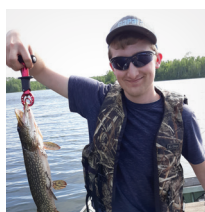# The Connection

AUGUST 2024

Catch the Fun of National Fishing Month

Hooked on fishing? Then August is your month! Many of us at Runestone Telecom enjoy fishing —including Systems Administrator Joe Polzin pictured here—and love to brag about our catches. Even when the fish aren't biting, we can always brag about our big Internet speeds.

Contact Us

100 Runestone Drive / PO Box 336
Hoffman, MN 56339
Phone: 320-986-2013

Office Hours: M–F 8 am to 4:30 pm

Email: rtaoffice@runestone.net

24/7 HelpDesk for Internet Outages and Technical Support:
320-986-6655
helpdesk@runestone.net

Visit Us: www.runestone.net

Find Us:

Review Us on Google

Please let others know about your experience as a Runestone Telecom customer. Scan this code and leave a review on Google. Thanks!

Runestone
Telecom Association

CLASSWORK. HOMEWORK. NETWORK.

OUR FIBER NETWORK HELPS LOCAL STUDENTS LEARN

Runestone Telecom is a huge supporter of education. We're proud to connect local schools and homes to our fiber network, so students have access to the reliable, high-speed Internet needed to optimize learning—whether in the classroom or in the living room. We also contribute regularly to schools through a variety of donations and sponsorships, and offer college scholarships to high school seniors.

As our community heads back to school, let's all keep moving forward.

CALL 320-986-2013 TO DOUBLE YOUR SPEED FOR AS LITTLE AS $3 A MONTH!

Speed availability varies depending on location. Contact us for details.

988 Suicide and Crisis Lifeline Offers Hope

Too many people experience suicidal crisis or mental health-related distress without the support and care they need. However, help is readily available.

By calling or texting 988, a person can connect directly with a mental health professional via the 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline). The 988 Suicide and Crisis Lifeline is a national network of more than 200 crisis centers, staffed 24/7 to provide confidential assistance. These centers are supported by local and state sources as well as the Department of Health and Human Services' Substance Abuse and Mental Health Services Administration.

Veterans can press "1" after dialing 988 to connect directly to the Veterans Crisis Lifeline which serves our nation's Veterans, service members, National Guard and Reserve.

See TV Guide

You can always find the most up to date show listings on our website at www.runestone.net > Cable Television > Additional Services > TV Guide or scan this QR code to go directly to the TV Guide. You may also opt to purchase a subscription directly from www.tvguidemagazine.com.

6 Ways to Write More Valuable Online Reviews

Online reviews can be a valuable resource to help buyers make better-informed decisions. You've probably read many reviews to figure out which restaurant to visit or which hotel to book. When you write one yourself, keep these suggestions from the Better Business Bureau in mind:
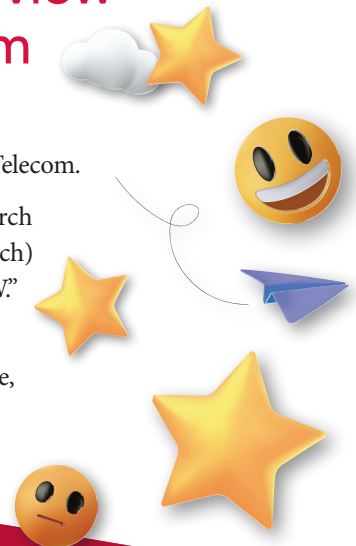
1. **Never write anything while upset.** A good review conveys objective facts about experiences; venting anger, frustration, and sarcasm can make you feel better but will cloud reviews with emotions/opinions that probably won't be very helpful to readers.

2. **Be realistic.** If your experience was less than perfect, explain why using specific descriptive words. Avoid subjective terms like "best/worst" and hyperbole.

3. **Talk about the entire experience.** If the staff was unfriendly, include that in your review; but also add that the facilities were clean, and the service was prompt.

4. **Leave out names.** It's tempting to blast the employee that was rude or the server that brought the wrong order, but that information does little to help readers.

5. **Address the other side of the story.** Place yourself on the other side of the issue and consider the possible reasons for your experience—good or bad. Showing a little bit of understanding can go a long way in validating your review as honest and authentic.

6. **Check your spelling.** It's silly that this point makes the list, but a quick scan of any review site makes it obvious that many people do not take the time to edit properly.

In addition to wanting your online reviews to be helpful to others, another reason to pay careful attention to your words is the potential for defamation lawsuits. Businesses are increasingly fighting back against disparaging reviews they say are untrue on sites including Yelp, TripAdvisor, and Angie's List.

Please Write a Google Review About Runestone Telecom

Here's how to do it from your browser:

1. Log into your Google account, and search for Runestone Telecom.

2. Find the reviews area (next to the star rating in your search results, or under our name in the sidebar in Google search) and click on the blue font that says, "WRITE A REVIEW."

3. Rate our business from 1 to 5 stars (the greater numbers indicate a positive experience), write about your experience, and click "POST" when you're done.

Meet Our Indispensable IT Technicians

Runestone Telecom's amazing IT technicians are constantly working behind the scenes to make sure our internal support system performs at its best, which enables us to better serve you. We are happy to have such gifted individuals as part of the Runestone Telecom team.

Our internal servers perform a variety of critical tasks for us here at Runestone Telecom.

**Joe Polzin,
Systems Administrator**

Joe Polzin has been working on building new servers to replace the servers that we'll be retiring. These new servers will be easier to back up, provide more reliability, and have more power.

**James Simonson,
Network Administrator**

James Simonson is working on equipment backups, which are important in case Runestone Telecom experiences a power failure.

Thanks for Attending Our 74th Annual Meeting

All of us at Runestone Telecom greatly appreciate your participation and support. Your patronage means so much to us, and we're happy to be a part of your community! It's always fun to see our members come out to our Annual Meeting and enjoy each other's company. Watch for photos in our next newsletter issue from this year's event. We'll see you next year for our 75th Annual Meeting — it will be a big celebration for a big milestone!

New Members

Elbow Lake
Robert A Ehlers Inc.........218-685-6100

Herman
Caauwe, Gene & Linda...320-677-2616

Hoffman
Gulbrandson, Rachel.......320-986-2510
(Our apologies for the misspelling in July.)
Simar, Kristy....................320-986-2952

Lowry
Blair, Luverne...................320-283-5815
Hvezda, Brenda...............320-283-5276
Hvezda, Darren................320-283-5024
McIver, Scott....................320-283-5776

Wheaton
Eric's Auto & Glass...........320-563-8494

FCC Adds New 988 Fee

Effective September 1, 2024, in compliance with the National Suicide Hotline Designation Act of 2020, each subscriber of a wireline, wireless or IP-enabled voice service will be charged a monthly 988 Telecommunication Fee of $0.12 to provide for the creation, operation and maintenance of a statewide 988 suicide prevention crisis system.

Capital Credit Checks Coming

Capital Credit checks will be mailed on November 15th, refunding approximately $1,660,000 to members. We'll be refunding the remaining portion of 2005 and 20% of 2023.

Try eBill and AutoPay

Instead of mailing a check, use eBill for more security, lower costs, and less time required. Choose AutoPay and we'll automatically deduct your bill amount on the 20th of the month from the account you designate.

Visit www.runestone.net to sign up. Call 320-986-2013 for help.

Rural Broadband Helps Close the Digital Divide

The digital divide refers to the gap between people who have access to modern information and communications technology and those that don't. Sadly, some rural areas lack access to affordable high-speed Internet, which is why efforts to expand rural broadband through new fiber networks are vitally important.

Rural broadband has a huge impact on communities by providing opportunities including these:

Economic Development – High-speed Internet is essential for rural businesses to remain competitive and attract new customers.

Health Care – With the increasing popularity of telemedicine in rural areas, high-speed Internet can connect patients to timely medical assistance.

Education – Students in rural areas can interact with other classrooms across the world, take part in online courses, and go on virtual field trips.

Quality of Life – High-speed Internet provides access to online entertainment, online shopping, and social media, which helps people stay connected to friends and family.

As a proud member of NTCA - The Rural Broadband Association, Runestone Telecom actively supports advocacy for rural broadband.

Fiber Internet is the Gold Standard

Fiber Internet has long been considered the gold standard for data transmission since fiber-optic cables offer unparalleled speed and reliability. This technology is the great infrastructure story of the 2000s, just as railroads and electricity grids were for the previous two centuries.

What makes fiber-optic cables so much better than traditional copper cables?

Virtually Unlimited Speed Capacity – Fiber is by far the fastest of all broadband technologies, with 10 Gbps networks now commonplace and 25 Gbps networks on their way. (To put that in context, 1 Gbps is roughly equivalent to 1,000 Mbps.) Fiber Internet is so fast because, unlike other Internet options that rely on electricity, it uses light for data transmission.

Can Support Advanced Technologies – Due to their security, scalability, and unlimited bandwidth potential, fiber-optic cables are being chosen to support advanced technologies such as 5G, Big Data, and IoT that rely heavily on real-time data collection and transfer.

Higher Network Reliability – Unlike copper cables that can lose a connection due to temperature changes and harsh weather, fiber-optic cables routinely offer reliability levels of 99.999%.

Better Design for Data Transmission Over Long Distances – Overall, fiber's design is simply better for data transmission over long distances than the electrical signals of copper cables. Fiber-optic cables can also carry more bandwidth than similarly sized copper cables and are immune to interference because there are no electrical signals in use.

More Energy Efficiency – Fiber-optic cables transmit data more efficiently, resulting in reduced power requirements for data transmission. This not only leads to cost savings but also contributes to a smaller carbon footprint.

Higher Security – Fiber-optic communication technology transmits data via pulses of light, which are harder to tap or intercept than the electrical signals used by cable Internet or the wireless signals used by satellite Internet.

Runestone Telecom continues to expand our fiber-optic network to bring fiber Internet to customers in more areas. Visit www.runestone.net to learn how we can enhance your online experience.

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