

**Jefferson Telecom**  
STREAMING EDITION

# intouch

Jefferson  
TELECOM



## Why is Streaming So Popular?

There are good reasons why 4 out of 5 homes in the U.S. now subscribe to at least one streaming service:

**Monthly Savings** – People are replacing traditional TV plans with more affordable streaming services, some of which have free trial periods.

**Convenience** – Streaming lets you watch what you want, when you want.

**Personalization** – You get recommendations on what series or movie to watch next based on your viewing profiles.

### 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

### Email Jefferson Telecom

info@jeffersontelecom.com

### Visit Us Online

www.jeffersontelecom.com

**Jefferson**  
TELECOM  
Technology People Talk About



## Need Help Getting Started with Streaming?

Visit [gostreamnow.com/Jefferson](http://gostreamnow.com/Jefferson)

It guides you through each step:

- Choosing your ideal Internet speed for streaming.
- Reviewing your streaming service options.
- Getting and connecting a streaming device.
- Signing up for streaming services.

# intouch

## Enjoy StreamNow Insider

Did you notice something new from Jefferson Telecom in your inbox recently? In addition to the monthly broadband eNewsletter we've been emailing to customers for years, we're also sending the *StreamNow Insider*.

Given the huge amount of streaming content available, choosing what to watch next can be a time-consuming experience. To make things easier, *StreamNow Insider* shares highlights of what's new and notable each month. This includes:

- Premieres of original movies and series from streaming services
- Recent streaming releases of movies that first played in theaters
- Family-friendly entertainment options
- New documentaries and docuseries

Don't miss the day-by-day schedule at the end of each *StreamNow Insider* issue. It's a handy resource to tell you what's currently going on in the world of streaming.

**If you haven't received the *StreamNow Insider* but want to be on the list, contact us at [stream@jeffersontelecom.com](mailto:stream@jeffersontelecom.com)**

**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](mailto:info@jeffersontelecom.com) for a chance to win a \$20 credit to your account. Return it by April 20, 2023 to be eligible. One winner per newsletter will be selected.

Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

Cell Phone #: \_\_\_\_\_

☐ Yes, please use my email for communication purposes.

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



## What Does the Changing TV Landscape Mean for You?

Cable TV has been around longer than you might think. (The first broadcast was in the late 1940s.) Eventually it provided subscribers with lineups of 100+ channels to watch on their TVs, thanks to set-top boxes. While traditional TV from Jefferson Telecom is still offered today, the TV landscape is changing dramatically and will continue to evolve in the years ahead.

New technologies, most notably streaming content over an Internet connection, have caused a growing number of people to "cut the cord" and drop their TV subscriptions in favor of streaming services. Some of the most popular cable TV replacers (meaning they offer a lineup of live TV shows) include YouTube TV, Hulu + Live TV, Sling TV, FuboTV, and Philo. For even more extensive libraries of TV shows and movies, many viewers turn to on-demand streaming services such as Netflix, AppleTV+, Prime Video, and Hulu.

Clearly, the TV industry has been forever disrupted. People now have virtually unlimited options for viewing entertainment on their Internet-connected devices — smartphone, tablet, or laptop — whether at home or away. No longer confined to a weekly episode schedule, people can also use streaming services to binge watch an entire season over a single weekend.

You can think of the transition from cable TV to streaming services as a little like what you experienced when going from paper books to online books or flip phones to smartphones. Sure, there may have been a few bumps during the initial learning curve, but it wasn't long before the new technology was old hat. Now you wonder how you ever got along without it.

**To help ease the transition to using streaming services, Jefferson Telecom has prepared how-to videos and other educational resources. We also offer the fast Internet speeds you'll want in your home for the best streaming experience. Call 515-386-4141, option #3 for details or visit [gostreamnow.com/Jefferson](http://gostreamnow.com/Jefferson).**





# Streaming is as Easy as 1, 2, 3, 4

Are you ready to switch from a traditional TV service to streaming? Here's a quick overview of the steps you'll need to take:



## 1. Choose Your Ideal Internet Speed

First, you need to make sure you'll have enough bandwidth for streaming in addition to your family's other Internet activities. Call Jefferson Telecom for guidance on the ideal Internet speed for your household. Typically, we recommend 200 Mbps or higher for an ultimate viewing experience with multiple users.



## 2. Review Your Streaming Service Options

To begin or expand your streaming experience, your next task is to explore your streaming service options. Some paid-subscription services offer live TV viewing (with or without on-demand content) and can replace traditional TV plans, while others feature only on-demand movies and series. On a budget? Check out free streaming services. For details on popular choices, visit [gostreamnow.com/jefferson](http://gostreamnow.com/jefferson).



## 3. Find, Purchase, and Connect the Right Device

If you have a smart TV, it should be ready to stream right out of the box. No smart TV? No problem! You'll just need to purchase and set up a streaming device like a Roku or Amazon Fire TV Stick, which will enable streaming on older televisions. You can also stream on your smartphone, tablet, and computer in addition to your TV. Jefferson Telecom has Roku sticks available for purchase starting at \$29.95 from our showroom.



## 4. Sign Up for Streaming Services

Most streaming services offer a free trial period and have only a 30-day minimum commitment. This makes it easy to try out different services and cancel the services you don't find yourself using or enjoying.

**The experts at Jefferson Telecom are here to answer any questions you have about streaming. We want to make this transition easier and possibly help you save money, too. Call us today at 515-386-4141, option #3!**



## Liven Up the Popcorn on Movie Nights

Ready to snack on something a little more adventurous for your next movie night? These sweet and savory popcorn toppings are sure to please.

**Cookies 'n Cream** – Crush up Oreo cookies, add along with melted white chocolate to the popcorn, and mix it all up.

**Buffalo Ranch** – Combine ranch popcorn seasoning with cayenne and hot sauce to add some heat to your popcorn.

**Everything Bagel** – The combination of sesame and poppy seeds with garlic and onion creates a savory popcorn topping that provides added texture as well. You can make your own everything bagel seasoning or buy it.

**Butterscotch** – Melt butterscotch chips to coat the popcorn, then top it off with more butterscotch chips.

**Bonus Idea** – To enjoy a more authentic theater experience during your movie nights, simply swing by the Sierra Community Theatre in Jefferson during regular business hours to pick up hot buttered popcorn to take home.

**Make sure your Internet connection is fast enough to keep up with all your movie streaming. Visit [www.jeffersontelecom.com](http://www.jeffersontelecom.com) to see what speeds are available.**



## Some Streaming Services Offer Free Trials

Let's say you want to watch a TV series your friends have been raving about that's only available from one streaming service. Naturally, it's a service you don't have and don't want to sign up for on a long-term basis. If available, take advantage of a free trial to binge the series over a weekend. Or maybe your family is starting to get bored with the streaming services you've had for years, and wants to "test drive" a few others for the fun of it. Again, a free trial is the best route to take.

Keep in mind that to use these free trials, you'll probably need to enter credit card information. Some streaming services will automatically renew after the trial period is over, so set a reminder for yourself to cancel before this date if you don't plan to keep the service.

**There may be no such thing as a free lunch, but there is free entertainment! To enhance your streaming experience even more, call 515-386-4141, option #3 and ask about getting an Internet speed upgrade.**

### New Listings

Combes, Shawn	515-386-2140
Dideriksen, Dave	515-386-2499
Edwards, Barbara	515-386-2012
Good Stuff	515-386-3570
Legacy Events	515-386-3223
Richardson, Jeff	515-386-2074

## Favorite Streaming Services of Jefferson Telecom Staff



**Jamie Daubendiek, GM**  
**Netflix ([netflix.com](https://www.netflix.com))**

Our children enjoy having access to Netflix. You can set up as many as five profiles under one account. Netflix parental controls allow me to define the content our children can watch, so I never have to worry that they're watching something inappropriate. Combined with our eero for home Wi-Fi management, I can turn off the Internet access for the kids at bedtime.



**Jolene Anderson, Cellular Specialist**  
**Hulu ([hulu.com](https://www.hulu.com))**

Hulu has options for live and on-demand content. I would often miss my favorite TV shows in the evening, and I appreciate that Hulu had the show available the next day versus waiting for the whole season to be released on other streaming services. The ease of being able to watch shows from my smartphone allowed me to catch up anytime, anywhere.



**Ryan Koch, Communications Technician**  
**MLB Network ([mlb.com](https://www.mlb.com))**

I am more than an avid baseball fan, so having the ability to stream all of the games for my favorite team, the Braves, through the MLB app is appreciated. I also enjoy watching the old classic games. Other perks are the live DVR controls and the ability to choose the radio broadcast for the game depending on what team I am cheering for.



**Lindy Lehman, Customer Service Relations**  
**Peacock ([peacocktv.com](https://www.peacocktv.com))**

Have you heard all the buzz about *Yellowstone*? Peacock is the exclusive streaming service for viewers to catch up on seasons 1-4 of this series. Plus, Peacock provides access to Hollywood movies and a large variety of TV series and classics. Since I live outside of Jefferson Telecom's service area, we have multiple streaming services at our house including Hulu, Apple TV+, Disney+, Paramount+, Netflix, and Prime Video.