

Statistics

Traffic Patterns:

	Number of Calls	% of Calls
Calls to Switch	_____	_____
Calls Completed	_____	_____
Interstate Calls	_____	_____
Intrastate Calls	_____	_____
Local Calls	_____	_____
General Assistance Calls	_____	_____
TOTAL CALLS	_____	_____

Call/Cost Volumes for Intrastate Calls:

	Attempted	Answered	In Queue	Abandoned in Queue
Number of Calls to Relay North Carolina	_____	_____	_____	_____
Average Length of Calls to Relay North Carolina		_____		
Number Calls from Call Records (Volumes to determine payment per Contract)		_____		
Average Length of Calls from Call Records		_____		
		Weekday	Weekend	
Average Number of Call Records Per Day		_____	_____	

(Note: Number of Calls to Relay North Carolina reflects calls recorded at the switch. Call Records reflects the actual number of calls placed by users once they reach Relay North Carolina. For example, a user might place 10 different calls once they reach Relay North Carolina).

Cost Per Minute of Use:  
(Amount Due/Minutes of Use)

\_\_\_\_\_

Cost Per Call:  
(Amount Due/Number of Calls from Call Records)

\_\_\_\_\_

Average Speed of Answer:

Calls initiated 1-800-RELAYNC	_____
Calls initiated 1-800 NXXXXXX	_____
TDD calls	_____
ASCII calls	_____
Voice Calls	_____

Peak Hours of Operation \_\_\_\_\_

Peak Day of Operation \_\_\_\_\_

(Note: Sprint Services will attach printouts of other applicable statistics)

Customer Service Inquiries:

Rate Complaint	_____
Improper Agent Protocol Complaint	_____
Typing Speed Complaint	_____
Answer Wait Time Complaint	_____
Other Complaint	_____
Instructions	_____
Other	_____



LOCAL EXCHANGE TELEPHONE COMPANIES OPERATING  
UNDER THE JURISDICTION OF THE  
NORTH CAROLINA UTILITIES COMMISSION

ALLTEL-Carolina, Inc.  
P.O. Box 1209  
106 Gordon St.  
Sanford, N.C. 27330  
MR. STEPHEN K. MAGINNIS, PRESIDENT

Barnardsville Telephone Company  
P.O. Box 158  
Leesburg, Alabama 35983-0158  
MR. JOSEPH E. HICKS, PRESIDENT

Carolina Telephone & Telegraph Company  
720 Western Blvd.  
Tarboro, N.C. 27886  
MR. WILLIAM F. WARDWELL, V.P.- ADMINISTRATION

Central Telephone Company  
P.O. Box 2308  
Hickory, N.C. 28601  
MR. LARRY B. HOUCK, VICE PRESIDENT

Citizens Telephone Company  
P.O. Box 1137  
Brevard, N.C. 28712  
MR. C.W. PICKELSIMER, JR., VICE PRESIDENT AND GENERAL MANAGER

Concord Telephone Company  
P.O. Box 227  
Concord, N.C. 28025  
MR. PHIL WIDENHOUSE, EXECUTIVE VICE PRESIDENT

Contel of North Carolina, Inc.  
P.O. Box 655  
Weaverville, N.C. 28787  
MR. JIM THOMAS, ADMINISTRATOR-PUBLIC AFFAIRS

Contel of Virginia, Inc.  
1108 East Main Street, Suite 1108  
Richmond, Virginia 23219  
MR. DALLAS H. REID, DIRECTOR

Ellerbe Telephone Company  
Drawer 220  
Ellerbe, N.C. 28338  
MR. J.M. BENNETT, PRESIDENT

GTE South, Inc.  
P.O. Box 1412  
Durham, N.C. 27702  
MR. TERRY M. DESMOND, GOVERNMENT RELATIONS MANAGER

Heins Telephone Company  
P. O. Box 1209  
109 Gordon St.  
Sanford, N.C. 27330  
MR. STEPHEN K. MAGINNIS, PRESIDENT

Lexington Telephone Company  
P.O. Box 808  
Lexington, N.C. 27292  
MR. RICHARD G. REESE, PRESIDENT

Mebane Home Telephone Company  
P.O. Box 9  
Mebane, N.C. 27302  
MR. W.R. HUPMAN, JR., PRESIDENT

North State Telephone Company  
P.O. Box 2326  
High Point, N.C. 27261  
MR. ROYSTER M. TUCKER, JR., PRESIDENT

Pineville Telephone Company  
200-208 Dover St.  
Pineville, N.C. 28134  
MR. JOSEPH BAKER, MANAGER

Randolph Telephone Company  
Drawer A  
Liberty, N.C. 27298  
MR. W.M. FITZGERALD, PRESIDENT

Saluda Mountain Telephone Company  
P.O. Box 158  
Leesburg, Alabama 35983-0158  
MR. JOSEPH E. HICKS, PRESIDENT

Sandhill Telephone Company  
P.O. 1209  
109 Gordon St.  
Sanford, N. C. 27330  
MR. STEPHEN K. MAGINNIS, PRESIDENT

Service Telephone Company  
P.O. Box 158  
Leesburg, Alabama 35983-0158  
MR. JOSEPH E. HICKS, PRESIDENT

Southern Bell Telephone & Telegraph Co.  
P.O. Box 30188  
10th Floor Southern National Center  
Charlotte, N.C. 28230  
MR. ROGER BURGE, ASSISTANT VICE PRESIDENT

## TELEPHONE MEMBERSHIP CORPORATIONS

Atlantic Telephone Membership Corp. P. O. Box 3198 Shallotte, North Carolina 28459 Russell D. Price, General Manager	Telephone: (919)754-4311
Piedmont Telephone Membership Corp. Box 2066 Lexington, North Carolina 27293 Elbert R. Perrell, Manager	Telephone: (704)787-5433
Randolph Telephone Membership Corp. Route 4, Box 102 Asheboro, North Carolina 27204-0040 Robert G. Holden, Manager	Telephone: (919)879-5684
Skyline Telephone Membership Corp. P. O. Box 759 West Jefferson, North Carolina 28694 H. G. Davis, Manager	Telephone: (919)877-3111
Star Telephone Membership Corp. P. O. Box 348 Clinton, North Carolina 28328 Milton R. Tew, General Manager	Telephone: (919)564-4194
Surry Telephone Membership Corp. Box 385 Dobson, North Carolina 27017 Michael W. Stanley, Manager	Telephone: (919)374-5021
Tri-County Telephone Membership Corp. Route 2 Belhaven, North Carolina 27810-9505 Cecil O. Smith, Sr., Manager	Telephone: (919)964-4211
Wilkes Telephone Membership Corp. P. O. Box 740 Millers Creek, North Carolina 28651-0740 Clifton H. Guffey, General Manager	Telephone: (919)973-3103
Yadkin Valley Telephone Membership Corp. P. O. Box 368 Yadkinville, North Carolina 27055 William R. Crownfield, General Manager	Telephone: (919)463-5022

IXC

LONG DISTANCE CARRIERS REGULATED BY  
THE NORTH CAROLINA UTILITIES COMMISSION  
(AS OF DECEMBER 31, 1990)

AT&T Communications of the Southern States, Inc.  
P. O. Box 2148  
Charlotte, North Carolina 28211

Business Telecom, Inc  
120-1/2 West Hargett St  
Raleigh, North Carolina 27602

Cable & Wireless Communications, Inc.  
1919 Gallows Road  
Vienna, Virginia 22180

Carolina Network Corporation  
316 East Morehead Street  
Charlotte, North Carolina 28234

Carolina Telephone Long Distance, Inc.  
P.O. Box 1195  
Tarboro, North Carolina 27886

Communications Services, Inc.  
d/b/a Metromedia§ITT Long Distance  
One Harmon Plaza  
Secaucus, New Jersey 07096

MCI Telecommunications Corp.  
400 Perimeter Center Terrace, N.E.  
Suite 400  
Atlanta, Georgia 30346

Mid Atlantic Telephone Company  
1106 East Market Street  
Greensboro, North Carolina 27401

Phone America of Carolina, Inc.  
P. O. Box 241346  
Charlotte, North Carolina 28224

LONG DISTANCE CARRIERS REGULATED BY  
THE NORTH CAROLINA UTILITIES COMMISSION  
(AS OF DECEMBER 31, 1990)

Precision Data International, Inc.  
d/b/a PACECOM  
4100 MacArthur Boulevard, Suite 300  
Newport Beach, California 92660

SouthernNet Systems, Inc.  
780 Douglas Road, Suite 800  
Atlanta, Georgia 30342

SouthernNet, Inc.  
d/b/a Telecom\*USA  
780 Douglas Road, Suite 800  
Atlanta, Georgia 30342

Tri-Tel Communications  
16-D Oak Branch Drive  
Greensboro, North Carolina 27407

US Sprint Communications Company  
3065 Cumberland Circle  
Atlanta, Ga 30339

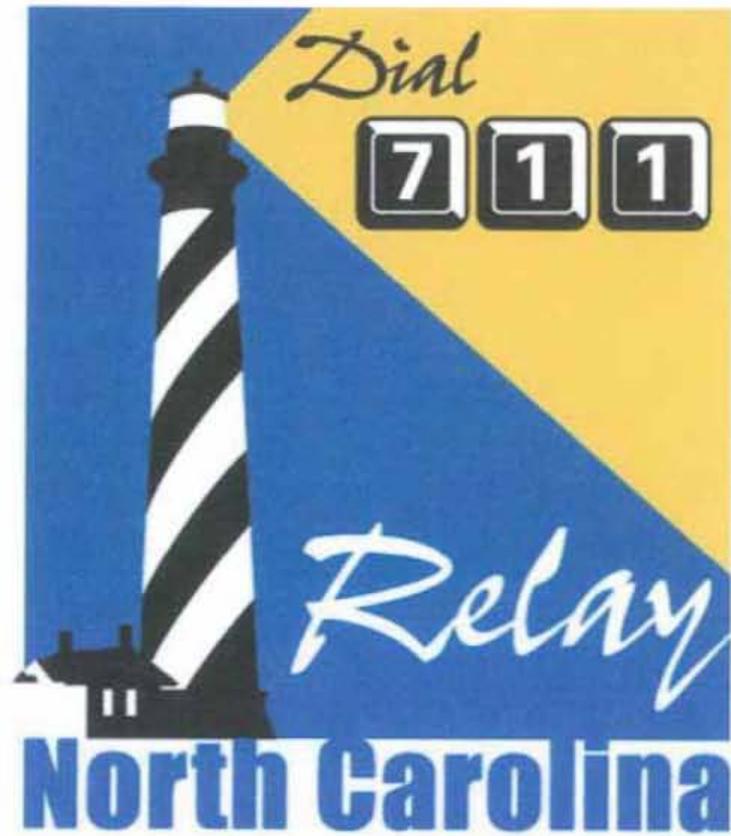
Wynn Hill  
206 East Center Street  
P.O. Box 1631  
Lexington, North Carolina 27292

Department of Human Resources

Bonnie Allred  
Assistant Director, Division of Budget and Analysis  
N.C. Department of Human Resources  
101 Blair Drive  
Raleigh, North Carolina 27603

State Treasurer

C. Douglas Chappell  
Deputy Treasurer, State of North Carolina  
Albemarle Building  
325 North Salisbury St.  
Raleigh, North Carolina 27603-1388



## APPENDIX X

COPY OF NOTIFICATION TO FCC  
OF SUBSTANTIVE CHANGES



North Carolina  
Department of Health and Human Services  
**Division of Services for the Deaf and the Hard of Hearing**  
1100 Navaho Drive • 2301 Mail Service Center, Raleigh, NC 27699-2301  
Tel: 919-874-2212 (Voice/TTY)  
Michael F. Easley, Governor • Dempsey Benton, Secretary • Jan Withers, Director

September 20, 2007

Thomas Chandler, Chief  
Disability Rights Office  
Consumer and Governmental Affairs Bureau  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington, D.C. 20554

RE: Changes to the North Carolina Telecommunications Relay Services

Dear Mr. Chandler,

During 2004, North Carolina experienced staff changes with the administration of the Telecommunications Relay Services. In June of 2004, former TRS Administrator Linda Nelson stepped down from her position and I was hired in November. In March of 2004, the TRS contract was amended with Sprint Relay to include the provision of CapTel after a successful trial period. I want to ensure that North Carolina is in compliance with FCC rule 47 C.F.R. §64.605 (f)(1) by notifying the Commission of this substantive change to the state's TRS program. The state recognizes the rule that substantive changes are to be reported within sixty (60) days and apologizes for the delay.

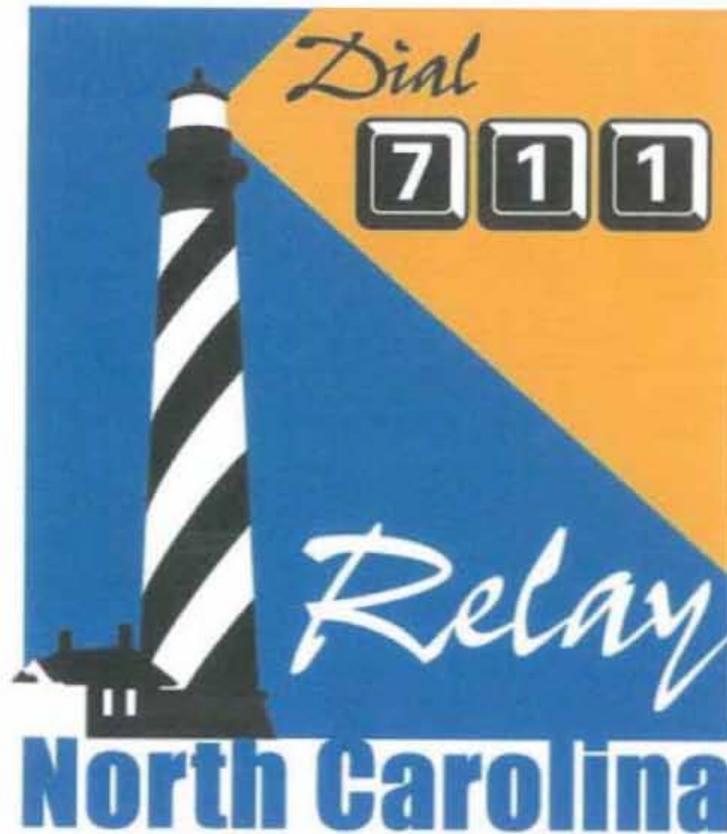
If you have questions, please do not hesitate to contact me at (919) 874-2249 or via email at [Pamela.Lloyd@ncmail.net](mailto:Pamela.Lloyd@ncmail.net)

Respectfully,

A handwritten signature in black ink, appearing to read "Pamela Lloyd", written over a horizontal line.

Pamela Lloyd, TRS Administrator

CC: Marlene Dortsch, Commission Secretary  
Kendrick Fentress, NC Utilities Commission – Public Staff Attorney  
Jan Withers, DSDHH Director



**APPENDIX Y**

**MEDIA CAMPAIGN PLANS  
2005 - 2007**



# DIVISION OF SERVICES FOR THE DEAF AND THE HARD OF HEARING

Agency for Public Telecommunications  
Media Plan: October 2007 through March 2009

September 17, 2007



## Media Action Plan from September 12, 2007

- **Revise Media Plan**
  - 25% TV reach only for First Quarter 2008
  - 25% TV reach only for First Quarter 2008
- **Road Trip Newspaper for January and February**
  - Include only newspapers in counties where there is a Road Trip planned
    - Counties: Alamance, Buncombe, Burke, Catawba, Craven, Cumberland, Davidson, Franklin, Gaston, Guilford and New Hanover
    - Towns: Fayetteville, Louisburg, Morganton, Hickory, Wilmington, New Bern, Greensboro, Burlington, Lexington, Gaston, Asheville
- **Add Primetime spots to all TV weeks**
- **Revise PSA rotation**
  - December '07: Replace TEDP & DB TEDP with CapTel
  - January '08: Replace CapTel with TEDP & DB TEDP



## Other Action Plan from September 12, 2007

- APT to provide production to the existing DSDHH spots, including the change in the phone number used previously to the DHHS Care Line number.  
**(Pam Lloyd-Ogoke to provide Jill with that number. Since DSDHH is handling the calls until January, 2008 when the Care Line folks take over, we will run existing Emergency, Deaf-Blind Emergency and Relay spots– with no changes. APT will make changes to those spots to reflect the Care Line# beginning in November/December prior to the start of 1<sup>st</sup> Quarter, 2008. )**
- DSDHH to supply APT with a new CapTel spot and the Don't Hang Up Spot. (APT may have to include new Care Line Number to these spots. **MUST HAVE CAPTEL BY 9/26/07; MUST HAVE DO NOT HANG UP SPOT BY 11/01/07** )
- DSDHH to supply APT with the English and Spanish artwork for a printed newspaper ad for the Road Tour Locations and for the Relay Newspaper Ads **APT will provide deadlines for artwork for newspapers once media is placed.**
- OPENnet programs: Fran Wescott of APT will schedule four OPENnet programs in December '07, March '08, September '08, and a date TBD after that prior to the end of March '09. (These programs will be drawn up in a separate agreement between APT and DSDHH.)



# Media Plan Rationale

**Target Audience: NC Adults 25-64(TV) and A18-64 (RADIO)**  
**Target Audience for CapTel: NC Adults 65+**

- **Television will remain the primary medium to deliver the DSDHH message to the target audience.**
  - Each campaign will deliver 50% or 25% of all adults 25-64 a minimum of three times. (A65+ for CapTel)
  - Programs will include morning news, early news and primetime
  - Other programs may also be evaluated and used to increase the reach and frequency of the message.
  - Buy will include Spanish for Raleigh/Durham Univision local station WUVC where PSA is available
- **Radio will be used to increase the reach and frequency of the message to the target audience.**
  - Each campaign will deliver 25% of all adults 18-64 a minimum of three times.
  - The N.C. News Network will be utilized to maximize the statewide reach and frequency of the radio campaign
  - Other stations in each market will be selected based on their A18-64 delivery not only in the individual metro markets but also their regional reach as it impacts our statewide delivery of the message
  - Buy will include Spanish Radio statewide where PSA is available
  - Extra radio will be purchased to increase the reach and frequency of the message to the target audience in the Asheville and Outer Banks Area.
- **Cable will be used to increase the reach and frequency of the message to the target audience in the Asheville Area and in the Outer Banks**
  - Possible Networks may include CNN, FOOD, TNT, TBS, FOX NEWS, LIFETIME, USA, THE WEATHER CHANNEL, A&E, HALLMARK, TV LAND AMC
  - :30 second commercials
- **Newspaper Ads will be used to promote the Road Tour Cities and Relay North Carolina**
  - Costs have been evaluated for Daily, Community, Black, and Hispanic newspapers
  - Costs have been evaluated for both four color and black & white ads



# Media Plan Rationale

Target Audience: NC Adults 25-64(TV) and A18-64 (RADIO)  
Target Audience for CapTel: NC Adults 65+

- Weekly costs are shown in the flow charts for television, cable, and radio
- These weeks can be purchased across a weekend so that it appears DSDHH has commercials airing every week:

For example, seven day Monday through Sunday Week could be purchased as Thursday through Sunday of one week and Monday through Wednesday of the following week



# Television As Primary Media Rationale

- Television reaches more people every day than any other medium
- Adults spend significantly more time with television than with other media
- The public perceives television ads as the most influential, authoritative, exciting, and persuasive
- Broadcast television is cited by more adults as their primary news source for local weather, traffic, and sports news

**See Media Comparison Appendix for more details**



# Radio and Cable Secondary Media Rationale

- Radio and will be utilized primarily to increase the frequency of the message to Adults 18-64
- Radio reaches people out of the home at work, in their cars, or during outdoor activities
- Radio is secondary to television because it is harder to establish a large reach quickly due to the audience being fragmented because of so many format choices
- Cable will be used to add additional coverage in the Asheville and Outer Bank areas
- Cable offers specialized programming on its many networks to slightly increase our reach and to increase the frequency of the message
- Cable is secondary to television because it does not have full coverage of all television households



## Division of Services For The Deaf and The Hard of Hearing

<b>Budget Summary</b>	
Production and Dubs	\$3,000
APT Fee (7%)	\$225,980
October - December 2007	\$492,563
January - March 2008	\$453,682
April - June 2008	\$634,997
July - September 2008	\$596,856
October - December 2008	\$555,192
January - March 2009	\$494,997
<b>Total</b>	<b>\$3,457,267</b>

***\*OPENnet programs 4 @ \$1800 each for a total of \$7200 will be included in separate agreement***

9/17/2007 Presented by:  
 Jill Hambergren, Media Services Manager  
 Cathy Howell, Media Planner  
 Paula Higdon, Media Buyer

Agency for Public Telecommunications  
 1316 Mail Service Center \* Raleigh, NC 27699-1316  
 (919) 733-6341 \* Fax (919) 715-1316

9/17/2007  
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# DSDHH MEDIA FLOW CHART FOR OCTOBER THRU DECEMBER 2007

		October-07				November-07				December-07				
		10/1	10/8	10/15	10/22	10/29	11/5	11/12	11/19	11/26	12/3	12/10	12/17	12/24
<b>Emergency &amp; Deaf Blind Emergency</b>														
TV :30/:60	25% Reach A25-64			\$38,255										
Spanish TV :30/:60	Heavy Schedule			\$3,380										
TV :30	25% Reach A25-64				\$37,495									
Spanish TV :30/:60	Sustaining Schedule				\$2,020									
Radio :30/:60	25% Reach A18-64			\$40,414										
Spanish Radio :30/:60	12x per week all stations			\$10,860										
Asheville & Outer Banks Radio	25% Reach A18-64				\$4,285									
<b>CapTel (A65+ Target)</b>														
TV :30	25% Reach A 65+			\$22,365	\$22,365									
<b>Emergency &amp; Deaf Blind Emergency and Relay NC (newest version)</b>														
TV :30/:60	50% Reach A25-64						\$83,620							
Spanish TV :30/:60	Heavy Schedule						\$3,380							
TV :30	25% Reach A25-64								\$38,255					
Spanish TV :30/:60	Sustaining Schedule								\$2,020					
Radio :30/:60	25% Reach A18-64								\$40,414					
Spanish Radio :30/:60	12 x per week all stations								\$10,860					
Asheville & Outer Banks Radio	25% Reach A18-64						\$4,285							
<b>Do Not Hang Up (:30 TV only)</b>														
TV :30	25% Reach A25-64										\$37,495		\$37,495	
<b>CapTel (A65+ Target)</b>														
TV :30	25% Reach A65+										\$22,365		\$22,365	
<b>Emergency &amp; Deaf Blind Emergency and Relay NC (newest version)</b>														
Asheville & Outer Banks Radio	25% Reach A18-64										\$4,285		\$4,285	
<b>Weekly Total</b>				\$115,274	\$66,165		\$91,285		\$91,549		\$64,145		\$64,145	
<b>October - December '07 Total</b>	\$492,563													

# DSDHH MEDIA FLOW CHART FOR JANUARY THRU MARCH 2008

		January-08				February-08				March-08				
		1/23	1/27	1/14	1/21	1/28	2/4	2/11	2/18	2/25	3/5	3/12	3/17	3/24
<b>TEDEP &amp; Deaf Blind TEDP and Not Hang Up(:30 TV only)</b>	Do													
TV :30/60	25% Reach A25-64		\$37,611											
Spanish TV :30/60 TEDP & DB TEDP	Sustaining Schedule		\$2,020											
TV :30	25% Reach A25-64				\$30,065									
Spanish TV :30/60 TEDP & DB TEDP	Sustaining Schedule				\$2,020									
Radio :30/60 TEDP	25% Reach A18-64				\$37,070									
Spanish Radio :30/60 TEDP	12x per week all stations				\$10,860									
Asheville & Outer Banks Radio :30/60 TEDP	25% Reach A18-64		\$3,850											
<b>Newspaper Road Tours Listing</b>														
4 col x 11" four color														
Daily Newspapers - Sunday (12 papers)	Date To Be Determined		\$25,200											
Community Newspapers (18 papers)	Date To Be Determined		\$15,460											
Black Newspapers (3 papers)	Date To Be Determined		\$1,695											
Spanish/Hispanic Newspapers (3 papers)	Date To Be Determined		\$3,015											
<b>Emergency &amp; Deaf Blind Emergency and Not Hang Up</b>	Do													
TV :30/60	25% Reach A25-64						\$37,611							
Spanish TV :30/60	Sustaining Schedule						\$2,020							
TV :	25% Reach A25-64								\$30,065					
Spanish TV :30/60	Sustaining Schedule								\$2,020					
Radio :30/60	25% Reach A18-64								\$37,070					
Spanish Radio :30/60	12x per week all stations								\$10,860					
Asheville & Outer Banks Radio :30/60	25% Reach A18-64						\$3,850							
<b>Newspaper Road Tours Listing</b>														
4 col x 11" four color														
Daily Newspapers - Sunday (12 papers)	Date To Be Determined						\$25,200							
Community Newspapers (18 papers)	Date To Be Determined						\$15,460							
Black Newspapers (3 papers)	Date To Be Determined						\$1,695							
Spanish/Hispanic Newspapers (3 papers)	Date To Be Determined						\$3,015							
<b>Emergency &amp; Deaf Blind Emergency and Deanna Bray</b>														
TV :30	25% Reach A25-64									\$30,065		\$30,065		
Spanish TV :30/60	Sustaining Schedule									\$2,020		\$2,020		
Radio :30/60 (Emergency & DB Emergency)	25% Reach A18-64											\$37,070		
Spanish Radio :30/60 (Emergency & DB Emergency)	12x per week all stations											\$10,860		
Asheville & Outer Banks Radio (:30/60)	25% Reach A18-64										\$3,850			
<b>Weekly Total</b>			\$88,851		\$80,015		\$88,851		\$80,015		\$35,935		\$80,015	
<b>January - March '08 Total</b>			\$453,682											

## DSDHH MEDIA FLOW CHART FOR APRIL THRU JUNE 2008

		April-08				May-08				June-08				
		4/1	4/7	4/14	4/21	4/28	5/5	5/12	5/19	5/26	6/2	6/9	6/16	6/23
<b>Emergency &amp; Deaf Blind Emergency</b>														
TV :30	25% Reach A25-64	\$31,615		\$31,615										
Spanish TV :30/60	Sustaining Schedule	\$2,295		\$2,295										
Radio :30/60	25% Reach A18-64	\$40,414												
Spanish Radio :30/60	12x per week all stations	\$10,860												
Asheville & Outer Banks Radio	25% Reach A18-64			\$4,275										
<b>CapTel (A65+ Target)</b>														
TV :30	25% ReachA 65+	\$31,435		\$31,435										
TV :30	25% reach A65+													
<b>Emergency &amp; Deaf Blind Emergency and Deanna Bray</b>														
TV :30	25% Reach A25-64					\$31,615		\$31,615						
Spanish TV :30/60	Sustaining Schedule					\$2,295		\$2,295						
Radio :30/60 (Emergency & DB Emergency)	25% Reach A18-64							\$40,414						
Spanish Radio :30/60 (Emergency & DB Emergency)	12x per week all stations							\$10,860						
Asheville & Outer Banks Radio	25% Reach A18-64					\$4,275								
<b>Relay North Carolina Newspapers</b>														
4 col x 11" four color														
Daily Newspapers - Sunday (48 papers)	Date To Be Determined									\$86,355				
Community Newspapers (149 papers)	Date To Be Determined									\$97,510				
Black Newspapers (11 papers)	Date To Be Determined									\$11,690				
Spanish/Hispanic Newspapers (6 papers)	Date To Be Determined									\$6,465				
<b>TEDP &amp; Deaf Blind TEDP (:30/60) and Do Not Hang Up (:30 TV only)</b>														
TV :30	25% Reach A25-64										\$31,615		\$31,615	
Spanish TV :30/60	Sustaining Schedule										\$2,295		\$2,295	
Radio :30/60 (TEDP& DB TEDP)	25% Reach A18-64												\$40,414	
Spanish Radio :30/60 (TEDP& DB TEDP)	12x per week all stations												\$10,860	
Asheville & Outer Banks Radio	25% Reach A18-64										\$4,275			
<b>Weekly Total</b>		\$116,619		\$69,620		\$36,185		\$85,184		\$202,020	\$38,185		\$85,184	
<b>April - June '08 Total</b>	\$634,997													

## DSDHH MEDIA FLOW CHART FOR JULY THRU SEPTEMBER 2008

		July-08				August-08					September-08			
		8/20	7/7	7/14	7/21	7/28	8/4	8/11	8/18	8/25	9/1	9/8	9/15	9/22
<b>TEDP &amp; Deaf Blind TEDP and New PSA</b>														
TV :30/:60	50% Reach A25-64		\$105,983											
Spanish TV :30/:60	Heavy Schedule		\$3,510											
TV :30	25% Reach A25-64				\$31,615									
Spanish TV :30/:60	Sustaining Schedule				\$2,295									
Radio :30/:60	25% Reach A18-64				\$40,414									
Spanish Radio :30/:60	12x per week all stations				\$10,860									
Asheville & Outer Banks Radio	25% Reach A18-64		\$4,275											
<b>TEDP &amp; Deaf Blind TEDP and New PSA</b>														
TV :30/:60	50% Reach A25-64						\$105,983							
Spanish TV :30/:60	Heavy Schedule						\$3,510							
TV :30	25% Reach A25-64								\$31,615					
Spanish TV :30/:60	Sustaining Schedule								\$2,295					
Radio :30/:60	25% Reach A18-64								\$40,414					
Spanish Radio :30/:60	12x per week all stations								\$10,860					
Asheville & Outer Banks Radio	25% Reach A18-64						\$4,275							
<b>Emergency &amp; Deaf Blind Emergency and New PSA</b>														
TV :30/:60	50% Reach A25-64									\$105,983				
Spanish TV :30/:60	Heavy Schedule									\$3,510				
TV :30/:60	25% reach A25-64											\$31,615		
Spanish TV :30/:60	Sustaining Schedule											\$2,295		
Radio :30/:60	25% Reach A18-64											\$40,414		
Spanish Radio :30/:60	12 x per week all stations											\$10,860		
Asheville & Outer Banks Radio	25% Reach A18-64									\$4,275				
<b>Weekly Total</b>			\$113,768		\$85,184		\$113,768		\$85,184		\$113,768		\$85,184	
<b>July - September '08 Total</b>	\$596,856													

# DSDHH MEDIA FLOW CHART FOR OCTOBER THRU DECEMBER 2008

		October-08				November-08					December-08			
		9/28	10/5	10/12	10/20	10/27	11/3	11/10	11/17	11/24	12/1	12/8	12/15	12/22
<b>Emergency &amp; Deaf Blind Emergency and New PSA (TEDP-H)</b>														
TV :30/:60	50% Reach A25-64		\$86,620											
Spanish TV :30/:60	Heavy Schedule		\$3,380											
TV :30	25% reach A25-64				\$37,495									
Spanish TV :30/:60	Sustaining Schedule				\$2,020									
Radio :30/:60	25% Reach A18-64				\$40,414									
Spanish Radio :30/:60	12 x per week all stations				\$10,860									
Asheville & Outer Banks Radio	25% Reach A18-64		\$4,275											
<b>Emergency &amp; Deaf Blind Emergency and New PSA</b>														
TV :30/:60	50% Reach A25-64						\$86,620							
Spanish TV :30/:60	Heavy Schedule						\$3,380							
TV :30	25% reach A25-64								\$37,495					
Spanish TV :30/:60	Sustaining Schedule								\$2,020					
Radio :30/:60	25% Reach A18-64								\$40,414					
Spanish Radio :30/:60	12 x per week all stations								\$10,860					
Asheville & Outer Banks Radio	25% Reach A18-64						\$4,275							
<b>New PSA and New PSA</b>														
TV :30/:60	50% Reach A25-64									\$86,620				
Spanish TV :30/:60	Heavy Schedule									\$3,380				
TV :30	25% reach A25-64											\$37,495		
Spanish TV :30/:60	Sustaining Schedule											\$2,020		
Radio :30/:60	25% Reach A18-64											\$40,414		
Spanish Radio :30/:60	12 x per week all stations											\$10,860		
Asheville & Outer Banks Radio	25% Reach A18-64									\$4,275				
<b>Weekly Total</b>			\$94,275		\$90,789		\$94,275		\$90,789		\$94,275		\$90,789	
<b>October - December '08 Total</b>	\$555,192													

# DSDHH MEDIA FLOW CHART FOR JANUARY THRU MARCH 2009

		January-09				February-09				March-09				
		1/29	1/9	1/12	1/19	1/26	2/2	2/9	2/16	2/23	3/2	3/9	3/16	3/23
<b>New PSA and New PSA</b>														
TV :30/:60	50% Reach A25-64		\$74,410											
Spanish TV :30/:60	Heavy Schedule		\$3,380											
TV :30	25% reach A25-64				\$30,065									
Spanish TV :30/:60	Sustaining Schedule				\$2,020									
Radio :30/:60	25% Reach A18-64				\$40,414									
Spanish Radio :30/:60	12 x per week all stations				\$10,860									
Asheville & Outer Banks Radio	25% Reach A18-64		\$3,850											
<b>New PSA and New PSA</b>														
TV :30/:60	50% Reach A25-64						\$74,410							
Spanish TV :30/:60	Heavy Schedule						\$3,380							
TV :30	25% reach A25-64								\$30,065					
Spanish TV :30/:60	Sustaining Schedule								\$2,020					
Radio :30/:60	25% Reach A18-64								\$40,414					
Spanish Radio :30/:60	12 x per week all stations								\$10,860					
Asheville & Outer Banks Radio	25% Reach A18-64						\$3,850							
<b>New PSA and New PSA</b>														
TV :30/:60	50% Reach A25-64										\$74,410			
Spanish TV :30/:60	Heavy Schedule										\$3,380			
TV :30/:60	25% reach A25-64												\$30,065	
Spanish TV :30/:60	Sustaining Schedule												\$2,020	
Radio :30/:60	25% Reach A18-64												\$40,414	
Spanish Radio :30/:60	12 x per week all stations												\$10,860	
Asheville & Outer Banks Radio	25% Reach A18-64										\$3,850			
<b>Weekly Total</b>			\$81,640		\$83,359		\$81,640		\$83,359		\$81,640		\$83,359	
<b>January - March '09</b>	\$494,997													

# ROAD TRIP 36 NEWSPAPERS

Burlington Daily Times-News	Daily	Burlington	Alamance	29,230	SuMoTuWeThFrSa
La Voz De Alamance	Hispanic	Burlington	Alamance	6,000	Thursday
Graham Alamance News	Community	Graham	Alamance	5,686	Thursday
Mebane Enterprise	Community	Mebane	Alamance	1,517	Wednesday
Asheville Citizen-Times	Daily	Asheville	Buncombe	68,736	SuMoTuWeThFrSa
Asheville Mountain Xpress	Community	Asheville	Buncombe	28,582	Wednesday
La Voz Independiente	Hispanic	Asheville	Buncombe	13,500	Thursday
Black Mountain News	Community	Black Mountain	Buncombe	3,574	Thursday
Morganton The News Herald	Daily	Morganton	Burke	12,300	SuMoTuWeThFr
Hickory Daily Record	Daily	Hickory	Catawba	24,069	SuMoTuWeThFrSa
Newton Observer-News-Enterprise	Daily	Newton	Catawba	2,415	MoTuWeThFr
Havelock News	Community	Havelock	Craven	1,800	Wednesday
New Bern Sun Journal	Daily	New Bern	Craven	17,000	SuMoTuWeThFrSa
Acento Latino	Hispanic	Fayetteville	Cumberland	15,000	Tuesday
Fayetteville Observer	Daily	Fayetteville	Cumberland	73,601	SuMoTuWeThFrSa
Fayetteville Press	Black	Fayetteville	Cumberland	8,000	Fri
Fayetteville Up & Coming Weekly	Community	Fayetteville	Cumberland	15,000	Wednesday
Denton Orator	Community	Denton	Davidson	2,300	Wednesday
Lexington Dispatch	Daily	Lexington	Davidson	12,876	MoTuWeThFrSa
Thomasville Times	Community	Thomasville	Davidson	5,143	Tu / Th / Sa
Louisburg Franklin Times	Community	Louisburg	Franklin	8,000	WeSa
Banner-News	Community	Belmont	Gaston	3,500	Wednesday
Gaston Gazette	Daily	Gastonia	Gaston	34,681	SuMoTuWeThFrSa
Cherryville Eagle	Community	Kings Mountain	Gaston	3,200	Wednesday
Mount Holly News	Community	Kings Mountain	Gaston	3,400	Wednesday
Greensboro News & Record	Daily	Greensboro	Guilford	111,345	SuMoTuWeThFrSa
Greensboro Peacemaker	Black	Greensboro	Guilford	7,300	Thurs
Greensboro Rhinoceros Times	Community	Greensboro	Guilford	36,365	Thursday
YES! Weekly	Community	Greensboro	Guilford	46,000	Thursday
High Point Enterprise	Daily	High Point	Guilford	30,685	SuMoTuWeThFrSa
Jamestown News	Community	Jamestown	Guilford	5,500	Wednesday
The Northwest Observer	Community	Oak Ridge	Guilford	12,000	Friday
Carolina Beach Island Gazette	Community	Carolina Beach	New Hanover	3,950	Wednesday
Wilmington Journal	Black	Wilmington	New Hanover	9,000	Thurs
Wilmington Star-News	Daily	Wilmington	New Hanover	60,527	SuMoTuWeThFrSa
Lumina News Wrightsville's Newspaper	Community	Wrightsville Beach	New Hanover	6,000	Thursday
				727,782	



# RELAY NORTH CAROLINA 48 DAILY NEWSPAPERS

Asheboro Courier-Tribune  
Asheville Citizen-Times  
Burlington Daily Times-News  
Chapel Hill Daily Tarheel  
Charlotte Observer  
Concord Independent Tribune  
Dunn Daily Record  
Durham Duke Chronicle  
Durham Herald-Sun  
Eden Daily News  
Elizabeth City Daily Advance  
Fayetteville Observer  
Forest City Daily Courier  
Gaston Gazette  
Goldsboro News-Argus  
Greensboro News & Record  
Greenville Daily Reflector  
Henderson Daily Dispatch  
Hendersonville Times-News

Hickory Daily Record  
High Point Enterprise  
Jacksonville Daily News  
Kinston Daily Free Press  
Laurinburg Exchange  
Lenoir News-Topic  
Lexington Dispatch  
Lumberton Robesonian  
Marion McDowell News  
Monroe Enquirer-Journal  
Morganton The News Herald  
Mount Airy News  
New Bern Sun Journal  
Newton Observer-News-Enterprise  
Raleigh News and Observer  
Reidsville Review  
Roanoke Rapids Daily and Sunday Herald  
Rockingham Richmond Co. Daily Journal  
Rocky Mount Telegram

Salisbury Post  
Sanford Herald  
Shelby Star  
Statesville Record and Landmark  
Tarboro Daily Southerner  
Tryon Daily Bulletin  
W-S Journal  
Washington Daily News  
Wilmington Star-News  
Wilson Daily Times

9/17/2007 Presented by:  
Jill Hammergren, Media Services Manager  
Cathy Howell, Media Planner  
Paula Higdson, Media Buyer

Agency for Public Telecommunications  
1316 Mail Service Center \* Raleigh, NC 27699-1316  
(919) 733-6341 \* Fax (919) 715-1316

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# RELAY NORTH CAROLINA

## 149 COMMUNITY NEWSPAPERS

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Ahoskie Roanoke-Chowan News-Herald  
 Albemarle Stanly News and Press  
 Andrews Journal  
 Angier Independent  
 Apex Herald  
 Archdale-Trinity News  
 Asheboro Randolph Guide  
 Asheville Mountain Xpress  
 Banner-News  
 Beaufort-Hyde News  
 Benson Review  
 Black Mountain News  
 Blowing Rock Blowing Rocket  
 Boone Mountain Times  
 Boone Watauga Democrat  
 Brevard Transylvania Times  
 Bryson City Smoky Mountain Times  
 Burgaw Pender Chronicle  
 Burgaw Pender Post

Burnsville Yancey Journal  
 Carolina Beach Island Gazette  
 Cary News  
 Cashiers Crossroads Chronicle  
 Chapel Hill Newspaper  
 Charlotte Mecklenburg Times  
 Charlotte Rhinoceros Times  
 Charlotte Weekly  
 Cherokee Sentinel  
 Cherryville Eagle  
 Clayton News-Star  
 Clemmons Courier  
 Columbia Scuppernong Reminder  
 Columbus Polk County News Journal  
 Commonwealth Progress  
 Concord Standard & Mt. Pleasant Times  
 Creative Loafing  
 Creedmoor Butner-Creedmoor News  
 Denton Orator

Durham Independent Weekly  
 Edenton Chowan Herald  
 Elizabethtown Bladen Journal c/o Lumbert  
 Elkin Tribune  
 Farmville Enterprise  
 Fayetteville Up & Coming Weekly  
 Franklin Press  
 Fremont Wayne-Wilson News Leader  
 Fuquay-Varina Independent  
 The Gam  
 Garner News  
 Gates County Index  
 Gates Tri-County News  
 Graham Alamance News  
 Greensboro Rhinoceros Times  
 Grifton Times-Leader  
 Hampstead Topsail Voice  
 Havelock News  
 Hayesville Clay Co. Progress  
 Hayesville Smoky Mountain Sentinel

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# RELAY NORTH CAROLINA

## 149 COMMUNITY NEWSPAPERS

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Hertford Perquimans Weekly  
 High Country Press  
 Highlands Highlander  
 Highlands' Newspaper  
 Hillsborough News of Orange County  
 Huntersville Herald  
 Iredell Citizen  
 Jamestown News  
 Kannapolis Citizen  
 Kenansville Duplin Times/Today  
 Kenly News  
 Kernersville News  
 Kings Mountain Herald  
 Lake Gaston Gazette  
 Lake Norman Navigator  
 Lake Norman Times  
 Lillington Harnett Co. News  
 Lincolnton Lincoln Times-News  
 Littleton Observer

Louisburg Franklin Times  
 Lumina News Wrightsville's Newspaper  
 Macon County News  
 Madison Messenger  
 Manteo Coastland Times  
 Marshville Home News  
 Mebane Enterprise  
 The Mint Hill Times  
 Mocksville Davie Co. Enterprise-Record  
 The Moore County Independent  
 Mooresville Tribune  
 Morehead City Carteret Co. News-Times  
 Mount Holly News  
 Mount Olive Tribune  
 The Mountaineer  
 Murphy Cherokee Scout  
 Nashville Graphic  
 Newland Avery Journal Inc.  
 Newland Avery Post

news@norman  
 North Wilkesboro Journal-Patriot  
 North Wilkesboro Record  
 The Northwest Observer  
 Ocracoker  
 Oriental Pamlico News  
 Outer Banks Sentinel  
 Oxford Public Ledger  
 Pittsboro Chatham Record  
 Plymouth Roanoke Beacon  
 The Post Biscoe  
 Princeton News Leader  
 Raeford News Journal  
 Red Springs Citizen  
 Richlands-Beulaville Advertiser News  
 Robbinsville Graham Star  
 Robersonville Weekly Herald  
 Roxboro Courier-Times, Inc.  
 Saint Pauls Review

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# RELAY NORTH CAROLINA

## 149 COMMUNITY NEWSPAPERS

### Page 3 of 3

Selma News  
Shallotte Brunswick Beacon  
Siler City Chatham News  
Smithfield Herald  
The Smoky Mountain News  
Snow Hill Standard Laconic  
Southern Pines Pilot  
Southport State Port Pilot  
Sparta Alleghany News  
Spring Hope Enterprise  
Spruce Pine Mitchell News Journal  
The Stokes News  
Swansboro Tideland News  
Sylva Herald & Ruralite  
Tabor-Loris Tribune  
Taylorsville Times  
Thomasville Times  
Trenton Jones Post  
Troy Montgomery Herald

Wadesboro Anson Record  
Wake Forest Wake Weekly  
Wallace Enterprise  
Warrenton Warren Record  
Warsaw-Faison News  
The Weekly Post  
West Jefferson Mountain Times/Ashe Co  
West Jefferson Post  
Whiteville News Reporter  
Williamston Enterprise  
Windsor Bertie Ledger-Advance  
Yadkinville Yadkin Ripple  
Yanceyville Caswell Messenger  
YES! Weekly  
Zebulon Eastern Wake News



# RELAY NORTH CAROLINA 11 BLACK NEWSPAPERS

Carolina Today

Charlotte Post

The Daily Drum

Durham Carolina Times

Fayetteville Press

Greensboro Peacemaker

Greenville "M" Voice

Raleigh Carolinian

Triangle Tribune

W-S Chronicle

Wilmington Journal

9/17/2007 Presented by:  
Jill Hambergren, Media Services Manager  
Cathy Howell, Media Planner  
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# RELAY NORTH CAROLINA 6 HISPANIC NEWSPAPERS

Acento Latino

La Conexion

La Noticia

La Voz De Alamance

La Voz Independiente

Que Pasa



# HEALTH FAIRS

APT will work to secure participation through the media buys

- **October 7, 2007: Wilmington** \*Must have DSDHH approval by 9/18/07 for this event
  - WECT-TV Healthy Lifestyles Expo
- **Mid January, 2008: Fayetteville**
  - Beasley Broadcast Group Radio Stations 3<sup>rd</sup> Annual Health and Wellness Fair (WFLB/WKML/WZFX/WUKS/WAZZ/WTEL)
- **January 26, 2008: Charlotte**
  - WSOC-TV Healthy Living Fair
- **February 16, 2008: Triad Area**
  - WXII-TV 2008 Healthy Living Expo
- **May 17, 2008 – May 18, 2008: Raleigh**
  - WNCN-TV Health & Fitness Festival
- **July 2008: Raleigh**
  - WRAZ-TV Hamlin Drug Company Health & Wellness Expo
- **September 2008: Hispanic in Raleigh**
  - El Pueblo (non-profit) la Festival del Pueblo – includes health screenings etc.
- **October 2008: Wilmington**
  - WECT-TV Healthy Lifestyles Expo
- **January 2009: Fayetteville**
  - Beasley Broadcast Group Radio Stations 3<sup>rd</sup> Annual Health and Wellness Fair (WFLB/WKML/WZFX/WUKS/WAZZ/WTEL)
- **January 2009: Charlotte**
  - WSOC-TV Healthy Living Fair
- **February 2009: Triad Area**
  - WXII-TV 2008 Healthy Living Expo



## Possible Special Participation through Media Buy

- NC News Network
  - News & Views with Chris Fitzsimon: possible interviews on DSDHH issues
  - NC Reports with Bruce Ferrell on Sunday: possible interviews on DSDHH issues
- Asheville
  - WLOS-TV: Health Alert with Jay Siltzer
- Charlotte
  - WSOC-TV: Wellness Within
  - WBTV-TV: Eye on Health
  - WCCB-TV: Fox Focus on Your Health
  - WBT-AM: Daily Health Headlines airing at 8:50 a.m.
  - WBT-AM: Health Headlines The Show airing Saturday 1-2 p.m.
- Greensboro/High Point/Winston-Salem
  - WFMY-TV: 2 Your Health
  - WQMG-FM: Sept. 08 "Take a Loved One To the Doctor"
  - WGHP-TV: Fox8 Health Report (6-8 a.m. and 5-6 p.m.)
  - WCWG20: Health Minute airing at 7 p.m. break
- SPANISH TV: Univision WUVC-TV40
  - Saluda es Vida lenterate (Lead a Healthy Life...Get the Facts)



## Possible Special Participation through Media Buy Continued

- Greenville/New Bern/Washington
  - WNCT-TV: Eye on Your Health (noon news and website)
  - WCTI-TV: Health Matters – 2 minute interview during 6-7AM news and streaming video on website
  - WFXI/WYDO-TV (FOX): Health Segment Sponsor in Fox News @ 10 PM
- Raleigh/Durham
  - WNCN-TV: Weekly Health Series in 7 p.m. news
  - WTVD-TV: Medical Report in 5 p.m. or 5:30 p.m. news and inclusion in health section of website
  - WRAZ-TV: Your Health Matters in news and website
  - Radio One: Sept. 08 "Take a Loved One To the Doctor"
- Wilmington
  - WSFX-TV: Medical Breakthrough report on Monday and Wednesday in 10 p.m. news

CONTRACT APPROVAL FORM

NCAS or EP # 06-67-92

DHHS Sys #

Div/Facility #

CONTRACTOR INFORMATION

Name: NC Agency for Public Telecommunications
Address: 116 West Jones Street, 1316 MSC, Raleigh, NC27699-1316

Division Contract Administrator: Pamela Lloyd

Contractor Signature Authority: Jill Hammergren

Type: Other State Agency Section: Other
Federal Tax Id # 561130957 Group #:
Fiscal Year: mo/mo: 2005 to 2006 Email: Jill.Hammergren@ncmail.net
Contractor Administrator: Jill Hammergren Tel #: 919-773-6341 Fax #:

CONTRACT INFORMATION

Purpose: Media Campaign for Telecommunication Access
Contract Dates 03/20/2006 to 12/31/2006 Status: New Amd # Old DHHS # 00010913
Options: Sub Contract: No Audit: POS Item# GN 96102 HIPAA BA: No
Company # Account # Center # Amount
2602 532860 672667262T 1,305,980.00
2602 532860 672567251T 652,990.00

If Processing an Amendment: TOTAL OR AMENDMENT AMOUNT \$1,958,970.00
OPCS #: Current Contract Total:
Amd Contract Dates: to New Contract Total: \$1,958,970.00

APPROVALS for INTENT TO CONTRACT

- 1. Contract Admin Initials AND Section Chief Signature Date
2. Division Contract Office and telephone number Date
3. Division Budget Office Date
4. Division Personnel Mgr, if required Date
5. Center of Excellence Chair Date
6. Director/Designee Date
7. DIRM, if required Date
8. Public Affairs, if required Date
9. DHHS Budget & Analysis, if required Date
10. DHHS Personnel Director, if required Date
11. DHHS Office of Procurement & Contract Services, if required & Date
Comments:
OPCS Number
Conditional Approval based on Funds Proposed

DIVISION BUDGET OFFICER - FINAL SIGNATURE APPROVAL--REQUIRED ONLY IF FUNDS PROPOSED

1. Date:

**ATTACHMENT B**  
**SCOPE OF WORK**  
**NC AGENCY FOR PUBLIC TELECOMMUNICATIONS**

**1. Problem Statement**

The Division of Services for the Deaf and Hard of Hearing (DSDHH) works to serve deaf, deaf-blind, hard of hearing, and speech impaired individuals gain independence and equality in all aspects of life. DSDHH is responsible for serving the more than 1 million North Carolinians with these disabilities through the seven (7) DSDHH - Regional Resource Centers. The Telecommunications Access of North Carolina (TANC) program within DSDHH is designed to provide consumers the opportunity to receive adaptive telephone equipment and communicate with their family, friends & community. TANC programs include Relay NC, the Telecommunications Equipment Distribution Program, and the Emergency Awareness program. The programs are funded by wire line and wireless telephone surcharge that every NC resident pays as part of their monthly telephone bill. Over the last 2 years, DSDHH has successfully undertaken media campaigns to educate consumers and their families of the programs we offer. Given the fact that the nature of these disabilities can often limit access to information, the media campaign has been a great strategy to heighten awareness. North Carolina is ranked in the top 5 states Senior Citizens choose to retire. As a result, we can always expect new residents who, as a result of age, develop a hearing loss. For this reason, it is imperative we sustain our visibility by continuing with the Public Service Announcements of previous years.

This year we will also emphasize outreach to our deaf-blind consumers. There are approximately 28,000 deaf-blind consumers residing in North Carolina, yet they have not applied for the telephone equipment that would enable them to have more independence. We also know that the cost of such equipment makes it challenging, if not impossible, for them to purchase on their own. Additionally, in 2005 we implemented an Emergency Awareness Program to alert the community of safety and preparedness and to also provide training to emergency management personnel on how to work with deaf, deaf-blind, hard of hearing residents who experience an emergency. We began the program distributing weather radios. Continued spotlight on this program and a new PSA targeting the unique needs of deaf-blind consumers and what they should do in an emergency is critical to life and safety.

**2. Project Objectives**

It is the expectation that this campaign will reach a minimum of 90% reach of statewide adults 35+ with a minimum frequency of five times. The radio campaign will deliver a minimum of 50% reach of statewide adults 35+ a minimum of six times. We expect the cinema advertising to reach 75% of the market during the summer season and the outdoor advertising to reach 50% during spring and summer quarters. It is our expectation and hope that individuals eligible for TEDP services will learn of them through this campaign and apply for and receive telecommunications equipment for their homes. It is imperative that all consumers but especially the more isolated deaf-blind consumers "hear" about our program and receive the equipment that will allow them to be in touch with the world around them, live more independent and productive lives, become more involved with their families and communities. We firmly believe that enhanced telecommunications access has a direct positive impact on the quality of life of people with hearing loss. The potential benefits to people who are deaf-blind who receive telephone and emergency alert equipment from this campaign are incalculable.

### 3. Project Methods or Design

In order for us to reach the greatest number of eligible recipients and/or their significant others, we are using a variety of methods: television, radio, outdoor, cinema, newspaper, and magazine advertisements. All are tied together to maximize the impact of the campaign. Activities to be performed are listed in the chart below. It must be emphasized that a program such as this one does not benefit any one group of people more than others. People with hearing loss or speech impairments benefit from receiving services, yes, but people around them, businesses, service providers, family and community contacts benefit as well.

#### **Preparation of Radio and TV Commercials for air throughout North Carolina:**

APT will develop, plan, write and produce 2 new Commercials focusing on the benefits of using specialized equipment to communicate. One commercial will focus on a deaf blind consumer using relay to communicate with their employer from home. The second PSA will focus on a deaf-blind person using their equipment to reach 911 for a family emergency. APT will produce at least four new: 30 radio spots (two in English and two in Spanish) and eight new television spots (two in English and two in Spanish – four: 30 and four: 60)). The production includes script development, hiring and coordinating acting talent, hiring sign language Interpreters, providing animation, and providing closed and/or open captioning on Television PSA & Cinema commercials. APT will provide copies of the spots to the Division of Services for the Deaf and Hard of Hearing and to the designated media outlets. APT will also review & revamp, as needed, previous advertisement spots and prepare them for new campaign.

#### **Media Distribution of the Radio and TV spots throughout North Carolina**

APT will develop a comprehensive, targeted media plan with various radio, TV and cable stations throughout North Carolina. APT will target six main markets in the state, including Charlotte, Greensboro, Raleigh-Triangle, Asheville, Wilmington, and Greenville area for television and cable. Because there are Deaf Schools in Wilson and Morganton, APT would also target those areas, as well. For radio, APT will target the state with stations on the North Carolina News Network. It has 70+ stations statewide in its network and the ability to place advertising spots on stations outside the network based on demographics, audience reach, geographic distribution of listeners, and programming formats. The media plan will be developed and planned by March 21, with a scheduled air-date beginning march 28. APT would provide the Division with copies of affidavits from stations to show when the spots aired. APT receives a 15% discount/commission from each media. APT uses that discount/commission to place more media for the client with only 5% of each placement going toward APT's administrative fees.

#### **Preparation of Outdoor Vinyl Billboards**

APT will develop the billboards and negotiate space for 3 months viewing on major highways. There will be a total of 21 Postings seen in the following areas:

Asheville-Metro	2
Charlotte-Metro	3
Greenville/New Bern/Washington-Metro	4
Greensboro/Winston-Salem/High Point-Metro	5
Hickory-Metro	2
Raleigh/Durham-metro	3
Wilmington – Metro	2

## Preparation for Newspaper Inserts

APT will develop a four page print advertisement, which will be seen in:

- 49 Daily newspapers
- 135 Community Newspapers
- 7 Spanish Newspapers

## Preparation of Cinema Advertisements

APT will produce a commercial and purchase space in 73 theatres in North Carolina, which include 675 screens. All commercials will have open captioning.

## Development of an OPEN/net program

APT will produce four OPEN/net programs, which will focus on technology information for Deaf/Hard of Hearing/deaf blind consumers and provide updates on TANC Programs. APT and the Division will work on mutually convenient dates for these programs, which will air statewide on cable stations.

### Schedule:

<i>Deliverable</i>	<i>Due Date</i>
Draft Script for Deaf -Blind TEDP TV & radio spots	April 3, 2006
Final Script For Deaf blind TEDP TV & radio spots	April 17,2006
First Draft of Deaf- Blind TEDP PSA & radio spots	May 1, 2006
Final Approval of Deaf- Blind TEDP PSA & radio spots	May 19, 2006
Begin Showing the Deaf-Blind TEDP PSA	May 22, 2006
Begin showing revised Relay PSA & radio spots	March 28, 2006
Begin showing continued TEDP PSA & radio spots	July 3, 2006
Begin showing continued EAP PSA & radio spots	April 10, 2006
Draft Script for Deaf Blind Emergency Awareness PSA & radio spots	June 5, 2006
Final Script for Deaf Blind Emergency Awareness PSA & radio spots	June 16, 2006
First Draft of Deaf Blind Emergency Awareness PSA & radio spots	July 10, 2006
Final Approval of Deaf Blind Emergency Awareness PSA & radio spots	July 28, 2006
Begin Showing of Deaf Blind Emergency Awareness PSA	August 3, 2006
First Draft of Cinema Advertisement	April 24, 2006
Final Approval of Cinema Advertisement	May 18, 2006
Begin Cinema Advertisements	May 26, 2006
First Draft of Outdoor Vinyl Advertisement	April 24, 2006
Final Approval of Outdoor Vinyl Advertisement	May 18, 2006
Begin Displaying Outdoor Advertisements	May 26, 2006
First Draft of Sunday Newspaper Advertisement	August 18, 2006
Final Approval of Sunday newspaper advertisements	August 31, 2006
Advertisement Date	September 10, 2006
OpenNet - 4 shows	TBD

#### **4. Project Evaluation**

##### Outcomes:

1. Using a variety of approaches such as TV viewers, theatre goers, highway drivers and passengers, radio listeners and newspaper and magazine readers, this campaign is expected to reach 90% of statewide adults 35+ with a minimum frequency of five times.
2. The radio campaign will deliver a minimum of 50% reach of statewide adults 35+ a minimum of six times.
3. From this campaign, we expect many deaf and hard of hearing consumers to be eligible to receive equipment. It is our expectation and hope that at least half of those people eligible for TEDP services will learn of them through this campaign and apply for and receive telecommunications equipment for their homes.
4. This equipment will allow people to be in touch with the world around them, live more independent and productive lives, become more involved with their families and communities.
5. In compliance with the mission of the Department of Health and Human Services to provide efficient services that enhance the quality of life of North Carolina individuals and families, we expect that enhanced telecommunications will have a positive impact for North Carolinians with a hearing loss.
6. Increased use of relay services for those with hearing loss or speech impairments as well as those who communicate with them, benefits all. The potential benefits to people with hearing loss who learn about and receive emergency alert equipment from this campaign are incalculable.

##### Measurements:

From the viewing audience detailed in section 2, we expect a yearly increase of 10% of approved TEDP applications. Measurement of effectiveness will be based upon reports generated by DIRM. New consumers will be asked to identify how they learned about our program and we hope to show that 20% of new applicants saw the media campaign. .

#### **5. Reimbursement**

Because of the nature of this business, payment for services needs to be made upfront. For example, APT must receive payment for the purchase of media time in order to make the purchase. Payment must be made for production of the media spots up front in order to pay the actors, production staff, and so on. See the attached Budget Narrative in the Scope of work for more details.

**Budgets:**

Network & Cable Advertisements (spring & fall) 50% reach	336,000
Radio 1 quarter (summer) 50% reach	272,500
Newspaper 1 time single sheet	119,070
Outdoor Vinyl (26 weeks)	206,000
Cinema (summer)	213,000
Television 50% reach (spring & fall)	617,000
Open/Net (4 shows)	7,400
Production Cost	100,000
APT Administrative fee	88,000

**Total Budget**

**\$1,958,970.00**



North Carolina Department of Health and Human Services  
**Division of Services for the Deaf and the Hard of Hearing**  
319 Chapanoke Road, Suite 108 • 2301 Mail Service Center, Raleigh, NC 27699-2301  
Tel: 919-773-2963 (Voice/TTY)  
Michael F. Easley, Governor • Carmen Hooker Odom, Secretary • Jan Withers, Interim Director

## MEMORANDUM

TO: David Womble, Director  
Office of Procurement & Contract Services

FROM: Pamela Lloyd, Program Administrator - DSDHH

DATE: January 30, 2006

SUBJECT: *Contract ID # 06-67-92*  
*Contract Title: Media Campaign for Telecommunication Access*

1. The Division of Services for the Deaf and the Hard of Hearing (DSDHH) is responsible for serving the more than 1 million Deaf, Deaf/Blind, Hard of Hearing and Speech-Impaired North Carolinians through the seven (7) DSDHH - Regional Resource Centers. The Telecommunications Access of North Carolina (TANC) program within DSDHH is designed to provide consumers the opportunity to receive adaptive telephone equipment in order to effectively communicate with their family, friends and the community. TANC programs include Relay NC, the Telecommunications Equipment Distribution Program (TEDP), and the Emergency Awareness Program (EAP). These programs are funded by the Relay and wireless telephone surcharge that every NC resident pays as part of their monthly telephone bill.

Over the last 2 years, DSDHH has successfully undertaken media campaigns to educate consumers and their families of the programs we offer. Given the fact that the very nature of these disabilities can limit access to information, the media campaign has been a viable strategy to heighten awareness. North Carolina is ranked in the top 5 states Senior Citizens choose to retire. As a result, we can always expect new residents who, as a result of age, develop hearing loss. For this reason, it is imperative to sustain our visibility by continuing with the Public Service Announcements of developed over the previous years.

The 2005 media campaign resulted in a significant increase in consumer utilization. TEDP Program went from serving 897 consumers in fiscal year 2004 to serving 1,613 consumers in FY 2005. The EAP Public Service TV Announcements and radio spots featuring our new weather radio distribution services resulted in over 1,100 consumer calls/inquiries and applications. The magnitude of calls to the 800 number went from an average 200 calls per month to over 8,000 calls the first 2 months. We are now averaging 1,000 monthly calls that we attribute to the media campaign that just concluded. Even with the success of that campaign, we know there are thousands who continue to be uninformed of our services. For this reason, we will explore additional avenues of outreach that will include billboards, cinema, and newspapers.

2. This year we will also emphasize outreach to the deaf-blind consumers. There are approximately 28,000 deaf-blind consumers residing in North Carolina, yet they have not applied for the telephone equipment that would enable them more independent. We also know that the cost of such equipment makes it challenging, if not impossible, for them to purchase on their own.

3. The APT will purchase media time as described later in this contract for television, radio, outdoor billboards, Newspaper insert and cinema advertisements. APT will produce the spots and coordinate coverage. Combined, it is expected the campaign will reach 90% North Carolina residents.
4. This contract is entirely receipt supported utilizing funds in the Telecommunications Relay Service Trust Fund and the Wireless Trust Fund.
  - A. List the total contract amount. Indicate amount, percentage, and name of the source for federal/state fund(s) and any Contractor matching funds. **If federal funds are being used also list CFDA# beside the name of the Federal funds.** List other (contributed) funds separately, if applicable.

Amount	Percentage	Name of Source for federal/state funds	Contractor Matching Funds	CFDA #	Total Contract Amount
\$1,958,970.00	100% other	relay	none		\$1,958,970.00

B. Fiscal Year Funding Information. (Add additional line as needed. Amount should be separated by each state fiscal year covered during the contract period.)

Company	Account	Center	Amount	Federal	State	Other
2602	532860	6725 6725 1T	\$ 652,303	\$	\$	\$ 652,990
2602	532860	6726 6726 2T	\$1,304,607	\$	\$	\$1,305,980

This contract will run from March 20, 2006 through December 31, 2006. All media times and buys will have been completed by that time.

5. If any, cite and provide a copy of any legal mandate that applies to this request. (Law, rule, regulation, county order or executive order.)  
Citation (if any) \_\_\_\_\_
6. Failure to receive equipment puts lives in danger. People must have access to timely life saving information. Additionally, without equipment provided by TEDP, our consumers' independence is severely restricted. They cannot independently call an employer or potential employer, call family and friends, call to schedule medical appointments, and they cannot experience the simple convenience we take for granted such as calling for pizza delivery.
7. This is a Division of Services for the Deaf and the Hard of Hearing initiative. No other Division provides the same specialized services that are covered by this campaign.
8. Media campaigns are beyond the expertise and prevue of the Division and Department staff at this time. This service is being provided by another state agency – the Department of Administration.
9. We have chosen the Department of Administration, Agency for Public Telecommunications to perform this service because they are a State Agency. They have a proven track record of producing quality work which captures of essence of our services in a highly appealing and cultural sensitive manner. Because they are able to provide this service, we are not out sourcing.
10. The APT has assured us that their media buy provides us with the best value for our money. We looked at a "laundry list" of media options and considered ways we could maximize viewer and

readership and outreach across the state. Last years media campaign far exceeded our expectations yet thousands still remain without the knowledge that equipment and access is available.

#### 11. Outcomes:

- Overall, this campaign is expected to reach a minimum of 90% reach of statewide adults 35+ with a minimum frequency of five times.
- The radio campaign will deliver a minimum of 50% reach of statewide adults 35+ a minimum of six times.
- We expect the cinema advertising to reach 75% of the market during the summer season.
- We expect the outdoor advertising to reach 50% during spring and summer seasons
- From this campaign, we expect many deaf and hard of hearing consumers will apply and receive equipment. It is our expectation that at 20% of new applicants eligible for TEDP services will learn of them through this campaign.
- This equipment will allow people to be in touch with the world around them, live more independent and productive lives, and become more involved with their families and communities.
- In compliance with the mission of the Department of Health and Human Services to provide services that enhance the quality of life of North Carolina individuals and families, we expect that enhanced telecommunications will have a positive impact for North Carolinians with hearing loss.
- Increased use of relay services for those with hearing loss or speech impairments as well as those who communicate with them, benefits all. The potential benefits to people with hearing loss who learn about and receive emergency alert equipment from this campaign are incalculable.

#### Measurements:

From the viewing audience detailed in section 1 and 2, we expect a yearly increase of 10% of approved TEDP applications. Measurement of effectiveness will be based upon reports generated by DIRM. New consumers will be asked to identify how they learned about our program and we hope to show that 20% of new applicants applied as a result of seeing/hearing the advertisements.

#### Schedule:

<i>Deliverable</i>	<i>Due Date</i>
Draft Script for Deaf-Blind TEDP TV & radio spots	April 3, 2006
Final Script For Deaf blind TEDP TV & radio spots	April 17,2006
First Draft of Deaf- Blind TEDP PSA & radio spots	May 1, 2006
Final Approval of Deaf- Blind TEDP PSA & radio spots	May 19, 2006
Begin Showing the Deaf-Blind TEDP PSA	May 22, 2006
Begin showing revised Relay PSA & radio spots	March 28, 2006
Begin showing continued TEDP PSA & radio spots	July 3, 2006
Begin showing continued EAP PSA & radio spots	April 10, 2006
Draft Script for Deaf Blind Emergency Awareness PSA & radio spots	June 5, 2006
Final Script for Deaf Blind Emergency Awareness PSA & radio spots	June 16, 2006
First Draft of Deaf Blind Emergency Awareness PSA & radio spots	July 10, 2006
Final Approval of Deaf Blind Emergency Awareness PSA & radio spots	July 28, 2006
Begin Showing of Deaf Blind Emergency Awareness PSA	August 3, 2006
First Draft of Cinema Advertisement	April 24, 2006
Final Approval of Cinema Advertisement	May 18, 2006

Begin Cinema Advertisements	May 26, 2006
First Draft of Outdoor Vinyl Advertisement	April 24, 2006
Final Approval of Outdoor Vinyl Advertisement	May 18, 2006
Begin Displaying Outdoor Advertisements	May 26, 2006
First Draft of Sunday Newspaper Advertisement	August 18, 2006
Final Approval of Sunday newspaper advertisements	August 31, 2006
Advertisement Date	September 10, 2006
OpenNet - 4 shows	TBD

12. Pamela Lloyd, the Telecommunications Access of North Carolina Program Administrator and Jan Withers, Interim Director of DSDHH will administer this contract. They will approve all work done by APT.



**MEMORANDUM**

**TO:** David Womble, Director  
 Office of Procurement & Contract Services

**FROM:** Linda Harrington, Director

**DATE:** November 23, 2004

**SUBJECT:** Contract ID # \_\_\_\_\_  
 Contract Title: Media Campaign

1. Briefly describe the overall problem or situation addressed by this project/contract/service and the part of the public affected by this problem or situation.

There are approximately 235,000 people in the State of North Carolina who are eligible to receive equipment from the TEDP Program. To date, TEDP has served approximately 5,000 people. There is a great need to "get the word out" about this program and services. Also, there are many people in North Carolina who have never used the North Carolina Relay Service. A continuation of last year's campaign is the best and most cost effective way to reach more people. A new program, the Emergency Alert and Response Program for the Deaf and the Hard of Hearing, has been established with funds from SB 939. We need to inform the public about this important service. All of these will be addressed by this contract.

2. Describe what contract activity or service will improve or take care of the problem or situation described in #1.

The APT will purchase media time as described later in this contract, both radio and television spots. In addition, APT will produce the spots. Also, a DVD will be purchased to be used to educate businesses and others about the North Carolina Relay Service and other programs. This campaign should reach 90% of the people of North Carolina to inform them of programs/services available to them.

3. Contract Funding Information (obtain from Division's Budget Officer):

A. List the total contract amount. Indicate amount, percentage, and name of the source for federal/state fund(s) and any Contractor matching funds. If federal funds are being used also list CFDA# beside the name of the Federal funds. List other (contributed) funds separately, if applicable.

Amount	Percentage	Name of Source for federal/state funds	Contractor Matching Funds	CFDA #	Total Contract Amount
\$2,447,074.00	100%	Wireless Funds	N/A	N/A	\$2,447,074.00

**B. Fiscal Year Funding Information.**

	Company	Account	Center	Amount	Federal	State	Other
	2602	532199	6725 6725 1T	1,719,048.00	\$	\$	\$1,719,048.00
2005	2602	532199	6726 6726 2T	728,026.00	\$	\$	\$728,026.00

4. Provide an estimate of the period of time this service would be required once a contract has been fully executed.

This contract will run from January 1, 2005 through December 31, 2005. All media times and buys will have been completed by that time.

5. If any, cite and provide a copy of any legal mandate that applies to this request. (Law, rule, regulation, county order or executive order.)

Citation (if any) n/a

6. Provide an impact statement that explains the consequences to the division and the State of NC if this contract is not executed.

If this contract is not executed, thousands of North Carolinians who are eligible for services will fail to receive them because of lack of knowledge of new programs and availability of equipment. Those who fail to receive emergency alert equipment are in danger of being harmed during weather, terrorist or other disasters because of lack of warning.

7. Is this a multi-agency initiative or just one division? If this is a multi-agency initiative, identify the divisions and/or departments affected. Is there any duplication of services being provided by multi-agencies/divisions? If yes, explain.

This is a Division of Services for the Deaf and the Hard of Hearing initiative. No other Division provides the same specialized services that are covered by this campaign.

8. Provide a reason why this service cannot be provided within the resources of the Division or Department. List other state agencies/universities that have been contacted and why they cannot perform services. (Summarize all contacts made, providing names of agencies and staff.)

Media campaigns are beyond the expertise and prevue of the Division and Department staff at this time. This service is being provided by another state agency – the Department of Administration.

9. If a specific Contractor is being requested, provide a detailed justification for a sole source contract. Give details of the process followed in determining this vendor is a sole-source. See the instructions listed below to see what detail is required. If an RFP is going to be issued, insert "RFP."

We have chosen to have the Department of Administration, Agency for Public Telecommunications perform this service because they are a State Agency. Because they are able to provide this service, we are not out sourcing.

10. If a sole-source vendor is being requested, what process was followed when determining contract price being charged by sole-source vendor? Were bids/proposals obtained from vendor? Provide details of the negotiation/proposal process. What cost reductions were achieved for the Division and for the State as a result of this process? (Provide a copy of the final bid/proposal with this request)

The APT has assured us that their media buy provides us with the best value for our money. We have combined several campaigns in order to further reduce our media costs by buying in bulk.

11. List the deliverables that are expected during the contract period. List the outcomes/goal the Contractor is to achieve during the contract period and how the division plans to measure/verify outcome was achieved. If the division has

completed the logic model list the mission/goal for the program and attach a completed logic model to this Performance Contract Justification Memorandum.

Under a contract between the Agency for Public Telecommunications (APT) and the Division of Services for the Deaf and Hard of Hearing would provide support to the Division of Services for the Deaf and Hard of Hearing's outreach efforts about the Telecommunications Equipment Distribution Program (TEDP), about the Relay NC program and about the Emergency Warning systems. The following tasks will be completed under this contract:

1. Development of Radio and TV Commercials for air throughout North Carolina
2. Media Distribution of Ads on radio, TV and Cable throughout North Carolina
3. Development of at least two OPEN/net programs related to the Relay NC and TEDP topics
4. Management and distribution of an educational DVD w/instruction booklet called: "Are You Listening? ...How to Make and Receive Phone Calls Using Relay North Carolina."

The goal of this project is to reach 90% of the eligible people in North Carolina for the program services we will be announcing.

**Schedule:**

<i>Deliverable</i>	<i>Due Date</i>
Draft Script for TEDP TV and Radio Commercials	December 13, 2004
First Draft of Completed TEDP Spots	December 17, 2004
Final Approval of TEDP TV and Radio spots	December 23, 2004
Media Campaign Starts	January 3, 2005
OPEN/net programs (3)	TBD
Management of distribution of educational DVD	TBD
Draft Script for RELAY NC TV and Radio Commercials	January 17, 2005
First Draft of Completed RELAY NC Spots	January 24, 2005
Final Approval of RELAY NC TV and Radio spots	January 28, 2005
Draft Script for EMERGENCY WARNINGS TV and Radio Commercials	March 13, 2005
First Draft of Completed EMERGENCY WARNING Spots	March 21, 2005
Final Approval of EMERGENCY WARNING TV and Radio spots	March 28, 2005

12. List person or persons in the Division that will monitor the Contractor during the contract period. List person and what they will be responsible/accountable for such as: receiving/verifying deliverables, receiving invoices, verifying invoice charges, verifying/monitoring time schedules, monitoring budget, verifying payments are made before end of year, making sure contracts are signed, making sure amendments are done on time if needed and making sure contracts are renewed or RFP's are written if needed.

Pamela Lloyd, the Telecommunications Access of North Carolina Program Administrator and Linda Harrington, Division Director, will administer this contract. They will approve all work done by APT related to the TV and Radio scripts for the PSAs.