



Cover photo was taken by Reagan Reynolds of Amarillo. The photo was taken back in 2012 of her then 9-year old son, Tanner, who was in the longhorn pasture at Boys Ranch feeding the cattle.

## Is Private Really Private???

These days, more and more people are connecting with each other via text messaging, Facebook, Twitter, social blogs and more. It all seems pretty harmless, and the more comfortable we become with the technology, the more we seem to open ourselves up and share personal details and information as we interact with others. But, what we need to remember and ask ourselves is ... are we sharing too much information ... and is private really private in cyberspace and over the airwaves?

Today, we live in a world of technology. Computers, cell phones and tablets are everywhere and owned by almost everyone. Because of this, we can get a false sense of security and privacy. For instance, teenagers use text messaging as the main source of communication between one another. Many teens, and even some adults, don't realize that text messages sent privately to each other on their phones can be snap-shot on the phones, copied or forwarded on and sent to others very quickly and easily. Suddenly, that message is not private anymore and seen by many!

College recruiters and admissions personnel have realized the gold mine of information that can be found on applicants on the Internet. Sometimes, simply viewing a prospective student's Facebook page can give recruiters enough information on the student to think twice about them. Photos of a wild party they attended, friends posts in which they were tagged, inappropriate comments and other information can play havoc on young people as they apply to colleges, apply for jobs and try to advance in life. Even photos or comments that a person thought were deleted can come back in the future to haunt them. There is always a chance that someone may have seen it and copied or reposted it before it was deleted ... and you may not have even known it until it surfaces again later on. Ouch!

Think about it, even every time we use a credit card to make a purchase online, a retail store and the credit card company both have collected data on our spending habits and our likes and dislikes-just that quickly. And, what if an Internet hacker breeches security measures and happens to get the credit card information without your knowledge? What a nightmare that can be!

The government even uses supposedly private information for purposes we may not even realize. The drivers' license databases are a prime example. We have a

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# TV Programming Negotiations End...

## New Agreement Establishes Fairer Rates

XIT Telecommunication & Technology, Ltd., d.b.a., XIT Communications, is a member of the National Cable Television Cooperative (NCTC), which represents a group of small, independent cable operators to obtain a more competitive pricing on TV programming content. Every year, contracts with different programmers (e.g. Fox, NBC Networks, Turner Networks, Viacom) expire and need to be renegotiated. Negotiations typically begin with programmers proposing exorbitant per subscriber fees. If these fees are not agreed to and paid, programmers threaten to withdraw their programming signals.

You may have heard of TV providers choosing to drop certain networks altogether rather than meet programmers' demands. XIT, as your local provider, along with the NCTC, fight for reasonable fees because we believe the content is invaluable to you, our customer.

Recently, you may have heard about XIT/NCTC's discussions with Viacom, the owner of cable networks such as Nickelodeon, MTV, Comedy Central and many others. We prefer to not involve our customers in private business negotiations, but Viacom was threatening to pull their channels from some of the cable operators who were seeking fair rates from them. Viacom had demanded a rate increase that was 40 times the rate of inflation for these networks. Imagine pulling up to the gas pump and finding that gas has gone from \$3.50 a gallon to \$6.00 – overnight. That is the scale of some of these large increases! Significant network fee increases directly impact your bill, and rest assured – XIT is on your side to keep these fees low as possible!

During negotiations, you may have seen messages scrolled on the bottom of your TV screens or cross-channel spots on certain channels. Often, when providers, like XIT, don't agree to a network's demands during negotiations, the networks will threaten to or actually pull their signal from the provider to improve their leverage. These messages were "totally false" and "totally misrepresented" the negotiations and were meant to only put pressure on the TV providers, like XIT, to accept outrageous rate increases or face losing their customers in the confusion.

XIT asks that when you see messages like this that you contact XIT directly to get the facts on what is actually occurring, and give us a chance to answer any questions that you may have. Remember, also, to get the facts and be informed whenever there is a TV network dispute, or service issue, you can tune to XIT's Channel 1. The message will appear at the bottom of the screen.

In this instance, many long hours of negotiations ended with a new agreement and fairer rates than what were initially proposed. As a small, local business, XIT appreciates our customers' loyalty and patience as we worked to come to this agreement with the MTV Networks.

When the negotiations were completed between Viacom's Media Networks and NCTC, carriage was renewed not only for XIT, but 799 other NCTC member companies affecting over five million TV customers nationwide.

## Check Your Internet Speeds

With the Internet in more demand than ever, it pays to know if you are getting what you pay for. Your Internet connection speed plays a big part in how well your service works and how much you are able to achieve while online. You can now check your speeds on our website at anytime! It will give you instance results and you can compare if you are, in fact, getting the speed you are paying for.

XIT continues to make upgrades and adjustments to our electronics to provide our customers with the fastest, most reliable Internet service available in our area. We offer Internet download speeds of 3, 6, 12 or 20 Mbps, and even higher, if available, by special arrangement. So if you are not getting the speed you need, give XIT a call today! We will help you get the most from your Internet service ... quickly, easily and economically!



Go to [www.xit.net](http://www.xit.net) and click on the "Test your Internet Connection Speed Now"

# Check Out Our Music Choice Channels



Do you love music? Do you like to rock out to your favorite songs around the house? Then check out XITv's Music Choice Channels! You can listen to your favorite music venues 24/7 with no interruptions or commercials. Music Choice gives music lovers a large selection of music and recently added even more channels for even more great listening. And, it's all at the push of a button!

Music Choice channels can be found on XIT's channel lineup on Channels 900-949. Here is a list of the choices and channel numbers available for your listening enjoyment:

Hit List	900	Y2K	925
Pop Rhythmic	901	90's	926
Dance/EDM	902	80's	927
MC University	903	70's	928
Hip Hop & R&B	904	Solid Gold Oldies	929
Rap	905	Pop Country	930
Hip-Hop Classics	906	Today's Country	931
Throwback Jamz	907	Country Hits	932
R&B Classics	908	Classic Country	933
R&B Soul	909	Contemp. Christian	934
Gospel	910	Pop Latino	935
Reggae	911	Musica Urbana	936
Rock	912	Mexicana	937
Metal	913	Tropicales	938
Alternative	914	Romances	939
Adult Alternative	915	Sounds of the Seasons	940
Rock Hits	916	Stage & Screen	941
Classic Rock	917	Soundscapes	942
Soft Rock	918	Smooth Jazz	943
Love Songs	919	Jazz	944
Pop Hits	920	Blues	945
Party Favorites	921	Singers & Swing	946
Teen MC	922	Easy Listening	947
Kidz Only!	923	Classical Masterpieces	948
Toddler Tunes	924	Light Classical	949

Check out all the fantastic music available right on your TV! You'll be glad you did!

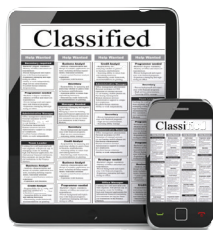
## XIT Classifieds Now Online!

Need to sell something fast? Looking to buy something quickly and easily? Have some free puppies or kittens to give away? Then check out XIT Classifieds on the web at [www.xitclassifieds.com](http://www.xitclassifieds.com).

XIT Classifieds is a great way to buy or sell goods or services in an easy and inexpensive venue! Ads can be viewed locally or nationally, so you reach the customer base you want to connect with. You don't even have to leave the house to list an ad! And, XIT Classifieds has a large selection of items for sale too ... furniture, campers, farm equipment, health and beauty items and more.

Setting up an account on XIT Classifieds is quick, and listings can be posted the same day. Personal accounts are FREE, and listings are unlimited! Business accounts are \$3.00 per month and .50 per listing after the first FREE listing.

Log on at [www.xitclassifieds.com](http://www.xitclassifieds.com) and click on the Sign Up Link to get started. There are even I-Phone and Android apps available for your wireless phone, so you can keep up with your listings anytime and anywhere. Check us out!!!



## Call Before You Dig

Spring is officially here and the weather is getting warmer, many folks are starting to work on home improvement and landscaping projects. XIT wants to remind you that Texas law requires that anyone digging 16" or deeper on private property or any public right of way to call the Texas One Call Center prior to digging. Everyone, contractor or homeowner alike, must call at least two business days prior to the start of digging. If you have to dig, call the statewide telephone number: 811. For more information, visit [www.texas811.org](http://www.texas811.org).



## Children and Computers

Computers are now part of everyday life, even for the young. Experts have found that if children learn to use computers correctly, it can be a valuable learning tool for them. It can help kids to excel in school, as well as enhancing their creativity. We have a few helpful tips to assist you when introducing your smaller children to computers for the first time.

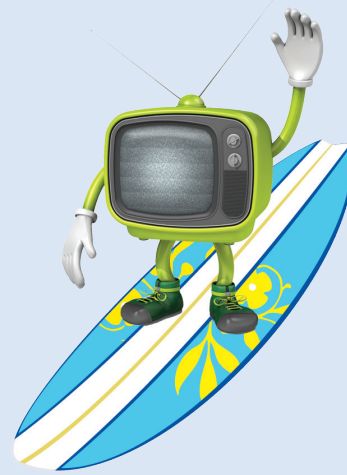
- Most experts recommend that you wait until children are at least 3 years of age or older to introduce them to computer technology. Before this age, they won't comprehend much of what you show them. Make playing on the computer a bonding time with them, something you both can do together. Do not rely on the computer as a babysitter.
- Make sure to place the computer in a central location in the home, where you can look over your child's shoulder and ask them questions about what they are doing. If you leave your kids unattended for long periods of time on the computer, you won't know what they are finding and seeing online. Remember, with a click of a button, children can accidentally be subjected to things they should not see! Again, make computer time something you do together to avoid this!
- Avoid choosing drill and practice type software for children. This is software where children do the same thing over and over in order to try to teach them something specific. You want to choose developmental software, something that is fun for the child to do, but at the same time they learn basic skills with it. A few kid friendly websites for learning games are [www.sesamestreet.org/games](http://www.sesamestreet.org/games) and [www.learninggamesforkids.com/preschool\\_games.html](http://www.learninggamesforkids.com/preschool_games.html).
- Make sure your child always has balance in their life. Don't let kids get so obsessed with the computer that they neglect other activities and friends. Kids need to take time out from the computer to socialize with other children, exercise, do homework and to just play!
- Take the time to discuss the fact that everything that your child may see or read on the Internet may not necessarily be true or legitimate. Just like most parents explain to their children that TV commercials are different from the real news, there are also some computer sites that exist mainly to sell products to kids or deceive, and are not necessarily trustworthy. Evaluate the information children have encountered while online and take the time to explain if it is something that's not true or real-life.



By keeping these helpful tips in mind, you can make learning the computer a fun experience for your child, yet also make it a great source for creativity and learning. Control is the key!

# SMART SURFING...

**Touching the Wild** is a show featuring Joe Hutto, whose idea of research is anything but normal. Joe dedicated seven years of his life to becoming a wild mule deer. The herd would ordinarily run from any human, but these intelligent animals have come to regard Joe as one of their own. Accepted by the matriarch, he walks among them, is even groomed by them, and can lie with a pregnant doe talking to its unborn fawns. This program shows the world from the point of view of prey, and it's an experience that will ultimately rock Joe to his very core. Check out this new show premiering Wednesday, April 16th, on PBS, on XIT IPTV Channel 2 or 502 in HD.



**Playing House** is a new comedy series premiering on Tuesday, April 29th, at 9:00 P.M. on USA Network, IPTV Channel 61/561 HD. The series was created by Lennon Parham and Jessica St. Clair, who also star in the series, inspired by the real-life friendship between the two. When single mother-to-be Maggie ends her marriage after discovering her husband's affair with a woman on line, she turns to her best friend Emma for support. In order to help Maggie in her time of need, Emma gives up her successful business in China to return to their hometown of Pinebrook, and help her friend raise her unborn baby. The series looks to be a funny view of friendship, parenthood and life.

**The Black Box** is ABC's new medical drama series spotlighting Kelly Reilly as main character, Dr. Catherine Black. Each week the show will focus on at least one neurological case story line. When Catherine (who suffers from manic bipolar disorder) is on her meds, the doctor is at the top of her game. It's only when she comes off her medication, which happens in the show's first episode, that she spirals into a manic state. Vanessa Redgrave will play regular character, Dr. Hartrampf, Catherine's psychiatrist. She is the one person Catherine relies on for help. Check out this new show on ABC, Channel 7/507 in HD beginning on April 24th at 9 P.M.

**Penny Dreadful** is a new series premiering on Showtime from producer John Logan. The series will weave together the origins of literary horror characters, such as Victor Frankenstein, Frankenstein's monster, Dorian Gray and Count Dracula, as they grapple with their monstrous alienation in 1890's Victorian London. Josh Hartnett plays Ethan Chandler, a charming man of action who is unafraid of violence, but who has demons behind his eyes. Eva Green plays character Vanessa Ives, an enigmatic, composed heroine with haunting eyes, who will prove herself a force to be reckoned with. The show looks to have all the makings of a hit drama/horror series. Check it out on Sunday, May 11th at 10:00 P.M. on Showtime. If you currently do not subscribe to Showtime, contact any XIT office to subscribe to the premium channel.

## What's Cookin' at XIT

Mexican Casserole, By Darla Anderson



- |                              |                                           |
|------------------------------|-------------------------------------------|
| 2 lbs. ground beef           | 1 can enchilada sauce (hot or mild)       |
| ½ lb. Velveeta cheese        | 1 small can green chilies (optional)      |
| 2 cans cream of chicken soup | 1 pkg. corn tortillas or 1 bag of Doritos |
| 1 can evaporated milk        |                                           |

Cook meat and drain off fat. In a medium saucepan, heat remaining ingredients (except for tortillas or chips) on low heat until melted. Add hamburger and stir well. Lay quartered corn tortillas or Doritos in bottom of a casserole dish. Then rotate mixture and tortillas, layering up in the pan. Bake at 325 degrees for 30 minutes or until casserole is bubbling on the top. If you'd like, you can substitute a whole chicken that is cooked and taken off the bone in place of hamburger.

This recipe is featured from our 2012 Country Cookin' Cookbook now available for sale at any of our XIT offices for only \$14.95 plus tax. The new cookbook is made up of 709 of the tastiest recipes from the finest cooks in our area! Come by and get yours today!

# Think Twice Before Ditching Your Landline Phone

We all love to save money, and ditching your landline telephone may sound like a tempting way to do this. If you are like the majority of Americans who use your cell phone most of the time, it seems like one way to put an extra couple bucks back in your pocket. But, don't trade out short-term savings for long-term reliability and safety!

Here are a few reasons why you may want to reconsider cutting off your landline telephone:

- Face it, we live in rural America where cell phone towers are in limited numbers. Chances are many of them are probably older towers at that. If the area would lose one or more cell phone towers in a disaster, you would be out of luck for any communication needs. Blizzards, ice storms and tornadoes can cause holes in cell phone coverage. Also, if too many people are trying to make phone calls at the same time, the towers can't handle the traffic and everything jams up! A landline phone doesn't require towers to work, can operate when the power is off, and the phone cables are usually underground where they are safe. They are much more reliable in a disaster scenario.
- Power outages occur for all of us at one time or another. It is just a fact of life. When the power is out, a landline phone connection will work more than 99% of the time. It's required by the FCC. This means you can still call 911 or stay in touch with your family. During a power outage, cell phone batteries can die, minutes can be used up, towers can be down, and lines can be overloaded, which can cause major problems when in an emergency situation or family crisis.
- In a medical emergency, 911 finds you when you call from a landline, showing emergency responders exactly what address you are calling from. For babysitters, children and even the elderly, facing an emergency can be scary enough. If the person calling does not know the address, or isn't able to speak for some reason, responders can still answer the call and get to their location quickly. What if you can't find your cell phone, the battery is dead, or you left it in the car? Time is critical in an emergency, and with cell phones these circumstances can leave you unable to call for help, or could cost you precious time, time that you may not have. Cell phone GPS systems can't compete with the dependability of a landline 911 connection.
- Of course, it's also all about the conversation! A landline call offers the highest quality voice transmission with no dropped calls or half the words cutting out. You get a crystal clear connection 24 hours a day-7 days a week-365 days a year! Landlines also give your call privacy. Cell phones use radio frequencies, which can be tapped into. People listening can then get your credit card information, find out when you'll be away from home, or other information, all while you are talking on a cell phone. It's just not safe!
- Last, but not least, if you have a home security system, chances are it requires an active phone line to call out to the monitoring service if an alarm is triggered. Most home's fire and burglar alarm systems are hardwired into the phone system to automatically alert authorities. Face it, if someone is breaking into your home, having that security is well worth the money!

Keeping the landline phone in the home, just makes good sense! Protect yourself, your family and your property ... it's worth the cost!



driver's license simply to be able to drive legally, but government agencies use the database to know where you reside, if you have car insurance, and they can also use it to track down parents behind on their child support.

Even sitting down at the computer and typing an email to a friend across the country may seem like a very private conversation, but looks can be deceiving. Once the email is sent on the Internet, it is available for others to read. It can be forwarded on very quickly. There is no control over who can intercept and read our private messages without our knowledge.

So, why are we bringing all this up? Simply to remind everyone to think before putting things out over the Internet and air waves. Be cautious, be careful and take a minute to think about what you post and put out there and how it may impact you now, but also later on in the future. It's just that simple! Private may not be all that private!

One last thing to keep in mind ... Cell phone companies keep records of text messages, voice mails and sometimes even pictures on a database in their system. The same is true with telephone and Internet providers. If a communications company, like XIT for example, is subpoenaed by the court for any reason, we are required to provide a copy of the requested information to the court. That is a fact and can't be changed, denied or stopped. *And, that my friend, could just be the beginning ...*

## ATTENTION: Vega & Boys Ranch Customers

Even though XIT does not have a store-front office in your town, does not mean you can't reach us quickly and easily for any communications' needs you may have. Whether it be a new service, an upgrade or just any other questions, we have local phone numbers in Vega and Boys Ranch for your convenience:

- Vega customers can call XIT at 967-3355.
- Boys Ranch customers can call XIT at 533-3355

At XIT, we strive to always make it as convenient as possible for our customers to reach us at anytime! If you already have XIT service, we'd like to say THANK YOU and that we truly appreciate your business. If you are not an XIT customer yet, we'd love to visit with you and tell you what we have to offer! Whether it be telephone service, high speed Internet or Cable TV service, we have a plan to meet every need and budget. Give us a call today!



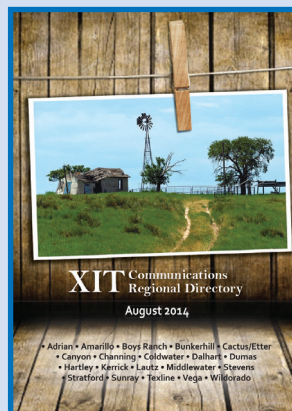
## Directory Advertising Deadline Nears

If you'd like to advertise your business 365 days a year ... then look no further than the 2014 XIT Communications' Regional Telephone Directory! Make it easy for your customers to find your goods and services easily, quickly and in one convenient location. Sales are currently underway for yellow and white page advertising in our 2014 directory, which comes out in July. If you are interested in advertising, call the XIT Marketing Department at 384-3311 or 1-800-232-3312. You can set up a time to meet with our Sales & Customer Relations Representative, Trena Howell, to discuss all of your advertising options. Final deadline for submission is May 30th.

The XIT Regional Directory features:

- |                            |                                                    |
|----------------------------|----------------------------------------------------|
| - Large Print              | - Yellow & White Page Listings                     |
| - Convenient Size          | - International Area & Calling Codes               |
| - Amarillo/Canyon Listings | - Extensive City and County Government Information |
| - Area Code Map            | - XIT Services and Contact Information             |

It is the one directory that has it all! Make sure to pick one up for your home, office and vehicle! Extra copies of the 2013 directory are currently available at any XIT office for pickup. We want to be your directory of choice!



is a quarterly publication for  
**XIT Rural Telephone  
Cooperative, Inc.** members  
and **XIT Communications**  
Customers.

Direct correspondence to:  
**XIT Connections**  
**Attn: Marketing Department**  
**P.O. Box 711**  
**Dalhart, TX 79022**

or e-mail to [xitcom@xit.net](mailto:xitcom@xit.net)

[www.xit.net](http://www.xit.net)



## Calling All Amateur Photographers ...

Love snapping photos? Have some great photos you'd like to share? Then you should enter the XIT Regional Directory Photo Contest!

XIT is looking for photographs of people, places or other unique images from our local area to be used in designing the 2015 XIT Communications' Regional Directory Cover. The winning photograph selected will grace the cover of our 2015 directory, and give the winner bragging rights to the cover, along with \$100 in their pocket!

There is no limit on the number of entries a person can submit, and photos can be submitted all year long. Here are the guidelines for submitting photos:

- Photos should be in portrait (vertical) layout.
- No black and white photos please.
- Use highest resolution available on all digital cameras.
- Make sure to include your name, address, contact number and information about the picture in your entry.
- Children in photographs must not be identifiable.
- Photographs become the property of XIT and will not be returned.

Photos received after December 12, 2014, will be entered in the contest for the following year. Digital photos can be emailed at any time to [xitcom@xit.net](mailto:xitcom@xit.net). Be sure to include your name, address, contact number and information about the photo in the email. Printed photos (preferably at least 5 x 7 or larger) can also be mailed to: **XIT Communications Photo Contest, P.O. Box 711, Dalhart, TX 79022.**

*Submit your photos today ... and may the best photo win!*

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