

# Local Lines

## SHREWSBURY'S ELECTRIC LIGHT PLANT AND SHREWSBURY'S COMMUNITY CABLEVISION

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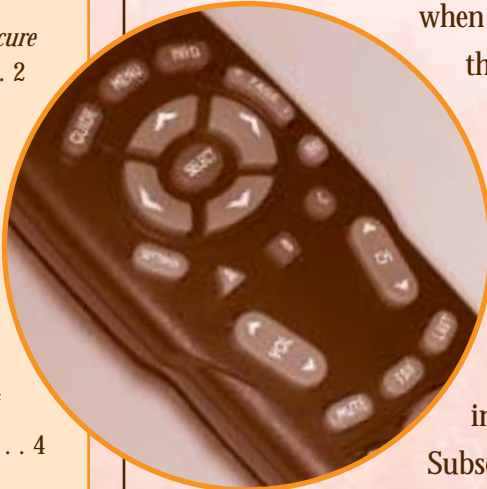
### ***New Payment Options to Come***

Watch for new payment options that will be available soon, including payment by credit card, debit card and online. We will let you know when those options are available.

### **CONTROL HOW AND WHEN YOU VIEW PROGRAMMING**

### ***Video On Demand Coming in 2004***

The way Digital customers view Pay-Per-View (PPV) movies and other programming will change dramatically in the first half of 2004 when Shrewsbury Cable launches Video On Demand. This new service will let you decide when you watch movies and other programming and gives you the control through your remote to pause, rewind, and fast-forward that programming. Customers will need Digital Cable service to access VOD programming.



### **A Variety of Movies, Favorite Shows and Special Events**

Digital Cable customers will have instant access to a wide variety of VOD movies and special programming including new releases, hit movies and classics. Premium Subscription VOD will also be available. As an example: subscribe to HBO and you will have instant access to HBO movies and to episodes of their original series including *The Sopranos* or *Carnivale*.

***“You will control what, when and how you view your favorite programs.”***

### **Convenience and Competitive Pricing**

With VOD, there's no need to go to the video store. All the top titles and much more will be available right in your living room. It's easy. You'll simply use your digital remote to make your viewing selections from on-screen menus.

The cost for movies, events (including wrestling, boxing, and concerts) and other programming will be similar to what it is now on your PPV system. VOD movies may cost between \$1.95 to \$3.95 depending on whether it's a new release, a recent release or a film classic.

We'll update you on Shrewsbury Cable's VOD launch, including final information on pricing and program offerings, as we move closer to launching this new service in 2004.

## SHREWSBURY LIGHT & CABLE

### *Share the Warmth Program benefits needy*

Shrewsbury's Electric Light Plant and Shrewsbury's Community Cablevision (SELP/SCC) are looking for community support of its annual *Share the Warmth* program to assist needy Shrewsbury residents with funding to maintain electric service for heat, light and hot water through the cold winter months.

"Residents have been very generous through the years in donating money to this program," said Thomas Josie, general manager of SELP/SCC. "Once again, we're asking for support to help neighbors who may have difficulty in affording basic services."

SELP/SCC asks residents to contribute to Share the Warmth by using the donation envelope that was included in November's bills. Residents may also bring their donation to the SELP/SCC main office in the Town Hall at 100 Maple Avenue weekdays from 8 a.m. to 5 p.m.

### **Notice to Landlords**

Please be advised that landlords are responsible for notifying the office at Shrewsbury Electric Light Plant to have electric service shut off when a tenant moves out. Please call us if you have any questions.

## LIGHT & CABLE COLLECTING

### *Toys for Santa's Toy Chest*

Shrewsbury's Electric Light Plant and Shrewsbury's Community Cablevision (SELP/SCC) are asking for community support of their annual Santa's Toy Chest campaign to benefit Shrewsbury children.



SELP/SCC is asking for unwrapped new toys to be donated to Santa's Toy Chest. Based on need, the toys will be distributed to families through St. Anne's Church. Toys can be left at the SELP/SCC office in the Town Hall at 100 Maple Avenue weekdays from 8 a.m. to 5 p.m. Toys will be accepted through Wednesday, December 17. Anyone bringing in a new toy will receive a voucher good for one free Pay-Per-View movie.

SELP/SCC looks forward to strong support of Santa's Toy Chest and wants to thank all those who have contributed in the past as well as those who are able to donate toys this year. For more information, please call Shrewsbury Light and Cable at 841-8500.

### ***Bill Payment is Easy***

### **A Safe and Secure Process to Better Serve You**

Shrewsbury Light and Cable provide an addressed envelope in the bill you receive each month as a convenience for you to make your payment. Use that envelope and your payment will be delivered to Shrewsbury's secure bank deposit "Lock Box" in Worcester where payments are applied towards your account(s).

Remember that our "Lock Box" process is part of a safe and secure system we use to account for the payments you make towards your Light and Cable bill(s) each month. Thank you for using the envelope we provide in your bill to help us quickly and efficiently manage your bill payment process.

### **Bill Payments by Check**

In order to better serve customers who pay by check, SELP and SCC are asking customers to make sure to indicate on their check how much of the payment should be applied toward their electric bill and how much should be paid towards their cable bill. Doing this will help ensure that your bill payments are distributed to the accounts intended. Thank you for your cooperation.

# SCC RATES

## Continue to Beat the Competition

SCC's rates remain lower than rates paid by cable customers in surrounding communities. See chart below for a recent comparison of SCC and Charter rates and the total annual savings that Shrewsbury customers realize.

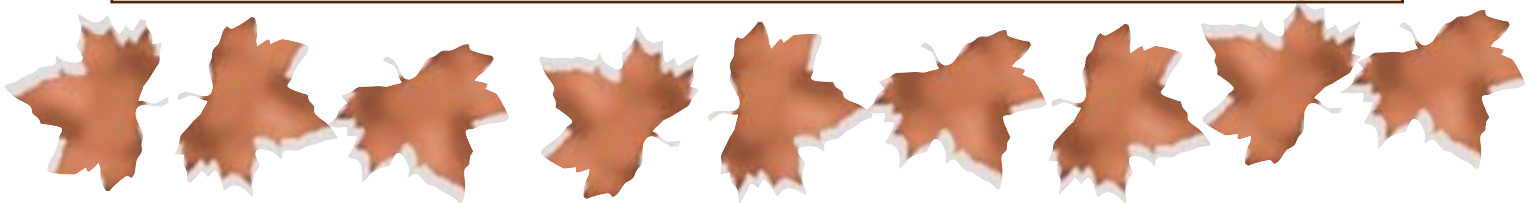


### CABLE RATE COMPARISON

	SCC	CHARTER	SCC \$ DIFFERENCE	SCC % DIFFERENCE	ANNUAL SAVINGS SCC SUBSCRIBERS
<b>BASIC</b>	\$12.70	\$13.94	\$ 1.24 less	8.8% less	\$ 12,320.64
<b>SENIOR BASIC</b>	\$ 9.53	\$12.74	\$ 3.21 less	25.1% less	\$ 6,240.24
<b>BASIC &amp; EXPANDED BASIC</b>	\$27.55	\$45.49	\$17.94 less	39.4% less	\$1,754,316.72
<b>SR. BASIC &amp; EXPANDED BASIC</b>	\$20.66	\$41.13	\$20.47 less	49.7% less	\$ 615,082.56
<b>INTERNET</b>	\$39.95	\$44.95	\$ 5.00 less	11.1% less	\$ 180,000.00

### TOTAL ANNUAL SAVINGS FOR SCC SUBSCRIBERS WHEN COMPARED TO CHARTER RATES

\$2,567,960.16



## HIGH DEFINITION TELEVISION The Clear Choice

Shrewsbury Cable now offers HDTV Service.\* HDTV will give you:

- highest resolution picture available today • great "wide screen" effect • rich color and clarity

#### HDTV Basic Service: \$8.95\* monthly

HD Channel 2 (PBS) • HD Channel 4 (CBS) • HD Channel 5 (ABC) • HD Channel 7 (NBC) • Discovery HD

\*Subscription to Digital Cable is required

#### HDTV Tier 1 Service: \$4.95\*\* monthly

ESPN HD Channel • HDNet Channel (Live Sports) • HDNet Movies

\*\*Subscription to \$8.95 HDTV Basic Service required

#### HDTV programming is also available on:

HBO† • Showtime†

†Subscription to Digital Cable and HBO or Showtime required

**Call to order 508.841.8500**

(High Definition television required)

Shrewsbury's Community Cablevision



**JUST \$32.95 – INCLUDES  
\$100,000 INSURANCE POLICY**

## ***Surge Protection Service***



Shrewsbury Light and Cable offered a solution to help safeguard important electronics equipment in the home from the risk of lightning strikes with the Powermax, 8 Coax surge protector manufactured by Panamax.



The Powermax helps protect valuable equipment, including DVDs, stereos, TVs and computers from electrical surges that may occur through the electrical system. The surge protector costs \$32.95 (including tax).

The cost also includes a manufacturer's \$100,000 insurance policy to cover equipment damage due to a power surge. Any potential claims would be filed with

the surge protector manufacturer. Electric utilities are not liable for the loss or damage to equipment caused by Lightning strikes.

Surge protectors can be purchased over the counter at the Light and Cable office at 100 Maple Avenue.

## ***Festival A Success***

SELP and SCC joined the fun on the Town Common in September in celebration of Public Power Week and the 7th Annual Spirit of Shrewsbury Festival.

There was plenty of fun for the kids with a moonwalk, giveaways for the kids, balloons, and a raffle. Energy efficient light bulbs were also given away to Shrewsbury residents. The 20 watt-fluorescent bulbs produce the same amount of light as a standard 75-watt bulb and can be used in most screw-in type light fixtures.

Information about Light & Cable services, including Digital Cable and a high-speed Internet service station was also distributed.



## ***Digital Cable Box not working?***

If your Digital Cable Box is not working, try unplugging and then replugging the box. If a problem still exists, call us at **508-841-8500** for assistance.

## ***Senior Citizen Discount***

Senior citizens (65 years and older) are entitled to SCC's 25-percent Senior Citizen Discount on either basic or expanded basic service. Please call us at **841-8500** if you want this discount applied towards your account.

## ***Street Light Out? Give us a call***

Please call the Light Department if you notice a street light out in your area. Your call helps ensure the quickest response possible to rectify the problem.

## ***FREE Announcements & Paid Advertising***

We want to remind our residents and businesses that Shrewsbury's non-profit organizations are welcome to submit community announcements to us for free listings on Channel 19.

Residents and businesses in town also can place advertising on Channel 26 at very reasonable rates. Please call us at **841-8500** for more information.

# SHREWSBURY COMMUNITY CABLEVISION

## PPV Ordering Information



### To order PPV Movies— Digital Customers

- Press the **GUIDE** key on the remote control. Go to channels 501-534.
- Use the arrow keys to find the movie you want to purchase.
- Press the **SELECT** key and follow the instructions.

### To order PPV Movies—Analog Customers

- Dial **841-8415** to access PPV System for channels 74 & 75
- Select appropriate option:
  - **Press 1** to select and order a special event. Follow instructions.
  - **Press 2** to select and order a movie: Follow instructions.
  - You need to stay on line to confirm order when instructed.
  - **Press 3** to cancel order.
  - **Press the star** key to end call.
- Your movie or special event is ordered.

### Parental Controls

Any resident who would like to block out a specific channel or channels from being viewed on their television is encouraged to call us at 841-8500 for instructions. Our customer service representatives would be glad to help you with this parental control feature.

## FOR SHREWSBURY RESIDENTS

## Energy Efficient Bulbs and Fixtures

### Available at SPAG's

Shrewsbury residents can now purchase low-cost energy efficient products at SPAG's as part of a Shrewsbury Electric promotion. From now and into the New Year, customers can choose from a variety of table lamps, torchiere lamps as well as compact fluorescent 3-way, flood, and globe light bulbs.

This promotion is offered to Shrewsbury residents as part of SELP's ongoing efforts to provide customers the opportunity to purchase energy-efficient bulbs and fixtures ranging in cost from \$1 to \$15. Products offered include bulbs ranging from 7 watts to 23 watts.

## Did you Experience High Energy Bills last winter?

Is your house old or drafty? Do you want to do something about it, but are not sure where to start?

### Call the *Home Energy Loss Prevention Service (HELPS)*

at **1-888-333-7525**

for assistance with your energy questions and to receive a home energy audit at **NO COST**.

### Our knowledgeable staff will:

Assist you with your questions, and direct your request to our auditor

### Our Energy Auditor will:

- Schedule a visit to your home
- Evaluate all energy uses
- Make savings recommendations

Visit **HELPS**  
on-line at:

[www.munihelps.org](http://www.munihelps.org)



Learn how  
to increase  
the comfort  
of your home  
and reduce  
your energy  
usage before  
the winter  
winds blow!



HELPS is a part of *HomeEnergy*, a state-wide service brought to you by your local municipal utility, Shrewsbury's Electric Light Plant.

## EMERGENCY BEACON AND SAFETY BULBS

### *“Bright Idea” Program for Seniors*

SELP has distributed “Emergency Beacon” as well as “push bulbs” to the Senior Citizen Center. A limited supply are now available to Shrewsbury seniors at the center. The beacon bulbs, typically placed in a porch or front yard light fixture, can be activated to flash intermittently to help emergency vehicles quickly spot the dwelling of the person who called for help.

“Push Bulbs” are battery powered self-affixing lights that can be used in areas of the home that need light.

## PERSONAL VIDEO RECORDER Seeing is Believing!

Shrewsbury Community Cablevision now offers the Explorer home entertainment system. The PVR offers exciting new control over your television.

The PVR replaces your VCR and you will be able to:

- pause and return to live TV programs
- record one channel while watching another
- record two channels simultaneously
- enjoy Picture-In-Picture (PIP) features
- enjoy instant replay feature



**PVR Service: \$11.95\* monthly**

\*Subscription to Digital Cable required

**Call to order  
508.841.8500**

Shrewsbury's  
Community  
Cablevision



Shrewsbury's  
Electric Light Plant and  
Community Cablevision  
100 Maple Avenue  
Shrewsbury, MA 01545-5398



Bulk Rate

U.S. Postage

Paid

Permit #22

Shrewsbury, MA 01545

