

Jefferson Telecom
WINTER 2025

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Jefferson
TELECOM



Start the New Year With Confidence

Happy New Year from Jefferson Telecom! This new year gives you a new chance to go after your goals, so move forward with gusto. If not now, when? If not you, who? As you navigate the road ahead, remember we're here to help—as your communications provider and your neighbor. We want you to live your best life.

Contact

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www.jeffersontelecom.com

Jefferson
TELECOM
Technology People Talk About

Update from Our General Manager

Here are the highlights of Jefferson Telecom's accomplishments in 2024 and our plans for 2025:

Fiber Broadband

Jefferson Telecom upgraded to all synchronous Internet speeds (the same for uploads as downloads) as of October 1, 2024. This significant improvement was made at no cost to you. In fact, we have never had a rate increase for Internet service.

To expand the reach of our fiber Internet — which offers speeds up to a Gigabit Connection (940 Mbps) — we have started to build out fiber to rural Jamaica and rural Grand Junction residents. These rural areas will have access to much faster and more reliable Internet connections than 5G technology will ever be able to provide. If you want a connection you can count on, choose fiber!

Streaming

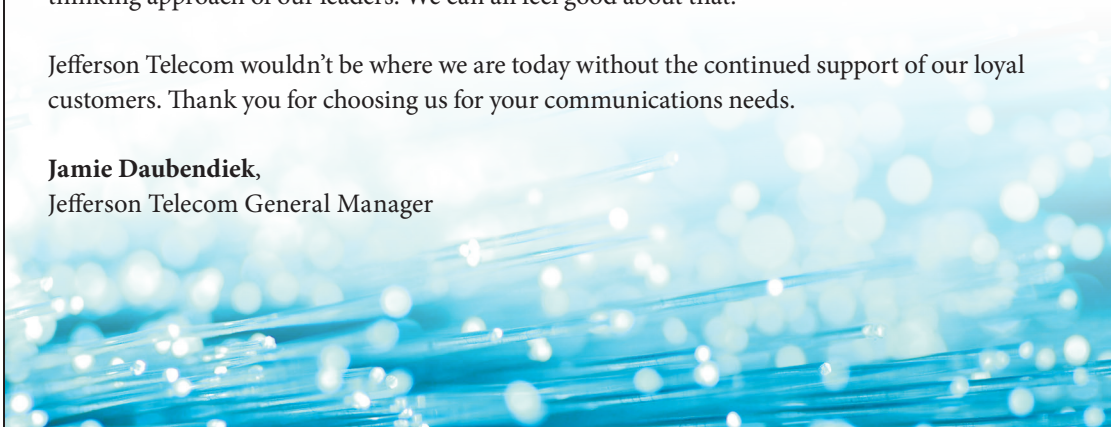
Are you looking for ways to save money? We encourage you to cut the cord on traditional TV service and switch to streaming. To make this a smoother transition for you, Jefferson Telecom continues to make educational resources about streaming available. Check out our StreamNow Guide at gostreamnow.com/jefferson. It includes a step-by-step guide for streaming beginners including information about devices and services. Did you know you can often enjoy a free trial of a streaming service before signing up for a paid subscription?

Positive Responses

We are thrilled to announce that Jefferson Telecom reached 500 Google reviews with a 4.9 rating! That's not the only news about compliments, however. As the Iowa Communications Alliance President over the past year, I have spent a lot of time traveling the state. I hear compliments about our community of Jefferson, the positive changes in economic development, and the forward-thinking approach of our leaders. We can all feel good about that.

Jefferson Telecom wouldn't be where we are today without the continued support of our loyal customers. Thank you for choosing us for your communications needs.

Jamie Daubendiek,
Jefferson Telecom General Manager





Use of Paper Checks Continues to Decline

When was the last time you saw someone write a check at a grocery store? This once common mode of payment has been decreasing in use for many years. Swiping a debit card or paying with an app on your phone is much easier than paying by check. Why carry a bulky checkbook around when it's not needed?

Electronic payments are also easier than paying by check when you're at home taking care of bills. That's why so many people use online bill payment methods.

To switch from mailing checks to using our easy eBilling service to pay your Jefferson Telecom bill, visit www.jeffersontelecom.com/bill or call 515-386-4141, option #3.

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.* Respond by January 20, 2025, to be eligible. One winner per newsletter will be selected.

Name: _____

Phone #: _____

Email: _____

Cell Phone #: _____

Congratulations to our last "Winner of a \$20 Credit," Mike & Carol Christensen of Jefferson.

*We never sell or share your contact information with anyone.

Most U.S. Households Pay for at Least One Streaming Service

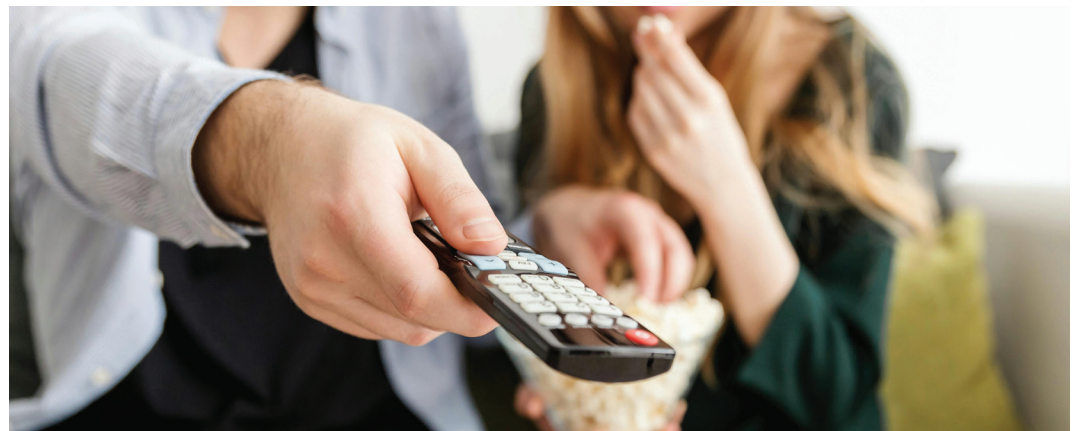
Streaming is now mainstream. A 2024 survey done by Forbes Home and OnePoll indicated that 99% of U.S. households pay for at least one streaming service—with Netflix, Amazon Prime Video, and Apple TV+ being most popular.

Other research puts the figure around 85%. Either way, there's been a big increase since 2015, when only about 50% of U.S. households paid for at least one streaming service. When did your household get on the streaming bandwagon? Or are you still considering whether to take that step?

Whether you've been streaming for years or are just getting started, we think you'll find these statistics interesting:

- **On average, Americans pay for 2.9 streaming subscriptions every month.** For many households, this number is the "sweet spot" that provides enough streaming options for entertainment and information without having to spend too much money.
- **It's estimated that 7% of Americans have six or more streaming subscriptions.** These heavy users put a high value in having access to a huge variety of movies, series, documentaries, and more.
- **Americans spend an average of three hours and nine minutes a day streaming digital media.** That's a substantial amount of time, equivalent to working a part-time job!
- **Netflix is the biggest streaming service in the world.** The company reported 269.6 million global paid memberships as of March 31, 2024. In second place is Amazon Prime Video.
- **More than a quarter of viewers admit to binge-watching at least once a week.** In fact, the ability to watch an entire season of a favorite series in a single day or weekend is one reason streaming services became so popular.
- **More than half of Americans have subscribed to a streaming service to watch one program, then cancelled their subscription.** This strategy, known as streaming service rotation, allows subscribers to watch what they want and keep costs to a minimum.

For help entering the world of streaming, visit our StreamNow Guide at gostreamnow.com/Jefferson/.





Nothing Compares to Fiber — Not Even 5G

People are asking how Jefferson Telecom fiber-to-the-home compares to 5G home Internet from their cellular provider. While 5G is great for communicating on the go, it may not necessarily be the best option for your home or business.

What exactly is 5G, and how does it differ from fiber Internet? 5G refers to the fifth generation of wireless technology for cellular networks, initially released in 2019. (A common misconception is that the “G” stands for gigabit speeds, but it does not.) The speed of a 5G connection depends on proximity to a cell tower — the farther away you are, the slower the speed. Plus, there can be line-of-sight issues with 5G, from obstacles such as buildings or terrain, that adversely affect speeds.

Many cellular providers promise low prices, comparable speeds, and hefty discounts for bundling cellular service with home Internet. When connecting multiple devices or accessing high-demand applications, 5G simply cannot compete with a fiber connection. We have heard from customers who made the switch and are now disappointed. They feel stuck and frustrated, because customer service is handled by representatives who are unfamiliar with rural living and spotty coverage.

Jefferson Telecom believes in keeping rural communities connected to fiber Internet. We are committed to being your trusted local expert, always here to ensure you stay connected. For more information on fiber technology, please visit www.jeffersontelecom.com.



Here’s a list of comparisons to help you choose:

Fiber

- Speeds up to a Gigabit Connection (940 Mbps)
- Direct connection
- Reliability
- Robust and can support multiple devices
- No data caps - truly unlimited data

5G

- Speeds average 150 Mbps
- Susceptible to network congestion
- Subject to terrain and weather
- Not designed for high-traffic demands
- Commonly metered - often advertised as unlimited, yet once you hit your cap, speeds dramatically slow down

FIBER ALWAYS WINS



Stay on Team Fiber for unbeatable Internet speed and reliability

Fiber Internet brings much more to the game than 5G home Internet ever will. So, stick with fiber Internet to enjoy:

- **Winning speeds** – Up to a Gigabit Connection (940 Mbps) for buffering-free streaming
- **Winning reliability** – 99.9% uptime for a connection to count on for all the big games and more
- **Winning customer experience** – Unlimited usage with no data caps or throttling

It’s a guaranteed touchdown! Fiber Internet always wins, and you deserve to be on the winning team. (5G home Internet isn’t even in the same league.)

Call 515-386-4141, option #3 for more stats.



Learn the Three Golden Rules to Thwart Scammers

Google and the Cybercrime Support Network are working together to stop scammers in their tracks. At www.scamspotter.org, they share how to spot the most common tricks used by scammers. They also recommend three golden rules to follow to avoid becoming a victim:

- 1. Slow it down.** Scammers often create a sense of urgency. For example, they might say, "You need to act fast. If you don't make a payment now, we'll be forced to take legal action." Avoid being rushed into a bad situation.
- 2. Spot check.** Do your research to double check the details. If you get an unexpected phone call, hang up. Then look up the bank, agency, or organization that's supposedly calling and get in touch directly.
- 3. Stop! Don't send.** No reputable person or agency will ever demand payment on the spot. Often, scammers tell you to go buy gift cards — which are meant only to be given as a gift, not as payment under threat. So, if you think the payment feels fishy, you're probably right.

Test your knowledge by taking the quiz at www.scamspotter.org/quiz. Is each scenario safe or a scam?

Think Your Social Media or Email Account Was Hacked?



Perhaps your social media profile publishes posts you didn't create. Or friends tell you they received emails from your email address that you never sent. When you see signs of hacking, it's important to act quickly. Here is what the National Cybersecurity Alliance recommends:

What to Do When Your Account is Hacked

- 1. Change the account's password.** This will likely lock out the hacker. Unfortunately, it can also work the other way around: The hacker might change the password and lock you out. In this case, try using the "forgot my password" function to reset it. If that doesn't work, contact the platform ASAP. If you used the same password for other accounts, you should change all of them and start using unique passwords for every account.
- 2. Notify your contacts that your account was hacked.** Let them know they may receive spam messages that look like you sent them. Tell your contacts they shouldn't open these messages or click on any links contained in them. When the situation is cleared up, let everyone know that your accounts are secure again.
- 3. Make sure your security software is up to date.** Scan your system for malware, especially if you suspect your computer might be infected with a virus. Antivirus software will scan your device to check for any security issues.
- 4. Contact people who can help you.** If you suspect someone has stolen money, this might mean calling the police and your bank. If a work account was breached, let your IT department know. If a social media or email account was hacked, alert the platform, and seek their help. If you think someone has stolen your identity, contact the Federal Trade Commission at consumer.ftc.gov.

How to Protect Your Accounts from Hacks

As with most things in life, an ounce of cybersecurity prevention is worth a pound of cure. Follow these "Core 4" steps.

- 1. Use long, complex, and unique passwords.** Every password should be at least 12 characters long and include letters, numbers, and symbols (like % or \$). Ideally, your passwords should be random strings of characters, not recognizable words. Most importantly, each account should be protected by its own unique password. To create and store all these passwords, use a password manager!
- 2. Switch on multi-factor authentication.** Multi-factor authentication (MFA), sometimes called 2-factor authentication, adds a whole other level of security beyond your password. MFA will use biometrics, security keys, text messages, or an app to make sure you are you, even if a hacker gets access to your password. Enable MFA for any account that allows it.
- 3. Think before you click.** Learn how to identify phishing messages, which will often try to inspire panic or urgency. Take a few seconds to read through the message and who sent it. With a little knowledge, you can spot most phishing attempts within moments.
- 4. Turn on automatic updates.** The best way to get the latest, strongest security is to install software updates as soon as they are available, and the best way to know when they are available is to turn on automatic updates. Set it, forget it, and you won't regret it!