable TV providers must first obtain each station's permission before they can carry them on their cable systems. However, stations only grant permission when the Cable TV provider agrees to pay the stations whatever fee they demand, even though anyone can receive TV signals for free over the air by using an antenna. This means that YOU pay for the same station that they broadcast free over the air when you get broadcast TV via cable. We don't think this is fair, and work to keep these costs in check.



AMC | SUNDAY APRIL 5 10PM



## LAND LINE TELEPHONES AS INSURANCE?

In February, USA Today, Nightly News and KGW all reported on the challenge of location accuracy when dialing 911 using a cell phone, especially when the caller is indoors. KGW reported that their test of Oregon dispatchers in Washington County in February of 2015 yielded the correct location only 56% of the time. The other 44% of the time, caller location was one to several blocks away. This would be a crucial loss of time in a life or death emergency as responders may be directed to a location blocks away from the caller.

The FCC and the four largest mobile phone carriers are working on the problem and have collaborated on a new federal rule that requires more accurate location methods. However, it will be slow to implement. The rule will require accurate location for 40% of all cell phones in 2017 and only 80% by 2021.

The Cellular Telecommunications Industry Association - The Wireless Association, who represents the four largest cellphone companies, replied that "until recently, the cellphone to 911 location technology being used was meant for outdoor use and simply doesn't work as well indoors."

Landline telephones are already registered with 911 emergency services with the exact physical address of the phone. Even if the caller is unable to speak, services can be dispatched to the correct address without delay or searching. We realize that many people do not use landline telephones anymore, but are concerned about customer safety. That is why Canby Telcom offers an "emergency" landline telephone connection that will dial 911 and our office for just \$1 per month\* when in a qualifying bundle. This is an inexpensive insurance for quick and accurate dispatch of emergency services if needed. **Read the KGW article <http://bit.ly/1EuYw5z>.**

*\*Bundle rates taxes, fees and surcharges may apply.*

## PAY & WIN

We think that customers who pay their bill on time should be rewarded. That is why every month we enter every on-time bill payment into a drawing for a \$50 gift basket. The basket to be given away is on display in our lobby from the first of the month until the winner is drawn around the 20th of the month. Come in to see the great basket that you could win for April!

**January Winner**  
*Dawn Turczynski*



**February Winner**  
*Leroy Brown*



**March Winner**  
*Emory Powell*





## HOW TO BLOCK ANNOYING CALLS

Should you have incoming calls from annoying telemarketers or other people you do not wish to speak to, it is easy to block these calls with Anonymous or Selective Call Rejection.

Sometimes it's important to stop calls from telephones that have their number blocked. These calls display on the Caller ID screen read as "Anonymous." To block these calls, you must activate Anonymous Call Rejection on your telephone. Once this is in place, your line will not accept calls from anyone who has Line Blocking activated on their telephone, which creates the "Anonymous" read out. The caller receives a prerecorded message informing them that they must deactivate the blocking feature from their telephone if they wish to complete a call to you.

There are some calls you just do not want to receive. Avoid these types of calls with Selective Call Rejection. Up to 30 numbers can be stored in your Selective Call Rejection list. It works with most local and some long distance numbers within your area.

Call our Customer Care Center at 503.266.8111 to activate Anonymous or Selective Call Rejection. Additional fees may apply.



## 1,000 BOOKS BEFORE KINDERGARTEN

With inspiration from Mem Fox's book, *Reading Magic*, the Canby Library will soon begin promoting an awareness program called "1,000 Books Before Kindergarten." The program is based upon research proving that the more books a child aged 0 to 5 hears read to him or her, the more prepared they will be to begin learning to read when starting kindergarten.

1,000 books may seem daunting, but it is actually quite attainable. One bedtime story every night for three years is 1095 books. 10 books each week for two years is 1040. The younger the child when you begin, the more books they will hear.



Debbie Jewell on behalf of Canby Telcom was honored to provide a \$1,000 donation to the "1,000 Books Before Kindergarten" program. The amount is in addition to the donation provided by the Canby Kiwanis Club, enabling the launch of this program.

*Debbie Jewell, VP of Customer Operations (left) with Melissa Kelly of the Canby Public Library*



## CUSTOMER COMMENTS

*"Doug, the technician was very persistent and thorough with his work."*

**William McKay**

*"Your people and service is superior. The technicians are very polite and very tidy. Your office staff is friendly and helpful. I was impressed with how quickly the technicians were at my house."*

**A Happy Customer**

*"I am really impressed with the attitude and disposition of your people. They seem to love their job!"*

**Judi Land**



**Doug Bring, Plant Operations Supervisor**

## COMMUNITY CLASSES

Canby Telcom FREE community classes are held on a quarterly basis, include tips and information for technology users of all levels and are open to any who are interested.

### **April 30 – Kindle Fire HD & HDX Basics**

Email set up, basic navigation, app information and more.

### **July 30 – Android Tablet Basics**

Email set up, basic navigation, app information and more.

### **October 29 - TBA**

**Location:** Canby Telcom  
150 SE 2nd Avenue (our training building)

**Times:** Your choice -  
3:00 pm – 4:30 pm or  
6:30 pm – 8:00 pm

**RSVP:** Canby Telcom  
Facebook Events page or  
at 503.266.8111



# "CLOUD" STORAGE SOLUTIONS

by Fred Muraviov of Teknyka

The need to share files with others is growing. Whether it be for a small business, for clients, or just personal use, there has got to be an easier way than emailing files back and forth, right? Fortunately there are easy to use solutions to this problem which are low cost and don't require a central file server.

Dropbox ([dropbox.com](https://dropbox.com)) is a convenient way to share files with anyone in the world. The files are stored both on your own computer and in a central cloud. Certain files and folders can be shared with only certain people, if desired. Dropbox offers 2 GB of storage free for personal use, along with other plans such as Dropbox for Business which offers unlimited storage for \$15 per user a month.

Google Drive ([drive.google.com](https://drive.google.com)) is another way to share files. Its use is very similar to Dropbox and in fact can be more useful if you use other Google products such as Google+ and Gmail. Google Drive offers free 15 GB of storage for personal use and also has plans for more storage and commercial use like Google Apps for Work with a plan that offers 30 GB of storage for \$5 a month per user. Google Apps also has a referral program which offers \$15 for each user you refer to it!

Microsoft offers an interesting solution with OneDrive ([onedrive.live.com](https://onedrive.live.com)) which not only offers storage but also offers Office Online with their business plan. Similar to how both Dropbox and Google Drive perform, users can drop files into a folder and it will be reflected on everyone else's OneDrive folder. OneDrive even offers 1 TB of storage with Office 365. OneDrive for Business is \$5 per user per month and offers 1 TB of storage along with the fore-mentioned Office Online.

Canby Telcom offers a file sharing & backup service called File Hopper Plus. File Hopper Plus offers an easy way to store and share your files! Drop a file into FileHopper and access it on your mobile device, your desktop and any web browser from secure cloud storage servers. File Hopper Plus starts at just \$3.95 per month for 5 GB of storage.

The great thing about all of these services is that they work with many different devices such as smartphones and tablets. They also offer free trials for you to see if it works for you and your business. Give one a try and see what you think!



## LET US KNOW

If you have an idea for a local story or article to be considered for a future newsletter, or comments about this or past newsletters please email us at [newsletter@canbytel.com](mailto:newsletter@canbytel.com).



## HBO GO IS HERE!

HBO Go is the streaming service from HBO that lets you enjoy your favorite HBO shows, movies, comedy specials, sports, documentaries – plus behind-the-scenes extras and more. It's every episode of every season of the best of HBO, free with your HBO subscription on these devices: iPad, iPhone, iPod Touch Apple TV, Kindle Fire, Amazon FireTV, Samsung Smart TV, Android tablets and smartphones, PS3, XBOX 360 and XBOX One gaming consoles, Chromecast and Roku

Access HBO Go\*\* through watchTVeverywhere at [www.canbytel.com/WTVE](http://www.canbytel.com/WTVE).

Adult Swim	Disney Channel	H2	NBC Sports	Syfy
A&E	Disney Jr.	Hallmark Channel	NBC Universo	TBS
ABC Family	Disney XD	HBO Go*	Nickelodeon	Telemundo
ABC	diy Network*	HGTV*	NickJr*	TCM
Bravo	E!	History	Oxygen	TNT
C-Span	Encore Play	Lifetime	PAC -12	Travel Channel*
Cartoon Network	Esquire TV	LMN	QVC	Tru TV
CMT	Food Network	Max Go*	ShowtimeAnytime*	USA Network
CNBC	Fox Business*	MoviePlex Play	Spike	VH1
CNN	Fox News	MSNBC	Sprout	Watch ESPN
Comedy Central	fyi	MTV	Starz Play	
Cooking Ch.*	Golf Channel	NBC Universo	Stingray Music	

It's all included FREE with your Canby Telcom Digital TV subscription.

**\*NEW** \*\*You must subscribe to the corresponding channel package in order to access content from each network.



## FINAL CANBY CONCERT

### Umi Garrett - Friday, May 15, 2015

Garrett is a virtuoso bundle of talent and charm. Her orchestral debut and appearance on The Ellen DeGeneres show at the age of nine launched her career into the fast lane. Her precocious musical sensibility and dazzling technique continue to thrill audiences worldwide.



### Richard R. Brown Fine Arts Center in Canby

Concert begins at 7:30 PM

Auditorium doors open at 7:00 PM

Open seating tickets \$25 each

For tickets visit [www.canbycommunityconcert.org](http://www.canbycommunityconcert.org) or call **503.263.3840**

This will be the final concert for the Canby Community Concert Association (CCCA). A new entity, Live on Stage: Canby, will take the reins for 2015-16 and is dedicated to continuing to provide affordable concert seasons featuring world class artists at the Richard R. Brown Fine Arts Center. For more info and exciting new shows in 2015-2016 visit [www.liveonstagecanby.com](http://www.liveonstagecanby.com).

The CCCA has served the community with an all-volunteer 501(c)(3) group dedicated to bringing world-class affordable, live entertainment to Canby and the surrounding communities. Funding for this 21-year old program was reliant entirely on ticket sales and donations. They provided complimentary live performances for local school children whenever artist availability would allow. Past performers have included the world-renowned Canadian Tenors, country superstar Collin Raye and more.

# ON DEMAND

OnDemand is a feature included with Canby Telecom's digital television service that allows anyone to watch newly released movies and content when convenient. Canby Telecom offers both free and pay per use content, including recently released hits. Watch, pause, stop and rewind for 24-hours after activation!

For more information about OnDemand and digital television from Canby Telecom, contact Customer Care at 503.266.8111.

**03.24\***



**03.31**



**03.31**



**04.21\***



**04.28**



**05.08\***



Premiere Dates: \* Available 4-weeks before Netflix and Redbox!



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**YOU COULD WIN A NEW TV,  
FITBIT OR KINDLE!  
LOOK INSIDE FOR YOUR BINGO GAME CARD.**