

THE PACKET

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Broadband Update

Gravenhurst to receive high speed Internet sooner than expected

LOCAL FIREFIGHTERS AND PUBLIC WORKS GAIN IMPROVED RADIO COVERAGE IN THE PROCESS

Muskoka Community Network (MCN) is pleased to announce that by working together with the Town of Gravenhurst, many residents and businesses of Gravenhurst will have access to high speed internet 1.5 years sooner than originally planned. It is now anticipated that Gravenhurst will have access to high speed the first quarter of 2008 (formerly late 2009).

Collaboration with the Town has also brought about a solution to two of Gravenhurst's more pressing communications challenges — insufficient two-way radio coverage for both firefighters and the Town's Public Works department.

"In conversation with Muskoka Community Network we were able to arrange for our new radio equipment to be fixed atop the new broadband towers." said Bob Colhoun, Deputy Mayor, Gravenhurst. There will now be upgraded two-way radio coverage for Gravenhurst's firefighters, improving both public and firefighter safety. There will also be an improvement in two-way radio coverage for the Town's Public Works department, improving overall efficiency of the department.

"This is truly a win win for the Town of Gravenhurst," added Colhoun. "Not only will we receive the highly anticipated high speed access sooner, we have saved the Town a large sum of money by optimizing Muskoka Community Network's publicly (FedNor) funded project."

[To link to full article](#)

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Tourism Keys III in Huntsville

Todd Lucier, of Tourism Clicks, was in Huntsville on November 27 to give a two-day workshop on Internet Marketing for Tourism. The twenty five participants at the workshop used laptop computers and broadband access to learn what Internet applications they should consider using to promote their business.

Todd indicated at the workshop, the internet has created drastic changes in how people now book their vacations, and it's expected that by the end of 2007 that over 50% of all bookings will be made online. Another trend Todd cited is 74% of people say they will use the web to plan their next vacation. For tourism operators this means that your web marketing strategies will likely become the most important way to attract your ideal customer in the future.

As in past workshops, Todd explained how important it is to use specific keywords. In addition, Tourism Keys III introduced how new social networking can be used to boost search engine optimization of your website. Social networking and special interest sites can be another way to find your ideal customer and a community of other potential customers.

To market your tourism business today, Todd stressed you should use photos, slide shows and streaming videos that appeal to your target market. Great videos will give the viewer a richer and more memorable experience than just reading pages of content. You can outshine the competition by providing online videos of your resort or lodge to world travelers looking for their next vacation destination. Todd's workshop provided countless ideas for marketing on the internet for any sized tourism venture.

[Visit TourismKeys.ca](http://VisitTourismKeys.ca) to view the workshop schedule for 2008.

CONTENT AND BANDWIDTH SHAPING – FREE MARKET VS. FREE SPEECH

Posted by Rob McPhee on [MCN's blog – "MCN – News"](#) <http://www.mcnet.ca/mediacentre/weblog>

The late great Canadian media expert Marshall McLuhan coined the phrase the "The Medium is the Message". While there are many interpretations of McLuhan's phrase, he seems to indicate we become accustomed to things over time that we once found to be on the edge.

Welcome the Internet. The Internet is constantly changing right before our eyes in ways that are sometimes obvious and sometimes more subtle.

Two examples are *content and bandwidth shaping*. What are these two Internet phenomena?

Bandwidth shaping is a way that some Internet service providers (ISP's) manage the bandwidth use of their customers. This monitoring can be done automatically, and an ISP can monitor how their clients use the Internet. If the client "hogs" bandwidth through file sharing or other methods that allows the client to take up more than their fair share of bandwidth, the ISP shifts some of the services provided to that client into the equivalent of an Internet slow lane.

ISP's argue that this is required to maintain overall network performance and control their costs. Consumers argue that they aren't getting the bandwidth they pay for. Each has a point.

Content shaping is a different thing all together. Content shaping is a method where companies that provide information content on the Internet shape the content that is delivered to a user based on certain criteria. This technology allows a content provider to target specific information to

you based on some demographic, or individual information. Two companies that are currently doing this are [Google](#) (see <http://www.freepress.net/news/25705>) and [Rogers](#) (see <http://www.thestar.com/Business/article/284761>).

Content shaping is a hotly debated topic and it will be a delicate issue for all parties including the public, ISP's, content providers, politicians, and governments to deal with.

[To read full article](#)

What does RSS do for me?

RSS (Really Simple Syndication) *cuts time and hassles* by pulling in fresh content automatically from your favourite websites.

Instead of spending time to visit different websites to read what's new – RSS Feeds permit *subscription* to regular updates, delivered automatically via a web portal, news reader, or email.



[Examples of icons used for RSS and popular RSS feed readers.](#)

RSS Feeds let you subscribe to specific content feeds and aggregate this information in one place to be read when you're ready to review it.

How do I take advantage of RSS?

To take advantage of RSS feeds, you need to use a RSS reader. An RSS reader *feeds* fresh content to you. There are many types of feed readers to choose from. Readers can be web-based or desktop applications. Many web browsers offer feed readers. Some of the more popular readers are Newsgator, FeedDemon and Google.