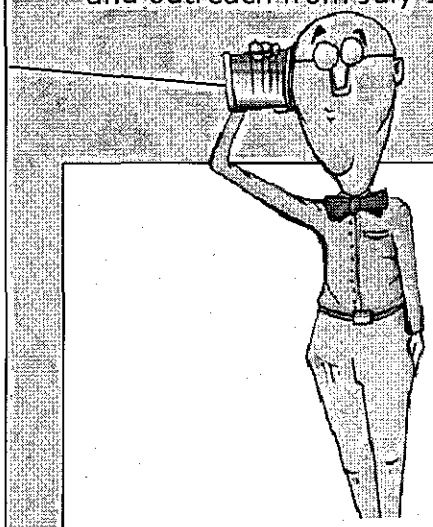
Executive Summary

Relay Missouri is proud to present this annual report of the 2004-2005 operating year. The report includes an overview of operations, traffic statistics, key activities, and outreach from July 1, 2004 to June 30, 2005.



A total of **1,056,431** calls were made through Relay Missouri during the 2004- 2005 reporting period. An average monthly breakdown by call types is below:

- **49,266** (71.9%) completed calls a month originated from both the Baudot and Turbo code TTY, together.
- **11,455** (16.7%) calls a month came from Voice users.
- **7,405** (10.8%) calls a month are VCO calls.
- The remaining **369** (0.54%) calls were a mix of ASCII, HCO, Speech to Speech, and Deaf/Blind.

- **64.4%** of all Relay Missouri calls were local calls.
- **22.2%** were general assistance calls.
- **6.5%** were toll free calls.
- **4.9%** were interstate calls.
- **1.6%** were intra-state, interlata calls.
- **1.0%** were intra-state, intralata calls.
- The remaining **0.3%** were Directory Assistance and International calls.

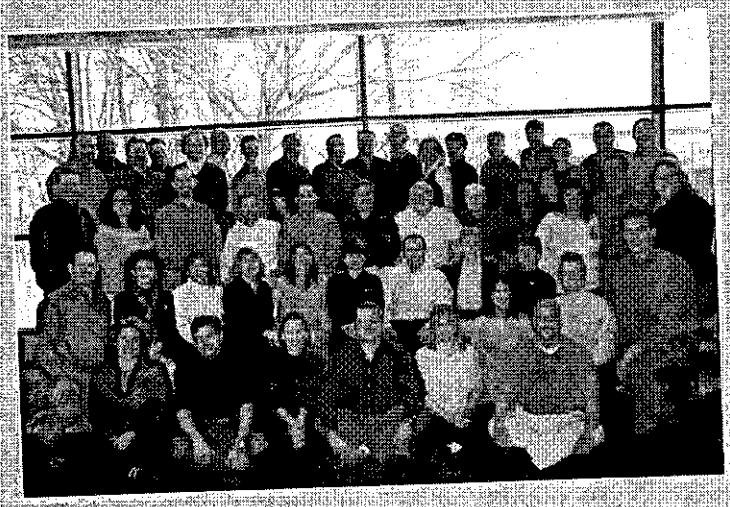
Traditional Relay Service usage in Missouri is at the lowest point since 1999. Traditional Relay Service usage peaked in July 2002, with 133,228 calls. Three years later, monthly usage has dropped a total of **35.7%**, to 85,607 in June 2005. Since 2002, every year, on average, **13.2%** fewer calls are made through Relay Missouri.

CapTel was introduced as a full Relay Missouri service on July 2004. CapTel generated **185,744** calls, an average of **15,479** calls a month. For the purpose of this report, CapTel calls and TRS calls are recorded and reported separately. When calculated together with the number of Relay Missouri's TRS calls, CapTel accounts for **15%** of all relay calls in Missouri for 2004-2005.

Relay Missouri performed over **50** presentations and promoted relay to more than **16,000** people. More than **7** long term projects were created, maintained, and executed to reach thousands more.

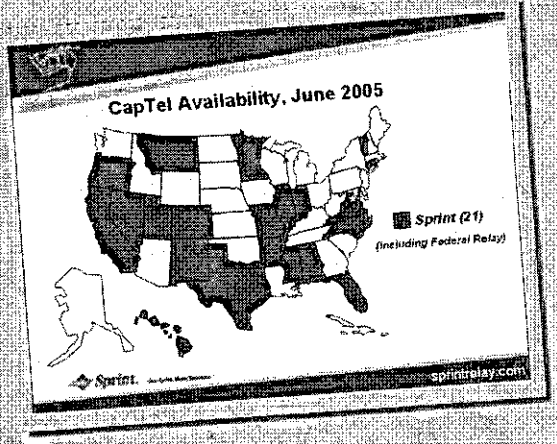
Background

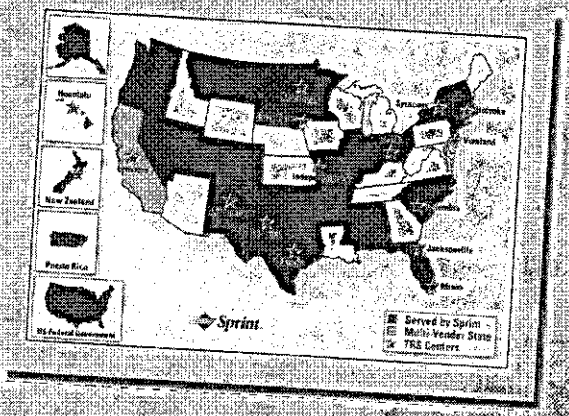
Relay Missouri is provided by Sprint (**sprint.com**, **sprintrelay.com**), a telecommunications company with over 15 years of relay service experience. Sprint employs approximately 40 deaf and hard of hearing people who provide outreach, sales, and product development for relay services.



The Sprint Team, February 2005

Sprint provides relay services to 32 states, Puerto Rico, New Zealand, and the U.S. Federal Government. Sprint also provides CapTel services to 22 states and the Federal Government. A list of those states and maps are provided below.

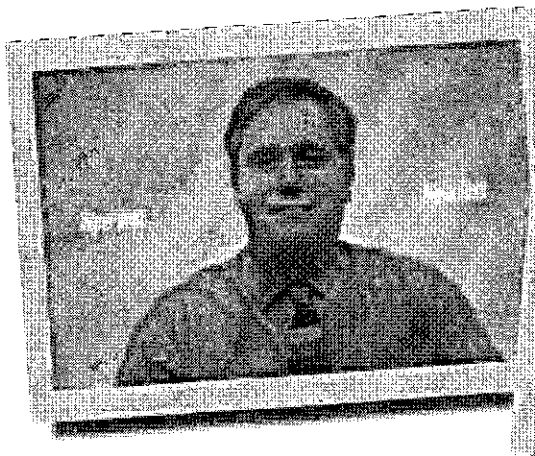


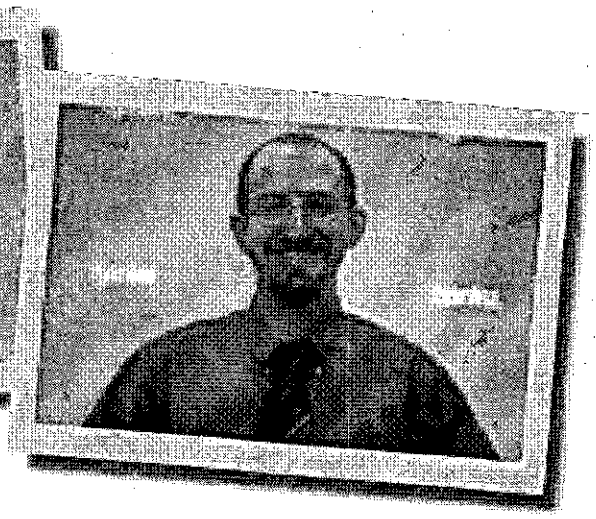


Left, Map of Sprint CapTel
Right, Map of Sprint TRS, 2005

Relay services in Missouri are provided at no charge to all residents and organizations of Missouri from a fund administered by the Missouri Public Service Commission (PSC, **psc.state.mo.us**). The Missouri PSC regulates the public utilities of the state of Missouri which include natural gas, electric, water and sewer, telephone service and more. The Missouri Public Service Commission is overseen by five Public Service Commissioners and their staff.

Sprint has been Missouri's relay service provider since 1991. Starting on July 2003, Sprint provided two account managers, Matthew Gwynn and Dennis Selznick, to oversee Relay Missouri's account, outreach program, and customer contacts. **Matt Gwynn** has 10 years of managing relay services in Indiana, New Mexico, Alaska, South Dakota, and Missouri. **Dennis Selznick** is one of Sprint's most experienced CapTel Account Managers on staff, and has more than 5 years of telecommunications networking experience.





Sprint received three notable relay awards in 2004-2005:

- National Association for the Deaf (NAD) presented Sprint with the **President's Award** during the 2004 NAD Conference in Kansas City, Missouri, for "Exceptional Service to the Association."
- The National Business and Disability Council awarded George Littlejohn, a Sprint communications assistant in Independence, Missouri, the **2004 Employee of the Year**. George Littlejohn, who is totally blind, has been a communications assistant for 10 years.
- The Missouri Association for the Deaf (MOAD) honored Relay Missouri at their 100th Anniversary Gala Celebration with an award for "**Generous Support of MOAD**."

Call Types

Relay services consist of a deaf, hard of hearing or speech disabled user being connected to a hearing or another deaf, hard of hearing, or speech disabled user with the assistance of a Communication Assistant (CA).

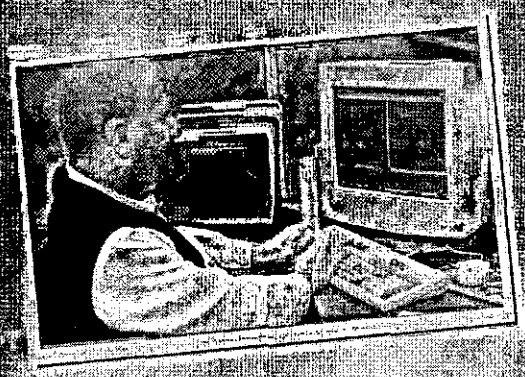
Relay Missouri tracks 10 different "call types," or the types of calls that relay users can make. This list serves every kind of disability that has difficulty making a telephone call without using some kind of special equipment. These are the categories that a call that can be made to or from:

- **TTY Baudot**
- **TTY Turbo code**
- **ASCII**
- **Voice**
- **Voice Carry Over**
- **Hearing Carry Over**
- **D/B ASCII**
- **D/B Baudot**
- **Speech to Speech**
- **CapTel**

An explanation of each call type is included below:

TTY Baudot (Teletype Writer), is where a deaf or hard of hearing individual uses a standard TTY to connect to relay services. Baudot is a standard TTY protocol that virtually all TTYs can use to communicate.

TTY Turbo code, where a deaf or hard of hearing person uses a TTY equipped with a faster TTY communication protocol like Turbo code or eTurbo.



ASCII (American Standard Code for Information Interchange), where a deaf or hard of hearing person uses a computer with a telephone modem to connect to relay.

Voice, where a call originates from a hearing caller to connect to deaf or speech disabled telephone users

Voice Carry Over (VCO), where a deaf or hard of hearing person uses a TTY or VCO phone to connect to relay and use their voice when making relay calls

Hearing Carry Over (HCO), a method for speech disabled people to use their ears to hear relay calls and type their responses to be voiced for them

D/B ASCII (Deaf Blind ASCII), a protocol for ASCII users to access Deaf-Blind relay from their computer using vision impaired software such as a Braille reader

D/B Baudot, an access method for Deaf Blind relay users to connect to relay using their TTY and vision impaired devices such as a Braille reader

Speech to Speech, a process where a speech impaired individual can have a specially trained Communications Assistant listen to the Speech to Speech user's voice and re-voice clearly to the person they called. The Speech to Speech user will then listen to the called person's response.

On July 2004, Relay Missouri completed the CapTel Captioned Telephone service trial and now offers CapTel as a full service, available to all residents of Missouri.

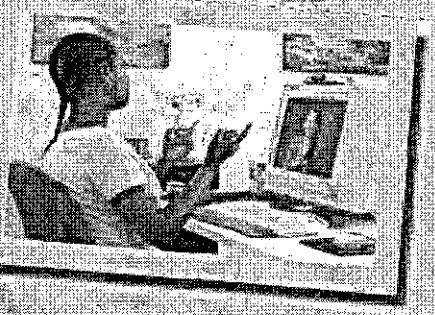
CapTel (Captioned Telephone) is a service where a hearing impaired person uses a CapTel phone to read everything that is said to them. A CapTel captionist hears what is said to the CapTel user and revoices what is said to a voice-recognition computer, which translates words into text to show on the CapTel phone.

Sprint offers additional relay services that are available nationwide to all relay users to access. While these services are provided at no charge, they are not provided by the Missouri Public Service Commission. Another fund, overseen by the National Exchange Carrier Association (NECA), supports these nationwide services. Those relay services allow the customers to choose what service best fits their needs while not being required to be funded by the Missouri Public Service Commission. Sprint offers:

- **Sprint Video Relay Service**
- **Sprint Relay Online**
- **Sprint Relay Wireless**

Sprint Video Relay Service

Sprint has partnered with Communication Service for the Deaf (CSD) to provide Missouri interpreters to facilitate relay calls. Using high-speed internet and a webcam or a videophone, the relay user proficient in American Sign Language (ASL) can make a relay call with greater speed and fluency. For more information, visit www.sprintvrs.com



Sprint Relay Online

Sprint Relay Online allows for the convenience of using relay through a computer over the internet. Deaf and hard of hearing relay users no longer need to make telephone calls from a phone line, instead taking advantage of any computer with internet access to make a relay call. For more information, visit www.sprintrelayonline.com.

Sprint Relay Wireless

Sprint Relay Wireless allows deaf relay users to take advantage of relay calls on portable wireless devices. This enables relay users to be mobile and more equivalent to hearing cell phone users with the ability to make phone calls "on the go." For more information, visit www.sprintrelay.com.

Federal Relay Service

The Federal Relay Service is provided for people who are associated with the federal government or by people who are calling the federal government, i.e., the IRS, to check on their tax status.

Federal relay calls by Missouri residents and businesses are not billed or counted as Relay Missouri calls. More information about Federal Relay can be found on the website at http://www.fts.gsa.gov/frs/.

- Traditional relay through Federal Relay operators
- Federal CapTel
- Federal Video Relay Service
- Federal Sprint Relay Online
- Federal Relay Conference Captioning

The latest authorized list of approved federal organizations is maintained on the http://www.gsa.gov website. Search for "GSA Order 4800."

Operations Report

Sprint operates 15 relay centers all over the U.S. One of the most important centers for Sprint's operations is the Independence, Missouri center. That center is the home to Sprint's relay customer service center, and it is staffed 24 hours a day.

During 2004-2005, Sprint implemented the following relay services enhancements at no additional charge to Missouri:

- **Telecommunications Service Priority (TSP)**
  Sprint has received approval to get priority treatment and restoration of service in the event of a national emergency.

- **Caller ID (SS7) upgrades**
  Enhanced caller ID upgrades were implemented at all of Sprint's relay centers to give all relay user calls the caller ID of the person calling through relay.

- **Improved Speech to Speech gating to prevent abuse of TRS**
  Sprint implemented gating procedures to prevent abuse of Speech to Speech relay calls from prison pay phones.

- **TTY to TTY call setup**
  Sprint established TTY to TTY calling procedures in which TTY to TTY calls are connected but not billed to the state.

- **E-911**
  Sprint set up improved E-911 procedures to better serve emergency calls through relay, even though we educate users to dial 911 directly.

- **Customer Contacts Online Database**
  Sprint established an online customer contacts database to better address customer contacts and feedback.

Sprint also made enhancements to CapTel with the following features:

- **True caller ID functionality**
  True caller ID enables CapTel users and the people they call to see the caller ID of the person who is calling them instead of "Blocked Number" or "CapTel."

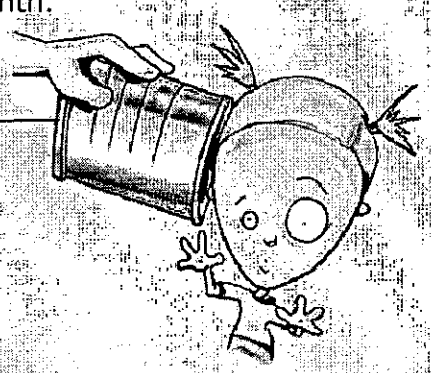
- **Echo Management**
  CapTel continues to improve the CapTel phone's features by adding echo management software.

- **Audio jack on handset**
  CapTel can be provided upon request with a handset that has a 3.5mm headphone jack that can be used with headphones, earpieces, FM loops, and t-coil compatible devices.

Table 1: ASA and SVL

Month	ASA	SVL
Jul	2.1	96.0%
Aug	1.8	96.0%
Sep	2.8	92.0%
Oct	2.4	93.0%
Nov	1.8	95.0%
Dec	1.7	96.0%
Jan	1.9	95.0%
Feb	1.7	96.0%
Mar	1.9	95.0%
Apr	2.3	94.0%
May	2.5	93.0%
Jun	2.4	93.0%
Average	**2.1**	**94.5%**

Table 1 shows the Average Speed of Answer (average of how quickly all calls answered in seconds, ASA) and Service Level (what percent of calls are answered within 10 seconds, SVL) for 2004-2005. The FCC requires a monthly average of 3.3 seconds of ASA and 85% in 10 seconds SVL. Sprint easily exceeds both requirements every month.



Traffic Patterns

During the period of July 1st, 2004 to June 30th, 2005, Relay Missouri processed an average of 87,808 TRS calls a month. Relay Missouri records a traditional relay call as one of the nine categories below:

- **TTY Baudot**
- **TTY Turbo code**
- **ASCII**
- **Voice**
- **Voice Carry Over**
- **Hearing Carry Over**
- **D/B ASCII**
- **D/B Baudot**
- **Speech to Speech**

Since **CapTel** is a relatively new relay service, it will be graphed, analyzed, and reported separately from the other nine TRS categories.

Table 2: Outbound TRS Calls per month, 2004-2005

Month	TTY	Turbo code	ASCII	Voice	VCO	HCO	D/B BAUDOT	Speech to Speech	General Assistance	TOTAL
Jul	15416	36540	143	11973	8318	60	0	73	13530	**86053**
Aug	15293	37717	185	12220	8930	92	0	110	21278	**95825**
Sep	14728	34587	162	11850	8076	44	0	119	18094	**87660**
Oct	15090	34262	154	12153	7956	21	0	118	20241	**89995**
Nov	14194	32995	97	11425	7870	36	0	585	20389	**87591**
Dec	15107	33962	66	11839	6376	0	0	1084	20827	**89261**
Jan	15941	33081	128	11511	7119	9	0	255	22704	**90748**
Feb	14336	31137	69	10487	6862	3	0	74	20273	**83241**
Mar	17969	32690	61	11238	6665	5	0	117	20305	**89050**
Apr	17256	31772	87	10795	6627	10	12	75	18879	**85513**
May	17536	32002	92	11041	6741	2	17	76	18332	**85839**
Jun	16439	31141	79	10928	7317	12	49	48	19642	**85655**
TOTAL	189,305	401,886	1323	137,460	88,857	294	78	2734	234,494	**1,056,431**

Table 2 shows the number of outbound calls, broken down per month, for 2004-2005. General Assistance calls are incoming calls that reach a Communications Assistant, but are not connected to an outgoing phone number or source. It could be someone who accidentally dialed the wrong number and reached relay or someone who changed their mind about making a relay call. Once the CA is hung up on, the CA will be ready to receive and process another relay call.

Figure 1: Inbound call types for 2004-2005

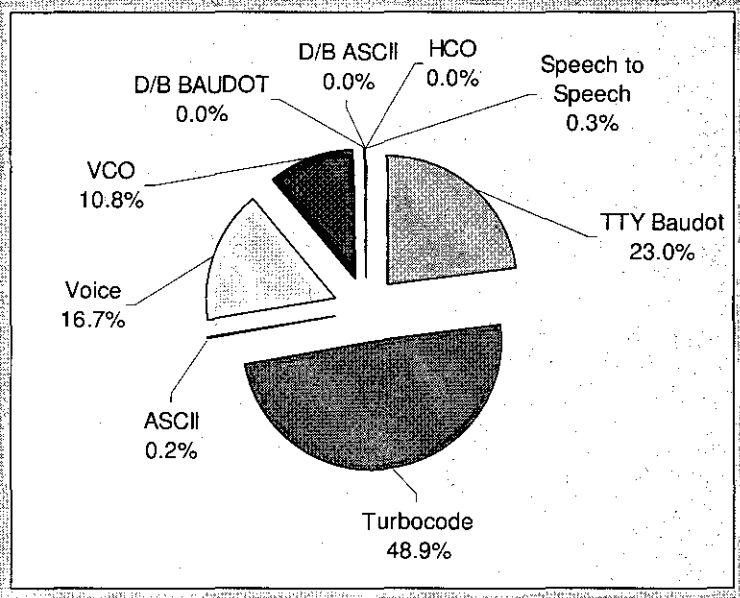


Figure 1 shows a pie chart displaying the percentages breakdown of the call types in 2004-2005. The majority of calls were TTY calls, most commonly through the Turbo code protocol. 71.9% of all calls into Relay Missouri were from some kind of TTY. 16.7% of all calls were originating from voice users.

Table 3: CapTel Call Volumes, 2004-2005

Month	Call from CapTel phone	Call to CapTel 800 number	**Total CapTel calls**
Jul	1,719	861	**2,580**
Aug	2,847	2,387	**5,234**
Sep	4,545	3,651	**8,196**
Oct	5,677	7,858	**13,535**
Nov	6,233	10,992	**17,225**
Dec	6,557	11,580	**18,137**
Jan	7,581	12,657	**20,238**
Feb	7,848	11,659	**19,507**
Mar	9,398	13,891	**23,289**
Apr	9,996	10,934	**20,930**
May	9,779	8,979	**18,758**
Jun	8,931	9,184	**18,115**
Total:	81,111	104,633	**185,744**

Table 3 shows the call volumes of CapTel for 2004-2005. Captel showed a vigorous growth in total calls. In the first full year of service in Missouri, CapTel processed 185,477 calls. An average of 15,479 calls a month were made by CapTel users since July 2004.

- 78% of all Missouri CapTel calls are intra-state calls
- 14.4% of all Missouri CapTel calls are inter-state calls
- 6.2% of all Missouri CapTel calls are toll-free calls.

56.3% of the calls were made to CapTel users. That shows that there is a large number of hearing callers willing to call the CapTel 800 number to connect to CapTel users, as well as a possible population of CapTel users calling other CapTel users.

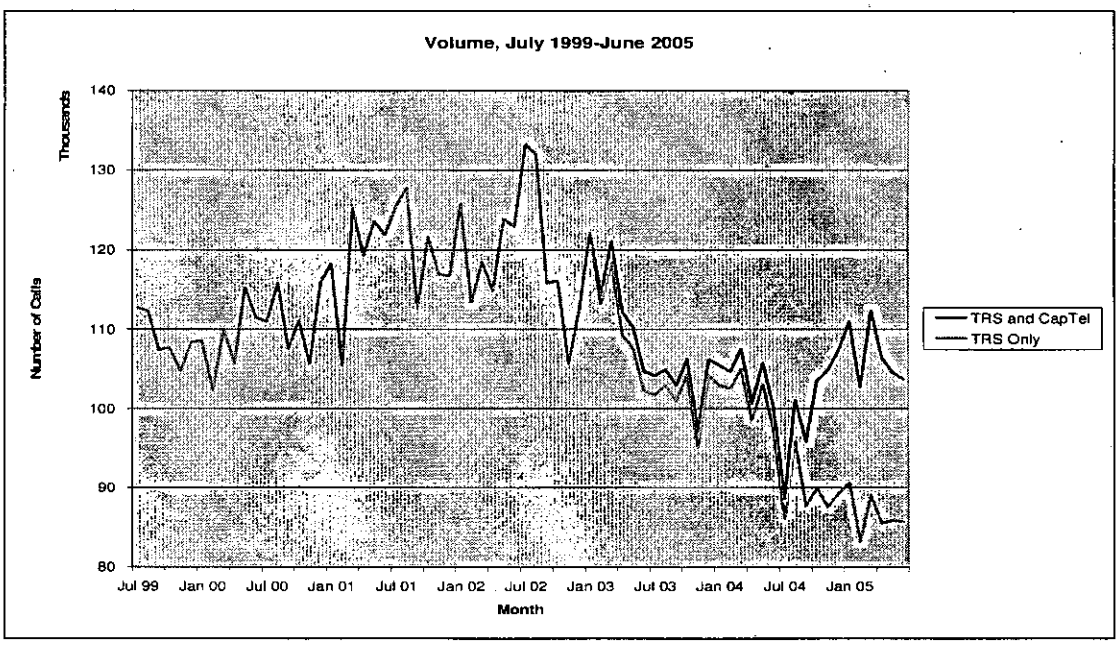
Over the course of the fiscal year, CapTel and TRS together had a total of 1,242,175 calls. CapTel accounted for 14.95% of all relay calls in Missouri. This is a much larger percentage of all calls compared to the trial period in 2003-2004, when it was only 2.2% of all relay calls.

Table 4: TRS and CapTel Volumes, 2003-2005

Year	TRS Volume	CapTel Volume	Total Volume	TRS Pct	**CapTel Pct**
2003-2004	1,218,871	27,522	1,246,393	97.79%	**2.21%**
2004-2005	1,056,431	185,744	1,242,175	85.05%	**14.95%**

Traditional relay minutes have declined since July 2002. In July 2002, Relay Missouri processed 133,258 relay calls. In June 2005, Relay Missouri had only 85,855 calls, a decline of 35.55%.

Figure 2: Relay Missouri 1999-2005 Call Volume.



* CapTel was offered as a trial service from February 2003 to June 2004

Traditional relay calls have declined because of the immense popularity of internet, video, and wireless relay calls. The convenience of not having to be tied to a telephone land line and to be able to communicate via the internet has allowed relay users to have choices in the ways they were never able to use before. CapTel impacts a large, traditionally underserved segment of the disabled community, the hard of hearing, late deafened, and senior citizen audience. It's no surprise that at first, the growth is large, but it has now leveled out.

Accounting Data

The relay fund paid out **$3,513,737.48** for CapTel and TRS services in 2004-2005. An average of **$255,733.86** per month paid for the FCC required services funded by the Missouri Public Service Commission.

The Missouri Public Service Commission's (MoPSC) monthly expenditures for Traditional Relay have been in decline since 2002. On June 2005, relay usage amounted to almost $100,000 less a month than it was in August 2002. That drop in monthly expenses even includes:

- A price-per-minute increase in July 2001 due to a required increase in typing speeds by the FCC. The FCC increased the typing speed from 45 words per minute to 60 WPM.
- All CapTel expenses billed to the state, which was not available in 2002.

This shows that even with the inclusion of CapTel and an increase in TRS per-minute costs, MoPSC's monthly TRS expenses continue to drop.

Figure 3: MoPSC monthly relay expenditures, 1999-2005.

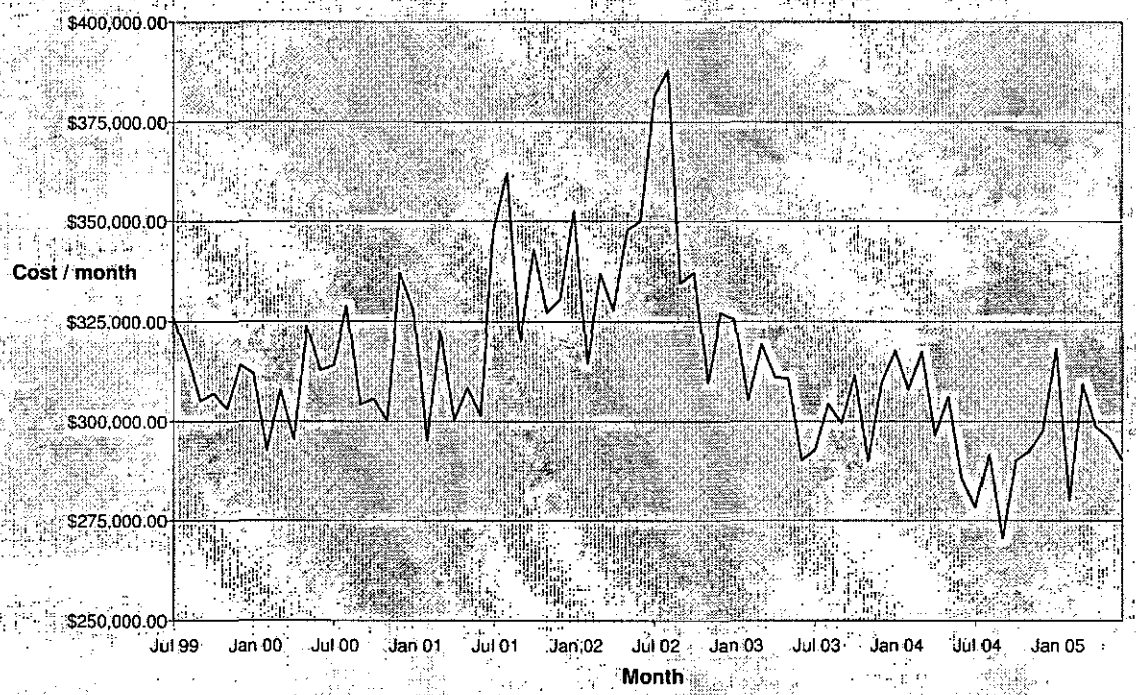
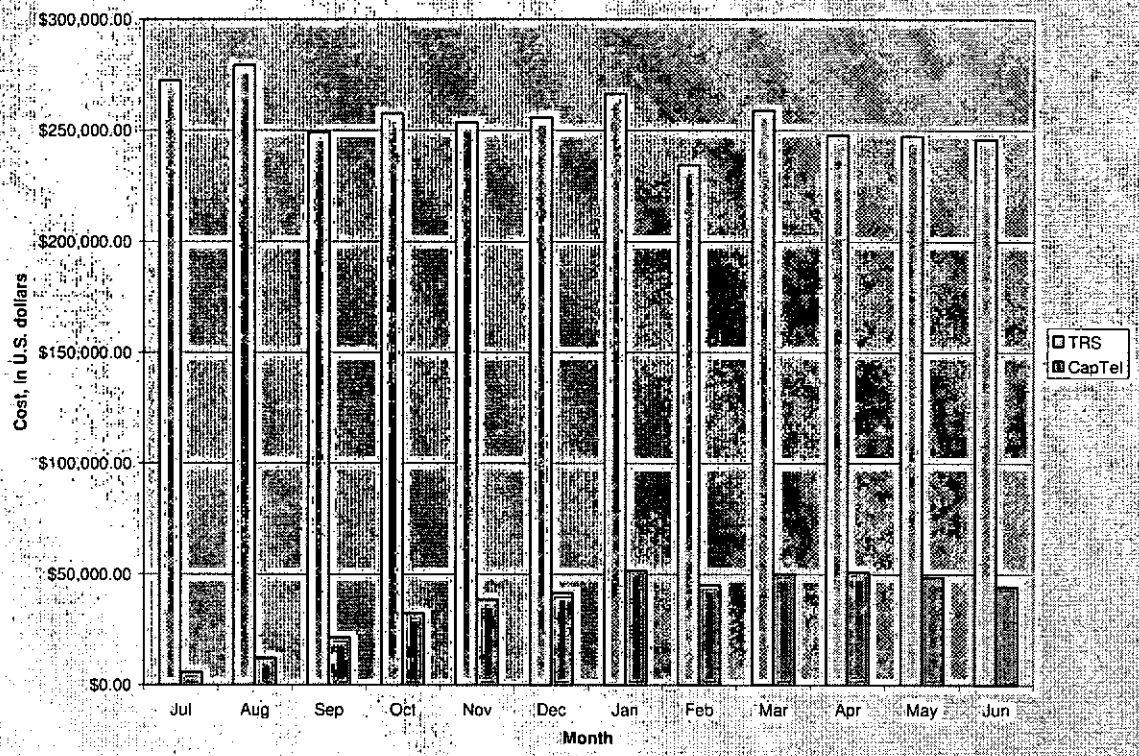


Figure 4: Relay expenses billed to Missouri for 2004-2005



The drop in the costs of traditional relay billed to the state is due to the use of relay services that are currently being funded by NECA. Relay Missouri users are free to choose the relay service that best fits their needs. For example:

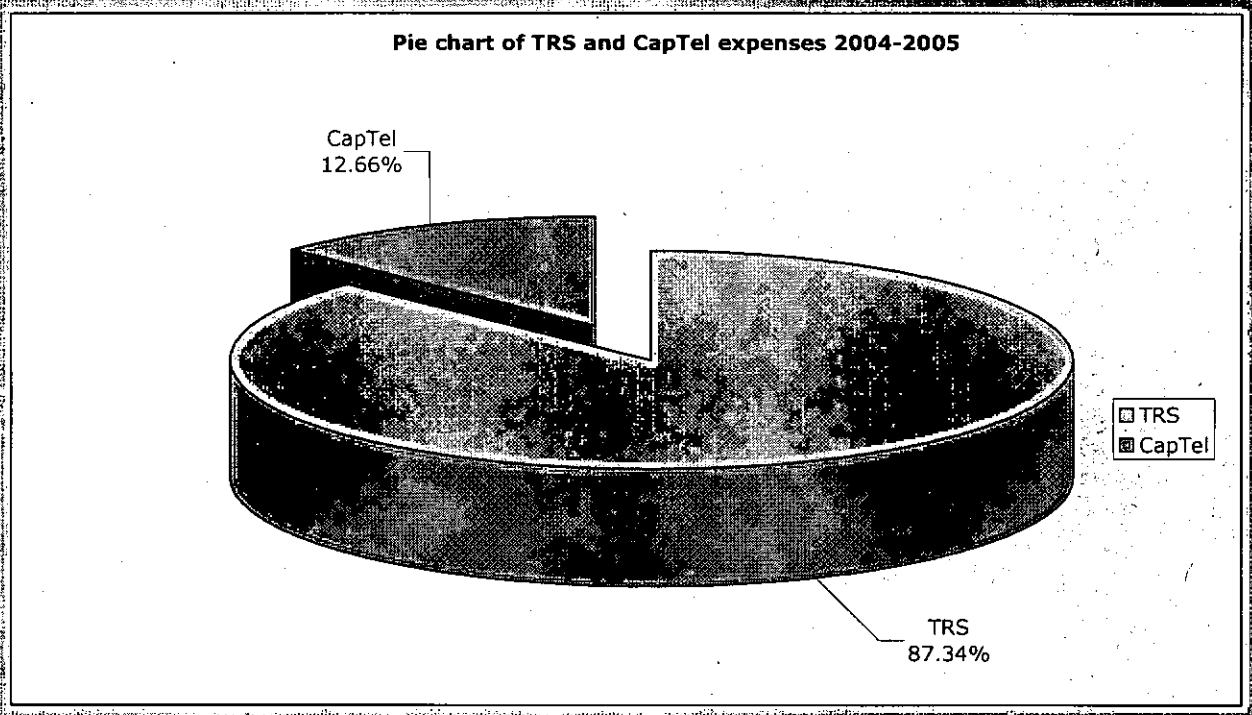
- Customers who are fluent in American Sign Language are not most comfortable using a TTY and typing their visual thoughts in English. They prefer to use Sprint Video Relay with a web cam or videophone.
- Customers who are often on the go do not have the time to stop and use a payphone TTY, so they prefer to take advantage of Sprint Relay Wireless through their personal wireless devices.
- Customers who are more comfortable multi-tasking, typing with a full size keyboard and internet access than a TTY. They prefer to make their calls through Sprint Relay Online directly from their computer.

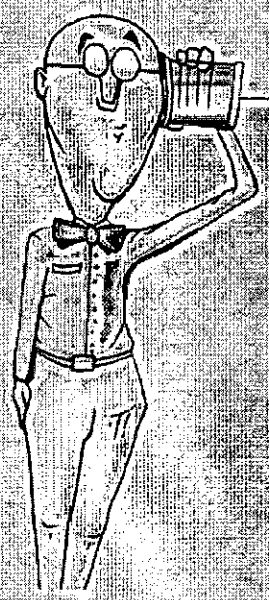
Since these expenses are addressed by NECA and are not a TRS required service, they do not impact the state relay fund.

CapTel accounted for 15% of the volume but only 12.66% of all relay expenses for 2004-2005. CapTel serves a growing need for relay services to accommodate aging baby boomers and late deafened individuals who have

never experienced relay. With that in mind, CapTel is serving a whole new audience that was never adequately served by traditional relay.

Figure 5: CapTel and TRS expenses for 2004-2005





2004-2005 Marketing and Outreach

Relay Missouri Account Managers Matt Gwynn and Dennis Selznick conducted the Relay Missouri outreach and marketing for 2004-2005. Together they developed marketing tools that would help Missouri residents and businesses to be familiar with relay. Outreach and educational activities were performed, seeking to inform the general public about relay and to receive feedback about the quality and types of services desired from relay users.

Relay Missouri established several long term programs to enhance the relationship with Missouri community:

1) Relay Missouri Relay Ambassador Program
2) Relay Missouri quarterly newsletter
3) Relay Missouri Video Relay technicians
4) Relay Missouri website
5) Relay Missouri "Don't Hang Up on Relay" Public Service Announcement
6) Relay Missouri business consulting
7) Relay Missouri and Missouri School for the Deaf partnership

Relay Missouri Relay Ambassador Program

Relay Missouri contracted with an in-state business developer to establish inroads with organizations interested in learning about relay services. Emergency service personnel, travel organizations, chambers of commerce, and various businesses and organizations were educated about relay by an expert presenter with connections to reach those organizations.

Relay Missouri quarterly newsletter

Relay Missouri established a quarterly newsletter to mail out to 1,500 interested individuals and businesses in the state of Missouri. Exciting and relevant relay news, tips, and interest stories, the quarterly newsletter raised awareness about newer relay services such as CapTel, internet relay, and video relay.

Relay Missouri Video Relay technicians

Relay Missouri established regional deaf technology experts who were tasked with installing Video Relay Service equipment in the homes of relay users who prefer to use American Sign Language. These professional, well-trained technicians were on hand to assist relay users in making sure their broadband connections and video equipment were best able to use Video Relay services, and to troubleshoot any internet issues that may arise with the video technology.

Relay Missouri website

Relay Missouri established a brand new website at www.relaymissouri.com. With this new website, relay users and people unfamiliar with relay can read, understand and be better prepared to make and receive relay calls through Relay Missouri. The website contained information about community events and future presentations that Relay Missouri is involved in.

"Don't Hang Up on Relay" Public Service Announcement

In conjunction with the Relay Missouri "Don't Hang Up on Relay" campaign to be launched in 2nd quarter 2005, Relay Missouri developed a 30 second Public Service Announcement to be played on television in major Missouri TV markets.

Relay Missouri Business Consulting

Businesses, looking for ways to reduce costs, are reducing the number of "TTY hotlines" they operate. Relay Missouri provided "Relay Business Consulting" to organizations to educate their representatives and simultaneously remove the "Hearing impaired TTY hotline" with "Hearing impaired users: We're relay friendly! Dial 7-1-1 then use our 800 number for customer service." The result is a seamless experience for the relay users and more cost efficiency for businesses.

Relay Missouri and Missouri School for the Deaf partnership

Relay Missouri provided 16 videophones to Missouri School for the Deaf (MSD) to improve the communication skills of all students at MSD. MSD students are able to use the videophones to make video relay calls home, do video calls directly to parents at home using sign language, and to intercom with teachers on campus just like an intercom or radio system would be like for hearing people.

Relay Missouri hosted and attended many events in 2004-2005, providing outreach and sponsorships to spread the knowledge of relay. 50 presentations were performed and more than 16,000 people exposed to Relay. Chart 6 shows a large number of events where Relay Missouri was marketed.

Table 5: Marketing events of 2004-2005

Date	City	Event	Attendance
7/5	Kansas City	National Association for the Deaf conference	3000
7/23	Saint Louis	Art of Technology presentation	20
7/27	Columbia	CapTel training with MATP regional independent living centers	15
7/29	Saint Louis	Presentation at Paraquad	10
7/31	Springfield	Presentation at Ozark Community College	80
8/19	Columbia	VRS demonstration at LEAD Institute	50
8/28	Saint Louis	Assistive Technology Fair	1000
8/29	Saint Louis	Missouri Association for the Deaf 100th Anniversary	500
9/11	Branson	Silver Dollar Deaf Awareness Day	500
9/28	Saint Louis	Cub Scouts	12
10/1	Jefferson City	VRS presentation to Vocational Rehabilitation administrators	6
10/2	Saint Louis	KDSK TV interview about VRS and CapTel	5,000
10/12	Saint Louis	MODARA Meeting	30
10/26	Springfield	Presentation at SMSU	30
10/27	Columbia	Presentation to deaf culture students at Mizzou	50
10/30	Osage Beach	Missouri Interpreter Conference	800
11/9	Kansas City	Regional GSA (Federal Agency) administration training	60
11/13	Saint Louis	SHHH Meeting	35
11/16	Saint Louis	Paraquad demonstration of VRS	107
11/17	Saint Louis	CapTel presentation at St. Louis SHHH Chapter	35
12/4	Kansas City	Missouri-Kansas Telecommunication for the Deaf- keynote speaker	120
1/21	Kansas City	Gallaudet Open House	15
1/25	Saint Louis	Meeting at Maryland Heights AARP Chapter	15
1/28	Saint Louis	Deaf Coffee social	11
1/28	Springfield	ICC Open House	12
1/31	Kansas City	Meeting with Gallaudet Regional Staff	10
2/2	Fulton	VR Counselors at Missouri School for the Deaf	10
2/17	Saint Louis	Deaf Coffee social	15
2/19	Kansas City	Special Needs Alcoholics Anonymous (AA)	30
2/23	Sedalia	Sedalia public school	7
2/24	Kansas City	Presentation to KC Special Needs group	60
2/25	Kansas City	Hearing chat meeting	45
3/4	Springfield	Presentation to Springfield Deaf Community	45
3/8	Saint Louis	Missouri Hearing Society	200
3/8	Saint Joseph	Presentation at St. Joseph's independent living center	10
3/14	Branson	Missouri Summit on Aging and Health	900
4/2	Springfield	Deaf Empowerment presentation	97
4/8	Osage Beach	Missouri Speech Hearing Language Association (MSHA)	900
4/26	Joplin	Spring Health Screening event at Freeman	400

		Health Associates	
4/26	Joplin	Live TV interview on KSN-TV's with Toni Valliere	500
4/28	Fulton	Missouri School for the Deaf open house and performance	50
4/30	Saint Louis	Presentation at Deaf Professionals workshop	60
5/6	Independence	Presentation to deaf students from Blue Springs school district	50
5/18	Kansas City	Multicultural Festival for Seniors	800
5/18	Saint Joseph	Deaf Awareness Day in St. Joseph	30
5/26	Columbia	MO Court Clerk conference	30
6/3	Fulton	Missouri School for the Deaf Alumni Reunion	100
6/8	Independence	Relay Missouri 14th anniversary celebration	90
6/11	Eureka	Six Flags Deaf Awareness Day	200
6/21	Saint Louis	Presentation to AmerenUE Customer Service	10
Total:		**50 presentations**	**16,162**

In addition to outreach, Sprint sponsored several different organizations that promoted Relay Missouri:

- Missouri Commission for the Deaf and Hard of Hearing (MCDHH)
- Area Agency on Aging
- Self Help for the Hard of Hearing
- Roundtable Representatives on Deafness
- Greater St. Louis Association for the Deaf
- Moog Center for Deaf Education
- St. Joseph Institute for the Deaf
- Central Institute for the Deaf
- Missouri School for the Deaf
- Blue Springs School District
- Special School District of St. Louis
- Leadership through Education and Advocacy for the Deaf (LEAD)
- Missouri Speech Hearing Association
- Missouri Hearing Society

Sprint will continue to do outreach and partner with organizations that serve and support deaf, hard of hearing, and speech disabled clientele. Sprint has a clear understanding on where to focus marketing efforts to better educate relay users and their called parties.

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Art by Mike Wilkerson
Compiled by Dennis Selznick and Matt Gwynn

Annual Report

RelayMO

Matt Gwynn

Dennis Selznick

April Mason

July 2005–June 2006

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April Mason
Account Manager

Dear Mr. Cecil and Mr. Scheperle:

The fiscal year of July 2005 to June 2006 has demonstrated once again that Sprint Relay Missouri continues to deliver the highest quality and functionally equivalent services to meet our customers' communication needs. Sprint Relay Missouri has provided outstanding Telecommunications Relay Services (TRS), some of which include: TTY-to-Voice, Voice-to-TTY, Speech-to-Speech, and Voice Carry-Over. Sprint is proud of our ability to meet and exceed the requirements put forth by the state.

Relay Missouri continues to experience a decrease in TRS call volume, due to the rise in Internet-supported relay calls, video relay services (VRS), and wireless communications. There also has been a steady increase in the number of Captioned Telephone (CapTel) calls, which has contributed to the decrease in traditional Voice Carry-Over calls.

Missouri has completed its second year of CapTel services, and the demand for CapTel has gone above our expectations. Comments from CapTel users indicate that this new technology has had a tremendously positive influence in their overall quality of life. For some, the CapTel phone has even allowed them to keep jobs requiring telephone access.

Major TRS accomplishments from July 2005 to June 2006 include:

- Creation of three newsletter issues (summer, fall and winter),
- Promotion of "Don't Hang Up on Relay" video on four television stations, and
- Exhibition at the DeafNation Expo tradeshow, which attracted 2,500 participants.

In the Sprint field, we launched a brand-new identity, with a new logo and colors, after merging with Nextel to allow increased wireless capabilities.

Sprint is grateful to be given the opportunity to provide Missouri with superior telecommunication relay services. We would like to thank the Missouri Public Utilities Commission for their support during this fiscal year, and for having continued confidence in Sprint to renew our existing contract on June 6, 2006.

Can you continue to expect a future full of possibilities? Sprint and Nextel has come together to offer more choices and flexibility. We are the new Sprint, and YES, YOU CAN!

Sincerely,

April Mason
Account Manager
Relay Missouri
(April 2006 – present)

Matt Gwynn
Account Manager
Relay Missouri
(June 1994 – March 2007)

Dennis Selznick
Account Manager
Relay Missouri
(July 2003 – January 2006)

Relay Missouri Enhancements

Telecommunications Service Priority Program

Sprint announced on October 31, 2005, that it had completed all milestones in enrolling its Telecommunications Relay Service (TRS) in the FCC's Telecommunications Service Priority (TSP) program. On May 11, 2005, Sprint began implementing TSP throughout its network. On October 31, Sprint successfully activated all 14 call centers under the TSP program. Sprint's participation in the TSP Program strengthens our already robust reliability.

In 1988, the TSP program was established to prioritize the restoration of telephone service to critical facilities and agencies at times when telecommunications companies are typically overburdened with service requests, such as after a natural disaster. In the event of a regional or national crisis, the program restores telephone services most critical to national and homeland security on a priority basis.

The Sprint TRS network is designed to reroute traffic to other Sprint Relay centers across the country to provide uninterrupted service. However, if a national or regional emergency causes service to be disrupted and the relay call center is unable to receive or place calls, Sprint's participation in the TSP program means that Local Exchange Carriers (LECs) are required to restore service to the relay call center as rapidly as possible consistent with the priority status assigned to the relay call center. Unlike other TRS providers, when a disaster occurs, Sprint TRS has the ability to reroute calls immediately to unaffected relay call centers and continue processing calls with minimal customer impact.

The Sprint relay call centers participating in TSP are:

- Albuquerque Switch (Albuquerque, NM and Honolulu, HI)
- Austin Switch (Austin, TX and Lubbock, TX)
- Dayton Switch (Dayton, OH and Cayce, SC)
- Independence Switch (Independence, MO)
- Jacksonville Switch (Jacksonville, FL)
- Lemoore Switch (Lemoore, CA)
- Miami Switch (Miami, FL)
- Sioux Falls Switch (Sioux Falls, SD and Moorhead, MN)
- Syracuse Switch (Syracuse, NY and Holyoke, MA)

The TSP program ensures that the Sprint relay call centers are placed on a priority basis to re-establish telephone service for Relay Missouri users. Sprint is proud to voluntarily comply with the FCC's TSP program.

Customer Contacts Online Database

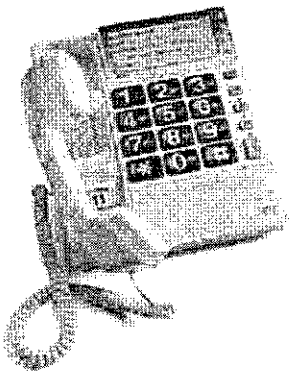
To further support the existing Sprint Relay complaint resolution process, we have developed a Customer Contacts Online Database (CCOD), which serves as a seamless and timesaving device for documenting customer contacts. The CCOD tracks customer contact information as required by the FCC, which assists the Sprint Relay-contracted states to obtain recertification from the FCC.

The CCOD will also automatically notify the account managers via e-mail of any complaint or commendation entry, ensuring that they receive timely notification of these responses. Sprint resolves all customer contacts and concerns within 30 days, and reports them to the Missouri Public Service Commission via monthly traffic reports. The account managers then ensure that community feedback is addressed expeditiously and are available to respond to all consumer concerns. Sprint exceeds the FCC guidelines regarding customer contacts.

Abbreviations at a Glance

CCOD: Customer Constacts Online Database
LEC: Local Exchange Carrier
FCC: Federal Communications Commission
PSC: Public Service Commission
TRS: Telecommunications Relay Service
TSP: Telecommunications Service Priority

What is CapTel?



CapTel is an assistive technology aimed at easing communications for the more than 24 million Americans who are hard of hearing, have experienced hearing loss later in life or are deaf with good vocalization skills.

CapTel with True Caller ID is available through Sprint in 25 states, including Missouri. Active and retired hard of hearing federal government employees (civilian, military and federally recognized U.S. tribal members) also can take advantage of CapTel services through Federal Relay.

CapTel is leading-edge technology developed by Ultratec, Inc. of Madison, WI, that requires a special CapTel-equipped phone in order to place a call through the CapTel Relay Service. The CapTel phone works like any traditional phone with callers talking and listening to each other, but with one very significant difference: live captions are provided for every call.

The captions are displayed on the CapTel phone's built-in screen so the user can read the words while listening to the voice of the other party. This allows conversations to flow more naturally, allowing for normal interruptions and expressed emotions. CapTel services are available 24 hours a day, 7 days a week, 365 days a year.

For more information, visit www.sprintrelay.com.

CapTel with True Caller ID

As of August 29, 2005, True Caller ID is available to all CapTel customers of Sprint. CapTel customers do not need to make any changes to their equipment; users who subscribe to Caller ID through their local telephone company can now view the name and number of the person calling on their Caller ID box.

2–Line CapTel

If a CapTel user prefers to receive a CapTel call directly from the caller instead of the captioning service, the solution is called 2-Line CapTel. A CapTel phone is equipped for two-line capabilities, which allows a CapTel user to receive captions on every call, at any time in the call. With 2-Line CapTel enabled, a CapTel user can:

- Receive captions on all incoming calls (the caller dials you directly, instead of placing the call through the captioning service).
- Turn captions on at any point during a conversation.
- Give your callers one telephone number (there is no separate captioning service number for callers to remember).
- Get full captioning for every type of call, including emergency calls and calls through relay.
- Share a call without interrupting captions (others can also pick up an extension line).

Note: Using CapTel in 2-Line mode is optional, and requires a second analog telephone line.

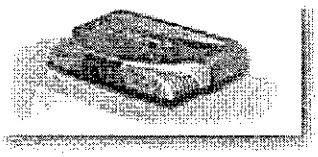
Improving the Customer Experience

Sprint has begun a new and ambitious project called "Improving the Customer Experience, Voice and Signs of the Customer" (ICE). ICE is an ongoing and continuous project to improve the customer experience when using relay. This project began with focus groups and one-on-one interviews with TRS users, which were hosted during 2005 and 2006 in Rochester, NY, Denver, CO, Austin, TX, and Washington, DC. The focus groups have been a wonderful experience and Sprint is truly hearing the voice of the relay user.

Based on feedback and input received through the ICE program from both customers and internal staff, we are preparing to implement the first set of improvements to Sprint Relay that begins August 22, 2006. A few of these changes are internal, affecting the training and operations of Communication Assistants (CA) and some are external, improving the experience of the relay user.

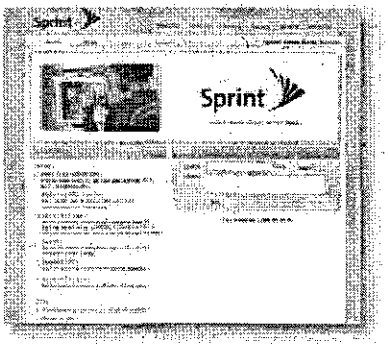
Sprint Relay Product Enhancements
(Available in Missouri)

Sprint Video Relay Service



Videophone with a television set

Sprint Video Relay Service (VRS), as of November 1, 2005, is available any time, 24 hours a day, 7 days a week, 365 days a year. Sprint VRS enables users who use sign language to communicate using videoconferencing technology, with an interpreter via the Internet. The interpreter relays the signed conversation over a standard phone in real time to the hearing caller. By using sign language over the full-motion video, the sign language user can communicate in their natural language and convey facial expression and cues to ensure nothing gets lost in the translation. The sign language user needs a videophone with a television or a Web cam with a computer.



Sprint VRS Web site

Additionally, the Sprint VRS Web site was updated with a crisp and clean look, along with the new Sprint logo and colors.

Sprint Video Relay Service: Features

Sprint VRS provides additional features that enhance the service and make the experience convenient, beneficial and enriching for our users.

- **Announcements**: Get the latest Sprint press releases, announcements and more.
- **Sprint VRS Mail**: Receive VRS Mail when you are unavailable to receive a call from a hearing caller. When you receive a VRS mail, play the video on your computer to view the recorded message in sign language.
- **Manage Your Account**: Your Sprint VRS profile allows you the flexibility of creating your own user settings to expedite your VRS calling needs.
- **New Member**: Sign up to customize your profile with your VRS preferences and to receive Sprint VRS mail.
- **Current Member**: Your user profile provides the video interpreter with preferences that state whether you are a Voice Carry Over user or Spanish user, if you have VRS mail, answering machine greetings, pager notification settings, and privacy settings.
- **Phonebook**: Save your frequently dialed numbers to access your VRS calls quickly and easily.
- Wallet Cards: Print, cut out and share your VRS number to friends, family and businesses so they can call you via VRS.
- **Customer Service Support**: Sprint VRS offers several choices to meet your customer service needs, such as: live chat on video, e-mail, TTY, voice or fax.

Additional information online includes operating hours, types of calls, call procedures, and frequently asked questions as well as technical requirements, troubleshooting tips and instructions.

Sprint Video Relay Service: VCO & Spanish

On November 1, 2005, Sprint launched two new VRS enhancements to support sign language users: Sprint VRS Voice Carry Over (VCO) and Spanish VRS. VRS hours were extended to 24 hours a day, seven days a week, 365 days a year.

VRS VCO

Sprint VRS VCO allows a deaf or hard of hearing user who prefers to voice for himself or herself to speak directly to the other party as a video interpreter signs what the hearing person is saying. Based on the VCO user's

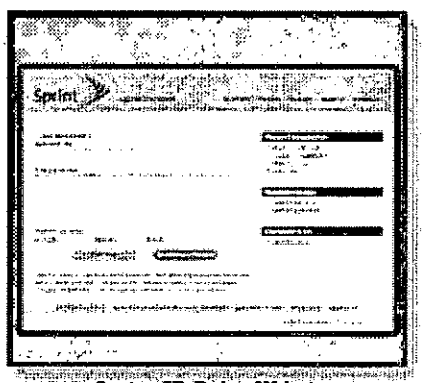
communication preferences, the video interpreter will use American Sign Language, English-based sign language, or English-based sign language (close-up) option for those who benefit from speech reading.

To access VRS VCO:
Videophone users: Add SprintVRSVCO.tv to the videophone address book and click on it to dial.
Web cam users: Type SprintVRS.com in the browser and click on VCO.

Spanish VRS

Through Spanish VRS, video interpreters will translate American Sign Language to spoken Spanish and vice versa. Spanish VRS operating hours are 7:00 a.m. to 8:00 p.m., Eastern Standard Time, Mondays through Fridays.

To access Spanish VRS:
Videophone users: Add Spanish.sprintvrs.tv to the videophone address book and click on it to dial.
Web cam users: Type SprintVRS.com in the browser and click on Spanish.



Sprint IP Relay Web site

Sprint Internet Protocol Relay

Sprint launched a major enhancement to its Internet relay service on November 22, 2005, providing a more user-friendly layout, a shorter Web site address and faster user connectivity.

SprintIP Relay is a free service that allows people who are deaf or hard of hearing to enjoy the ease of communicating with hearing individuals from any computer without having to use traditional TTY equipment. The new flash-enabled Web site offers convenient new features for customers as they use SprintIP Relay, such as:

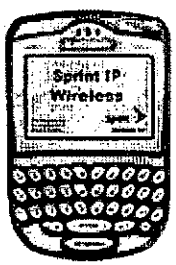
- Clean and crisp new look.
- One-time set up for user preferences, such as font sizes and colors.
- Resizable windows to better manage multiple views on the computer screen.
- Simplified printing function.
- Available on several browsers, such as Internet Explorer, Netscape, Safari and Firefox.
- Compatible with various operating systems, including Apple/Macintosh.

SprintIP on AIM

Sprint IP Relay offers an access method for AIM® (AOL Instant Messenger) users on a PC, Macintosh and wireless devices.

- SprintIP is the screen name to connect with Sprint IP Relay.
- Add SprintIP to the AIM® Buddy ListTM feature to place a relay call using a Sprint Operator. For Spanish relay service, type "Espanol" to connect with a Spanish speaking relay operator.
- 'GA' is not required when using AIM®. Users will not see 'GA' coming from the operator.

SprintIP Wireless via Blackberry Pagers



The free Sprint IP Wireless download application allows Blackberry users to access Sprint IP Wireless Relay and connect with a relay operator. The relay operator will connect to a standard telephone voice user and relay the conversation between the two callers.

The Sprint IP Wireless application may be downloaded to Blackberry devices (including 7250, 7290, 7520, 8700, and 7105) with an operating system of version 3.7 or higher, supported by Sprint and other wireless networks.

For more information on Sprint VRS, visit www.sprintvrs.com .

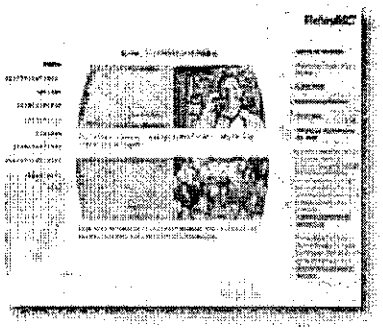
Relay Missouri Outreach & Marketing

Relay Missouri Web Site

Nowadays, more and more people depend on the Internet to access information they need to learn about a particular product or service. To meet the needs of customers who use the Internet, Relay Missouri provides Relay information at their fingertips at www.relaymissouri.com.

The Relay Missouri Web site contains links such as:

- Home
- About Relay Missouri
- Services
- Relay Numbers
- Don't Hang Up
- Calendar
- Customer Profile
- Customer Profile Form
- Newsletters
- Links
- Wireless Handsets for Sale



Relay Missouri Web site

Relay Missouri Newsletters

For customers who may not have access to the Internet to learn about Relay Missouri products and services, Relay Missouri provides quarterly newsletters to keep them abreast of valuable news and happenings within Relay Missouri, the Missouri community, and telecommunications industry. *See appendix for a newsletter sample.*

Public Service Announcement

In March 2006, Relay Missouri launched a public service announcement (PSA) campaign that was aired on four television stations, exposing about 10,000 people with this information. This announcement was the result of creating a TRS script, practicing lines, going to the studio for filming, editing the film, adding open captions and the Relay Missouri Web site address, contacting television stations in Springfield and Columbia, and securing airtime—all which took a few months of preparation.

Relay Missouri Public Service Announcement

The PSA helped generate awareness of Relay Missouri services. It also had an additional benefit: promoting awareness of persons who are deaf, hard of hearing, deafblind, and/or have a speech difficulty.

Training

Training on Relay services and products is essential to ensure that administrators are knowledgeable about current technology. Sprint Relay provided Relay Missouri invoice training on May 24, 2006, to two PSC administrators. Sprint reviewed information from various reports generated for Missouri Relay services.

A PSC administrator participated in a Relay Missouri, and relay statutes and regulations, training on May 25, 2006. This included a demonstration of equipment used by hearing- and speech-impaired people to communicate over the telephone. The PSC explained how Relay Missouri works, discussed the current contract, discussed funding avenues, and how the PSC prepares its forecasts and recommendations regarding the surcharge and relay funds.

Outreach Efforts

Relay Missouri, in collaboration with outreach vendors, promoted relay service awareness by providing demonstrations, presentations and materials to various groups (see box below) between July 2005 and June 2006. Products included TRS, video relay, Internet relay and wireless relay.

Date	City	Event	Attendees	Relay (R), CapTel (C), Both (B) or TEDP (T)
7/19/05	Columbia	MO Assoc. f/t Deaf Conf.	60	B
7/05	Newsletter	Relay MO Newsletter via CSD	1,070	B
8/13/05	St. Louis	Episcopal Conf. o/t Deaf	100	B
9/17/05	Branson	Silver Dollar City Deaf Awareness Day	500	B
9/05	Newsletter	Relay MO Newsletter via CSD	1,500	B
9/28/05	St. Louis	MO Sheriff Deputy Assoc. Conf.	300	B
10/4/05	Joplin	Southwestern Area Assoc. of MO	60	B
10/27-10/30/05	St. Louis	Subcontractor Training	10	B
12/9/05	Fulton	MO School f/t Deaf	70	C
2/18/06	Kansas City	N. KS Commty. College ASL Club	150	B
3/06	Newsletter	Relay MO Newsletter via CSD	1,600	B
3/06	Springfield & Columbia	Promoted "Don't Hang Up on Relay" on four television stations	10,000	R
4/7-4/11/06	St. Louis	USADB tournament	1,500	B
4/10-4/11/06	Columbia	Power Up Conf. - CapTel & Relay	800	B
4/17/06	Kansas City	Jackson Reardon Civic Ctr.–CapTel	150	C
4/21/06	St. Louis	Relay MO Advisory Board Mtg.	15	B
4/22/06	St. Louis	DeafNation Expo	2,500	B
5/1/06	St. Louis	Emmis Communication Golf Tournament	200	B
5/4-5/5/06	Jefferson City	Workforce presentation - CapTel/VRS	30	B
5/17/06	Kansas City	Multicultural Festival - CapTel	500	B
6/10/06	Eureka	Six Flags Deaf Awareness Day	300	B
6/12/06	Clarence	Deaf Teen Institute - Presentation	75	B
6/28-7/2/06	Orlando, FL	HLAA Conference	1,200	B
		TOTAL	23,390	

Relay Events and Presentations

The account managers supported the Sprint Relay exhibition booth at the DeafNation Expo in St. Louis on April 22, 2006. This event brought in 2,700 individuals from Missouri and surrounding states. Relay Missouri was given opportunities to share our services to all of the people that came.

Public Education and Promotions

Sprint/Relay Missouri materials and giveaways were distributed at various events, depending upon requests. Some materials were distributed in person, and others were distributed through various non-profit agencies and organizations as well as via mail. These included:

- Sprint Relay DVDs and videotapes
- Speech-to-Speech videotapes
- Relay Missouri brochures outlining each relay service and product
- Relay Rabbit coloring books for children
- Relay Missouri pens
- Relay Missouri neon-colored pencils
- Relay Instruction Wallet Cards
- 800 toll-free numbers magnets
- 800 toll-free numbers stickers
- Relay Today newsletters
- Relay Missouri plastic bags
- Sprint plastic bags
- Video Relay Service flyers and posters
- Sprint IP flyers and postcards
- Enhanced Turbo Code Dial flyers
- Logitech 4000 Web cameras
- D-Link DVC-1000 videophones
- Relay Missouri LED-lighted bouncy balls

In addition to the television public service announcement mentioned earlier in this report, Relay Missouri also placed advertisements and articles in regional newsletters within the state and sponsored organizations and/or events in exchange for an opportunity to exhibit, present or advertise Relay Missouri or Sprint Relay services.