

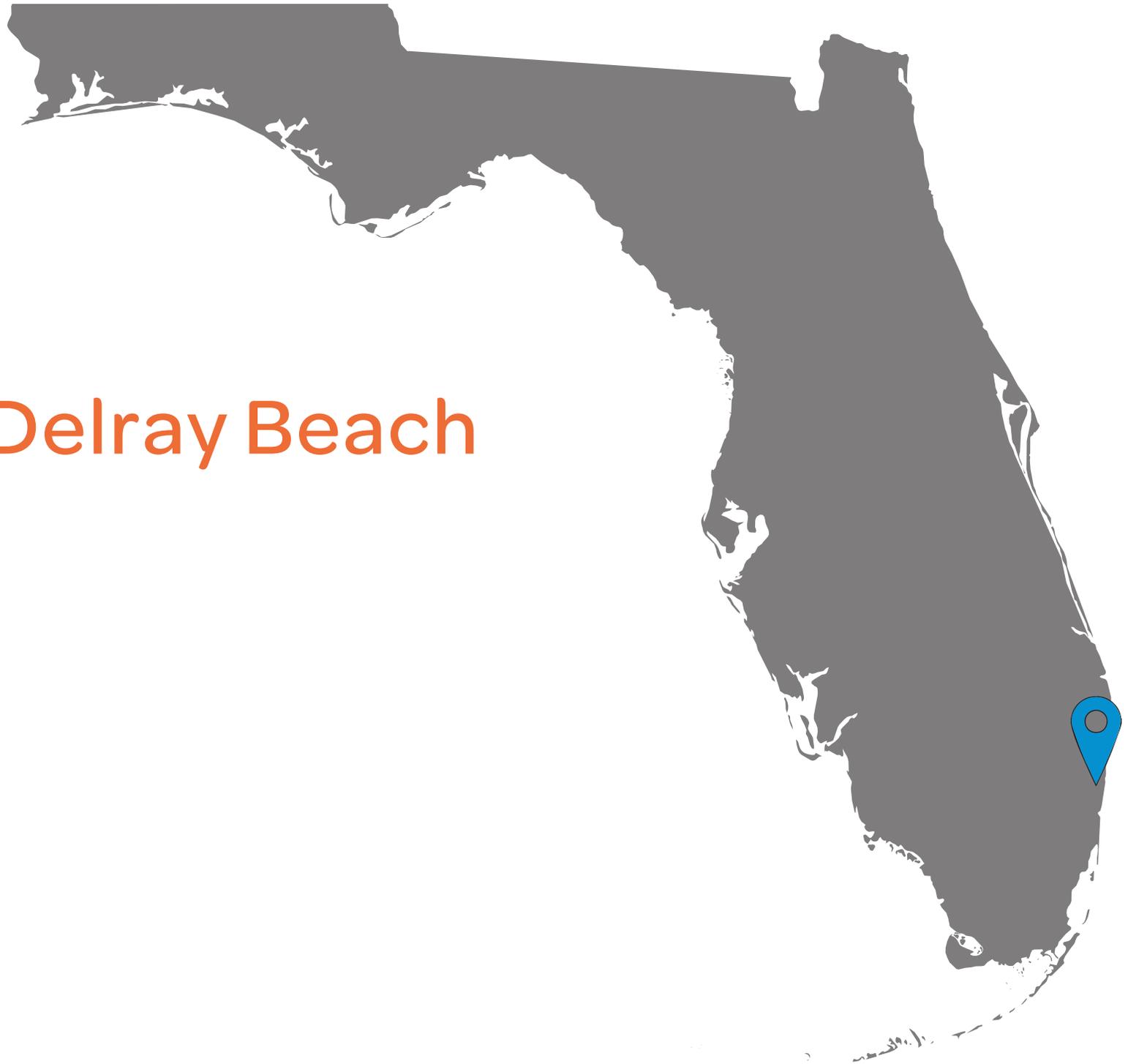


# Trial States Overview

## Events, Activities, Collateral

# West Delray Beach

Florida



HOME ABOUT THE ISSUE EVENTS FREQUENTLY ASKED QUESTIONS CONTACT US

at&t

# IP4WestDelrayBeach

## healthcare



### Meeting Consumer Demand for advanced Internet-based services

**New Connections on the Horizon for West Delray Beach community**  
By Joe York, AT&T President – Florida, Puerto Rico & US-VI



As you may know, AT&T has announced the selection of the West Delray Beach area of Florida as one of two locations nationwide for a multi-year technology trial to be overseen by the Federal Communications Commission (FCC). This pilot program will shape AT&T's efforts to develop new products and processes in the West Delray Beach community – and nationally. The announcement is in response to a request by the FCC to companies to submit proposals to conduct trials where connections and services would be rolled out and offered to customers.

In greater numbers, and with greater frequency than ever before, consumers and businesses are choosing to use newer technologies and devices that enable more choices in how they connect: video, email, text and voice. These connections not only benefit consumers, but also communities and important community institutions, including schools, hospitals, police and fire stations, and businesses. Students can access education resources on the other side of the country or world; first responders can have the best real-time information going into emergency situations; and businesses can reach out to and expand in new markets on the other side of the state and other side of the globe.

This trial presents an important opportunity for Floridians to gain access to new technologies and products, while ensuring that the essential values of universal service, competition, public safety, reliability and consumer protection are preserved. Our goal is to get our customers the most powerful new technologies while maintaining the reliability they have come to expect from us.

[Read more about the National Technology Trial.](#)

---

### Meeting with & Listening to Our Customers: An Update

Posted by Joe York on May 08, 2014

During the past several weeks, we have been out in the West Delray Beach community, meeting with residents, business owners, community leaders and others to answer their questions about our proposed technology trial. On April 9, we held a town hall meeting at the South County Civic Center with more than a hundred attendees. Two weeks later, on April 22, we convened another public meeting at the Civic Center with about sixty attendees.

**What does IP mean for our community?**

[Click \*\*HERE\*\* for answers.](#)

[Please follow us on Twitter](#)

**Tweets by @IP4WDelrayBeach**

**Tweets** [Follow](#)

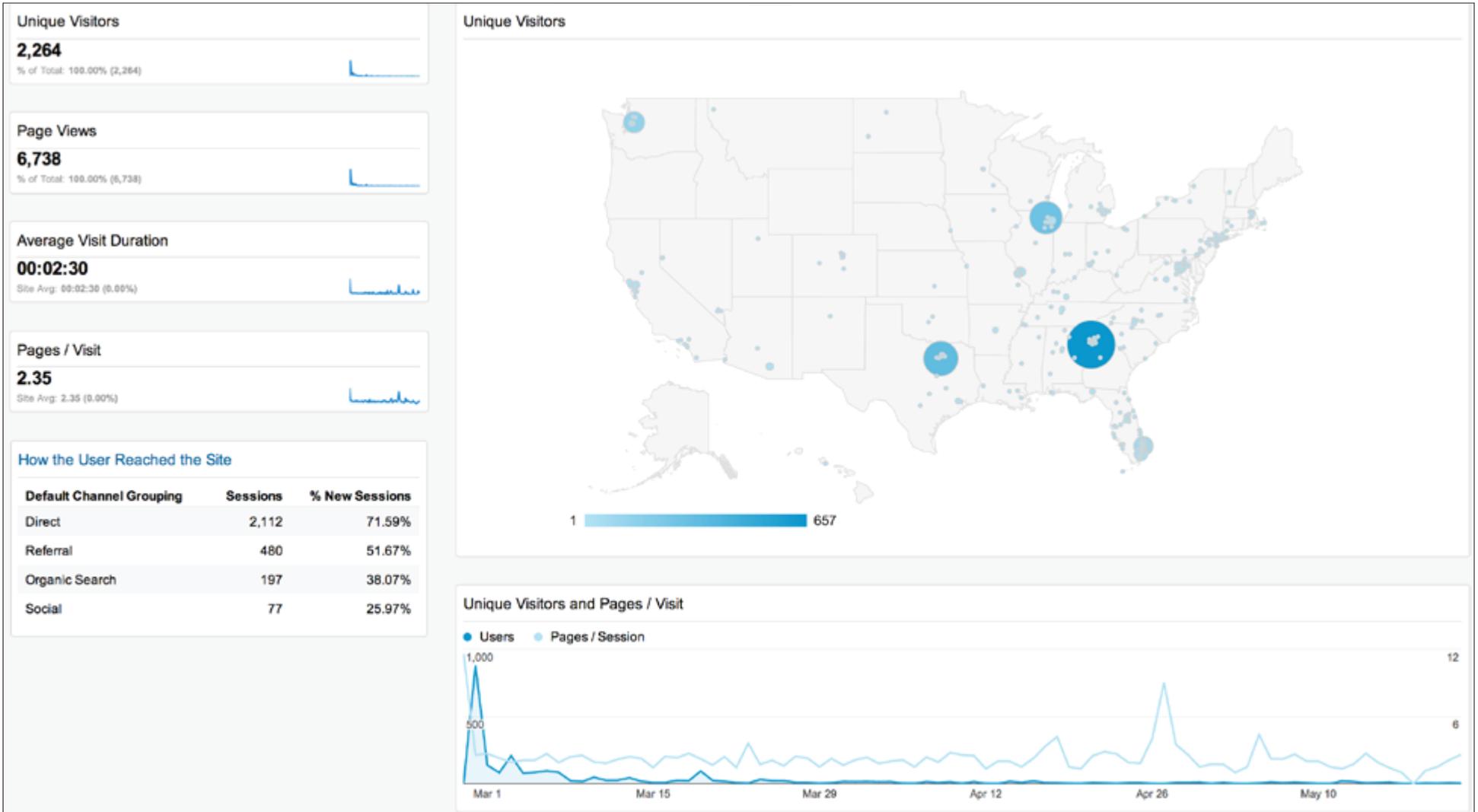
 **Stephanie Smith** @ip4wdelraybeach 12 May  
May is Older Americans Month! Learn how technology is making driving safer for seniors: [goo.gl/unYgY](http://goo.gl/unYgY) via @USAToday  
[Show Summary](#)

 **Stephanie Smith** @ip4wdelraybeach 5 May  
Smartphones aren't just for kids anymore according to a new @Nielsen study! [goo.gl/ikzDv9](http://goo.gl/ikzDv9) via @Recode  
[Show Summary](#)

 **Kim Allen** 22 Apr

# Website

## Florida



Metrics for the IP4WestDelrayBeach Website

**AT&T SELECTS FLORIDA FOR NATIONAL TECHNOLOGY TRIAL**

*West Delray Beach area of Florida trial program will ensure all consumers benefit from safe, reliable access to newest technology*

**Miami, FL, Feb 28, 2014** — AT&T\* is proposing to select the West Delray Beach area of Florida to work to ensure that Florida customers, and ultimately consumers and businesses across the country, can benefit from the latest communications technologies.

Today, the company announced the proposed selection of the West Delray Beach area of Florida as one of two locations nationwide for a multi-year technology trial to be overseen by the Federal Communications Commission. This pilot program will shape AT&T's efforts to develop new products and processes in the West Delray Beach community, and nationally. The announcement is in response to a request by the FCC to companies to submit proposals to conduct trials where connections and services would be rolled out and offered to customers.

In greater numbers, and with greater frequency than ever before, consumers and businesses are choosing to use newer technologies and devices that enable more choices in how they connect: video, email, text, and voice. These connections not only benefit consumers, but also communities and important community institutions including schools, hospitals, police and fire stations, and businesses. Students can access education resources on the other side of the country or world; first responders can have the best real-time information going into emergency situations; businesses can reach out to and expand in new markets on the other side of the state and other side of the globe.

"This trial presents an important opportunity for Floridians to gain access to new technologies and products, while ensuring that the essential values of universal service, competition, public safety, reliability, and consumer protection are preserved," said Joe S. York, President of AT&T Florida. "Our goal is to get our customers the most powerful new technologies while maintaining the reliability they have come to expect from us."

AT&T has invested more than \$2.75 billion in its best-in-class wireless and wired networks in Florida between 2011 through 2013, driving a wide range of upgrades to enhance speed, reliability, coverage and performance for residents and business customers. In the first half of 2013 alone the company added capacity upgrades to hundreds of cell sites, launched or expanded 4G LTE mobile broadband to more than 20 communities, deployed advanced fiber-optic connections to nearly 18,450 additional business customer locations and deployed advanced wired IP broadband connections for consumers to nearly 25,050 customer locations in Florida. In 2013, AT&T filled more than 2,970 job openings in Florida to help provide customers throughout the state with the advanced products and services they expect.

In an effort to keep customers in the West Delray Beach community engaged and informed, AT&T will hold a series of community information meetings for residents and businesses to learn more about the planned trial and how they can participate. Please watch for dates, times and locations that will be announced soon for these meetings.

In addition, more information may be found at: <http://ip4westdelraybeach.att.com>.

\* 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.

# Print Ads

## Florida



## An open invitation to everyone in West Delray Beach

**Boca Raton Tribune**  
March 14<sup>th</sup>, April 4<sup>th</sup>, 11<sup>th</sup> and 18<sup>th</sup>

**Jewish Journal**  
April 2<sup>nd</sup>, 9<sup>th</sup> and 16<sup>th</sup>

America is in the process of transitioning to modern, Internet-based communications networks.

The Federal Communications Commission has launched a pilot program to ensure that all Americans can benefit from access to modern communications networks – and the technologies, services and devices that these networks enable.

AT&T has proposed to include the West Delray Beach area of Florida as one of two communities in America that we work with to showcase these modern networks.

The trial AT&T outlined for the pilot program will occur while the traditional phone network is still in place.

This trial, and your participation, will help us ensure that modern networks can deliver the strong, reliable connections you depend on to communicate, get information and entertainment, and keep you safe and healthy.

If you would like to learn more, please join us at the AT&T town hall meeting listed below.

With your help, we can ensure communities across America have safe, reliable access to the services modern networks deliver.

**We want to hear from you!**  
*Please join us at this town hall meeting.  
Refreshments will be provided.*

**Tuesday, March 18, 6:00 pm**  
**Hagen Ranch Road Library**  
14350 Hagen Ranch Road  
Delray Beach, FL 33446

Learn more or contact us online at  
**[IP4WestDelrayBeach.att.com](http://IP4WestDelrayBeach.att.com)**  
or call us at (855)920-0066 (English) or (855)920-0072 (Spanish)  
(866)992-9357 (Business)

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Regional IP Transition Trials  
Community Outreach



Come to our  
training class  
on May 22

**Boca Raton Tribune**  
May 16<sup>th</sup>, 23<sup>rd</sup>, 30<sup>th</sup> and June 6<sup>th</sup>

**Jewish Journal**  
May 21<sup>st</sup>, 28<sup>th</sup>, June 4<sup>th</sup> and 6<sup>th</sup>

## Get the most from today's technology

Recently, AT&T proposed to the Federal Communications Commission that West Delray Beach be selected for a technology trial program.

As part of this program, we'll be hosting a Beginner's Training Class to help seniors like you learn the basics of wireless devices.

We will have step-by-step demonstrations on how to use smartphones, tablets and other products and services that can keep you safe, informed, and connected to friends and family.

**Join us!**  
**Thursday, May 22, 10:30 – 12:00 PM**  
**Recreation & Parks Senior Center**  
**City of Boynton Beach**  
1021 S Federal Hwy, Boynton Beach, Florida 33435

For reservations please email  
[TrainingRSVP@att.com](mailto:TrainingRSVP@att.com)  
or call (561)495-9670

MOBILIZING  
YOUR  
WORLD™ 

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# Print Collateral

## Florida

Poster for Town Hall Meetings  
March 18<sup>th</sup>, April 9<sup>th</sup> and 22<sup>nd</sup>



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***We want to hear from you!***  
*Please join us at this town hall meeting. Refreshments will be provided.*

**Tuesday, March 18**  
6:00 pm  
**Hagen Ranch Road Library**  
14350 Hagen Ranch Road  
Delray Beach, FL 33446

*Learn more or contact us online at [IP4WestDelrayBeach.att.com](http://IP4WestDelrayBeach.att.com)*  
*Or call us toll free at (800) 288-2020*  
*or for business customers (866) 992-9357*

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Flyer for Town Hall Meetings  
March 18<sup>th</sup>, April 9<sup>th</sup> and 22<sup>nd</sup>

Regional IP Transition Trials  
Community Outreach



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With your help, we can ensure communities across America have safe, reliable access to the services modern networks deliver.

***We want to hear from you!***

*Learn more or contact us online at [IP4WestDelrayBeach.att.com](http://IP4WestDelrayBeach.att.com)*  
*or call us at (855)920-0066 (English) or (855)920-0072 (Spanish)*  
*(866)992-9357 (Business)*

# Print Collateral

Florida

Flyer for Town Hall Meetings  
March 18<sup>th</sup>, April 9<sup>th</sup> and 22<sup>nd</sup>

## An open invitation to everyone in West Delray Beach



The Federal Communications Commission has launched a pilot program to ensure that all Americans can benefit from access to modern communications networks – and the technologies, services and devices that these networks enable.

AT&T has proposed to include the West Delray Beach area of Florida as one of two communities in America that we work with to showcase these modern networks.

This trial, and your participation, will help us ensure that modern networks can deliver the strong, reliable connections you depend on to communicate, get information and entertainment, and keep you safe and healthy.

If you would like to learn more, please join us at one of the AT&T town hall meetings listed on the back of this card.

With your help, we can ensure communities across America have safe, reliable access to the services modern networks deliver.

## An open invitation to everyone in West Delray Beach



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This trial, and your participation, will help us ensure that modern networks can deliver the strong, reliable connections you depend on to communicate, get information and entertainment, and keep you safe and healthy.

*To contact us with questions or comments, or receive updates on our progress in the West Delray Beach area, please fill out the back of this card and leave it with an AT&T representative.*

*You can also contact us online at [IP4WestDelrayBeach.att.com](http://IP4WestDelrayBeach.att.com) or call us toll free at (855)920-0066 (English) or (855)920-0072 (Spanish) (866)992-9357 (Business)*

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(back)

*We want to hear from you!*  
*Please join us at one of these town hall meetings.*  
*Refreshments will be provided.*

**Wednesday, April 9 at 6:00 pm**  
South County Civic Center  
16700 Jog Rd, Delray Beach, FL 33446

**Tuesday, April 22 at 10:00 am**  
South County Civic Center  
16700 Jog Rd, Delray Beach, FL 33446

*Learn more and join the conversation at*  
***IP4WestDelrayBeach.att.com***  
*Or call us toll free at (800) 288-2020*  
*or for business customers (866) 992-9357*

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(back)



*Please keep me informed about progress  
and the network trial here in West Delray Beach.*

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

ZIP \_\_\_\_\_

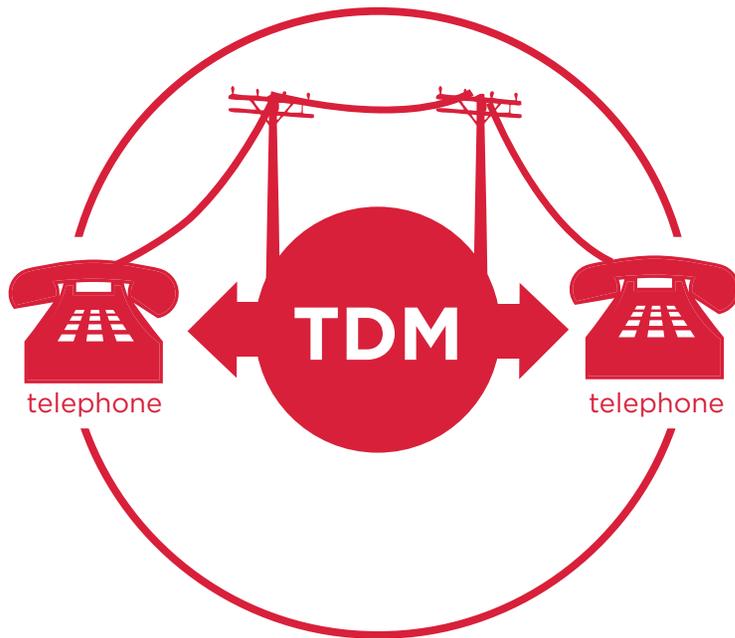
EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

COMMENTS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# People are connecting in more ways than ever before



**HISTORIC**  
Landlines connect you to a place



**CURRENT**  
New technologies connect you to anyone, anywhere

Source: National Health Interview Survey, January-June 2011, CDC December 13, © 2014 AT&T Intellectual Property. All rights reserved.

# Customer Letter from the State President

Joe York, President AT&T Florida

## Residential Customer Letter



[Date]

[Customer Name]  
[Address 1]  
[Address 1]  
[City], [State] [Zip]

Dear [Customer Name],

Last year, I was honored to be named the President of AT&T Florida. As an AT&T customer in the West Delray Beach area of Florida, your experience with the company is my top priority. We are committed to providing safe, strong and reliable connections for our customers. And your satisfaction is among the most important priorities for AT&T.

Our customers are increasingly using newer technologies – like wireless and Internet-based services that can deliver voice, Internet and video at home and away. We are investing and building out new and enhanced connections for our customers so you can communicate using next-generation products and applications. We are committed to ensuring that these connections are safe, strong and reliable.

The Federal Communications Commission (FCC) the federal agency that regulates telecommunications service, has called on companies like AT&T to submit proposals for conducting trials where these new connections and services will be rolled out in a community and offered to consumers, all while ensuring the values of universal service, competition, public safety, reliability and consumer protection continue to be met.

AT&T has proposed to include the West Delray Beach area of Florida as one of two locations for a multi-year trial to be overseen by the FCC. This process will occur while the traditional telephone network is still in place. Throughout the trial process, AT&T is committed to working openly and transparently with our customers, local and state government, and with the FCC.

We are committed to meeting and exceeding your expectations regarding the benefits that a modern network provides. We want to make sure you are kept informed and can be involved. Your voice and experience will help shape future efforts to roll out these technologies nationwide.

We want customers of all ages to take part in this process. Last year, we partnered with national and local organizations to host events across the state where consumers had an opportunity to learn about new products and services. We will be holding events like these in the West Delray Beach area as part of the trial.

**We will be holding meetings and town halls throughout the community, so watch for locations, dates and times. For more information on these events and anything else related to the trial, please visit <http://ip4westdelraybeach.att.com>. Or you can reach us at 855.920.0066 (in English) and 855.920.0072 (in Spanish).**

AT&T is committed to bringing Floridians the connections and technology they want and need. You aren't just our customers, you are our friends and neighbors, and our commitment reflects this.

Thank you for being an AT&T customer. We look forward to working with you during this exciting opportunity for our customers and for our company.

Signed,

Joe York, President AT&T Florida

# Customer Letter from the State President

Joe York, President AT&T Florida

## Business Customer Letter



February 25, 2014

LOT#-SEQ#  
JOHN Q. SAMPLE  
ABC COMPANY  
123 ANY STREET  
APT. A  
CITY, ST ZIP CODE

Dear Valued Customer,

Last year, I was honored to be named the President of AT&T Florida. As an AT&T business customer in the West Delray Beach area of Florida, your experience with the company is my top priority. We are committed to providing safe, strong and reliable connections for our customers and businesses. And your satisfaction is among the most important priorities for AT&T.

Our business and residential customers are increasingly using newer technologies like wireless and Internet-based service rather than traditional services.

We are investing and building out new and enhanced connections for our business customers so that they can communicate using next-generation products and applications. We are committed to ensuring these connections are safe, strong and reliable.

The Federal Communications Commission (FCC), the federal agency that regulates telecommunications service, has called on companies like AT&T to submit proposals for conducting trials where these new connections and services will be rolled out in a community and offered to consumers and businesses, all while ensuring the values of universal service, competition, public safety, reliability and consumer protection continue to be met.

AT&T has proposed to include the West Delray Beach area of Florida as one of two U.S. locations for a multi-year trial to be overseen by the FCC. Throughout the trial process, AT&T is committed to working openly and transparently with our business customers, local and state governments, and the FCC. This process will occur while the traditional telephone network is still in place.

We are committed to meeting and exceeding your expectations regarding the benefits that a modern network provides. We want to make sure you are kept informed and can be involved in the process. Your voice and experience will help shape future efforts to roll out these technologies to businesses across America.

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02FCFM-2/14

**We will be holding meetings and town halls throughout the community; watch for locations, dates and times. For more information on these events and anything else related to the trial, please visit <http://ip4westdelraybeach.att.com>. Or you can reach us at 866.992.9357.**

We want to make sure that our business customers, no matter the size of their business, can be part of this process. AT&T is committed to bringing Floridians the connections and technology they want and need. You aren't just our customers, you are our friends and neighbors, and our commitment reflects this.

Thank you for being an AT&T customer. We look forward to working with you during this exciting opportunity.

Sincerely,

Joe York  
President AT&T Florida

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# Community Meetings: Photos

Florida



# Sampling of Local Media Coverage

Florida

## SunSentinel

### AT&T plans national tech trial

March 1, 2014 | By Miriam Valverde, Sun Sentinel

AT&T has proposed a region of Palm Beach County for a years-long trial that would switch customers to new Internet-based technologies for services ranging from phone service to broadband and television.

The goal is to transition customers to new networks that support the delivery of voice, text, video and other forms of communication.

[http://articles.sun-sentinel.com/2014-03-01/business/fl-att-tech-trial-20140301\\_1\\_att-customers-att-officials-att-executives#.U3KM0udo-Hyo.email](http://articles.sun-sentinel.com/2014-03-01/business/fl-att-tech-trial-20140301_1_att-customers-att-officials-att-executives#.U3KM0udo-Hyo.email)

## SOUTH FLORIDA BUSINESS JOURNAL

### AT&T tests digital-only phone service in Delray Beach

Paul Brinkmann, Feb 28, 2014

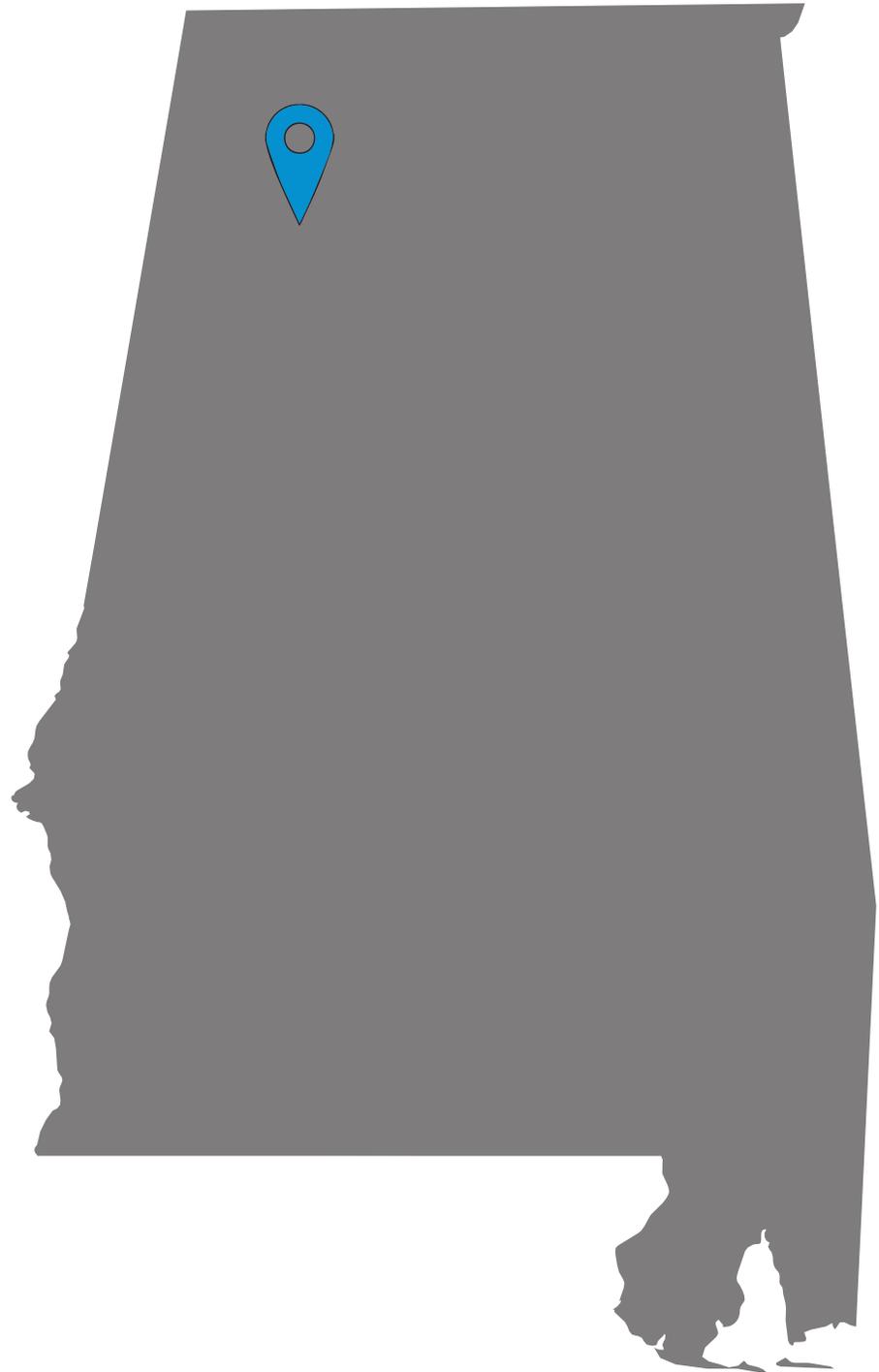
AT&T is proposing that the western portion of Delray Beach be among the first trial areas in the U.S. to test new digital phone and Internet service, eventually leading to digital-only phone service.

Delray is one of only two places AT&T proposed for the trial as overseen by the Federal Communications Commission; the other is Carbon Hill, Ala.

<http://www.bizjournals.com/southflorida/news/2014/02/28/att-tests-digital-only-phone-service.html>

# Carbon Hill

Alabama



IP4CarbonHill.att.com

The screenshot shows the website's navigation menu (HOME, ABOUT THE ISSUE, EVENTS, FREQUENTLY ASKED QUESTIONS, CONTACT US, IN THE NEWS) and the AT&T logo. A green speech bubble highlights the 'IP4CarbonHill' title. A large blue circle contains the text 'What does IP mean for our community?' and a button that says 'Click HERE for answers.' with a mouse cursor. Below the main image of a police station, there is a section titled 'Meeting Consumer Demand for advanced Internet-based services' featuring a photo of Fred McCallum and text about the trial. A Twitter feed on the right shows tweets from Stephanie Smith and Kim Allen. A bottom callout box titled 'Keeping Carbon Hill Connected' describes a 'Technology 101' training session.

HOME ABOUT THE ISSUE EVENTS FREQUENTLY ASKED QUESTIONS CONTACT US IN THE NEWS

at&t

IP4CarbonHill

public safety

POLICE

What does IP mean for our community?

Click **HERE** for answers.

### Meeting Consumer Demand for advanced Internet-based services

**New Connections on the Horizon in Carbon Hill**  
By Fred McCallum, President – AT&T Alabama

Carbon Hill has been proposed by AT&T as one of two locations in the country where we will implement a new trial technology program overseen by the Federal Communications Commission (FCC). This will serve as the model for providing our customers with access to our ultra-fast, Internet-based network.

What we learn together in Carbon Hill will enable cities, small towns and rural communities across America to take advantage of this communications technology.

We are excited to work with our customers, to hear about their experiences and to understand what we can do to make their transition to the future of technology safe, easy, simple and seamless. We will be on the ground in Carbon Hill talking to customers about their communications needs, so that we can find solutions and put them in place – both here in Alabama and around the country.

I am excited that Carbon Hill has been selected for this trial. AT&T and our Alabama employees are proud to be a part of the fabric of our state. We live and work here; we send our children and grandchildren to the local schools; we cheer on the local sports teams; and we shop at the local stores. We know we provide more than just a service; we are connecting our friends, our neighbors and our communities to another. This trial will help ensure that AT&T can continue giving Carbon Hill, and all of Alabama, the efficient, reliable and affordable connections they want.

[Read more about the National Technology Trial.](#)

### Keeping Carbon Hill Connected

Posted by Terri Williams, Regional Director for Legislative and External Affairs for AT&T Alabama on April 28, 2014

Last week, AT&T held an **interactive "Technology 101" training session** at the Carbon Hill Community Center. It was an opportunity for Carbon Hill residents of all ages to learn about and experience using new devices, and see first-hand how these technologies can help them easily connect, communicate and stay informed. From taking "selfies", to using smartphones to send Facebook messages to friends and family, to learning how tablets can be used to connect to the Internet on-the-go to check the weather or nearby gas prices – these are all small but important ways that we have integrated technology into our lives to make getting important information easy and to help make (and share) new memories instantly with friends and family no matter where they live.

Please follow us on Twitter

### Tweets by @IP4CarbonHill

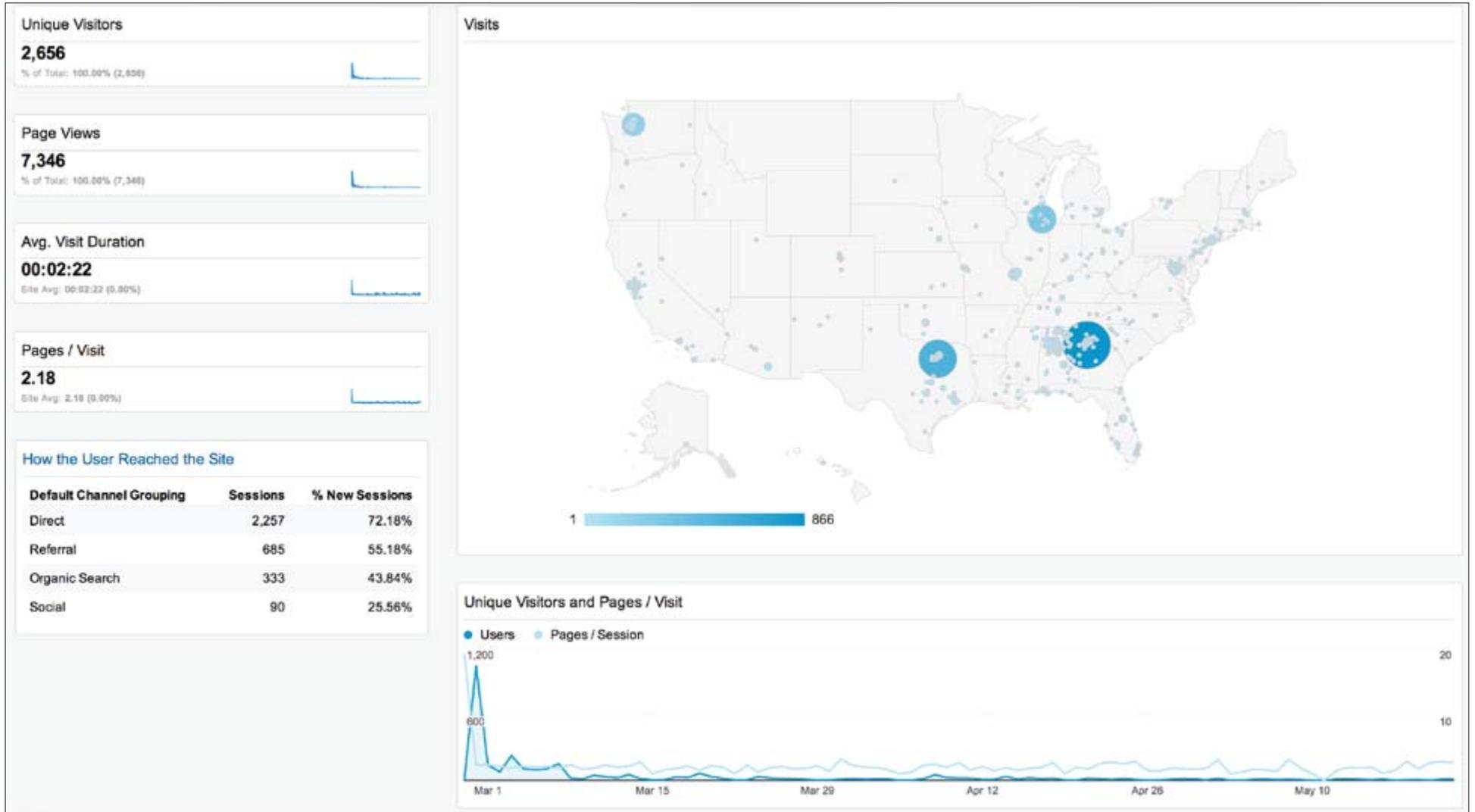
Tweets Follow

**Stephanie Smith** @ip4wdraybeach 12 May  
May is Older Americans Month! Learn how technology is making driving safer for seniors: [goo.gl/unYgY](http://goo.gl/unYgY) via @USAToday  
13 Retweeted by Kim Allen  
Show Summary

**Kim Allen** @IP4CarbonHill 5 May  
Great meeting this morning @ Carbon Hill Sr. Center to talk about #ip4trials w/ @WilliamsTerri12! [pic.twitter.com/n41Aya2uV](https://pic.twitter.com/n41Aya2uV)

# Website

Alabama



Metrics for the IP4CarbonHill Website

*Corridor Messenger*  
March 5<sup>th</sup> and 12<sup>th</sup>

*Daily Mountain Eagle*  
March 2<sup>nd</sup>, 7<sup>th</sup>, 9<sup>th</sup> and 12<sup>th</sup>



## *An open invitation to everyone in Carbon Hill*

America is in the process of transitioning to modern, Internet-based communications networks.

The Federal Communications Commission has launched a pilot program to ensure that all Americans can benefit from access to modern communications networks – and the technologies, services and devices that these networks enable.

AT&T has proposed to include Carbon Hill as one of two communities in America that we work with to showcase these modern networks.

The trial AT&T outlined for the pilot program will occur while the traditional phone network is still in place.

This trial, and your participation, will help us ensure that modern networks can deliver the strong, reliable connections you depend on to communicate, get information and entertainment, and keep you safe and healthy.

If you would like to learn more, please join us at the AT&T town hall meeting listed below.

With your help, we can ensure communities across America have safe, reliable access to the services modern networks deliver.

***We want to hear from you!***  
*Please join us at the town hall meeting listed below.*  
*Refreshments will be provided.*

**Thursday, March 13**  
**Carbon Hill Community Center**  
4 pm - 8 pm  
Corner of NW 2nd Avenue and NW 2nd Street  
Carbon Hill, AL

Learn more and join the conversation at [IP4CarbonHill.att.com](http://IP4CarbonHill.att.com)  
or call us toll free at (855)920-0066 (English) or (855)920-0072 (Spanish)  
(866)992-9357 (Business)



## *Thank you Carbon Hill!*

Last month, AT&T proposed to the Federal Communications Commission that Carbon Hill be selected for a technology trial program.

This trial, and your participation, will help us ensure that modern networks can deliver the strong, reliable connections you depend on to communicate, get information, and keep you safe and healthy.

Thank you for attending the community meetings we have held so far, and for taking the time to share your thoughts.

We will continue to be in Carbon Hill, talking to residents about the trial, answering questions, and providing more information and updates.

Please join us at one of these informational sessions:

**Thursday, March 20**  
**Thursday, March 27**  
**Thursday, April 3**  
4 pm - 6 pm  
**Carbon Hill Community Center**  
Corner of NW 2nd Avenue and NW 2nd Street  
Carbon Hill, AL

Learn more and join the conversation at [IP4CarbonHill.att.com](http://IP4CarbonHill.att.com)  
Or call us toll free at (800) 288-2020 or for  
Business customers (866) 992-9357

# Print Ads

Alabama



Come to our  
training class  
on April 24

*Corridor Messenger*  
April 23<sup>rd</sup>

*Daily Mountain Eagle*  
April 20<sup>th</sup> and 23<sup>rd</sup>

## Get the most from today's technology

Learn the basics of wireless devices at a Beginner's Training Class in Carbon Hill.

This hands-on event will help you learn to use products and technologies that can keep you safe, informed, and connected to friends and family.

We will have step-by-step demonstrations on how to use smartphones, tablets and other devices.

*Join us!*

**Thursday, April 24**

**4:00 - 5:15pm or 5:30 - 7:00pm**

### **Carbon Hill Community Center**

Corner of NW 2nd Avenue and NW 2nd Street, Carbon Hill, AL

**To reserve your spot, please RSVP to Tercia Jones  
at (205) 714-0888 or [Tj3633@att.com](mailto:Tj3633@att.com)**

*To find out more, please visit [IP4CarbonHill.att.com](http://IP4CarbonHill.att.com)  
or call us toll free at (800) 288-2020*

MOBILIZING  
YOUR  
WORLD™



# Print Collateral

## Alabama

Flyer Postcard for Town Hall Meetings  
March 6<sup>th</sup>, 8<sup>th</sup>, 11<sup>th</sup>, and 13<sup>th</sup>

## An open invitation to everyone in Carbon Hill



The Federal Communications Commission has launched a pilot program to ensure that all Americans can benefit from access to modern communications networks – and the technologies, services and devices that these networks enable.

AT&T has proposed to include Carbon Hill as one of two communities in America that we work with to showcase these modern networks.

This trial, and your participation, will help us ensure that modern networks can deliver the strong, reliable connections you depend on to communicate, get information and entertainment, and keep you safe and healthy.

If you would like to learn more, please join us at one of the AT&T town hall meetings listed on the back of this card.

With your help, we can ensure communities across America have safe, reliable access to the services modern networks deliver.

## An open invitation to everyone in Carbon Hill



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This trial, and your participation, will help us ensure that modern networks can deliver the strong, reliable connections you depend on to communicate, get information and entertainment, and keep you safe and healthy.

**To contact us with questions or comments, or receive updates on our progress in Carbon Hill, please fill out the back of this card and leave it with an AT&T representative.**

You can also contact us online at [IP4CarbonHill.att.com](http://IP4CarbonHill.att.com) or call us toll free at (855)920-0066 (English) or (855)920-0072 (Spanish) (866)992-9357 (Business)

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## We want to hear from you! (back)

Please join us at one of these town hall meetings.  
Refreshments will be provided.

**Thursday, March 6, 4 pm - 8 pm**  
**Carbon Hill Community Center**  
Corner of NW 2nd Avenue and NW 2nd Street  
Carbon Hill, AL

**Saturday, March 8, 10 am - 1 pm**  
**American Legion Post 101**  
Corner of SW 2nd Avenue and SW 3rd Street  
Carbon Hill, AL

**Tuesday, March 11, 4 pm - 8 pm**  
**Carbon Hill Community Center**  
Corner of NW 2nd Avenue and NW 2nd Street  
Carbon Hill, AL

**Thursday, March 13, 4 pm - 8 pm**  
**Carbon Hill Community Center**  
Corner of NW 2nd Avenue and NW 2nd Street  
Carbon Hill, AL

Learn more and join the conversation at  
[IP4CarbonHill.att.com](http://IP4CarbonHill.att.com)  
or call us toll free at (855)920-0066 (English) or (855)920-0072 (Spanish)  
(866)992-9357 (Business)

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(back)



Please keep me informed about progress and the network trial here in Carbon Hill.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

COMMENTS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Print Collateral

## Alabama

Trial Poster for Town Hall Meetings  
March 6<sup>th</sup>, 8<sup>th</sup>, 11<sup>th</sup>, and 13<sup>th</sup>



### *We want to hear from you, Carbon Hill!*

Thank you for your interest in the trial technology program here in Carbon Hill.

As the trial moves forward, we want to make sure that you know we're here to answer your questions, listen to your experiences, and provide any information that you need.

With your help, we can ensure communities across America have safe, reliable access to the services modern networks deliver.

*Please contact us at [IP4CarbonHill.att.com](http://IP4CarbonHill.att.com)  
Or call us toll free at (800) 288-2020 or for  
Business customers (866) 992-9357*

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Trial Postcard for Town Hall Meetings  
March 6<sup>th</sup>, 8<sup>th</sup>, 11<sup>th</sup>, and 13<sup>th</sup>



# *An open invitation to everyone in Carbon Hill*

America is in the process of transitioning to modern, Internet-based communications networks.

The Federal Communications Commission has launched a pilot program to ensure that all Americans can benefit from access to modern communications networks – and the technologies, services and devices that these networks enable.

AT&T has proposed to include Carbon Hill as one of two communities in America that we work with to showcase these modern networks.

The trial AT&T outlined for the pilot program will occur while the traditional phone network is still in place.

This trial, and your participation, will help us ensure that modern networks can deliver the strong, reliable connections you depend on to communicate, get information and entertainment, and keep you safe and healthy.

With your help, we can ensure communities across America have safe, reliable access to the services modern networks deliver.

### *We want to hear from you!*

*Learn more and join the conversation at  
[IP4CarbonHill.att.com](http://IP4CarbonHill.att.com)  
or call us toll free at (855)920-0066 (English)  
or (855)920-0072 (Spanish)  
(866)992-9357 (Business)*

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For more information, contact:  
Kim Allen  
AT&T Public Affairs  
[Kim.Allen@att.com](mailto:Kim.Allen@att.com)

**AT&T SELECTS ALABAMA FOR NATIONAL TECHNOLOGY TRIAL**

*Carbon Hill, Alabama pilot program will ensure all consumers benefit from safe, reliable access to newest technology*

**BIRMINGHAM, Ala., Feb 28, 2014** — AT&T\* is proposing to select Carbon Hill, Alabama to work to ensure that Alabama customers, and eventually consumers and businesses across the country, benefit from the latest communications technologies.

The company announced today it has proposed to select Carbon Hill as one of two locations nationwide for a multi-year trial which will be overseen by the Federal Communications Commission. The pilot program is intended to help guide the company in developing new products and processes that can be used to seamlessly complete the rollout of AT&T's Internet-based network nationally. The announcement is in response to a request by the FCC to companies to submit proposals to conduct trials where connections and services would be rolled out in a community and offered to customers.

"We believe all consumers and businesses deserve the opportunity to be connected by the best network technology available," said Fred McCallum, President of AT&T Alabama. "This trial is going to help the entire country learn how to make that happen while assuring that consumers stay safe and connected. We look forward to strengthening America's communications future with our customers in Carbon Hill, and to preserving the values of universal service, competition, public safety, reliability and consumer protection."

For increasing numbers of consumers and businesses, daily life is filled with products and services that use the most advanced technology networks. Wireless phones connect two-way video conversations, enable instant online shopping and deliver information from around the globe. Telemedicine improves health care. Distance learning helps students of all ages connect to learning opportunities. Entrepreneurs create jobs and operate successful businesses with virtual offices. These all depend on reliable connections being available wherever you are.

AT&T has invested nearly \$1.35 billion in its best-in-class wireless and wired networks in Alabama between 2011 through 2013, driving a wide range of upgrades to enhance speed, reliability, coverage and performance for residents and business customers. In the first half of 2013 alone the company upgraded more than 250 cell sites, launched or expanded 4G LTE mobile broadband to an additional 9 communities, and deployed advanced high-speed Internet connections to 6,600 customer locations.

AT&T is planning a series of community information meetings for Carbon Hill residents and businesses to learn more about the planned trial. The dates and locations of the meetings are:

- **Thursday, March 6, 4pm to 8pm**  
Carbon Hill Community Center  
Corner of NW 2<sup>nd</sup> Avenue and NW 2<sup>nd</sup> Street, Carbon Hill, AL
- **Saturday, March 8, 10am to 1pm**  
American Legion, Post 101  
Corner of SW 2<sup>nd</sup> Avenue and SW 3<sup>rd</sup> Street, Carbon Hill, AL

# Customer Letter from the State President

Fred McCallum,  
President AT&T Alabama

## Residential Customer Letter



[Date]

[Customer Name]  
[Address 1]  
[Address 2]  
[City], [State] [Zip]

Dear [Customer Name],

At AT&T, our most important job is making sure that the connections we offer our customers are safe, strong and reliable. I am writing today because, as an AT&T customer in Carbon Hill, Alabama, your experience with AT&T is among the most important priorities for our company.

More of our customers are choosing to connect using newer technologies – like wireless and Internet-based phones (that is, phones that use Voice-over-Internet-Protocol – or “VoIP” – technology) – that deliver voice, Internet and video at home and away.

The Federal Communications Commission (FCC), the federal agency that regulates telecommunications service, has called on companies like AT&T to submit proposals for conducting trials where these connections and services will be rolled out in a community and offered to consumers, all while ensuring the values of universal service, competition, public safety, reliability and consumer protection continue to be met.

I am writing to share the news that AT&T has proposed to include Carbon Hill, Alabama as one of two locations nationwide for a multi-year trial that will be overseen by the FCC.

AT&T will work responsibly, openly and transparently with local and state government, the FCC, and, most importantly, **with you** throughout this process. And all of this will be happening while the traditional telephone network is still in place. We are committed to meeting and exceeding your expectations regarding the benefits that a modern network provides. We want to make sure you are kept informed and can be involved. Your voice and experience will help inform future efforts to roll out these technologies to cities, small towns and rural communities across America.

**My team and I will be here to answer questions, and keep you posted. We will be holding meetings and events throughout the community. For more information on those, or anything else related to the trial, please visit our website at: <http://ip4carbonhill.att.com>. Or you can call us at: 855.920.0066 (in English) or 855.920.0072 (in Spanish).**

As a lifelong Alabaman, I am pleased that Carbon Hill was selected as one of the trial locations to help ensure that communities across America – including small towns and rural areas – have access to the services modern networks can deliver. AT&T and its Alabama employees consider themselves a part of the fabric of these communities. We live and work here, send our children and grandchildren to local schools, cheer on the local sports teams and shop at the local stores. We aren't just providing a service to customers; we are connecting our neighbors and communities.

Thank you for your business. We look forward to working with you on this exciting opportunity for our customers and for our company.

Sincerely,

# Customer Letter from the State President

Fred McCallum,  
President AT&T Alabama

## Business Customer Letter



February 25, 2014

LOT#-SEQ#  
JOHN Q. SAMPLE  
ABC COMPANY  
123 ANY STREET  
APT. A  
CITY, ST ZIP CODE

Dear Valued Customer,

At AT&T, our most important job is making sure that the connections we offer our customers and businesses are safe, strong and reliable. As an AT&T business customer in Carbon Hill, Alabama, your experience with AT&T will be my highest priority and among the most important priorities for our company.

More of our business customers are connecting using new technologies – like wireless and Internet-based phones (that is, phones that use Voice-over-Internet-Protocol, or “VoIP,” technology). We want to make sure that you have access to the communications tools your business needs to seamlessly connect with your customers and to the network of the future.

The Federal Communications Commission (FCC), the federal agency that regulates telecommunications services, has called on companies like AT&T to submit proposals for conducting trials where these connections and services will be rolled out in a community and offered to consumers and businesses, while ensuring the values of universal service, competition, public safety, reliability and consumer protection continue to be met.

AT&T has proposed to include Carbon Hill, Alabama, as one of two locations nationwide for a multi-year trial to be overseen by the FCC.

AT&T will work responsibly, openly and transparently with local and state governments, the FCC, and most importantly, with you throughout this process. And all of this will be happening while the traditional telephone network is still in place. We are committed to meeting and exceeding your expectations, while also giving you access to the benefits that a modern network provides for your business.

We want to make sure that you are informed and can be involved in the process. **We will be holding meetings and events throughout the community. For more information on those, or anything else related to the trial, please visit our website at <http://ip4carbonhill.att.com>. Or you can call us at 866.992.9357.**

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As a lifelong Alabaman, I am pleased that Carbon Hill was selected as one of the trial locations to help ensure that businesses across America – including those in small towns and rural areas – have access to the services modern networks can deliver. AT&T and its Alabama employees consider themselves a part of the fabric of the communities where we live and work. We aren't just providing a service to our customers and businesses; we are connecting our neighbors and communities.

Thank you for your business. We look forward to working with you on this exciting opportunity for our customers and for our company.

Sincerely,

Fred McCallum  
President AT&T Alabama

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# Community Meetings: Photos

Alabama



# Sampling of Local Media Coverage

Alabama



## AT&T picks CH for pilot program

by Briana Webster

CARBON HILL — Promoting a program that will benefit citizens nationwide with “access to modern communications networks,” AT&T has requested Carbon Hill as one of two cities in America to pilot a new technology endeavor.

Officials and representatives of AT&T spoke with members of the community one-on-one during Thursday’s meeting in the city’s community center.

[http://www.mountaineagle.com/view/full\\_story/24704391/article-AT-T-picks-CH-for-pilot-program?instance=homefirstleft](http://www.mountaineagle.com/view/full_story/24704391/article-AT-T-picks-CH-for-pilot-program?instance=homefirstleft)



## Carbon Hill, 1 of 2 cities selected in U.S. for AT&T trial program to get rid of landline phones

By Sarah Killian, Apr 17, 2014 4:19 PM PDT

WALKER COUNTY, AL - Carbon Hill, Alabama is located right on the edge of Walker County and is home to about 2,000 people.

“It’s a wonderful place. It’s a nice little clean town. We got good people here,” resident Joe Killingsworth expressed.

<http://www.alabamas13.com/story/25278569/carbon-hill-1-of-2-cities-selected-in-us-for-att-trial-program>



National

# Sampling of National Media Coverage



## **THE HILL** Landline phones: Is it time to cut the cord?

By Kate Tummarello, 02/28/14

AT&T is seeking approval from the federal government to start experiments in Florida and Alabama that could set in motion the end of the traditional landline phone.

<http://thehill.com/policy/technology/199564-att-proposes-phone-experiments-in-alabama-florida>

## **NationalJournal**

### **AT&T Plans Phone Experiments in Two Towns** The FCC will oversee the transition to Internet-based networks in Alabama and Florida.

By Brendan Sasso, February 28, 2014

T&T announced a plan Friday to upgrade its phone networks in two towns: Carbon Hill, Ala., and West Delray Beach, Fla.

<http://www.nationaljournal.com/tech/at-t-plans-phone-experiments-in-two-towns-20140228>

## **FierceTelecom**

### **AT&T to conduct TDM-to-IP transition tests in Alabama, Florida**

February 28, 2014 | By Sean Buckley

AT&T (NYSE: T) is targeting Alabama and Florida as the first two areas where it will conduct tests on all-IP services as part of its broader initiative to shut down its copper and TDM-based network in 2020.

<http://www.fiercetelecom.com/story/att-conduct-tdm-ip-transition-tests-alabama-florida/2014-02-28>



### **AT&T Submits IP Transition Trials**

By: John Eggerton, 2/28/2014

AT&T submitted to the FCC its plans for IP transition tests in Alabama and Florida on Feb. 28.

AT&T in 2012 proposed the trials, which will test the switch from traditional circuit-switched telecommunications to IP (Internet protocol)-delivered wired and wireless phone service.

<http://www.broadcastingcable.com/news/washington/att-submits-ip-transition-trials/129505>

# Actions to Date:

## Outreach to Disability & Aging Communities

### Disability

- AT&T continues to incorporate community feedback into its approach to identify, connect with and support customers with disabilities in the proposed trial areas
- AT&T has engaged American Association of People with Disabilities (AAPD), the nation's largest disability rights organization, to provide leadership within their area of expertise – the cross-disability community
- AAPD has begun to identify customers with disabilities through the network of community and faith-based organizations (CBOs) within the proposed trial locations
- These CBOs serve as trusted sources to answer the most important customer questions:
  - Are my special needs understood?
  - How does this transition impact me?
- AAPD will provide quarterly reports regarding outreach efforts that will be analyzed by AT&T for trend issues and shared with the FCC

### Senior/Aging

- AT&T has engaged the advocacy group Consumer Action to conduct customer outreach in the proposed trial sites once approval to move forward is received
- Emphasis has been placed on supporting the aging community
- Educational materials have been developed from the consumer perspective that will be distributed through community and faith-based organizations. A website – [newphonenetworks.com](http://newphonenetworks.com) – will host the information
- Consumer Action will participate in AT&T events regarding the trials and host their own public events as appropriate

# Ongoing Presence in the Trial Area Communities

Our goal is to maintain a continuous presence in the communities of Carbon Hill and West Delray Beach, so that our customers know that we are here and can come to us with any questions, comments or issues that they may have – now or at any point as we move forward. As part of this, we will continue to convene events for, and meetings with, our customers and engage them at every step of the process.

We have completed the initial wave of general community events in each community. These public meetings took place in the weeks and months following the initial announcement that we proposed to select these areas for the trials. These meetings were envisioned as opportunities for our customers, community members and the general public to ask questions and find out more information.

We are currently in the process of the “second wave” of community events and outreach, focused on reaching out to seniors. The third wave will be focused on reaching out to the disability community.

There is also an employee communications plan being developed to both educate employees on the trial and help employees be prepared to work with customers and answer their questions related to the trial, and what it means for them. This communications plan will include employees that live and work in the trial areas as well as employees in other areas and other parts of the business, who we believe may also play an important role in engaging with customers and answering questions related to the trial.

# Senior Outreach & Meetings: Progress to Date

AT&T has planned outreach to, education for, and engagement of seniors in the Carbon Hill and West Delray Beach communities. This outreach will focus on providing information about the proposed trials, answering questions and addressing concerns. It will also include a “tech education” component, where we will work with seniors in the community to answer their questions about IP-based phones, tablets and other devices, and help them learn how to use these to connect, communicate and access information.

Thus far, we have held our first senior education event in both states. In Alabama, the event took place at – and in partnership with - the Carbon Hill Senior Center, and attendees were able to get information about the proposed trial, ask questions, and share input. We also held a “tech training” event at the Carbon Hill Community Center; seniors who attended learned how to take “selfies” with their phones to send to their grandchildren, and had their questions answered about how to use their devices.

In Florida, we partnered with the Alliance of Delray on our initial event, which more than 30 local seniors attended. Seniors brought their own devices to be trained on – smartphones, laptops, e-readers and tablets – and worked one-on-one with AT&T representatives to have their questions answered and receive training on how to use these devices. Attendees had an overwhelmingly positive response and felt they had learned new skills. Nearly every attendee indicated that the event made them more interested in using new communications tools and mobile devices, and ranked the value of the event as a “5” on a scale of 1 to 5.