

Jefferson Telecom
SPRING 2018

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The Sky's the Limit With Our Services

There's so much you can do when you take advantage of today's technology. Jefferson Telecom can help by providing the services you need to soar to new heights. For example, our super-fast Internet service will power a houseful of devices for streaming, monitoring, managing, protecting, researching, gaming, communicating, and more. **Get details at www.jefferson telecom.com.**

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Office Closures

May 28, 2018
July 4, 2018

Don't Let Bandwidth Hogs Cause Household Battles

Does this sound familiar? Your son is making a hefty download of the latest video game while your daughter is watching YouTube videos and your wife is streaming a movie. Meanwhile, you're trying to get some work done from home, and notice that your laptop's internet connection seems to have slowed to a crawl when you attempt to Skype with a colleague. Before long, a bandwidth battle ensues over who's a bandwidth hog and which online activities should get priority.

As a reminder, bandwidth refers to the amount of data that may be transferred over an internet connection per second. Every internet connection has a specified maximum bandwidth — usually measured in bits per second, such as 15 Mbps — and this bandwidth is shared by all the users and connected devices in a household. This includes background internet usage such as software that automatically updates.

You can think of bandwidth as a highway with vehicles traveling on it; the highway is the internet connection and the vehicles are the data. The wider the highway, the more vehicles can travel on it at one time and the faster they get to their destinations. The same principle applies to data — the more bandwidth, the more information that can be transferred within a given amount of time.

When your home's bandwidth isn't adequate for simultaneous use by several bandwidth hogs engaged in streaming, gaming, and video chatting, everyone in the family may experience slower internet speeds. That's when frustrations can grow and bandwidth battles can occur.

In the interest of promoting family harmony, Jefferson Telecom recommends you upgrade your internet plan. That way, you can all get the speed you need and won't have to argue over who must curtail their online activity to free up bandwidth for someone else.



Jefferson Telecom offers family-friendly internet plans with download speeds up to 100 Mbps. To find out more, visit www.jefferson telecom.com or call 515-386-4141.

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TELECOM
Technology People Talk About

Social Media is Consuming More Time than Eating

If you think people are spending lots of time on social media, you're absolutely right. According to a study by Mediakix, a leading influencer marketing company, the average person will spend five years and four months on social media over the course of a lifetime. That's more time than is typically spent eating and drinking but slightly less than the average amount of time spent watching TV.

If you look at the daily statistics, here's how much time the average person spends using each of these social media apps:

- YouTube – 40 minutes
- Facebook – 35 minutes
- Snapchat – 25 minutes
- Instagram – 15 minutes
- Twitter – 1 minute

How much time do you spend on social media? Jefferson Telecom hopes that at least a few minutes of that time is spent checking out what we're up to on Facebook, etc. Look for the social media icons on the home page of our website at www.jeffersontelecom.com.

Source: www.smartbrief.com/original/2017/03/time-you-will-spend-social-media-infographic research, such as calling the relative directly, to check out the story.

Win a \$20 Credit on Your Jefferson Telecom Bill

\$20

Fill out this form, clip it, and return it with your next bill (or drop off at the showroom) for a chance to win a \$20 credit to your account. Return it by April 15, 2018 to be eligible. One winner per newsletter will be selected.

Name: _____

Phone #: _____

Congratulations to our last "Winner of a \$20 Credit," Larry Frazier of Jefferson.



New Social Media Club for Students Explores Key Issues

Front L to R: Lauryn Kohl and Sarah Erickson; Back L to R: Jamie Daubendiek, Jefferson Telecom and Teresa Green, Greene County High School

Thanks to a collaboration between Jefferson Telecom staff and Teresa Green, Business Education Teacher from Greene County High School, the Social Media Club began in fall 2017. Its mission is “to facilitate conversations in our community that explore key issues facing our society as social media transforms the way we connect, communicate, collaborate and work with each other.”

The Social Media Club's first project was surveying Greene County High School students to find trends in social media. Members created a survey tool and encouraged participation from their peers. Ultimately, nearly half of the student body participated. Survey results included:

- 91% of Greene County High School students have a smartphone.
- Outside of school, 40.2% of students are on the Internet 4+ hours per day.
- Snapchat is the most popular social media platform, with 39% spending 1-2 hours on Snapchat per day. Twitter is a close second with 33%, followed by YouTube with 32%.

Club members have also made Snapchat filters from start to finish and analyzed the data to find ways to increase utilization. They plan to develop a series of short educational videos about social media to post on Facebook and YouTube.

Teresa Green is the club's facilitator/teacher. She notes, “The Social Media Club is a great connection between Jefferson Telecom and Greene County High School as we look at ways to use social media more in our daily lives for advertising and promotion or just for fun. The students like working on real-world applications with local business people.”

Sarah Erickson, Greene County High School senior, says, “I enjoy being able to experience the creative side of social media, such as designing a Snapchat filter. It's cool to be the creator instead of the consumer.” Lauryn Kohl, another senior, adds, “I've been exposed to ways I can utilize technology in my chosen field of study. I find it very interesting to see the statistics behind the Snapchat filters we create and be part of the design process.”

To learn more, email info@jeffersontelecom.com or contact Jefferson Telecom employees Jamie Daubendiek, Jody Schulte, or Lindy Lehman.

Fake Phone Numbers Can Be a Real Problem

Has this ever happened to you? The phone rings, and Caller ID displays your area code and prefix. Thinking the call must be from a neighbor or nearby business, you pick up—only to hear a telemarketer pitching something (or worse yet, a crook trying to scam you).

Sometimes referred to as “curiosity cons,” this scenario is made possible through the use of phone spoofing software that allows unscrupulous callers to display fake phone numbers to increase the likelihood that people will answer calls. In addition to spoofing a number that appears to be coming from your neighborhood, these crooks may even spoof your own phone number, knowing you might be curious enough to answer.

Phone spoofing allows spam callers to be more strategic in their methods to get you on the phone. Because each spoofed call can be placed from a unique fake number, they are close to impossible to trace to the true origin of the caller. The FTC and FCC cannot easily track these phone numbers because they simply do not have the technological infrastructure, and it’s unlikely they’ll have it anytime soon.

Not only are spoofed spam calls hard to trace, they’re also relatively cheap to make. It may cost a crook only a few cents per minute to place a spoofed call, which is a very small investment considering the money these scammers can fraudulently collect from unsuspecting people.

While you can’t stop spoofed calls from coming to your home, you can be careful about which calls you answer. If the number isn’t familiar or you have any doubts, simply don’t pick up. A legitimate caller will leave a message, which you can return later. Should you answer a call that you suspect is a scam, hang up immediately.

Jefferson Telecom does have a solution to help with nuisance callers, called Total Call Manager (TCM). TCM allows the subscriber to have the ability to screen calls from telemarketers, polling services, auto dialers, etc. To learn more, contact Jefferson Telecom at 515-386-4141.

Repeal of Net Neutrality Will Not Impact Your Internet Service

On December 14, 2017, the FCC repealed the 2015 Open Internet Order known as Net Neutrality. This reclassified Broadband Internet Access Service as a Title I information service instead of a Title II communication service. Internet providers are now allowed to speed up service for websites they favor and block or slow down others.

Due to the extensive media coverage of this Net Neutrality ruling, some of you have expressed concerns to us about what impact this repeal would have on your Internet service. We want to assure you that it will be business as usual at Jefferson Telecom—nothing will change that would affect your user experience. We have never throttled or engaged in a paid access model for any Internet content providers in the past, and we have no plans to start these practices now.

Jefferson Telecom remains committed to providing our customers with excellent services at fair prices. If you have any questions about what the repeal of Net Neutrality means to you, please call us at 515-386-4141.



You Can Save Green When You Go Green

Earth Day is an annual event celebrated on April 22 to demonstrate support for environmental protection. So why not choose this month to start expanding your efforts to go green all year? Take eco-friendly steps like these to help the planet as well as your budget.

Ride a Bike – If you live close to your job or just need to run errands, substituting a bike for your car is a great way to go green. You’ll not only get great exercise, you’ll also help the environment by reducing exhaust fumes and your budget by spending less on gas.

Go Paperless – Sign up to get your monthly statements electronically, rather than having a paper statement mailed, and pay your bills online.

It’s easy to go paperless by signing up for our eBilling. Visit www.jeffersontelecom.com.



New Listings

Billmaier, Sandra	386-2399
Bucklin, John	386-2168
Delp, Laura	386-3044
Gregerson, John & Crystal	386-2110
Hawkins, Jami	386-2398
Howard, Michelle	386-2265
Hubbard, Jo Ann	386-2429
Hunt, Kristina	386-2169
Jacobson, J	386-2223
Laurent, Beth	386-2104
Lehrkamp, Rose	386-2623
McCollom, Terry & Roxanne	386-4880
Murray, Robin	386-3334
Oquendo, Alex	386-2270
Roberts, David	386-2379
Roquet, William	386-2970
Schafer, Gerod	386-2561
Schroeder, Matt & Lisa	386-3328
Sondgeroth, Robert & Linnette	386-2539
Trampel, Carrie	386-2107
Wampler, Jane	386-2259



Tony Clingan Retires After 42 Years of Service

In 1976, Tony Clingan joined Jefferson Telecom as a Communication Technician, and our company has been like home to him ever since. Now that Tony is retiring, the Jefferson Telecom family wishes him well as he prepares to enjoy more time with his real family, including his wife Paula and four grandchildren.

To prepare for his career at Jefferson Telecom, Tony received an applied science degree in electronics from South Western Community College and telephone installation training at Texas A&M. He then received on-the-job training from Jim Daubendiek, Larry Teeples, Roger Turner, and Larry Belt.

Tony's job responsibilities changed considerably over the years. He recalls, "My initial months were spent cleaning and splicing rural cables after they were installed. For the next few years, I buried copper drops to each house, then cut each house into service onto the new wires. I also cleaned, tested, and repaired phone equipment. Later I worked on business phone systems and the installation and repair of residential phones. After

Internet service was added, I was heavily involved in its progression. Most recently, I was the 'go to' person for business phone systems."

Jim Daubendiek, General Manager, says, "Tony has spent his career at Jefferson Telecom, and we feel honored that he has worked for our company for over 40 years. His technical knowledge and expertise was deeply valued in our organization. We wish Tony all the best in his well-deserved retirement."

What will Tony miss most about Jefferson Telecom? He replies, "I will miss the people I work with and the good-natured ribbing between us. I will also miss the support we give each other during the good and bad moments in our lives. I found my work challenging, and it gave me great satisfaction to overcome obstacles and solve customer problems."

In retirement, Tony plans to fish and camp in the summer and downhill ski in the winter. "Plus, I hear I have a 'to do' list from my wife," he adds with a smile.

