CenturyLink Prism TV Entry Program - Questions & Answers

Q. Why is CenturyLink participating in this program?

CenturyLink is committed to offering programs that promote the adoption of its broadband services to consumers in underserved communities.

Q. What is the program called?

This low-income Prism TV Assistance program is called CenturyLink Prism TV Entry Program.

Q. Where is the program available?

The CenturyLink Prism TV Entry program is available in Seattle, WA and St. Paul, MN.

Q. What does the CenturyLink Prism TV Entry program include?

At a glance, the program includes Prism TV programming packages available at a discounted rate.

Q. What are the program’s goals?

The goal is to reduce the cost barriers for low-income families.

Q. Who is eligible for the CenturyLink Prism TV Entry program?

CenturyLink will offer discounted Prism TV service to eligible qualifying customers where available in CenturyLink service areas.

Q. What programs meet the qualifications for the CenturyLink Prism TV Entry program?

Qualification varies by state, but accepts participation in the following: Federal Public Housing Assistance (Section 8), Food Stamps (SNAP), Low-income Home Energy Assistance Program (LIHEAP), Supplemental Security Income (SSI), National School Free Lunch Program, Temporary Assistance for Needy Families (TANF), residents of a federally-recognized tribal lands and households with incomes at or below 135% of the Federal Poverty Guidelines.

Q. When will the program officially launch?

The CenturyLink Prism TV Entry Program will launch on August 18, 2015.
Q. How can households apply for the CenturyLink Prism TV Entry program?

Call 800-257-3212 or 866-541-3330 to request an application or go to centurylink.com/prismtv to print an application. Instructions for completing and returning are included on the application.

Q. Will customers be required to subscribe to CenturyLink telephone service in order to get the CenturyLink Prism TV Entry program discount?

No, Prism TV is available as a standalone product within this program. As long as customers meet the eligibility requirements and are in our footprint, they can have the service with or without phone service.

Q. How will the service discount plan work?

CenturyLink will offer discounted Prism TV service to all qualifying customers in the CenturyLink service areas.

Q. Can the CenturyLink Prism TV Entry program be sold in a bundle?

The CenturyLink Prism TV Entry program is available as a standalone program, or it may be offered in a bundle to new or existing CenturyLink Lifeline and Internet Basics customers who do not already have Prism TV service.

Q. What are the employee or company benefits to promoting this program?

The benefits to employee/company are as follows:

• Employees will benefit from the opportunities to integrate CenturyLink’s brand into the hearts and minds of customers, clients, and prospects.
• CenturyLink will benefit from the opportunity to connect to its target audiences and potential consumers.
• The CenturyLink brand will receive greater awareness through increased public contact and visibility.
• CenturyLink will gain a unique and favorable business identity and a distinctive perception in the minds of consumers.
• Employees will benefit from the opportunity to promote CenturyLink’s reputation as a great corporate citizen as well as its goodwill to local communities.