

THE AVERAGE ADULT
MAKES AND
RECEIVES AROUND
5
VOICE CALLS A DAY.

#KeepFloridaConnected



Only 16% of physicians
routinely screen for
hearing loss.

#KeepFloridaConnected



TASA Meeting

Men are more
likely than women
to report having
hearing loss.

#KeepFloridaConnected



15 MILLION
PEOPLE IN THE US
WITH HEARING LOSS
AVOID SEEKING HELP.

#KeepFloridaConnected



April 18, 2018

Proposed Budget FY 2018/2019

It's proposed to the FTRI Board of Directors to approve a recommendation to maintain the surcharge level at \$.10 for the next fiscal year.

The budget, should it be approved by the Board, projects total revenues to be \$5,793,651 and total expenses to be \$6,114,412. A difference of \$320,761 to be covered by the surplus.

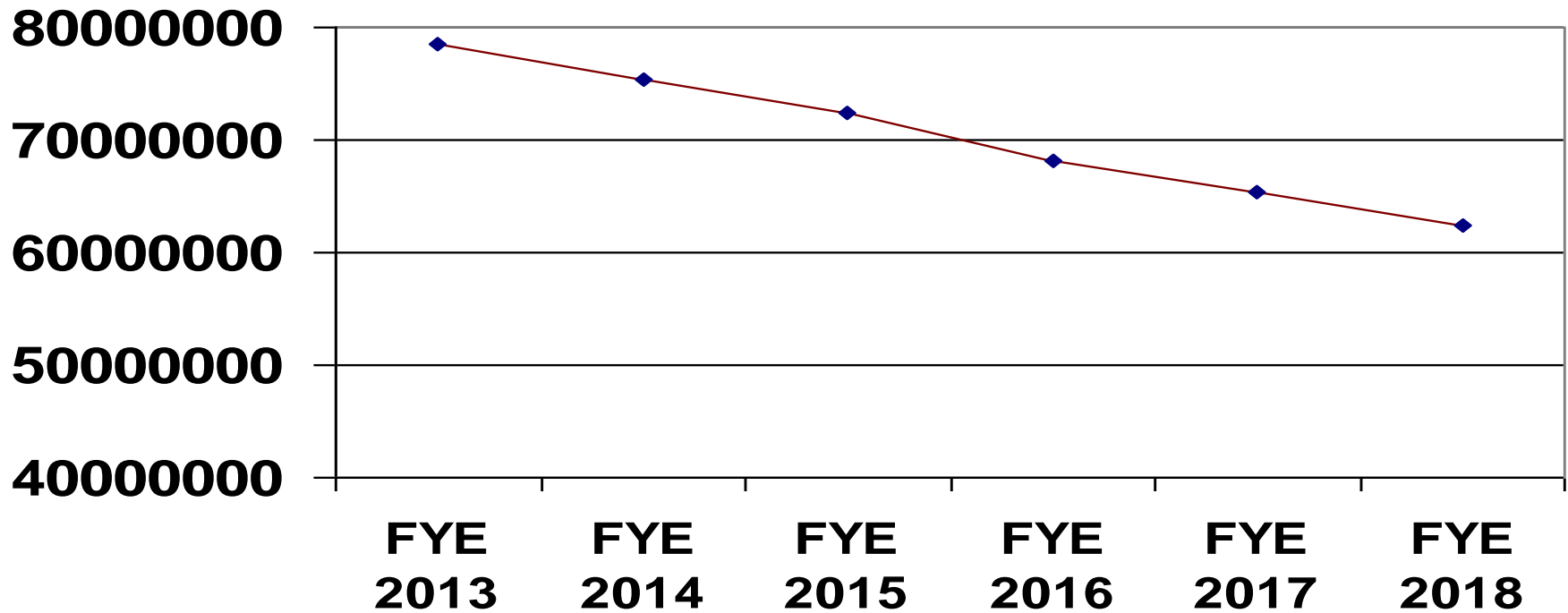
Proposed Budget FY 2018/2019

As of February 2018, FTRI has over 540,000 individuals in the client database. It is evident that FTRI and its contracted regional distribution centers are reaching out to meet the telecommunications access needs of residents who are Deaf, Hard of Hearing, Deaf/Blind, or Speech Disabled. Outreach continues to be a large part of our efforts and plans are underway to reach out to the estimated more than 3 million potential clients with hearing loss or speech disability in Florida by creating awareness and telephone independence.

Operating Revenue

Surcharge revenues for FY 2018/2019 are based on a 4.8% decrease in the total number of access lines reported and estimated in FY 2017/2018.

Number of Access Lines



Category I Florida Relay

FY 2018/2019 budget for relay is based on projections submitted by the relay provider (Sprint). The new contracted rate is \$1.35 per billable minute for TRS and \$1.69 per billable minute for captioned telephone service. Using the data submitted by the relay provider it is estimated the cost will be:

\$1,349,150 - estimated TRS billable cost
+1,273,385 - estimated CapTel billable cost
\$2,622,535 - **Category I**

Category II Equipment and Repairs

This category consist of all equipment purchases as well as repairs. FTRI is projecting the FYE 2018/2019 expenditures to be \$1,040,360



Category III

Equipment Distribution and Training

There are 25 RDCs that provide services in multiple locations throughout the state.

It is estimated that the RDCs and FTRI will have provided over 18,292 pieces of equipment and training services to clients during the current fiscal year.

Total FY 2018/2019 proposed budget for Category III is \$705,986.



Category IV Outreach

FTRI is proposing an outreach budget of \$546,250 for FY 2018/2019 to continue promoting and creating awareness about both the FTRI equipment distribution and the Florida Relay programs.



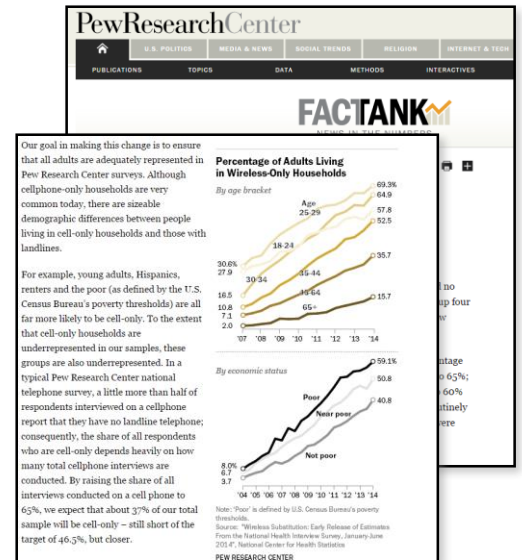
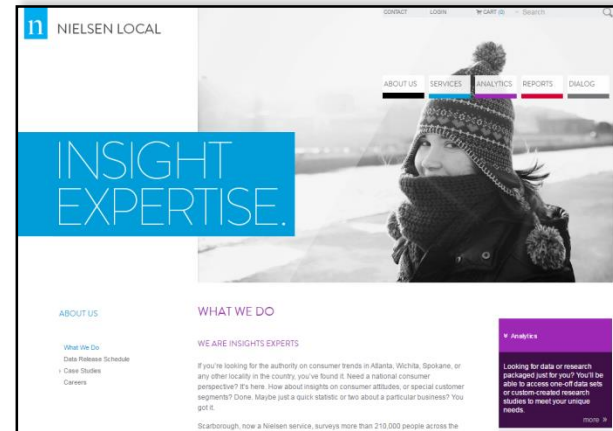
FTRI Outreach Rationale for Newspaper Funding

FTRI plans to continue advertising in newspapers using insert ads (flyer), as continuity and consistency are important with any advertising campaign.

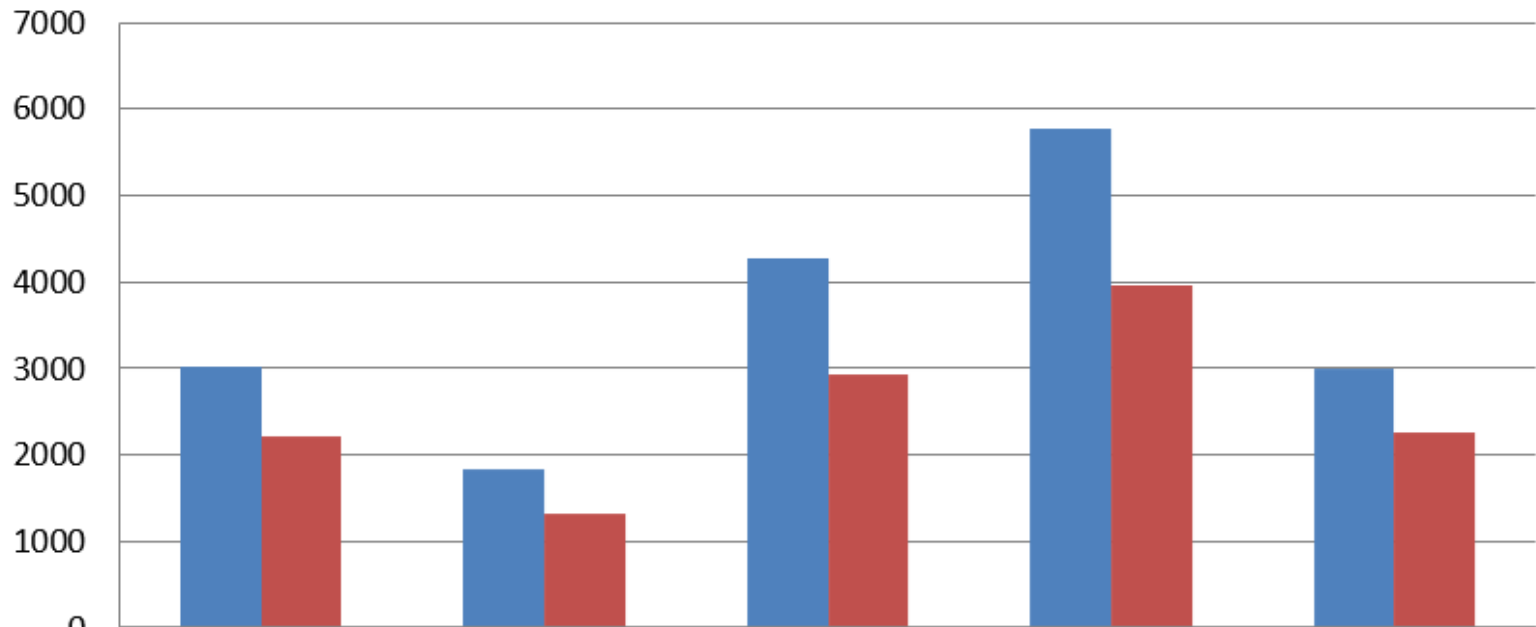
FTRI collaborates with IMS to strategically place insert ads in newspapers by identifying specific areas, i.e. zoning by zip codes allowing FTRI to advertise in a cost efficient manner.

Facts

- Scarborough, a Nielsen service, released a report in September 2017 that 59.4% of US populations 65+ still read the Daily or Sunday newspaper.
- Same source also reported that 59.7% of the total Florida markets read a Daily or Sunday paper.
- In an article published in December 2016 by Pew Research Center, 76.5% of people 65+ still have landlines.



Newspaper Campaign Results 12 Months (July 1 - June 30)



	FY 2013/2014	FY 2014/2015	FY 2015/2016	FY 2016/2017	FY 2017/2018
ALL	3026	1837	4282	5772	2999
NEW	2209	1325	2932	3950	2252

Services provided

Jul 1, 2017 – Feb 28, 2018

FTRI April FSI Plan

Referral Source - Insert Ad (Spring 2016)

RDC/ Location codes	City of RDC	Full Run or Zoned	Newspaper	Frequency	Daily Circ	Run Date
2 & 7	Ft. Lauderdale	Zip Zoned	Sun-Sentinel	Daily	31,631	Wednesday, April 20, 2016
2 & 7	Ft. Lauderdale	Zip Zoned	El Sentinel	Weekly	26,589	Friday, April 22, 2016
4	Daytona Beach	Zones: 1, 3&5, 4, 6, 7, 8&10, 21&22, 1510, 1111, 1311	Daytona Beach News Journal	Daily	31,029	Wednesday, April 20, 2016
4	Deland	Full Run	West Volusia Beacon	Weekly	4,900	Thursday, April 14, 2016
9	Crystal River	Full Run	Citrus County Chronicle	Daily	22,500	Wednesday, April 13, 2016
10	Spring Hill/Land O'Lakes	Full Run	Hernando County	Daily	10,000	Wednesday, April 13, 2016
10	Spring Hill/Land O'Lakes	Full Run	Suncoast News - N & W Pasco	Weekly	73,652	Wednesday, April 13, 2016
16	Jensen Beach	Full Run - St Lucie	Hometown News	Weekly	16,850	Friday, April 15, 2016
16	Jensen Beach	Zip Zoned	Treasure Coast News	Daily	35,873	Wednesday, April 20, 2016
17 & 32	Ft. Myers	Zip Zoned	Ft. Myers News-Press	Daily	26,222	Wednesday, April 20, 2016
17 & 32	Leesburg	Zip Zoned	Naples Daily News	Daily	42,380	Wednesday, April 13, 2016
19	Lakeland	Full Run	Lakeland Ledger	Daily	35,000	Wednesday, April 13, 2016
21	Port Charlotte	Zip Zoned	Charlotte Sun - insert only	Daily	26,608	Wednesday, April 20, 2016
22	Leesburg	Full Run	Villages Daily Sun - insert only	Daily	53,599	Wednesday, April 13, 2016
24	Pensacola	Zones 1-3, 5, 6	Pensacola News Journal	Daily	18,250	Wednesday, April 20, 2016
24	Pensacola	Full Run	Navarre Press	Weekly	4,000	Thursday, April 21, 2016
24	Pensacola	Zones 3, 5, 6	Ft Walton NW Daily News	Daily	12,770	Wednesday, April 20, 2016
25	Panama City	Full Run	Panama City News Herald	Daily	17,000	Wednesday, April 13, 2016
26	Miami	Zip Zoned	Miami Herald	Daily	39,010	Thursday, April 14, 2016
27	Largo	Zip Zoned	Tampa Bay Times	Daily	24,206	Wednesday, April 20, 2016
28	Tampa	Full Run	Sun City Center Observer - insert only	Weekly	46,000	Thursday, April 14, 2016
28	Tampa	n/a	Sun City Center Observer - printing only	Weekly	46,000	Thursday, April 14, 2016
30	West Palm Beach	Zip Zoned	Palm Beach Post	Daily	13,277	Wednesday, April 20, 2016
30	West Palm Beach	Zip Zoned	Sun Sentinel	Daily	21,861	Wednesday, April 20, 2016

**Total April
Distribution 679,207**

RDC/ Location codes	City of RDC	Full Run or Zoned?	Newspaper	Frequency	Daily Circ	Pub days	Run Date
4	Daytona Beach	Zones 1, 3&5, 4, 6, 7, 8&10, 21&22, 1510, 1111, 1511	Daytona Beach News Journal	Daily	31,029	Wednesday	Wednesday, April 20, 2016
4	Deland	Full Run	West Volusia Beacon	Weekly	4,900	Thursday	Thursday, April 14, 2016

Daytona Beach News Journal Zip Codes

32114
32117
32118
32119
32127
32129
32137
32141
32164
32174

West Volusia Beacon Zip Codes

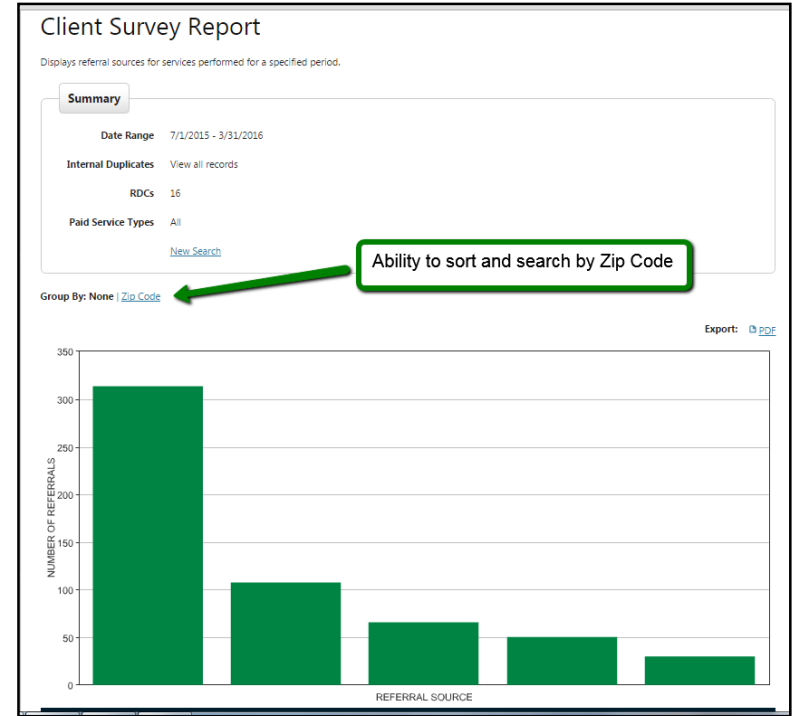
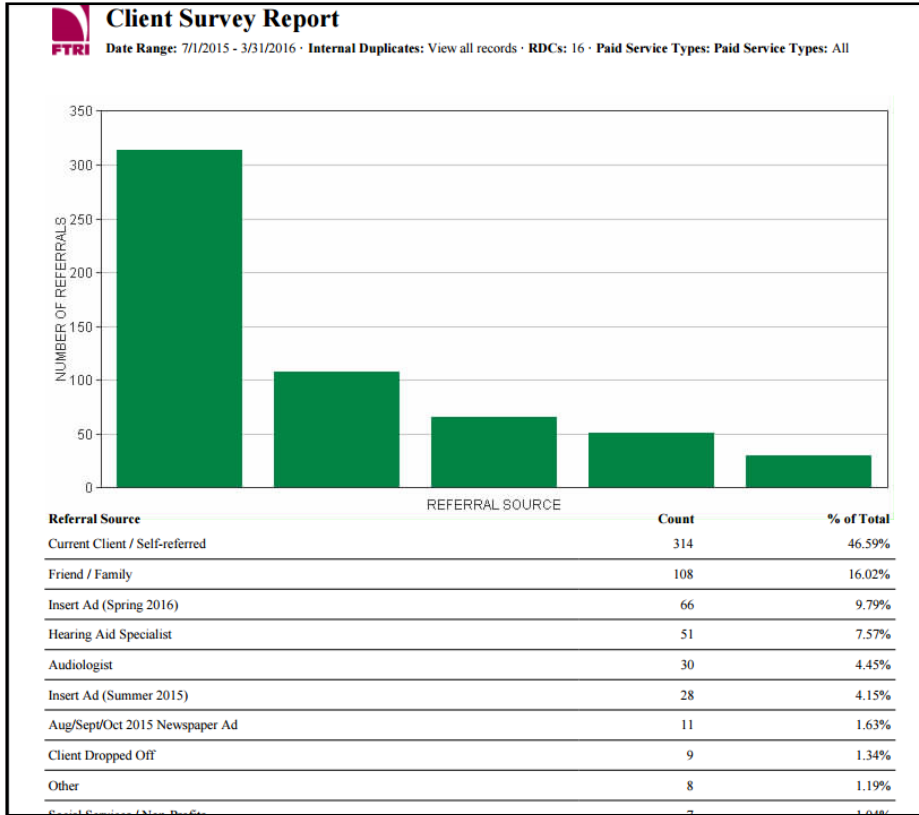
32102
32105
32130
32180
32713
32720
32721
32724
32722
32725
32728
32738
32744
32763
32764

Sample of Zones and Full Run

IMS Spreadsheet Using FTRI's Services By Referral Source Report

Newspaper	2016 Y-T-D	2016 Y-T-D	2016 Y-T-D	2016 Y-T-D	2017 Y-T-D	2017 Y-T-D	2017 Y-T-D	2017 Y-T-D	2017 Y-T-D	Newspaper	
	2016 Y-T-D Cost	New	New CPA	Total	Total CPA	Cost	New	New CPA	Total		Total CPA
Brandon News Tribune Total	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0	\$0.00	0	\$0.00	Brandon News Tribune Total
Bradenton Herald Total	\$0.00	46	\$0.00	69	\$0.00	\$0.00	47	\$0.00	64	\$0.00	Bradenton Herald Total
Breeze Newspapers-Zones: Ft Myers/North Ft Myers To	\$1,615.11	13	\$124.24	16	\$100.94	\$0.00	0	\$0.00	0	\$0.00	Breeze Newspapers-Zones: Ft Myers/North Ft Myers Total
Crystal River Citrus County Chronicle Total	\$17,053.67	126	\$135.35	175	\$97.45	\$4,651.36	44	\$105.71	55	\$84.57	Crystal River Citrus County Chronicle Total
Daytona Beach News Journal Total	\$7,738.73	49	\$157.93	73	\$106.01	\$0.00	2	\$0.00	2	\$0.00	Daytona Beach News Journal Total
Diario Las Americas Total	\$0.00	0	\$0.00	0	\$0.00	\$1,817.72	6	\$302.95	7	\$259.67	Diario Las Americas Total
Melbourne Florida Today Total	\$10,366.13	91	\$113.91	119	\$87.11	\$6,851.09	72	\$95.15	81	\$84.58	Melbourne Florida Today Total
Ft Lauderdale El Sentinel Total	\$6,524.27	3	\$2,174.76	5	\$1,304.85	\$0.00	4	\$0.00	8	\$0.00	Ft Lauderdale El Sentinel Total
Ft Lauderdale Sun-Sentinel Total	\$16,672.15	357	\$46.70	621	\$26.85	\$7,748.95	157	\$49.36	217	\$35.71	Ft Lauderdale Sun-Sentinel Total
Ft Myers News-Press Media Group Total	\$9,760.37	94	\$103.83	115	\$84.87	\$4,301.55	59	\$72.91	67	\$64.20	Ft Myers News-Press Media Group Total
Ft Walton Northwest Florida Daily News Total	\$4,635.90	9	\$515.10	9	\$515.10	\$0.00	5	\$0.00	7	\$0.00	Ft Walton Northwest Florida Daily News Total
Gainesville Sun Total	\$7,044.66	36	\$195.69	55	\$128.08	\$1,956.91	7	\$279.56	11	\$177.90	Gainesville Sun Total
Hometown News - 5 editions Brevard County	\$15,974.35	89	\$179.49	132	\$121.02	\$0.00	0	\$0.00	0	\$0.00	Hometown News - 5 editions Brevard County
Hometown News - St Lucie Zone	\$3,963.72	42	\$94.37	53	\$74.79	\$2,440.11	23	\$106.09	31	\$78.71	Hometown News - St Lucie Zone
Jacksonville FL Times Union Total	\$3,540.00	47	\$75.32	53	\$66.79	\$4,542.30	38	\$119.53	42	\$108.15	Jacksonville FL Times Union Total
Jacksonville Living Total	\$6,892.58	2	\$3,446.29	2	\$3,446.29	\$0.00	3	\$0.00	3	\$0.00	Jacksonville Living Total
Lake City Reporter Total	\$546.67	4	\$136.67	6	\$91.11	\$0.00	4	\$0.00	6	\$0.00	Lake City Reporter Total
Lakeland Ledger Total	\$9,487.96	69	\$137.51	99	\$95.84	\$0.00	21	\$0.00	23	\$0.00	Lakeland Ledger Total
Leesburg Daily Commercial Total	\$4,148.14	134	\$30.96	168	\$24.69	\$1,855.55	81	\$22.91	102	\$18.19	Leesburg Daily Commercial Total
Lifestyles After 50 Total	\$3,407.94	18	\$189.33	24	\$142.00	\$0.00	3	\$0.00	6	\$0.00	Lifestyles After 50 Total
Marco Island Eagle Total	\$3,338.00	26	\$128.38	32	\$104.31	\$0.00	4	\$0.00	4	\$0.00	Marco Island Eagle Total
Miami Herald Total	\$6,164.80	55	\$112.09	107	\$57.61	\$1,309.37	48	\$27.28	81	\$16.17	Miami Herald Total
Miami Herald - El NuevoTotal	\$4,066.86	88	\$46.21	141	\$28.84	\$2,499.60	19	\$131.56	28	\$89.27	Miami Herald - El NuevoTotal
Naples Daily News Total	\$19,127.04	172	\$111.20	225	\$85.01	\$4,772.50	52	\$91.78	57	\$83.73	Naples Daily News Total
Navarre Press Total	\$1,720.00	3	\$573.33	5	\$344.00	\$0.00	1	\$0.00	1	\$0.00	Navarre Press Total
Ocala Star Banner Total	\$11,661.96	140	\$83.30	239	\$48.79	\$2,077.40	41	\$50.67	50	\$41.55	Ocala Star Banner Total
Orange Park Clay Today Total	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0	\$0.00	0	\$0.00	Orange Park Clay Today Total
Orlando Sentinel - Orange Zone Total	\$0.00	12	\$0.00	14	\$0.00	\$0.00	4	\$0.00	5	\$0.00	Orlando Sentinel - Orange Zone Total
Ormond Beach Observer Total*	\$6,306.29	16	\$394.14	18	\$350.35	\$0.00	10	\$0.00	13	\$0.00	Ormond Beach Observer Total*
Palm Beach Post Total	\$28,182.84	308	\$91.50	498	\$56.59	\$10,712.28	155	\$69.11	225	\$47.61	Palm Beach Post Total
Palm Coast Observer Total*	\$8,926.77	78	\$114.45	88	\$101.44	\$5,014.04	38	\$131.95	38	\$131.95	Palm Coast Observer Total*
Panama City News Herald Total	\$12,749.52	82	\$155.48	95	\$134.21	\$2,004.03	21	\$95.43	29	\$69.10	Panama City News Herald Total
Pensacola News-Journal Total	\$12,146.35	73	\$166.39	120	\$101.22	\$2,026.46	33	\$61.41	34	\$59.60	Pensacola News-Journal Total
Port Charlotte Sun Herald Total	\$9,899.88	74	\$133.78	96	\$103.12	\$2,456.79	23	\$106.82	29	\$84.72	Port Charlotte Sun Herald Total
Sarasota Observer Total	\$5,284.14	36	\$146.78	44	\$120.09	\$0.00	0	\$0.00	0	\$0.00	Sarasota Observer Total
Sarasota Herald-Tribune Total	\$7,315.68	102	\$71.72	154	\$47.50	\$10,152.81	106	\$95.78	160	\$63.46	Sarasota Herald-Tribune Total
St Augustine Record Total	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0	\$0.00	0	\$0.00	St Augustine Record Total
Spring Hill/Hernando Beach Beacon Total	\$900.00	5	\$180.00	8	\$112.50	\$0.00	0	\$0.00	0	\$0.00	Spring Hill/Hernando Beach Beacon Total
Stuart Treasure Coast News/Press-Tribune Total	\$11,382.28	225	\$50.59	329	\$34.60	\$3,436.20	75	\$45.82	89	\$38.61	Stuart Treasure Coast News/Press-Tribune Total
Sun City Center Observer Total	\$0.00	9	\$0.00	20	\$0.00	\$0.00	20	\$0.00	29	\$0.00	Sun City Center Observer Total
Suncoast News Pasco Total	\$15,439.60	104	\$148.46	133	\$116.09	\$0.00	0	\$0.00	0	\$0.00	Suncoast News Pasco Total
Tallahassee Democrat Total	\$10,637.63	52	\$204.57	114	\$93.31	\$3,032.43	19	\$159.60	32	\$94.76	Tallahassee Democrat Total
Tampa Bay Times Total	\$41,721.93	392	\$106.43	581	\$71.81	\$44,586.37	477	\$93.47	601	\$74.19	Tampa Bay Times Total
Venice Gondolier Sun Total	\$2,395.25	34	\$70.45	43	\$55.70	\$0.00	6	\$0.00	11	\$0.00	Venice Gondolier Sun Total
Villages Daily Sun Total	\$34,791.21	398	\$87.42	445	\$78.18	\$8,641.71	68	\$127.08	76	\$113.71	Villages Daily Sun Total
West Volusia Beacon Total	\$0.00	1	\$0.00	2	\$0.00	\$0.00	0	\$0.00	0	\$0.00	West Volusia Beacon Total
Winter Park-Maitland Observer Total	\$1,017.96	3	\$339.32	4	\$254.49	\$0.00	0	\$0.00	0	\$0.00	Winter Park-Maitland Observer Total
Zephyrhills News Total	\$1,670.00	17	\$98.24	20	\$83.50	\$0.00	10	\$0.00	11	\$0.00	Zephyrhills News Total
ROP Total	\$400.00	0	\$0.00	0	\$0.00	\$0.00	0	\$0.00	0	\$0.00	ROP Total
Grand Total	\$386,618.34	3,734	\$11,471.68	5,369	\$9,097.09	\$138,887.53	1,806	\$2,441.93	2,335	\$1,920.11	Grand Total
Average			\$103.54		\$72.01			\$76.90		\$59.48	Average

FTRI Client Survey Report



34957 — 55 Total

Referral Source	Count	% of Total
Current Client / Self-referred	34	5.04%
Insert Ad (Spring 2016)	11	1.63%
Friend / Family	6	0.89%
Other	2	0.30%
Audiologist	1	0.15%
Internet	1	0.15%
Total:	55	100.00%

Digital Advertising

In addition to newspaper insert ads, FTRI will add a comprehensive digital marketing campaign to its advertising plan.

Digital Advertising includes things such as:

- Banner ads on websites
- Geofencing digital ads on mobile devices
Tracking will provide valuable data
- Sponsored Content on news outlet websites
- Targeted Email campaigns
- Social Media campaigns



BANNER ADS ON WEBSITES

- Location-based, retargeted, tracked
- Display 'local' ads, despite location of website being viewed, as shown in picture
- Links to FTRI website, tracked by Google Analytics
- Supported by Geofencing, allows tracking of ad recipients for several weeks, including visits to RDCs

The screenshot shows the Bangor Daily News website. At the top, there is a navigation bar with "BDN BANGOR DAILY NEWS" and links for "Tools", "Subscribe", and "Sign In". Below the navigation bar, there are several news articles. One article is titled "The Weekly Question: 'What movie have you seen this year that deserves Oscar recognition?'" and another is titled "Benefit Spaghetti Supper for Holly Cote". A pink arrow points from a text box to a banner ad for "BEALLS BeallsFlorida.com" which features a "SHOP NOW" button. Below the banner ad, there are more news articles, including one titled "Ye Boys From Maine".

Maine newspaper website viewed from FL location

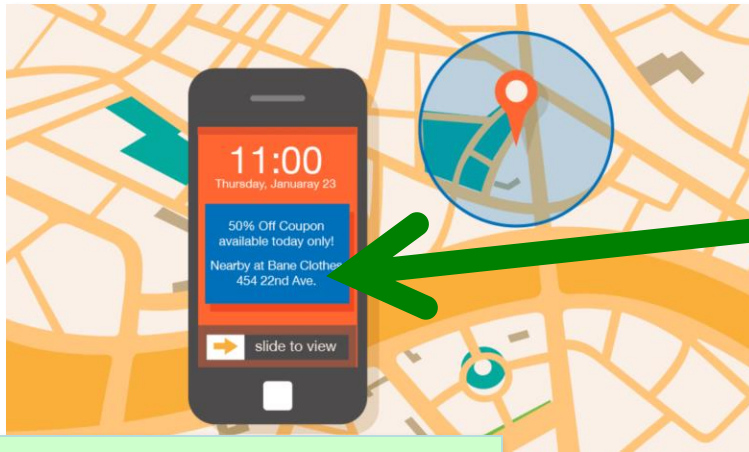
**LOUD.
 CLEAR.
 FREE.**



FLORIDA RESIDENTS!

CLICK HERE TO RECEIVE YOUR FREE PHONE!

FTRI is a statewide nonprofit providing free amplified phones to Florida residents.



**LOUD.
 CLEAR.
 FREE.**



**FLORIDA RESIDENTS!
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FTRI is a statewide nonprofit providing free amplified phones to Florida residents.

GEOFENCING

- Promote FTRI Events
 - Target specific locations such as senior centers, assisted living facilities, etc.
- Allows seamless tracking of client service





Tiger Woods has committed to play in the Valspar Championship

Phillies
 USF set for first quarterback derby in three years
 Olympic star Aly Raisman files suit against USOC, USA
 Gymnastics

SPONSORED CONTENT

Advertising, in the form of editorial.
 Engages and educates the reader,
 contains 'call to action' and links to ftri.org



When the neck are we?
 By Bay Area Renaissance
 Indulge your inner Dr. Who at the Time Travelers Weekend, March 3 & 4 at the Bay Area Renaissance Festival! Get discombobulated, but in a good way. Jump in your time machine and attend the Time...

THINGS TO DO

More



There are plenty of reasons to make facials part of your routine
 Hannah Jewell: On-camera host for Washington Post video team talks about what she's reading
 What to expect at this year's Busch Gardens Food and Wine Festival

Trending

Woman s
 stole sex
 Bayshore
 oaks as T
 Couple w
 better bo
 Putin app
 touting a
 Circulate
 Tampa a
 Man with
 'overreac



SPONSORED CONTENT

- Appears with other news stories
- Provides educational component, increases reader engagement
- Growing in popularity and success rate, as compared to traditional print advertising
- Features 'call to action' messaging, and links to ftri.org

Start Speaking **Directly to Physicians** in Your Local Area.

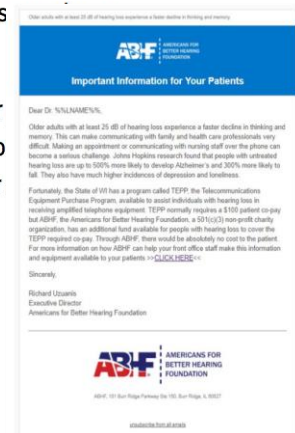
TARGETED EMAIL CAMPAIGNS

- Delivered to Physicians who work with Seniors
- Include links to ftri.org, educational content
- Tracking features will allow FTRI to quickly assess effectiveness, adjust messaging
- Planned in conjunction with RDC Service Provider visits, where feasible



Emails allows hearing healthcare professionals to connect with their local physician network in and around the community they serve. MDEmails is an email design and delivery service used to educate the physicians in the hearing care provider's service area of all the positive results of properly treating hearing loss. Our physicians are interested in learning more about how to better serve their patients and the community.

...your email message delivered to healthcare professionals (HCPs) quickly and cost effectively. Our experience with thousands of successful email deployments over the last decade allows us to help you select, design your creative, deliver your message, provide key metrics, and achieve ROI results for marketing campaigns.



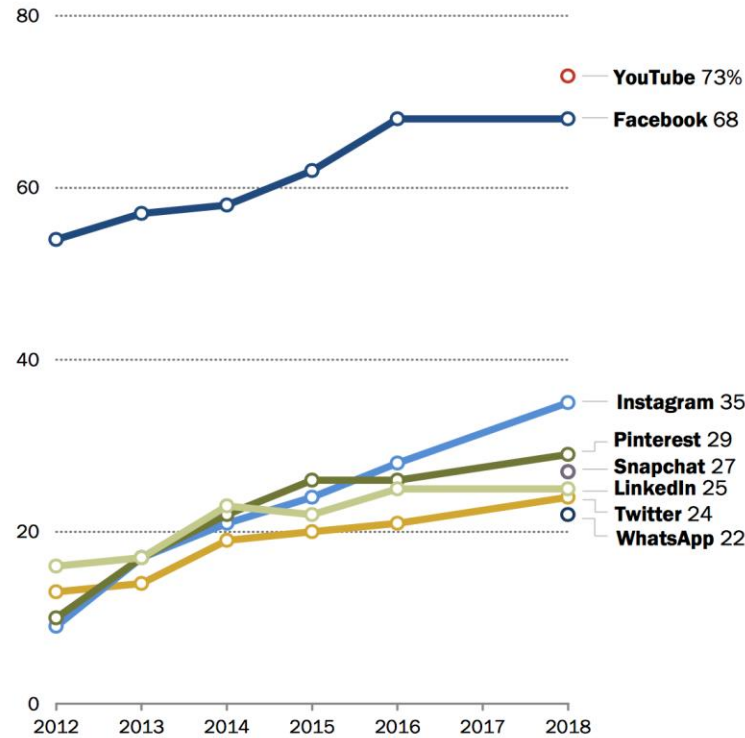


SOCIAL MEDIA

- Not just for young people anymore
- Seniors increasingly use Facebook to get news, stay connected to friends and family
- Social Media also reaches Service Providers, Caregivers, families
- Used to promote FTRI Events, extend life and reach of print advertising, link to training resources

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



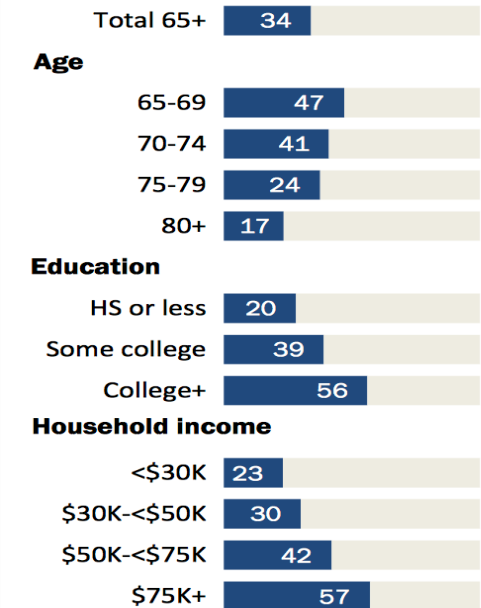
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
 Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.
 "Social Media Use in 2018"

PEW RESEARCH CENTER



Around a third of seniors report using social media

% of U.S. adults ages 65 and older who say they ever use social networking sites



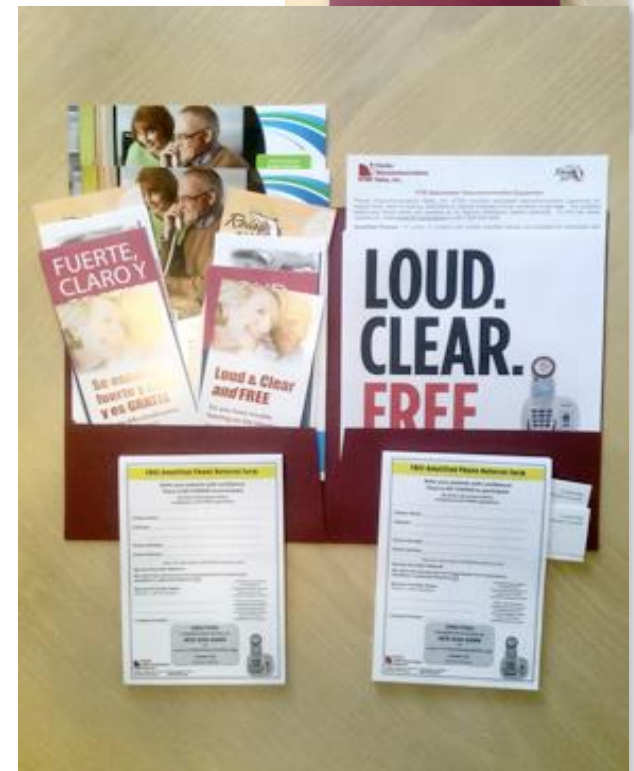
Source: Survey conducted Sept.29-Nov.6, 2016.
 "Tech Adoption Climbs Among Older Adults"

PEW RESEARCH CENTER

Service Provider Visits

Intended to increase awareness about FTRI, and promote the Equipment Distribution Program (EDP), the Florida Relay Service (FRS).

- Standardized process delivered by all RDCs includes expanded resource packet, Key talking points
- Strengthens Service Provider's trust in FTRI's ability to serve their patients in a way that reflects positively on them
- Emphasis on availability of FTRI CapTel phone for patients without internet
- Addition of Bluetooth technology
- Can be used to generate content for Social Media and blog activity

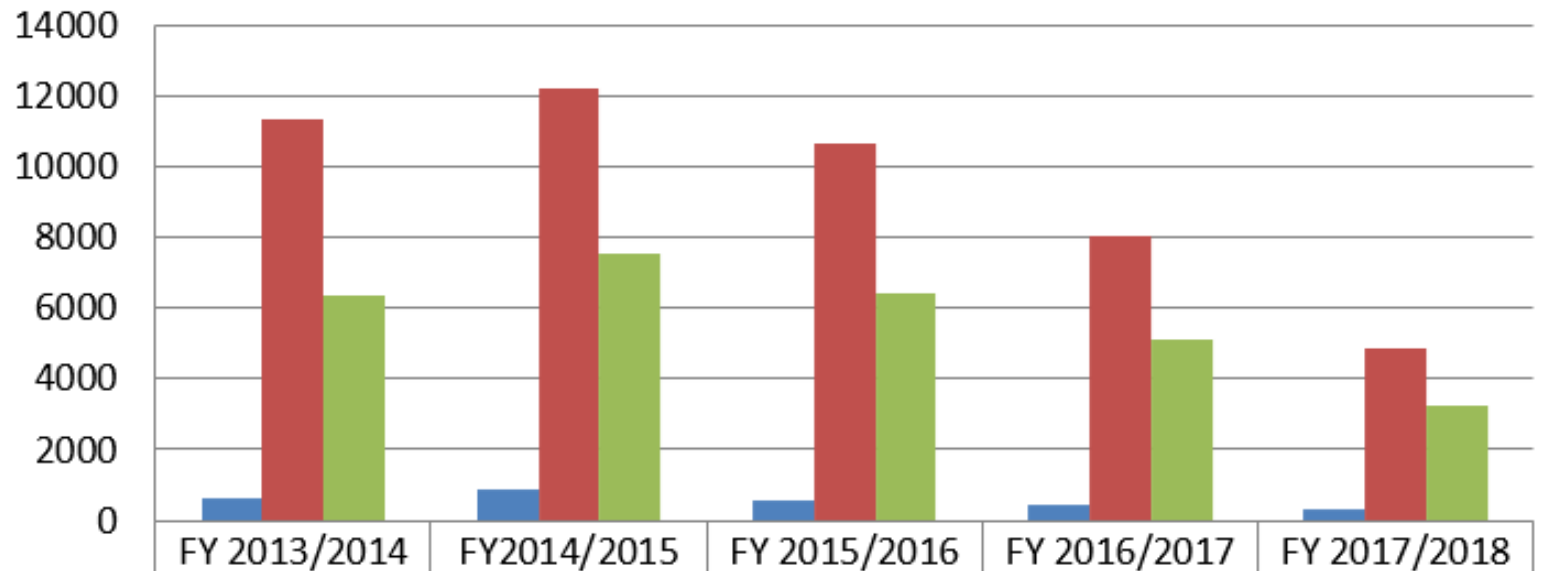


RDC Outreach Agreement


For FY 2018/2019, FTRI proposes to continue the Event Request application process, to allow the RDCs flexibility to perform outreach that best suits their agency's ability to recruit *New* clients. RDCs apply for funding by posting events through the outreach calendar as part of the approval process. FTRI reviews past Activity Reports to determine whether an outreach application will be approved. FTRI reserves the right to approve, deny or negotiate applications. RDCs may conduct Presentation/Distributions, Exhibit/Distributions, Service Provider Visits, or propose other outreach ideas.

FTRI is experiencing an uptick in the number of outreach activities conducted by RDCs - 6.5% increase during July-Dec. 2017 compared to July-Dec 2016. If the current trend continues, it is estimated that RDC Agreement will exceed the current budget of \$70,000.

Number of Outreach Events & Clients Served (July 1 - June 30)



	FY 2013/2014	FY2014/2015	FY 2015/2016	FY 2016/2017	FY 2017/2018
Total Events	650	888	561	428	317
All Services	11359	12222	10671	8005	4876
New Services	6371	7543	6419	5140	3267


**Jul 1, 2017 –
Feb 28, 2018**

Category V ***General & Administrative***

Total proposed budget for
Category V is \$995,535.

FTRI budgeted for 9 full-time staff.

Questions