

THE RAINBOW CONNECTION

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800-892-0163

CONTACT US

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121 South Washington • Sabetha, KS 66534
Monday – Friday: 8 a.m. to 5 p.m.

Technical Support Center: 800-892-0163

24 hours a day, 7 days a week



**May Your New Year
Be a Bright One**

All of us at Rainbow
Communications wish
you a happy 2019!



New Year's Message from Jason Smith

It is time to turn the calendar and start 2019. Like many of you, I make New Year's resolutions, which are met with varying degrees of success throughout the year.

As a company, our resolution is to enhance the rural communities we serve by providing exceptional broadband service. To fulfill this mission, we have taken on many projects in the past year to provide the best broadband service to our customers. They have included expanding fiber optic services to the Shannon Industrial Park and Sac & Fox reservation, completing the fiber upgrades in Doniphan County, upgrading our fixed wireless service to a 5Ghz platform, and launching new broadband service plans.



*Jason Smith, General Manager-CEO,
Rainbow Communications*

Consumer broadband usage continues to grow. To meet this customer demand, our plans for 2019 include launching managed Wi-Fi service for improved wireless service in the home, plant and electronic upgrades to provide the best broadband service possible, and continued expansion of the fiber broadband network. We will also continue to evaluate new broadband services that we can provide to our customers.

I hope you have a great 2019, and on behalf of everyone at Rainbow Communications, I would like to thank you for your business. We look forward to serving your broadband needs in the New Year.





A Smart Combination: Smartphones and Your Home Wi-Fi Network

Let's assume you and your family members have smartphones and your home set up with a Wi-Fi network. Then we have a suggestion for you. When using your smartphones at home, you may want to access the Internet via your Wi-Fi network rather than use the national wireless network of your smartphone provider.

This strategy has a couple of advantages. A home Wi-Fi network typically offers a faster Internet connection than many national wireless networks. It can also save you money, especially if you don't have an unlimited data plan, by eliminating the need to use your smartphone's data plan while at home. Check with your wireless phone provider to verify the details.

If your home doesn't yet have a Wi-Fi network, Rainbow Communications can help you enjoy the convenience of one by providing a wireless modem for use with our high speed Internet service. For more information, visit www.rainbowtel.net or call 800-892-0163.

IN 2019

RAINBOW CHANNEL 68

IS YOUR NEW GO-TO CHANNEL
FOR HD, LOCAL CONTENT.

CATCH YOUR FAVORITE LOCAL

- SPORTS
- COMMUNITY EVENTS
AND MUCH MORE!



Is Your Internet Plan Sized to Support Multiple Users and Multiple Devices?

Does your family do a lot of streaming through services such as Netflix and Hulu? Are there multiple devices in your household including laptops, tablets, smartphones, and smart home equipment? Have you noticed your Internet speeds seem to be going down as your usage goes up? If you answered "Yes" to these questions, you'll want to consider getting more bandwidth (and corresponding Internet speeds) to meet your growing needs.

Many Rainbow Communications customers are saturating their bandwidth because multiple devices in their homes are connected wirelessly to the Internet. This makes it seem as though their Internet service is running slow when it's actually being maxed out.

Households with several family members accessing the Internet simultaneously will be happiest with one of our higher-level plans that provide greater bandwidth and faster speeds. For example, we offer a popular plan with up to 25 Mbps download speed. If you're interested in even faster Internet, call our office to discuss which plan might best suit your needs.

What exactly is bandwidth? The term refers to how much data you can send through a network or modem connection. Bandwidth is usually measured in bits per second, such as 10 Mbps (10 million bits per second). You can think of bandwidth as a highway with cars traveling on it; the highway is the network connection and the cars are the data. The wider the highway, the more cars can travel on it at one time and the faster they get to their destinations. The same principle applies to data—the more bandwidth, the more information that can be transferred within a given amount of time. As you use more Internet-connected devices, and use them for more data-intensive applications, it's important to make sure your bandwidth increases as well.

For help determining which Internet plan is right for your household, call us today at 800-892-0163.

We Celebrate Teachers for “Lighting the Way to the Future” with Rainbow Fiber

Over the course of the 2018-2019 school year, Rainbow Communications will be recognizing the teachers and support staff who educate throughout their service areas in northeast Kansas. During each school visit, educators will receive a coffee mug along with multiple chances to win a \$25 gift card that can be used toward supplies for their classrooms.

The campaign slogan, “Lighting the Way,” is relevant as Rainbow Communications continues fiber expansion throughout our northeast Kansas service areas. Currently, eight of the 10 school districts use a fiber-fed broadband connection (delivered by light over a fiber optic cable). This results in faster download and upload speeds, increased reliability, and unparalleled performance.

This school year, join us in applauding the teachers and staff who “Light the Way for the Future” with help from Rainbow Fiber.



Doniphan West Jr. Sr. High School



Horton High School



Troy High School

Simmer Appointed to the Foundation for Rural Service Board of Directors

The Foundation for Rural Service (FRS), in cooperation with NTCA-The Rural Broadband Association, is a nonprofit organization whose mission is to sustain and enhance the quality of life in America by advancing an understanding of rural issues. Comprised of an all-volunteer Board, the Foundation relies on Board Members from across the nation to uphold its mission.

Stacy Simmer, Community Relations Manager for Rainbow Communications, was appointed at this year's Fall Conference as Central Region Director (representing Kansas, Nebraska, Oklahoma, and Missouri), a position currently held by Melvin Massey, resident of Denton, Kansas, and current Rainbow Communications Board of Director. Simmer will assume her seat in February 2019 and will serve two three-year terms.



“I’m honored and humbled that my nomination was accepted by my peers from across the nation. Being on the FRS Board will allow our communities to be even more involved with the good works of the Foundation,” said Simmer.

Rainbow Athletes of the Month



Gabe Garber, Junior
Sabetha High School, Football
August 2018



Mason Engleken, Senior
Sabetha High School, Football
September 2018



Bray Davies, Sophomore
Troy High School, Football
October 2018





Opportunities for Local High School Students!

Washington DC Youth Tour

High School Students: Win an all-expenses-paid trip to our Nation's Capital! For more information, visit www.rainbowtel.net or call Stacy Simmer at 800-892-0163 x2104 - stacy@rainbowtel.com

Scholarship Information

Administrator: Foundation for Rural Service

Award Amount: \$2,500
(with other scholarships available)

Deadline: March 1, 2019

Eligibility: Parent or guardian must be a Rainbow Communications customer.

Scholarship Criteria

Year of Study: High school senior

For a copy of the scholarship application, stop by one of our Rainbow Communications offices, call us at 800-892-0163, download the application at <http://www.frs.org>, or contact your school counselor.

Please return the FRS application postmarked by March 1, 2019 to:
Selection Committee
Foundation for Rural Service
4121 Wilson Boulevard Suite 1000
Arlington, VA 22203

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 RainbowCommunications

LOCAL BUSINESS SPOTLIGHT

Harvest Video



Harvest Video was founded in 2016 by the Rainbow Communications video team, and this subsidiary of our company continues to create custom videos that work for businesses and other organizations of all sizes. Depending on their goals, clients can choose overview videos, explainer videos, testimonial videos, employee videos, event overview videos, product demo videos, or animated videos.

In addition to video production, Harvest Video also offers video hosting through Rainbow Communications and marketing services—including search and share optimization, strategic planning, custom Google Analytics reports, YouTube video promotion, and Facebook ads—through its partner, Webcom Resources.

Mike Twombly, Chief Operating Officer, says, “There’s incredible value in videos today, since people now expect to see videos online instead of only text to read. By coming to Harvest Video, clients get a full team of experienced and creative professionals throughout the entire process—from the initial planning to come up with the best idea for the videos all the way through helping get the videos out there. We see our clients as partners, and we take pride in bending over backwards to meet their unique video needs.”

While some may think producing videos would be an easy do-it-yourself project, Twombly encourages people to think again. He notes, “It’s a little like trying to do your own home repairs. If you aren’t experienced and don’t have the right tools, the job will take probably take longer than it should. Plus, you may not be happy with the end result. Similarly, client can save tons of time and frustration if they let Harvest Video handle their video production. Our staff has all the skills and tools for the job, and clients will end up with professional videos that will impress their customers and prospects.”

While this article gives you an overview of what Harvest Video is all about, the best way to fully appreciate its work is to watch some recently completed videos. You’ll find them, grouped by type of video at <https://harvestvideoservices.com/projects>.