

Internet Training Webinars

Mark Your Calendar!

The third Tuesday of each month at 6:00 pm, we will be providing a virtual training experience on a variety of Internet topics. The Webinars are FREE, and space is limited. Register today by calling 386-4141.

Upcoming Topics:

October 16: Intro to Streaming Video

November 20: Online Shopping

December 18: Working with Digital Photos

Contact

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Find us on Facebook

Office Closures

- **Thursday, November 22**
Thanksgiving
- **Monday and Tuesday,
December 24 and 25**
Christmas

Fiber Project Starts

Jefferson Telecom is in the preliminary stages of a Fiber to the Home (FTTH) project in this area. Here are some frequently asked questions about FTTH.

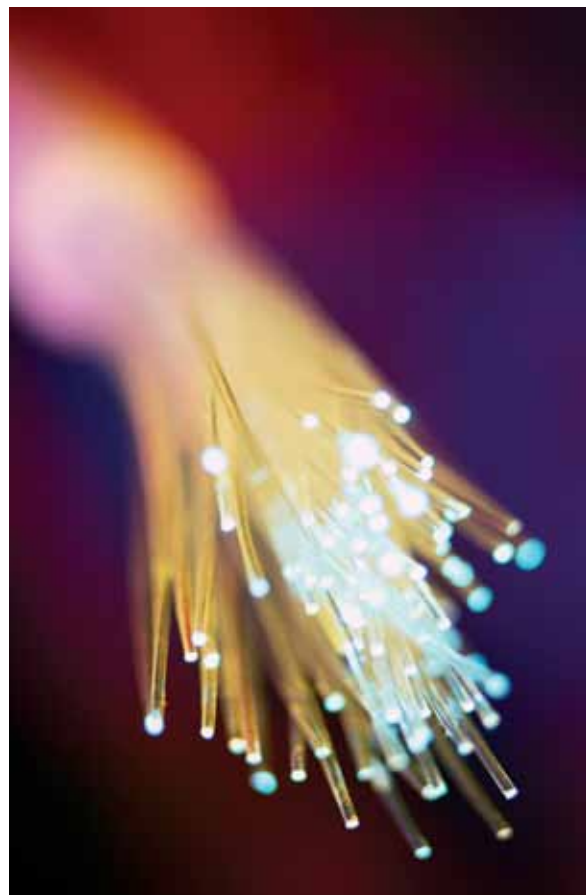
What Is Fiber to the Home?

Fiber to the Home refers to the installation and use of fiber-optic cables to carry digital information directly to homes and businesses. These cables are made of many thin strands of pure glass about the diameter of a human hair. Fiber-optic cables carry voice and data signals by using laser-generated pulses of light for transmission. They replace the traditional copper telephone wires used in the past.

What are the advantages of FTTH?

FTTH provides many benefits to customers including:

- **More Bandwidth**
Fiber has the capability to transport virtually unlimited bandwidth. This capability will accommodate today's demand for high-speed Internet connectivity for downloading and uploading large amounts of data, allow for multiple TVs with access to high definition programming, as well as enable the advanced applications of tomorrow.
- **Great Reliability**
Fiber-optic cables are less susceptible to electrical interference and inclement weather than traditional copper wires.
- **Future Flexibility**
FTTH offers the flexibility to deliver additional services in the years to come. Once installed, fiber is usually upgraded by changing the electronics that create the light pulses and not by replacing the cable itself. That's why fiber networks are said to be "future-proof."



Why is Jefferson Telecom investing in FTTH?

We're excited to bring you this next generation of communications technology. It's all part of our commitment to provide the best in services to our customers. FTTH will offer many advantages today, and prepare you to enjoy an even greater selection of options in the future.

Jefferson Telecom plans to keep you informed as we progress on the Fiber to the Home project. If you have additional questions, please call us at 515-386-4141.



Get in the Game with the NFL Network

Enjoy the NFL Network and NFL RedZone in the comfort of your home on Jefferson Telecom cable TV.

NFL Network is the destination for all that happens around the sport of football. NFL Network airs seven days a week, 24 hours a day, 365 days a year, and provides viewers with more than 2,500 hours per year of original programming, including: NFL Total Access, NFL GameDay, the new four-hour NFL AM weekday morning show, Top 10, Playbook, NFL Replay, NFL Classic Games plus the Emmy award-winning Sound FX and America's Game. NFL Network is also the home of Thursday Night Football—13 primetime NFL regular season games through December.

NFL RedZone, produced by NFL Network, shows every NFL game on Sunday afternoon when a team goes inside the 20-yard line, so fans see the crucial plays live. The channel keeps fans up-to-date in real time switching from game to game with live look-ins, highlights, fantasy statistics, and a chance to see every important play.

NFL Network is available to Jefferson Telecom expanded basic cable TV subscribers and can be found on channel 221 and in high definition on channel 621. The NFL RedZone is an add-on option with a nominal annual fee on channels 520 and 521 in high definition.

For further information and to view a channel line-up, log onto Jefferson Telecom's website at www.jeffersontelecom.com or call 515-386-4141.

Business Spotlight



New Subway Location Makes Over 3,500 Subs Per Week

It takes a lot of bread to make the kind of dough that a successful business needs. The Subway at 104 N. Elm in Jefferson stays busy serving breakfast items, sandwiches, salads, and more. In a typical week, the restaurant makes over 3,500 subs.

Owner Deb Greenough started her Subway business in 1991 on Hwy 4 and in 2012 moved to the current location. Depending on the season, she employs 13-15 people. What keeps customers coming in? She replies, "Subway offers a healthy way of eating that can be low in calories."

Customers can phone or fax in their orders to save time, and Subway uses the Internet primarily for credit card payments.

Greenough's Subway has always been a Jefferson Telecom customer and has phone and fax lines as well as Internet service with us. "Customers can phone or fax in their orders to save time, and we use the Internet primarily for credit card payments," says Greenough. She adds, "We appreciate the prompt, friendly service we get from Jefferson Telecom. They made our relocation process go smoothly and are here immediately to fix any Internet problem we have."



Malware Is On The Rise: You Need SecureIT Plus

You've probably seen the headlines: viruses, Trojans, root kits, and other malware are attacking across the globe, and Jefferson Telecom can confirm a 75 percent increase in malware-related support calls right here in the Midwest. It is more important than ever for you to protect your computers with SecureIT Plus.

As you become more connected, you expose important personal information. You are forced to pick convenience or caution—but what if you could have both? Even the savviest Web user can't stay ahead of hackers who are dedicated 24/7 to creating new malware. Luckily, SecureIT Plus stops this ever-adapting breed of malware in its tracks. You get all of the convenience of an integrated digital lifestyle, without the risk.



Call Jefferson Telecom at 515-386-4141 to sign up for SecureIT Plus today and receive your first month for FREE!



10 Reasons to Have a Landline Phone

You may have considered eliminating your landline phone and replacing it with a cell phone, but we want you to think twice before you make that move. A landline phone truly is the most reliable device on the market today and offers these valuable advantages:

1. Provides security in an emergency with reliable 911 communication.
2. Gives you superior sound quality and clarity.
3. Works even during an electrical outage.
4. Eliminates the need to charge batteries.
5. Provides unlimited local calling.
6. Never drops your calls.
7. Can't be hacked.
8. Saves you money when you bundle services.
9. Provides you with a directory listing.
10. Keeps your communications dollars here to boost our local economy.

Employee Spotlight

Mary Jo Koch Joins Jefferson Telecom

In June 2012, Mary Jo Koch started employment with Jefferson Telecom as a Customer Service Representative/Cellular Specialist.

Koch is working in the Jefferson Telecom Showroom in customer service and U.S. Cellular sales. Her primary duties include helping customers with all of the product lines including landline telephone, long distance, cable TV, Internet, and U.S. Cellular. She interacts directly with customers when they need to establish accounts, report troubles, or find solutions to their communications needs.

Before joining Jefferson Telecom, Koch held positions in sales and customer service in the finance/insurance industry. She is currently working towards her bachelor's degree. Koch comments, "I really enjoy working with the people of Greene County and serving my community. Jefferson Telecom is very community-orientated and works hard to serve the people of this area." She continues, "I knew before I started what a great staff I would get to work with as my husband, Ryan Koch, has been a technician with Jefferson Telecom for seven years."

Mary Jo and Ryan Koch have two girls, Abigail and Sydney. Their family is very active in sports, either playing or watching games, and also enjoys camping and spending time with their extended families.



For an excellent value, ask about our landline phone bundled with Internet and cable TV by calling 515-386-4141.

New Listings

Adams Court Apartments	386-2762
Adams Court Apartments Fax Line	386-2879
Armstrong, Travis	386-2520
Bentz, Ronald & Teresa	386-3099
Clark, Shirley M	386-4905
CMS	386-3484
Daggett, Megan	386-3627
Ferguson, Lori	386-2622
Fitzgerald, Dorcas	386-3289
Goochey, Jonathan & Kimberly	386-2413
Jennifer Watters	386-4602
Kenan, Amber	386-2796
Mcclintic, Jennifer	386-2981
Mccloskey, Joe	386-2057
Russell, Brittanie	386-2108
Schmit, Veronica	386-3385
Schroeder, Jeff & Amy	386-3103
Serenity Systems Of Iowa, LLC	386-2341
Subway	386-7827
Turpen, Jared & Carisa	386-2272
Walker, Barb	386-7246
Wells, Mike	386-2120
Woodruff, Darlene	386-2094

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 October 15, 2012 to be eligible. One winner per newsletter will be selected.

Name: _____

Phone #: _____

**Congratulations to our last
"Winner of a \$20 Credit,"
Stephen Molle of Jefferson.**



Making Social Media Safer for Kids

Today's children are growing up with social media, which can be both positive and negative. Social media for kids, as for adults, is a means for connecting with others, expressing yourself, game playing, and exploring new interests. But for kids, it can also be a source of bullying, ill-intentioned adults, and inappropriate information.

While a number of kid-specific social media sites exist — such as gianthello.com, scuttlepad.com, and yoursphere.com — many children access applications meant for adults, with or without parental permission. Facebook is meant for those 13 and older, but some very young children still have Facebook profiles.

Boundaries and Rules

The key to ensuring appropriate use of social media for kids is educating them about what it means to be a good digital citizen. However, many schools have yet to implement such training, and some parents aren't able to provide guidance because they're still trying to figure out the digital world themselves.

In order to stay safe with social media, kids need to understand the basics of privacy, boundaries, appropriate sites and interactions, and how much

time to spend online. In other words, kids need to be given rules such as, "Never agree to meet someone in person who you've only communicated with online," "Never swear online," or "Spend no more than one hour per day online." Rules usually go over better if kids are given the chance to help set them.

Parental Participation

Another factor in keeping kids safe with social media is your own participation. You can set a good example by limiting your time on social media sites. You can also help keep your kids safe by limiting the visibility of photos of them to people you know well and trust. You can monitor your kids' social media interactions by friending them on social media sites, checking their profiles, and reviewing their friend lists.

**For more social media safety tips,
visit websites such as:**

safekids.com/kids-rules-for-online-safety

staysafeonline.org/in-the-home/basic-internet-safety-kids

microsoft.com/security/family-safety/kids-social.aspx