

## Advertising and Outreach

### **Universal Service Advertising**

T-Mobile advertised its universal service offerings throughout the calendar year 2012 via media of general distribution, including the use of media such as radio, television, billboards, print, internet, and targeted mailings, among other things. T-Mobile also maintains various retail stores and authorized dealer locations throughout its ETC designated service area through which it advertises its service offerings.

### **Lifeline Advertising and Outreach**

T-Mobile advertised the availability of Lifeline and Link Up services in 2012. Specifically, in 2012, T-Mobile:

- Posted information about its Lifeline offerings on [www.usac.org](http://www.usac.org)
- Posted information about its Lifeline offerings on the Company's website, [www.t-mobile.com](http://www.t-mobile.com), in both English and Spanish
- Advertised the availability of Lifeline through newspapers distributed throughout its designated ETC area, including the following (among others):
  - Auburn Reporter
  - The Daily Herald
  - The Seattle Times
  - The News Tribune
  - The Wenatchee World
  - The Spokesman Review
  - Tri-City Herald
- Mailed more than 180 poster quality notices to offices where consumers likely to qualify for Lifeline would seek service, including social security and employment offices

An example of the notices that T-Mobile made available to social service agency offices is included as Attachment 1. Attachment 2 includes an example and evidence of T-Mobile's more widely distributed advertising of its Lifeline offering.

Attachment 1

# Lifeline Notice

Check to see if you qualify for discounted monthly wireless service.

## Save money with Lifeline

T-Mobile® customers in Washington may be eligible to save at least \$10 per month on their wireless service when they qualify for the government's Lifeline program.

## Qualifying for Lifeline

In Washington, customers may qualify for Lifeline assistance if they are currently eligible to receive benefits from any of the following assistance programs:

- Medicaid
- Supplemental Nutrition Assistance Program (SNAP) or Food Stamps
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance (FPHA) including Section 8
- Low Income Home Energy Assistance Program (LIHEAP)
- National School Lunch Program's free lunch program (must qualify for free lunch)
- Temporary Assistance for Needy Families (TANF)

Additionally, residents of Washington might qualify for Lifeline if their total household income does not exceed 135% of the Federal Poverty Guidelines.

Customers who are also residents of federally recognized Tribal Lands may qualify for Lifeline under the assistance programs listed above or if they are currently eligible to receive benefits from any of the following assistance programs:

- Bureau of Indian Affairs General Assistance
- Tribally Administered Temporary Assistance for Needy Families (TTANF)
- Head Start (must satisfy income qualifying standard)
- Food Distribution Program on Indian Reservations (FDPIR)

## Signing Up

If you think you might qualify, you must complete a Washington Lifeline application in order to receive Lifeline assistance. Customers with Internet access may visit [www.t-mobile.com/lifeline](http://www.t-mobile.com/lifeline) to learn how to apply or to print an application.

If you do not have Internet access, you can request a printed copy of the Lifeline application from a T-Mobile retail store or by calling 1-800-937-8997.

## Additional Information

For additional information about Lifeline and T-Mobile's Lifeline offering, visit [www.t-mobile.com/lifeline](http://www.t-mobile.com/lifeline).

You may find more information about Lifeline and other wireless services available from T-Mobile USA, Inc. at [www.T-Mobile.com](http://www.T-Mobile.com).

## Important Information

Lifeline is a government assistance program that provides only eligible consumers with discounted service that is non-transferable and is available for only one line per household. A household is defined, for purposes of the Lifeline program, as any individual or group of individuals living at the same address that share income and expenses. Lifeline offers service only in areas where the company has Eligible Telecommunications Carrier status.



Basic Lifeline plan includes a monthly recurring rate for qualifying customers of \$6.49 per month which includes 145 Whenever Minutes®, 500 night minutes and 500 weekend minutes per month and 5¢ per minute overage.

Limited-time offer, subject to change. Taxes & fees additional; other fees may apply. Domestic only. Coverage: Coverage not available everywhere. Nights and Weekends: Weekends are midnight Friday to midnight Sunday, and nights are 9:00p.m. to 6:59a.m. Monday-Friday, based upon start time of call. Time of call usually based on location of equipment transmitting call; if location is not available, time of call based on time zone associated with your phone number. Network Management: Data traffic of Premium and Ultra Plans will be prioritized over other currently offered plans during periods of congestion. Service may be slowed, suspended, terminated or restricted from misuse, abnormal use, interference with our network or ability to provide quality service to other users, or significant roaming. See brochures and Terms and Conditions (including arbitration provision) at [www.T-Mobile.com](http://www.T-Mobile.com) for additional information regarding T-Mobile service and products, including important limitations on availability and reliability of 9-1-1 emergency service when using Wi-Fi Calling. ©2012 T-Mobile USA, Inc.

Attachment 2

[8] December 21, 2012

**Green River awarded \$200,000 for SKC College Access Network**

Green River Community College has been awarded a grant to launch the South King County College Access Network with a goal to increase college enrollment and completion among South King County students.

SKC-CAN expects to serve more than 45,000 students in 27 high schools and 25 middle schools in the Auburn, Federal Way, Highline, Kent, Renton and Tukwila school districts.

The two-year, \$202,244 grant comes to Green River from the Bill & Melinda Gates Foundation. SKC-CAN, to be modeled after College Access Network models already at work throughout the country,

will work to raise awareness, enrollment, persistence and completion in college among South King County students.

"This grant will help us and our network of community partners teach students about the benefits of higher education as a career pathway," said Green River President Dr. Eileen Ely.

Ely pointed out estimates projecting 67 percent of jobs in the state will require a postsecondary education by 2018. Only 22 percent of the South King County region's students earn college degrees or certificates by the age of 24, with significant drop-offs among low-income students and students of color.

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Rushmer Sulcer Byrd Casas Lacey Bush



**MIA RUSHMER**

**School:** Dick Scobee Elementary School  
**Parent:** Letitia Zaragoza  
**Favorite subject:** Science  
**Hobbies:** Cooking, gymnastics  
**Ambitions:** I want to be a teacher because some are mean and I want to be nice.

**STORMY BYRD**

**School:** Pioneer Elementary School  
**Parents:** Christy Benson and Stacy Byrd  
**Favorite subject:** Math  
**Hobbies:** Volin, drawing  
**Ambitions:** I want to be an artist, teacher or a country singer.  
**Activities:** Patrol, demo team, cheerleading and karate.

**EDDIE SULCER**

**School:** Scobee Elementary  
**Parent:** Gina Boccamazzo  
**Favorite subject:** Math  
**Hobbies:** Watching and playing football.  
**Ambitions:** I want to be a football or basketball player when I am an adult.

**LUIS CASAS**

**School:** Pioneer Elementary  
**Parents:** Luis Casas and Margarita Rodriguez  
**Favorite subject:** Math  
**Hobbies:** Playing outside with my friends, sometimes at the park.  
**Ambitions:** I want to be a soccer player and a fireman.  
**Activities:** Patrol

**JENNA LACEY**

**School:** Hazelwood Elementary School  
**Parent:** Dana Lacey  
**Favorite subjects:** Math, social studies  
**Hobbies:** Playing with my brothers. I like to read. I love playing outside with my neighbors. I love to sing.  
**Ambitions:** When I grow up I want to go to college to get a degree and want to be a pro basketball player.  
**Activities:** Basketball, soccer, softball, swimming and water polo.

**SHANE BUSH**

**School:** Hazelwood Elementary  
**Parent:** Terri Bush  
**Favorite subjects:** Math, reading, science, social studies  
**Hobbies:** I like to read, study history, play video games.  
**Ambitions:** I want to be a pilot in the Air Force. Go to college at WSU because that is where my siblings go.  
**Activities:** I was a classroom representative last year. I am in yearbook crew. I take pictures and help put it together.

**KC LETHO**, 10, a fourth-grader at Auburn's Holy Family School, decided to do something special this holiday season. He recently donated all of his birthday presents to the Toys for Tots program at a party at the Auburn Skate Connection. Family and friends donated to the cause. The Valley Regional Fire Authority was on hand to collect the toys for distribution.

**EXPAND YOUR ADVERTISING STATEWIDE!**  
Reach over 2 million readers throughout Washington in 106 Community Newspapers  
**LOW COST • ONE CALL • ONE BILL**  
Call today to buy a Region or the Entire State!  
**253-833-0218**  
**AUBURN-REPORTER**

**T-Mobile**  
**QUALIFY AND GET T-MOBILE SERVICE WITH A DISCOUNT OF AT LEAST \$10 A MONTH**  
T-Mobile keeps you connected affordably.

Basic plan includes:

- 145 Whenever Minutes®
- 500 Night Minutes + 500 Weekend Minutes
- Nationwide 4G Network
- Additional minutes for \$.05 each
- \$19.99/mo. before Lifetime discount

**Are you eligible?**  
You may qualify based on your income or if you're currently eligible to receive public assistance such as Medicaid, Food Stamps (SNAP) or Supplemental Security Income (SSI). Your eligibility varies by state. If you're a resident of federally recognized Tribal Lands, you may qualify for additional discounts.

**See if you qualify and learn how to apply by visiting [www.T-Mobile.com/lifetime](http://www.T-Mobile.com/lifetime) or call 1-800-937-8997.**

Discounted wireless service is provided under the Lifetime assistance program. Lifetime is a government assistance program that provides only eligible consumers with discounted service that is nontransferable and is available for only one line per household. A household is defined, for purposes of the Lifetime program, as any individual or group of individuals living at the same address that share income and expenses. T-Mobile offers Lifetime service only in areas where the company has Eligible Telecommunications Carrier status. You may find more information about Lifetime and other wireless services available from T-Mobile USA, Inc. at [www.T-Mobile.com](http://www.T-Mobile.com).

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**[ TOYS from page 1 ]**  
The Marine Corps runs Toys for Tots, collecting the toys and bringing them to distribution centers like the Auburn church and DSHS (Department of Social and Health Services) offices, where they are given as holiday gifts to needy children in the community.  
For two weeks, Toys for Tots gave away toys throughout King County. As of late Tuesday, more than 15,000 gifts had been distributed for kids throughout the South Center area.  
The Auburn church got involved two years ago after DSHS asked if it would be willing to host a distribution. The unexpectedly high turnout last year caused, Goetz admitted, "a bit of a disaster" — the church didn't participate as a church, it only rented out the space. Church officials decided that this time around would be different, that they would really seize a good opportunity to connect with the community and provide what help they could.  
"We decided to really make it an event," Goetz said. Church officials spent four months planning the distribution, working side-by-side with nearby New Day Christian Fellowship. By 1 p.m. Tuesday, the church had distributed gifts for 1,500 needy children, Auburn veterinarian and volunteer Dr. Don Edwards began handing out bracelets at midnight. He was in the parking lot again at 4:30 a.m. and stayed there until the distribution was done.  
"I've been handing out tags with numbers so people don't have to wait in line. Everybody seems to be happy," Edwards said.  
Edwards asked, "Is everybody happy?"  
"Yes," came the crowd's response.  
"When somebody with a number comes back and heads straight to the front of the line, nobody says a thing. They all feel that it's an equitable system," said Cheryl Wuench, pastor at First United Methodist Church.

**[ SCHOOL from page 1 ]**  
work by August of 2014, and using the new three-story building for the 2014-2015 school year."  
The new red brick building will face East Main Street.  
As soon as the new high school building is finished and occupied, Kenworthy said, the contractor will start knocking down portions of the old high school. During the summer of 2014 and on into 2015, work will center on the connection of the new classroom building with the Performing Arts Center and auto shop.  
During phase 3 in the summer of 2015 on into 2016, contractors will work on the parking lot and tennis court improvements on the north and northwest portions of the site.  
On another matter, Kenworthy said, the district is also starting to look for additional property for another elementary school, probably on the south end of the district.  
The "specifically desired location," Kenworthy noted, has not yet been determined.  
"We are also looking seriously at the need next year for portable classrooms," Kenworthy said, adding that the recipients of the portables will be the overcrowded Lakeland and Lea Hills elementary schools.

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