

Save the Date for our 2023 Annual Meeting!

JOIN US!
Saturday, September 9



Call before you dig

With summer (and many outdoor projects) in full swing, we want to remind you to please call 811 before any digging projects to be sure your area is free of any underground utility lines.

Planting a garden, clearing land, or other home improvement projects that involve digging carry the risk of hitting cable and other utility lines. This can cause serious damage, and you may be fined. So, dig smart and call 811 before you dig. To find out more, visit:

call811.com/before-you-dig.



455 State Highway 518
Mora, NM 87732



Working together to stay connected

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5 Ways Broadband Helps Customers



In today's world, fast and secure internet is more important than ever—nearly all information is online, and the ability to connect with others quickly, whether they're located halfway around the world or just across town, is essential. That's why more and more people are turning to the benefits that fiber broadband provides to keep them connected.

Here are five ways fiber optic internet helps customers operate at their peak.

1 >>> Reliable Internet

A strong connection is important. Even during the busiest parts of the day, customers don't suffer from lost connections or reduced speed issues.

2 >>> Dependable Speeds

Speed matters—and that doesn't only apply to page loading times. Symmetric speeds ensure the upload and download speeds are consistent and reliable.

3 >>> Increased Bandwidth

Fiber optic connections aren't limited by the same hard-capped limits on bandwidth that you'll find with cable or DSL internet because on fiber networks data is transmitted at the speed of light and fiber optic cables can support much greater bandwidth demands.

4 >>> Heightened Security

Fiber broadband is much more secure than traditional wired service, as the fiber optic cables don't carry electrical signals and are almost impossible to tap into. Fiber won't solve all security issues, but it can certainly help mitigate much of the risk.

5 >>> Minimized Latency

Fiber optic networks offer lower latency over long distances because there's less need for processing and repeating signals, whereas copper lines are affected by electromagnetic interference and are prone to higher rates of loss.

At the end of the day, what does all this mean to you? Less stress and frustration with frequent outages, faster speeds, increased efficiency and productivity.

Want to know more about the benefits of fiber broadband and whether it's right for your home? We'd love to hear from you!

La Jicarita is here to help!

At La Jicarita, we value our role as your trusted advisor when it comes to making the most of our internet services.

A Message from La Jicarita

In the early 1950s, a group of influential leaders in Mora County had a vision to bring telephone service and coverage to the local farms and ranches. They formed the R.E.A. Telephone Cooperative with the aim of securing funds from the Rural Electrification Administration (R.E.A.) to establish a cooperative and provide telephone service to interested individuals in Mora, San Miguel, and Guadalupe Counties. Around 150 people applied for telephone service, leading to the formation of the Hermits Peak Rural Telephone Cooperative.

In the early 1960s, an organizing committee conducted a survey to assess the need for telephone service in the Mora community. They submitted a formal application to the R.E.A., which was accepted, and on December 17, 1962, the La Jicarita Rural Telephone Cooperative was established, much to the delight of the people in Mora County.

Today, we are proud to serve 1,665 telephone memberships. The majority of our land-line accounts, approximately 1,260, are high-speed internet accounts, with 1,000 of them being fiber-optic broadband services. This means that about 78% of our cooperative's members have access to fiber-optic broadband, a figure that surpasses the statewide average of 23% in New Mexico.

Despite facing significant challenges, such as limited Universal Service funding, competition from wireless carriers, and natural disasters, La Jicarita Rural Telephone Cooperative remains resilient. We continue to expand our fiber-to-the-home (FTTH) network connectivity, extending it to more communities in North Chacon and Murphy Canyon.

Stay tuned for our updated internet plans! We are currently developing new rate plans that will enhance the bandwidth of our broadband service offerings.

Who Says Landlines are dead?

Roughly 90% of the US population owns a cell phone. Landline phones? Sadly, fewer than 50% still have one. Landlines seem to have gradually lost their place in people's hearts and homes in the 30+ years since cell phones entered the picture.

But dead? Landline phones may not be as popular as they once were, but, for many, they're still considered irreplaceable.

Let's look at why so many people still love their landline phones today!

Helpful in a pinch Landlines are unmatched when it comes to their usefulness in a crisis. Power outage? Many landlines still work fine! Is your Wi-Fi out or has a cell tower been knocked down?

If you have a landline, you're still able to communicate!

Cell phones need to be charged regularly and many of them only work if they're connected to the internet. With a corded landline, battery life and internet availability are never an issue!

Plus, in an emergency, your landline gives the 911 dispatcher your exact location instantly because it's tied to your physical address.

Music to your ears and money in your pocket Numerous studies have shown that the overall sound quality of landlines is generally much higher and clearer than most cellular phones.

Want more? Landlines are almost always less expensive, both upfront and over time, than most cellphones—especially when you consider that

they don't subject you to the temptation to purchase apps or order things online!

Maybe just what you need

While landlines may not be as popular as they were once upon a time, they can still have a practical place in our homes. Want to learn more to decide whether or not you're ready to bring a landline back into your home?

Give us a call at La Jicarita today—we'd love to hear your voice!

