

# THE RAINBOW connection

www.rainbowtel.net  
800-892-0163

October/November/December 2021



## Contact Us

### Atchison Office

721 Commercial Street  
Atchison, KS 66002  
Monday – Friday: 8 a.m. – 12 p.m.  
and 1 p.m. – 5 p.m.

### Everest Office

608 Main Street  
Everest, KS 66424  
Monday – Friday: 8 a.m. – 12 p.m.  
and 1 p.m. – 5 p.m.

### Hiawatha Office

628 Oregon Street  
Hiawatha, KS 66434  
Monday – Friday: 8 a.m. – 12 p.m.  
and 1 p.m. – 5 p.m.

### Seneca Office

513 Main Street  
Seneca, KS 66538  
Monday – Friday: 8 a.m. – 12 p.m.  
and 1 p.m. – 5 p.m.

### Technical Support Center

800-892-0163  
24 hours a day, 7 days a week

## Holiday Closures

Thursday, November 25 & Friday,  
November 26 for Thanksgiving

Friday, December 24 for  
Christmas Eve

Friday, December 31 for  
New Year's Eve



## Get Ready for 10-Digit Dialing for Local Calls

In 2020, the FCC adopted an order approving the designation of 988 as the 3-digit dialing code to reach the National Suicide Prevention Lifeline. To facilitate implementation, area codes in 37 states where the 988 prefix is a working prefix and which now use 7-digit local dialing must switch to 10-digit local dialing. This includes our 785 area code.

You should now dial 10-digits for all local calls — the 785 area code plus the 7-digit phone number. If you forget to do so during this transition period, your calls will still be completed. But starting **October 24, 2021**, you'll be required to dial 10-digits when making a local call. Failure to do so will prompt a recording, reminding you to redial using 10 digits.

In addition to changing your dialing routine, reprogram 7-digit local numbers to 10-digit numbers in any device that automatically makes calls for you. These include the speed dial feature on a phone, home security equipment, and a personal emergency response system.

### What will remain the same?

- Your telephone number, including current area code, will not change.
- The price of a call, coverage area, or other rates and services will not change due to 10-digit dialing.
- What is a local call now will remain a local call regardless of the number of digits dialed.
- You'll continue to dial 1+ the area code + telephone number for all long-distance calls.
- You'll continue to dial a prefix (such as "9") when dialing from a multi-line telephone system (e.g., in a hotel, office building, etc.) as required.
- You can still dial just three digits to reach 711 (relay services) and 911 (emergency services).
- If 211, 311, 411, 511, 611, 711 or 811 are currently available in your community, you can dial these codes with just three digits.
- The National Suicide Prevention Lifeline can still be reached by dialing 1-800-273-TALK (8255) even after the 988 code is in effect.



**For more details, visit [rainbowtel.net](http://rainbowtel.net).**



# How to Optimize Your Wireless Network

Are you disappointed in your home's Wi-Fi performance? Try these strategies:

## Minimize physical barriers

It's difficult for Wi-Fi signals to penetrate concrete or plaster walls. To avoid this, place your router in an open area away from these obstructions.

## Pick your router location carefully

It's best to place your router in the center of your home, close to the area where the Internet is most used. We recommend an elevated position, such as on a desk or shelf. Don't hide your router behind walls or in a cabinet, and avoid placing it in a basement, attic, or utility closet.

## Reduce the number of connected devices

Your bandwidth is divided between the connected devices on your network, distributing the speed among the devices. Having multiple connected devices will affect your overall Wi-Fi performance by allowing a "smaller piece of the pie" to be delivered to each device. To improve network performance, eliminate or limit the number of devices you connect to it and power off your devices when you aren't using them. Remember, devices share the bandwidth pie, and you can free up bandwidth by having less connected devices.

## Check how much speed each device can support

Did you know most wireless routers will slow down to the speed of your slowest device? For example, if you have an iPad 1 using the same broadband connection as an iPad Pro, the Wi-Fi speed on your iPad Pro will be slowed down to match the iPad 1 speed. To see what speed your device can support, refer to the owner's manual or manufacturer's website.

## Password protect your network

Protect your wireless network by requiring a password to connect. Not requiring a password will leave your network available for your neighbors to use, which can slow down your speed.



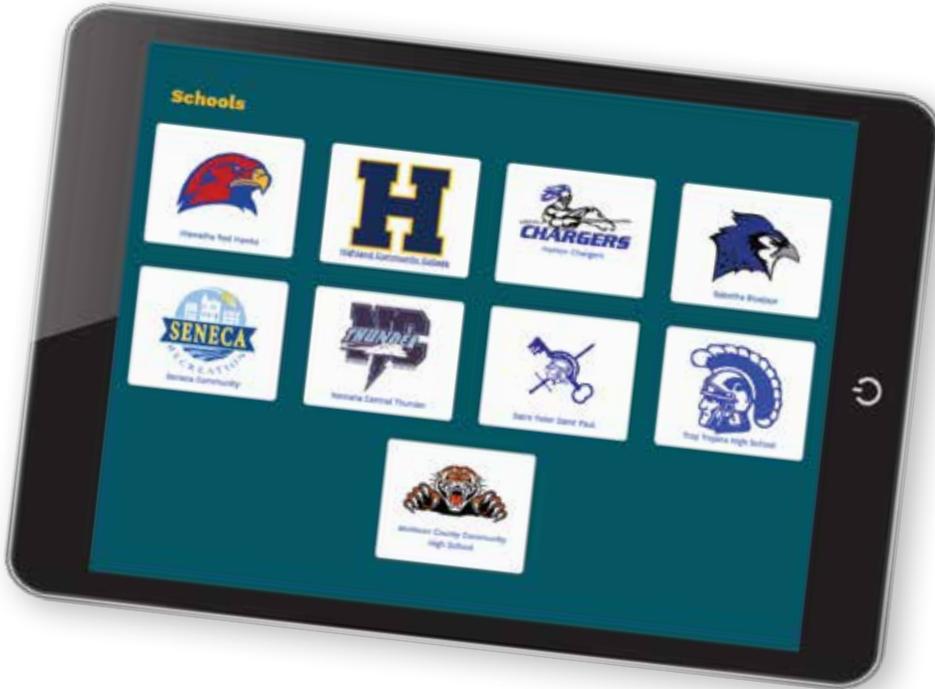
## Know What's Below... Call 811 Before You Dig

There may be more than roots underground on your property. All sorts of utility lines, pipes, and cables could be buried there. In some cases, they're close to the surface and easily damaged by even shallow digging, which can result in service interruptions to your neighborhood.

That's why every digging job — from planting a bush to installing a fence — requires a call to 811 to have utility lines marked. Simply tell the operator where you're planning to dig and what type of work you'll be doing. The affected local utilities will send a locator to your property, free of charge. Then you'll know what's below and be able to dig safely.

As one of your local service providers, Rainbow thanks you in advance for your cooperation!





## Rainbow LIVE Partners with School Districts and More

Rainbow LIVE is our version of over-the-top (OTT) community access content, meaning the content is streamed to viewers and can be watched on any Internet-connected device. This service is free to anyone with a high-speed Internet connection.

Rainbow has partnered with 10 local school districts and recreation departments to provide content for Rainbow LIVE through the Borrower/Lender Program. The schools each received a camera or an iPad, a microphone, a laptop, and all the necessary software to connect their programming to Rainbow LIVE and have their own LIVE page for any game/event. All the content provided is broadcast to our newly updated Rainbow LIVE website.

You can find the original content from participating schools at [www.rainbowtel.net/live](http://www.rainbowtel.net/live). In addition to the live stream, all videos are saved to their own Video on Demand (VOD) section for people to watch at their convenience.

Rainbow not only wants to give schools the ability to live stream sports, but also offer a media class as part of their curriculum. Students can do play-by-play, broadcasting, and more. We provide training by our video production team and are available for technical support as needed. To help schools increase viewership, we supply a promotional graphic or video to share on social media.

We're happy to offer the Borrower/Lender Program to our local school districts, community college, and cities. Community members are excited to be able to view school sports and activities as well as other content. Plus, we're impressed by the creative content being broadcast live.



### Meet Our New Local Content Coordinator

**Taylor Jacobsen** has joined the Rainbow team as the new Local Content Coordinator. Taylor grew up in Hiawatha and is a graduate of Hiawatha High School. He left the area to attend college at Washburn University, where he received his bachelor's degree in marketing. After graduation, he pursued other job opportunities, but because of his strong ties to Hiawatha, he decided to come back to the community.

Taylor will be the lead for our Borrower/Lender Program and will provide technical support for the participating schools. We're excited to have Taylor bring his knowledge and enthusiasm for this field of work to Rainbow.

When not on the job, Taylor enjoys golfing and farming on his family's property.



Rainbow hopes you enjoy every awesome moment of this season, from picking pumpkins for Halloween to gathering family for Thanksgiving. Thanks for being an awesome customer!

## Older Routers May Not Be Up to Speed

Nothing lasts forever, including that router you have under your desk. Routers have a lifespan — typically 3-6 years — and become outdated as technology advances. For example, some older routers have a speed cap limiting the maximum Internet speed possible.

If your Internet connection from Rainbow doesn't seem as fast as you expected, the router you got several years ago could be to blame. You can find out if this is the case by following these steps:

1. Go to <http://rainbowtel.net/speedtest> and do a speed test. In seconds, your download and upload speeds will be displayed.
2. Next, unplug the Broadband Internet cable from the back of your router and plug it directly into a laptop or desktop PC.
3. Run the speed test again to see what your speeds are without the router. (Be sure to plug the Broadband Internet cable back into the router after testing to continue using your wireless devices.)

**Did your second speed test without the router result in higher speeds? Then it's time for a new router! Call 800-892-0163 and upgrade to our Premium Wi-Fi!**



[www.facebook.com/RainbowCommunications](https://www.facebook.com/RainbowCommunications)



[@Rainbow\\_Comm](https://twitter.com/Rainbow_Comm)



[RainbowCommunications](https://www.instagram.com/RainbowCommunications)



Businesses and residents in Effingham and Lancaster are now experiencing the benefits of Rainbow Fiber — namely much faster and more reliable Internet service.

### Reaching Underserved Areas

Rainbow announced in October 2020 that it qualified for \$2.8 million from the Connectivity Emergency Response Grant (CERG) to expand our fiber network to reach underserved rural areas in Kansas during a time when broadband connectivity is essential. This grant is funded through the Coronavirus Aid, Relief, and Economic Act (CARES Act) created by the federal government as a response to the challenges of the pandemic. Rainbow was responsible for 20 percent match money on the grant applications.

Both Effingham and Lancaster were identified as underserved areas according to the Federal Communications Commission (FCC) guidelines of at least a 25 Mbps by 3 Mbps connection. Copper-based DSL Internet services were then the only option for residents, and they didn't deliver Internet speeds high enough to satisfactorily accommodate the demands of working and learning from home, telehealth services, streaming, and more.

"Bringing faster and reliable broadband to Effingham and Lancaster aligns with our mission of enhancing rural communities by delivering exceptional broadband service," said Jason Smith, General Manager-CEO, Rainbow.

### Steps of the Fiber Build

Fall was busy for Rainbow's construction progress in Effingham and Lancaster. Our construction crews were working in the city and county right-of-ways to expand our fiber network within the city limits of these communities. They also installed the main line of fiber.

The next step was installing fiber drops on customers' properties, which is a fiber cable that connects the fiber cables from our network to the Network Interface Device (NID) on the exteriors of buildings. This was followed by the selection of Rainbow Fiber Internet and/or phone plans by customers and appointments with our construction crews to install the necessary interior equipment.

Rainbow has completed the fiber infrastructure build throughout Effingham and Lancaster. Members of those communities that signed up early for services have been installed with them and are now enjoying Rainbow's high-speed fiber internet. Moving forward, anyone in Effingham or Lancaster can sign up for our fiber internet and have it quickly installed.