

# Connections

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## Switching Signals

### *Polar Converting Cable TV System to Digital*

Change is constant in our business. Times are changing, people are changing, and the way we are entertained has changed drastically in the past 10 years. One change that you will see coming as a Polar Cablevision customer is our conversion from providing analog to digital cable services.

Do we have a good reason to go digital? In fact, there are several good reasons to go digital, including: how much data it can transmit, how consistent the data stays over distance, and what type of data the signal can carry. For the same amount of bandwidth

you can include a lot more information into a digital signal than an analog signal. A digital signal doesn't produce the same problems with the picture we see on a distant analog television, either. And television in the digital age won't be limited to video and audio; our televisions will become truly interactive. Combined with HDTV and digital sound, this means a better picture, better sound, and digital data.

We will be upgrading our network over the next couple of years and eventually eliminating all analog services. We will be able to bring cable TV service further into the rural areas, depending on location, therefore giving customers the option to receive all of their services from Polar at a reduced cost.

*If you have any questions on this transition or if you'd like to see if you can receive cable TV services from Polar, contact our office at 701-284-7221 or 1-800-284-7222.*



PO Box 270  
Park River, ND 58270  
[www.thinkpolar.com](http://www.thinkpolar.com)

# Polar Welcomes Craig Gaube



We are pleased to announce that Craig Gaube of Eagle River, Alaska, will begin the position of Controller for the company on September 14, 2009. Mr. Gaube will be responsible for supervising the activity, systems, and daily operations of the accounting, billing, inventory, and IT departments. He is a native of Lumsden, Saskatchewan, and graduated with a BA in Accounting from Dickinson State University. Craig is currently the Accounting Manager for Chenega Corporation located in Anchorage, Alaska. He and his wife, Jessica, will reside in the Park River area.

*Welcome Craig!*

## Customer Originated Call Trace

If you've been bothered by harassing calls, Customer Originated Trace can provide you with a powerful defense. You can initiate an automatic trace of the last call you received. The results of the trace will be furnished only to legally constituted authorities upon proper request by them.



### HOW TO USE:

- When you get a nuisance call, just depress the switchhook (the button you push to hang up the phone) and release quickly. Listen for a special dial tone.
- If you've already hung up, just pick up the handset again and listen for a normal dial tone.
- Press \*57
- Listen for a confirmation announcement that the last call has been traced.
- Hang up.

The number you traced will be recorded at our office. If you decide to follow up on the matter, we'll provide that number to the local authorities.

Please keep in mind, Customer Originated Trace must be used immediately after you hang up on the call you want traced. If you get another call, or hear a call waiting tone first, you will trace the wrong call.

Please contact our office for more information on the Customer Originated Trace feature or other options for dealing with harassing calls.

## Coming Soon! *Your 2009-10 Polar Directory!*



Extra copies of Polar's Directory can be obtained at our business offices at:  
**110 4th St. E - Park River**  
**112 Main St. W - Mayville**

Remember to recycle your old directory. Old directories can be dropped off at either of our offices.



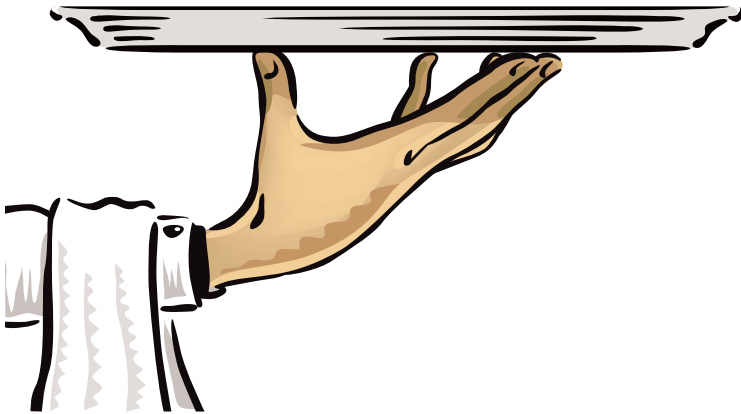
# Customer Appreciation Days

We appreciate your business! Join us for Customer Appreciation Days, have lunch on us, visit with us about your services and meet your area service representatives. We hope to see you there!

**Tuesday, October 13th**  
11am - 1pm  
**Galesburg Memorial Hall**

**Thursday, October 15th**  
11am - 1pm  
**Edmore Auditorium**

**Friday, October 16th**  
11am - 1pm  
**Lankin American Legion**



# Importance of Landline Phones

Many people are making the decision to disconnect their landline or home phone and use their cell phone or a VoIP service instead. Here are some important things to consider regarding these services and your safety:

A typical landline phone gives 9-1-1 call takers an exact location. Cell phones with location technology only provide an approximate location. Many 9-1-1 centers across the nation are not equipped to receive location information. If you are in an area that has implemented location technology and you have an outdated phone, your location information may not be received by the call taker.

When 9-1-1 calls are made from cellular phones, the call may not be routed to the most appropriate 9-1-1 center, and the call taker doesn't receive the callback phone number or the location of the caller. This presents life threatening problems due to lost response time if callers are unable to speak or don't know where they are, or if they don't know their cell phone callback number and the call is dropped.

VoIP may look and appear to work like a traditional phone, but it connects to the Internet, not a telephone line. If the power is out, your phone service may be out also.

It is also important for consumers to understand the potential limitations VoIP has with respect to accessing 9-1-1. VoIP calls may not be routed to the correct call center and may not automatically display the callers number or location. Users must register their location with the VoIP provider and keep it current. If you travel with your VoIP adapter, your call may not reach the correct 9-1-1 center.

If you are faced with an emergency, be prepared by keeping at least one landline corded phone at your location.

# Construction Update

Polar is committed to bringing the most advanced products and services to you. Our construction project is complete in the Dahlen Exchange and will wrap up in Lakota and Lankin by the middle of September. After that our contractor, Central Trenching, Inc., will be moving to Adams and then on to Brocket. Electronics are being installed in the Lakota and Dahlen exchanges and transition to the new facilities will start once testing is complete.



*Construction crews at work near Lankin.*



PO Box 270 • Park River, ND 58270

# CONNECTIONS

Published By  
Polar Communications  
PO Box 270 • Park River, ND 58270  
701.284.7221 • 800.284.7222  
[www.thinkpolar.com](http://www.thinkpolar.com)

## *BOARD OF DIRECTORS*

Ronald Steinke.....Cavalier  
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Amber Meyer ..... St. Thomas  
Joe Torgerson.....Fairdale  
Greg Steffes ..... Arthur  
Eric “Ike” Meberg..... Park River  
Jon McMillan.....Fordville  
Lori Dahl..... Lakota  
David L. Dunning ..... General Manager/CEO

## *HOURS OF OPERATION*

Monday-Friday • 7:30am-6:30pm  
Saturday • 8:00am-4:30pm  
24 Hour Customer Service • 284.7127

A stylized graphic of a flame in shades of yellow and orange, with a reflection below it. The flame is positioned behind the text on the right side of the page.

**Please use EXTREME  
CAUTION when burning  
ditches and debris around  
communication pedestals.**

**Thank you for your  
cooperation.**