

The Connection

AUGUST 2019



Family Fun Month

August is Family Fun Month, timed to coincide with the end of summer and the beginning of a new school year. How can you celebrate? Camp out in the backyard. Attend an outdoor concert. Or go on a family bike ride.

Capital Credit Checks

Capital Credit checks for the year 2017 will be mailed out in September. If you were a Runestone Telecom member in 2017, you will receive a check. If you need to update your mailing address, please call our office at 320-986-2013.

Contact

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www.runestone.net



HIGH SCHOOL DEMANDS HIGH SPEED

If you have kids in high school, you know the whole family stays in high gear—from cheering for high scores at games to enjoying high notes at concerts to supporting high goals in classes.

When you're at home, your internet connection needs to meet the high demands of smart TVs, laptops, tablets, and smartphones in virtually constant use. How about upgrading to a higher speed plan?

Up to 1,000 Mbps download

**CALL TO ORDER:
320-986-2013**



*Service availability and internet speed will depend on location. Contact us for details.

To Reduce Bullying, Kids are Urged to be “Upstanders”

STOMP Out Bullying™ is the leading national bullying and cyberbullying prevention organization for kids in the U.S. One of its goals is to teach effective solutions on how bystanders can best respond when they witness bullying.

Bystanders often don't know what to do or they're afraid of retaliation, so they do and say nothing. STOMP Out Bullying wants to emphasize that when bystanders do nothing, they send a message to the bully that their behavior is acceptable.

Instead of just being a bystander, kids are encouraged to stand up and be an “upstander.” This includes doing the following:

- Don't laugh.
- Don't encourage the bully.
- Reach out in friendship to the victim.
- If you notice someone being isolated from others, invite them to join you.
- Tell an adult.

There is strength in numbers. After all, every school and every community has many more caring kids than bullies.

Visit www.stompoutbullying.org to learn more.



You Can Save Money by Switching to Streaming

The percentage of U.S. homes without traditional cable (wired or satellite) TV packages has increased 48% since 2010.¹

This isn't surprising when you consider the potential cost savings of replacing those TV packages with streaming services.



According to the Leichtman Research Group, the average subscriber spends \$103.10 per month on traditional pay TV packages.² If, for example, a person opted to instead use the streaming service YouTube TV (about \$50.00 per month) combined with Netflix (about \$10 per month), the savings would add up to about \$46 per month or \$552 a year. Other popular options in streaming services include Hulu, Sling TV, Amazon Prime Video, FuboTV, Sony PlayStation Vue, CBS All Access, Philo, and HBO Now.

If you decide to “cut the cord,” your savings will depend on several factors:

- **Your viewing preferences** – The first step in researching a switch to streaming is to determine what you watch now on a regular basis. What are your favorite TV shows (the ones you simply cannot do without)? How do you feel about live sports, local news, and movies? Once you've figured this out, you'll need to do your homework to determine which streaming service(s) will meet your needs.
- **Number of streaming service subscriptions** – Some people may be satisfied with just one streaming service, while others may feel the need to subscribe to several.
- **Your current cable or satellite TV bill** – You may be paying more than the average monthly cost cited earlier for your pay TV package, in which case your savings by switching to streaming could be higher.
- **Upfront costs** – If you'll be using your TVs for streaming and not a computer or tablet, you may need to buy devices such as a Roku streaming player or Amazon Fire TV Stick to receive the streaming services. This cost should be considered when determining your potential savings.

If you're thinking about switching to streaming or already have, make sure your internet connection is fast enough to support the best streaming experience. Call us at 320-986-2013 for details on our current selection of internet plans.

¹ <https://www.nielsen.com/us/en/insights/reports/2019/nielsen-local-watch-report-the-evolving-ota-home.html>

² <https://www.reviewed.com/televisions/features/how-much-money-you-can-actually-save-by-ditching-cable>

5 Reasons Why Talking Can Be Better Than Texting



Granted, texting can be ideal for many types of situations. But if you aren't talking on the phone much anymore, you could be missing out on powerful advantages including these:

1. Hearing a person's voice brings so much more to a conversation.

Think about it. Would you rather read "Hahaha" or would you rather hear a friend's actual laughter?

2. You can eliminate the guessing game of trying to figure out tone.

We've all been there with "mystery" texts. Was the person joking or serious? What exactly do all those emojis mean? Does the all-caps message convey anger? With a phone call, the person's message tends to come through loud and clear.

3. It's easier to have a long phone conversation than to participate in a long text exchange.

Let's face it. Nobody wants to read super-long texts (or have to write equally long responses to them). When a conversation is going to require lots of words, make a phone call instead. It's much easier on everyone.

4. A phone call communicates a higher level of importance.

Since phone calls are becoming less common, they're also seen as a sign of an important conversation—perhaps one that announces big news, expresses concern for someone's life challenges, enables joint decisions to be made, and so on. When you make a phone call, you get and give undivided attention and can have a natural conversation in real time.

5. There's a definitive end to a phone call.

When you talk on the phone, there's a hello at the beginning and a goodbye at the end. Text messages are often not that clear, and significant time can go by between texts. You may wait around for a text response that never comes, or get awakened by that "ping" after you've gone to bed.

Take a break from texts and make phone calls part of your everyday life again! To learn more about Runestone Telecom's phone services, visit www.runestone.net.

Eating Outdoors Is an Outstanding Choice

August 31 is Eat Outdoors Day, so if you need an excuse to have breakfast, lunch, and/or dinner outside, you've found it.

Looking for inspiration? Here are a few ideas:

- Have your morning coffee and toast on your front porch or patio.
- If you usually eat lunch at your desk at work, eat it outside on a bench instead.
- Take advantage of outdoor seating at restaurants.
- Grab a blanket and head for a family picnic in the park.



New Members

Donnelly

Kummrow, Anthony.....320-246-3312

Elbow Lake

Wetterling, Michael.....218-685-6112

Kensington

Spike, Kathleen E.....320-965-2186

Torgeson, Lee.....320-965-2789

Lowry

Radil, Elizabeth.....320-283-5339

Everybody Wins When You Choose Our Local Team

Runestone Telecom knows you have options when it comes to choosing communications service providers. So we thank you for your loyal support. It's truly a win-win decision for these reasons:

- **Our local economy wins.** Runestone Telecom employs area residents and the dollars you spend with us stay close to home. In addition, we provide the advanced communications services, such as high-speed internet, required for businesses to grow.
- **Our local nonprofit organizations and community events win.** We're actively involved in the communities we serve through membership in local chamber and civic clubs as well as through volunteer work and financial donations.
- **Our local students win.** Runestone Telecom offers scholarship opportunities to local high school seniors.

Thanks again for choosing Runestone Telecom. Everybody wins when we work together.



If you have the feeling people are on their smartphones all day long, you're almost right. According to bankmycell.com, the average user will tap, swipe, or click their smartphone 2,617 times a day, and the average combined time spent on smartphones and tablets is 4 hours 33 minutes a day.¹

Internet-connected devices have clearly become integral parts of our lives, and smartphones and tablets are only part of the picture. Pew Research Center reports that nearly three quarters of U.S. adults now own desktop or laptop computers.²

The popularity of smart homes and the Internet of Things (IoT) is also increasing the number of devices in use. Check out these statistics from NCTA – The Internet & Television Association:³

- 71 percent of U.S. broadband households own a connected entertainment device.
- Streaming video made up 76 percent of all consumer internet traffic in 2017.
- Currently in the U.S. there are approximately eight networked devices per person, a number expected to climb to 13.6 per person by 2022.
- In the U.S. smart speaker market alone, adoption grew from 66.7 million devices in December 2017 to a staggering 118.5 million just one year later.

What do all these numbers mean to you? Well, they provide a number of things to consider when choosing the speed of your home's internet connection. For example, think about how many internet-connected devices are now in your home. Has the total number gone up recently? Then maybe your internet speed needs to go up as well.

You'll also want to keep in mind that streaming video requires more bandwidth, so if your family is frequently frustrated by buffering, it may also indicate the need for an internet upgrade.

Runestone Telecom can help you assess your household's internet usage and determine the best internet plan to meet your needs. Talk to one of our local Customer Service Representatives at 320-986-2013.

¹ <https://www.bankmycell.com/blog/smartphone-addiction/#chapter2>

² <https://www.pewinternet.org/fact-sheet/mobile/>

³ <https://www.ncta.com/whats-new/iot-has-quietly-and-quickly-changed-our-lives>