

## **MADISON COMMUNICATIONS NAMED SMART RURAL COMMUNITY TRAILBLAZER**

During its Annual Fall Conference, NTCA-The Rural Broadband Association, recognized Madison Communications Company in Staunton as a Smart Rural Community Trailblazer. Smart Rural Community is an initiative of the National Telecommunications Carrier Association to recognize rural broadband service providers that have collaborated with industry, education, and municipal leaders to make communities smarter, more efficient and better able to prepare their citizens to participate in the global economy. A smart rural community uses broadband networks to enable a series of applications that the community can leverage for innovative economic development and commerce, top-notch education, first-rate health care, cutting-edge government services, enhanced security and more efficient utility use.

Madison's application for the Smart Rural Community recognition described the company's internal culture, including employee outreach and involvement throughout the communities they serve. The application also described the company's valuable partnerships with Staunton based Community Memorial Hospital and the Staunton, Edwardsville and Bunker Hill School districts to provide fiber-optic broadband internet connections that enable greater distribution and use of educational resources, and bridge the gap between health care availability and the rural patients' needs.

NTCA-The Rural Broadband Association is the premier association representing nearly 900 independent, community-based telecommunications companies that are leading innovation in rural and small-town America. NTCA advocates on behalf of its members in the legislative and regulatory arenas, and it provides training and development; publications and industry events; and an array of employee benefit programs. In an era of exploding technology, deregulation and marketplace competition, NTCA's members are leading the IP evolution for rural consumers, delivering technologies that make rural communities vibrant places in which to live and do business. Because of their efforts, rural America is fertile ground for innovation in economic development and commerce, education, health care, government services, security and smart energy use.

Madison Communications is a fully integrated service provider of high-speed Internet access, digital phone, HD entertainment programming, and other IP solutions to residential and business customers in Southwestern Illinois. For questions regarding Madison services, please dial 1-800-422-4848 Monday through Saturday, 8:00 a.m. to 5:00 p.m. or visit [gomadison.com](http://gomadison.com).

