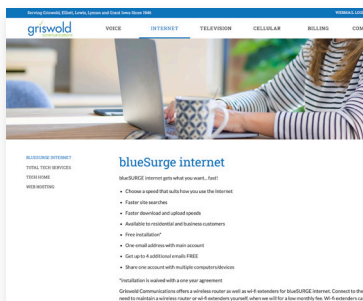


GRISWOLD Connections

FALL 2020



We've Updated Our Website

At griswoldcommunications.com, you'll find the most up-to-date information about Griswold Communications services and promotions as well as *Website Compass* magazine and more. We launched our newly redesigned website in mid-July, and we'd love for you to check it out if you haven't already. It's the same web address, griswoldcommunications.com, with a new look and feel.

Contact

Griswold Communications
607 Main Street / PO Box 640
Griswold, IA 51535
Phone: 712-778-2121

Office Hours
Monday – Friday
7:30 am to 12:30 pm and
1:00 pm to 4:00 pm

Email us at gctc@netins.net

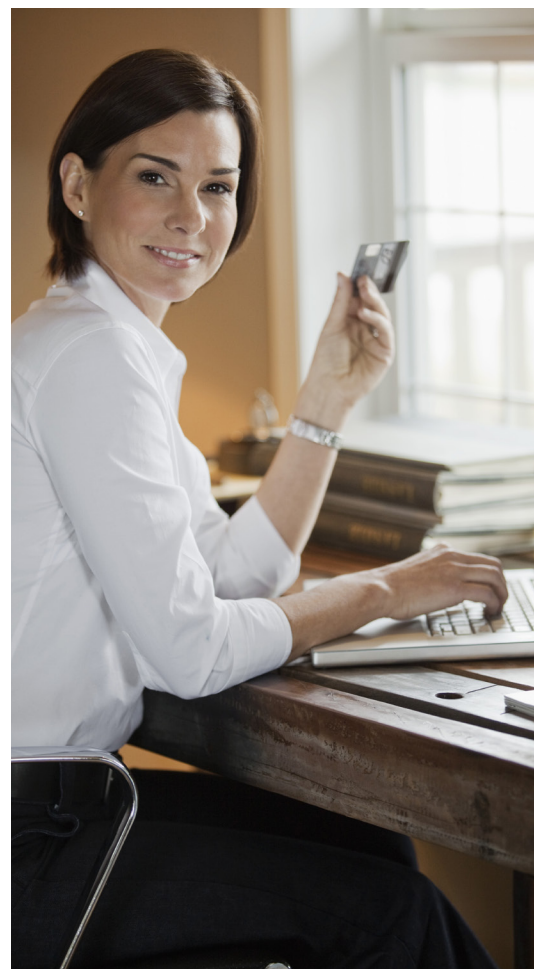
Visit us online at
griswoldcommunications.com



Strategies for More Secure Online Shopping

If you're doing more shopping online these days, you'll want to make sure your personal and financial information stays secure to avoid becoming the victim of identity theft or other scams. Remember to take these precautions:

- **Only do business with reputable vendors.** That means sticking to sites you've heard of or have a high percentage of positive reviews.
- **Make sure your information is encrypted.** You can tell the site uses encryption if its URL includes "https" instead of "http."
- **Use company apps.** Even better than secure websites are apps, which many retailers now provide.
- **Don't shop when using public Wi-Fi.** Don't conduct any financial transactions unless you're on a secure connection (such as your network at home). 769-2599
- **Use a credit card.** Though debit cards are handy, they don't provide the same kind of protection that credit cards offer (such as getting money back for illegitimate purchases).
- **Check your credit card statements.** If you see any charges you don't recognize, contact your credit card company immediately.



For additional assistance with online security, check out our Tech Home services at griswoldcommunications.com. Griswold Communications posts warnings about scams being reported in the community on our Facebook page.



Tech Giants Celebrate Major Anniversaries in 2020

It may seem like these companies have been around forever, but it's only been 15, 25, and 45 years!



YouTube – 15 Years

YouTube was registered on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim — former employees of PayPal. They had the idea that ordinary people would enjoy sharing their “home videos,” and they were certainly right. Almost 5 billion videos are watched daily on YouTube.



eBay – 25 Years

Originally called AuctionWeb, eBay was launched by founder Pierre Omidyar as a site “dedicated to bringing together buyers and sellers in an honest and open marketplace.” The first item Omidyar listed on the site in 1995 was a broken laser pointer, which sold. Today, there are 1.5 billion live listings on the eBay Marketplace.



Microsoft – 45 Years

Microsoft was formed in 1975, at a time when most Americans used typewriters, by childhood friends Bill Gates and Paul Allen. The company name came from “microprocessors” and “software.” Microsoft grew to become the biggest software company in the world.

In 2020, Griswold Communications celebrates 74 years in business. Thanks for being part of our success!

Get Creative and Add More Zing to Your Zoom Calls

Zoom calls are being used for virtually everything from A to Z these days. There are team meeting Zooms, happy hour Zooms, dinner party Zooms, surprise birthday Zooms, gender reveal Zooms, book club Zooms, and family chat Zooms. While these video calls provide much-needed socialization, they can sometimes use a little boost to avoid being boring.

Here are some fun ideas to try:

Give your virtual gatherings a specific direction. This could be a specific theme, challenge, event, or activity. For example, you could have a weekly cooking challenge, where friends have to make the most creative dish possible using one common ingredient. The winner of the challenge picks the ingredient for the next week.

Ask questions to prompt fun conversations. What's your favorite vacation memory? What restaurant do you miss going to the most? Which coffee cup is your favorite and why? What do you think will be the most different thing about you when the pandemic is over? 763-4379

Play a game. You have many options for games that work well on Zoom. They include Charades, Bingo, Scattergories, Pictionary, Heads Up, and Psych. Look around online for details on these and other games, then experiment to see what you and your Zoom groups enjoy most.

Have a scavenger hunt. This takes advantage of your separate locations and provides the opportunity to move around a bit. The host names an object and everyone else has a certain amount of time (maybe 30 seconds) to find it in their own house.

Add a custom background. Why have everyone stare at a wall in your home when they could be looking at a more interesting background instead? Zoom enables you to add a custom background during the call. Simply click the up arrow next to the “Stop Video” button in the bottom left corner of the screen. After you click the arrow, click “Choose Virtual Background...” to be taken to the settings screen, where there are some preset backgrounds and a “+” button where you can upload any image saved to your computer.

Fast internet and a strong Wi-Fi connection will also enhance Zoom calls. To learn more, call Griswold Communications at 712-778-2121.



Check Out the Literal Meanings of State Names

Have you ever been curious about the literal translations of U.S. state names? So has Expedia Canada. Its team dug around to find out the etymologies, uncovering origins based on languages including English, French, Greek, Italian, Native American, and Spanish.

ALABAMA

Thicket-Clearers

ALASKA

That Which the Sea Breaks Against

ARIZONA

Place of the Small Spring

ARKANSAS

Land of Downriver People

CALIFORNIA

Mythical Island Califia

COLORADO

Sandstone Soil

CONNECTICUT

The Long Tidal River

DELAWARE

Of The War

FLORIDA

Flowery Easter

GEORGIA

Land of King George II

HAWAII

Place of the Gods

IDAHO

Gem of the Mountains

ILLINOIS

Best People

INDIANA

Land of the Indians

IOWA

This is the Place

KANSAS

People of the South Wind

KENTUCKY

The Meadow

LOUISIANA

King Louis XIV

MAINE

Mainland

MARYLAND

Land of Queen Henrietta Maria

MASSACHUSETTS

Near the Great-Little-Mountain

MICHIGAN

Great Lake

MINNESOTA

Milky Water

MISSISSIPPI

Great River

MISSOURI

Dugout Canoe

MONTANA

Mountainous

NEBRASKA

Flattened Water

NEVADA

Snow-Covered

NEW HAMPSHIRE

The New Hants

NEW JERSEY

Channel Island of Jersey

NEW MEXICO

New Place of Mexitli (Aztec God)

NEW YORK

New Home of the Duke of York

NORTH CAROLINA

In Honor of King Charles I

NORTH DAKOTA

North Ally

OHIO

Good River

OKLAHOMA

Red People

OREGON

Indian River Ouragon

PENNSYLVANIA

Penns Woods

RHODE ISLAND

Red Island

SOUTH CAROLINA

In Honor of King Charles I

SOUTH DAKOTA

South Ally

TENNESSEE

The Bends of a River

TEXAS

Friend

UTAH

People of the Mountains

VERMONT

Green Mountain

VIRGINIA

Country of the Virgin

WASHINGTON

Home of the First President

WEST VIRGINIA

West of the Country of the Virgin

WISCONSIN

River Running Through a Red Place

WYOMING

At the Big River Flat

Common Misconceptions About Calling 811

At least a few days before you dig on your property, you must call 811 to get underground utility lines marked. This helps prevent unintended consequences such as injuries, damage to your property, utility service outages to the neighborhood, and potential fines and repair costs. 767-2582

Some homeowners, however, are confused about when they need to call 811. So we're clearing up some common misconceptions here:

"It's just a small project. I don't need to call." Wrong! Every digging job requires a call—even "small" projects like planting trees and shrubs. Some utility lines are buried just a few inches underground.

"I am digging in a spot that was previously marked." You still need to call. Erosion and root system growth can alter the depth or location of buried lines, or your utility companies may have completed work on their lines since the last time you dug.

"I assume my contractor or landscaper will call." Don't assume. Check with the company before digging begins to make sure a call to 811 has been placed.

Griswold Communications thanks you for helping prevent damage to our infrastructure.

Whether you call it Iowa or "This is the Place," Griswold Communications is proud to serve the people who live and work here.

This School Year Will Include New Lessons for All

Given the pandemic, the 2020/2021 school year will be unlike any other. Griswold Communications applauds the hard work of local administrators, teachers, and parents to continue providing learning opportunities while taking appropriate steps to help everyone stay safe.



These challenging times require all of us — whether in school or not — to learn lessons of patience and resilience as we navigate the uncertainty ahead. Please contact us if you would like to evaluate your internet speed or need help with your communications technology. The \$27 fee to change internet speeds will be waived through September 2020. Call 712-778-2121 today for details.

Hidden Number Contest

We have hidden randomly selected phone numbers throughout this newsletter. If you find your phone number in *italics* anywhere in this newsletter, please call our office at 712-778-2121 by 9/30/20 to receive a \$5.00 bill credit.

Last newsletter's Hidden Number Contest winners was Norma Rush. Congratulations to you.

Look now to see if your phone number is hiding in any articles. Good luck and happy reading!

What Does the Changing TV Landscape Mean for You?

Cable TV has been around longer than you might think. (The first broadcast was in the late 1940s.) Eventually it provided subscribers with lineups of 100+ channels to watch on their TVs, thanks to set-top boxes. While cable TV is still offered today, the TV landscape is changing dramatically and will continue to evolve in the years ahead.

New technologies, most notably streaming content over an internet connection, have caused a growing number of people to “cut the cord” and drop their cable TV subscriptions in favor of streaming services. Some of the most popular cable TV replacers (meaning they offer a lineup of live TV shows) include YouTube TV, Sling TV, FuboTV, and Philo. For even more extensive libraries of TV show and movies, many viewers turn to streaming services such as Netflix, Amazon Prime Video, and Hulu.

Clearly, the TV industry has been forever disrupted. People now have virtually unlimited options for viewing entertainment on their internet-connected devices — smartphone, tablet, or laptop — whether at home or away. No longer confined to a weekly episode schedule, people can also use streaming services to binge watch an entire season over a single weekend.

In response to these developments, some telecommunications companies across the country are abandoning their TV offerings all together, while others are replacing their cable TV service with an app-based streaming service to give customers added convenience and flexibility.

You can think of the transition from cable TV to streaming services as a little like what you experienced when going from paper books to online books or flip phones to smartphones. 778-5294 Sure, there may have been a few bumps during the initial learning curve, but it wasn't long before the new technology was old hat. Now you wonder how you ever got along with it.

Griswold Communications is partnered with fuboTV, which is an app-based streaming service that's separate from blueSURGE television. With fuboTV, you can stream live TV from 100+ channels you love. Call 712-778-2121 for details and ask about the 7-day free trial.

