

Appendix R: Copy of Mississippi Outreach Plan

Mississippi Outreach Plan

Sprint Relay believes that it has distinguished its Outreach program and subsequent success as demonstrated by the excellent relationship enjoyed with consumers and the States we serve. When compared with other TRS Providers, Sprint's superiority is evidenced by the following:

- Sprint Relay is the largest Relay provider globally
- Consumer loyalty
- Diversification of outreach promotions
- Superior Customer Service
- Commitment to the Community
- Inclusion of local Relay users and organizations in Outreach and Educational Programs
- Experience with Southern Culture and related Customer Relations

The Mississippi Account Manager will continue to collaborate with numerous Mississippi organizations serving the Deaf, Hard-of-Hearing, and Speech-Disabled populations to distribute publicity materials promoting Mississippi Relay, as well as sponsor events supporting citizens served by Mississippi Relay. The Account Manager will conduct a series of community forums throughout the State to share information and gather feedback on Mississippi Relay. Input from consumers is very important to Sprint and is used to improve and expand services.

Over the past two years, Sprint Relay has participated in various events in the State of Mississippi to gain a greater understanding of Mississippi Relay users' needs and desires. Some of the organizations Sprint has worked with are listed below:

- Mississippi Association of the Deaf Conference
- Office of Deaf and Hard of Hearing
- Deaf Service Center in Jackson
- de l'Epee Deaf Center in Gulfport
- Mississippi Department of Rehabilitation
- Mississippi School for the Deaf Booster Club
- Deaf Awareness Festival at Mississippi School for the Deaf
- Deaf Seniors of Mississippi
- Leadership Training Workshops with the Mississippi Association of the Deaf
- Jackson Community Center of the Deaf and its monthly events
- Central Chapter of Mississippi Association of the Deaf
- Mississippi School for the Deaf Homecoming
- Mississippi Regional High School Academic Bowl
- National Softball Association of the Deaf
- Coalitions for Citizens with Disabilities
- LIFE (Living Independence for Everyone)
- Mississippi Project Start

- Hinds Community College
- University of Southern Mississippi

PAST OUTREACH ACTIVITIES IN MISSISSIPPI

The following activities have taken place and will continue to take place over the course of the next contract period.

711 Campaigns

Specific marketing materials have been designed to increase public awareness of 711 abbreviated dialing to reach Mississippi Relay. By dialing 711, users are able to access the Relay from anywhere in the United States thereby negating the need to remember each state's toll-free number. All of Sprint's 711 Outreach fliers incorporate the 800/888/877 direct service numbers. Sprint's Mississippi Relay Account Manager will work with the Commission to seek feedback for marketing materials and identify publications for 711 advertising.

Sample Mississippi 711 Flier

Just dial 711 to make a relay call!

- Sprint Relay Customer Service
TTY: 1-800-676-3777
- Servicio al Cliente de Sprint Relay
TTY: 1-800-676-4290

What is 7-1-1?

- 7-1-1 is a numbers service that connects hearing and/or vision impaired users who are unable to hear or dial phone numbers and use any telephone (TD).
- 7-1-1 is easy to remember and use for making our 800 toll-free calls.
- 7-1-1 makes it easy for users to access the services of our users including businesses and friends of work, members of TD users.
- 7-1-1 is not an emergency number and should not be confused with 9-1-1. However, if you use a TTY, you cannot obtain emergency services on 9-1-1. We will call 7-1-1 and tell the Government Access System (CAS) to have an emergency. The CAS will then relay your call to the appropriate emergency service provider.

Dial 7-1-1 or use these toll free Mississippi Relay numbers

1-800-582-2233 TTY	1-800-582-0756 Voice Carry-Over	1-800-582-2544 Braille TTY Relay
1-800-855-1000 Voice	1-800-582-2195 Sprint to Sprint	1-800-230-9191 800 Services
1-800-855-1234 800	1-800-582-2235 Newspaper Production	

Sprint One Sprint. Many Solutions.

☎ Past Outreach Activities in Mississippi include (but are not limited to):

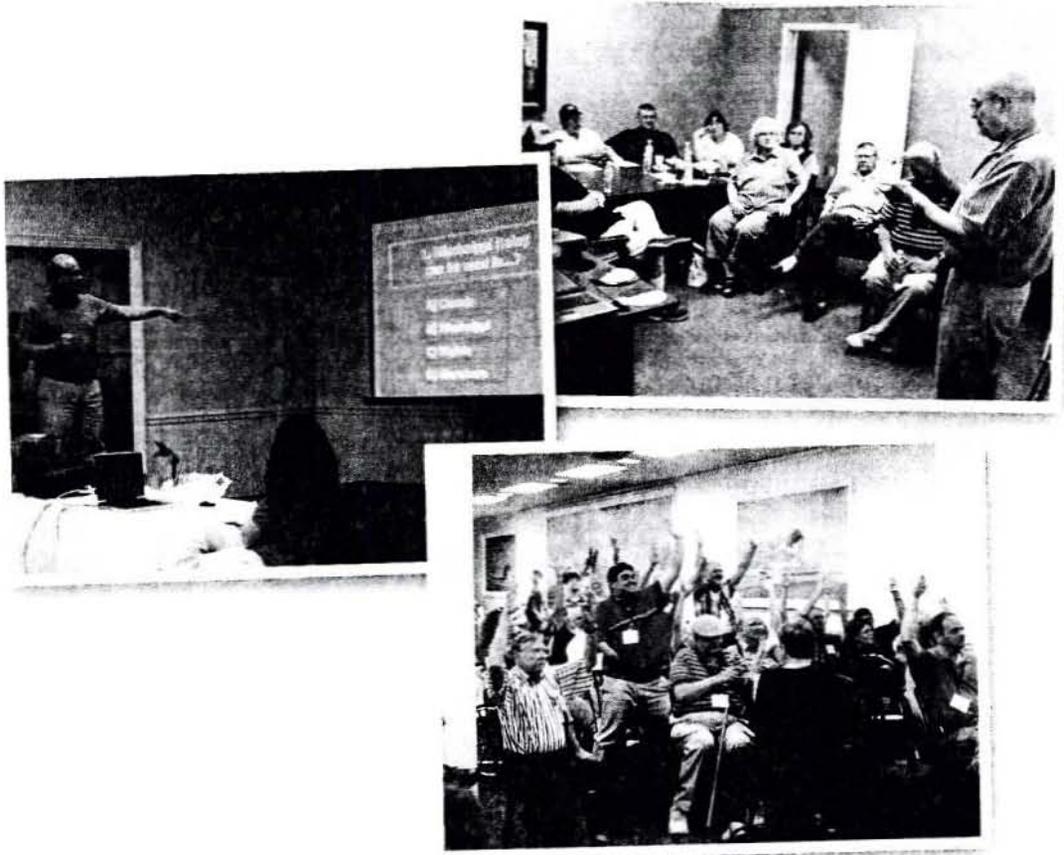
- ♦ Periodic Thursday lunch meetings with Deaf Senior Citizens
- ♦ Working relationship with the Executive Director of Deaf Service Center in Jackson
- ♦ Sponsored and exhibited at Jackson Mixed Bowling Classic
- ♦ Presented to Hinds Community College students in the Interpreter Training Program
- ♦ Work together with, presented to, sponsored activities, and conducted training to staff at the Office of Deaf and Hard of Hearing
- ♦ Mississippi Association of the Deaf convention and community events
- ♦ Presentations to various Churches
- ♦ Hosted an Open House
- ♦ Worked with Mississippi Department of Rehabilitation (Statewide)
- ♦ Exhibited, sponsored, worked with, and conducted training to de l'Epee



- ♦ The Mississippi Relay Account Manager conducted *CapTel* training to the de l'Epee Deaf Center Staff and Volunteers. A *CapTel* phone was given to a Hard-of-Hearing customer of the de l'Epee Deaf Center (their first *CapTel* customer). De l'Epee is the one of the two Relay Ambassador Programs, the other one is the Office of Deaf and Hard of Hearing.



- ◆ Provided several Leadership Training courses along with the Relay Game show, as seen below:



- ◆ Exhibited and presented at Central Chapter of Mississippi Association of the Deaf in Jackson, see below:

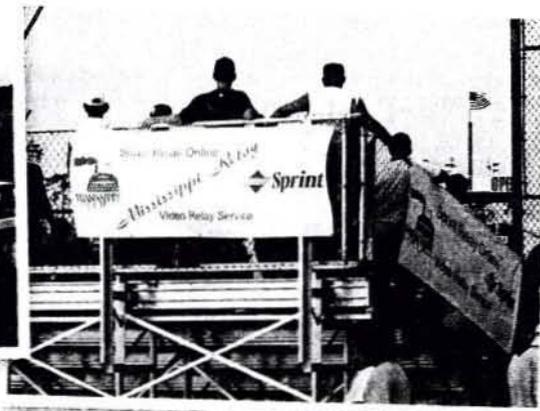


- ◆ Attended and distributed Mississippi Relay information at several Deaf Café gatherings

- ◆ Sponsored and presented at the Fish Fry event with the Mississippi Association of the Deaf at Vicksburg, see below:



- ◆ Sponsored, worked with, and presented to the Mississippi School for the Deaf's various functions, i.e. Homecoming games, Mason Dixon tournaments, Deaf Awareness activities, Space to Camp programs, etc.
- ◆ Sponsored, presented, and/or provided information regarding Mississippi Relay at all Jackson Community Center of the Deaf's events (monthly)
- ◆ Sponsored and installed equipment for public use at the Mississippi Association of the Deaf Museum
- ◆ Sponsored and presented at Mississippi School for the Deaf Alumni Association
- ◆ Sponsored and presented at the Mississippi Coast Association of the Deaf
- ◆ Sponsored, exhibited and presented at the National Softball Association of the Deaf (NSAD) Softball Tourney at Gulfport on August 4-6, 2005. NSAD gave a Special Recognition Award to Sprint/Mississippi Relay.



Brochures

Sprint believes that a variety of Relay Service options should be made available to Mississippi consumers. Sprint's Total Solution approach offers Mississippi Relay users with a variety of choices to meet their Relay needs. Distribution of general informational folders and brochures are effective ways to educate Mississippi consumers on Relay options available to them. Brochures cover all aspects of Relay, from first-time caller instructions, product descriptions, confidentiality policies and general Relay information. Contact information for customer service is included in all of our brochures.

Sample Mississippi Relay General Brochure and Fliers



Deaf-Blind Outreach

Sprint recognizes the importance of publicity campaigns designed to reach out to and educate Deaf-Blind users about the availability of Mississippi Relay services and products. In most cases, Deaf-Blind users would benefit from the use of TeleBraille and Video Relay Services (with an interpreter's assistance).

Additional Outreach efforts such as the 7-1-1 Campaign, trade shows and Taste of Technology conferences will also be customized to reach out to the Deaf-Blind population. This may involve the development of materials in large type and/or Brailled materials. Brailled Outreach Materials are currently available and are being utilized in several large Deaf-Blind locales.

The Account Manager will continue to offer one-to-one customer support to Deaf-Blind users, to address needs on an individual basis. If it is deemed necessary, focus groups may be set up to address specific questions to this consumer group. Below is an example as of how Sprint can be proactive, considerate and sensitive to the needs of the Deaf-Blind users.

♦ Video Relay Service Interpreters

Sprint learned that Deaf-Blind users were having difficulty seeing www.msrvs.com, www.sprintvrs.com or sprintvrs.tv Video Interpreters (VIs), due to the color of their Interpreter smocks (Red/Orange). Sprint advocated with our subcontractors to stop requiring the VIs to wear colored smocks which prohibited Visually-Disabled users from benefiting from this valuable service. T

📞 Hard-of-Hearing Outreach

Sprint recognizes the importance of publicity campaigns to geared to the education of Senior Citizens and Hard-of-Hearing consumers about the availability of Relay Services and products. In most cases, Senior Citizens and Hard-of-Hearing consumers would benefit from the use of VCO and CapTel services. Specific marketing materials been designed to increase public awareness of VCO and CapTel Services.

Sample VCO Flier from Mississippi

Use the telephone independently again with Voice Carry-Over (VCO) Relay

freedom

What is Voice Carry-Over Relay?

- You can use VCO in the same way as a regular phone call.
- You make a call to the person you want to talk to. You speak into the telephone.
- The person you are calling can hear you. You can hear the person you are calling.
- You can use VCO to make a call to a person who is deaf or hard of hearing.
- You can use VCO to make a call to a person who is deaf or hard of hearing and who is also deaf or hard of hearing.
- You can use VCO to make a call to a person who is deaf or hard of hearing and who is also deaf or hard of hearing.
- You can use VCO to make a call to a person who is deaf or hard of hearing and who is also deaf or hard of hearing.
- You can use VCO to make a call to a person who is deaf or hard of hearing and who is also deaf or hard of hearing.
- You can use VCO to make a call to a person who is deaf or hard of hearing and who is also deaf or hard of hearing.

Mississippi Relay Voice Carry-Over
1-800-562-0756

Sprint Relay Customer Service
TDD: 800-433-1171
1-800-676-3777

Diagram: A diagram showing a person on the left speaking into a telephone. A line labeled 'Voice' goes to a person on the right who is also speaking into a telephone. A line labeled 'Voice' goes from the person on the right to a person on the left who is also speaking into a telephone. The person on the left is labeled 'VCO user' and the person on the right is labeled 'Recipient'.

Sprint. One Spirit. Many Solutions.

Speech-Disability Outreach

Sprint recognizes the importance of publicity campaigns designed for the unique telecommunication needs of people with Speech-Disabilities. Sprint offers HCO services for those unable to speak for themselves. Sprint also offers STS Relay Services to enable Speech-Disabled customers to use their voice with assistance from a CA to communicate through Mississippi Relay.

The Mississippi Account Manager will continue to be proactive in Outreach efforts to Speech-Disabled users, potential users and agencies, thereby raising awareness and understanding of HCO and STS Services.

Mississippi Relay Speech-to-Speech Flier

Be heard and understood with Speech-to-Speech (STS) Relay

- Mississippi Relay Speech-to-Speech
1-800-582-2395
- Sprint Relay Customer Service
TTY/Voice/ASL
1-800-676-3777

What is Speech-to-Speech Relay?

- Speech-to-Speech (STS) is a free service offered by Mississippi Relay.
- STS enables a person with a speech disability to communicate over the telephone using their own voice or a voice synthesizer.
- STS calls can be made to anyone, to a person with a speech disability.
- STS calls can also be made to people who use a TTY or even a regular person with a speech disability.
- Speech-to-Speech (STS) services consist of a CA providing speech-to-speech service by acting as the speech-disabled user's voice. The CA will listen and repeat the speech of either user in plain language to the other party.
- Sprint's national-level equipment and exceptional STS CA training ensure that speech-disabled users will be heard and understood.
- Available 24 hours a day, STS calls are free, with no restrictions on the length or number of calls placed.
- All STS calls are strictly confidential and federal law prohibits CAs from revealing the content of any information about their calls.
- Mississippi Relay can be accessed via a computer, cell phone, fax, and includes voice and sign interpretation and translated calls to users. This enables CAs to use your information to determine and allow ways to make STS calls more effective.

Diagram: A diagram showing a 'Captioned Telephone' user on the left and a 'Voice User' on the right. An arrow labeled 'Voice' points from the Captioned Telephone user to the Voice User.

Logos: Sprint (Call Sprint. Many Solutions.™) and Mississippi Relay (dial 7-1-1).

Mississippi Relay Website

Sprint will continue to manage the existing Mississippi Relay Website. Information will be available about all call-processing options, billing options, Customer Service contact information, complaint processes, Account Manager Contact information, upcoming events, and any new product launches.

All maintenance, updates and revisions to the website are included in Sprint's Outreach package to the State.

Sample Mississippi Relay Website

Mississippi Relay

Mississippi Relay provides a full telephone interpreting service between people who can hear and those who are deaf, hard-of-hearing, deaf-blind, or speech-disabled. Communications Assistants (CAs) have computers that enable them to hear the voice users as well as read the signals from the TTY users.

The service is available for Mississippians 24 hours a day, 365 days a year. There are no restrictions imposed on MS Relay calls. Confidentiality for relay users and CAs is assured by Federal Communications Commission (FCC) Ruling.

New Video Relay Service

This is a free relay service for those who feel most comfortable expressing themselves through American Sign Language (ASL). This innovative solution allows the consumer to communicate with a live video interpreter either via a computer with a video camera or via videophone. The video interpreter signs the telephone conversation with an ASL user and voices to a hearing person via standard telephone. This allows the participant see expressions and gestures during the call.

Try making a free (both local and long distance) video relay call today at www.msrvs.com or H.323 IP address - SPRINTVRS.TV

Mississippi Relay Numbers

111	TTY/ASL/Video/VOIP
1 800 362 2344	Support Helpline
1 800 362 2222	TTY/ASL/Video
1 800 362 2305	Support to Support (SMS)
1 877 362 8756	Voice Carry Over (VCO)
1 800 220 4901	300 Services
1 800 362 2222	Hourly/Late/Week/VOIP
1 800 816 3777	Customer Services

[Click Here to Download Relay Documents](#)

Mississippi Relay Customer Service: 1 800 676 3777 (TTY/VOICE)

- Website Administrative Access

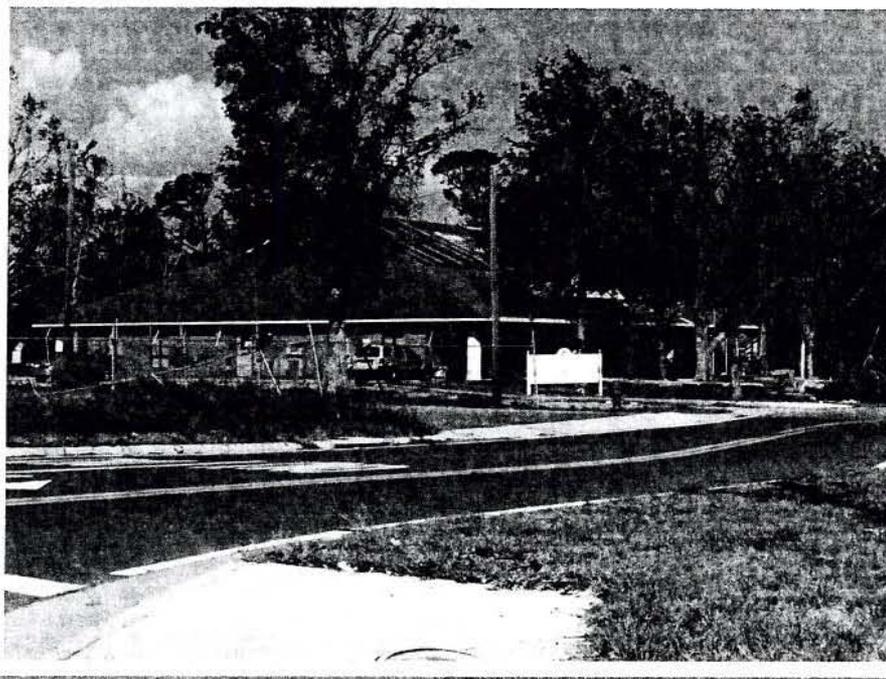
One available feature is an administrative panel that allows the Account Manager to access administrative information and make immediate changes without the assistance of a web designer, saving both time and money. Important updates can be added or changed on minutes. This site will host various on-line web tools, offer options to upload new brochures and documents directly from a personal computer and to disseminate direct mailings, etc.

- Emergency Outreach

Sprint will promote community education to reinforce TRS awareness by working in cooperation with Local Public Safety Answering Point (PSAP) personnel and state-wide Emergency Response Associations.

- Hurricane Efforts

- The Mississippi Relay Account Manager went to the Gulf Coast to distribute *CapTels*, TTYs, and D-Links to Katrina Victims, worked with Department of Rehabilitation and de l'Epee Deaf Center (below):



- ◆ Sprint worked with our partner, CSD to install videophones at the Houston Astrodome, as well as other shelters in Austin, Dallas and Houston. These have been configured to connect with the Federal Video Relay system.
- ◆ Sprint's Federal Relay team is working with FEMA and the Department of Homeland Security to determine and respond to the Relay communications needs at shelters across the Gulf coast.
- ◆ Sprint worked with our partner, Ultratec Inc., to donate 20 *CapTel* phones to shelters in Louisiana, Mississippi and Texas, which have been programmed to access the Federal *CapTel* system.

Sprint has included a letter of support regarding these efforts in Appendix B.

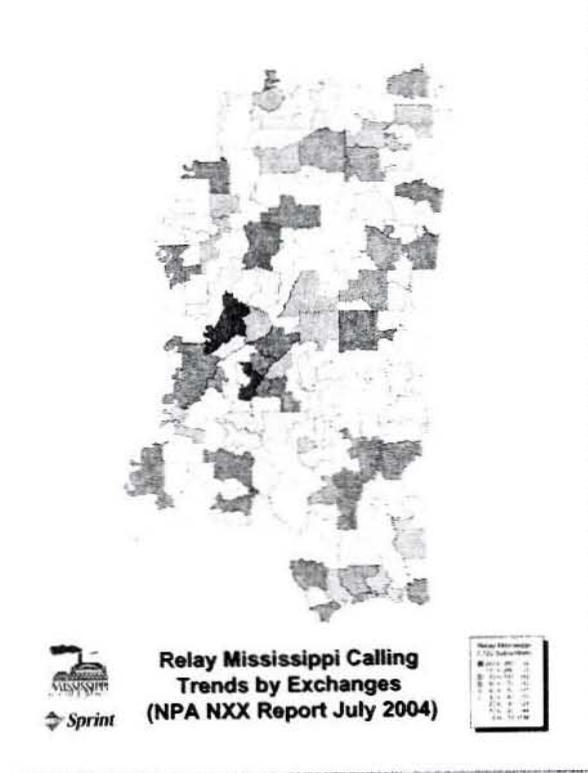
Consumer Input

Sprint values consumer input and believes in the importance of soliciting and utilizing feedback from the Relay service community to deliver quality Relay services. To this end, Sprint has successfully employed various methods to gather feedback for evaluating the quality of Sprint Relay services. Please see Appendix M for a copy of the informal survey distributed in the summer of 2005.

MapInfo

Sprint utilizes a powerful tool to identify areas where Outreach efforts are needed. MAPINFO (shown below) allows Sprint to monitor and measure call volumes and call patterns to customize Outreach efforts. The colors on the map indicate where call volumes are high or non-existent. The map serves to identify geographic regions to help Sprint determine where Outreach should be targeted to identify underserved populations. This analysis will be made available to the State annually.

Sample Mississippi MAPINFO Report



Mississippi Advisory Council

The Mississippi Relay Account Manager will continue to work with the Mississippi PSC and attend and represent Sprint at all Advisory Board meetings.

Sprint's Relay Life Cycle Team

Sprint's Relay Life-Cycle Team works closely with each Account Manager, offering support as necessary. The Team members listed below will continue to support the Mississippi Account Manager may attend meetings periodically. The following table depicts the Mississippi Relay Life-Cycle Team and their respective areas of responsibility.

Table 9 – Life-Cycle Team

Life-Cycle Team	Areas of Responsibility
Mitchell Rex Moers Primary POC Account Management	Ensures contract compliance. Works closely with the Public Service Commission. Communicates contract policies and procedures between Sprint and the Public Service Commission.
Paul R. Rutowski Customer Relations	Supervises Eastern Account Managers with regards to contract deliverables and Telecommunications Relay Service policies. Supports Outreach and 711 marketing plans for Mississippi Relay. Supports the Account Manager with service complaints and resolutions.
Angela Officer Program Management	Coordinates planning and implementation for new services and product enhancements. Conducts program reviews of contractual compliance and service quality. Provides direct support to Account Management and Sales for account issues, product/service presentations, and customer meetings.
Kenneth Goulston Sales	Sales representative for existing and new services and product enhancements. Supports customer contractual issues and ensures customer satisfaction. Provides direct support to Account Management on quality concerns.

Account Manager Responsibilities

Sprint proposes to continue offering in-state Account Manager as an integral component of Sprint's Outreach proposal. The primary responsibility of the Mississippi Account Manager is to ensure that all contractual requirements are fully satisfied. The Account Manager is the primary point of contact to the PCS and will work closely with the Commission, the Advisory Committee and consumers. A general overview of the Sprint Account Manager responsibilities are listed below:

- ◆ Ensure Contract Compliance
- ◆ Act as the liaison between Sprint and the PSC
- ◆ Maintain the Complaint Log
- ◆ Provide Complaint Reporting to the PSC
- ◆ Prepare Reports for the FCC
- ◆ Compilation of MapInfo Reports
- ◆ Serve as the Sprint representative on issues pertaining to Mississippi Relay Outreach and Education
- ◆ Include the Mississippi PSC in any evaluations of the Relay system
- ◆ Be available to receive input from Mississippi Relay users
- ◆ Development of methodology to solicit consumer input in a timely manner
- ◆ Be an active member of the Mississippi Relay user community; with high visibility and be readily available to respond to issues
- ◆ Conduct Outreach for specialized services by continuing to utilize the existing Sprint Marketing resources
- ◆ Continue to collaborate with organizations serving the Deaf, Hard-of-Hearing, and Speech-Disabled populations in Mississippi
- ◆ Continue to sponsor events supporting citizens served by Mississippi Relay

 **Account Manager Qualifications:**

- Strong customer relations skills
- Excellent presentation skills
- Computer literacy
- Excellent oral and written communication skills
- Strong knowledge of Sign Language
- Deaf Culture awareness/sensitivity
- Bachelor's degree or equivalent experience totaling 5 years post-high school
- 2 or more years experience in telecommunications

OUTREACH BUDGET

Sprint believes that the cornerstone of successful Outreach is how the service is marketed throughout the State. Sprint has dedicated \$125,000 annually for general Outreach and administration of the Mississippi Equipment Distribution Program. Sprint is offering the following as part of an all inclusive Outreach package.

- Mississippi Relay Logo
- Mississippi Relay Website
- Mississippi Relay Logo Branded Brochures, fliers, business cards
- Taste of Technology events
- 'Don't Hang Up' Campaign promotion
- Conference/Presentation Fees
- Booth Exhibits
- Promotional items
- Sponsorship
- Demographic Specific Outreach program (Speech-to-Speech, Deaf-Blind, Senior citizens, etc.)
- Relay Ambassador Program
- In-State Account Manager

PROPOSED OUTREACH ACTIVITIES IN THE NEXT CONTRACT PERIOD

Sprint's Outreach plan will continue to target the following Relay consumer populations:

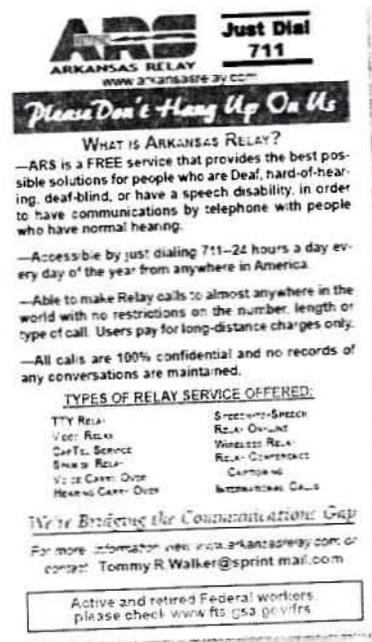
- Deaf individuals
- Hard-of-Hearing (*CapTel* and VCO) users
- Speech-Disabled (HCO and STS) users
- Late-Deafened Adults
- Parents of Deaf, Hard-of-Hearing, and Speech-Disabled Children

- Children of Deaf, Hard-of-Hearing and Speech-Disabled Parents
- Senior Citizens
- People without Hearing Loss
- Other potential users of Mississippi Relay with/without communication barriers

Billing Inserts

If the State wishes, Sprint will work with the LECs and other utility companies to disseminate information in periodic billing inserts. Below is a sample of a bill insert from another Sprint Arkansas.

Sample Arkansas Billing Insert



ARS Just Dial 711
 ARKANSAS RELAY
 www.arkansasrelay.com

Please Don't Hang Up On Us

WHAT IS ARKANSAS RELAY?
 —ARS is a FREE service that provides the best possible solutions for people who are Deaf, hard-of-hearing, deaf-blind, or have a speech disability, in order to have communications by telephone with people who have normal hearing.

- Accessible by just dialing 711—24 hours a day every day of the year from anywhere in America.
- Able to make Relay calls to almost anywhere in the world with no restrictions on the number, length or type of call. Users pay for long-distance charges only.
- All calls are 100% confidential and no records of any conversations are maintained.

TYPES OF RELAY SERVICE OFFERED:

TTY Relay	Speech-to-Speech
Voice Relay	Relay On-Line
Captioned Relay	Wireless Relay
Sign-to-Relay	Relay-Over-Satellite
Voice Carry-Over	Captioning
Hearing Carry-Over	International Calls

We're Bridging the Communications Gap
 For more information visit www.arkansasrelay.com or contact Tommy R. Walker at tommyr.walker@sprint.mail.com

Active and retired Federal workers please check www.fis.gsa.gov/firs

Taste of Technology – Hands-On Experience!

Another useful venue to reach out to the community is technology demonstrations to promote Relay Services. Sprint has had great success in other states by hosting ‘Taste of Technology’ Conferences to enable ‘hands-on’ opportunities of all Sprint Relay Products and services. These events demonstrate the following:

- ♦ Traditional Relay Service
- ♦ VCO
- ♦ Two-Line VCO
- ♦ HCO
- ♦ STS
- ♦ VRS

- Video Mail
- IP Relay
- *CapTel*
- RCC (Relay Conference Captioning)
- SRW (Sprint Relay Wireless)

Sprint Relay proposes to host Taste of Technology events in the State of Mississippi. This activity will be supported by Sprint Relay employees, subcontractors, Interpreters and Captioners. The Account Manager will work closely with the PSC to gather suggestions on appropriate locations to host these events.

 **Telephone Directories**

Sprint will work with the Commission to ensure that Mississippi Relay telephone numbers are consistently and accurately included in all telephone directories and in the directory table of contents and information pages published by the LECs serving Mississippi.

 **Town Hall Meetings**

The Account Manager will conduct forums or “town hall” meetings across the State to introduce Mississippi Relay, provide information on products and services, as well as to afford users with an opportunity to provide feedback pertaining to Mississippi Relay. These forums or “town hall” meetings will be a vehicle for Sprint and the Account Manager to check the pulse of the community to ensure our services are appropriate for Mississippi Relay users. Sprint Relay feels this is a vital component of successful Outreach and works to bridge the community with our Outreach efforts.

 **Presentations**

Sprint will continue to conduct workshops, attend meetings and facilitate presentations to local Mississippi businesses to increase awareness of Mississippi Relay. Such activities will target local businesses, religious organizations, disability agencies, and social organizations to inform the community about the unique communication needs of Mississippi Relay users.

RELAY AMBASSADOR PROGRAM (RAP)

The Office of the Deaf and Hard of Hearing and de l'Epee Deaf Center are Relay Ambassadors who are currently disseminating information to the Hard-of-Hearing population, as well as assisting in set-up and directions on available communications equipment. This effort assists Hard-of-Hearing individuals in becoming productive citizens, gain meaningful employment, to become independent, and relieve the burden on family members. Relay Ambassadors target organizations and agencies that work with citizens of the State who are identified as Hard-of-Hearing. Relay Ambassadors make presentations and demonstrate Relay equipment available through the Equipment Distribution Program (EDP) in Mississippi. Relay Ambassadors are available for presentations, to conduct workshops, and one-on-one instruction up to 10 times per month annually. Relay Ambassadors target the following service agencies and organizations:

- ♦ Service Organizations (i.e. Rotarians, Sertoma Clubs, Lion's Clubs)
- ♦ Senior Citizens (groups and individuals)
- ♦ Church Groups
- ♦ Assistive Living Centers
- ♦ County Councils on Aging Facilities
- ♦ Nursing Homes and Assistive Living Centers
- ♦ Mental Health Centers
- ♦ Community Programs

Relay Ambassadors will also provide follow-up via the telephone, mail, e-mail, in-person and follow-up workshops.

"Do Not Hang Up on Relay" Campaign

An extremely successful program to promote awareness about Mississippi Relay is the "Do Not Hang Up on Relay" campaign. Sprint will expand the "Do Not Hang Up on Relay" Campaign in Mississippi. This program is designed to improve awareness within the business community and the general public about Relay, explaining what to expect when receiving a Relay call, and to reduce the number of 'hang-ups' on Relay.

"Do Not Hang Up on Relay" direct mail information will be distributed to the following:

- ♦ State Agencies
- ♦ Business Associations
- ♦ Chamber of Commerce
- ♦ Medical Associations
- ♦ Restaurant Associations

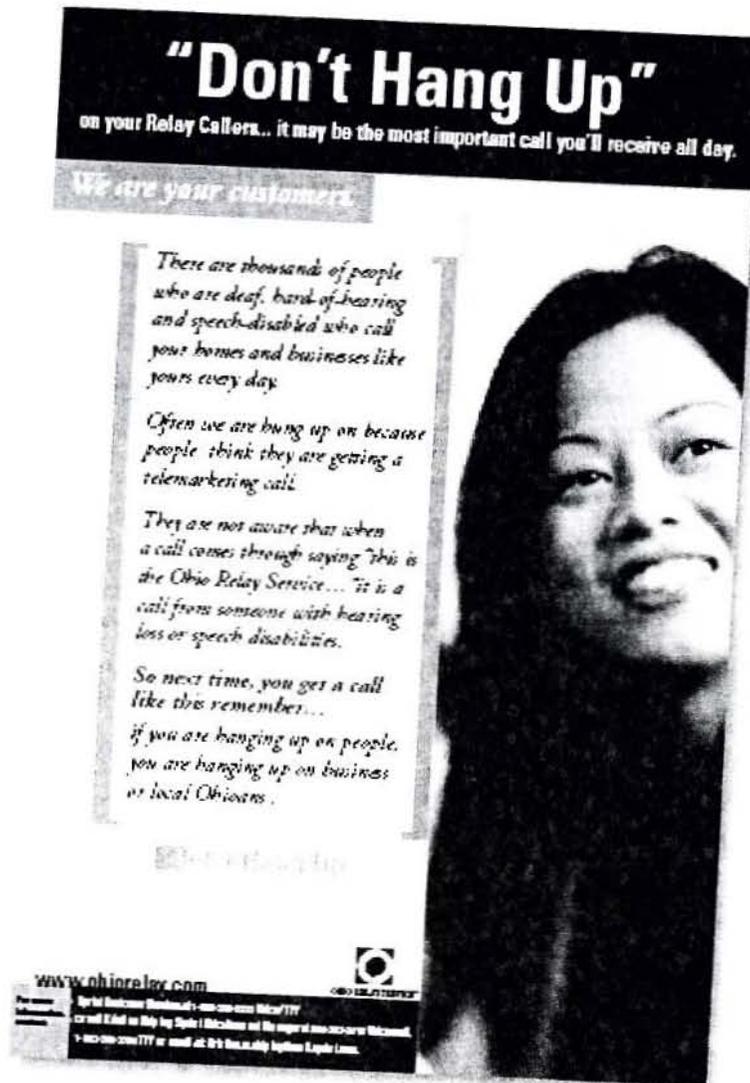
The image below is a copy of the postcard distributed to businesses as part of the “Do Not Hang-Up On Relay” campaign.



Businesses are provided with the following:

- ♦ “Do Not Hang Up on Relay” postcards and/or folders with additional information on the Mississippi Relay Web site
- ♦ Letter to Businesses
- ♦ DVD – “Are you listening?”
- ♦ Explanation of the Americans with Disabilities Act (ADA)
- ♦ Don’t Hang up Folders
- ♦ Don’t Hang Up Posters
- ♦ Flier on Deafness and Hearing Loss

Sample of Ohio Relay "Don't Hang Up" Poster



Relay users who get disconnected by businesses will have the option of sending in an "I have been hung up on" Postcard to the Mississippi Account Manager. The Account Manager will follow up with each submission and educate the necessary individual or business. Mississippi Relay consumers may also submit a complaint online.

Sample Vermont Relay "They Hung Up on Me Form" Online

Vermont Relay
Make your Connection

Don't Hang Up

The Vermont Telecommunications Relay Service is designed to connect hearing disabled people with people and businesses that use regular voice telephones. Although the relay service has been in existence for more than 20 years, many people don't understand how it works. As a result, people who receive relay calls often hang up, believing the caller is a telemarketer. Thus the Don't Hang Up campaign was developed.

The goal of the Don't Hang Up campaign is to decrease the frequency of hang-ups by people who are unfamiliar with relay. The campaign includes a public service announcement, as well as a letter to business publications.

But the best way to reduce hang-ups, especially by businesses, is to identify them and educate the party that hung up about relay. You can help in two ways:

When you experience a hang-up on a relay call, fill out the on-line form below and VTBS outreach will contact the business to educate them about relay.

Consider changing the way you have your toll calls answered, instead of saying "This is the Vermont Relay Service." Ask the CA to say "This is a customer of your business calling through the Vermont Relay." or "This is [your name] calling through Vermont Relay." Some people have found that this kind of greeting reduces hang-ups.

Let us know when this happens to you.

To file a complaint by email:

Please fill out the form below with accurate information and click on Submit. All information is confidential.

Personal Contact Information:

Name _____
Phone _____
Address _____
Email _____

"Hang Up" Business/Resident Information:

Business/Resident Name _____
Business/Resident Phone _____
Business/Resident Address _____
Comments _____

Yes! Add me to your Vermont Relay newsletter making Email US Mail
 No! I can subscribe myself at www.vermontrelay.com/subscribe

Submit

PUBLICATIONS

Sprint will utilize all publication media such as:

- ♦ Organizational newspapers
- ♦ Local newspapers
- ♦ Town newspapers
- ♦ State newspapers
- ♦ Newspaper advertisements
- ♦ Organizational newsletters
- ♦ Program booklets
- ♦ Print media
- ♦ Press Releases



PROMOTIONAL ITEMS AND ACTIVITIES

Sprint will provide a variety of promotional giveaways to promote Mississippi Relay, advertising toll-free Relay numbers and website URL addresses. Promotional giveaways will include, but are not limited to imprinted pens/pencils, note pads, magnets, key chains and balloons. The chart below covers some of the more popular activities, marketing materials and outreach methods that Sprint has found to be successful in several states. Sprint will incorporate the PSC's promotional preferences.

Identity Giveaways (Magnets, Pens, etc.)	Instructional flyers	Trade Shows and Display Booths
Brochures with State Logo including: Standard Print Braille Large Print, Spanish, Instructional flyers	News Releases (Public Service Announcements)	Annual Consumer Events
Consumer Councils	TRS Instructional Video	VCO Marketing
Targeted marketing	Focus groups	Logos
Strategic Planning	Town Hall Meetings	Slide presentations
Articles and Advertisements with Mississippi Newspapers	Business Cards	Web Page
Slide Presentations	STS Marketing	Internet and Video Relay Marketing

Appendix S: Copy of State Legislation establishing TRS

Document 1 of 7**Source:**

Mississippi Code/TITLE 77 PUBLIC UTILITIES AND CARRIERS/CHAPTER 3 REGULATION OF PUBLIC UTILITIES/ARTICLE 11. DUAL PARTY RELAY SYSTEM TO PROVIDE TELECOMMUNICATIONS DEVICES FOR THE DEAF AND HEARING OR SPEECH IMPAIRED

**ARTICLE 11.
DUAL PARTY RELAY SYSTEM TO PROVIDE TELECOMMUNICATIONS DEVICES FOR
THE DEAF AND HEARING OR SPEECH IMPAIRED**

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Document 2 of 7**Source:**

Mississippi Code/TITLE 77 PUBLIC UTILITIES AND CARRIERS/CHAPTER 3 REGULATION OF PUBLIC UTILITIES/ARTICLE 11. DUAL PARTY RELAY SYSTEM TO PROVIDE TELECOMMUNICATIONS DEVICES FOR THE DEAF AND HEARING OR SPEECH IMPAIRED/§ 77-3-501. Legislative findings.

§ 77-3-501. Legislative findings.

The Legislature of the State of Mississippi finds:

- (a) That telephone service provides a rapid and essential communications link among the general public and with essential offices and organizations such as police, fire and medical facilities;
- (b) That all persons should have basic telephone service available to them at a fair and equitable
- (c) That a significant portion of Mississippi's hearing and speech impaired population have profound disabilities which render normal telephone equipment useless without additional specialized devices; and
- (d) That there exists a need for a program whereby access to basic telephone service for hearing and speech impaired persons is equal in cost to the amount paid by other telephone customers.

Sources: Laws, 1990, ch. 321, § 1, eff from and after passage (approved March 12, 1990).

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FOR THE DEAF AND HEARING OR SPEECH IMPAIRED/§ 77-3-503. Definitions.

§ 77-3-503. Definitions.

The following terms and phrases when used in this article shall have the following meaning ascribed to them, except where the context clearly indicates a different meaning:

- (a) "Deaf person" means an individual who is unable to hear and understand oral communication, with or without the assistance of amplification devices.
- (b) "Dual party relay system" means a procedure whereby a deaf, hearing or speech impaired TDD user can communicate with an intermediary party, who then orally relays the first party's message or request to a third party, or vice versa.
- (c) "Exchange access facility" means the access from a particular telephone subscriber's premise to the telephone system of a local exchange telephone company. Exchange access facilities include local exchange company provided access lines, private branch exchange trunks and centrex network access registers, all as defined by tariffs of telephone companies as approved by the commission.
- (d) "Hard of hearing person" means an individual who has suffered a permanent hearing loss which is severe enough to necessitate the use of amplification devices to hear oral communication.
- (e) "Hearing impaired person" means a person who is deaf or hard of hearing.
- (f) "Ring signaling device" means a mechanism such as a flashing light which visually indicates that a communication is being received through a telephone line. This phrase also means a mechanism such as adjustable volume ringers and buzzers which audibly and loudly indicate an incoming telephone communication.
- (g) "Speech impaired person" means an individual who has suffered a loss of oral communication ability which prohibits normal usage of a standard telephone handset.
- (h) "Telecommunications device" or "telecommunications device for the deaf, hearing or speech impaired" or "TDD" means a keyboard mechanism attached to or in place of a standard telephone by some coupling device used to transmit or receive signals through telephone lines.
- (i) "Telephone company" means every corporation, company, association, joint stock association, partnership, and person and their lessees, trustees or receivers appointed by any court whatsoever, and every city or town owning, operating or managing any telephone line or part of a telephone line used in the conduct of the business of affording telephonic communication service for hire within this state.
- (j) "Telephone line" includes conduits, ducts, poles, wires, cables, crossarms, receivers, transmitters, instruments, machines, appliances, instrumentalities and all devices, including radio and other advancements of the art of telephony, real estate, easements, apparatus, property and routes used and operated to facilitate the business of affording telephonic communication services to the public for hire within this state.
- (k) "Trust fund" means the Dual Party Relay Service Trust Fund which is a specific trust to be created by the Public Service Commission and to be established, invested, managed and maintained for the exclusive purpose of fulfilling the provisions of this article according to Public Service Commission rules and regulations.

Sources: Laws, 1990, ch. 321, § 2, eff from and after passage (approved March 12, 1990).

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§ 77-3-505. Statewide program to provide telephone access to speech or hearing impaired persons; commission not liable for claims, actions, etc. arising out of program.

- (1) The Mississippi Public Service Commission shall establish, implement, administer, regulate and promote a statewide program to provide telephone access to persons who are speech or hearing impaired.
- (2) The program shall include but not be limited to:
 - (a) A statewide dual party relay service;
 - (b) The establishment of characteristics and performance standards for TDD ring signaling devices and volume control handsets;
 - (c) A single supplier statewide relay system to handle all intrastate TDD calls; and
 - (d) The promulgation of procedures, regulations, rules, guidelines and criteria to establish, implement, administer, regulate and promote all aspects of the dual party relay service and this article where not prohibited by law.
- (3) The commission may use assistance from public agencies of the state and federal government or from private organizations and industry to accomplish the purposes of this article.
- (4) The commission shall not be liable for any claims, actions, damages or causes of action, civil or criminal, arising out of or resulting from the establishment, participation in or operation of the Dual Party Relay System Service.
- (5) The provider of the Dual Party Relay System Service, and the employees of the provider, shall not be liable for any claims, actions, damages or causes of action, civil or criminal, for:
 - (a) Maintaining the confidentiality of each relayed conversation;
 - (b) Relaying any message from one party to another in a relayed conversation; or
 - (c) Any error made in the transcription, transmission or transliteration of any message from one party to

another in a relayed conversation, except for errors resulting from gross negligence, intentional acts or willful misconduct.

Sources: Laws, 1990, ch. 321, § 3; Laws, 1991, ch. 485, § 1, eff from and after July 1,

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§ 77-3-507. Maintenance surcharge on local exchange access facilities; Dual Party Relay Service Trust Fund; source of funds; use of funds; charges for use of relay service.

(1) The Public Service Commission may impose upon all local exchange telephone companies operating in the State of Mississippi a monthly relay service fee in an amount to be determined by the commission based upon the amount of funding necessary to accomplish the purposes of this article and to provide dual party telephone relay services on a continuous basis. Such fees shall be paid by the local exchange companies to the credit of the Dual Party Relay Service Trust Fund. The commission may authorize local exchange companies to recover relay service fees through a surcharge on their customers in the manner prescribed by the commission. The relay service fees remitted by the local exchange companies shall not be subject to any tax, fee or assessment, nor shall it be considered revenue of the local exchange companies. The Dual Party Relay Service Trust Fund shall be credited with all interest income and earnings of the fund. The fund shall be established, invested and managed for the exclusive purpose of fulfilling the provisions of this article according to rules and regulations established by the Public Service Commission.

(2) Monies in the fund shall also include any appropriations authorized by the Legislature, any available funds authorized by the Public Service Commission, grants from other governmental or private entities, and any contributions or donations received by the Public Service Commission for the dual party relay service. All monies in the Dual Party Relay Service Trust Fund shall be used solely for the administration and operation of a statewide program to provide telecommunications access to persons who are speech and hearing impaired or similarly impaired.

(3) The users of the relay service shall be charged for telephone services, without additional charges for the use of the relay service other than any surcharge which may be imposed upon them under this section. The calling or called party shall bear an expense for making intrastate nonlocal calls considered and approved by the Public Service Commission as being equitable in comparison with non-TDD or DPR service customers.

Sources: Laws, 1990, ch. 321, § 4; Laws, 1991, ch. 386, § 1; Laws, 1992, ch. 331, § 1, eff from and after passage (approved April 20, 1992).

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Mississippi Code/TITLE 77 PUBLIC UTILITIES AND CARRIERS/CHAPTER 3 REGULATION OF PUBLIC UTILITIES/ARTICLE 11. DUAL PARTY RELAY SYSTEM TO PROVIDE TELECOMMUNICATIONS DEVICES FOR THE DEAF AND HEARING OR SPEECH IMPAIRED/§ 77-3-509. Advisory committee on telecommunications services for hearing or speech impaired persons; members; terms; compensation.

§ 77-3-509. Advisory committee on telecommunications services for hearing or speech impaired persons; members; terms; compensation.

(1) On or before August 1, 1990, the Public Service Commission shall appoint an advisory committee to monitor the statewide telecommunications relay access service and advise and make recommendations to the Public Service Commission in pursuing services which meet the needs of the hearing or speech impaired and others similarly impaired in communicating with other users of telecommunications services.

(2) The advisory committee shall be composed of:

(a) One (1) deaf person recommended by the Mississippi Association of the Deaf;

(b) One (1) speech or hearing impaired person recommended by the Mississippi Association for Retired Persons;

(c) One (1) person recommended by the Coalition of Citizens with Disabilities;

(d) One (1) representative of telecommunications utilities chosen from a list of candidates provided by the Mississippi/Alabama Telephone Association;

(e) One (1) representative of the Mississippi Speech and Hearing Association;

(f) One (1) representative of the Veterans Administration;

(g) One (1) representative from Vocational Rehabilitation Deaf Services;

(h) One (1) hearing impaired representative of the Mississippi School for the Deaf;

(i) Two (2) representatives chosen from the Public Service Commission's staff and employees;

(j) One (1) person appointed by the Speaker of the House of Representatives;

(k) One (1) person appointed by the Lieutenant Governor of the Senate;

(l) One (1) representative from the provider of the DPR service; and

(m) Three (3) "at large" individuals who have particular skills, knowledge, experience or ability but who are not necessarily speech or hearing impaired or otherwise affiliated with an organization serving the speech or hearing impaired.

The commission, in its discretion, may name a successor or similar organization to be represented on the committee if an organization or agency named in this subsection ceases to exist.

(3) The committee shall be appointed based on candidate names submitted by the recommending agency or organization. Each member of the advisory committee shall serve for a term of two (2) years. A member whose term has expired shall continue to serve until a qualified replacement is appointed. The members of the advisory committee shall serve without compensation but shall be entitled to reimbursement for travel and expenses incurred in the performance of their official duties and per diem, which shall be paid out of the trust fund on the same basis established for state employees.

Sources: Laws, 1990, ch. 321, § 5; Laws, 2000, ch. 520, § 1, eff from and after passage (approved Apr. 30, 2000.)

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§ 77-3-511. Commission to implement relay service within one year; report to Legislature.

(1) The Public Service Commission shall commit all acts necessary to implement a dual party relay service in as expeditious a manner as possible not exceeding one (1) year from the date of passage of this article.

(2) The Public Service Commission shall report to the Legislature on or before January 1, 1991, the status and conditions of the dual party relay service and other aspects of the programs specified in this article.

Sources: Laws, 1990, ch. 321, § 6, eff from and after passage (approved March 12, 1990).

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Appendix T: Copy of TRS Request for Proposal

Mississippi Public Service Commission



BO ROBINSON, CHAIRMAN
HAMILTON-THIRD DISTRICT

NIELSEN COCHRAN, VICE CHAIRMAN
JACKSON-FIRST DISTRICT

MICHAEL CALLAHAN, COMMISSIONER
HATTIESBURG-SECOND DISTRICT

BRIAN U. RAY
EXECUTIVE SECRETARY
(601) 961-5400

October 17, 2005

LYNN CARLISLE
SENIOR ATTORNEY

JOEL BENNETT, DIR
FINANCE & PERSONNEL

MARK McCARVER, DIR
GAS PIPELINE SAFETY

TO: All Telecommunications Companies in Mississippi

RE: Telecommunications Relay Service (TRS)

The Public Service Commission is currently taking proposals from interested companies for the provision of Telecommunications Relay Service in Mississippi. The contract period will be 3 years beginning July 1, 2006. Proposals are due December 1, 2005 and must be in accordance with federal minimum standards for relay service.

If you have any questions, please call Brian U. Ray, Executive Secretary at 601-961-5434, or Randy Tew at 601-961-5489.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read "Brian U. Ray".

Brian U. Ray
Executive Secretary
Mississippi Public Service Commission

Cc: Bo Robinson, Chairman
Nielsen Cochran, V-Chairman
Michael Callahan, Commissioner
Lynn Carlisle
Randy Tew