

Jefferson Telecom
SPRING 2021

intouch



We're Hoping for a Bright and Cheerful Spring Season

Jefferson Telecom wishes you a spring season that's as bright with hope and promise as the first blooms of flowers. We encourage you to get outside to connect with nature and use technology to connect with others. Better days are ahead!

Contact

Jefferson Telecom
105 West Harrison Street/PO Box 269
Jefferson, IA 50129
Phone: 515-386-4141
Hours: Mon 9:00 am to 5:00 pm;
Tues-Fri 8:00 am to 5:00 pm
Thursday EXTENDED HOURS until
7:00 pm

Email Jefferson Telecom
info@jeffersontelecom.com

Visit Us Online
www.jeffersontelecom.com

COVID-19 Updates
www.jeffersontelecom.com/covid

Office Closure
May 31, 2021

Jefferson
TELECOM
Technology People Talk About

LETTER FROM JAMIE DAUBENDIEK, GENERAL MANAGER:

This Past Year Was Tough, But We're Tougher

It's been one year since the COVID-19 pandemic began. I wanted to take this opportunity to reflect on the past year and recognize Jefferson Telecom's staff and customers for their flexibility while we adjusted our work environment.

Our Broadband Network is Strong

We quickly realized how important a reliable Internet connection is to our community. Our broadband network allowed students to complete school work from home, individuals to work remotely, and businesses to keep their customers informed and provide online sales options. We saw increased Internet utilization as more people spent time at home and our network was up to the challenge.

Jefferson Telecom now offers speeds up to a Gigabit (940 Mbps), plus our community was designated as a Smart Rural Community last fall. We were honored in 2021 to win the Smart Rural Community Showcase Award from the NTCA, The Rural Broadband Association. This award was given in recognition of driving growth in rural communities through our broadband connection.

Our Employees and Customers are Resilient

Everyone on our staff works hard to keep our customers safe and to protect their own health. We understand that customer comfort levels will be at different stages as we move through 2021, and we'll continue to provide curbside pickup for those who prefer to not come in our showroom. Just give us a call and we'll get your items ready. Plus, our cellular staff will continue to take appointments to better prepare for your needs and allow time for sanitizing between customers.

One thing I've realized over the past year is the power of feeling connected even when you can't be with those you care about in person. We're honored you use our services to stay in touch, whether by phoning to check on a loved one or enjoying a video call to celebrate a friend's birthday.

We appreciate your trust in the staff and technology of Jefferson Telecom. Please call us at 515-386-4141, if we can do anything to help keep you connected.



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Everything's Easier With a Local Business

There are many community-centered reasons to buy local whenever possible. For example, when you buy products or services from a local business, you support a local employer and help to boost the local economy. You are also enabling unique independent businesses to keep going, which is important since they add personality and appeal to the community.

Advantages of choosing a local business:

- **Easier to talk to a human being.** Your call will be answered by a local employee—not transferred to a faraway place.
- **Easier to get responsive customer service.** You can count on being treated well whenever there's an issue to resolve.
- **Easier to enjoy the shopping experience.** It's more fun to do business with a local owner or manager who has a passion for what they do.

Jefferson Telecom encourages you to buy local and thanks you for choosing us, the local communications provider.

Win a \$20 Credit on Your Jefferson Telecom Bill

\$20

Fill out this form, clip it, and return it with your next bill or email info@jeffersontelecom.com for a chance to win a \$20 credit to your account. Return it by April 20, 2021 to be eligible. One winner per newsletter will be selected.

Name: _____

Phone #: _____

Email: _____

☐ Yes, please use my email for communication purposes.

Congratulations to our last "Winner of a \$20 Credit," Gary Harbaugh of Jefferson.



Are you wondering whether or not your home needs an Internet speed upgrade? If you see these signs, the answer is probably "yes."

1. You experience frequent buffering while streaming.

It's not fun when your screen freezes and you're stuck waiting while the endless circle goes around and around. Buffering can be the result of an Internet connection that isn't fast enough and a sign you need more speed.

2. You're planning to add more streaming subscriptions.

Does your family love streaming services like Netflix, Hulu, and Amazon Prime Video? Be aware that adding more streaming subscriptions (or additional streaming devices) can quickly bog down your Internet connection, especially if you have multiple people streaming simultaneously.

3. You're big on smart home devices.

If you're a smart home fan, you need to make sure your Internet connection can support your smart speakers, smart doorbell, smart thermostats, smart cameras, smart appliances, and so on. Trying to get by with an inadequate Internet connection is simply not smart.

4. Your home often has guests (who bring devices).

Whether it's your children's friends for sleepovers or your relatives for a week-long visit, it seems like everybody will want to use your Wi-Fi as soon as they walk in the door. If you don't have enough bandwidth, the "more" isn't the "merrier"—it can cause Internet slowdowns.

5. You work from home.

Bandwidth-intensive applications such as video conferences and screen-sharing collaborations demand a strong Internet connection. Don't risk looking unprofessional or wasting your colleagues' time with frozen screens and choppy audio. Make sure your Internet connection works well for work.

For help choosing the right Internet speed for your home, call Jefferson Telecom at 515-386-4141 option #4. We'll talk with you about your online requirements and provide details about our range of Internet plans up to a Gigabit connection (940 Mbps).

What You Need to Know About Rising TV Costs

Are you frustrated with the cost of TV? Here's the root of the problem: eight giant corporations own or control nearly 90% of today's TV networks. To increase their revenue, these corporations require Jefferson Telecom and other cable TV providers to carry their less-popular networks as a condition of providing the most popular ones. They use their size and market power to regularly demand higher fees for their programming.

In addition, people love to watch sports, and the sports executives know it — so the programming comes at a premium. The price networks pay to air sports has caused your basic cable and satellite TV bills to double over the past decade! The NFL alone makes more than \$7 billion annually for broadcast and cable rights to its games. Combine that with the MLB, NBA, NHL, MLS, college sports, and other sources, and the impact is clear. Escalating salaries of star players and coaches place large financial demands on teams and leagues, which drive up programming costs to cover expenses.

To combat the rising costs of TV programming, Jefferson Telecom is a member of NCTC, a collective of more than 800 independent local TV and broadband providers across the United States. This allows Jefferson Telecom to negotiate as one larger group to gain the cost benefits that the large cable and satellite TV providers enjoy, while still enabling us to provide hometown service to our customers. We appreciate your support of us as your local TV provider and promise to keep fighting on your behalf.

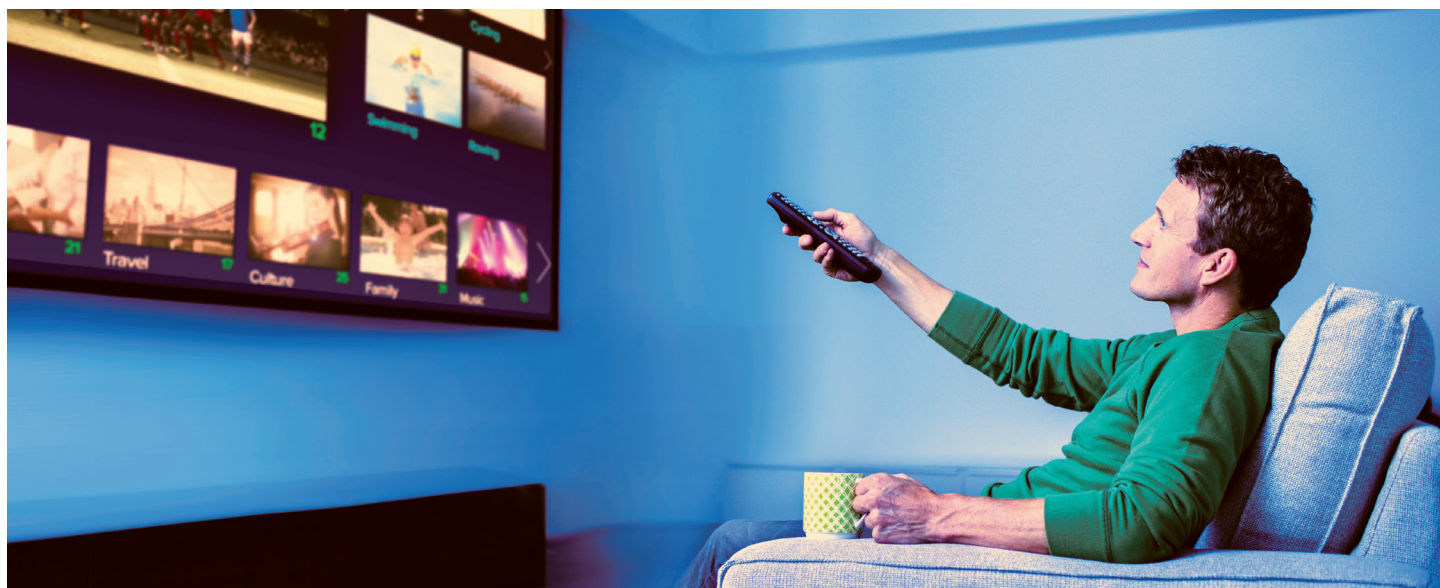
We have not increased your TV rates since 2018, even though the programming fees charged to Jefferson Telecom have gone up each year. In the past three years, we've continued to make improvements

to our TV offering by converting all customers to a digital platform with added high-definition channels and feature-rich options.

Due to continued rising costs, a \$10/month price adjustment will be made to your Jefferson Telecom TV package as of April 1, 2021. During this same three-year period, our competitors such as Dish and DirecTV have increased rates as high as \$22 per month.

We know you have many choices for TV and video viewing, and we share your desire for the lowest price for quality TV programming. Visit www.tvonmyside.com to learn how we're working to keep programming costs in check. Our TV customers now have access to free 24/7 technical support for TV-related problems and questions by calling 515-386-5500, a new value-added service. You can also view the library of support videos by selecting the 'On Demand' button on your remote or visiting our YouTube page.

If you have questions or would like more information about our TV services, call 515-386-4141 option #4. We're also happy to visit with you regarding alternatives to traditional TV offerings, including streaming options available for use with a high-speed Internet connection.



Get Ready for 10-Digit Dialing for Local Calls

In July 2020, the Federal Communications Commission adopted an order approving the designation of 988 as the 3-digit dialing code to reach the National Suicide Prevention Lifeline. To facilitate implementation, area codes in 37 states where the 988 prefix is a working prefix and which now use 7-digit local dialing must switch to 10-digit local dialing. This includes our 515 area code.

Beginning April 21, 2021, you should start dialing 10-digits for all local calls — the 515 area code plus the 7-digit phone number. If you forget to do so during this transition period, your calls will still be completed. At a later date, you will be required to dial 10-digits when making a local call. Failure to do so will prompt a recording, reminding you to redial using 10 digits.

Your telephone number, including your area code will remain the same after this update. What is considered a 'local call' will remain a local call even though the area code must be dialed first.

In addition to changing your dialing routine, you'll also have to reprogram 7-digit local numbers to 10-digit numbers in any device that automatically makes calls for you, including:

- Speed dial feature on a phone
- Home security equipment
- Personal emergency response system

For more details, visit
www.jeffersontelecom.com/10digit.



REPLACE PAPERWORK WITH VIRTUALLY NO WORK

SWITCH TO PAPERLESS BILLING

It's super easy to make the switch to Jefferson Telecom's paperless billing, and you'll enjoy these benefits:

- Reduced paper clutter
- Faster, more convenient bill paying
- Enhanced security

SIGN UP FOR PAPERLESS BILLING NOW
VISIT EBILL.JEFFERSONTELECOM.COM
OR CALL 515-386-4141

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New Listings

Cherryholmes, Earl 515-386-2455
Dennhardt, Debbie 515-386-2311
Fister, Jeremy 515-386-2539

Guillman, Jack 515-386-2448
Karber, Gabe 515-386-2232
Moore, Susan 515-386-2205

Moranville, Doug 515-386-2318
Overstreet, Troy 515-386-2074
Saddoris, Jolee 515-386-2204