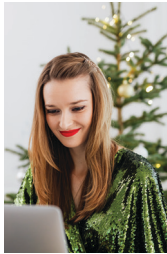


In Touch

DECEMBER 2023

Merry Christmas to the World's Best Customers

Venture Communications is so fortunate to live and work in this community! It's a privilege to keep you connected with communications services, and we appreciate your loyal support of us as the local provider.



May you enjoy many wonderful moments with family and friends during the Christmas season, and may health and happiness be yours in the new year.

Venture Communications
P.O. Box 157
218 Commercial Avenue S.E.
Highmore, SD 57345-0157
Phone: 605-852-2224
24/7 Support

Office Hours
Monday-Friday 8 a.m. – 5 p.m. CST

Office Closures
December 25th – Christmas
January 1st – New Year's

Email
venture@venturecomm.net

Visit Us Online
www.venturecomm.net



EXPLORING YOUR *Need for Speed?*

YOU'LL ENJOY THE BOOST OF AN INTERNET UPGRADE

Going faster can be so much fun, whether you're on a sled or on your laptop. It's exhilarating to move quickly from place to place and experience more of the world in less time.

You can capture that feeling by upgrading to one of our higher-speed internet plans. We offer speeds up to 1 Gig—sure to delight everyone in your family with the enhanced internet performance for streaming, gaming, and more.

**GET MOVING AND CALL
605-852-2224 TO SIGN UP**

Contact us for details.

Warm Up Winter with Random Acts of Kindness

We have the power to change the course of someone's day through random acts of kindness. They don't have to take much time or cost any money. It's the small things that can make a huge difference.

Here are a few ideas:

- Call a friend you haven't spoken to for a while.
- Shovel the driveway for your elderly neighbor.
- Offer to babysit for a family member.
- Send an interesting article to a friend.
- Donate household items to a charity.
- Bring in homemade treats for your co-workers.
- Praise a colleague for something they've done well.
- Let someone jump the queue at the supermarket.
- Allow a driver to merge into your lane.
- Pay for the order behind you in the drive-through lane.

Venture Communications believes strongly in giving back to the community through volunteer hours, participation in community organizations, scholarship, financial donations—and random acts of kindness.



Dear Valued Customers, Partners, and Friends,

As we approach the end of another successful year, I wanted to take a moment to reflect on our accomplishments and express my gratitude for your ongoing support. It has been an incredible journey, and I am proud to share with you some of the highlights from the past year.

First and foremost, I want to extend my heartfelt appreciation to our dedicated team. Their hard work, passion, and unwavering commitment have been instrumental in our continued growth and success. Their dedication to excellence, innovation, and customer satisfaction has allowed us to consistently deliver exceptional results.

This year, Venture Communications has remained focused on providing unparalleled service and expanding our territory. Our fiber network now extends across Beadle County, serving the great people of the Huron, Carpenter, and Yale areas.

Through our constant growth and transformation, our broadband internet service has clearly become our flagship product. While telephone subscriptions have declined, our voice service is still utilized by many. For those of you who rely upon our voice service, please know we are still committed to delivering a quality voice experience for years to come. Our 3rd and most volatile product offering, video, is currently in a very different state. The subscriptions to our video service are also declining, and for good reason.

The two key contributors to this volatility are programming fees and technology transformation. The programming fees for the content you view continue to increase at unprecedented levels. To protect the stability of your Cooperative, these programming fees are passed on to you, the end user. In 2023, we saw loss of some content to control end user prices, and we still are seeing rate increases like never before. As for the technology transformation, streaming increasingly seems to be the only viable option for the purchase of video content. So much so, that Venture Communications will be providing community training classes throughout 2024 to help our customers make this inevitable technology transformation.

Continued on page 3

From the Desk of Fay Jandreau *Continued from page 2*

Looking ahead, Venture Communications is excited about the opportunities that the coming year holds. We will continue to invest in our employees, our network, and our customers — empowering employees and customers to reach their full potential and growing our network to meet ever-changing community demands.

I would like to thank each and every one of you for your continued trust and partnership. Your loyalty and support as customers have been invaluable, and we look forward to further strengthening our relationships in the years to come. Together, we can achieve remarkable things.

I wish you all a joyous holiday season filled with love, happiness, and good health. May the coming year be even more prosperous for all of us.



Warmest regards,

Fay Jandreau
CEO/General Manager
Venture Communications

TV Price Increases Coming in January and July 2024

By Mary Knox, Marketing Supervisor

As of January 12th, 2024, there will be an increase in your monthly billing for our TV services. After careful consideration and extensive negotiations with channel providers, we have made the difficult decision to raise the prices of our core package by \$7 and our basic package by \$10.

It is important to recognize that the television industry is currently undergoing significant changes in the way content is delivered. It is our duty to adapt to these changes while ensuring we continue to provide a quality service to over 5000 TV customers. However, it is crucial to acknowledge that the needs and preferences of our customers vary greatly. Trying to maintain a balanced relationship with our channel providers while meeting the needs of our customers has proven to be a challenging task.

We understand the impact this may have on your budget, and we want to keep you informed about future changes. Please be aware there will be another round of increases in July 2024.

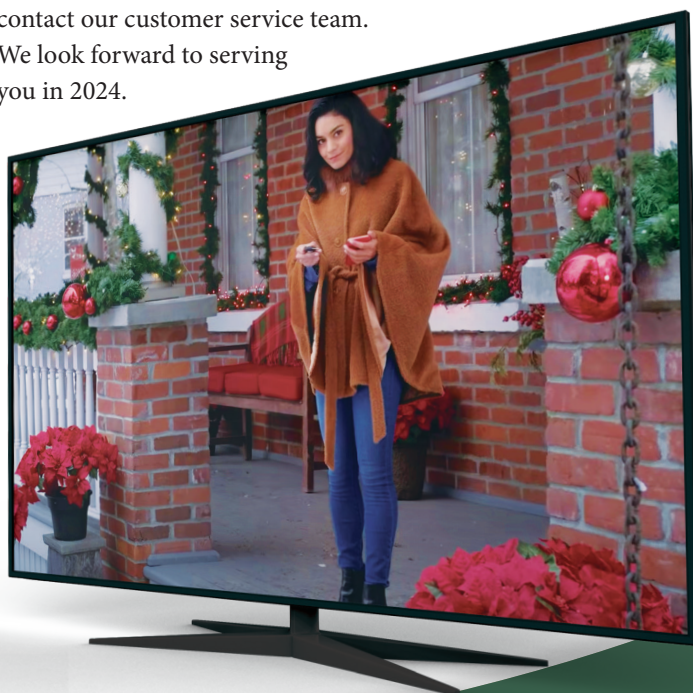
To help mitigate the cost hike, we highly recommend you explore streaming options. We understand this change may be intimidating, and that's why in 2024, we are pleased to announce we are sponsoring streaming education classes developed by Mitchell Technical College. These classes will be held in our local communities and provide you with the knowledge and tools necessary to navigate the world of streaming. The times and dates will be announced via social media posts, community newspapers, and in our newsletters.

Additionally, we have developed an online tool called StreamNow that can help you determine the streaming options that best suit your needs. It can be accessed by simply going to our home page at

www.venturecomm.net, scrolling down to "STREAMNOW is Your Guide to Streaming TV," and clicking on "CHECK IT OUT NOW." You'll be guided step by step on how to get started with streaming.

We appreciate your loyalty and understanding as we strive to provide the best possible service we can to our customers. If you have any questions or concerns, please do not hesitate to contact our customer service team.

We look forward to serving you in 2024.



Cost-Saving Cellular Plans for Our Broadband Customers

Venture Wireless now has an exclusive partnership with NRTC Mobile Solutions, which offers ultra-fast data and voice service from coast to coast. Through this partnership, you'll gain access to two cost-saving cellular plans — UNLIMITED PLAN and BY THE GIG PLAN. These plans are available to customers with a Venture Communications broadband internet connection, providing you an opportunity to pay as low as \$30.00/month for unlimited talk, text, and data!

Saving money isn't the only benefit. By having us provide both your wireless and broadband internet services, you get to work with a local company that values its customers and consistently prioritizes their best interests. You'll also gain new customer features including:



- A personalized "My Account" at venturecomm.net to make it easy to manage your wireless account, order new devices, initiate trade-ins, monitor data usage, review your bill, update your cellular plan and more.
- Access to the highly skilled support team at NRTC Mobile Solutions should your needs require a higher level of technical expertise than our Venture Wireless customer advocates can provide.

Visit venturecomm.net to learn more or call our office at 605-852-2224.



10 Reasons Why Streaming Services are So Popular

Streaming services offer many advantages compared to traditional TV plans like satellite or cable. They include:

- 1. Cost Savings** – Subscribing to a few streaming services usually ends up costing much less than paying for satellite or cable TV.
- 2. Bigger Variety of Content** – Streaming services maintain huge libraries of TV shows and movies from which to choose.
- 3. More Original Content** – Some streaming services pride themselves on their award-winning original content that's not available with any other streaming service or on network TV.
- 4. Less Mindless TV Viewing** – Instead of turning on the TV to watch whatever is on or engage in aimless channel surfing, users of streaming services tend to turn it on to intentionally watch a specific show or movie.
- 5. Lack of Weather Issues** – If you now have satellite TV and struggle with spotty service during high winds or heavy rains, you'll appreciate the fact that streaming services won't have those issues.
- 6. Added Convenience** – You can watch your programs on any device, whenever and wherever you want.
- 7. Scalability** – Many streaming services allow you to choose the features and functions you want.
- 8. Personalized Recommendations** – You can get viewing ideas based on your profile and interests.
- 9. Ad-Free Entertainment** – With traditional television, a good third of the viewing time tends to be consumed by ads.
- 10. Simplified Binge-Watching** – You can easily binge-watch an entire season of a series, pausing an episode whenever you want and returning later.

Venture Communications offers an online tool to help you navigate through all your streaming options. Check it out at gostreamnow.com/venture.