

# 2017 Golden West SCHOLARSHIPS

Golden West is proud to offer \$1,000 scholarships to 45 qualifying students.

We believe that investment is vital to success in business and in life. At Golden West, we invest in the talented employees of Golden West and the communities in which they live. The greatest investment we can make in our communities is to encourage and enrich the minds of our children. They are the leaders and innovators of tomorrow. The Golden West scholarship is offered to these inspired students who are pursuing higher education.

The Golden West scholarship program awards a \$1,000 scholarship to a qualifying student from each of the 44 Golden West area high schools. One at-large scholarship will also be given to a student who is homeschooled or attends a high school outside of Golden West's service area. High school Seniors who are interested in applying for the regular or at-large scholarship must meet these requirements:

Students interested in applying for a scholarship should contact their local high school. At-large applicants can obtain the same information at [goldenwest.com/scholarships](http://goldenwest.com/scholarships).

**The deadline for returning all applications is March 15th, 2017.**

- The student's parents or legal guardians must reside within one of Golden West's telephone service areas and subscribe to at least one Golden West service (phone, cable TV or Internet).
- Applicant must be a high school senior.
- Applicant must take the Scholastic Aptitude Test (SAT), the American College Test (ACT), or Accuplacer Vocational Entrance Exam by December 31st of their senior year.
- Scholarship awards may only be applied to post-secondary institutions.
- Recipient must take 12 or more classroom credits (or equivalent to full-time course load) in the fall semester following high school graduation.

# HORIZONS

A Golden West Customer Newsletter | January 2017

## A Morning Star Rises

A New Way to Educate  
Lakota Girls Shines in Pine Ridge

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TELECOMMUNICATIONS

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# A Morning Star Rises

## A New Way to Educate Lakota Girls Shines in Pine Ridge



*The smell of burning sage lingers in the cafeteria as a group of twelve and thirteen-year-old girls begin eating their home cooked lunch. They've just returned from their science lesson – a morning of foraging and identifying wild plants in the rolling hills surrounding their school. Sound like an education experience unlike one you've heard of? It is. Welcome to Anpo Wicahpi – The Pine Ridge Girls' School.*

Anpo Wicahpi, which means "Morning Star" in Lakota, is the new all-girls college prep school in Porcupine. Created to help young girls realize their full potential and contribute to the health and

*Sage purification and prayer is done prior to meals.*

well-being of the Lakota people. By building and empowering their self-esteem, these girls can become Winuhcala or "dear and precious female sources of strength," often called the backbone of the Lakota Nation. This school's unique approach to preparing girls for success is by balancing strong academics with Lakota philosophy and practices. Combined with technology and a dedicated staff, these girls have an opportunity to grow their minds in a way not offered anywhere else in South Dakota, or the country.

Cindy Giago, Head of School, has spent her life working to advance education and social issues for Native Americans. At first, she wasn't certain that an all-girls school was the right fit for Pine Ridge. "The concept of an all-girls school was a tough concept for me to grasp," Cindy admitted. However, once the school opened in September of last year, it didn't take long for the doubts to disappear. "Having observed the changes in the students after a few months, this school has been a life-changer."

Cindy recalled one girl's initial struggle with confidence and public speaking. "She could not speak with people looking at her, even with some adults leaving the room. After a few months in our school, she has changed. I just saw her deliver a PowerPoint presentation in front of thirty people. The difference I've seen in these girls so far has been astronomical!"

There are number of reasons why the Pine Ridge Girls' School has had an immediate impact on its students. Three of the main factors include small class sizes, hands-on lesson plans and integrated technology.

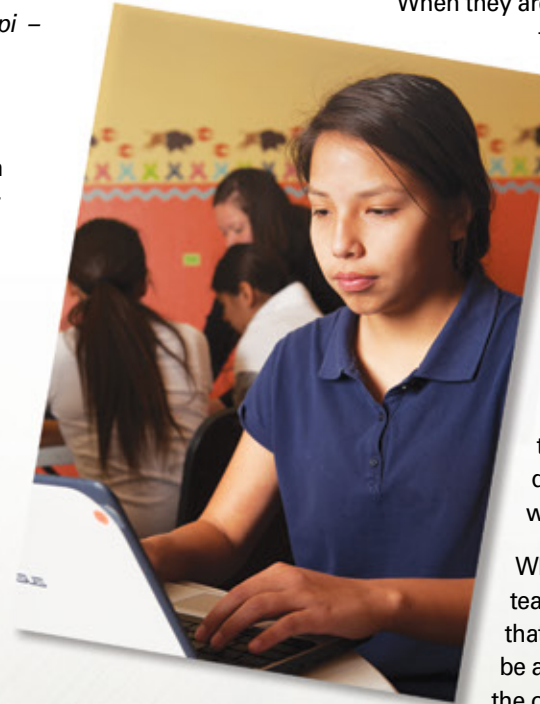
With only two dozen students attending 6th and 7th grade at the school right now, the teacher-student ratio is lower than many schools. Giving teachers more one-on-one time allows them to build a relationship with each student and know what learning styles work for them. Being able to adjust lesson plans and approaches is part of what makes this school different. The school does plan to grow by adding a 6th-grade class each year until they graduate their first 12th-grade class in 2021. Some of the girls also board in a dormitory during the week, which makes the school feel more like a home to them. Creating a comfortable environment for these girls to blossom is already paying off.

Second, the teachers are able to balance their lesson plans of traditional methods with hands-on and non-classroom experience. These girls are at an age where seeing, touching and feeling what they are learning about resonates strongly in their young minds. The example from the introduction was a science lesson where the girls were taken to forage for wild plants. Cindy explained, "They would collect certain medicinal plants like their ancestors, then take them back to the school to dry and label them. The teacher then had them go online to research the common name of the plant, the scientific name and also the Lakota name. The girls are learning the science that explains why our ancestors selected these plants." Cindy continued, "You could say the science is catching up with the ways of our native people."

*Head of School,  
Cindy Giago*



When they aren't learning outside, you'll find the girls online using computers for homework, or to research whatever topic has piqued their interest. Students must email their completed homework assignments, as well as learn to use software like PowerPoint to conduct presentations. "They are learning and excelling at skills that many people, myself included, didn't learn until they were in a professional setting," Cindy explained.



The use of technology goes beyond just software. Video conferencing, like Skype, is used in the classroom when their teachers are unable to attend in person. "We are using the Internet for more than we thought we would. We even use it for gym classes when it's cold outside since we don't have an actual gymnasium," said Cindy. (Look up Powwow Sweat if you need a fun indoor workout!).

Combining all these factors creates a different type of learning environment for these girls. It fosters a sense of curiosity, a desire to know more academically and find out how it relates to them as Lakota. The school does hold itself to Common Core standards, but as Cindy said, "We don't just want to meet the Common Core standards, we want to exceed them." When the girls come to their teachers with questions or increased interest on anything, their teachers have the flexibility to create lesson plans that will keep the girls engaged on that topic throughout the school day.

When the girls began asking more and more questions about what was going on at Standing Rock, their teachers used this interest to push a bigger idea. The pipeline is a controversial topic, but the teachers know that encouraging the girls to become well-informed will make them better citizens. This is a lesson that can be applied to any subject, and is one that will serve the girls well the rest of their lives. The teachers leapt at the opportunity and crafted lesson plans that incorporated math, science and history.

Preparing students for success in life is a goal shared by all schools, but there is an extra sense of purpose at the Pine Ridge Girls' School. Cindy kept hitting on words like pride, empowerment, self-esteem and self-respect. The staff of this school is committed to these Lakota girls, to growing the next generation of strong Lakota women through education. The appropriateness of the name Anpo Wicahpi becomes clearer when you look up what it stands for. The morning star signifies new beginnings and is said to represent the light of knowledge as a counter to the darkness of ignorance. Or as Cindy put it, "We are building their self-esteem and teaching them to be proud Lakota, but also to seek knowledge and have insight into the rest of the world."

*As the girls say their evening prayer before dinner time, their minds are racing around, filled with the lessons of the day. They head back to their rooms and flip open their laptops to tackle their homework. Soon they will be building a ceremonial tipi and tanning buffalo hide. These girls are excited because they aren't just learning how to succeed, they are learning how to succeed as Lakota.*

*If you would like more information on the Pine Ridge Girls' School or would like to donate and help them empower the next generation of Lakota women, visit [www.pineridgegirlsschool.com](http://www.pineridgegirlsschool.com).*



*Traditional Lakota arts and crafts are part of the school's curriculum.*

### HORIZONS Volume 17, Number 1

The Horizons customer newsletter is published bimonthly by Golden West Telecommunications.

POSTMASTER:  
Send address changes to  
Golden West, PO Box 411  
Wall, SD 57790.

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[www.goldenwest.com](http://www.goldenwest.com)  
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# 2016 Brian Meyer Scholarship Winners Announced



Jami Wilson (top right), and family

The South Dakota Telecommunications Association (SDTA), of which Golden West is a member, recently awarded two Brian Meyer Memorial Scholarships. The SDTA received dozens of applications from students across South Dakota, including many outstanding Golden West students. The two recipients are:

**\$1,250 scholarship:** Jami Wilson of Dell Rapids. Jami, a Golden West member, is completing her Masters in Social Work at the University of South Dakota. She is married with three daughters, two of whom are adopted after she and her husband served as foster parents. Jami and her husband, Scott, own a body shop in Dell Rapids.

**\$500 scholarship:** Mikayla Prouty of Bryant. Mikayla is majoring in Biology at Mount Marty College and an Interstate Telecommunications Cooperative customer

Congratulations, Jami, on your well deserved scholarship award!



## Beating the Winter Blues

*Staying warm in the middle of winter is one thing, but keeping your spirits up can be a challenge. Here are a few suggestions to help you beat the winter blues.*

**Crank up the Stereo** – It’s hard to be sad when your toes are tapping. The next time you get up for work and the thermometer reads zero, turn on your favorite upbeat band and let their positive energy set the tone for your day!

**Eat Healthier** – This is tough for many people as winter time cooking elicits memories of mom’s meatloaf or dad’s venison stew. Hearty meals will satisfy the soul but often leave you feeling lethargic and tired. Try to incorporate fresh fruit and vegetables into your daily diet, and you can still enjoy your comfort food in moderation. (Food Network, channel 40, will give you great recipes for both healthy and comfort meals).

**Enjoy the Sunshine** – It might be frigid outside, but at least the sun is shining! Right?

Believe it or not, our bodies crave daylight and the feeling of sunshine can work like an antidepressant. It may be too cold to go outside for an extended period, but open your curtains and let the natural light give you a boost.

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# Why Free Local Broadcast Isn’t Free: Understanding Retransmission Fees

*Whether you’re tuning in for the big game, catching the local news or watching your favorite sitcom, there’s lots to enjoy on your local TV channels. Unfortunately, what is a “free” over-the-air local broadcast isn’t free for cable TV customers. In the November issue of Horizons, we looked at one driver of cable TV service costs – programming fees. Now we’ll look at another big factor, retransmission fees from local television broadcasters.*

**What is a Retransmission Fee?** In 1992, Congress passed the Cable Television Consumer Protection and Competition Act, which allows affiliate broadcast stations to charge cable operators (like Golden West) for passing, or retransmitting broadcast signals to cable TV customers. From 1992 to 2008 most broadcasters did not charge a retransmission fee. However, beginning in 2009, affiliate broadcast stations (ABC, CBS, NBC, and FOX stations) began charging for their free, over-the-air programming.

The fees are significant. Early on Golden West was able to absorb the fees. However, today customers are seeing retransmission fees on their bill because local broadcasters are charging 1000% (yes, one-thousand percent!) more for retransmission fees than in 2009. To put that 1000% increase into perspective, if other consumer goods had followed the same inflationary path as retransmission fees since 2009, a gallon of milk today would cost \$26.90, a dozen eggs would cost \$13.40 and a bag of sugar would be \$27.80. The increase in retransmission fees charged by broadcasters from 2009 to 2017 is truly staggering.

**Who are the Local Broadcasters?** While the programming is broadcast from cities like Sioux Falls, Rapid City or Pierre, the companies who control them are often located outside of South Dakota. In fact, these local stations are usually owned by big corporations whose primary goal is to generate profits for their shareholders.

### East/Central: Owner, City, State

ABC (KSFY/KPRY) – Gray Corp; Atlanta, Georgia

CBS (KELO/KPLO) – Media General; Richmond, Virginia

FOX (KTTW/KTTM) – Elmen Enterprises; Sioux Falls

NBC (KDLT) – Red River/Curtis Squire, Inc.; Minneapolis, Minnesota

### West: Owner, City, State

ABC (KOTA) – Gray Corp; Atlanta, Georgia

CBS (KCLO) – Media General; Richmond, Virginia

FOX (KEVN) – Gray Corp; Atlanta, Georgia

NBC (KNBN) – Rapid Broadcasting; Rapid City

**Are Retransmission Fees Negotiated?** Yes, Golden West and the broadcasters meet when contracts are up for renewal. While we work hard to negotiate for our customers, unfortunately, the broadcasters maintain a huge advantage. Since local broadcast signals often can’t be received via an antenna in many rural areas, Golden West customers are being unfairly penalized by broadcasters’ retransmission fees. We must accept the broadcaster’s outrageous demands if we want to keep the channel available to Golden West customers.

All cable TV operators face the same dilemma, including satellite TV providers. The only people who benefit from retransmission fee negotiations are the broadcasters and the large corporations that own them.

*Golden West will continue to fight for lower fees for our customers, but until regulations change, customers will continue to see adjustments to their cable TV bill in the future. If you are a cable TV viewer and are interested in joining the fight for lower fees, you can contact the United States Congress. Visit [contact.americantelevisionalliance.org](http://contact.americantelevisionalliance.org) to voice your opinion.*





# SPOT THE SCAM: HOW TO AVOID FRAUD

Online scams are everywhere, offering huge discounts and free prizes. While spam filters and junk folders do an admirable job of protection, scammers have more than one trick up their sleeves to try and defraud you.

Golden West was recently made aware of a pop-up survey from “Golden West” promising a gift for participation and information. This is a scam and did not originate from Golden West. These are scammers looking to either steal your information or infect your device with malware. Remember this simple phrase the next time an unexpected offer shows up, “If it might be a trick, don’t click”.

One great resource to use when dealing with scams is the Federal Trade Commission (FTC). They offer these ten tips to avoid fraud:

1. **Spot Imposters** – Scammers like to impersonate people and businesses you trust.
2. **Do Online Searches** – Search the offer and check the results, many scams are red flagged.
3. **Don’t Believe Caller ID** – Scammers can fake caller ID, if they ask for money or info – hang up!
4. **Don’t Pay Upfront** – If you have to pay anything in advance for a prize, it’s not a prize.
5. **Careful How You Pay** – Government and honest companies won’t ask you to wire money.
6. **Talk to Someone** – If the situation is making you uneasy, talk to someone you trust.
7. **Hang Up on Robocalls** – If the voice on the other end is a robot, hang up and report it to the FTC.
8. **Be Wary of Free Trial Offers** – Research cancellation policies before signing up for a trial.
9. **Don’t Deposit a Check and Wire Back Money** – Wiring money is a red flag, and the check they sent you is most likely fake.
10. **Sign up for Scam Alerts** – Go to [ftc.gov/scams](https://ftc.gov/scams) to get the latest tips and advice on scams.

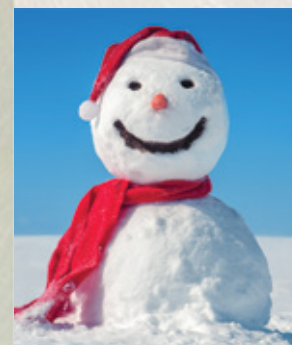
As a reminder, Golden West will NEVER send you an email, survey or text alert asking you to confirm or share your account information. If you receive any questionable offer claiming to be from Golden West, please call 1-855-888-7777 to alert us. We will do our best to inform the Golden West customers and prevent future scammers.

## Beating the Winter Blues

*Continued from page 5:*

**Plan a Vacation** – Take your mind off of shoveling snow by planning your next trip! It may be to a sunny beach or to visit your favorite family member, but your mind will be focused on the good times ahead. Even a weekend road-trip to visit friends on the other side of the state can recharge your batteries until spring arrives. ([TripAdvisor.com](https://www.tripadvisor.com) is a good website to get you started, they also have an App to help you on the go.)

**Volunteer** – Not only will volunteering get you up and active, but your own worries will fade as you focus on the needs of others. There are plenty of great charities that need your help, especially in these trying times of winter. By contributing to the cause of your choosing, you might just be helping yourself out too. ([VolunteerMatch.org](https://www.volunteermatch.org) or [HandsOnNetwork.org](https://www.handsonnetwork.org) are great sites to help you find a worthy cause.)



**Go Outside** – Walk the dog, go ice fishing, take the family sledding. Bundle up and break out of your funk, but do it wisely. Check the weather reports to pick the warmest part of the day, bring extra winter clothing and hot

chocolate. Just because the weather isn’t ideal doesn’t mean you have to stay inside. (The Weather Channel, channel 18, has you covered.)

Hopefully, your winter blues are long gone after trying out a few of these ideas. Do you have your own winter blues tips that you want to share with your fellow Horizons readers? Email [ChrisSeljeskog@goldenwest.com](mailto:ChrisSeljeskog@goldenwest.com) by February 6th, subject line “**Beat the Winter Blues**”, and we’ll share some on [Facebook.com/goldenwesttelecom](https://www.facebook.com/goldenwesttelecom).

Golden West does not specifically endorse any products, services, or websites mentioned in this article. Inspiration for this article courtesy of Hauck, Britt. 8 Scientifically-Backed Ways to Beat the Winter Blues. Retrieved from [realsimple.com/health/mind-mood/emotional-health/winter-blues](https://realsimple.com/health/mind-mood/emotional-health/winter-blues).



## CONGRATULATIONS to Our Customer Appreciation Giveaway Winners!

### Grand Prize Winner, \$500 Local Shopping

Ann Dobratz      Hot Springs      Sonny’s Super Foods

### 20 Winners, \$100 Local Shopping

Donna Hafner      Custer      A Walk in the Woods

Vona Fite      Wall      Golden West

Carol Locke      Porcupine      Sioux Nation Shopping Center

Patricia Hupp      Hot Springs      Sonny’s Super Foods

Valarie Schulz      Philip      Philip Hardware

Burt Dart      Wall      Wall Building Center

Mary Hattervig      Hot Springs      Ace Hardware

Dorothy Stromer      White River      The Wig Wam

Rye Guischer      Custer      Lynn’s Dakotamart

St. John Catholic Church      Plankinton      Golden West

LeeAnn Ferley      Oelrichs      Shopko

Phap Sam      Hot Springs      Shopko

Amy Ulrich      Faith      Lynn’s Dakotamart

Ashley Ahlers      Dell Rapids      County Fair

Ralph Adam      Custer      Lynn’s Dakotamart

Joyce Mitchinson      Pringle      Shopko Hometown

Mary Taylor      Menno      Total Stop

Nathan Blom      Corsica      Corner Market

Brennen Parsons      Philip      Philip Hardware

Tate Haukaas      Mission      Buches