

# BEACON

BEK COMMUNICATIONS COOPERATIVE JAN/FEB 2020



## HOW NETFLIX GETS TO YOUR HOME

It's that time of year again: temperatures are falling, snow is falling, and all you want to do on a Friday night is curl up on the couch with a blanket, a bowl of popcorn, and a marathon of your favorite TV show. Thanks to Netflix, accessing all 234 episodes of Friends is now as easy as pressing play—but have you ever wondered how all that content gets to your home?

Netflix's United States library alone holds more than 6,000 titles, and delivering this much content across the country depends on a reliable, high-speed internet connection. If you live in North Dakota, chances are the

show or movie you are currently watching was brought to you by one of the 14 broadband providers that are owners of Dakota Carrier Network (DCN) and members of the Broadband Association of North Dakota (BAND).

From the server to your screen, here's how Netflix arrives in North Dakota homes.

### Creating a Global Network

Netflix has evolved from a subscription-based DVD-by-mail service into the most influential video streaming service in the world, with the number of global subscribers increasing from just 4 million in 2005 to nearly 150 million in 2019. In order to keep up with its rapidly growing viewer base, Netflix has had to make drastic changes to the way it operates.

---

*The content you request will be delivered by the Open Connect box nearest you, so your movie or episode can play at the push of a button.*

---

In the early years of its streaming services, Netflix owned and

*continued on page 4*

## DATES TO REMEMBER

BEK BILL PAYMENTS ARE DUE ON THE 20TH OF EACH MONTH

---

**FEBRUARY 12**

LINCOLN'S BIRTHDAY

**FEBRUARY 14**

VALENTINE'S DAY

**FEBRUARY 17**

PRESIDENT'S DAY

**FEBRUARY 19**

IWA JIMA DAY

**FEBRUARY 22**

WASHINGTON'S BIRTHDAY

**FEBRUARY 25**

MARDI GRAS

**FEBRUARY 26**

ASH WEDNESDAY

**MARCH 3**

NATIONAL ANTHEM DAY

**MARCH 6**

EMPLOYEE APPRECIATION DAY

**MARCH 8**

DAYLIGHT SAVINGS TIME  
INTERNATIONAL WOMEN'S DAY

**MARCH 10**

LANDLINE TELEPHONE DAY

**MARCH 17**

ST. PATRICK'S DAY

**MARCH 25**

NATIONAL MEDAL OF HONOR DAY

**MARCH 31**

NATIONAL FARM WORKERS DAY  
WORLD BACKUP DAY

**APRIL 1**

APRIL FOOLS DAY

---



## THE NATIONAL SUICIDE PREVENTION LIFELINE

**DERRICK BULAWA**  
Chief Executive Officer

More than 48,000 people died by suicide in the United States in 2018. With rates steadily climbing over the years, it's now one of the top ten leading causes of death in our country. Almost everyone we know has been affected by suicide in some way.

Back in December of 2004, the National Suicide Prevention Lifeline was established. Calling 1-800-273-TALK connects you to trained and skilled crisis counselors who listen and provide support. The NSPL now has more than 170 crisis centers across the United States offering phone and chat support to people in distress. You may ask, what does this have to do with BEK Communications? Quite a lot.

In December 2019, fifteen years after the NSPL began, the Federal Communications Commission voted to set up a national 3-digit suicide hotline number. In the same way 911 is used for general emergencies, 988 makes it easier for callers to connect with the National Suicide Prevention Lifeline.

FCC Chairman Ajit Pai said in his statement, "988 has an echo of the 911 number we all know as an emergency number, and we believe that this 3-digit number, dedicated for this purpose, will help ease access to crisis services. It'll reduce the stigma surrounding suicide and mental health conditions. And it'll ultimately save lives."

This vote and statement doesn't mean that 988 is already widely available. Sweeping nationwide changes take time. The FCC gave telecommunications carriers and interconnected Voice over IP (VoIP) providers 18 months to support 988 on their network. This time frame gives room for technical upgrades, training, and other necessary support work.

Knowing how important this hotline is for people in need, we looked at the FCC's requirements and timeline and made the commitment to implement 988 redirection much faster. And a mere two months later, we're already finished.

Starting in February 2020, if you are a BEK Communications phone customer, dialing 988 automatically directs you to the National Suicide Prevention Hotline.

Please, if you or someone you know is in crisis, reach out by dialing 988 or 1-800-273-TALK, or use the online chat at [suicidepreventionlifeline.org](https://suicidepreventionlifeline.org). You will speak to professionals who can listen and counsel and share helpful resources.



JAN/FEB 2020

The BEK Beacon is a bimonthly newsletter published by BEK Communications, © 2020. It is distributed without charge to all customers.

### BEK COMMUNICATIONS COOPERATIVE

was founded in 1952 as a local telecommunications cooperative serving Burleigh, Emmons and Kidder Counties. Since then, we've invested in state-of-the-art infrastructure, developed new products and services, and expanded to also serve Morton, Oliver, McLean, Logan, McIntosh, Barnes, Griggs, Cass, and Steele counties. BEK has changed quite a bit in 67 years, but we're still a small-town cooperative at heart.

### BEK COMMUNICATIONS COOPERATIVE

888-475-2361

P.O. Box 230

200 East Broadway  
Steele, ND 58482

325 2nd St. NW  
Valley City, ND 58072

923 Interstate Avenue  
Bismarck, ND 58501

### BOARD OF DIRECTORS

#### DISTRICT I

Secretary/Treasurer Shane Morris  
*Regan*  
Sanford Williams  
*Wing*

#### DISTRICT II

Bob Subart  
*Robinson*  
President Brett Stroh  
*Tappen*

#### DISTRICT III

Vice President Kevin Bernhardt  
*Linton*  
Vickie Martin  
*Linton*  
Leo Meier  
*Hague*

#### DISTRICT IV

William (Bill) Becker  
*Wishek*  
Gerald Burlack  
*Wishek*

# NOMINATIONS COMMITTEE

The BEK Communications Cooperative Board of Directors have chosen nine cooperative members to serve on the 2020 Nominating Committee. These individuals will meet at BEK's office in Steele on Wednesday, February 26th, 2020, at 11:30 a.m. to make their selections for Board of Director nominees.

## INCUMBENT DIRECTORS FOR DISTRICTS I, II and III ARE;

### DISTRICT I

Sanford Williams, Wing

### DISTRICT II

Bob Subart, Robinson

### DISTRICT III

Kevin Bernhardt, Linton

### DISTRICT IV

No Election

## MEMBERS OF THE 2020 NOMINATING COMMITTEE ARE:

### DISTRICT I

*(Wilton, Regan, Wing, McKenzie and Sterling)*

**Paul Burnell**

(Wing) Ph: 701.943.2475

**Sarah Gratton**

(Wilton) Ph: 701.516.2461

### DISTRICT II

*(Pettibone, Tappen, Robinson, Steele and Tuttle)*

**Christ Gerr**

(Tuttle) Ph: 701.391.9568

**Randy Kapp**

(Medina) Ph: 701.327.4403

### DISTRICT III

*(Linton, Kintyre, Strasburg and Hazelton)*

**MaryAnn Gefroh**

(Linton) Ph: 701.254.4528

**Holly Will**

(Hazelton) Ph: 701.782.6857

**Ronald Volk**

(Strasburg) Ph: 701.336.7218

### DISTRICT IV

*(Lehr, Zeeland, Wishek and Napoleon)*

No Election

**BEK Cooperative members will cast their district vote during BEK's annual meeting on June 11th, 2020.**



## E-RATE DISCOUNT PROGRAM

The E-Rate Program helps ensure affordable high-speed internet access for schools and libraries.

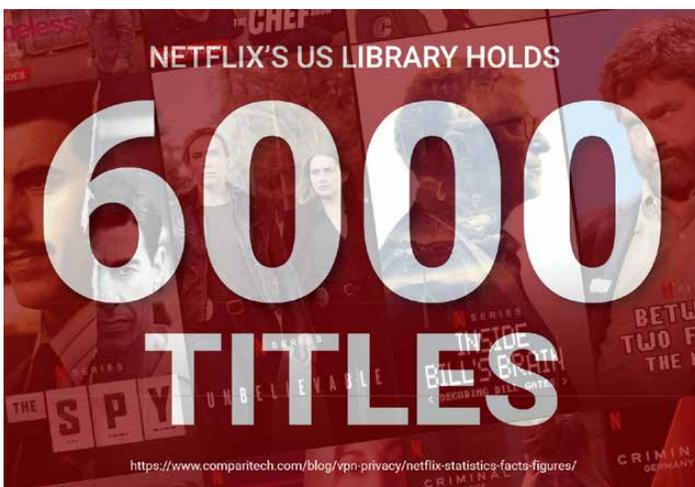
To get started, first find out if you qualify for discounted internet service. Go to [www.usac.org/e-rate/get-started](http://www.usac.org/e-rate/get-started) and see if you qualify for the program definition of a school or library. If you are unsure of your status, you may need to contact a local administrative agency such as the State Department of Education.

Additionally, the USAC website leads you through the process of selecting service providers, applying for discounts, and starting services. For support, log into your account on the website and use the Contact Us link to create a Customer Service Case.

operated all of its own servers—but these servers simply could not keep up with the breakneck speed at which demand was growing. In order to deliver more content at faster speeds and lower costs, Netflix launched a content delivery network (CDN) called Open Connect in 2011.

A CDN takes content from an original source and copies it onto servers located all over the world. To establish this network, Netflix has reached out to internet service providers around the globe and provided them with Open Connect appliances to install in their data centers.

These small, rack-mountable boxes contain the Netflix content library, downloaded from the original Netflix servers. Now, every time you log in to Netflix, the app scans for a nearby Open Connect box. The content you request will be delivered by the Open Connect box nearest you, so your movie or episode can play at the push of a button.



### Netflix in North Dakota

Netflix has Open Connect appliances in close to 1,000 locations around the world—in cities as large as New York, London, and Tokyo, as remote as the Amazon rainforest, and right here in North Dakota.

---

***That's really what DCN does. We make investments in North Dakota that are highly technical and complex, but for an end user, it simplifies their life.***

---

“Netflix reached out to DCN in 2014, when they noticed that the majority of subscribers in North Dakota were



coming to Netflix through the DCN network,” said Seth Arndorfer, CEO of DCN. “As a result of that, we have worked with Netflix to place a copy of the entire Netflix library in DCN’s data center in Bismarck as well as in Fargo.”

Before Open Connect, when you selected a movie from Netflix on your television in North Dakota, the app would need to request that content from Netflix’s main server in Chicago.

“Think of it as a highway system, and the amount of time that it would take to get from Hettinger, North Dakota to Chicago,” Seth said. “Then, factor in the amount of traffic you would have to compete with to get there.”

On the information superhighway that is the internet, the farther away a piece of content is located, the more traffic you must compete with to reach it and the longer it will take to load—a phenomenon known as latency.

When it comes to streaming, latency means more buffering, low video quality, and a subpar experience for the viewer.

“Latency is a very important term in our industry. We want to have low latency in all applications,” Seth said. “That’s why we work with Netflix and other content providers to get the content as close to the customer’s eyes as possible, so that the end user experience is as simultaneous as possible.”



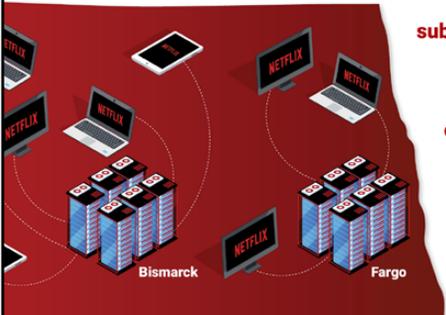
**2011**

In order to deliver more content at faster speeds and lower costs, Netflix launched a Content Delivery Network (CDN) called Open Connect.

<https://www.compartech.com/blog/open-connect/our-takes-netflix-cost/>

Now, instead of travelling all the way to Chicago and back, your request is sent across the state to the Open Connect box in either DCN's Fargo or Bismarck data centers. From there, the content travels along NCC's fiber and appears on your screen within milliseconds.

*The farther away a piece of content is located, the more traffic you must compete with to reach it and the longer it will take to load.*



**2014**

Netflix noticed that the majority of subscribers in North Dakota were coming to Netflix through the DCN network. As a result of that they placed their entire Netflix library in DCN's data center in Bismarck as well as in Fargo.

Seth Arndorfer, CEO of DCN

**DCN**  
Dakota Carrier NETWORK

As more households complement their traditional TV viewing with streaming services, the decision to partner with Netflix on the Open Connect Network reflects DCN's ongoing commitment to evolve along with the needs of North Dakotans.

“That’s really what DCN does,” Seth said. “We make investments in North Dakota that are highly technical and complex, but for an end user, it simplifies their life.”

Through this relationship with Netflix, the owners of DCN–North Dakota’s rural broadband service providers–and BAND members are able to deliver content to North Dakota homes at a higher quality and faster speed than ever before, so you don’t have to wait for your next episode of Friends to start.

**2019**

As more and more households make the switch from cable and satellite to streaming, the decision to partner with Netflix on the Open Connect network reflects DCN's ongoing commitment to evolve along with the needs of North Dakotans.

Seth Arndorfer, CEO of DCN



Interested in getting the best streaming quality possible? Contact your local broadband provider about upgrading your speed!



**KEEPING NORTH DAKOTA CONNECTED FOR GENERATIONS**

**BAND**  
broadband association of north dakota

# KEEPING PHONE SERVICE DURING A POWER OUTAGE

If your home or business loses power, you may also be without phone service. You cannot connect to family and friends during poor weather. You may not be able to call 911 for an emergency.

Backup power for your corded phones gives you peace of mind that your family and emergency help is always available. BEK Communications can install and maintain a voice service battery backup for your home.

The standard battery offered by BEK lasts up to eight hours on standby power. You may also choose a longer lasting option that gives up to 24 hours on standby power.

## What a Battery Backup Can and Can't Do for You

The battery backup is for corded voice services only. Security systems, medical monitoring devices, internet services, wireless access points, cordless phones and other equipment and services will not run on this home battery backup.

Please note that the 8-hour and 24-hour standby times describe the length of time your phone line is available for use. Making a phone call during a power outage depletes the battery faster and may shorten the standby time.

## Battery Care and Testing

To maximize the function and lifespan of your battery, please follow the instructions included with your battery backup equipment and pay special attention to the temperature requirements. We recommend you store your battery above 41 degrees and below 104 degrees. Failure to follow the instructions may shorten the useful life of your battery.

These batteries are rechargeable but do not last forever. You should periodically test your battery, as described in the instructions included with the battery backup equipment, to verify both the operation of the battery backup and its condition.

## Service Costs and Details

Our eight-hour battery backup service is available for only \$2.99 per month, and our 24-hour solution for only \$4.99 per month. The monthly subscription includes installation and testing, warranty coverage, and battery replacement every four years. If you have any questions or wish to purchase the service, please call 1-888-475-2361 at any time.

## NEW PHONE LISTINGS

NAME	PHONE	CITY	NAME	PHONE	CITY
Binstock Jamie	673-3646	Baldwin	Klein Tom	452-4592	Wishek
Bruesch Wes	896-3388	Amenia	Knoll Rodney	336-7962	Hague
Buffalo Development Corp	633-5373	Buffalo	Leadbetter Scott	490-3739	Valley City
DNR Enterprises	423-5585	Zeeland	Local Convenience Center	754-2271	Napoleon
Dostert Alan	633-7705	Buffalo	Monilaws Keith	896-3422	Absaraka
Eckert Dan	896-3333	Absaraka	Monilaws Kenneth	896-3448	Absaraka
Fischer Sherry	896-3342	Amenia	Monilaws Tom & Patty	896-3324	Absaraka
Gulland David	896-3420	Amenia	Muscha Tom	896-3468	Ayr
Gulland Duane	896-3315	Ayr	Ryckman Rhonda	254-5130	Linton
Hammer Larry	668-8578	Page	Walburn Adam	668-2630	Tower City
Hoge Donald	255-1833	Baldwin	Wolf Jeff & Becki	475-5105	Steele
Killoran Partnership	749-6445	Tower City			

# NATIONAL DO-NOT-CALL REGISTRY

BEK Communications is pleased to provide this annual update to our members and customers, as an important service and as required by the Federal Communications Commission.

The National Do-Not-Call Registry gives you a choice and a voice. You can choose whether or not you wish to receive telemarketing calls via your home and/or mobile phone(s).

Once you register, commercial telemarketers are not permitted to call any residential or mobile number you list on the registry. The only exception is a business with whom you have an existing relationship as well as certain non-profit and political organizations.

To register any residential telephone number, including wireless, on the National Do-Not-Call Registry, at no cost to you:

**NATIONAL DO-NOT-CALL REGISTRY**  
1-888-382-1222  
TTY: 1-866-290-4236 OR  
WWW.DONOTCALL.GOV



Inclusion of your telephone number on the National Do-Not-Call Registry is effective thirty-one (31) days following registration.

- If you receive an unwanted call after your number has been on the registry for 31 days or more, you may report this to the Federal Trade Commission using their online form at [donotcall.gov/report.html#step1](https://www.ftc.gov/report-donotcall).

You may remove your number from the list at any time.

**20% OFF**



**NOW PLAYING IN THE LARGEST  
INDOOR FOOTBALL LEAGUE**

**20% OFF**  
**SEASON TICKETS**  
ORDER BEFORE MARCH 7<sup>th</sup>

**701.595.0771**

COUPON CODE: BEKCUSTOMER



**BEK COMMUNICATIONS COOPERATIVE**  
200 East Broadway, PO Box 230, Steele, ND 58482

PRSRT STD  
U.S. POSTAGE  
**PAID**  
BISMARCK, ND  
PERMIT NO. 433

ECRWSS  
LOCAL POSTAL  
CUSTOMER

## BEACON TRIVIA

- 1 When is National Anthem Day?
- 2 When is the BEK Communications Cooperative Annual Meeting?
- 3 What year did Netflix reach out to DCN?

## TRIVIA ENTRY

**ENTRIES MUST BE RECEIVED BY FEB 29, 2020.**

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Town: \_\_\_\_\_

Clip and send to BEK at:  
**PO Box 230, Steele, ND 58482.**

You can also email answers to  
**bekcomm@bektel.com.**  
We will be drawing for five \$5.00 credits  
to be applied to the winners' bill.

## **BEK PROTECT** **Basic Bundle**

*Sign up today and receive  
a free Motion Detector!*



Use a motion detector to trigger alerts when there is movement in your home, or pair it with additional devices like security cameras and environmental controls. It's a **\$73.33** value, yours **FREE!**

\*Based on a 36 Month agreement. Included when purchased with BEK Protect Basic Bundle (\$299.99) with service and support for \$19.99/mo. Additional devices maybe purchased.

## **CONGRATS! TO OUR BEACON NOVEMBER/DECEMBER WINNERS.**

Shanda Warren - Hope  
Bernice Vetter - Wishek  
Sally Johs - Napoleon  
Matthew Guthmiller - Pettibone  
Verna M. Johnson - Wilton