



Put More Zing in Your Spring

Happy start of the spring season from Jefferson Telecom. We're all looking forward to longer days, warmer temperatures, and greener landscapes. When spring fever hits, you may be inspired to pick up the pace with your outdoor activities. Perhaps there's a 5K race in your future?

Speaking of picking up the pace, don't forget about your Internet connection. Call 515-386-4141 to ask about upgrading to a faster Internet plan that's more in step with today's applications.

Contact

Jefferson Telecom
105 West Harrison Street
PO Box 269
Jefferson, IA 50129
Phone: 515-386-4141
Fax: 515-386-2600
Office Hours: Mon 9:00 am to 5:30 pm;
Tues-Fri 8:00 am to 5:30 pm;
Sat: 9:00 am to noon

Email

Jefferson Telecom
info@jeffersonsatelecom.com

Visit us Online

www.jeffersonsatelecom.com

Office Closures

May 30, 2016

Best Internet Speed Depends on Devices, Uses, and Expectations

"How much Internet speed do I need?" Jefferson Telecom often hears this question from customers, and there's no single right answer. For some households, a download speed of up to 5Mbps may work fine. Others may need a download speed of up to 15Mbps, 30Mbps or 100Mbps to keep the whole family happy.

To select the best Internet speed for your household, it's important to consider these factors:

- **How many devices do you have in your home?** Add up all the Internet-connected devices you own including computers, tablets, smartphones, smart TVs, Blu-ray disc players, video game consoles, and streaming media set-top boxes. The NPD Group surveyed more than 4,000 consumers and the average number of devices per U.S. household with Internet service is now 5.7, and that number is expected to keep rising. The more devices you have, the more speed you need.
- **How do you use the Internet?** If you only have a desktop computer that's used to check email and surf the net, then a relatively slow Internet connection may suffice. However, if you have a family of people simultaneously using your Internet connection for data-intensive activities — such as streaming HD video and music, online gaming, sharing photos and videos online, video chat, and cloud storage — then you're only going to be happy with an upper-level speed.
- **What are your performance expectations?** If you only occasionally watch videos online, you may be willing to tolerate slow load times and buffering. But if streaming HD movies is a cherished part of your routine, you'll be frustrated by slow speeds and the annoying lag that comes with them. Make sure the Internet speed you choose is in line with the value you place on Internet performance quality.

To learn more about our range of Internet speeds up to 100Mbps, call us today at 515-386-4141.



Get Tips and Tricks From Our eNewsletter

To help our customers stay updated on Internet-related topics, Jefferson Telecom sends out a free eNewsletter each month. The goal of this eNewsletter is to keep people informed about their Internet connection and to enhance their online experiences. It's all part of our commitment to provide excellent customer service and value.



Each issue features items including:

- Warnings about scams, viruses, and malware as well as how to protect your computer and personal information from these threats
- Answers to Frequently Asked Questions
- Short tutorials to expand your online skills
- Featured videos, Pinterest pins, and websites
- News about our products and services

If you're not currently receiving our eNewsletter, you can subscribe by calling 515-386-4141. Or you can visit www.jeffersontelecom.com, click on the Monthly Newsletter icon, and complete the pop-up form to sign up for our eNewsletter.

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 May 16, 2016 to be eligible. One winner per newsletter will be selected.

Name: _____

Phone #: _____

Congratulations to our last "Winner of a \$20 Credit," Mark & Sarah Erickson of Jefferson.

Tips to Improve the Performance of Your Home's Wi-Fi Network

If your Wi-Fi router is out of date or not set up correctly, it could be slowing down your Internet speed. Here are some tips to help you maximize router performance:

Buy a new router that supports 802.11ac. One of the best ways to make sure your network is as fast and reliable as possible is to use up-to-date hardware that supports the latest standards. With all the devices in your home, it's more important than ever to have a wireless router that can handle the increased demand for Wi-Fi connectivity.

Move your router to its ideal position. For the best signal and coverage, put your router in an open space near the center of your home. Keep it away from thick walls made of brick or concrete, and make sure it's not around metal items which can reflect Wi-Fi signals.

Reduce interference by removing or minimizing the use of interfering devices. These include baby monitors, older cordless phones, microwave ovens, wireless speakers, and some security cameras.

Make sure your router is configured to automatically identify and use the least congested frequency. Or you can manually choose the best non-overlapping channel. Slow Wi-Fi speeds may be the result of interference from your neighbors' Wi-Fi networks as all the devices compete to use the same channel. For example, if neighbors are downloading a Netflix movie using the same Wi-Fi channel as your home's Wi-Fi router, your router and devices may only get thin slices of "air time" to talk.

Get a wireless signal extender. If your home is larger than about 3,000 square feet, getting good Wi-Fi signal from one corner to another can be a challenge. Multistory homes can also be difficult if the router isn't plugged into the broadband line somewhere on the middle level. These situations may call for a wireless extender to boost your Wi-Fi signal to hard-to-reach places.

Jefferson Telecom sells wireless routers and is happy to answer your questions about Wi-Fi networks. Call us at 515-386-4141 to learn more.



Introducing Tech Home, the New Enhancement to SecureIT Plus

Jefferson Telecom is proud to offer Tech Home — a complete home technology solution that makes it easy to setup, use, protect, and enjoy your networked devices, anytime and anywhere.

With Tech Home, you'll be back in charge of your digital life, with the level of support you need at the price you want. It takes the trouble out of technology.

Tech Home includes:

- **SecureIT web security and anti-virus protection** for your desktop computer and mobile device (options to cover up to 4 devices)
- **Anti-theft protection for your smartphone or tablet** — lock and locate your device in the event it is lost or stolen
- **5GB of cloud backup and storage** to keep your precious memories safe — backup your documents, photos, or music (options to buy additional storage of 50GB or 250GB are available)



- **Convenient Password Manager** to keep your personal information safe and secure — one site to keep all of your passwords and login information secure and protected

Call Jefferson Telecom today at 515-386-4141 to get started with Tech Home.

What's Causing Price Increases in Cable TV?

Each year, Jefferson Telecom is faced with large increases in programming rates that affect our TV customers. We want to explain this challenge to you by answering some common questions.

Q. Why are these increases necessary?

A. Over the past 10 years, network fees for the local TV broadcast channels have increased **40X** for Jefferson Telecom! Network channels are local channels such as ABC, CBS, FOX, and NBC. As your local TV provider, we absorb a portion of those increases and pass along a portion to our customers. These programming cost increases are not unique to Jefferson Telecom. Our competitors are being affected as well. In addition, prices for other channels, especially sports and premium movie channels, also continue to rise significantly each year.

Q. Why can't I choose the channels I want to receive?

A. Carrying individual channels instead of a network owner's entire "family of networks" is not an option offered to Jefferson Telecom. We are forced to carry ALL networks from a given network owner. Most agreements require Jefferson Telecom to pay large programming rate hikes or forgo carriage of all networks with no option in between. Network owners have also forced Jefferson Telecom to carry channels on specific tiers as part of the agreement, which drives costs higher. Jefferson Telecom is required to pay a fee for every household that receives that channel, regardless of whether anyone in that household even watches the channel.

Jefferson Telecom understands you have choices when it comes to your TV provider. We greatly appreciate your business and work hard to bring you great entertainment values!



New Listings

Ashby, Jennifer	386-3706
Baker, Kyle	386-3574
Baxley, Leland & Kelsey	386-3679
Binkley, Trayon	386-3592
Delay, Aleah	386-3755
Deleon, Karla	386-3554
Fetter, Betty	386-3020
Fields, Rachael	386-3668
Franey, Venita	386-3640
Green, Ashley	386-3074
Guerrero, Juan	386-2494
Gustoff, J K	386-8525
Hammer, Kirk	386-3713
Harrison, Jenny	386-3702
Hart, Craig & Joann	386-3542
Henning, Greg	386-3561
Hopkins, April	386-3409
Johnston, Trisha	386-3690
Koller, April	386-3590
Lee, Marcus & Carol	386-3086
Liberty Tax Service	386-3124
Lucht, Jean	386-2066
Martin, Robert	386-2533
Mathews, Kiefer	386-3546
Meythaler Photography	386-2815
Monthei, Mitchell	386-3602
Morton, Sanford & Carole	386-3566
Olerich, Nic	386-2283
Ott, Roger	386-3572
Peterson, Anthony	386-2234
Ridenour, Alexius	386-3709
Sabus, Janet	386-2062
Smith, Adam	386-3607
Sturgeon, Diana	386-3070
Sunstrom, Blayne	386-3531
The Sanctuary-Jefferson	386-3234
Tuel, Josh	386-2946
Ultimate Power Wash	386-3417
Walker, Lorraine	386-3545

Directory Correction

The following listing was omitted in error from the Jefferson Telecom 2015-2016 directory:

Steve Karber 386-8216

Texting and Driving is a Dangerous Combination

According to the National Safety Council, more than 100,000 crashes per year in the United States are caused by people who are texting and driving. What's more, 75 percent of teens say texting and driving is common among their friends. These statistics are a stark reminder of the dangers of multitasking while on the road. Jefferson Telecom urges you to always stay focused on traffic when you get behind the wheel and to remind the teen drivers in your family to do the same.



The risks of texting and driving are especially high for teens, who are already the most crash-prone drivers due to inexperience. Consider this:

- Texting drivers are 23 times more dangerous than attentive drivers.
- Texting while driving is about six times more likely to result in an accident than driving while intoxicated.
- For every six seconds of drive time, a driver sending or receiving a text message spends nearly five of those seconds with his or her eyes off the road. This makes texting the most distracting of all cell phone tasks.
- 51 percent of teens say they text while driving.
- Teen drivers are four times more likely than adults to get into car crashes or near crash events directly related to talking on a cell phone or texting.
- Talking on a cell phone while driving can make a young driver's reaction time as slow as that of a 70-year-old.

There is no text message, email, website or video that is worth the risk of endangering your life or the lives of others. Whatever it is, it can wait until you reach your destination.

On Monday, May 9, Jefferson Telecom has partnered with MacDonal Insurance to bring the Arrive Alive Tour to the Greene County High School. During the school day, a

Distracted Driving Simulator will be set up and students will get to experience first-hand how texting and distractions affect their driving without actually being in a dangerous situation. For more information, visit www.arrivealivetour.org.

