



The Gigaphone

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The Shouting Ground Newsletter

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From the Cubicle of the President up North ...

Greetings! Welcome to another fine, chock-filled edition of the Gigaphone. With the way the industry keeps growing, I'm concerned that we will eventually have to re-title this publication the Teraphone. Humph.

We've had some interesting changes in the office, which I would like to share with you. First, Mike Berger is no longer with Shouting Ground. He will continue to serve on our Board of Directors, and he will always be remembered as one of our fearless co-founders, but he is moving on into other ventures and we are very happy for him. Be sure, however, to catch him in cameo appearances in the upcoming thrillahs: Shouting Ground II: The Spawning, and Shouting Ground III: Electric Boogaloo.

Laura White has been promoted to Director of Operations. Her dedication and prowess, particularly in dealing with the various phone companies and carriers out there, is immeasurable. Recently she had to remind an SBC/AT&T representative that ATM stands for Asynchronous Transfer Mode, and not Automatic Teller Machine. I am NOT making this up. These are the kinds of things you have to deal with when talking to the "experts."

Lastly, Amanda Bloomfield has joined our staff as Administrative Assistant. While Laura is busy machete-ing her way through the legions of morons in the telecommunications industry, Amanda diligently answers the phones and makes sure our operations runs as smooth as possible. She is doing an excellent job and we look forward to watching her grow in her new position.

Having problems with the legions of morons? Please call us and let us help. Even if it's a shoulder to cry on, trust us. We've been there.

And now ... on to our shoe. I mean show.

*Bryan Holloway,
President*



As the World Wide Web Turns

The World Wide Web has proven to be an essential achievement of mankind ever since the early 90's when it began attracting

people, businesses and organizations of all types. Even after the 'dot com' bubble burst, having a website has become one of the most important aspects of advertising. Many individuals and families also look to the web to establish their online presence and stake their claim of intangible electronic real estate. Whether you aspire to promote your company or yourself, creating a website requires three crucial ingredients: content, a domain and a web server.

What good is a website without any information? Creating a web page involves the use of a markup language called HTML, which stands for Hyper Text Markup Language. While you don't really need to know how to write HTML, as there are several powerful WYSIWYG (What You See Is What You Get) web page editors available, a basic understanding of how hyperlinks and other HTML objects behave will greatly enhance your ability to create and style your site. The most popular editors at the moment are *GoLive* and *Dreamweaver*, both from Adobe since they recently bought the latter from Macromedia. Both programs include powerful tools that will make building your site much easier than by writing all the HTML out by hand. When you are done, preview your pages to look for mistakes or browser incompatibilities to ensure all your visitors will view your pages as you intended, regardless of the web browser they use.

The next step is to obtain your own unique domain name, such as *mycompany.com*. Domain names are available for lease from domain registrars such as *Network Solutions* or *Register.com*,

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Avoid Getting Railroaded: Social Engineering

Social engineering is the practice of obtaining confidential information by manipulation of legitimate users. A social engineer will commonly use the telephone or Internet to trick people into revealing sensitive information or getting them to do something that is against typical policies. By this method, social engineers exploit the natural tendency of a person to trust his or her word, rather than exploiting computer security holes. It is generally agreed upon that "users are the weak link" in security and this principle is what makes social engineering possible.

A contemporary example of a social engineering attack is the use of E-mail attachments that contain malicious payloads (that, for

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World Wide Web (continued)

usually for periods of one, three, five, or ten years at a time. When your lease expires you always have the first dibs on renewing the domain prior to it being released back into the open market. Try to pick out a domain name that is catchy and easy to remember. Once you are the proud owner of your domain, it is time to move on to finding a web server to host your site.

Unless you have a dedicated Internet connection capable of quickly sending large amounts of data upstream to your web site's visitors, the most practical means of serving up your content is through a web hosting company such as, of course, Shouting Ground Technologies. Once you choose your host, the next step is to point your domain name at the Domain Name Servers (DNS) provided by the hosting company. This is typically done on the registrar's website at which you purchased your domain name. Or if your hosting company is really nice, like we are, they will take care of redirecting your domain's DNS for you.

The web hosting company will then create an account with a sufficient amount of disk space to hold the web page content you have produced. Most commonly, you will upload your web page files into your account using an FTP client (File Transfer Protocol) such as *WS_FTP* or *Fetch*. Additionally, you will find that most HTML editors have file transfer and web site management tools built in, making it a snap to update and maintain your web pages. Once your HTML files are on the web server and the hosting company has finished setting up your services, the site will finally be live!

Of course you can expect to run into snags and pitfalls with your first web site. With a little patience and the know-how of good technical support folks at your host, you will be on the road to pioneering your existence on this electronic playground we call the World Wide Web. Good luck!

Bill Cline

Technical Support Associate



Social Engineering (continued)

instance, use the victim's machine to send massive quantities of spam). After earlier malicious E-mails led software vendors to disable automatic execution of E-mail attachments, users now have to explicitly activate attachments for this to occur. Many users, however, will blindly click on any attachments they receive, thus allowing the attack to work.

Perhaps the simplest, but a still effective attack is tricking a user into thinking one is an administrator and requesting a password for various purposes. Users of Internet systems frequently receive messages that request password or financial information in order to "set up their account" or "reactivate settings" or some other benign operation in what are called phishing attacks. Users of these systems must be warned early and frequently not to divulge sensitive information, passwords or otherwise, to people claiming to be administrators. In reality, administrators of computer systems rarely, if ever, need to know the user's password to perform administrative tasks. However, even this might not be necessary - in a 2003 Infosecurity survey, 90% of office workers gave away their password in exchange for a cheap pen.

Social engineering also applies to the act of face-to-face manipulation to gain physical access to computer systems, so

training users about security policies and ensuring that they are followed is the primary defense against social engineering.

A form of social engineering is used expertly by Eddie Murphy's character 'Axel Foley', in the film 'Beverly Hills Cop'. Posing as an authoritative figure, Detective Foley used fear and intimidation to gain access to premises and information he would normally not have. This is, in fact, how he was able to determine that respected art dealer, Victor Maitland, was involved in trafficking contraband, and was ultimately responsible for the death of Detective Foley's partner, Mikey Tandino. Although, Mikey's reputation was browned slightly by the possibility that he was on the take, that's no excuse for murder, and Victor Maitland and his thugs really had it coming to them. With the help of Detectives Billy Rosewood and John Taggart, Foley was able to bring Maitland to justice, and avenge his partner's death. In Style. Whether used for good or bad, social engineering is something we should all be aware of to avoid getting railroaded.

Mark Baldwin

Technical Support Associate



E-mail Etiquette From The Queen of Nice

I get a lot of E-mail. Everything from basketball practice schedules, to swim team updates, to really bad jokes forwarded on for the umpteenth time from that one friend who still believes that it's his duty to share everything he gets from the Internet with everyone he knows. Unfortunately, a lot of these E-mails are sent to large groups of people, all of them Carbon Copied in the E-mail. Although his jokes are not funny, and the fourth E-mail describing what drills will be run during the Wednesday night 6th grade girls' basketball practice is not high on my 'things I need to know' list, they are easy to delete. However, when there are forty-two people CC'ed on these E-mails, most of whom I do not know, that means my E-mail address is visible to them, as theirs is to me. Most of the time this isn't a problem, but if the bad joke is then forwarded by one of those people to twenty other people, and on and on, well, you get the picture. That's a lot of people with my E-mail address.

There is a solution to this: BCC. The acronym BCC means Blind Carbon Copy. It's a way of addressing E-mail to multiple people that does not display all the E-mail addresses to whom the message was sent. Every E-mail program I've seen will allow you to address messages using BCC instead of CC. Some do require an address in the To: field; just use your own address if this is the case.

When CC'ing a large group of people, these addresses are not only available to the people on the mailing list, but also to possible spammers who may obtain the addresses for spamming purposes. Also, some viruses harvest addresses out of mail folders, exposing anyone who may be on your mailing lists to possible virus attacks. Overall, BCC'ing multiple recipients is just the polite thing to do. It's like if you wanted to let a friend know you were leaving one bar and heading to another, you wouldn't write this message on the bathroom wall with her phone number and address so just anybody could see it. Well, most of the time you wouldn't. So be a polite and thoughtful E-mailer, and use the BCC field. And stop sending those jokes. Really, they aren't funny.

Laura White

The Queen of Nice