

1 **IN ATTENDANCE:**

2 **STEPHEN HARDY, President of Florida Association for the**
3 **Deaf and Representative for the National Association for**
4 **the Deaf.**

5 **FRANK SLATER, Florida Association for the Deaf.**

6 **SHIRLEY JONES, Self-Help for the Hard of Hearing.**

7 **ANDREW BRENNEMAN, Sales Manager for Sprint.**

8 **ROBERT GIUNTOLI, Account Manager for Sprint's**
9 **Florida Relay Service.**

10 **JAMES FORSTALL, Executive Director for FTRI.**

11 **DONNA JEAN, Outreach Specialist for FTRI.**

12 **DOC HORTON, Counsel for FTRI.**

13 **FOR THE FPSC:**

14 **BETH SALAK, Assistant Director, RICK MOSES, JONATHAN**
15 **AUDU, and SUSAN HOWARD, Division of Competitive Services.**

16 **MARTHA CARTER BROWN and JESSICA ELLIOTT, Division of**
17 **Legal Services.**

18 **INTERPRETERS:**

19 **STEVIE FENTON**

20 **NELDA KNAPIK**

21 **SUSAN THOMPSON-GAINES**

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PROCEEDINGS

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MS. SALAK: All right. I think we're ready to get started. I thought we could start with everyone introducing themselves. I'll begin. I'm Beth Salak. I'm with the Florida Public Service Commission, and I'm the Assistant Director of the Division of Competitive Services. And we'll just move on around so we will all know each other.

MS. BROWN: I'm Martha Carter Brown. I'm with the Appellate Division. I'm a lawyer here for the Commission.

MR. MOSES: I'm Rick Moses. I'm with the Division of Competitive Services on Staff.

MR. AUDU: Jonathan Audu with the Commission Staff.

MS. ELLIOTT: I'm Jessica Elliott. I'm an attorney with the Florida Public Service Commission.

MR. HARDY: Hi, I'm Stephen Hardy, and I'm President of the Florida Association for the Deaf, and I'm representing the National Association for the Deaf on Technology Advocacy and Networking Committee on Telecommunications. Good morning.

MR. SLATER: And my name is Frank Slater, and I'm representing Florida Association for the Deaf and am also the editor for the Florida Association for the Deaf

1 newsletter.

2 MS. JONES: I'm Shirley Jones representing
3 Self-Help for the Hard of Hearing in Florida.

4 MS. SALAK: Can we have everybody in the
5 audience introduce themselves.

6 MR. BRENNEMAN: Hi. My name is Andrew
7 Brenneman. I am a sales manager for Sprint.

8 MR. GIUNTOLI: Hi, good afternoon, everyone. My
9 name is Robert Giuntoli, and I'm a Sprint Account Manager
10 for the Florida Relay Service.

11 MR. FORSTALL: James Forstall, Executive
12 Director at FTRI.

13 MS. JEAN: Donna Jean, Outreach Specialist with
14 FTRI.

15 MR. HORTON: I'm Doc Horton, and I'm the counsel
16 for FTRI.

17 MS. HOWARD: Susan Howard with the Florida
18 Public Service Commission.

19 MS. SALAK: As you'll learn, Susan is very
20 important to this process. She's the one that will take
21 care of you and keep me straight, anyway.

22 Jerry Conner couldn't make it today. His flight
23 didn't get out. Well, actually, I think, he got bumped by
24 legislators, so I don't think he was particularly pleased
25 about that, so he wasn't able to make it with us today.

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1 Susan Langston was held up with the legislature today.
2 Some issues were pending that she thought she needed to be
3 there for, so we'll go ahead and get started.

4 Welcome. I'm glad you're here today. I thought
5 we'd start off with an update. Last time we discussed 711
6 and what possibly might be happening in Florida. We were
7 just beginning the process here in Florida, but hopefully
8 we're completed. And I'll let -- Mr. Moses has done most
9 of the work on it, so I'll let Rick tell you what he's
10 accomplished.

11 MR. MOSES: Well, this shouldn't take too long.
12 Essentially, what we did is we took a recommendation to
13 the Commission which resulted in a favorable vote for them
14 ordering all telecommunications companies to provide
15 access via 711 to Relay services. It'll become effective
16 August 1st of 2001.

17 MS. SALAK: So, there has been some Outreach
18 associated with that, and has been done by FTRI, which
19 leads us into our next topic of Outreach. So, if you
20 could come tell us what you've done, Donna Jean.

21 MS. JEAN: Well, we've done a lot. It's been
22 about a year now that we went to contract to start
23 designing and developing the Relay campaign. And we just
24 finished our -- about a month ago, first finished the
25 first phase of it, which was to create our Florida Relay

1 logo, and I don't know whether you all have seen it, but
2 this is it, and you'll see it on the PSAs I'm going to
3 show you in a minute. And we'll have this trademarked.
4 We're in the process of having it trademarked now, so it
5 won't matter who our Relay provider is. Anytime in the
6 future this will always be the Florida Relay, as far as
7 Outreach activities that we're doing.

8 Now, we already had the – I think, the 711
9 being implemented. So, we didn't want it to be an
10 afterthought, so we took that into consideration when we
11 were designing the logo. Still needs a little bit of
12 creative work on it, as far as colors and font sizes, but
13 as you will see, it's not something that's been an
14 afterthought. It naturally went in there that we were
15 going to really promote 711 to make it easier for people
16 to access the Relay campaign.

17 We created the campaign statewide theme, which
18 is discover communication freedom which, I think, is very
19 important. And we just finished three public service
20 awareness spots. They're 30-second spots. They will be
21 aired on TV. We launched the campaign effectively March
22 12th with a press conference at the capitol, and that's
23 been disseminated out throughout the state, because this
24 is a statewide focus.

25 You may have seen the Relay spots, and you may

1 not, but you will be seeing them. And I'm going to show
2 you those three in just a few moments. They move real,
3 real fast. The first one was developed primarily for
4 hearing people not to hang up and, specifically, to try to
5 attract more businesses to be aware of the Relay.

6 Then, we had the other focus on elderly, because
7 we know that Florida is a diverse state with a very aging
8 population. So, we wanted to be sure and try to reach
9 them and educate them a little bit to what they knew about
10 it, and maybe we'll start using it.

11 And then, the other was just our general
12 population of individuals, whether they were hearing
13 impaired, deaf, speech impaired or hearing people, just
14 general information about the Relay Service.

15 So, with that, if this cooperates, I'll show you
16 these, but first we went on cable, and that will be for
17 three to four months cable-run. And that started March
18 15th. And we got a 3-for-1 buy. And as all of you are
19 probably aware of, media is quite costly, so we really
20 feel like this first leg of doing public awareness is
21 going to take a lot more than that, but that's where we
22 started is to get the word out there, mass media.

23 So, that will run March 15th through June 30th.
24 Midway into this, starting April 15th, then we will hit
25 the broadcast network. So, we will be covering both areas

1 simultaneously. We're doing Relay spots throughout the
2 state on this, too. And then, we'll be developing some
3 other stuff I'll share with you in just a few moments.

4 See, he told me that was going to be real
5 simple. Well, I'm not very technical.

6 MS. SALAK: We're getting a technical person
7 here.

8 (PSAs shown.)

9 MS. JEAN: So, in no way it takes looking at
10 those individually one or two times to really get the
11 message, because they're only 30 seconds, they go very,
12 very fast. Anyway, I will leave. I brought two extra
13 copies. I'll leave those with ya'll, and if anyone else
14 would like a copy of it, just let me know and we'll be
15 able to supply that to you. Now, we will be coming out --

16 MR. SLATER: Excuse me. I would like to have a
17 copy so that I can print that information in my next
18 newsletter also.

19 MS. JEAN: Okay. Yes, very good. Yes, we would
20 like everyone to really help us promote this, because it's
21 not just a one-person's job to really spread the word
22 throughout Florida. So, that's what we want to do. We
23 want to go into partnerships with FAD and SHHH and some
24 other associations.

25 MR. SLATER: I'd be very happy to do that.

FLORIDA PUBLIC SERVICE COMMISSION

1 **MS. JEAN: Thank you. And one of the things**
2 **we're working on, in the press release, we did --**
3 **basically, it was to do several things. One was to launch**
4 **this campaign and to make it official. The second thing**
5 **was that we wanted to introduce our first Relay business**
6 **partnership. And that was with AM South Bank.**

7 **Now, as we move into the second-year phase,**
8 **that's going to be the first thing we're going to be doing**
9 **is really cultivating. Before we even get into the second**
10 **year we're already starting to work on that component.**
11 **And one of the major things we'll be launching in**
12 **September is moving out to approach businesses throughout**
13 **the state, small to large, to make them Relay-friendly and**
14 **to have them join us in a partnership effort.**

15 **And we will supply them with literature, printed**
16 **materials, training videos that they can, in turn, take to**
17 **their employees so they can do training with them so they**
18 **can be more aware of a Relay call coming in or how to use**
19 **the Relay, so we can try to help eliminate hang-up calls**
20 **from businesses, so that's something we started working on**
21 **already.**

22 **The next thing, about probably January, February**
23 **we're going to the school campaign focus. And again,**
24 **that's going to focus on teachers and students in the**
25 **secondary, post-secondary education. And so far right now**

1 we've sort of targeted fifth grade through seventh grade,
2 because as they leave elementary school they become very,
3 very social. So, we want to make the Relay very friendly
4 to them and eliminate any confusion or any sensitivity,
5 especially with hearing – to hearing impaired that it's
6 still fun to use the Relay.

7 So, mom and dad or other – sisters and
8 brothers, whoever, don't have to make those calls to your
9 peers for you. So, we're developing a component there
10 that we can give the school system and the teachers can
11 incorporate that into their normal curriculum. So, those
12 are two biggies that we're working on right now that we
13 will launch very, very soon into the next fiscal year.

14 Let's see, what else can I quickly share with
15 you? The other thing we're going to be doing, probably I
16 would say about the end of May to June during the summer
17 months we're going to go on a major media tour. Now,
18 we've already launched the PSAs and the press releases.
19 And one of the unique things about this is 711 is going to
20 be coming out and going public in August.

21 So, this just sort of fell into place like we
22 planned it, that it's the right timing, that way we can
23 launch 711 major focus and move it right into our media
24 campaign. And that's going around and really getting
25 acquainted, the media and the press put a face to the

1 Relay and to FTRI so that we can start getting some free
2 advertisement and really make a partner out of them to
3 help us really do more throughout the state. And a lot of
4 that will include also doing "Good Morning Americas" in,
5 you know, local areas.

6 And more and more we want to expand out to where
7 we are training other people out in Florida so that they
8 can be local representation, ambassadors, advocates that
9 can help us within their communities promote the Relay and
10 then, you know, campaign some of our stuff that we're in.
11 And we're going to give them materials to do that and then
12 we will train them on that.

13 So, you know, it's not just bang, there it is,
14 and we let everybody know. As we all are aware of,
15 there's about 1.3 million hearing-impaired people in the
16 state of Florida. And understand that with the new census
17 data we're probably looking at an increase of 1.6. And
18 I'm just crazy enough to believe that we do have a
19 responsibility to Florida residents to at least make them
20 aware of the program and the services.

21 They can elect to use it or not use it, but many
22 times it's just a matter of us letting us know that really
23 it's their right, their benefit and that it can help them,
24 and then it's up to them to act on it. So, I really
25 believe that we need to reach all the Florida population,

1 hearing and nonhearing.

2 And one of the things, I think, we've done a
3 very good job over the last many, many years that we've
4 been doing this in letting our special populations know
5 about the services and these programs through Relay and
6 FTRI. But we've really got to target and focus our
7 hearing community and eliminate and reduce and remove
8 barriers so that it's not a hearing-impaired person
9 calling. It is a person calling that wants to do business
10 or has a reason, personal or businesswise.

11 And to me, when we do that, then we have really
12 achieved, I think, what the TASA law is all about. And
13 I'm excited about it. I see really a lot of
14 opportunities. And the feedback we've gotten from
15 businesses that we've approached already and from others
16 has been very, very favorably. So, any way we can help
17 you or if you want more detailed information on what we're
18 developing throughout, I'll be glad to put something
19 together and give you more information as it would help
20 you.

21 So, with that I would like to – I've got some
22 handouts everybody can take. And it just sort of shows
23 you what we did, but this is the packet that we gave out
24 at the press conference where we introduced one of our
25 Relay users, which was Cecil Bradley, which he did a

1 wonderful job bringing that human personal touch in on how
2 the Relay helps him to do and maintain his personal life
3 and his business life. And then, we introduced Daryl
4 Holoman who is the Citibank of AM South Bank. They've
5 already started doing some things, like braille statements
6 and all, but they're really excited, and they have a lot
7 of banks, over 600 nationally, and a lot throughout
8 Florida, and they're really excited and ready to move
9 forward in training all of their banks in Florida and
10 their personnel to really be Relay-friendly and open that
11 up. So, I thought that was really neat that they came
12 onboard so early on. And they're giving us a lot of input
13 as to what will be beneficial to the business community as
14 we develop these training videos.

15 We are developing four training videos. One is
16 for the business community so they can train their
17 employees. Second is just a general Relay training video
18 on how to use it and some of the different features. And
19 then, we're developing one for the medical professionals
20 to where we can get this out in every doctor's office,
21 audiologists throughout the state where they can have it
22 available and maybe even play it in their lobbies as
23 people are waiting, but engage them in partnership. And
24 then, the fourth will be our school training video that
25 teachers can use to work with their students.

1 **MS. SALAK:** The general video that you
2 mentioned, who is that designed for?

3 **MS. JEAN:** General will be for pretty much
4 anyone, either Relay users or new Relay users, okay? It
5 will just give them information on how to place a Relay
6 call, what it's about, and how to make that call smoother
7 and some of the benefits of using the Relay.

8 **MS. SALAK:** And so, someone would get that –
9 how would they get a copy of that?

10 **MS. JEAN:** It's just a matter of contacting me.
11 Eventually, I would say probably, James, what, maybe by
12 June or August, if everything moves the way we've got it
13 going now, we're going to be developing a clearinghouse
14 through our Internet web site. And eventually, and it
15 probably will be in the fall, we'll have that totally up
16 and running where they can actually go on-line and order
17 some of this stuff. But until we get that going, it's
18 just a matter of e-mailing me or picking up the phone.

19 **MS. SALAK:** Okay. I was curious; you mentioned
20 earlier that you're going to have people in the
21 communities just to help spread the word. Are these
22 people that you're going to contract with or are these
23 people that are going to volunteer to do it or is it –
24 how does that work?

25 **MS. JEAN:** Well, we're developing all of that

1 right now.

2 MS. SALAK: Okay.

3 MS. JEAN: One of the things with FTRI, we've
4 already contracted with either Centers for Independent
5 Living or Deaf Service Center. So, already we've got 20
6 service centers that we work with that do FTRI Outreach.
7 So, to me, it's just me going in with Sprint and we'll do
8 stints of training where they can get started going out in
9 their communities and adding another component of Outreach
10 on the Relay.

11 Eventually, over time, I think, we've got to
12 engage other people. And to me, like, Florida SHHH,
13 Self-Help for Hard of Hearing, they've got a tremendous
14 resource there of active participants. And to me, I would
15 like to eventually do something with them to where they're
16 going out as our ambassadors or our advocates locally and,
17 again, with the Florida Association of the Deaf.

18 I'm a firm believer that people relate to
19 people. And therefore, if they have something similar or
20 in common, automatically words don't say it. If that
21 program or that service has helped me or Shirley, and
22 she's telling her neighbor or her friend or her church
23 group or whoever, guess what, people are going to pay
24 attention and say, "Whoa, if it helped her, then I know it
25 can help me." To me, that word of mouth is going to be

1 real, real powerful as we move on into really getting
2 this campaign out there. So, we're going to start with
3 the people we've already got contracts with, but I would
4 foresee over time that we would expand that out, most
5 definitely.

6 Any other questions? Yes, sir.

7 MR. AUDU: I take it that the Outreach segments
8 that you show are also targeted towards the hearing
9 community, because if I'm correct, I didn't see any
10 segment in there that had a signing person on.

11 MS. JEAN: Oh, yes, the second one did. Again,
12 it moves so fast. And all of it is open captioned.

13 MR. AUDU: That's correct.

14 MS. JEAN: So, you know, anyone can see it,
15 either hearing or otherwise.

16 MR. AUDU: Thank you.

17 MS. JEAN: But, yes, these first ones, because
18 we were doing general, getting it out there to the public,
19 we wanted to do both. Most of our people who are deaf,
20 hard of hearing, and I wouldn't say speech impaired, but
21 we're working on that, they pretty much know about it.
22 They may not be using it, but they're aware of some form
23 or fashion. We need to get more out there to everyone,
24 and maybe I can't use it, but maybe I'll have a neighbor
25 or my mother can use it or someone like that.

1 **So, of course, the radio spots pretty much is**
2 **going to be hearing or hard-of-hearing individuals, but**
3 **all the TV spots are open captioned, so it can be and it**
4 **includes all. But you're right, there is a major focus**
5 **right now on the hearing community, absolutely.**

6 **MS. SALAK: And what media sources are you**
7 **using? You have TV...**

8 **MS. JEAN: We're on TV-cable right now.**

9 **MS. SALAK: Right.**

10 **MS. JEAN: And then, we will move into broadcast**
11 **television in April, and that will continue on through**
12 **June 30th. Then, we'll come back in and reinitiate**
13 **contracts and increase that. And then, we're going to be**
14 **doing – well, last week I was in Jacksonville, and I was**
15 **on a local show, "Jacks on the Move." So, we're going to**
16 **be inching out and going into local areas doing TV spots,**
17 **interviews, and then doing media, press, hard stuff.**

18 **Right now we're developing eight supporting**
19 **brochures, written materials, to support the Relay**
20 **Services; for example, we've got the general brochure we**
21 **just finished. We're going to do one for hearing**
22 **carryover, specifically, because we get a lot of requests.**
23 **They want more information on how to use that. VCO again,**
24 **voice carryover. And then, we're going to get into 711**
25 **materials so we can start moving that out, and then the**

1 ones that will support each of our training spots that
2 we're going to be putting together.

3 MS. SALAK: You had mentioned radio. Do you go
4 into newspapers or magazines or anything like that?

5 MS. JEAN: Right now this year we did not budget
6 that. We do have some budgeted for the second year.
7 Newspaper is very, very, very expensive, and it doesn't,
8 typically, have the impact that TV does or radio does.

9 For example, I don't know if you – I read my
10 paper every single day, and I like a hard copy newspaper.
11 And on Sunday morning, it can take me hours to read that
12 with all of the promotional stuff and all these extra
13 inserts. Unless I am specifically looking for something I
14 want to go buy, I don't look at all that. It goes in the
15 trash. What I'm trying to do, and I'll be working with
16 each of our regional distribution centers and training
17 agents, is we want to move it out and do success stories.

18 So, that's what we're going to move out to with
19 this media drive we're going to be going on. As we go
20 into an area, I will be physically knocking on newspapers'
21 doors and having a local person that's used the Relay
22 Service and had help, giving their testimony. That's free
23 advertisement that is worth gold, and it will have a
24 bigger impact than if I go and spend lots and lots of
25 money to run an ad in a newspaper. So, that's what we're

1 initiating now, and we'll have a heavy focus in the
2 August, September, October time frame of that.

3 But like right now, we did send out the press
4 release to all the newspapers in Florida. Some picked up
5 on it, others didn't. But then, we'll be following up
6 with them, because they're always looking for worthy news
7 to report. And we really launched our campaign at the
8 worst time, because of the legislation session. So, as
9 that goes away, then they'll be filling other spots. So,
10 it'll be ongoing. We'll be sending this to them. As they
11 have open space, they'll incorporate it.

12 Any other questions?

13 MS. SALAK: I had a question of the Advisory
14 Committee. I understood it was a concern that the hearing
15 community not understand how to use Relay and that they
16 might hang up with you quite a bit and that there needed
17 to be some additional Outreach. Does this mitigate your
18 concerns or are there additional ways or methods that you
19 think can be used to reach the hearing community or do you
20 have any ideas on that?

21 MS. JONES: Well, I did bring material, and then
22 you have copies.

23 MS. SALAK: Could you turn on your mike, please?
24 I'm sorry to interrupt. Could you turn on your
25 microphone, please? Is it on?

1 **MS. JONES: Oh, I'm sorry.**

2 **MS. SALAK: Thank you. The white button. Did**
3 **you push the white button? There. There we go. Thank**
4 **you.**

5 **MS. JONES: I did bring copies of a letter which**
6 **Joan Andrews, a member of the Florida Self-Help for Hard**
7 **of Hearing has circulated about problems which she has**
8 **encountered with the Relay. Is it at this time that this**
9 **could be addressed?**

10 **MS. SALAK: I think that definitely number one**
11 **in the e-mail is right on target with what we're talking**
12 **about.**

13 **MS. JONES: All right. Donna, you have a copy.**
14 **What are your comments about number one? Do you want me**
15 **to read it?**

16 **MS. JEAN: Do you have an extra copy, because I**
17 **didn't bring mine with me.**

18 **MS. JONES: Oh, I'm sorry.**

19 **MS. JEAN: That's okay. "Number one, the**
20 **hearing public's ignorance of what the Relay Service is**
21 **all about and their impatience, bad manners, et cetera, in**
22 **receiving Relay calls. Where is FTRI with the outstanding**
23 **project we know is under way to educate the hearing public**
24 **about the Relay Service?"**

25 **Well, we've been working very, very hard on**

1 that. You have to realize that in this planning component
2 we've been doing, we went around and held focus group
3 meetings with, you know, our deaf consumers,
4 hard-of-hearing consumers, hearing people, you know,
5 throughout the state. And we met with Sprint and prior to
6 Sprint I had met with MCI, and pretty much in pulling
7 together our RFP that was with MCI. So, we had already
8 gone to this point by the time Sprint took the contract
9 over.

10 So, we had already released that RFP, you know,
11 evaluated that and then did the award. So, we've done a
12 lot of research, one-on-one and in group settings, to get
13 feedback and information from consumers and advocates like
14 SHHH and FAD.

15 So, that was one of the reasons we took this
16 approach, because to get out and reach the mass media, the
17 hearing people, TV was one of the better ways to go. So,
18 that's what we're hoping to do with this. Realize that
19 these PSAs are not going to do the trick. That's one
20 tool, one vehicle. We've still got to go out and do
21 presentations, which I do, Mr. Forstall does. And I know
22 even Robert's been coming down and helping us out with a
23 lot of that lately. And that continues. That's just
24 ongoing stuff, and then with printing materials.

25 So, the more we can get out in the state and

1 talk to people in group settings or one-on-ones, the more
2 of an impact we're going to have there. And when we
3 developed this campaign for the Relay, we knew it couldn't
4 be achieved in a month, in a year. So, we went in and
5 really took a comprehensive approach. And it's a
6 three-year, intensive-creating campaign. In three years
7 we should see a major impact in this. And, of course,
8 each year we're going to be building on it and expanding
9 it.

10 And so, yes, I think, in time we're going to see
11 it. Right now we're not. It's going to take a lot of
12 legwork, a lot of speaking and talking about the program.
13 And, I think, when we get out, once we've finished
14 developing this training component to where we get out and
15 really start knocking on doors and talking with
16 businesses, and they decide to get involved and be a
17 partnership with us, then they are committing to be
18 Relay-friendly and to help educate and make their
19 employees aware. And then, I think, within six months to
20 a year we'll see this maybe change a lot. That's my hope.

21 **MS. SALAK:** I'm not a marketing expert in any
22 way, shape or form. Are there any other ideas that you
23 could think would add to what they're doing to get it out
24 to the community, the hearing community to resolve number
25 one?

1 MS. JONES: Donna and I have discussed this.

2 MS. SALAK: Oh, have you?

3 MS. JONES: Because of the large percentage of
4 older people who are hearing impaired, I feel that senior
5 centers and Area Agency of Aging and the Department of
6 Elder Affairs should be contacted to see how they can help
7 get this word out, because having the volume control phone
8 makes life so much easier for those of us who are hearing
9 impaired. And Area Agency on Aging will help people who
10 call up and say, "I'm asking you this, but don't tell me
11 the answer, write me," because they cannot communicate on
12 the phone.

13 MS. SALAK: That seems to lead into number –
14 let's see, number four – oh, where people are replacing
15 the Relay with using written sources of information or
16 sources of communication, where they're using the fax or
17 e-mail or something else where you just said don't – go
18 ahead.

19 MS. JONES: But I do not know statistics on how
20 many older persons have e-mail.

21 MS. SALAK: That's true.

22 MS. JONES: So, I don't know.

23 MS. SALAK: Right.

24 MS. JEAN: If I could just go back one step.

25 One of the things – Shirley and I were talking. You

1 know, I talk with everybody, and there's so much we need
2 to do. I wish we could multiply our staff to where we
3 could, you know, really have more of an impact, because
4 that's what it's going to take, moving people out there.
5 But one of the things that we have always done that we
6 continue to do is that we publish a newsletter twice a
7 year. And we've expanded that now to include the Relay,
8 and we do a feature story on the Relay each time.

9 Now, this summer edition that's fixing to come
10 out, I've got a whole middle spread that is strictly Relay
11 with the different types of Relay calls and the benefits
12 of using. Again, when I create a marketing tool, I always
13 look at how many ways can it be used. I never just do one
14 thing for one purpose, so it's multipurpose. We did this
15 in the fall newsletter for the FTRI equipment program.

16 So, we engaged our clients to take this inside
17 poster layout, put it in your clubhouse or your community
18 resources or your church or wherever, and then we, in my
19 office, have just sent out over 800 of the posters with
20 the letter, complete Outreach material for the Relay and
21 us to every library in the state of Florida.

22 People go to libraries. So, I want them to have
23 this information, and I've given them several suggestions
24 that we come down and do open forums or, you know,
25 presentations. And to me they should have all of our

1 materials out for anyone to pick up and take.

2 Another resource that I'm trying to work with
3 right now is the post office. Like, right now, we can
4 walk into any post office and pick up our tax packets.
5 People go to the post office so, you know, it's looking at
6 and then working it to where you can try to partnership
7 with people. They want to get involved. And we're
8 inching our way there, and we've only got one staff and
9 Mr. Forstall.

10 So, you know, with that we are doing a lot, but
11 yet, it's slower than we'd like for it to be. But these
12 are just some examples; and there are others, but those
13 are two big things right now, especially getting it out to
14 all state libraries.

15 The other thing is we're sending one out, I'd
16 say, in the next couple of weeks, because I do have a
17 secretary now that's helping me, and we're going to send
18 that to all medical doctors throughout the state. Some
19 already have it, but many times, as you well know, when
20 you go to the doctor, they're so busy trying to get them
21 in and out they forget to share this stuff.

22 So, I want to give them something that they can
23 have on display in their lobbies, so whether they forget
24 to share the information or not someone sitting there
25 waiting can go pick it up. To me, the perfect place to

1 put stuff out is anyplace people wait, because people are
2 always picking up something to read.

3 And there again, you know, I'm sure that Stephen
4 and Frank and Shirley and some of these other, you know,
5 individuals, who are active in their associations, I'm
6 sure they wouldn't mind taking some brochures and stuff
7 and putting them out in their communities, you know. So,
8 it's just engaging and getting people involved, and both
9 of these organizations are very involved and give us a lot
10 of input. But we're always open, so if there's something
11 specifically or you have a need or see something, let me
12 know, we'll go act upon it most definitely.

13 MS. SALAK: Great.

14 MS. JONES: I'm sorry. I don't understand what
15 Joan has written, number two. Would you – because I
16 don't use Relay. What is it?

17 MS. JEAN: What, the Relay?

18 MS. JONES: No.

19 MS. JEAN: Shirley, you mean, I've got to do
20 Outreach on you right now?

21 MS. JONES: No. What is the absence of ID?

22 MS. JEAN: The absence of ID. What are you
23 looking at?

24 MS. JONES: Number two.

25 MS. JEAN: Oh, number two. I think, Sprint's

1 going to be talking about that today.

2 MS. SALAK: We're going to do a presentation, a
3 demonstration -- thank you -- of Video Relay right now. I
4 think, we're going to have to stop right now so that they
5 can get that on, and we'll give Koretta a break, but
6 actually we're going to discuss Caller ID later today so
7 that we can be a full discussion. We'll discuss number
8 two at that time, too.

9 So, let's take a break so we can get this all
10 set up and we can see the demonstration. When we come
11 back, my understanding is if we have any questions we have
12 to be situated down here by the black box, for lack of a
13 better term. So, we'll probably be repositioning
14 ourselves further down here, all right? So, hopefully, in
15 10 minutes or we'll recess until we can get it set up.
16 Thank you.

17 (Recess taken.)

18 MR. BRENNEMAN: Does anyone need to speak before
19 we begin this presentation or should we go right ahead?
20 All right. We have the Relay Advisory Committee in the
21 room with us, Paula, as well as representatives from the
22 Florida Public Service Commission. Everyone is now
23 crowded around the video monitor. Looks like people are
24 getting anxious to see what's going to happen, so I'm
25 going to pass the floor over to Robert, and then we'll go

1 ahead with the presentation.

2 **MR. GIUNTOLI: This is Robert speaking.**

3 **Hello. I'd like to introduce Paula Holbrook.**

4 **Paula will be on the speakerphone with us today. She**
5 **apologizes she couldn't be here in person today due to an**
6 **emergency that came up.**

7 **Paula will be giving a presentation on Video**
8 **Relay Service and how that works. It's the same concept**
9 **as when you use the Relay, but instead of using a TTY to**
10 **communicate, you use a video camera, and you have it**
11 **hooked to a TV monitor, which is similar to what we have**
12 **today; the customer will sign to the operator as opposed**
13 **to typing on the TTY to an operator. So, Paula, I'll turn**
14 **the floor over to you, and you can give your part of the**
15 **presentation. Shortly, we'll have a demonstration on how**
16 **to make an actual Video Relay call. Paula?**

17 **MS. HOLBROOK: Okay, thank you, Robert. Hello,**
18 **everyone. I'm so sorry I can't be with you all in sunny**
19 **Florida today. I was really looking forward to the trip,**
20 **but I had some daycare that fell through this morning, so**
21 **we're going to be doing the presentation over the phone.**

22 **Since I'm not there in person, I don't want – I**
23 **would rather have the presentation be interactive.**

24 **Basically, what I'm going to do is just talk about the**
25 **set-up, how it works and give you some background**

1 information on it. Before I begin, I was wondering,
2 Robert, can you please tell me if everyone has the
3 Powerpoint presentation handout?

4 MR. GIUNTOLI: Yes, Paula, they do have it in
5 front of them.

6 MS. HOLBROOK: Okay, great. I will move a
7 little slower when we get to that. I would like to talk
8 about the set-up and how this works before I begin with
9 the Powerpoint presentation materials. Also, let me know
10 if you can't hear me, if I'm speaking too fast, or if you
11 have a question, okay?

12 I would like to describe the video equipment
13 set-up first. There are many different kinds of
14 videoconferencing equipment out there. There are
15 TV-based, computer-based, as well as stand-alone
16 videoconferencing equipment available, and the prices
17 range anywhere from \$100 on up to thousands and thousands
18 of dollars.

19 You can purchase a \$100 keyboard to set on top
20 of your computer and use that to call to the center. You
21 can also purchase a TV-based videoconferencing system. I
22 have used both, and I also have -- right now I use a
23 stand-alone videoconferencing system.

24 Now, along with the videoconferencing equipment,
25 you will also need to have some type of high-speed access,

1 such as ISDN or cable or DSL. Installation and monthly
2 charges for these vary from state to state and can cost as
3 little as \$35 a month to as much as \$170 a month,
4 depending upon the area in which you live. There's also
5 POTS, which stands for Plain-Old Telephone Service-based
6 videoconferencing equipment available, which means that
7 you would just make your call across a regular telephone
8 line.

9 However, the quality for POTS via calls is not
10 very good at this time. It's readable for some people,
11 but the experience tells us that it still needs much
12 improvement. I have used that myself, and I could
13 understand it somewhat as long as I had control of the
14 conversation and as long as I was talking with the person
15 that I was familiar with.

16 But if I were to use POTS in talking with the
17 person that I never spoke to before, using VIO, I would
18 probably have a lot of difficulty understanding what is
19 being said. And the VIO would also have some difficulty
20 in understanding me.

21 So, with the set-up, the deaf or hard-of-hearing
22 person would need to have their own videoconferencing
23 equipment and type of access. The videoconferencing
24 equipment, of course, includes a video camera so that the
25 deaf or hard-of-hearing person can see the Video

1 **Interpreting Operator. We call those VIOs. And then, at**
2 **the VRS center there are well-qualified interpreters that**
3 **have their own videoconferencing equipment which will be**
4 **connected to some type of high-speed access.**

5 **The hearing person that we communicate with only**
6 **needs to have your standard voice telephone. Once the**
7 **equipment is set up, the VR user just dials to the VRS**
8 **center and provides their call set-up information, such as**
9 **the telephone number, perhaps the name of a person or what**
10 **to do if the VIO gets a recording. And then, the VIO will**
11 **out dial to the other party. And once that party has**
12 **answered, the VIO will begin relaying the conversations**
13 **using sign language for the deaf or hard-of-hearing person**
14 **for the hearing party.**

15 **You may have noticed that I said VRS user, and I**
16 **say it this way because this service is not just for deaf**
17 **or hard-of-hearing people to use or to initiate the call.**
18 **It works both ways. Hearing people can easily initiate**
19 **the call to a hard-of-hearing person and the VIO acts as**
20 **ears for the deaf person and relays everything back and**
21 **forth. We, of course, as Robert mentioned, we will**
22 **demonstrate VRS calls to you all and you also will have**
23 **the opportunity to make your own VRS calls.**

24 **Are there any questions about the call set-up or**
25 **the equipment, the high access? No? Okay. I'm going to**

1 start with the Powerpoint presentation here and it's
2 called, "Video Relay Service: It's A Brave New World."

3 If you can just turn to the very first page
4 under "VRS Experiences," I guess, what I'll do since I'm
5 not there, I will just alert you to the titles as we go
6 through the Powerpoint presentation.

7 I think, we can all agree that a significant
8 advantage to being able to use sign language and
9 interpreting to Relay telephone conversations is that the
10 relaying process can merely approach the speed with which
11 verbal communication occurs, something that is not
12 possible with text space relay.

13 Next page. We have done several trials. We've
14 done two trials in Texas, and we've also done a nine-month
15 trial for the state of Maryland. And I can tell you those
16 past experiences have taught us, essentially, three
17 lessons: One, everyone loves being able to see the
18 interpreters and the concept act as a successful one, and
19 nothing can replace understanding each others' feelings by
20 being able to listen to the tone of voice, and in the case
21 of the deaf or hard-of-hearing person, we can see the tone
22 of voice from the VIO. They answer so much quicker and
23 hearing people just love the pace of the call compared to
24 traditional Relay methods; two, the vast majority of
25 people are not willing to travel to a remote site in order

1 to be able to use VRS. This was very evident in the
2 Maryland trial. And I will be talking about the Maryland
3 trial as we get into the presentation. We have learned
4 including video equipment into state distribution programs
5 is necessary to make them accessible to those who can
6 truly benefit from them.

7 **If you can turn to the next page titled:**
8 **"Maryland VRI Trial 1999."** This chart shows 12 different
9 states. And if you look at the first starting from the
10 left you will notice that those numbers are quite small.
11 Those were vicinities that had little to no deaf people
12 who worked or resided there.

13 **And then the others, going to the right, are**
14 **facilities where deaf people either resided there or**
15 **worked there. And those numbers are much greater. The**
16 **very last block on the very end there, it shows about a**
17 **little over 6,000 minutes. Those were calls made by users**
18 **who had their own videoconferencing equipment. And, I**
19 **think, that's a pretty good number and it demonstrates**
20 **that there is a wide need for it, but that people need to**
21 **have the videoconferencing equipment made available to**
22 **them.**

23 **We conducted surveys during the trial and the**
24 **results show that most people had favorable experiences**
25 **and would prefer having availability in their home and**

1 work. We considered the trial to be very successful, even
2 though it did not continue into a permanent service,
3 because we learned so much about what it would take to
4 make it successful at public sites as well as private
5 facilities. Now, in Texas, Texas is a permanent surface,
6 and it is doing very well. We've seen the numbers going
7 up slowly as more and more people are purchasing the
8 videoconferencing systems for their own home or places of
9 work.

10 And also, one of the keys, as I mentioned
11 before, was to get the equipment into people's home and
12 places of work. One of the things that Texas is doing to
13 support that is they're subsidizing up to \$900 worth of
14 video equipment into the equipment distribution program,
15 and that's something that we hope other states will
16 follow.

17 We have the VRS center set up down in Texas as
18 well, and we have contracted with CSD, known as
19 (inaudible) Services for the Deaf. We have two more
20 stations available to accept incoming calls from ISDN,
21 Internet protocol, cable, and POTS. I don't believe that
22 they have experienced any POTS type calls. And the
23 highest number of calls that they get are from people who
24 are accessing the Internet using cable and a camera
25 sitting up on top of their computer.

1 **If you can move on to the title, "Texas VIS**
2 **(Video Interpreting Service)," where I talked about the**
3 **VIO workstations, I also wanted to mention that Texas also**
4 **offers Spanish VRS. And we have Spanish Video and Relay**
5 **interpreters two days a week in Texas, and that has proven**
6 **to be very successful.**

7 **The next line is how end user billing is**
8 **handled. At this time, end users are not charged for toll**
9 **calls because Sprint has decided not to set up due to the**
10 **high cost of doing so. Instead, when end users call in,**
11 **provides call set-up information, the VIO will out dial**
12 **and the toll calls will be charged to the voice line set**
13 **up at the VRS center so there is no end user billing from**
14 **Sprint. However, end users do pay for their own ISDN, DSL**
15 **and cable charges.**

16 **The next line is monthly reporting. Right now**
17 **Sprint provides Texas with specific reporting information**
18 **that includes the number of inbound and outbound calls per**
19 **type of call, such as Internet and ISDN, as well as the**
20 **total number of VRS minutes.**

21 **I don't know if you guys are aware of this; I'm**
22 **sure that most of you are, but the VRS interstate funds,**
23 **it also offers reimbursement, and that rate is about \$5.54**
24 **per conversation minute. At this time, Sprint is not**
25 **seeking any reimbursement monies from that fund, because**

1 **VRS set-up product right now does not qualify and meet all**
2 **of the criteria.**

3 **And the reason for that is because the new**
4 **standards that were just implemented this past summer**
5 **include standards such as 85/10, which means that every**
6 **single call must be answered – excuse me, which means**
7 **that 85% of all calls coming into the VRS center would**
8 **need to be answered within seconds.**

9 **It also requires that Spanish services be made**
10 **available that would be able to transfer emergency type**
11 **calls that would be able to process 900 pay-per calls, and**
12 **right now our product doesn't do that. We have an**
13 **out-of-box solution right now. It works well for Texas,**
14 **and I believe, it could work well for many other states.**

15 **It would be very, very costly for us to build a**
16 **fully-compliant product. We, of course, are hoping to**
17 **work towards that, but right now we haven't got to that**
18 **point yet. We also have consumptions about the current**
19 **interstate reimbursement of \$5.54 per conversation minute**
20 **covering the cost for maintaining all of these**
21 **requirements.**

22 **We want to be sure that we're able to recoup all**
23 **of our cost. And also, keep in mind that the**
24 **reimbursement rate does not cover any call set-up or call**
25 **wrap-up minutes. The interstate VRS fund will only**

1 reimburse conversation minutes.

2 **Having said all that, I want to assure you that**
3 **Sprint is very much committed to providing VRS to any**
4 **state that is interested in it. We just want to make sure**
5 **that we cover our cost. And at that time, I think, as far**
6 **as a compliant product goes, the cost outpays the possible**
7 **revenues.**

8 **So, something that Florida and its consumers**
9 **might be interested in, we would encourage you to voice**
10 **your concerns about the high cost associated with**
11 **maintaining the new FCC requirements such as 85/10 and**
12 **Spanish services to the FCC. Relaxing these specific**
13 **requirements will help the states be able to obtain some**
14 **relief. We can seek reimbursements from the TRS fund to**
15 **help recover some of the cost that we currently bill**
16 **through the state.**

17 **I think, TRS has also started to replace some of**
18 **the traditional call methods. I know that users are**
19 **getting hooked into quicker and smoother ways with**
20 **communicating with hearing people, and hearing people are**
21 **really enjoying the Relay calls like never before. So,**
22 **these numbers can only increase.**

23 **The most important goal that we could all look**
24 **forward to is making VRS acceptable to the potential users**
25 **out there, that means people who use DSL, people who use**

1 oral interpreters, hearing people who want to be able to
2 communicate with deaf and hard-of-hearing people but may
3 not have the patience to use traditional Relay methods.

4 And that means working together to get the
5 equipment and the lines into people's homes and places of
6 work. It can be a very viable product if only we can help
7 to make it available to all of the potential users.

8 Do you have any questions?

9 MR. GIUNTOLI: This is Robert. Should we
10 proceed with the call, and then we can have questions
11 after the demonstration?

12 MS. HOLBROOK: Sure, that would be great. And
13 I'm going to stay on-line and Amy, you can go ahead and
14 dial through your video equipment to their video
15 equipment. And Robert, if you want to do the first video
16 call, that would be nice, and then I'm hoping some people
17 from the audience will also want to make some video calls.

18 MR. GIUNTOLI: This is Robert. I will go ahead
19 and make a Video Relay call. It's just like Florida Relay
20 Service, but as opposed to having a typing operator, you
21 will have an interpreter in the middle, so everything
22 works exactly the same. I can sign as fast as I want.
23 The voice person can speak as fast as they want. Typing
24 is much slower than signing and, I think, you'll see the
25 difference.

1 **MR. BRENNEMAN: This is Andrew. Who are you**
2 **going to call?**

3 **MR. GIUNTOLI: This is Robert. I'm going to**
4 **call Richard Tudor.**

5 **How do I move this camera? Paula, can you turn**
6 **your mute on? Amy, can you turn your mute on? We have**
7 **feedback.**

8 **SPEAKER: I do have my mute on.**

9 **MR. BRENNEMAN: And you can hear us, right?**
10 **Andrew's clarifying to make sure you can hear us.**

11 **SPEAKER: I can hear you.**

12 **MR. GIUNTOLI: I'd like to make a Relay call.**
13 **Can you see me all right?**

14 **SPEAKER: I can see you okay, but I have**
15 **horrible feedback.**

16 **MR. GIUNTOLI: Let me try to set the mute up on**
17 **my video phone. That's better, much better.**

18 **I'd like to make a Relay call, please. I'd like**
19 **to call Richard Tudor. His telephone number -- is it 850**
20 **here for your area code?**

21 **SPEAKER: Yes.**

22 **MR. GIUNTOLI: Okay. The telephone number I'm**
23 **dialing is 850-413-6516. I'm sorry, that's the wrong**
24 **telephone number.**

25 **SPEAKER: Hello. A person is calling through**

1 **Sprint Video Relay Interpreting Service. Have you used**
2 **the service before? Okay. One moment before your call**
3 **begins.**

4 **INTERPRETER: Hi, Richard. This is Robert**
5 **Giuntoli, how are you? I'm doing great. We have**
6 **everybody watching, and just wanted to see a conversation**
7 **here.**

8 **Well, actually what they see is the interpreter.**
9 **We can see there's no need for a go ahead using video**
10 **interpreting. So, we're able to communicate, just like a**
11 **normal telephone conversation. I think, it's going great**
12 **here. We're doing well. Would you like to say hello to**
13 **anybody here?**

14 **MR. GIUNTOLI: Ask Shirley Jones when she's**
15 **going to Sugar Mountain.**

16 **MS. JONES: First of July.**

17 **MR. GIUNTOLI: First of July.**

18 **SPEAKER: The first of July. Yes, she'll be**
19 **going the first of July.**

20 **MR. GIUNTOLI: Richard says he'll be jealous.**
21 **Richard's jealous.**

22 **MS. JONES: I don't envy him here. I'm happy**
23 **I'm going.**

24 **INTERPRETER: Andrew Brenneman is saying that**
25 **you need to get back to work.**

1 **MR. BRENNEMAN:** This is Andrew. No, in fact, he
2 just got promoted and he is now my boss.

3 **INTERPRETER:** Andrew is saying no. Actually,
4 Mike Ellis just received a promotion and he now is
5 Andrew's boss.

6 **INTERPRETER:** Okay, well, thank you for your
7 time, Richard. I think, that's about it.

8 **Thanks a lot, bye-bye.**

9 **MR. GIUNTOLI:** Okay. This is an interpreter who
10 works for Sprint who volunteered to do the demo today.
11 Our actual Video Relay Service would have a plain-dark
12 background, and the picture would be more centered than
13 the picture that we're using today. They have a blue
14 background. And as you can see, we don't ever have to
15 say, "Go ahead." It's much faster and you can communicate
16 simultaneously very quickly. You can sign, like, 100, 200
17 words a minute as opposed to typing through Relay.

18 **SPEAKER:** What kind of line is this on?

19 **MR. GIUNTOLI:** We're using an ISDN line right
20 now. This is ISDN. If it were a DSL line, you could use
21 that or an ISDN, just depending upon your provider, the
22 quality of your local provider.

23 **MR. FORSTALL:** How would you grade the quality
24 here today?

25 **MR. GIUNTOLI:** This quality is so-so, could be

1 better. I've seen much better than we have today.

2 MR. BRENNEMAN: This is Andrew. It does depend
3 on your line.

4 MR. GIUNTOLI: This is Robert. I have a
5 videophone on my desk in my office. Each account manager
6 that works for Sprint has a videophone, and I am so
7 spoiled. I use it every single day. I communicate
8 through the Relay with it, and I also call my colleagues
9 with it. It's amazing.

10 MR. HARDY: Robert, the fact is that here in
11 Florida we don't have that much opportunity for that kind
12 of a line. We have issues here. Could that be arranged?
13 Because I know that a lot of deaf people don't have the
14 ADSL or cable TV. I don't have it myself, and I'm just
15 begging for that, but I don't have that opportunity,
16 because it's not provided in my area, so what is one to do
17 about that? What's the future to hold for that?

18 MR. BRENNEMAN: This is Andrew. Paula, are you
19 still on-line?

20 MS. HOLBROOK: Yes, I am.

21 MR. BRENNEMAN: So, Paula, can you perhaps
22 answer Steve Hardy's question that he just asked?

23 MS. HOLBROOK: Okay. I'm sorry, we couldn't
24 understand it. There was some static on the line when
25 that question was being asked. Can you please repeat it?

1 **MR. BRENNEMAN:** Just one moment. We're going to
2 disconnect our other line. Okay.

3 **MR. HARDY:** I'll rephrase my question. You
4 know, there are many people who live in remote areas in
5 the state of Florida, and they do not have access to those
6 high-speed digital lines. How can we, people in Florida,
7 take advantage of this opportunity? This is a really cool
8 thing to have, but how – what other alternatives do we
9 have?

10 **MS. HOLBROOK:** Okay. Right now, to be honest
11 with you, you really need to have some type of high-speed
12 access. And I know that not all areas have cable, not all
13 areas have DSL, and not all areas have ISDN. That is
14 growing. It is becoming more widespread available. I
15 would suggest for any people who do live in remote areas
16 where some type of high-speed access is not available to
17 get in touch with the local telephone company. These
18 types of high-speed accesses are becoming much more
19 competitively priced, and see if you can encourage them to
20 do the installation out there, encourage them to install
21 that type of high-speed access in that area.

22 **Also, if the state of Florida has a good**
23 **relationship with the telephone companies that do sell**
24 **these types of high-speed access, I would encourage them**
25 **to work with those telephone companies to encourage them**

1 to install it in those remote areas. I know that even
2 some of the major metropolitan cities don't have DSL.

3 For example, like, Denver some areas just got
4 it. Here in Kansas City, we just got DSL in my area about
5 three months ago. So, it is slowly coming our way. It's
6 going to take some time. And the more widespread it
7 becomes available, the cheaper it will become. Telephone
8 companies usual sell high-speed access based on demand for
9 the area.

10 MR. HARDY: Thank you.

11 MS. HOLBROOK: Does that help to answer the
12 question?

13 MR. HARDY: Yes, it does. Another thing I'm
14 sure that you're aware of, you know, Frank Bow from --

15 MS. HOLBROOK: Yes, I know Frank. He's a good
16 friend of mine.

17 MR. HARDY: Okay. He made a bill to have a
18 broadband in or on the floor, and I'm just curious as to
19 what happened to that bill and if you're aware of that.

20 MS. HOLBROOK: No, we don't, but I can check
21 into it. I can give Frank a call and ask what the status
22 of that bill is. Do you know when he submitted the bill?
23 Has this been in the last year? I can remember Frank
24 writing an article about, maybe six to nine months ago in
25 the TDI newsletter.

1 **MR. HARDY: Yes, yes, yes. Plus, I distributed**
2 **something on the FAD-L newsletter. We have over 7,400**
3 **names on the list. And I informed the people back in**
4 **November, and then, Frank sent me a letter saying, "I will**
5 **submit that bill to Congress sometime in March of 2001,"**
6 **so I was just curious as to what happened, that's all.**

7 **Thank you.**

8 **MS. HOLBROOK: Okay, great. I will be more than**
9 **happy to follow-up on this for you all. And Robert, he**
10 **can communicate the end results. We can find out what's**
11 **happening with that bill.**

12 **MR. HARDY: Thank you.**

13 **MR. BRENNEMAN: Does anyone have any additional**
14 **questions? This is Andrew. Seeing none, Paula, do you**
15 **have anything else that you'd like to add before we wrap**
16 **this section up?**

17 **MS. HOLBROOK: Yes, I do. I also wanted to**
18 **share that the state of California, they pay for – oh,**
19 **no, they don't. They're trying to get something passed in**
20 **the state of California. I'm thinking of something else.**

21 **I hope that you all enjoyed the presentation and**
22 **the demonstration, and I hope you will also take the**
23 **opportunity to make some VRS calls yourself so that you**
24 **can experience that and see how more smoothly the calls**
25 **can go, as opposed to a traditional TRS.**

1 **MS. SALAK: Thank you, Paula.**

2 **MR. BRENNEMAN: This is Andrew. Paula, thank**
3 **you very much. I appreciate your time today. Thanks for**
4 **speaking with us. We all appreciate it. And now go back**
5 **to your baby, okay? You have a good day, Paula.**

6 **MS. HOLBROOK: Okay, thank you so much.**
7 **Bye-bye, everyone.**

8 **[OPERATOR: The chairperson has ended this**
9 **conference and you will now be disconnected. Thank you.]**

10 **MS. SALAK: Thank you. I enjoyed that**
11 **demonstration a lot. I had seen it before, but I like to**
12 **see the new technologies that are coming. Thank you.**

13 **MR. BRENNEMAN: My pleasure.**

14 **MS. SALAK: We have two choices now. We can**
15 **either start on Caller ID or we could take a break and**
16 **then do Caller ID, either way is fine with me. Sprint was**
17 **going to do a presentation on Caller – yes?**

18 **MR. HARDY: I think, we should go ahead and do**
19 **the Caller ID, because I think that will be a short issue.**
20 **I think, we should go ahead with that.**

21 **MS. SALAK: Okay.**

22 **MR. HARDY: Please.**

23 **MS. SALAK: Sure.**

24 **MR. BRENNEMAN: Would you rather move closer to**
25 **the front so you can see these slides better? If you want**

1 to move to where you can see better, feel free. Would you
2 rather I stand on this side of the screen or – here is
3 okay? Great. Is it better with the lights a little
4 dimmer? Perfect. Thanks.

5 Okay. Robert and I are very pleased to be with
6 you today. We're here to present about Caller ID and the
7 functionality of that. This particular functionality is
8 in high demand right now amongst the deaf and
9 hard-of-hearing and speech-impaired consumers throughout
10 the country.

11 The trend right now is increasing with people
12 wanting more and more Caller ID functionality, so we're
13 here today to present to you Sprint's solution that fits
14 on our current Relay platform. Our presentation will
15 probably last 15 to 20 minutes. During the end of the
16 presentation I will open it up for any questions that you
17 may have.

18 With Caller ID and the functionality that Sprint
19 currently has today, we'll talk about a product overview,
20 we'll also talk about how it works, we'll talk about the
21 two types of Caller ID blockage capabilities; one is per
22 line or per call block. We'll talk about additional
23 information on the product and, like I said, we will have
24 time for questions and answers, so these are all the areas
25 we'll be covering this afternoon. I'll give you time to

1 read through this slide.

2 **A person with a telephone in their home has what**
3 **we call the automatic number identification and that's, in**
4 **this example, the number of this caller. When that person**
5 **makes an outbound call to a friend or cousin, whoever**
6 **they're calling, their ANI, Automatic Number**
7 **Identification, is passed through the Sprint network. It**
8 **goes through the local telephone company, and then it**
9 **arrives at the end user.**

10 **The end user who has a Caller ID box, which is a**
11 **box that you have to purchase from your local telephone**
12 **company, it's a specific service you can buy. And if you**
13 **have that box on the receiving end, which would look**
14 **something like this, the person receiving the call would**
15 **be able to see who is calling with the name and a**
16 **telephone number just like this.**

17 **Now, if the person receiving the call had not**
18 **purchased Caller ID from their local telephone company,**
19 **then they will not get Caller ID service. It is something**
20 **that you first have to purchase to receive it.**

21 **There are two types of calls; one is local and**
22 **the other is long distance. A little over 90% of calls**
23 **that are placed through the Relay center are local calls.**
24 **Less than 10% of calls coming through Relay are**
25 **long-distance calls. On local telephone calls, most of**

1 the time, they do have the caller's telephone number and
2 the caller's name being transmitted to the end user that's
3 being called.

4 If you compare that to long-distance calls, some
5 but not many, will have the name of the caller or the
6 phone number being passed on. And again, that's called
7 ANI, the A-N-I. The reason for that not being able to be
8 passed along is Sprint does not have access to the local
9 exchange company's databases, so we have no way of knowing
10 which telephone number belongs to whom. That's why you'll
11 see names and numbers will be passed through on the local
12 calls as opposed to long-distance calls. All right?

13 Next slide. Currently through local telephone
14 companies you have two options to block Caller ID. You
15 can block Caller ID on a per call basis or on a permanent
16 basis. Once you ask your LEC to not pass along your ANI
17 information on a permanent basis, that's recorded in the
18 system and it allows your information to be blocked from
19 Caller ID forever.

20 Other people who would rather block the Caller
21 ID information on, let's say, a specific call or when
22 they're calling specific people they don't want their
23 number passed, you also have that option. And again,
24 that's something that you can purchase from your LECs
25 today.

1 **For a per call block, Sprint Relay will send a**
2 **macro greeting. The operator will press a key which will**
3 **send a macro greeting to the customer, and that will**
4 **indicate to the person who is calling into Relay that the**
5 **Caller ID is on; otherwise, that person making the Relay**
6 **call will not be aware if their ANI information was being**
7 **passed or not.**

8 **As far as a per line block through Relay, Sprint**
9 **would put in the database system for each customer if they**
10 **wanted their line blocked. That way, Sprint would know to**
11 **not pass along Caller ID information for that particular**
12 **custom. So, again, this is Sprint's Relay solution to**
13 **Caller ID blockage.**

14 **With Caller ID functionality, once that's in**
15 **place, we would send a macro greeting that would**
16 **indicate – for TTY customers, the TTY script would look**
17 **like this: It would say, "Florida Relay, number calling,**
18 **please," and then in parenthesis, the macro would say**
19 **"Caller ID sending," end parenthesis, operator number and**
20 **gender, go ahead.**

21 **Now, for a voice caller you can see the script**
22 **on the other side. This is what they would hear:**
23 **"Florida Relay. May I have the number that you are**
24 **calling, please? Your Caller ID will transmit. Operator**
25 **number 1234; go ahead."**

1 **The reason we send this greeting, we have two**
2 **reasons for this. We do have an obligation to let the**
3 **caller know that their Caller ID is on. And we do not**
4 **have access to their local telephone company's database**
5 **system. The local telephone companies are not willing to**
6 **share their databases with Sprint or with any other**
7 **long-distance carrier or any other Relay provider.**
8 **Therefore, Sprint needs to ask the caller when they're**
9 **making a call about the Caller ID.**

10 **Once the operator sends that macro greeting that**
11 **was just shown, the second step – in this example, let's**
12 **say that the caller says, "I want my information to be**
13 **blocked." The operator would press a certain key which**
14 **would allow the call to be blocked, and then the operator**
15 **would let that caller know by sending them this**
16 **information: In parenthesis, "Your Caller ID blocked,"**
17 **end parenthesis, now dialing. And then, it would give the**
18 **number calling. That would allow the consumer to know**
19 **that their information was being blocked once they had**
20 **requested it.**

21 **And for a voice user, you can see the script on**
22 **the other side. It's a similar script. The operator**
23 **would say, "Thank you. I have blocked your Caller ID. I**
24 **will be off the line until the TTY user is connected. One**
25 **moment, please." And then, they would continue to process**

1 the call.

2 Today, hearing customers are able to press *67
3 or *82. Those number sequences will block Caller ID. We
4 cannot do that when using a Relay service. The reason we
5 can't do that is because the dial tone does not originate
6 on the caller's side. The dial tone originates at the
7 agent position for a Relay call.

8 Also, we don't have access to the local exchange
9 company's database systems. Many deaf people use direct
10 connect TTYs. Therefore, on the keyboard, with a direct
11 connect TTY, it would be impossible to hit *67. You
12 cannot do that from a direct connect keyboard, so we have
13 to work around that when we're calling through Relay.

14 Some people think that once they have their
15 telephone number unlisted or unpublished, that will
16 automatically mean that their Caller ID/ANI information is
17 not passed along. That's not the case. Once you have
18 your number unlisted or unpublished, what that means is it
19 will not be printed in the public domain. It won't be in
20 a telephone directory, it won't be in the phone book, but
21 that is not related to Caller ID functionality. Caller ID
22 and unlisted, unpublished are two separate issues.

23 Now, what I've presented so far, again, is our
24 solution to using our existing platform, rather than using
25 SS7 technology. We feel that we are providing beyond true

1 functional equivalency with this product with our
2 solution. A person who is calling through the Relay
3 service makes one inbound telephone call to the Relay.
4 Then, once they've been connected to an agent, they can
5 make several outbound calls using the same operator.

6 Today, with the Caller ID service in place, once
7 the person initiates a call to the Relay, they don't have
8 to hang up to make multiple telephone calls. They can
9 stay connected with that operator. With the solution that
10 we have in place today, we can block calls on a per call
11 basis or on a permanent basis, so we block calls on the
12 outbound side. Is that clear?

13 I'm afraid I may be going too deep into this. I
14 know that the concept of Caller ID is a relatively new one
15 to deaf and hard-of-hearing and speech-impaired people,
16 and it's something that is very, very desirable today.
17 Does anyone have any questions on the product?

18 MR. HARDY: I have a question. As many deaf and
19 hard-of-hearing or speech-impaired people subscribe to
20 Caller ID, I get local or state calls from people who call
21 me, but through the Relay I never know who the caller is,
22 and that's a big concern. That's a big issue, because
23 there are several factors involved; for example,
24 harassment, I want to know who the caller is; stalkers, we
25 have stalkers in Florida a lot. People need to know who

1 is calling. When it's blocked, they want to know why, if
2 they're already paying for the service. Relay's not
3 providing that access. Are they two different costs?

4 **MR. BRENNEMAN:** Actually, Caller ID is a
5 function of the local exchange companies. When you call
6 through Relay you're using a third party, so our solution
7 is to give you access to the Caller ID functionality. Did
8 that answer your question?

9 **MR. HARDY:** Yes, but let me rephrase the
10 question. Hearing people or anyone who has telephone
11 service can call, and they get the information that shows
12 up on Caller ID automatically through any service, doesn't
13 matter who they subscribe to, whether it's AT&T or Sprint
14 or MCI or whoever, but we as deaf people can't. And I'm
15 asking is that because the Florida Relay Service has to
16 purchase that from the provider to allow for that
17 capability?

18 **MR. BRENNEMAN:** The person who has a telephone
19 in their home, they need to subscribe to the Caller ID
20 service from their local exchange telephone company, so
21 not the Relay provider. It's the person receiving the
22 call from their local telephone company, they need to have
23 Caller ID functionality at their number. Many people
24 don't have that service. Some people do. And again, you
25 have to purchase it through your telephone company. So,

1 wherever you live, contact your local telephone company
2 and request Caller ID service at your number, and then you
3 would have to pay a fee for it.

4 MR. HARDY: Okay. So, one fee's already been
5 set up, and that's through BellSouth; that's who I use,
6 BellSouth. But I'm saying for the Relay service, am I to
7 pay extra if I want that?

8 MR. BRENNEMAN: Yes.

9 MR. HARDY: Okay, thank you.

10 MR. BRENNEMAN: Okay. You subscribe from your
11 local exchange company to Caller ID, then the state would
12 need to buy the Caller ID functionality from Sprint for
13 the Relay portion of the call, so for the operator
14 services, but the Caller ID box is something you would
15 have to purchase from your local telephone company.

16 MR. HARDY: Okay.

17 MR. BRENNEMAN: But you wouldn't have to pay
18 anything additional just because you were calling through
19 the Relay for Caller ID, no. You would just need to pay
20 through your local company for Caller ID.

21 MR. HARDY: Thank you, that's clear.

22 MS. SALAK: Can we open up a discussion now?
23 It's my understanding and, I think, Mr. Hardy, we've heard
24 from you before that Caller ID is in high demand for the
25 Relay system.

1 **MR. HARDY: Very much so. And I want to**
2 **elaborate a little bit.**

3 **MS. SALAK: Please do.**

4 **MR. HARDY: I went to a town hall meeting in a**
5 **different part of the state. And I asked the deaf**
6 **community what were the priorities for using the Florida**
7 **Relay Service? Number one, they want the turbo code,**
8 **which we're blessed to have. There's really a tremendous**
9 **difference there.**

10 **Secondly, they want Caller ID, because they can**
11 **control their calls. They want to be able to have the**
12 **power to reject a person that they chose not to talk with**
13 **and sometimes there are a lot of incidents that happen**
14 **throughout the state, and they're really bothered by that,**
15 **callers, people that call and are a nuisance and have the**
16 **ability, they want to have the ability to block that.**

17 **Deaf people want the same rights as the hearing**
18 **people. They want that equal access. You know, they can**
19 **tell who is calling as a hearing person, but deaf people**
20 **can't. It doesn't make sense when they're already**
21 **purchasing the service. We want to have that capability**
22 **to see who is calling and feel that sense of autonomy and**
23 **the freedom and familiarity. It's a high demand in the**
24 **state of Florida. They really want that package, so**
25 **that's why I'm here today is to carry their message, as I**

1 gave you through e-mails and copies of the letters, I'm
2 hoping that you all have read that.

3 MS. SALAK: Mm-hmm, we have. So, do you have
4 any way of knowing what percentage of the deaf community
5 that has Caller ID already that they subscribe from their
6 local carrier, their local telephone company?

7 MR. HARDY: Really, I can't give you an exact
8 number, but I'll tell you why. Deaf people require this.
9 It's because hearing people call their home, and deaf
10 people see who it is and they say, you know, who is this
11 person that's calling my house? They see the number on
12 the ID, if something happens or whatever, whatever the
13 conversation was that they had. A lot of telemarketing,
14 it's really annoying, you know, to tell them don't call
15 here at 3:00 in the morning, having our lights blink on
16 and off when the phone's ringing.

17 Deaf people have that, but the numbers -- the
18 exact number, I don't know, I can't tell you. I haven't
19 done any kind of a survey to know about that, you know,
20 but I can ask myself, do you have, do you have, do you
21 have, and go around the community. I know it's a large
22 number, though.

23 MS. SALAK: Okay. I did have one question for
24 you, Andrew, and I forgot to ask it. But, I think, your
25 response may have answered my question. When the messages

1 come up that say – and I have to find them. It's in your
2 handout. Oh, that says, "Florida Relay number calling,
3 (Caller ID sending)," is there an awareness of what Caller
4 ID sending means? I mean, is it your experience that
5 Caller ID is a concept that's well understood and that
6 they are going to understand that message when it comes up
7 on the screen?

8 **MR. BRENNEMAN:** That's a very good question. We
9 have to place a lot of emphasis on Outreach. It's our job
10 to educate consumers about what Caller ID is, how Caller
11 ID works, why they're being sent that new macro, so
12 Outreach is the answer to your question.

13 **Also, the state can choose not to have that**
14 **macro on, so you can decide not to transmit the macro.**
15 **That would be up to the Public Service Commission. We**
16 **think it's nice to prompt consumers to make sure they know**
17 **what's going on and alert them about Caller ID, but if the**
18 **state feels that the macro is not necessary we, of course,**
19 **would honor that request and remove the macro if need be.**
20 **So, we can work with you on that.**

21 **MS. SALAK:** But if I understood your
22 presentation and what you said, the only way a person
23 would be aware that Caller ID was there and that – if
24 they wanted to block it, in other words, this would be
25 their cue to block it. So, I mean, there have been other

1 decisions at the Commission that people need the
2 capability to be able to block it if they don't want the
3 Caller ID, not for Relay, but the hearing community. So,
4 it would seem like it would be necessary to tell them, if
5 they're a one-time user so they can block it, if they want
6 to.

7 MR. BRENNEMAN: Mm-hmm, yes. They can block it
8 on a per call basis, which is why we send that macro in
9 parenthesis, but if they want a permanent block on the
10 line, then we just put it down in our customer database
11 system and block it that way. So, they can do it with
12 either method.

13 MS. SALAK: Okay. Jonathan had a question.

14 MR. AUDU: My question relates to Page 4 of your
15 presentation. On there, you indicated that for local
16 calls, both number and name would always be delivered, but
17 when it comes to long-distance calls, I mean, a number may
18 be delivered, but name will never be delivered. What I'm
19 concerned about is what percentage of your traffic is
20 local compared to long-distance and how effective will it
21 be?

22 MR. BRENNEMAN: Local calls tend to be a bit
23 over 90% of calls that are placed through the Relay
24 service. Long-distance calls are approximately 10%, a
25 little under that. The reason for long distance being

1 unable to pass the name is because we don't have access to
2 the local telephone company databases, so we have no way
3 of knowing who the number that we're receiving belongs to.

4 MR. HARDY: Excuse me. This is a point – could
5 you please take that down?

6 MR. BRENNEMAN: I apologize for that.

7 MR. AUDU: Thank you, that will do.

8 MR. BRENNEMAN: Great.

9 MS. SALAK: We were discussing, as far as
10 protocol on the Advisory Committee, if the Caller ID were
11 something that you would want in place – oh, I had my
12 mike off – if Caller ID were something that you had in
13 place, it might be a motion that you all would want to
14 make to have us look into it.

15 We would still – of course, there's a cost
16 associated with it, and we would have to deal with the
17 cost associated with it before we could take a
18 recommendation to the Commission, but if you would want to
19 make a motion that we do that work and then second it and
20 vote on it, then we would certainly consider it and take
21 it before the Commission.

22 MR. HARDY: I motion to have Caller ID, the
23 process done to implement that.

24 INTERPRETER: And Frank said, "I second that ."

25 MS. SALAK: Is there any discussion? James, you

1 had your hand up.

2 MR. FORSTALL: I have a question. Is it
3 possible, do you have any idea how much it would cost?

4 MR. BRENNEMAN: Yes. We have submitted a cost
5 to Beth.

6 MS. SALAK: We just got it today. And I haven't
7 finished reading the letter, but this is public
8 information; yes, Andrew?

9 MR. BRENNEMAN: Perhaps, if we can keep it in
10 this room, I'd appreciate it.

11 MS. SALAK: Of course, we're broad-- well, no,
12 we're not broadcasting. It will be in the transcript, but
13 we don't have a lot of requests for the transcript, so it
14 will be in this room, basically.

15 MR. BRENNEMAN: Okay.

16 MS. SALAK: And then, of course, if we go to
17 Agenda, then it will be made public there also.

18 MR. BRENNEMAN: Right.

19 MS. SALAK: So, what they're proposing in here
20 is either a one-time payment of \$500,000 or 2 1/2 cents a
21 session minute in addition to the current price.

22 MR. FORSTALL: Is that a one-time payment per
23 year or during the contract cycle?

24 MR. BRENNEMAN: It is a one-time charge.

25 MS. SALAK: Forever and ever?

1 **MR. BRENNEMAN:** Yes. That is the incentive for
2 the lump-sum payment as opposed to paying the 2 1/2 cents
3 for the duration of the contract.

4 **MS. SALAK:** What about years four and five, if
5 we were to extend our contract?

6 **MR. BRENNEMAN:** Nope, that would be it. You
7 will have paid a one-time charge and be done.

8 **MS. SALAK:** That's it. And if we negotiated a
9 deal the next –

10 **MR. BRENNEMAN:** And if you want me to confirm
11 that, feel free, I can double-check on it again, if you
12 need me to, Beth, but I am pretty confident that that is
13 it.

14 **MS. SALAK:** No, I'll take you at your word, I
15 mean--

16 **So, we have a motion and a second, and we need**
17 **to vote on it, if there's no more discussion. All in**
18 **favor, signify by – all right, so it's unanimous. Thank**
19 **you.**

20 **So, we will be moving forward – oh, I'm sorry.**

21 **MR. BRENNEMAN:** I'm sorry, if I could interrupt.
22 **Jonathan, I did think of something. Robert brought up a**
23 **good point, reminded me of something about your question**
24 **regarding the percentage of calls placed that are local as**
25 **opposed to the percentage that are long distance that come**

1 through Relay. If it weren't for the Relay service being
2 involved in the picture, like today if you have a hearing
3 customer who has Caller ID, you would have the same
4 proportion. 90% of calls placed are local calls where you
5 will receive the name and the telephone number, and less
6 than 10% will just get the telephone number being
7 long-distance calls. So, if it's going through Relay or
8 if it's a traditional telephone call, it will basically be
9 the same thing.

10 MR. AUDU: I do appreciate it.

11 MR. BRENNEMAN: Okay.

12 MS. SALAK: I wanted to ask a question since it
13 was brought up earlier. It was about turbo code. We did
14 pass that, and it became effective the end of January. I
15 was just wondering, you said it was positive feedback, but
16 do you see a large penetration of people using turbo code
17 or --

18 MR. HARDY: Yes. The problem is, though, we're
19 waiting for FTRI to do a mass media announcement about it.
20 I've been telling people, but it's not largely being used
21 yet. I've been doing reachout as much as I can, and I use
22 it. It's excellent. I was able to interrupt a
23 conversation first time. Prior to that, I've had to wait
24 for minutes. Now, I can just control, and it interrupts
25 the conversation, the conversation goes so much smoother,

1 it's wonderful. One problem is, though, that people out
2 there in Florida aren't aware of it yet. I think, that's
3 James' job to pursue getting that information out.

4 MS. SALAK: FTRI did help us put a news press
5 release together, and we did put that out in, I believe,
6 January; is that right? So, they did do that. James,
7 would you like to --

8 MR. FORSTALL: I'd like to add, in the summer
9 edition of our newsletter we'll be going out, and we're
10 going to be focusing on turbo code along with the Relay
11 service. It'll go to every client that has equipment from
12 FTRI.

13 MS. SALAK: Excellent.

14 MR. HARDY: There's a lot of people who get the
15 equipment but have never realized that turbo code is an
16 option that's included already in the equipment, that the
17 equipment that they received, there's a lot of education
18 that needs to occur on that.

19 A lot of people in the state that don't really
20 understand what is that. They need demonstrations for it
21 and encouragement to use it. You know, most of them hate
22 waiting for the whole Relay message to go on, so I'm
23 really looking forward to FTRI making a very large public
24 information out there to people on how to use it.

25 MS. SALAK: James?

1 **MR. FORSTALL:** What he's saying is true. When I
2 make my travel throughout the state and make presentations
3 about FTRI, and Robert Giuntoli has been joining with me
4 in talking about the Relay, we explain about the turbo
5 code features, and they're appreciative of that and
6 they're happy to have it.

7 **Plus, in addition to that, what we have found is**
8 **that a lot of people are confused about 711. They think**
9 **it is an emergency number, it's going to replace 911. So,**
10 **that's another area that we need to focus on and educate**
11 **the current users on, that 711 is direct access to the**
12 **Relay and not emergency. So, we know we have a lot of**
13 **work to do.**

14 **MS. SALAK:** Okay.

15 **MR. HARDY:** I also want to add to what James
16 said. It was funny. I was doing a presentation, there
17 was about 75 people there, about 711. They thought the
18 ambulance would come if you dialed 711. And I was like,
19 "No, no, no, no, that's 911, keep that ." 711 is for
20 making phone calls, and they were very confused. So, it
21 does take time, takes time to make that change.

22 **MS. SALAK:** Yes, it does. We're going to give
23 Koretta a break for about 10 minutes, and we're going to
24 come back and talk about some other items that have come
25 up just through e-mails and talk about what you might want

1 to see happen about future meetings. So, 10 minutes and
2 then we'll come back.

3 (Recess taken.)

4 MS. SALAK: I thought that we could go through
5 some -- just some questions that I've gotten off of
6 e-mails from people that have mailed them to me or sent
7 them to me just to discuss some of the concerns that are
8 being raised, if you don't mind.

9 Ms. Jones you had mentioned an e-mail that was
10 coming through, and we covered the first two items on that
11 e-mail, I believe, which was the FTRI educating the
12 hearing community, and then the second one was bought
13 Caller ID, and we've covered that issue.

14 The third issue had to do with hearing-impaired
15 persons that are asking hearing people to make calls for
16 them as opposed to using their Relay. And the indication
17 here is that there's a lack of credibility in the level of
18 Sprint's services and operator training.

19 They go on to say that they're having hearing
20 people make the calls for them due to automated answer
21 systems, difficulty in reaching the right person when they
22 seek detailed information. And the allegation is that
23 there's a lack of credibility in the level of Sprint
24 services and operator training.

25 Is that what you're seeing in the community or

1 would Sprint like to respond, for one thing, but is that a
2 common-thread theme that you're hearing or no? Yes?

3 MS. JEAN: A lot of what I get is I travel
4 throughout the state and group share with me. Again, it
5 goes back to what we've said all along today. It's the
6 lack of consumers having all the information, being
7 knowledgable, so it's an education process, a lot of it.

8 Again, though, people -- I don't think it's a
9 credibility issue for Sprint or what we're doing on a
10 statewide effort in doing Outreach. A lot of it is just
11 people not being aware or being uncomfortable. Again,
12 it's education. The more we can educate people, reduce
13 their fears personally that their phone calls are
14 confidential and help them to get comfortable in knowing
15 how to receive and how to give a call, I think, a lot of
16 that will disappear.

17 MS. SALAK: Well, do you think that the
18 discomfort was increased when we switched from MCI over to
19 Sprint?

20 MS. JEAN: What I have received is that
21 everybody is much more pleased and happier with the
22 service since Sprint has been taking over than what it was
23 before.

24 MS. SALAK: Okay.

25 MS. JEAN: There's always room for improvement,

1 don't get me wrong. We all can strive to be better. But
2 what I've gotten from traveling the state, the service has
3 greatly increased improvement.

4 MS. SALAK: Is that what you're hearing from
5 people around the state, too, is that they're enjoying
6 Sprint?

7 MR. HARDY: Yes. There's been a lot of change
8 since the transition. There were just so many complaints
9 when MCI was here. There were so many of the things. I
10 filed a complaint, too, with what was going on. Sprint is
11 just an amazing improvement. It is the quality of
12 service, the contact, everything, I'm very thrilled with
13 the service.

14 MS. SALAK: Excellent.

15 Robert, I didn't mean to cut you off, I just
16 wanted to follow-up.

17 MR. GIUNTOLI: That's fine. Thank you very much
18 for all your support and all the feedback, I appreciate
19 that very much.

20 One point that I wanted to make is that Sprint
21 has technology to transmit the entire message through –
22 it's called our machine recording capability. So, our
23 operators have the capability to record the entire message
24 that's being spoken and then Relay that via typed to the
25 person. So, it's a matter of Outreach and educating

1 people on how to use Relay and keeping our operators as
2 transparent as they can be. This letter, if I understand
3 what the letter says correctly, it's asking the operator
4 to assist the caller. That's not something we can do.
5 The federal and state laws do not allow us to be involved
6 with calls. Instead, we provide the technology to make
7 people independent and make their own telephone calls.
8 So, again, we need more Outreach and teach people how to
9 do that.

10 MS. SALAK: Okay. Thank you.

11 The fourth point that was made in this e-mail
12 was that there is a trend where deaf subscribers are
13 actually turning to faxes and e-mails and using more
14 written communication. And that is what they're concerned
15 about is that that, in turn, will lead to less usage of
16 the Relay system and then that, in turn, the quality of
17 service will decline. I haven't seen any complaints about
18 the quality of service declining to date. It was just a
19 concern that they expressed. From what I've read, it is
20 the trend that people are tending to use more fax and more
21 e-mails, I mean, that's true.

22 MR. HARDY: Except for the senior citizen
23 population. In informal surveys, they're still using the
24 TTY. You know, here in Florida we have about 85% of our
25 deaf senior citizens residing here in Florida that don't

1 have computer access. We've encouraged them, but they're
2 just too old-fashioned. They're set in their ways, and
3 the TTY's just simpler for them.

4 MS. SALAK: I understand. I had one more issue
5 I wanted to bring up that's come from e-mails, and that
6 has to do with I've had, just within the last week, about
7 seven, eight requests that there be a Sprint account
8 manager that's specifically dedicated to Florida.

9 We have Robert, but he's spread across several
10 states, so could you articulate the advantages of having
11 someone dedicated to Florida? I mean, obviously, the
12 disadvantage is that it costs money, and that would have
13 to be spread. So, what do you consider the advantages?

14 MR. HARDY: I guess, I can add to that. In my
15 travels, a lot of people that are in -- have minimal
16 language skills, people who use different languages,
17 people who are Haitian, Cuban, Hispanic, they have a lot
18 of concerns related to technological questions, they can't
19 really express on their TTY in their language. They would
20 rather have face-to-face expressions so that they can
21 communicate through their sign.

22 MCI used to have, every two months, town hall
23 meetings where people could express their concerns, "I'm
24 not happy with the service," so they could understand so
25 they could have physical face-to-face feedback. One town

1 hall meeting that we had in West Palm Beach, James was
2 there, and a lot of people asked James a lot of technical
3 questions.

4 And James said, you know, "I'm not the person to
5 answer these in-depth questions. I can answer surface
6 questions, general questions," you know, he's not
7 specializing in the operations or the technical questions,
8 just in equipment. That's a problem.

9 Some people would like that old system back
10 because people are like, you know, where are you? I
11 remember face-to-face. People would like to see that
12 back, face-to-face contact, like it was, like it was for a
13 couple of years, but now that contact, that face-to-face
14 contact, is gone.

15 MS. SALAK: Robert, do you do some of that still
16 or not? I don't know, I had gotten the impression that
17 you still do some face-to-face in Florida. You don't do
18 any face-to-face?

19 MR. GIUNTOLI: Sprint does not do any Outreach
20 in Florida. I do come when FTRI needs me. I come and
21 assist them. I train their Outreach program people, and I
22 support FTRI, but as far as Sprint having an Outreach
23 program here, we do not, and that is not mentioned in the
24 contract.

25 MS. SALAK: Okay. So, it would take us having a

1 dedicated – I mean, a person dedicated to Florida before
2 we receive that Outreach or is it just a matter of money
3 or –

4 **MR. BRENNEMAN: This is Andrew Brenneman.**

5 **First of all, if I can give you an example. We**
6 **have several accounts with other states where we have**
7 **dedicated full-time account managers. Those people focus**
8 **entirely on that state's service.**

9 **Other states have account managers, such as**
10 **Robert, who support, in Robert's case, Florida and South**
11 **Carolina. Florida does not require a full-time dedicated**
12 **account manager to the state so, therefore, Robert does**
13 **not do Outreach in the state. He does more consultation**
14 **with FTRI.**

15 **FTRI was formed here to do the Outreach. And I**
16 **recall we had a discussion with Richard Tudor awhile back,**
17 **and we suggested that you look into the possibility of**
18 **having a full-time account manager in the state to better**
19 **serve Florida consumers, to have a physical presence in**
20 **Florida. Richard saw that FTRI was here for that purpose,**
21 **and that is the reason that Florida did not choose to have**
22 **a dedicated account manager, and that's where we are at**
23 **today.**

24 **MR. HARDY: I would like to make a motion. The**
25 **motion would be that I would like to have a Florida Relay**

1 account manager located here in Florida.

2 INTERPRETER: Frank seconds it.

3 MS. SALAK: Is there any discussion?

4 MS. JEAN: I just have a question before that.

5 I guess, I'm confused. If we had a full-time account
6 manager, would they be devoting a lot of their time to
7 Outreach or would that be an additional purpose for them
8 to do Outreach? I'm confused on it.

9 MS. SALAK: Robert or Andrew, would you like to
10 respond to that?

11 MR. GIUNTOLI: This is Robert speaking.

12 That can be negotiated between the state and
13 Sprint. The state could present their wishes to Sprint,
14 and then we can customize the contract. Each state varies
15 in contract. Some account managers focus full time on
16 Outreach. Other states, the account manager is more of a
17 liaison between the customers and the company and the
18 state. So, whatever you wish, we can provide.

19 MS. SALAK: And under your motion, what is it
20 that you're envisioning?

21 MR. HARDY: Repeat, please.

22 MS. SALAK: You made a motion to have an account
23 manager dedicated to Florida. Can you go on to describe
24 what you would expect that account manager to do so that
25 we're looking at the right type of items?

1 **MR. HARDY: Okay. Like in the past, for almost**
2 **eight years, we had a person who conducted town hall**
3 **meetings where people could ask questions directly**
4 **regarding the Relay. It was not attached to equipment.**
5 **It was not affiliated with the equipment; 911 issues,**
6 **technology, wire issues, wiring issues, how computers**
7 **could be hooked up, whatever the issues might be through**
8 **the use of FRS, because FRS – well, previously when MCI**
9 **was running it, this person would explain it to people**
10 **face-to-face so they could explain it until the person**
11 **understood it in a language so that there was no language**
12 **barrier.**

13 **So, I envision – you know, it's not really my**
14 **request. It's people asking me to bring this request to**
15 **have a manager here physically located in the state of**
16 **Florida so that people could go to the office and speak to**
17 **the manager often. You know, people would go in and visit**
18 **and see in the office and express concerns and, you know,**
19 **if they weren't satisfied with the service or they didn't**
20 **know how to use it so that person would be available to**
21 **help. That's my vision of the position.**

22 **MS. SALAK: Yes?**

23 **MS. JEAN: Go ahead, Shirley, then, I'll go.**

24 **MS. JONES: Okay. I have some questions on the**
25 **town meetings, et cetera. I don't know how regularly they**

1 were held or how well attended, and I don't know – I
2 think, we're getting into something that we don't know how
3 much this would cost –

4 MS. SALAK: Right.

5 MS. JONES: – and if the contract could be
6 amended or should this service be in a new contract.
7 That's what I'm – I just don't – I don't think that we
8 really know what services we need.

9 MS. SALAK: I know that we haven't studied the
10 issue very much, because it is such a new contract, and we
11 really haven't looked at it. It's just something that has
12 come up. The issue – it's been mentioned before, but the
13 issue seems to have come to a forefront in the last few
14 days with the e-mails, and I'm sure that's associated with
15 this meeting today.

16 You know, they heard we were having it so it was
17 a topic that they wanted discussed. So, we would have to
18 do a lot more background work and look into it a lot more
19 before we could have a real consensus amongst us, you
20 know, what we would recommend. So, I don't know –

21 MR. HARDY: But in the past we've had it. Why
22 was it removed? We had it for many years, and then
23 suddenly it was gone. And I was just wondering why they
24 didn't ask us for a consultation before they removed it.

25 MS. SALAK: It was just part of the bidding

1 process. It was part of the contract. I wasn't part of
2 that, so I'm not real familiar with that. However, I know
3 that it was – Sprint won the bid, and that was not part
4 of the contract. And, I think, that Andrew mentioned that
5 some of the conversations he had had with Mr. Tudor, so...
6 And I understand what Mr. Tudor meant by that, but I'm not
7 saying that Mr. Tudor was wrong in what he said, I just
8 wasn't a part of it at that time.

9 MS. JEAN: What I wanted to share back is just
10 that in going back in what Stephen said, understand why
11 the deaf would like to have a full-time account manager,
12 but in what was described there, that's still not doing
13 Outreach, okay?

14 So, I think, we would have to get very specific
15 of what was really needed for an account manager. I would
16 be all for an account manager here, if they were going to
17 share and give us more staff to get out and do Outreach.
18 From history, with me coming onboard, just so I can answer
19 that, when I met with MCI two years ago in doing Outreach,
20 they were doing town meetings throughout the state, but it
21 was always very specifically to the deaf community.

22 So, again, I think, it was very limited. I feel
23 like if we're going to do town meetings, which I fully
24 support and would encourage doing, that we expand it
25 out to include the deaf, you know, hard of hearing, and

1 all types of users.

2 But since Sprint took over, they send us –
3 every week I get requests all the time, and very few
4 Outreach requests are coming throughout the state of
5 Florida for us to go out and do Outreach presentations,
6 and that's tragic.

7 All it takes right now is for us to get a
8 request to do a town meeting. We would gladly go do town
9 meetings. And Robert has gone with James into very
10 specific – the deaf community to do some of that where
11 James does our normal Outreach presentation, but then in
12 case we have technical questions then only the Relay
13 provider could answer then, you know, Robert's been there
14 to answer that. So, I think, again, it just means that
15 we're coordinating more, and it be a full partnership.

16 A lot of the questions could be answered in just
17 general presentations educating people. When you get into
18 the real technical aspects of the equipment and the Sprint
19 side of the house, no, I would not feel comfortable, and
20 I'm sure James wouldn't feel comfortable getting into the
21 Sprint questions.

22 But as far as Relay, in general, they've
23 supplied us with information, and we do a lot of that
24 general awareness stuff. And we'd be glad to do more, but
25 we have to know that the need is there.

1 **MR. HARDY:** If the community had not contacted
2 me, I would not have brought this up, but this is what
3 they want. Most of the requests have come from the Miami
4 area and in the St. Petersburg area. That's where there's
5 a huge population. That's where most of the requests have
6 come from, but not much from up north, the northern part
7 of Florida; maybe because FTRI is there, I think. I don't
8 know, maybe there's some overlap, but mostly in Miami and
9 St. Petersburg, a lot of concerns. I just got bombarded
10 with information, questions like, "Where's our account
11 manager? When are they going to come? Is somebody going
12 to come? No, no, the contract doesn't provide that. Why?
13 Why? Why was it removed?" And, of course, I can't answer
14 that.

15 **MS. SALAK:** Let me just ask, under the current
16 contract the way it's set up -- and this is for Sprint --
17 if FTRI were to request you to come join them in Miami or
18 somewhere else, is that a service that you would currently
19 provide?

20 **MR. GIUNTOLI:** Yes, if my schedule permitted,
21 yes.

22 **MS. SALAK:** So, that could happen under the
23 current contract.

24 **MS. JEAN:** So, really what I would like is
25 Stephen or whoever is getting that request, if they would

1 let us know that they want someone to come do Outreach in
2 those areas, they can contact me by e-mail, text telephone
3 or voice, whatever. Then, we can coordinate it with
4 Sprint and my schedule, and we can accommodate that, even
5 today. Well, even with the part-time account manager, we
6 can address that concern right now, if that helps.

7 MS. SALAK: There is a motion and a second on
8 the floor, but I just wanted to express some of my
9 concerns with it is that first of all, I'm not sure about
10 modifying such a new contract for something like this.

11 I mean, we did modify it for the FCC changes in
12 the law, but we felt we had to, to be consistent. The law
13 also provides that we have to keep up with new technology,
14 so something like turbo code, I can understand doing that.
15 However, I'm not as – and I'm not a lawyer either, but
16 I'm not as comfortable with modifying the contract for
17 something like this.

18 I know you have a motion and a second. What I
19 would feel more comfortable doing is, one, as pointed out,
20 if we could have the opportunity to go back and look at
21 the law, look at the contract, see what modifications can
22 or can't be made, see how much it would cost, look at the
23 cost considerations, you know, and try to hone in on a
24 definition of what we'd be looking at I, personally, would
25 prefer that, and then especially taking into account that

1 Sprint will come to do some Out- well, to join FTRI, if
2 someone has a request in.

3 MR. HARDY: Okay. I'm just here, again, to put
4 that on record, because the people need to know that I'm
5 doing my job. If they've got a concern, then, I need to
6 - the rest will be in their hands, but I just need to
7 know that I've done my job.

8 MS. SALAK: And you have. And again, I raised
9 it today, because I had heard that concern several times.

10 MR. SLATER: This is Frank speaking. I think,
11 it's a good idea for us to table this for a future study.

12 MS. SALAK: Okay. Thank you. And then, we'll
13 bring it back. We'll take a look into it and bring it
14 back.

15 MR. SLATER: Perhaps the next meeting.

16 MS. SALAK: The next advisory meeting, right.
17 In the meantime, Donna's - you know, please contact Donna
18 if you want that kind of coordination between Sprint and
19 Donna, and they could help do some information sharing.

20 I wanted to ask - the next thing I wanted to do
21 was ask what all you wanted to see on the next advisory
22 committee meeting? We will have the - we'll put this
23 issue back on as an - about the account manager, but are
24 there any other topics you'd like added?

25 We will have an update on Caller ID. We'll be

1 telling you where we are, what we've been able to do with
2 that. But are there other topics that you'd like to bring
3 up in specific to that?

4 MR. HARDY: No, but I do want to ask permission
5 to be excused. I do have an appointment with OPAGA at
6 4:00, and I'm not sure if I'm going to make it there on
7 time. Is it okay if I leave?

8 MS. SALAK: Yeah, certainly. We're just about
9 wrapped up here. Thank you for coming.

10 MR. HARDY: Thank you.

11 MS. SALAK: Yes?

12 MS. JONES: This is a different aspect, but we
13 used to receive minutes of these meetings. I don't want
14 to go back to that, but I wonder if we could receive a
15 one-page condensation of motions, et cetera, that have
16 passed.

17 MR. SLATER: I think, that's a good idea. I
18 like that idea.

19 MS. JONES: And also, these handouts are great,
20 and I wonder if – I'm sure Jerry Conner would really
21 appreciate them, and I wonder if you could send the
22 handouts to members who can't attend meetings?

23 MS. SALAK: We can sure do that. And we will –
24 a one-page condensed version of what happened today, we
25 can send that out also, sure.

1 MS. JONES: Thank you.

2 MS. SALAK: No problem.

3 All right. So, any other suggestions for topics
4 for next time or any other suggestions on how we can make
5 things run better? And I have to give Sprint credit for
6 the handouts. I mean, these are Sprint handouts, they're
7 not mine. Oh, and FTRI; excuse me, yes, you're right.

8 I think, I have some travel – they look like
9 they're completed travel forms already, so we'll be
10 processing these as soon as we can. And Susan will
11 contact you, if we have any problems with them.

12 And I think that's – if there's no other
13 comments from anybody in the audience or from the
14 committee, I think, that will wrap it up for today. Thank
15 you for coming. We do appreciate your help.

16 MS. JONES: Thank you, Beth.

17 MR. SLATER: Have we decided when the next
18 meeting will be?

19 MS. SALAK: We haven't decided.

20 MR. SLATER: Okay, that's all right. I'll wait.

21 MS. SALAK: Thank you.

22 (Advisory Meeting concluded at 3:50 p.m.)

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1 STATE OF FLORIDA)

2 : CERTIFICATE OF REPORTER

3 COUNTY OF LEON)

4

5 I, KORETTA E. STANFORD, RPR, Official Commission
6 Reporter, do hereby certify that the Advisory Committee
7 Meeting in docket 991222-TP was conducted by the Staff of
8 the Florida Public Service Commission at the time and
9 place herein stated.

8 It is further certified that I stenographically reported
9 the said proceedings; that the same has been transcribed
10 under my direct supervision and that this transcript,
11 consisting of 82 pages, constitutes a true transcription
12 of my notes of said proceedings.

1

DATED this 10th day of April, 2001.

12

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Official Commission Reporter
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