

The Connection

MAY 2019

Buying Local is a Win-Win Decision

Runestone Telecom thanks you for supporting us as the local provider and encourages you to buy local whenever possible. According to the American Independent Business Alliance, every dollar spent at independent businesses returns three times more money to the community than a dollar spent at a chain (and almost 50 times more than a dollar spent at an online mega-retailer).



Contact

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May 27th for Memorial Day

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*Hands full. Days full.
Hearts full.*

Runestone Telecom wishes a Happy Mother's Day to all the mothers (and mother figures) in our community.

We understand how full your schedules are with helping others, and we're pleased to provide the fast internet required to stay connected to the people and resources you value most.

Get our 10-15 Mbps plan*

Call 320-986-2013 for full details!

*Service availability and internet speed will depend on location. Additional terms and conditions apply. Contact us for complete details.

National Photography Month Puts Focus on Captured Moments

May has been National Photography Month since it was officially recognized by Congress in 1987. It encourages Americans to look at the past through the lens of professional photographers as well as capture more images today from our own lives.

You can check out iconic photos from history at these sites:

- Time magazine's *The 100 Most Influential Images of All Time*, <http://100photos.time.com>
- CNN's *25 of the Most Iconic Photographs*, www.cnn.com/2013/09/01/world/gallery/iconic-images
- BuzzFeed's *50 Most Powerful Pictures in American History*, www.buzzfeed.com/gabriel-sanchez/the-most-powerful-pictures-in-american-history

Looking for other ways to participate in National Photography Month? Dust off those boxes of old family photos and finally put them in albums (or digitize them for easier storage and sharing). Improve the look of the photos you take by downloading new photo editing apps or filters. Or make an Instagram account for your pet—whether a dog, cat, bird, or rabbit—and share their cuteness with the world.

Runestone Telecom reminds you to back up your files, especially your priceless family photos, on a regular basis.



Four Tips to Help You Pick Your Internet Speed

Are you confused about which download and upload internet speeds to select? You're not alone. With so many issues factoring into speed selection, there's no single "magic formula" to instantly tell you which plan would work best for your household.

However, we did pull together these general tips to help guide you to making a good decision:

- 1. Netflix says you need 5 Mbps to stream HD content and 25 Mbps for 4K Ultra HD content, but you'll want faster speeds if you plan to connect several devices at once.** If you're planning to stream 4K video content and have multiple devices connecting to your network simultaneously, you may want to consider a high-level download speed in the 100-200 Mbps range.
- 2. Remember your internet connection is shared between all the people, devices, and apps at your house.** So you might need a faster download speed if several people wanted to watch Netflix in HD at the same time or if you wanted to use Netflix at high-quality while simultaneously downloading a large video game or other large file. Chances are, if your current download speed isn't sufficient, you'll hear grumbling from family members about video buffering and other annoying slowdowns.
- 3. Upload speeds can be especially important for people working remotely from home.** This is because upload speeds impact tasks such as screen sharing, syncing files to Dropbox, and online conference calls/meetings. While download speeds tend to get most of the attention, don't forget to make sure you're also getting the upload speed that works for you.
- 4. You may want to "test drive" a faster internet plan.** Sometimes the only way to fully appreciate what a higher speed will do for you is to experience it firsthand while you do your normal online activities.

To get answers to your questions about internet speed selection, talk to a member of the Runestone Telecom team at 320-986-2013.

10 Reasons Why Streaming Services are So Popular

Streaming services—such as Hulu, Netflix, and YouTube TV—offer many advantages compared to traditional TV plans like satellite or cable. They include:

- 1. Cost Savings** – Subscribing to a few streaming services usually ends up costing much less than paying for satellite or cable TV.
- 2. Bigger Variety of Content** – Streaming services maintain huge libraries of TV shows and movies from which to choose.
- 3. More Original Content** – Some streaming services pride themselves on their award-winning original content that's not available with any other streaming service or on network TV.
- 4. Less Mindless TV Viewing** – Instead of turning on the TV to watch whatever is on or engage in aimless channel surfing, users of streaming services tend to turn it on to intentionally watch a specific show or movie.
- 5. Lack of Weather Issues** – If you now have satellite TV and struggle with spotty service during high winds or heavy rains, you'll appreciate the fact that streaming services won't have those issues.
- 6. Added Convenience** – You can watch your programs on any device, whenever and wherever you want.
- 7. Scalability** – Many streaming services allow you to choose the features and functions you want.
- 8. Personalized Recommendations** – You can get viewing ideas based on your profile and interests.
- 9. Ad-Free Entertainment** – With traditional television, a good third of the viewing time tends to be consumed by ads.
- 10. Simplified Binge-Watching** – You can easily binge-watch an entire season of a series, pausing an episode whenever you want and returning at a later time.

An essential companion to streaming services is a fast and reliable internet connection. Runestone Telecom offers internet plans with download speeds up to 1,000 Mbps. For details on availability and pricing, call 320-986-2013.



Importance of Landlines

Sure, wireless phones offer you convenience, letting you talk from virtually any location. What you may not realize is that they can't provide all of the advantages of landline phones. That's why the Federal Communications Commission (FCC) says, "A combination of landline and wireless phone use may be the right choice for you."

Landline phone service gives you:

Safety. 911 operators receive your exact location automatically when you call whether you have the capability of speaking or not.

Cost Savings. Enjoy unlimited local calling without having to worry about minutes or extra charges.

Dependable Quality. When was the last time your landline phone dropped an important phone call?

Directory Listings. When you subscribe to landline phone service, your number is listed in the local phone book.

Hometown Connection. When you need help, Runestone Telecom is close by to provide local customer service. Plus, your communications dollars stay here to boost our local economy.

It just makes sense to include landline phone service as a part of your communications mix.



Let's Talk About Phone Call Songs

For decades, phone calls have served as a device in song lyrics to express love, longing, or loneliness. Although the types of phones have changed over the years—from rotary dial phones to smartphones—the phone's importance to relationships has stayed constant.

Here's a chronological list of some popular phone-related songs:

- **Beatles** – Any Time at All (1964)
- **Steely Dan** – Rikki Don't Lose That Number (1974)
- **Electric Light Orchestra** – Telephone Line (1976)
- **The Beach Boys** – Had to Phone Ya (1976)
- **Foreigner** – Love on the Telephone (1979)
- **Blondie** – Call Me (1980)
- **Tommy Tutone** – 867-5309/Jenny (1981)
- **The Replacements** – Answering Machine (1984)
- **Stevie Wonder** – I Just Called to Say I Love You (1995)
- **Carly Rae Jepsen** – Call Me Maybe (2012)
- **Adele** – Hello (2015)

To learn about the phone services offered by Runestone Telecom, call us at 320-986-2013.

How Do Spammers Get Your Email Address?

Frustration with spam emails in your inbox may lead you to wonder how spammers got your email address in the first place. They use a variety of methods, with these being some of the most common:

Leaked Account Databases – The easiest way for spammers to collect large lists of good, active email addresses is via leaked account databases. Organizations as big as Adobe, LinkedIn, and Snapchat have all been compromised in recent years.

Buying Lists of Email Addresses – Unscrupulous people will sell lists of email addresses to spammers for a low price. Spammers may also just trade their lists of email addresses with other spammers. It's important to note that legitimate businesses won't sell or buy lists of email addresses.

Sending Spam to Random Email Addresses – Since spam emails cost nearly nothing to send, spammers will sometimes start with a popular email service like Gmail and then generate massive lists of common words and names. For example, they might send mails to the top 100 most popular names and each birth year for people between the ages of 18 and 80. If your email address is bob1965@gmail.com, you'll get one of these emails.

Harvesting or "Crawl and Scrape" Programs – Any text on a webpage containing the "@" character is fair game for these robotic harvesting tools, and lists of thousands of addresses can be harvested within an hour.

Dishonest Subscribe/Unsubscribe Newsletter Services – A common unsubscribe tactic is to blast millions of people with a false "you have joined a newsletter" email. When users click on the "unsubscribe" link, they are actually confirming that a real person exists at their email address. These services then sell your email address for a commission.

Fake Sweepstakes Sites to Harvest Data – An easy way for spammers to get their hands on your personal information, including your email address, is to convince you to hand it over to them by creating a fake sweepstakes site. They might even give away a small prize, but their primary goal is to harvest your personal information and use it to spam you.

