

# Pineland PROUD NEWSLETTER

Summer 2022

Connecting the communities  
we serve with excellence,  
integrity, innovation and a  
servant's heart.



30 S. Rountree St.  
Metter, GA 30439



425 S. Main St.  
Swainsboro, GA 30401



P.O. Box 678  
Metter, GA 30439



912-685-2121  
800-247-1266

[PINELAND.NET](https://www.pineland.net)



## Pineland Telephone Nationally Recognized for All Star Service Campaign

On Saturday, July 23, Pineland Telephone Cooperative was recognized by the National Content and Technology Cooperative (NCTC) Marketing Innovators Group, Best of Marketing Awards, for their recent All Star Service campaign. The campaign, which was selected as the winner in the Community Outreach genre, featured Pineland employees remaking classic movies.

Launched in early 2021, following a year guided by the effects of a pandemic, forcing separation and distance, Pineland saw an opportunity to provide a boost of laughter and engaged humor to the communities it serves, as well as bring the company's departments together. The campaign starred 36 employees, three employees' children, two employees' dogs, covered 15 movies and wrapped in July of this year.

"In the beginning, the individuals asked to participate were selected because of their outgoing nature and eagerness to do whatever was needed in the past," commented Amy Harrison, Director of Sales and Marketing. "As the campaign neared its end, we continued to have employees ask which movie role would be theirs. This campaign turned into a fun way to bring almost every Pineland family member into the marketing plan."

Consisting of print and electronic advertisements, the ads appeared in Pineland's quarterly newsletter and were distributed in local newspapers, magazines, and across Pineland's social media platforms. Two versions of "All-Star" billboards were displayed in Metter, Georgia, home to Pineland's main office. Several of the ads were transformed into actual movie posters and adorn the lobbies of the Metter and Swainsboro business offices. At this year's Annual Meeting, All Star Service was the theme.

"We have seen engagement and comments from across the country with staff traveling to other regions being asked about

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the campaign,” explained CEO and “Top One” star Dustin Durden. “It has generated more buzz than any campaign or ad series to date.”

As a souvenir of their time on set, all employees that participated received a mousepad or coffee mug featuring their movie ad.

Davis Marketing Company, based in Statesboro, GA, assisted in brainstorming the concept, coordinated the photo shoots, designed the actual advertisements, and handled the implementation across social media platforms.

For a closer look at the All Star Service Campaign visit <https://youtu.be/9sQ3iiZMukl>.



## Pineland Telephone Remembers Wiley Evans

On July 9, 2022, Pineland Telephone lost longtime friend, patron, and board member, Wiley Clark Evans, III. Serving on Pineland’s Board of Directors for over 45 years (beginning on July 1, 1977), Wiley represented the cooperative’s members of District 2 - Bartow & Davisboro.

Wiley was a native and lifelong resident of Bartow, Georgia where he and his late wife of 49 years, Elaine Brinson Evans, raised their three children. Wiley was an active farmer in Jefferson and Washington counties. In addition to his service with Pineland, Wiley served on the board of directors for Queensborough National Bank and Bank of Wadley in Louisville, was a volunteer for the Bartow Fire Department and Georgia National Guard and was a dedicated member of Bartow Methodist Church.



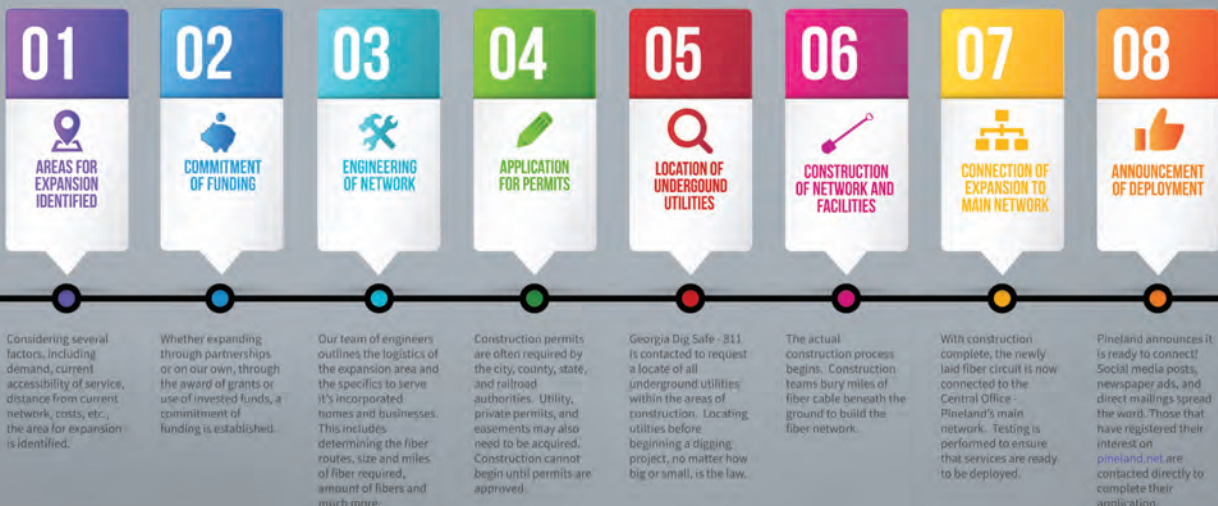
The Pineland Telephone Family expresses its gratitude for Wiley’s dedication and service and extends its deepest sympathies to the Evans family.

Our offices will be closed on Monday, September 5th in observance of **LABOR DAY**.

Payments may be made online at [pineland.net](https://pineland.net) or through our office dropboxes

## FIBER NETWORK EXPANSION

100% OF PINELAND’S SERVICES ARE DELIVERED THROUGH A DEDICATED AND RELIABLE FIBER-TO-THE-HOME NETWORK. EXPANDING SERVICES TO A NEW AREA REQUIRES SEVERAL MONTHS OF COMPLEX PLANNING AND CONSTRUCTION. THERE ARE MANY STEPS INVOLVED, AND DEPENDING ON THE SIZE AND LOCATION OF THE FIBER BUILDOUT, THIS PROCESS CAN TAKE 1-3 YEARS. THE MAJOR STEPS OF FIBER NETWORK EXPANSION ARE HIGHLIGHTED BELOW.



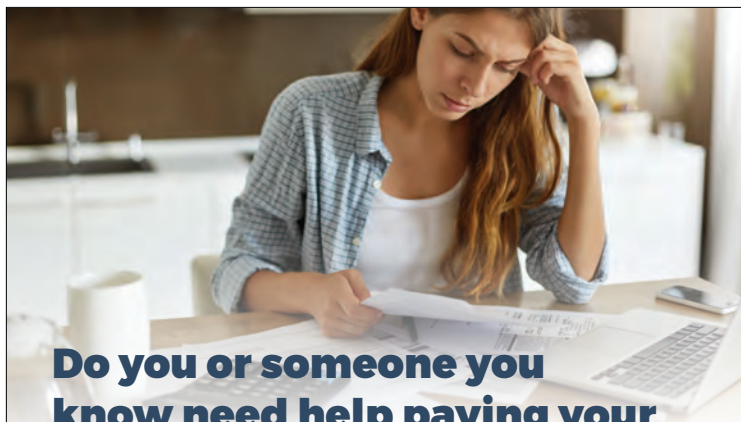


## Bill Payment Address Change

The mailing addresses for our bill payments have changed. If you use a bill-pay system you will need to update the address on file. Payments will be re-routed from our previous addresses for several months and late charges have been waived for the month of July. If you normally use our invoice stub to mail your payment, there is no action needed. For any questions about this change, please contact our business offices at 800-247-1266.

**Pineland Telephone**  
**P.O. Box 106055**  
**Atlanta, GA 30348**

**Southeast Fire & Burglar Alarm Co.**  
**P.O. Box 106020**  
**Atlanta, GA 30348**



### Do you or someone you know need help paying your telephone or internet bill?

The **Lifeline assistance program** is a federal benefit that can help eligible households by paying a portion of their monthly telephone or internet bill. Your household may qualify to participate if you are enrolled in one of the following programs:

- SNAP
- Medicaid
- Supplemental Security Income (SSI)
- Tribal assistance
- Veterans Pension and Survivors Benefit
- Federal Public Housing Assistance

Pineland is a participating provider of the **Lifeline assistance program**. For more information, to check eligibility, or to apply for the Lifeline program, visit [CheckLifeline.org](http://CheckLifeline.org).

## PINELAND PROUD QUARTERLY STATS

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**Here's a look at what we've been up to during the second quarter (April, May, June) of 2022.**

### **New Fiber Drops Buried: 155**

Our services are delivered by a dedicated fiber network that is connected to each individual home or business. When services are requested, we must bury a fiber drop to that location if there is not already one in place.

### **Locates Conducted: 1,782**

The rule to "Call before you dig" applies to individuals and businesses. When 811 is notified that someone will be digging, they let us know so we can mark the location of our fiber cables to avoid damage.

### **Service Orders Completed (excluding disconnections): 943**

### **Orders Completed by Truck Roll: 702**

Some service orders can be handled over the phone, while others require a technician to come on-site. This is the total number of orders requested which required us to visit a home or business.

### **Troubles Received: 2,102**

"Troubles" are calls received where a customer is reporting a problem. Some troubles can be solved over the phone, while others require a technician visit. We monitor our number of "troubles," as well as what caused them, and how they were resolved.

- **Solved over the phone: 555**
- **Truck Roll Required: 1,547**
  - **No Trouble Found: 241**
  - **Equipment: 37**
  - **Customer Error: 101**
- **Trouble Types: Television 25%, Internet 61%, Phone 14%**

### **Calls Answered (average per month): 6,238** **Speed of Answer: 25 seconds**

These calls were answered by our Customer Service and Service Department during our normal operating hours and do not include after-hours assistance.

*\*Reminder: Service calls resulting from intentional damage, customer equipment, or fault of customer will incur a \$50 service call fee during regular business hours or \$75 for after-hours trip.*



## **Fiber** **Focus** TRIVIA WINNERS

Teddy Bailey  
Roy Biggers  
Jackie Brown  
Bettye Doyle  
Ruby Fagler  
Kenny Foskey  
Walter Garvin  
Suzette Hernandez  
Ted Hurley  
Amanda McNeal  
Levi Sapp  
Marilyn Tapley  
Craig Warren  
Raymond Wiley  
Annie Williams

***Congratulations!***

You are the winners of  
Fiber Focus Trivia from our  
previous newsletter!



P.O. Box 678  
Metter, GA 30439

## **Fiber****Focus** Trivia

Mail or bring your completed answers to Pineland Telephone Cooperative for your chance to win a \$5 credit on your bill. Fifteen total customers will win!

**MAIL TO:** Pineland Telephone Cooperative, Inc.; Fiber Focus Trivia;  
P.O. Box 678; Metter, GA 30439

**Name:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

1. What Pineland marketing campaign recently won an NCTC Best of Marketing Award?
2. What genre did the All Star Service Campaign win?
3. What longtime Pineland friend, patron and board member is remembered for his dedication to the cooperative?
4. What program helps eligible households pay for phone and internet service?
5. Where can you learn more about the Lifeline Assistance Program?

**Please print your name and phone number clearly. Not eligible for credit two editions in a row.**

Write one of the questions and correct answer on Pineland's Facebook page for an additional chance to win a **\$5 CREDIT** on your bill!

**FIVE FANS WILL WIN!**

\*By listing your email address, you will be signed up to receive monthly email correspondence.

**BUILDING BETTER BROADBAND**  
are you ready to connect?

phone + internet + technology + security

**Pineland**

www.pineland.net | 800.247.1266