



## LET'S TALK NET!

OUR CUSTOMER'S RESPONSE TO PALMERTON TELEPHONE DSL, POWERED BY PENTELEDATA, HAS BEEN ASTOUNDING! AS A RESULT, THIS MONTH'S NEWSLETTER WILL FOCUS ON A VARIETY OF INTERNET RELATED TOPICS. SIT BACK, RELAX, AND ENJOY SOME INFORMATION TO HELP WITH YOUR WEB EXPERIENCE.

## The Internet and Politics: One Nation Under Google

Once upon a time, not very long ago, a political campaign was a carefully choreographed event, staging answers to release every bit of information at just the right time. Anyone with a specific question about a candidate's position on a particular topic scoured the newspaper or called campaign headquarters for the answer. That was before the Internet changed lives forever. Now, with a few clicks of the mouse, it's easy to learn about anything a candidate has ever done in public, view up-to-the minute news stories, donate to a favorite candidate or even post an individual opinion. Instant access to video and e-mail has created this "clickocracy," or as described by Jose Antonio Vargas in the Washington Post, "one nation under Google."

It's one topic that all political parties are likely to agree upon – using the Internet as part of a campaign is more efficient and less costly than traditional politics. Using websites and social networks such as MySpace, Facebook and YouTube, candidates and their supporters can provide voters with a variety of information – both good and bad. Presidential candidates even have teams averaging 15-20 people, constantly scouring the Internet. They monitor all these sites for good news, bad news, indifferent, funny - anything to either plan a response or notice a new public sentiment.

YouTube and Craigslist are often the first to release videos. They are not necessarily of high production quality, but are usually very effective

in expressing an opinion. For instance, in 2007, Obama Girl took the campaign staff by surprise when she appeared in a video and announced her crush (and support) for Barack Obama with reference to his sex appeal. In

January 2008, will.i.am wrote a song, "Yes We Can", in support of Obama, which then became an online music video. The lyrics of the song are composed almost entirely of excerpts from Obama's speech following the New Hampshire presidential primary election on January 8, 2008. In late February, a second video, "We Are the Ones" was released on Dipdive and YouTube. Another video, imitating George Orwell's 1984, portrays a life of dictatorship with Hillary Clinton as President. No political party is immune – with just a few clicks, Internet users can even find John McCain singing "Bomb Iran" to the tune of the Beach Boys' "Barbara Ann".

If you are not already a Palmerton Telephone DSL customer, consider our speed and reliability to keep you informed about the latest news and happenings. With packages as low as \$19.95 per month, there's no reason to wait on your dial-up Internet any longer!



### Phone Numbers

**Customer Service**  
610-826-6650

**Business Office**  
610-826-2115

**Repair Service**  
610-826-3444

**Gilbert Office**  
610-826-9321

### OUR SATURDAY HOURS ARE CHANGING!

For the Palmerton office only: Effective August 2, 2008, our Saturday Business Office hours will be 8 AM - 12 PM.

Our Gilbert office and Pencor Superstore hours will remain 9 AM - 1 PM.

*Palmerton Telephone  
Company continues  
to engineer and  
advance technology  
for tomorrow while  
providing reliability  
and quality service  
that Pennsylvanians  
count on today.*

SERVING THIS AREA SINCE 1900

465 Delaware Avenue • Palmerton, PA 18071 • www.ptelco.com

## From the Manager's Desk...

*Do you know that Palmerton Telephone has been serving the area since 1900?*

### A BOLT FROM THE BLUE

We have all heard or used that expression at one time or another to describe something startling that happened completely unexpectedly. It comes from the experience some people have had being struck by lightning from a clear sky.

Lightning experts tell us that this can indeed happen and suggest that we take appropriate action even in cases of hearing distant thunder. It has happened that lightning has struck a spot 30 miles from the storm center.

Taking appropriate action can include seeking shelter, getting out of or away from bodies of water, turning off or disconnecting electronic devices such as televisions and computers and not using the telephone. Experts also urge us not to shower or bathe during threatening weather.

Believe it or not, despite the extensive precautions telephone companies take to prevent lightning damage to facilities and injury to customers, talking on the telephone during a storm remains the number one cause of lightning related deaths. Even though we use Underwriters Laboratories approved protection devices on all installations, nothing can protect against a direct lightning hit. Consider that the lightning bolt has just traveled through several thousand feet of open air to get to the ground. Please take the advice of the experts and do not use your phone during a lightning storm.

Sincerely,

*Tom Lager*

General Manager  
Palmerton Telephone Company

## PenTeleData Unleashed Wi-Fi Hotspots

### AN ADDED BENEFIT FOR PALMERTON TELEPHONE DSL CUSTOMERS!

Are you aware of the many PenTeleData Unleashed Wi-Fi Hotspots, here in Palmerton and surrounding areas, that are free to customers who subscribe to Palmerton Telephone's High Speed DSL?

PenTeleData's Unleashed service gives customers the unique opportunity for Internet connectivity via wireless tech-

nology at various locations in Pennsylvania and New Jersey. It's like plugging into a DSL high-speed connection, but without the wires.

Unleashed Wireless Internet access consists of "hotspots"—areas of wireless connectivity, which provide reliable, high-speed Internet access to anyone with the correct equipment.

Hotspot locations within the Palmerton Telephone serving area include the Blue Mountain Health System-Palmerton Campus, Blue Mountain Health System Community Center, Palmerton Dialysis Center, Blue Mountain Ski Area, Palmerton Hotel, Don Laine Campground, Simply Something, Joe's Place, Palmerton Area

*(Continued onto next page)*

Recipe  
August08

### Reese Bars

#### Ingredients:

- > 1½ c. of peanut butter
- > 1¾ c. 10X sugar (powered sugar)
- > 1 c. + 1 Tbsp. brown sugar
- > ¼ c. margarine

Mix and put in 9x13 inch pan.

#### Mix Together:

- > 12 oz. chocolate chips
  - > 6 Tbsp. Margarine
- Pour over preceding mixture.  
Chill 35 minutes. Cut into squares.

# COMPUTER PATROL

To some, their Geeks are heroes. As a proud partner of PenTeleData, we would like to remind our customers of the many services offered by Computer Patrol, their in-home and at work team of professionals. When you have a computer or networking problem, they can help!

## COMPUTER PATROL'S GEEKS CAN OFFER:

- > Secure Wireless Home Networking
- > Network Protection to Keep Out Unwanted Intruders
- > File Backup/Transfer
- > PC Set-up and Customization
- > Virus Protection
- > Virus/Spyware Removal
- > Computer Repair and Upgrades
- > Computer Cleaning
- > Hardware Install
- ... and More!



COMPUTER PATROL WILL PROVIDE THE SAME PROFESSIONAL AND RELIABLE SERVICE YOU HAVE COME TO EXPECT FROM PENTELEDATA, PUTTING YOU IN CONTROL OF YOUR TECHNOLOGICAL NEEDS. FOR MORE INFORMATION, CALL 1-877-610-9090 OR VISIT [WWW.PTDPATROL.COM](http://WWW.PTDPATROL.COM).

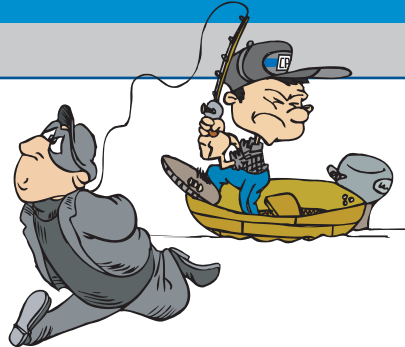
*Do you know that  
Palmerston Telephone  
copper wires, connected  
end to end, circle the  
earth 4 times at the  
equator?*

## REEL IN THE PHISHERS!

**Phishing is a widespread problem. It is not new, or limited to any time of year, but is an issue that can make any of us a victim.**

Phishing, a term used to describe a scam that attempts to obtain personal information, is often used for identity theft. The phishers impersonate legitimate companies, such as Internet Service Providers, financial institutions and other respected organizations, and ask for passwords, login names or social security numbers. Often, their e-mails express an urgency to respond, hoping to "catch" or trick the victim into responding.

Phishing attempts are very sophisticated and it can be extremely difficult to tell if the request is real. Don't take the bait! No credible organization will ever ask you for sensitive or personal details in an e-mail. In addition, never click on the link provided in a questionable e-mail. It may contain a virus that can contaminate your



computer. Instead, if you believe the contact is legitimate, go to the company's Web site by typing in the site address directly or using a page you have previously bookmarked.

PenTeleData offers additional information about phishing online at:

[www.ptd.net/security\\_tips](http://www.ptd.net/security_tips)

## Brain Teaser June 2008 Winner!

**Congratulations to  
Gail Connell of  
Palmerston, PA.  
Gail was the  
winner of a \$25 Gift  
Card to Roadies  
Restaurant and Bar  
at Penn's Peak in Jim  
Thorpe, Pa.**

I start going and end  
up doing, finish every-  
thing, and conclude  
nothing. What am I?

*Answer: "G"  
(the letter 'G')*

## PenTeleData Unleashed Wi-Fi Hotspots *(continued)*

Library, Palmerston Borough Park, West End Fairgrounds, West End Lanes and the 110 Tavern.

Detailed instructions and other information about PenTeleData Unleashed are available at hotspot locations and at [www.ptdun-](http://www.ptdun-)

[leashed.com](http://leashed.com)

To subscribe to High Speed DSL from Palmerston Telephone, call our Business Office at (610)826-6650. DSL is as low as \$19.95 per month!

### Fun Facts

There are some 50 different species of sea snakes, and all of them are venomous. They thrive in abundance along the coast from the Persian Gulf to Japan and around Australia and Melanesia. Their venom is ten times as virulent as that of the cobra. Humans bitten by them have died within two-and-a-half hours.

A geoduck is a large clam.

Researchers claim that, on the average, a woman is three times more sensitive than a man to noises while sleeping.

In 1996, Christmas caroling was banned at two major malls in Pensacola, Florida. Apparently, shoppers and merchants complained the carolers were too loud and took up too much space.

In the world, an average of 16 million thunderstorms are formed per year.

Hawaii is the only U.S. state to produce coffee.

The hair of an adult man or woman can stretch 25 percent of its length without breaking. If it is less elastic, it is not healthy.

If the Nile River were stretched across the United States, it would run just about from New York to Los Angeles.

Americans today consume nearly the same number of calories per day as Americans did in 1910, but the weight of the average American has increased substantially due to lack of exercise.

### Val-YOU Package

It's almost back to school time! Whether your children are heading for college or just entering the social life of adolescence, chances are good that you can expect more long distance phone calls. Luckily, with our Val-YOU Package, the calls do not have to break the bank. Instead, you can save your money for other important things (like college tuition and designer name clothing).

Residential Val-YOU Package customers receive their dial tone telephone line, unlimited local and long distance calling within the Continental United States, 3-Way Calling, Touchtone Service, Call Forwarding, Repeat Call, Call Waiting, Voice Mail, Return Call Service, Caller ID Deluxe and Speed Dial 30.

Val-YOU Package customers also automatically receive the new, low international calling rates offered by Palmerton Long Distance. For example, Mexico is only 9¢ per minute, Canada is only 6¢

per minute and Portugal is only 7¢ per minute! (These rates do not apply to mobile/special services.)

A complete list is available at:

[www.pencorsuperstore.com](http://www.pencorsuperstore.com)

As an added bonus, Val-YOU Package Customers who have or choose to add Platinum or Platinum Plus DSL automatically save \$10 per month on their high-speed broadband Internet connection. Palmerton Telephone DSL, Powered by PenTeleData, offers a variety of features, including a dedicated, constant Internet connection, free Spam Tagging, free Unleashed Wi-Fi Hot Spot Access, unlimited access to the Internet, five e-mailboxes with up to 50 MB of storage per mailbox, no busy signals and 24X7 Technical Support!

So don't wait until you have a high phone bill – call for the Val-YOU Package today!

### Can you beat this **BRAIN TEASER?**

**Palmerton Telephone is giving away a \$25 Gift Card to Roadies Restaurant and Bar at Penn's Peak in Jim Thorpe, Pa.**

To enter, e-mail the correct answer to [ptelco@ptd.net](mailto:ptelco@ptd.net) or send a 3" x 5" index card to 465 Delaware Ave. Palmerton, PA 18071. Please include your name, address, daytime telephone number (to call only if you win), and the Brain Teaser answer. All entries must be received by **8/20/08**.

**Good Luck!**  
**Palmerton Telephone**



### Brain Teaser

At both extremes of the day, I'm the same distance away. I look the same from each end. High time you solved me my friend.