



## ATMC Awards \$25,000 in Education Grants

ATMC recently awarded \$25,000 in grant funds to 15 local educators and community organizations. Recipients were honored with a reception at ATMC's corporate headquarters. Receiving funding were:

- Belville Elementary School (David Everett):** *4th Grade Science is Alive!*—instill understanding/appreciation of science
- Supply Elementary School (Susan Carr):** *Hear Me*—enable nonverbal students to communicate
- Supply Elementary School (Kathie Green):** *A-B-C Me Learn With the Letter People*—strengthen literacy skills
- Town Creek Elementary School (Latania Edge-McGee):** *Lifelong Healthy Gators*—decrease childhood obesity
- Union Elementary School (Jada Fimbel):** *Where on Earth is...?*—GPS devices to increase learning skills
- Cedar Grove Middle School (Laura Hickman):** *21st Century Classroom/*

- CPS IR Class-pack*—encourage class participation & interaction
- Leland Middle School (Meggen Calderwood):** *Painless Vocabulary Book*—improve writing, reading & testing skills
- Shalotte Middle School (Holly Borden):** *Walk for Wellness*—improve health
- Waccamaw Elementary School (Hilda George):** *Soaring Eagles Caught Being Good*—reward good behavior
- Brunswick County Academy (Theresa Frame):** *Reading and Writing on the Go!*—increase reading & writing skills
- North Brunswick High School (Jamie Madren):** *Math Matters*—improve Algebra skills
- South Brunswick High School (Sandra Mullins):** *SAT eReader*—digital devices for encouraging communication
- West Brunswick High School (Jennifer Creighton-Negron):** *Audio System for the Little Theatre*



- West Brunswick High School (Teresa Harmony):** *iSchool West Brunswick*—laptops for online courses
- Brunswick Community College (Angela Metts):** *Real World Connection*—virtual lab for students without computer access

Allen Russ, ATMC CEO/General Manager, commended the recipients on their efforts to improve education in Brunswick County. He added, "We all remember those teachers who had a lasting impact on us, those who went the extra mile to make a difference in our lives. This room is filled today with such educators. You are making a difference and we thank you for your dedication to our students and this community."

Since 2006, close to 100 local community organizations and educators have received grants totaling \$220,000. ●

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Allen Russ

With the start of a new year, we at ATMC are looking forward with excitement and anticipation of big things to come in 2011. And nowhere will new services and improvements be more apparent than with our cable TV service.

In April of last year, we began a project to convert the entire cable TV system to all-digital technology.

Over the course of the past nine months we installed over 25,000 digital devices in over 12,000 homes. This project is the foundation on which we will be able to offer a wide variety of new cutting-edge services to be introduced over the next 24 months.

First among these enhancements is expansion of our high definition lineup. In late January we will add Headline News HD. With the addition of HLN HD,

we will have over 60 channels, including all the major cable news networks in beautiful HD. We also plan to add HD feeds for other highly requested networks, including the new Oprah Winfrey Network, Fox Movie Channel, Comedy Central and many more.

To eliminate sporadic issues we have faced with the reception of the Wilmington broadcast TV stations WECT, WFSX, WILM and WWAY, in early February we will have completed a new fiber optic feed directly from each Wilmington studio back to our cable TV distribution center. This fiber optic feed will deliver to you the very highest quality TV signal and eliminate sporadic reception issues we have encountered as a result of various mechanical issues and atmospheric interference.

These are just a few of the many great things on the way this year. We hope you enjoy them, and we thank you for choosing ATMC. ●

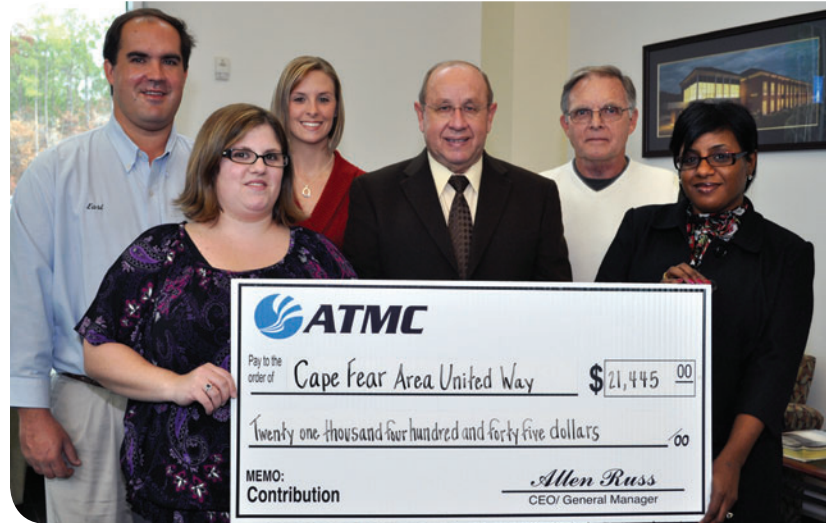
## Giving Back With A Successful United Way Campaign

ATMC recently completed its annual United Way Campaign and raised over \$21,000 to help local residents. Fundraising activities included an employee giving campaign, a silent auction and more. Local merchants were also very generous in contributing to the silent auction.

"In light of current economic conditions, we are extremely pleased with our United Way Campaign this year," said Allen Russ, ATMC CEO/General Manager. "I am proud that our employees have given so much on a personal level. The success of this campaign exemplifies their commitment to our community. We also extend appreciation to our local merchants, who helped make our fundraising efforts such a success."

Money raised during the campaign will be used for community,

health and human services and educational needs in our region. ATMC has contributed over \$200,000 to United Way in the last ten years. ●



PICTURED (left to right) Earl Bohmer, Sarah Wright, Debra Cox, ATMC CEO/General Manager Allen Russ, Jerry Barefoot and LaShonda Gore

## Connecting You Now Available Online



**Sign Up to Get your Newsletter Online and you could win a new Netbook Computer**

ATMC's member newsletter has a new look and is now available online! Customers who receive their monthly ATMC statement online will begin receiving the online version of *Connecting You*. If you would like the online version of *Connecting You*, sign up at [www.atmccconnectingyou.com](http://www.atmccconnectingyou.com). Make the switch before February 28th, and you will be automatically entered into a drawing to win a new Netbook computer! ●

## TXTS CAUZ WREX

### Don't Text & Drive



PICTURED (left to right) WBHS Journalism students Sarah Walters, Summer Falgiano, WBHS Principal Jamal Woods, Justin Davis and Jordan Anttila

#### ATMC Wireless has an important message: don't text and drive.

According to the National Safety Council, texting while driving is as dangerous as driving drunk. ATMC Wireless and West Brunswick High School's Journalism class recently joined together to bring this message to students and faculty. Students who pledged to refrain from texting while driving were provided with a free tee shirt and an awareness wrist band. The class dedicated a special section in the December issue of the West Wind student newspaper to this cause.

ATMC Wireless provided a brochure outlining the dangers associated with texting while driving. This brochure is available at all ATMC Wireless retail locations. For more information on the dangers of texting and driving, visit [www.atmcwireless.com](http://www.atmcwireless.com). No text is worth dying for. B smrt. Dnt txt n drv. ●

## Brunswick's Best Wireless Gets Even Better

ATMC Wireless is pleased to announce that over 90% of its wireless network is now equipped with 3G. For the past 18 months, ATMC Wireless has worked to upgrade 45 of its 48 wireless towers to 3G technology which allows ATMC Wireless users to experience mobile broadband speeds as fast as 7Mbps, better call quality and fewer dropped calls. And, unlike other wireless providers, ATMC Wireless provides 3G technology to rural areas in almost all of Brunswick.

While the evolution to 3G is nearly complete, ATMC Wireless

plans to make additional network enhancements later this year which will double the available mobile broadband speeds to as much as 14Mbps. This enhancement will make Brunswick County's fastest wireless network even faster.

ATMC Wireless is Brunswick County's authorized retailer of wireless services from AT&T and is part of the nationwide AT&T wireless network. ATMC Wireless has been voted Best Wireless Provider in the 2008, 2009 and 2010 Best of Brunswick Awards. ●

## Community Bulletin Board

Antique Water Pitcher and Wash Basin, 5-piece set. 579-4251

Whirlpool Electric Ceramic-top Range, Dishwasher, Microwave, \$350. 575-4650

24' Aluminum Extension Ladder, OSHA requirements, \$100, like new. 755-7879

Super-charged '94 Riviera, garage kept. 842-8612 (before 9PM)

Hoveround MP4 Powerchair, excellent condition, new batteries, \$1500 OBO. 579-4832

GE Electric Stove, 2 M&W Mountain Bikes, Microwave Oven. 393-7722

3BR/2BA Doublewide with land. 842-1926

Cullowhee, NC 3/2 Doublewide, 1600 square feet, .55 acre, (828) 293-9330

TV Cabinet, \$30, 2 kitchen barstools, 22", \$5 each. 579-6241

Daybed/trundle, pewter, 2 NASCAR race scanners/ headphones (new). 575-0705

Expandable Oak Dining Room Table, 5 side chairs, \$125. 845-2888

Delta Wood Shaper, \$300, Delta Scroll Ban Saw, \$300. 278-4352

Chair with ottoman, dark beige, excellent condition, \$200. 575-3843

*This space is available exclusively for ATMC members selling personal items. Bulk items not eligible. Word limit 10 words per customer. One ad per customer per 6-month period. Ads longer than 10 words will not be considered for publication. Deadline for each issue is the 5th of the month preceding the month of publication. Mail ads to: P.O. Box 3198 / Shallotte, NC 28459 / Attn: PR Department, faxed to (910) 754-3768 or emailed to [dyarbrough@atmc.coop](mailto:dyarbrough@atmc.coop). No ads accepted via telephone.*



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## What's New On ATMC Cable



OPRAH WINFREY NETWORK

### Oprah gets her 'OWN' Network

On January 1st, Discovery Health became OWN, the Oprah Winfrey Network, featuring great entertainment from television's brightest star. OWN will include: *Season 25: Oprah Behind The Scenes*, *Oprah's Search for the Next TV Star*, expert advice from Dr. Oz, Dr. Phil and Suze Orman and much more. OWN is available on channel 206 as part of all Digital Plus packages.

### Fit TV becomes Discovery Fit & Health

On February 1st, Fit TV will expand to include topical health programming from the former Discovery Health Channel. The new channel, Discovery Fit & Health, is available on channel 208.

### Headline News HD is Here

On January 25th, Headline News (HLN) is going high-def! HLN-HD is available as part of the Expanded Cable package to anyone with an HD Box or DVR. With this addition, ATMC Cable has all of the major cable news networks in high definition! ●



## YELLOW PAGES AD SALES BEGIN

Sales representatives from Data Publishing, the only authorized Yellow Pages sales agent for ATMC, will be in the area beginning this month. Customers with listings and/or ads in the current ATMC Directory will be contacted. If you are interested in placing an ad in the 2011 Directory, contact Data Publishing at 1-888-328-2782. ●

