



AT&T Outreach Plan

Following is AT&T's outreach and marketing plan for the Arizona Relay Service, which is in compliance with all Outreach requirements listed in RFP Statement of Work Section 2.3 and RFP Proposal Content, Response Form VI, Section 1.2.

AT&T has a long history of performing Outreach events through our **AT&T Telephone Pioneers** association, the **AT&T Foundation**, and our statewide **External Affairs** team. Our highly qualified teams stay up to date on areas such as products and services, industry issues, and relationship building. The success of an Outreach and Education program depends on the effectiveness of supporting resources and solid processes. AT&T has the corporate strength, experienced personnel, and creative resources to successfully develop, implement, and administer a comprehensive Outreach and Educational program and Calendar of Events. We will make the efforts necessary to provide activities that meet the needs of Arizonans with hearing and/or speech communication needs.

Outreach Personnel

AT&T will hire two, full-time AZRS Outreach and Marketing Managers to provide outreach, marketing, and education of both TRS and CTS. **We will hire individuals currently located in the state so we can draw on local talent** who are already familiar with the Arizona environment, specifically as it relates the deaf and hard of hearing community. Since this resource is moving from one individual to two, we will consider assigning one manager to TRS and the other to CTS, with both having cross functional duties.

The AZRS Outreach Managers will have the support of our veteran Channel (Outreach) Management Team:

- Gail Sanchez – Over 25 years in customer service/ Relay Services. Gail has a national profile for expertise in the relay industry. She participates on relay council advisory panels.
- Matt Myrick – Over 7 years experience as a Relay Channel Manager responsible for outreach and education in our relay states. Matt is fluent in American Sign Language (ASL) and has industry-wide experience in working with hearing and speech loss communities.
- Doug Burasco – Over 8 years experience as a Relay Channel Manager responsible for outreach and education in our relay states. Doug is fluent in American Sign





Language (ASL) and has industry-wide experience in working with state relay agencies.

- Kenya Lowe – Over 8 years experience in Relay Outreach and Channel Management. Kenya fluent in ASL and has industry –wide experience in working with individuals with diverse communication challenges and barriers. Kenya is AT&T's Deaf/Blind Expert.
- April Lindbergh – New to our Channel Management team, April has been instrumental in leading our Outreach and education efforts in California. As a former Communications Assistant, April has vast experience in working with the deaf and hard of hearing community.
- Ken Arcia – Over 8 years experience in Relay Services, Ken is our Social Media marketing lead, responsible for developing unique programs to educate the public via Facebook, Twitter, and other social media forums.

Our highly experienced Channel Managers are deaf or hard of hearing and are users of relay services.

Channel Manager Job Description

We are providing the following job description since we have not yet hired the two Outreach Managers:

Job Title: Channel Manager

Job Description: The Channel Manager, also known as an account manager or account representative, will have primary responsibility for managing the contract for the state relay program. This will include interacting with the state relay administrator or the designee/staff and the relay service advisory council (if available) and attending meetings as required maintaining an active relationship with the state relay administrator. The Channel Manager will be the primary point of contact for the state relay administrator for all contract compliance issues/questions. In addition, the Channel Manager will provide monthly reports and annual reports in compliance with requirements of the state relay program.

Additional responsibilities will include coordinating, managing, and supporting specific outreach activities and programs that will serve to increase awareness of and use of relay service through the state. This will include conducting presentations to the hearing and hearing loss/speech loss community, conducting and facilitating training on how to place and receive relay calls, informational sessions on various types of technologies used by





relay service providers, and other work activities that will ensure success of the relay state program including responding to service delivery issues/concerns and interacting with other state wide advocacy agencies that support the deaf/hearing loss and speech loss community.

Qualifications: To be successful, the Channel Manager must possess the following minimum skills and experience:

- Associate or Bachelor's Degree or comparable work experience as an account manager
- Working knowledge or direct work experience with Telecommunications Relay Services
- Ability to use and communicate in American Sign Language (ASL)
- Experience working with people with hearing or speech loss including deaf, hard of hearing or late-deafened
- Excellent written, analytical and interpersonal communication skills
- Experience using MS Office

Desirable:

- Experience with public relations or marketing

The outreach activities contained in this Attachment will be handled by the AZRS Outreach Managers. They will (and frequently AT&T's overall Outreach and Customer Service Team) will travel across Arizona, informing relay users and potential relay users (the business community, general public, etc.) about the many benefits, features and services available through the Arizona Relay.

The AZRS Outreach Managers will meet with any interested parties on a regular basis to get feedback about the effectiveness of outreach programs and develop strategies for maximizing the effectiveness of direct outreach training or services that will benefit relay users and potential relay customers. Further, the AZRS Outreach Managers will gather additional information about the outreach needs that have been identified across Arizona and work to address those needs.

AZRS customers will be able to contact all Outreach and Marketing personnel directly via email, fax, phone, STS, TTY and videophone, as well as our AT&T





Relay website. AT&T will make this contact information available on printed materials as well as on the AZRS website. Spanish speaking residents of Arizona will be able to contact outreach and marketing personnel via Spanish to English relay service.

The AZRS Outreach Managers are responsible for all aspects of outreach and relay awareness. Specifically, these individuals will determine that the needs of the user community are being met and are responsible for the overall effectiveness of AZRS outreach activity.

The AZRS Outreach Manager position requires that the individual has experience in outreach and public relations, has the ability to sign fluently and communicate effectively with individuals utilizing all types of communication modalities.

The key to AT&T's outreach success in the other States it serves has been its Outreach Team. These individuals are responsible for implementing and running many of AT&T's community outreach programs and promotional campaigns. Some specific responsibilities include general education of the public, including businesses, government and relay using community, resolving any service problems with customer-owned equipment, facilitating any inquiry processes in a one-on-one setting, delivering programs to organizations, businesses, just to name a few.

Identification of Staff Associated with Outreach/Educational Activity

AT&T will have staff dedicated to performing outreach services across the State of Arizona.

The following positions are directly responsible for customer service/outreach:

1. AZRS Outreach Managers
2. AT&T's Channel Managers
3. AT&T Customer Service Staff
4. Product Development/Regulatory Manager
5. AT&T's Senior Marketing Manager
6. TRS Contract Manager
7. Operational Management Staff
8. AT&T's Social Media Manager

Public Access to Information and Outreach

The FCC has called for an increase in outreach efforts. Efforts to educate the public about TRS should extend to all segments of the public, including individuals who are hard of hearing, speech disabled, and senior citizens as well as members of the general





population. The outreach program described in this proposal meets all of those requirements.

AT&T Annual Outreach Plan

AT&T has developed an Annual Plan for your review, with a detailed 12-month monthly plan that follows. Both the annual plan and the monthly plan identify specific goals, activities, and targeted populations. AT&T's outreach and marketing plan reflect balanced outreach to all segments of the AZRS user population, regardless of the size of the segment.

AT&T understands that the "Plan" has an annual spending budget of \$300,000, which is reimbursable. AT&T will submit a detailed monthly Outreach and Marketing expense report with original receipts attached.

Outreach Equipment and Supplies

AT&T will be responsible for ensuring the security of outreach equipment and supplies. AT&T understands the State will not pay for replacement of that which is stolen or lost. To ensure security of equipment and supplies, AT&T currently stores all outreach equipment and supplies in locked areas within the Channel Managers' offices.

Also, the Sr. Marketing Manager maintains supplies, collateral and other event-related items in a secure location. When the need arises to ship equipment and/or supplies to an outreach event, AT&T uses a reputable shipping company and places insurance on the shipped packages. AT&T will do the same for the AZRS outreach office.

AZRS Annual Outreach and Marketing Plan

AT&T will provide a community and business outreach program that educates **all** people in Arizona about the relay service. As a relay provider, AT&T has been very aggressive and proactive in its outreach approach. AT&T has a history of developing outreach programs, which are, just like its relay service, individualized and designed to work with relay users and the general public in a "one-on-one" setting.

Just like its relay service, AT&T customizes its outreach efforts to meet the individual needs of relay users and the general public. AT&T will provide the State of Arizona with a personalized outreach program to educate the public about AZRS. This program goes beyond gaining customer feedback. Rather, this program *educates* and markets relay services (i.e. public awareness of 711 and TRS) across Arizona. Hearing people hanging up on the relay is still the number one outreach problem.





AT&T's outreach programs focus on the need to educate the hearing community, as you will see below. This meets the FCC requirements, which calls for outreach to all telephone users. AT&T performs outreach activities for all relay user communities via promotional events, presentations, workshops, and instructional seminars. AT&T always adjusts its programs to meet the specific needs of every audience.

Throughout this section, AT&T demonstrates how it will work with the ACDHH to determine which population to target for outreach each year. This section also describes how AT&T currently makes use of media, information and referral centers, libraries, exhibits and displays of equipment, specialized pamphlets (please see further in this Attachment for all AT&T's specialized pamphlets) brochures and other explanatory documents to promote the relay. AT&T provides different materials to meet the needs of general audiences, TRS consumers, and specialized service users.

AT&T's outreach program specifically targets deaf, hard of hearing, late deafened, deaf-blind, and speech challenged individuals as well as their family and friends. AT&T also targets voice users, businesses and professionals, trade shows, civic organizations, public schools and university students.

As discussed previously, AT&T performs a variety of activities to inform the telecommunications-using public about relay. From attendance at a variety of activities, which cater to relay users (AT&T will participate in Arizona organizations' activities that serve relay users), to educating business and professionals, trade shows, civic organizations, public schools and university students, and other groups about relay, AT&T is promoting the use of relay. AT&T understands that these groups could connect more effectively with deaf and hard of hearing customers/clients through use of and knowledge of telephone relay services.

Please see further in this Attachment for a list of the outreach activities AT&T has accomplished in its other states. AT&T has also developed a monthly performance-based report for review by the ACDHH in order to track Arizona Outreach activity. It includes dates, time periods and type of work activities with specific emphasis on the names of organizations, and businesses contacted to promote the outreach effort. AT&T will include this report with its monthly invoice and is willing to revise this form as needed.

AT&T's Outreach programs will include demonstration of equipment and distribution of informational materials describing how to use the relay service. The AZRS Outreach Managers will present relay information to organizations and groups, including relay user groups, meet with businesses, schools and other public and private entities (including libraries) to describe relay and how it works, and meets with individuals or groups of relay users to demonstrate equipment and answer questions.





The AZRS Outreach Managers will work with the elderly and speech disabled to promote use of the relay. AT&T also uses public relations campaigns to expose relay to a broader audience of people throughout Arizona. As stated previously, AT&T has had great success by personalizing its outreach efforts through an in-state outreach program. The tactics AT&T will use to accomplish all of this are described below.

Following is an outline of items that AT&T will implement in Arizona as part of the annual outreach, education, public relations and marketing program. These types of programs have also been implemented successfully in other AT&T states as well. This list is not intended to be complete or all-inclusive, but rather to illustrate the types of activities that would be ongoing and would be part of the AZRS outreach program.

CapTel

We are concentrating on, and placing a great deal of focus on CapTel marketing and outreach for 2012. We will capitalize on our two “feet on the street” in Arizona to spread the word and educate the relay community. More and more people are achieving a greater quality of life with CapTel services. We recently launched WebCapTel and will be launching a mobile application this quarter. Please take a moment and visit www.captel.att.com.

WebCapTel

AT&T Web CapTel allows users who are hard of hearing but can speak to almost simultaneously hear and read the captions of the other party. The captions are transmitted through an Internet connection while the actual conversation is on the Public Switched Telephone Network. The captioning center establishes the connection between the user’s voice telephone service (wireless, POTS, etc.) and the person s/he wishes to call.

AT&T Mobile CapTel

AT&T Mobile CapTel Service is a form of telecommunications relay service (TRS) that permits an individual who can speak but who has difficulty hearing over the telephone to use a mobile smart phone to simultaneously listen to the standard telephone user and read captions of what is being spoken. With AT&T Mobile CapTel, the connection carrying the captions between the caption relay center and Mobile CapTel user is via the mobile telephone network or WiFi, rather than the public switched telephone network.

The AT&T Mobile CapTel service transmits in nearly real time the captions of the standard voice user’s conversation through a specially trained communication assistant also known as a “CA”. The captions are displayed on the user’s computer screen or other Internet-enabled device while allowing the Mobile CapTel user to also simultaneously hear the standard telephone users voiced conversation.





AT&T Mobile CapTel is under development and is expected to be available during the first quarter of 2012.

Presentations

The AZRS Outreach Managers will give educational presentations and training sessions about AZRS to the relay using community and the general public. Organizations associated with persons who are deaf, hard of hearing (including older persons who recently lost their hearing) and speech disabled are the primary targets of customized workshops.

Presentations to groups, such as emergency services providers, switchboard operators, businesses and professionals, trade shows, civic organizations, public school classrooms (all grade levels), university students, senior citizens centers and physical and mental health service providers are and will be given.

These workshops include: sharing of relay related information pertinent to the specific group, specific tips on using relay, showing promotional and educational videotapes, sharing of personal experiences with relay and other media materials. At many of these presentations, equipment is set up to allow actual hands-on experience in making relay calls through AZRS.

AT&T explains Carrier of Choice through all Outreach and Customer Service activities including presentations and exhibits, in newsletters, relay materials, etc. so that relay users understand how to select a carrier and find the best long distance rates. AT&T also promotes the importance of pre-setting a preferred carrier and other call handling preferences by completing a Customer Profile and assists users in preparing them.

Exhibits

The AZRS Outreach Managers will set up exhibits at conferences, conventions and tradeshow around the State. Audiences for exhibits generally range from those in specific relay user groups to general population mall goers. Exhibits generally include various information materials and promotional “giveaways”, as well as a live demonstration for people to experience a relay call.

Exposure such as this has proven a successful means by which to introduce new, enhanced services like VCO to VCO and Two-line VCO and HCO to hard to reach populations (e.g., late deafened adults, persons with speech disabilities, the elderly, etc.).

911 Education

Through its outreach programs and outreach materials, AT&T educates relay users about how to use 911 services. As a part of this information, AT&T encourages relay users to





call 911 direct and to contact their local emergency service personnel using a TTY to ensure that the 911 center will process a TTY call correctly if there ever were an actual emergency.

Strategies for Contacting Hard to Reach Relay Users

Speech to Speech

As an enhanced relay feature, Speech to Speech requires a one-on-one outreach approach. AT&T has implemented a separate outreach campaign as part of its in-state outreach program. This program targets speech disabled individuals, Speech pathologists and other professionals who traditionally interact with the consumer base of speech disabled individuals.

Training Speech Pathologists and other professionals about the value of Speech to Speech will assist Arizona in reaching this potential group of relay users. It is AT&T's position that this group of users is one that will not be reached via general outreach efforts, but instead must be reached through a one-on-one approach. "Training the trainers" has been a very successful philosophy in other AT&T States.

AT&T will work closely with organizations serving speech disabled individuals across the State of Arizona and will work to implement a plan designed to educate and train Speech and Language Professionals (SLPs) in school systems, medical institutions and private practice.

AT&T looks forward to providing these types of training and educational activities in the State of Arizona and welcomes the input and ideas of the ACDHH on how to further expand outreach to speech disabled individuals.

One-on-One Visits/Hard of Hearing and Elderly Strategies

AT&T has implemented many programs designed to reach hard of hearing and elderly people. AT&T gives presentations and workshops to senior citizens centers and physical and mental health service providers. At all of these types of events, AT&T has equipment set up to allow actual hands on experience in making relay calls.

A major part of AT&T's outreach effort involves visiting traditionally isolated persons who are either current or potential relay users. Visits occur wherever is most convenient for the customer, either at their workplace or home.

These one-on-one visits are invaluable - having an Outreach staff member go to an individual's home or place of work to help them set up their relay equipment and teach them how to use the relay, results in independence. Outreach staff practice making relay





calls to help them feel comfortable using specialized telecommunications equipment which is very unfamiliar to them.

During these visits, Outreach staff will also provide information on the relay user's behalf to coworkers, family members, employers and/or provide training to other appropriate individuals. Many times, this contact is necessary to ensure total understanding of advanced relay features such as CapTel VCO and Two-line VCO or HCO.

Outreach to Businesses

AT&T has asked relay users in all of the states it provides service to assist us in solving the problem of hearing people hanging up on relay calls. Consumers have been very willing to help in this process. AT&T's Outreach Team provides education and outreach, at no cost, to businesses and agencies that are not familiar with or do not understand relay. The Outreach Team goes to the businesses and give presentations, perform demonstrations, and provide hands-on training for relay usage. AT&T performs this type of training for the business' entire employee base or for as little as one individual. This clearly illustrates how our education program truly is consumer driven.

AT&T is developing a card to help relay users who travel, educate hotels and motels and other businesses who are not 7-1-1 accessible about the relay. AT&T's card outlines that 7-1-1 is mandated by the FCC, gives the number their telephone technician should call to program their phone system for 7-1-1 compliance and helps businesses better serve their customers. This has been very popular and helps educate businesses about relay. This is another example of how AT&T customizes its programs to meet the needs of relay users.

Consumer Input and Town Hall Meetings

The AZRS Outreach Managers will provide forums (also called Town Hall Meetings) to encourage consumer input on the AZRS. The purpose of these meetings is to solicit feedback and ideas for changes and/or improvements to the relay service. Invitations will be sent to known relay users in and around Arizona. These invitations will request users' participation in a meeting hosted by AT&T.

The AZRS Outreach Managers will always be present to conduct the meetings and answer questions in addition to soliciting specific feedback. Feedback and input are sought regarding all aspects of relay – technological sophistication, ease of use, policies and procedures, CA performance, outreach efforts and so forth.

Consumer Input Plan

Our Consumer Input Plan describes how we will communicate with and include Arizona relay users in the ongoing evaluation of the relay service, including methods for gathering consumer input on a regular basis and a description of how the recommendations from





these evaluations will be incorporated into our policies and procedures. AT&T Consumer Input Plan details how consumer feedback (including complaints, compliments, new ideas for service and technology) is documented, tracked, resolved, and reported to the State and through the State.

AT&T has a reputation for responding to our customers. This is built on our 100+ year legacy of delivering exceptional service to consumers and businesses alike. We listen to our customers and use their input and feedback to enhance our service and provide the types of services needed to fulfill their communication needs. AT&T understands the importance of relay user feedback in providing exceptional relay service.

Throughout this section, we describe our plans to communicate with, and include Arizona relay users in evaluating our relay service. We share our plans for gathering consumer input on a regular basis and a description of how the recommendations from this feedback will be incorporated into our methods and procedures. Evaluations will come from: those directly involved in operating the relay centers; organizations that support relay users, and of course, relay users themselves.

Feedback and input yields improvement or enhancement. Through input from relay users, the ACDHH, community organizations, and consumer organizations, we will have the opportunity to determine the overall satisfaction level of our relay service. We will solicit input from various groups and organizations at different forums to obtain information.

AT&T will work with the ACDHH and organizations that serve the deaf and hard of hearing community to develop a program which provides a method for gathering consumer input. We will meet in varying forums that provide a relaxed atmosphere for the sharing of ideas and conducting question and answer sessions, in addition to soliciting feedback. Feedback can be powerful, whether it be geared toward technology, use, policies, procedures, collateral, or outreach.

Understanding of relay services varies among the community. For this reason, we will develop a Relay Outreach Form. The form will provide relay users an easy way to submit ideas, comments, and requests for information. The form will be distributed at all outreach events and community meetings. The form will also include instructions for and a form to complete a customer Profile Form.

Our new website includes an online survey tool for relay users to provide feedback and comments. Also, we're developing a pre-paid survey card that will be used for evaluations of Relay Service, and we'll provide it to relay users at outreach events we host. Cards will also be distributed at community forums, town hall meetings, and various





customer events whenever and wherever appropriate. Consumers will have the opportunity to fill out the cards on the spot and the designated coordinating POC will collect them at the conclusion of each event.

We will coordinate with the ACDHH in supporting and attending relay events across the State throughout the life of the Contract. Our Outreach Managers will devise a detailed plan of activities and events that AT&T will support for the purpose of promotion and education, and obtaining consumer input.

The following are just a sample of the ways AT&T will gather relay user input:

- 1) We actively use our Customer Care Team service number to get feedback from customers. We respond and record the customer's call whether it be a suggestion, a complement, or a complaint. Users are able to access the Customer Care Center 24/7/365! Our Customer Care team instructs users on how to place calls, how to improve efficiency, and answers questions about new services or about changes that have been made.
- 2) Arizona relay users will be able to email feedback, comments, suggestions, or complaints directly to us via our web site.
- 3) The AZRS Outreach Managers will solicit consumer input through evaluations and other informal avenues from the relay community. They will be very involved in the relay community through organizations, groups, and one-on-one meetings or discussions. Those present at our events or meetings will have the opportunity to provide feedback, offer suggestions and express opinions.
- 4) We will work with organizations serving deaf, hard of hearing and speech challenged individuals across the state to gain user input on quality of relay service. We'll use these session to respond to questions and concerns about our relay service.
- 5) Bottom line, we'll incorporate all the feedback we receive from relay users, the ACDHH, and other organizations that serve the relay community in our quality process. We look for trends in the input we receive from customers which provides us opportunities to identify training needs or areas for improvement.

Our customer service activities are performed with the understanding that relay users are the most important part of relay. The primary function of our Customer Care Center is to provide support to our current and potential customers in the areas of education and





information on relay usage, and to respond to concerns, compliments, and requests for information.

Outreach to Spanish

As stated previously, AT&T customizes its outreach programs to meet the needs of its audience. For example, at the Idaho School for the Deaf and Blind, over 40% of the students are Spanish speaking and many of those parents do not speak or understand English. AT&T distributes materials in Spanish to this group. AT&T also gives presentations and demonstrations in the Spanish language (through AT&T's Spanish speaking staff or through the use of a Spanish translator) when requested. AT&T will do this for the State of Arizona.

Outreach to Native American Communities:

AT&T will initiate and maintain contact with Native American communities, businesses, services and agencies and provide training to hearing employers and employees of the agency, as well as their hearing, deaf, hard of hearing, and speech disabled members.

Involvement of Deaf and State Agencies

AT&T will work with state and local agencies or non-profit organizations serving the deaf, hard of hearing, deaf blind or speech disabled to promote the use of AZRS. It is AT&T's position that public communication and outreach to the residents of Arizona about the AZRS is a project that involves a variety of entities and groups. AT&T will approach this communication process seeking involvement and input from all interested parties in Arizona.

Associations, Organizations, Educational Institutions, Health Resources, such as the following, **will be asked to participate in AZRS outreach programs** throughout the contract term:

- Arizona Technology Access Program (AzTAP)
- Arizona Assistive Technology Advisory Board (ATAB)
- Arizona Commission for the Deaf and Hard of Hearing (ACDHH)
- Hearing Loss Association of America – Arizona State Chapter
- Fountain Hills Chapter; Greater Phoenix Chapter #1; Sun Lakes Chapter
- West Valley Chapter
- National Family Association for Deaf-Blind (NFADB) Region 9
- Arizona Deaf-Blind Project
- Arizona State University – Deaf Resource Center (DRS)
- Orient of Arizona Scottish Rite Clinics
- Arizona Association of the Deaf (AZAD)
- Arizona Corporation Commission (ACC)





- Arizona Speech Language Hearing Association (ArSHA)
- Arizona State Schools for the Deaf and Blind (ASDB)
- Arizona School for the Blind (ASB)
- Arizona School for the Deaf (ASD)
- Phoenix Day School
- Mainstream schools with children who are deaf/hard of hearing/speech disabled
- Arizona Healthcare Sector
- Emergency Centers and Law Enforcement Agencies
- Businesses
- Arizona – New Mexico Telecommunications Association, Inc.
- Arizona Division of Aging and Community Services
- Aging and Adult Administration (AAA)
- Statewide Independent Living Council of Arizona (SILC)
- Arizona Nursing Homes
- Hispanic communities, businesses, services and agencies
- Arizona Commission of Indian Affairs (ACIA)
- Community and Civic Organizations
- Arizona Center for the Blind and Visually Impaired (ACBVI)
- Arizona Adoption
- Service Agencies (Arizona Department of Social and Rehabilitation Services, Arizona Division of Emergency Management, Arizona Department of Health Services, Arizona Office for Americans with Disabilities)
- Religious Associations
- Social Affiliations and Events (Deaf Coffee Chat, Phoenix Deaf Professional Happy Hour, Workshops, etc.)

AT&T will work with these types of groups to help identify new customers that could benefit from relay training and customer support and will leave ample materials at these sites and perform relay training as needed. In addition, AT&T will specifically target and participate in activities, events, or opportunities, in addition to these proposed herein, identified by the groups listed above, where outreach services would be beneficial and support the goals of the program.

AT&T looks forward to working with these types of groups to promote AZRS. AT&T believes the more people involved in relay outreach, the more successful the program will be.

Customized Outreach Materials

AT&T always maintains the “golden rule” of effective outreach - keep it simple. As a result, all of AT&T’s materials are written in a form of language understandable by the





majority of relay users. **All of AT&T's materials will be developed according to Arizona needs, rather than as an add-on to generic materials.**

AT&T's materials include new service enhancements now available to customers. AT&T's new relay web site contains detailed information so that relay users can complete a customer profile or download Relay Service information. AT&T's one-on-one approach allows us to customize our outreach efforts so that we are relating to relay users at the appropriate level. These rules certainly are more important as we begin to do more outreach to non-traditional users and to the voice community.

Informational and promotional materials are widely distributed to as many people as possible and made readily available through relevant state and private agencies and organizations providing services to the deaf, hard of hearing and speech disabled.

Brochures and handouts with detailed information about various relay features are developed and updated as often as necessary to reflect changes in relay technology and usage. Information is presented in a clear, concise manner and is designed to prompt further usage of relay, as well as contact with Customer Service and the Outreach Managers. Please see a small sample of the collateral we have developed for our other states in Attachment ATT-Collateral.

AT&T will provide the ACDHH copies of any print, electronic, or video educational outreach, or promotional materials, including web pages and Customer Profile forms which reference AT&T's AZRS offering. AT&T will provide the material to the ACDHH prior to its public release, and will include the planned date of the release. AT&T will seek concurrence of the ACDHH on all materials.

Promotional Materials

Promotional materials may include standard pieces such as wallet size instruction call me cards, pens, magnets, mouse pads, dry erase boards with pens, 7-1-1 cards for non-compliant businesses and note pads. These materials include toll-free relay access numbers and customer service numbers for easy reference. In addition, AT&T produces larger specialized promotional materials for large events or special occasions. AT&T will provide these types of materials for the AZRS as well.

Relay Brochure

AT&T will develop a brochure about how to use AZRS and will distribute it across the State. The brochure will contain information about how to reach Customer Service and includes information about TTY etiquette and appropriate emergency call handling (i.e. call 911 directly). AT&T will distribute this brochure at all outreach activities. AT&T has





developed and distributed a variety of written materials on special features such as VCO and HCO.

Description of Complaint Procedures on Website and Printed Materials

AT&T's Complaint Resolution procedures and FCC complaint processes are described on all of AT&T's Relay websites and in appropriate printed outreach material that is distributed to the general public. **This procedure exceeds what the FCC required in its new rules.**

Newsletters

Quarterly newsletters and relay service update sheets will be distributed to all identified relay users, the ACDHH, and related government agencies and other entities that serve as providers for or advocates for the deaf, hard of hearing and speech disabled communities (i.e. associations and clubs, advisory boards and educational institutions for hard of hearing or speech disabled people).

AT&T Relay Web site

AT&T Relay's newly designed website displays AT&T's commitment to putting customers first. Based on the feedback received from customers, AT&T Relay has been able to better understand what's important to relay users, and has redesigned the website with an eye toward ease of use. With appealing colors and an emphasis on the end results of using AT&T Relay, the company has identified what's important to relay users – succeeding in life.

As more and more relay users gain access to the Internet, AT&T uses this communications medium as another vehicle by which to communicate with relay users. Currently, AT&T's Web site contains the pertinent details for use of relay. AT&T's Web site explains information such as access telephone numbers, Customer Profile, Credit Card calling, Customer Service. It also contains a feedback form for relay users to use in communicating with the relay center. The site includes instructions about how to use the relay, all features available and Customer Service. Links are provided through the relay site that will link users to other sites that users may find valuable. AT&T encourages the ACDHH to visit www.att.com/relay.

AT&T Website - CRM

AT&T has **developed new Proprietary CRM (Customer Relationship Management)** Technology. The new integrated platform is a customizable, interactive AT&T Relay one-stop shop for all relay products, current and future, and a destination for current and





new customers. The platform is a dynamic web tool that provides a rich user experience including:

- State-specific microsite (if desired) which will match State messaging, with features that include:
 - Specialized user accounts
 - Calendar of events
 - Business Alliance accounts
- Online Survey Tool provides the ability to provide feedback, comments and suggestions
- A direct link to the AZRS web site
- Multitude of features and expandability for the future
- Post captioned videos to promote state programs

Our plan for Arizona will include the following:

- The AT&T Relay website for sharing educational and informational programs for the experienced TRS user, new TRS users, and the general public. Website content will include material and collateral for download, instructional videos, and explanations of TRS call processing, and Frequently Asked Questions (FAQs). This will include information developed for service start-up and updated throughout the term of the contract.
- Links to the Outreach/Education Manager for individual support and contact as desired.
- TRS user “Contact Us” feature and TRS user survey for providing comments and suggestions. We’ll use visitor tracking and downloaded material requests to gauge effectiveness of marketing effort and materials.
- At all outreach and trade show events, we’ll include sharing TRS-related materials such as brochures, information about our website and content. We’ll provide contact information and means for user feedback via website.
- User feedback surveys, designed to make providing feedback easy, fast, and anonymous if desired. Survey content will include opportunities for users to suggest new features, suggest improvements, and to suggest new website content they would like to see. AT&T would primarily use the internet and website for such surveys, but these are available in paper format at above-referenced outreach events as well.





- Email and phone contact information provided by TRS users at outreach events will be used (with their permission only) for obtaining feedback.

AZRS Web Site

AT&T will develop an AZRS Web site to communicate with relay users as well as to keep them informed of new service enhancements and changes made to the relay. AT&T welcomes the input of the ACDHH regarding development, updates, and upgrades to the Web site.

PSAs and Other Media Advertisement

AT&T worked with its relay States where it provides service to develop an enhanced “media campaign” offering. Some advanced advertising materials were designed to educate the hearing community and the hard of hearing community about the relay. The groups participating in the campaign all agreed that if the hearing community would stop hanging up on relay calls and if the hard of hearing community became more familiar with the relay, relay usage would increase and relay users would have an easier time completing their calls. Another set of materials have been developed to promote 711. AT&T looks forward to promoting relay services through its professional outreach materials and including Arizona in its unique and collaborative approach in performing outreach activities.

AT&T has been featured on several television programs and in countless newspaper and magazine articles. AT&T Relay was recently recognized by the CAREERS & the disABLED magazine’s 2012 list of “top 50 employers” for people with disabilities.

AT&T Earns Recognition as Top Employer for People with Disabilities

Dallas, Texas, January 12, 2012

AT&T ranked No. 1 in CAREERS & the disABLED magazine’s 2012 list of “Top 50 Employers” for people with disabilities. The list is the result of an annual survey mailed by the magazine to its readers asking them to list the top three companies or government agencies for whom they would most like to work or believe would provide a positive working environment for people with disabilities.

“We are honored to be ranked by CAREERS & the disABLED magazine as the No. 1 employer for professionals with disabilities,” said [Debbie Storey](#), AT&T senior vice president of Talent Development and chief diversity officer. “At AT&T, [diversity and](#)





inclusion are woven into all our business strategies and are key in achieving our business goals," she added.

AT&T's commitment to inclusion of professionals with disabilities includes:

- A job application process that is accessible from start to finish.
- Reasonable accommodations for employees with disabilities.
- Call center employment opportunities for disabled veterans through Alorica.
- Sponsorship of IDEAL, an [employee resource group \(ERG\)](#) that provides networking and professional development opportunities to employees with disabilities.

"IDEAL shares AT&T's pride in this recognition," said Pam Berglund, national president of IDEAL. "Our ERG works closely with AT&T to include people with disabilities in its workforce and help remove barriers that might impede the full employment, development and optimum productivity of employees with disabilities.

For job opportunities visit www.att.jobs

**AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.*

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company and [one of the most honored companies in the world](#). Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile broadband and emerging 4G capabilities, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse[®] and AT&T |DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising.





Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>. This AT&T news release and other announcements are available at <http://www.att.com/newsroom> and as part of an RSS feed at www.att.com/rss. Or follow our news on Twitter at @ATT.

© 2012 AT&T Intellectual Property. All rights reserved. Mobile broadband not available in all areas. AT&T, the AT&T logo and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies.

Educational Videos

AT&T's relay videos (copies of each will be provided upon request) are designed for relay users and are highly educational. These are designed to educate the hearing community and non-traditional relay users (late deafness, etc.) about relay services. The videos may be viewed directly from the AT&T Relay website, and are downloadable.

Paid Advertising

AT&T has placed numerous print ads documenting the TRS telephone numbers and providing general information about the use of TRS. These ads have appeared in conference program books, newsletters, magazines, TTY directories and other publications of Deaf and Hard of Hearing organizations. We continue to develop ways to broadcast information on relay services. We continue to develop ways to broadcast and share information on relay services. Our recent marketing/outreach efforts have incorporated the ever-expanding market for Social Media sites such as Facebook and Twitter.

Bill Inserts and Directory Pages

AT&T will develop a suggested bill insert format at least once annually for local exchange carriers or other public utilities to use in promoting the relay. AT&T will seek the direction and approval from the ACDHH for its billing insert and directory page.

AT&T will also develop camera-ready materials for use in telephone directories by the telephone companies throughout Arizona. AT&T will work with local telephone companies of

Arizona to ensure accurate and complete relay information in all telephone directories including information such as how to use the TRS, the listing of TTY toll-free numbers, instructions on

711 access in the directory and to provide relay information through its directory assistance services. We include as an example the directory insert from the Dallas, TX directory:





In other states, we develop directory information which includes instructions and relay toll-free numbers. We provide the following example, which appears in the Dallas, TX directory.

TTY Message-Relay Texas

For communication between TTY users and hearing persons. Answered 24 hours by trained personnel.

**Telecommunications Relay Services
Dial 711**

If you have a TTY and need to talk to someone who does not have one, or if you do not have a TTY and need to talk to someone who does, please call these numbers for assistance in relaying a message: If you have a TTY, 711 or 1-800-RELAY-TX (1-800-735-2989). If you do not have a TTY, 711 or 1-800-RELAY-VV (1-800-735-2988).

When using Relay Texas from a pay phone, local charges will be free of charge. Calling cards may be used for toll and long distance calls, and the call will cost no more than if you used coins. Collect calls may be placed by providing the Communications Assistant your name and the area code and telephone number that you wish to call.

Internet Address

Visit AT&T on the Internet at www.att.com/relay

Telephone Directory Listings

In addition to the directory pages, AT&T will publish, at its own expense, the standard AZRS access numbers in local exchange company and other telephone directories in Arizona.

AT&T will ensure the numbers will be listed in the white pages as Arizona Relay Service in bold type. AT&T will not include associated telephone directory listings under or in its corporate name and will not include any other telephone numbers. AT&T will arrange for





listings and timely renewals. AT&T will not include the cost for directory listings in the reimbursable budget for Outreach and Marketing.

Following is a sample monthly Outreach and Marketing Plan that AT&T has prepared for the Arizona Relay Service. Previously AT&T has included details on its Annual Plan. Those items will be incorporated into each month's plan in the following section.

Captioned Telephone Service Marketing

Marketing

There will be no limits on the number of CTS users who can be added each month. We'll work closely with CapTel on our marketing plans so they are kept abreast of the activities we are pursuing to increase the CTS base.

The transition from TRS to CTS is very straightforward and easy for the relay user.

Who Benefits from CapTel?

- Anyone with some degree of hearing loss, who finds it difficult to understand telephone conversations
- People who use hearing aids or assistive listening devices
- People who are deaf or hard of hearing and voice for themselves

Potential CTS customers will be provided with the benefits of CapTel service;

- Calls are made in a natural manner by simply dialing the telephone number directly for the person you are calling
- Users enjoy natural telephone conversations, and can check the captions for clarity
- Everyone can use the CapTel phone, by simply turning off the captions feature to use it as a traditional telephone
- Captions appear nearly simultaneously with the spoken words
- CapTel includes amplified handset and tone control for clarity

Working with the customer, we first determine what type of CTS will best meet their communications needs:

Standard CapTel Service:

- Requires a CapTel telephone
- Requires one standard (analog) phone line





- CTSR user must dial the toll free Voice-in number first. They will be prompted to enter the called-to party's number
- Captions and voice are provided across one telephone line
- Call Waiting may not be used during a captioned call
- Automatic call-back (*69) cannot be used
- Calls to 911 and 711 are treated as Voice Carry Over call and routed to 911 and relay directly. The 911 or relay operator's typed messages appear on the CapTel phone display, but there will be no sound over the phone line while receiving captions
- Calls are automatically routed through the Captioning Service on outgoing calls only

2-Line CapTel Service:

- Requires a CapTel telephone
- Requires two standard phone lines
- Users may dial the called-to party directly
- Conversations are carried on one line and captions are provided on a second telephone line
- Captions can be turned on or off on demand, at any point in a conversation
- Incoming call are automatically captioned.
- Call Waiting can be used during a captioned call
- Automatic call-back (*69) is supported
- Call to 911 and 711 are captioned through the Captioning Service on the second line. The conversation is conducted on the first line, providing both sound and captions on the call
- Calls are direct between parties. On every call (outgoing or incoming), the Captioning Service is connected automatically through the second phone line
- Others can pick up an extension and share the call without interrupting captions

2-Line CapTel Service truly enhances the functional equivalency and quality of CapTel Service.

2-Line CapTel benefits users because calls are direct between parties. 2-Line CapTel also supports enhancements that users have purchased from their local telephone company, including call waiting and Automatic Call Back (*69). Another advantage is that captions can be turned on or off at any time during the call. This means that multiple users in the





same location can enjoy a conversation via another extension in the home or office. Users also benefit because captioning is available on emergency 911 calls and there is no separate telephone number for voice callers to remember.

By using two telephone lines, the CapTel users listen to their conversation on one line while receiving typed text from the captioning service on the other line. **When a CapTel user receives a call, the standard phone user will simply dial the user's phone line directly instead of dialing an 800 number and accessing the captioning service.**

When calling **911** in emergency situations, the 2-Line CapTel users' call is routed through the captioning center allowing the user to receive captions on one line and hear the conversation on the other line.

Next, we determine the type of phone that will best serve the customer:

Similar to a traditional telephone, the CapTel phone allows hard of hearing callers to talk and listen to individuals using a traditional phone. The CapTel phone allows the user to read the other party's conversation on the phone's built-in screen while listening to the voice of the other party. A specially trained operator "re-voices" everything they hear from a hearing user into the Voice-Recognition technology, which conveys the words into text messages, where it can be read on the CapTel phone's screen. The captions appear almost simultaneously with the spoken word, allowing CapTel users to understand everything that is said either by hearing it or by reading it. The CapTel phone benefits hard of hearing individuals by allowing them to enjoy natural telephone conversations through its high level of amplification, yet gives them the capacity to check the captions for added clarity. The CapTel phone is not a TTY; rather it is a telephone designed to allow the user to have natural back and forth conversations with captioning support.

There are two types of CapTel phones; the 800 and the 800i.

The CapTel 800i is a captioned telephone that combines the convenience of a telephone with the text capabilities of the Internet. The 800i shows captions of phone conversations, which are provided by a service that automatically connects to every call via the telephone's Internet connection.

Features of the CapTel 800i include:

- Requires telephone service and high-speed Internet access
- Captions can be turned on or off as needed





- Callers dial your phone number directly
- Adjustable font sizes and colors
- Phone book to store frequently called numbers (95+ names)

Once the new customer has their CapTel phone connected, they can immediately begin enjoying the many benefits of Captioned Telephone Relay Service.

Monthly Outreach Plan for Arizona Relay Service

AT&T's monthly plan will target specific populations each month.

Month 1

Target population: Businesses (large and small)

• **Organization/Agency:**

Businesses

Method:

Maintain contact with businesses, including the Arizona Chamber, and the Better Business Bureau, to be known as a resource for assistance when working with customers, clients and employees who are deaf/hard of hearing/speech disabled. Stimulate awareness of those with hearing loss and encourage commerce to take place with those who have a hearing loss or speech disability. Be actively involved in this mostly hearing environment, with communication geared toward campaigns with a Don't Hang Up theme.

Method:

The AZRS Outreach Managers will be responsible to initiate and maintain contact with large and small businesses and plan for providing training to employers and employees of the Arizona business sector. The AZRS Outreach Managers will implement the Relay Friendly Business Program.

• **Organization/Agency:**

Emergency Centers and Law Enforcement Agencies

Method:

Maintain outreach with emergency centers and law enforcement agencies to be an available resource for assistance when working with people who are deaf/hard of





hearing/speech disabled. Provide TTY etiquette training to hearing users in these agencies.

The AZRS Outreach Managers will be responsible for initiating and maintaining contact with emergency centers and law enforcement agencies, and providing presentations and training to hearing employers and employees of the agency.

• **Organization/Agency:**

Arizona Corporation Commission (ACC)

Method:

Maintain frequent contact with ACC to be a resource of information and provide training for their agency and consumers. Provide brochures/pamphlets to their office for walk-in consumers. Create an affiliation with ACC for relay education opportunities.

• **Organization/Agency:**

Arizona – New Mexico Telecommunications Association, Inc.

Method:

Maintain contact with the telephone associations in Arizona to be known as an available resource to employees for assistance when communicating with telephone customers and employees who are deaf/hard of hearing/speech disabled. The AZRS Outreach Manager will be responsible to initiate and maintain contact with telephone associations and plan for providing training and materials to each association.

Month 2

Target population: Native American Residents of Arizona

• **Organization/Agency:**

Arizona Commission of Indian Affairs (ACIA)

Method:

Maintain contact with ACIA, Native American communities, businesses, services and agencies to be known as an available resource for assistance when working with clients or families who are deaf/hard of hearing/speech disabled, or have other needs and can benefit from relay education.

The AZRS Outreach Manager provide training to hearing employers and employees of the agency, as well as their hearing, deaf, hard of hearing, and speech disabled members.

• **Organization/Agency:**





Reservations and Tribal Communities in Arizona

Arizona is home to 21 federally recognized tribes. According to the 2000 Census, Arizona is home to over 250,000 Native Americans. Reservations and tribal communities comprise over a quarter of Arizona's lands.

Source: Economic Development Research Program (the University of Arizona Tucson website <http://ag.arizona.edu/edrp/tribes.html>.)

Method:

The AZRS Outreach Managers will work extensively with Native American tribes throughout Arizona and will travel to the Reservations and Tribal Communities in Arizona to provide training to Native American residents of Arizona who are hearing, deaf, hard of hearing, and speech disabled.

Target: Consumer Input Program

Gather Consumer Input through Town Hall Meeting and Distribution of Survey

Month 3

Target population: Speech to Speech users

• Organization/Agency

Arizona Speech Language Hearing Association

Method:

Be a continual resource to ArSHA for all relay educational needs as it relates to community development and advocacy. Provide pamphlets, presentations and general outreach to needs identified. Provide one-on-one training or group training with any leads provided by the ArSHA. Attend conferences and events held by ArSHA with an exhibit booth and presentation on all relay services available in Arizona.

• Organization/Agency

Orient of Arizona Scottish Rite Clinics

Method:

Provide relay resources to the Scottish Rite Clinics related to relay technology and the benefits for speech-disabled residents of Arizona. Facilitate group and one on one trainings to speech/language disabled employees and clients as requested by the clinic. Also, provide training to any referrals made by these clinics. The AZRS Outreach Manager will be contact the Scottish Rite Clinics to set up presentations, training and provide appropriate literature for their clinic.





• **Organization/Agency:**

Mainstream schools with children who are speech disabled

Method:

Learn where these elementary and secondary programs are located. Provide brochures to the schools with students, parents, and faculty who are speech disabled. Collect contact names of teachers, or specialists who work with speech disabled students. Offer relay training to hearing teachers, parents, and classmates. Collaborate with state administrators to receive lists of such districts/schools. Provide empowerment curriculum so teachers can incorporate telephone independence training with students. Be involved with school activities, as appropriate.

• **Organization/Agency:**

Statewide Independent Living Council of Arizona (SILC)

Method:

Maintain contact with SILC to be known as an available resource for assistance when accommodating residents and family members who are speech disabled. The AZRS Outreach

Managers will initiate and maintain contact with SILC and provide presentations and training to hearing employers and employees of the agency, as well as their speech disabled clients when in need.

• **Organization/Agency**

Arizona State University – Deaf Resource Center (DRS)

Method:

Provide relay technology resources to ASU's program. Facilitate group and one on one training to hearing and speech disabled employees, students and parents as requested by program administrators. The AZRS Outreach Managers will be in direct contact with project administrators for all outreach and training needs.

Month 4

Target population: School age children who are Deaf

• **Organization/Agency:**

Arizona School for the Deaf (ASD)
Phoenix Day School

Method:





Maintain contact with counselors and teachers to provide brochures on Arizona Relay Service to parents and families of ASD and Phoenix Day School students. Provide presentations and one-on-one training at parent conferences and initial contacts with new parents. Provide training to staff and students: hearing, deaf, hard-of-hearing, and deaf-blind.

Provide empowerment curriculum to these schools so teachers can incorporate telephone independence training with students. Be involved with school activities and projects with the Resource Center on Deafness.

The AZRS Outreach Manager will provide individual and group training to school personnel and students. Contact new parents as requested by the Arizona School for the Deaf.

• **Organization/Agency:**

Mainstream schools with children who are deaf/hard of hearing/speech disabled

Method:

Learn where these elementary and secondary programs are located. Provide brochures to the schools with students, parents, and faculty who are deaf/hard of hearing/ speech disabled.

Collect contact names of teachers, or specialists who work with deaf/hard of hearing /speech disabled students. Offer relay training to hearing teachers, parents, and classmates. Collaborate with state administrators to receive lists of such districts/schools. Provide empowerment curriculum so teachers can incorporate telephone independence training with students. Be involved with school activities, as appropriate.

• **Organization/Agency**

Arizona State University – Deaf Resource Center (DRS)

Method:

Provide relay technology resources to ASU's program. Facilitate group and one on one training to hearing, deaf-blind, deaf and hard of hearing employees, students and parents as requested by program administrators. The AZRS Outreach Manager will be in direct contact with project administrators for all outreach and training needs.

Month 5

Target population: Deaf Adults

• **Organization/Agency**

Arizona Technology Access Program (AzTAP)





Arizona Assistive Technology Advisory Board (ATAB)

Method:

Serve as a partner with the AzTAP programs, providing education to those receiving equipment for use with Arizona Relay Service. Be a continual resource to provide information, presentations and education related to relay technology needs and services of deaf individuals in the state of Arizona. The AZRS Outreach Manager will establish regular meetings to ensure Arizona Relay Service is meeting needs.

• **Organization/Agency**

Arizona Commission for the Deaf and Hard of Hearing (ACDHH)

Method:

Be a continual resource to provide information and education related to relay technology needs and services of deaf individuals in the state of Arizona. The AZRS Outreach Managers will attend conferences and special workshops/events for the Arizona community with an exhibit booth, literature, and presentations. Provide training to hearing, deaf, deaf blind, hard of hearing, and speech disabled employees and clients as requested by this commission.

• **Organization/Agency:**

Arizona Association of the Deaf (AZAD)

Method:

Attend AZAD conferences with an exhibit booth. Attend special workshops/events hosted for the Arizona community with an exhibit booth, literature, and presentations. Create an ongoing relationship with AZAD, and with NAD Region IV.

• **Organization/Agency:**

Statewide Independent Living Council of Arizona (SILC)

Method:

Maintain contact with SILC to be known as an available resource for assistance when accommodating residents and family members who are deaf. The AZRS Outreach Manager will initiate and maintain contact with SILC and provide presentations and training to hearing employers and employees of the agency, as well as their hearing and deaf clients when in need.

• **Organization/Agency**

Arizona State University – Deaf Resource Center (DRS)





Method:

Provide relay technology resources to ASU's program. Facilitate group and one-on-one training to hearing, deaf-blind, deaf and hard of hearing employees, students and parents as requested by program administrators. The AZRS Outreach Manager will be in direct contact with project administrators for all outreach and training needs.

• **Organization/Agency:**

Social Affiliations and Events (Deaf Coffee Chat, Phoenix Deaf Professional Happy Hour, Workshops, etc.)

Method:

Become acquainted with the leaders of these affiliations so that Arizona Relay Service can support associated community activities and events. Arizona Relay Service is glad to attend functions with presentations, a booth, and giveaways.

• **Organization/Agency:**

Religious Associations

Method:

Become acquainted with the leaders of these affiliations so that Arizona Relay Service can support associated community activities.

Target: Consumer Input Program

Gather Consumer Input through Town Hall Meeting and Distribution of Survey

Month 6

Target population: Deaf Senior Citizens/Late Deafened Adults

• **Organization/Agency:**

Arizona Division of Aging and Community Services
Aging and Adult Administration (AAA)

Method:

Maintain contact with Arizona Division of Aging, Governor's Advisory Council on Aging, Rotary Clubs, YMCA, etc., to be known as an available resource for assistance when communicating with patients and family members who are deaf/hard of hearing/speech disabled.

• **Organization/Agency:**

Arizona Nursing Homes, Hospitals, Health Centers, Direct CareGiver Association (DCGA),





Senior Living Villas, Assisted Living Facilities & Retirement Homes

Method:

Maintain contact with Arizona nursing homes and other senior living organizations listed above to be known as an available resource for assistance when communicating with patients and family members who are deaf/hard of hearing/speech disabled. Focus will be on telephone independence and a greater sense of empowerment. The AZRS Outreach Managers will be responsible to initiate and maintain contact with Arizona nursing homes and other senior living organizations listed above and plan for providing training to hearing employers and employees of the agency, as well as their hearing, deaf, hard of hearing, late deafened and speech disabled clients.

• **Organization/Agency:**

AARP - Arizona Chapters

Method:

Maintain contact with various Arizona Chapters of the AARP to be known as an available resource for assistance when communicating with clients and family members who are deaf/hard of hearing/speech disabled.

• **Organization/Agency**

Arizona Technology Access Program (AzTAP)

Arizona Assistive Technology Advisory Board (ATAB)

Method:

Serve as a partner with the AzTAP programs, providing education to those receiving equipment for use with Arizona Relay Service. Be a continual resource to provide information, presentations and education related to relay technology needs and services of hard of hearing individuals in the state of Arizona. The AZRS Outreach Managers will establish regular meetings to ensure Arizona Relay Service is meeting needs.

• **Organization/Agency**

Arizona Commission for the Deaf and Hard of Hearing (ACDHH)

Method:

Be a continual resource to provide information and education related to relay technology needs and services of deaf individuals in the state of Arizona. The AZRS Outreach Managers will attend conferences and special workshops/events for the Arizona community with an exhibit booth, literature, and presentations. Provide training to hearing, deaf, deaf blind, hard of hearing, and speech disabled employees and clients as requested by this commission.





• **Organization/Agency:**

Hearing Loss Association of America – Arizona State Chapter
Fountain Hills Chapter; Greater Phoenix Chapter #1; Sun Lakes Chapter
West Valley Chapter

Method:

Attend chapter conferences and events with an exhibit booth, brochures, giveaways, and presentations on all relay services available in Arizona. Provide ongoing education to referrals sent from these chapters. The AZRS Outreach Managers will maintain contact to become familiar with upcoming events. The AZRS Outreach Managers will attend events with an exhibit booth and possible presentation.

• **Organization/Agency:**

Service Agencies (Arizona Department of Social and Rehabilitation Services, Arizona Division of Emergency Management, Arizona Department of Health Services, Arizona Office for Americans with Disabilities)

Method:

Utilize service agencies to reach out to hearing and deaf/ hard of hearing/ speech disabled individuals who would benefit from relay services by providing relay training and brochures.

Host and provide presentations with these agencies for educational purposes in gaining independence. Arizona Relay Service will work with service agencies in ensuring clients are receiving training in equal telephone access by providing workshops for hearing employers and employees, and clients. The AZRS Outreach Managers will initiate and maintain contact with the service agencies and provide training to hearing employers and employees of such agencies within Arizona.

Month 7

Target population: Deaf-Blind

• **Organization/Agency:**

Arizona State Schools for the Deaf and Blind (ASDB)
Arizona School for the Blind (ASB)

Method:

Maintain contact with counselors and teachers to provide brochures on Arizona Relay Service to parents and families of ASDB students. Provide presentations and one-on-one training at parent conferences and initial contacts with new parents. Provide training to staff and students: hearing, deaf, hard-of-hearing, and deaf-blind. Provide empowerment curriculum to ASDB so teachers can incorporate telephone independence training with





students. Be involved with school activities and projects with the Resource Center on Deafness.

The AZRS Outreach Managers will provide individual and group training to school personnel and students. Contact new parents as requested by the Arizona School for the Deaf.

• **Organization/Agency:**

Arizona Center for the Blind and Visually Impaired (ACBVI)

Method:

Maintain contact with ACBVI to be known as a resource for assistance when working with clients or families who are deaf-blind/hard of hearing/speech disabled, or have other needs and can benefit from relay use. The AZRS Outreach Managers will provide presentations and training to employers and employees of the agency, as well as their client base.

• **Organization/Agency**

National Family Association for Deaf-Blind (NFADB) Region 9
Arizona Deaf-Blind Project

Method:

Provide relay resources to these agencies related to relay technology. Facilitate group and one-on-one trainings to hearing, deaf-blind, deaf and hard of hearing employees and clients as requested by the project administrators. The AZRS Outreach Managers will be in direct contact with project administrators for all outreach and training needs.

Month 8

Target Population: Hearing Population at Large

• **Organization/Agency:**

Community and Civic Organizations

Method:

Maintain contact with community and civic organizations to be known as a ready resource for assistance when communicating with community members who are deaf/hard of hearing/speech disabled. Encourage Arizona Relay Service presence and involvement at educational opportunities such as health fairs, senior events, etc The AZRS Outreach





Managers will plan for providing presentations and training to hearing employers and employees of the organizations, as well as their hearing, deaf, hard of hearing, or speech disabled members.

• **Organization/Agency:**

Service Agencies (Arizona Department of Social and Rehabilitation Services, Arizona Division of Emergency Management, Arizona Department of Health Services, Arizona Office for Americans with Disabilities)

Method:

Utilize service agencies to reach out to hearing and deaf/ hard of hearing/ speech disabled individuals who would benefit from relay services by providing relay training and brochures.

Host and provide presentations with these agencies for educational purposes in gaining independence. Arizona Relay Service will work with service agencies in ensuring clients are receiving training in equal telephone access by providing workshops for hearing employers and employees, and clients. The AZRS Outreach Managers will initiate and maintain contact with the service agencies and provide training to hearing employers and employees of such agencies within Arizona.

• **Organization/Agency:**

Arizona Adoption

Method:

Maintain contact with Arizona Adoption to be known as an available resource for assistance when working with people who are deaf/hard of hearing/speech disabled, who are building independent living skills The AZRS Outreach Managers will provide presentations and training to hearing, deaf, hard of hearing, and speech disabled members of this organization.

• **Organization/Agency:**

PSAs and Other Media Advertisement

Provide PSAs and other media advertising in Arizona to promote AZRS.

Method

The AZRS Outreach Managers will work with all news media to run stories and hold interviews in order to promote the availability of AZRS.

Month 9





Target population: School age children who are Hard of Hearing

- **Organization/Agency:**

Arizona School for the Deaf (ASD)
Phoenix Day School

Method:

Maintain contact with counselors and teachers to provide brochures on Arizona Relay Service to parents and families of ASD and Phoenix Day School students. Provide presentations and one-on-one training at parent conferences and initial contacts with new parents. Provide training to staff and students: hearing, deaf, hard-of-hearing, and deaf-blind.

Provide empowerment curriculum to schools so teachers can incorporate telephone independence training with students. Be involved with school activities and projects with the Resource Center on Deafness.

The AZRS Outreach Managers will provide individual and group training to school personnel and students. Contact new parents as requested by the Arizona School for the Deaf.

- **Organization/Agency:**

Mainstream schools with children who are hard of hearing

Method:

Learn where these elementary and secondary programs are located. Provide brochures to the schools with students, parents, and faculty who are hard of hearing. Collect contact names of teachers or specialists who work with hard of hearing students. Offer relay training to hearing teachers, parents, and classmates. Collaborate with state administrators to receive lists of such districts/schools. Provide empowerment curriculum so teachers can incorporate telephone independence training with students. Be involved with school activities, as appropriate.

- **Organization/Agency**

Arizona State University – Deaf Resource Center (DRS)

Method:

Provide relay technology resources to ASU's program. Facilitate group and one-on-one training to hearing, deaf-blind, deaf and hard of hearing employees, students and parents as requested by program administrators. The AZRS Outreach Managers will be in direct contact with project administrators for all outreach and training needs.





Target: Consumer Input Program

Gather Consumer Input through Town Hall Meeting and Distribution of Survey

Month 10

Target population: Health Care Sector

- **Organization/Agency:**

Arizona Healthcare Sector

Method:

Maintain contact with Arizona medical centers, hospitals and clinics, and the Arizona Medical Society to be known as a ready resource for assistance when dealing with patients, family members and staff who are deaf/hard of hearing/speech disabled. Provide presentations and training to hearing, deaf, hard of hearing, and speech disabled employers and employees, as well as patients.

- **Organization/Agency:**

Service Agencies (Arizona Department of Social and Rehabilitation Services, Arizona Division of Emergency Management, Arizona Department of Health Services, Arizona Office for Americans with Disabilities)

Method:

Utilize service agencies to reach out to hearing and deaf/ hard of hearing/ speech disabled individuals who would benefit from relay services by providing relay training and brochures.

Host and provide presentations with these agencies for educational purposes in gaining independence. Arizona Relay Service will work with service agencies in ensuring clients are receiving training in equal telephone access by providing workshops for hearing employers and employees, and clients. The AZRS Outreach Managers will initiate and maintain contact with the service agencies and provide training to hearing employers and employees of such agencies within Arizona.

- **Organization/Agency:**

Emergency Centers and Law Enforcement Agencies

Method:

Maintain outreach with emergency centers and law enforcement agencies to be an available resource for assistance when working with people who are deaf/hard of hearing/speech disabled. Provide TTY etiquette training to hearing users in these agencies.





The AZRS Outreach Managers will be responsible for initiating and maintaining contact with emergency centers and law enforcement agencies, and providing presentations and training to hearing employers and employees of the agency.

Month 11

Target population: Hard of Hearing Adults

- **Organization/Agency**

Arizona Technology Access Program (AzTAP)

Arizona Assistive Technology Advisory Board (ATAB)

Method:

Serve as a partner with the AzTAP programs, providing education to those receiving equipment for use with Arizona Relay Service. Be a continual resource to provide information, presentations and education related to relay technology needs and services of hard of hearing individuals in the state of Arizona. The AZRS Outreach Managers will establish regular meetings to ensure Arizona Relay Service is meeting needs.

- **Organization/Agency**

Arizona Commission for the Deaf and Hard of Hearing (ACDHH)

Method:

Be a continual resource to provide information and education related to relay technology needs and services of deaf individuals in the state of Arizona. The AZRS Outreach Managers will attend conferences and special workshops/events for the Arizona community with an exhibit booth, literature, and presentations. Provide training to hearing, deaf, deaf blind, hard of hearing, and speech disabled employees and clients as requested by this commission.

- **Organization/Agency:**

Statewide Independent Living Council of Arizona (SILC)

Method:

Maintain contact with SILC to be known as an available resource for assistance when accommodating residents and family members who are hard of hearing. The AZRS Outreach

Managers will initiate and maintain contact with SILC and provide presentations and training to hearing employers and employees of the agency, as well as their hearing and hard of hearing, clients when in need.

- **Organization/Agency**

Arizona State University – Deaf Resource Center (DRS)





Method:

Provide relay technology resources to ASU's program. Facilitate group and one-on-one training to hearing, deaf-blind, deaf and hard of hearing employees, students and parents as requested by program administrators. The AZRS Outreach Managers will be in direct contact with project administrators for all outreach and training needs.

• **Organization/Agency:**

Hearing Loss Association of America – Arizona State Chapter
Fountain Hills Chapter; Greater Phoenix Chapter #1; Sun Lakes Chapter
West Valley Chapter

Method:

Attend chapter conferences and events with an exhibit booth, brochures, giveaways, and presentations on all relay services available in Arizona. Provide ongoing education to referrals sent from these chapters. The AZRS Outreach Managers will maintain contact to become familiar with upcoming events. The AZRS Outreach Managers will attend events with an exhibit booth and possible presentation.

Month 12

Target population: Spanish-speaking residents of Arizona

• **Organization/Agency:**

Hispanic communities, businesses, services and agencies

The US Census Bureau reported that as of 2004, 28 percent of Arizona's population is comprised of Persons of Hispanic or Latino origin. This number is expected to continue to climb.

Method:

Maintain contact with Hispanic communities, businesses, services and agencies some of which are listed below to be known as an available resource for assistance when working with clients or families who are Hispanic deaf/hard of hearing/speech disabled, or have other needs and can benefit from relay education. Provide Spanish language brochures and Spanish DVD training on Arizona Relay Service. The AZRS Outreach Managers will initiate and maintain contact with Spanish-speaking communities, businesses, organizations, and agencies, and provide presentations and training to hearing employers and employees, as well as hearing, deaf, hard of hearing, and speech disabled clients.

The AZRS Outreach Managers will work with Hispanic groups such as the following:

- Arizona Hispanic Chamber of Commerce (AZHCC) Foundation
- Arizona Hispanic Connection





- Alma de la Gente
- Arizona Association for Bilingual Education
- Arizona Hispanic Community Forum
- Arizona Association for Chicanos in Higher Education (AACHE)
- Arizona Latino Research Enterprise
- ASU Hispanic Business Alumni Association
- Arizona Latino Republican Association (ALRA)
- Arizona Small Business Association (ASBA) Latino Business Connection (LBC)
- Arizona State University Hispanic Mother-Daughter Program
- Arizona State University Chicano Faculty and Staff Association
- Arizona Latin-American Medical Association
- Arizona Latino Media Association
- Hispanic Institute of Social Issues
- Hispanic Women's Corporation
- League of United Latin American Citizens (LULAC) • Maricopa County Hispanic Network
- National Association of Hispanic Nurses
- West Valley Hispanic Association
- ASU Hispanic Business Students Association

Target: Consumer Input Program

Gather Consumer Input through Town Hall Meeting and Distribution of Survey

Methods for Quantifiable Measures of Results of Each Month's Plan:

1. Increase in minutes
2. Increase in equipment distribution
3. Results of survey
4. Customer Service inquiries/activity
5. Attendance at events
6. How many one-on-ones generated

The specific tactic (i.e. events, marketing, mail, email, press release, townhall meeting, etc) initiated to each group will dictate the method AT&T will use to measure each event's effectiveness. AT&T will work with the ACDHH to develop specific contents of a form or other report that would document individual results of outreach and marketing activities.

Conclusion

AT&T knows that besides the technology required to provide functionally equivalent TRS services, outreach is fundamental. As demonstrated throughout this section, AT&T





believes that the combination of relay and equipment training will in turn lead to empowered relay users.

Through refining and distributing materials to target audiences, posting these materials on the state relay website, media PSAs, trade shows, and one on one home visits with relay users,

AT&T will continue to lead its competitors in the quantity and quality of outreach activities performed. AT&T will continue to customize its outreach services to meet the individual needs of relay users and the general public.

AT&T looks forward to bringing Arizona relay users AT&T's superb outreach and customer service programs. From past experience, we are positive that Arizona relay users will be pleased with the amount and quality of outreach AT&T performs. AT&T has been very successful in implementing in-state outreach programs in the other states it serves.

AT&T will adjust its programs to meet the needs of Arizona Relay users and the ACDHH. **We encourage you to contact our references** and let them testify to the quality and quantity of programs we are delivering to each of our relay states.

AT&T Relay Service is dedicated to providing an excellent consumer experience in Relay Services, both in the technical delivery and our extensive outreach program. AT&T will work to ensure that every outreach and educational need is met in the State Arizona.

