

Relay Missouri Advisory Committee Meeting

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JAMES FROST: This is James. Apologies. I am going to forget to identify myself. It looks like my head is cut off from part of the screen. I need to fix that. Adjust my settings. Is that better? I am going to go ahead and pull up the agenda. Okay, this is James. It is 10:01. Let's go ahead and begin the meeting. Kari, do we have a quorum?

KARI SALSMAN: I am checking who is all on here now. Yes, it looks like we have the majority of people on.

JAMES FROST: Great. Before we begin our meeting, I just wanted to let everyone know that I need to get off this meeting about 10:55 for another meeting I have got at 11:00. So I already told Kari that prior to the start of this. I wanted to let you all know. So let's go ahead and start with the T-Mobile report, please.

MISSY McMANUS: Hello, everybody. My name is Missy. I need to have permission to share so I can show my PowerPoint if someone could give me permission to do that. Is that you, Kari?

Hi. Kari, are you still there?

KARI SALSMAN: Yeah.

MISSY McMANUS: I need to share my PowerPoint.

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KARI SALSMAN: Okay. I have you setup as a cohost so you should be able to share your screen.

MISSY McMANUS: Okay. Give me a few minutes.

KARI SALSMAN: Try again. I set you to host instead of cohost. Maybe that is what needed to be done.

MISSY McMANUS: Okay.

It doesn't seem to be working for me. Hey, Kari, would you mind if I just send you an e-mail of my PowerPoint and you can share from your end?

KARI SALSMAN: When you click on the bottom right where it says "more" up at the top, does it say "share," because I have you as the host currently.

MISSY McMANUS: I clicked on the "more" and then -- there is no option to share on there once I click "more."

KARI SALSMAN: Can you try Alt S.

INTERPRETER: X?

KARI SALSMAN: S as in "Sam."

MISSY McMANUS: Yeah, it says I have to move my Zoom here. Yeah, still it is not -- I apologize. It is just not working on my end.

KARI SALSMAN: Do you want to e-mail it to me and I can, or we can add it to the meeting maker and everybody would have access to it.

MISSY McMANUS: Okay.

Okay, I sent it. I went ahead and sent it to you, Kari.

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KARI SALSMAN: Okay. It must be taking a minute to come through.

MISSY McMANUS: I am so sorry about that. I don't know what my other choice was going to be.

KARI SALSMAN: That's okay.

I am just waiting for the e-mail. I am not sure why, but it is taking --

MISSY McMANUS: Oh, wow! Okay.

KARI SALSMAN: It might have something --

MISSY McMANUS: There is 14 slides in total.

STACY BRADY: Kari, for the sake of time -- by the way, this is Stacy. For the sake of time, can Missy go ahead and just do her presentation and we all receive the PowerPoint later? Because I know James does need to leave in 45 minutes.

KARI SALSMAN: We might need to do that. I have not had the e-mail come through yet. So that would be up to Missy. I don't know exactly how her presentation is or if she needs the slides exactly. But, Missy?

MISSY McMANUS: Well, I have got my slides here. So I will just refer to them. Thank you for your patience. I appreciate that. So the first thing is the TRS minutes. We are already familiar with the history that shows the decline in the TRS minutes which is normal in our state as well as all the other ones.

So from November to February -- we have not gotten March's yet. We should be getting that in the next week or so. Usually it is delayed by one month. We had just under 3,000 from November to February. The February impact was almost 7,500. So we had kind of an influx, an average -- (clarification).

Only for November was 3,000 minutes. So then in February we had 7,500 almost. So we are averaging probably about 4,000, somewhere in the neighborhood of 4,000. Holidays, summer vacations use the TRS, VCO, all use that. It is all included in there.

So the average percent of relay use typically, TTY -- and TTY still has about 50 percent and that's standard. And voice is 21 percent, VCO, voice carry-over. Remember those are for hard of hearing people that are able to speak or not, either way, it doesn't matter. But they have some possibility of hearing well still and may or may not speak. That was 27 percent. TTY is 50 percent. And then voice carry-over -- sorry, voice was 21 percent and VCO was the other percentage. And the rest of that group makes up the rest of the percentage.

So then RCC, the relay conferencing captioning, since November, December, January, February, it has been at zero. Zero use. So we would like to go promote that more, have that service promoted because it is good for business meetings. Not only business meetings, but it can be used for one-on-one

meetings, or a round table discussion, possibly for a book club 5
group discussion. It is endless. There is a variety. So I
think it is good for people who want to save conversation,
maybe adjust the coloring of the font or maybe somebody who
doesn't know sign language and can't use sign language
interpreters and prefer just to read the English.

James, did you have something you wanted to say?

JAMES FROST: I do have a question. How do you plan to
compete with Zoom in that regard? Zoom now is starting to
offer VCO through their platform and --

INTERPRETER: I am sorry. I didn't see what he was saying.
I have to add him on here.

(Clarification.)

JAMES FROST: And Sorenson. Both of them are offering, Zoom
and Sorensen, they are offering VCO on the platforms. I am
curious and wondering: How are you guys planning to compete
with those two platforms?

MISSY McMANUS: This is Missy. Good question, James. I am
not going to say we are going to be competing. I think we are
better at providing RCC than using AI because Zoom does use
artificial or automatic speech recognition features. So there
is a lot of errors compared to RCC. And RCC has limited errors
and mistakes, and I think it also saves the conversation.

Oh, the -- I think the slide just came up. Also people with
low vision, in the background with the captioning, they can

adjust the colors to match their vision preferences. And ASR is immediate, you just push a button and the captions are ready to start. So RCC is able to save that conversation and adjust the colors, and I think it has more accuracy compared to having those mistakes done by the other platforms.

I see the PowerPoint is up. That is fantastic.

KARI SALSMAN: Yes. I am trying.

MISSY McMANUS: Okay. Good. I owe you all something for this delay.

KARI SALSMAN: You are totally fine, Missy.

MISSY McMANUS: This is Missy. Do you see the demo? This is not live. But if you are curious what the demonstration looks like, you can go to Relay Missouri dot-com on their website and there is a relay conference, and you click on that and it will bring the drop down tab and the demo and what that looks like.

I guess Kari wanted me to -- wanted me to talk about outreach activities. She put the outreach slide up.

KARI SALSMAN: Which slide do you need me to be on right now?

MISSY McMANUS: No, that's fine. You are good. Let's stay here.

I did want to add that outreach is available more than just what we have got listed here. I think there is probably ten more. This is just an example for you to get an idea. And remember, it is not just me.

Oh, wow! It is going through all of them.

KARI SALSMAN: I am catching up.

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MISSY McMANUS: Taking a journey, huh?

So you all live in Missouri, you know how the weather is. It can be terrible, the weather can be with the rain and some damage that can come from the rain and the cold can cause losses in connection so people aren't able to go to work. But there is still an impact from weather, of course, on services, tornado, rain. So we have had a rough three months already with the weather. That's one of the reasons that my team is really -- really hasn't been able to do outreach much around the state. We did work with T-Mobile though. So even though we are seeing impacts from weather, we are still able to do some outreach.

And -- look at this slide here and I will talk to it. So we went to senior citizens festival. We went to medical center. Missouri speech and captioning hearing association (sic) and we went to the Association on Aging. And you can see the others listed here as well.

And I didn't add mine or Cady's, the places we outreached to. We just listed Deaf focused events. We did attend the Deaf Visual Arts Festival that was hosted by Deaf, Inc. She attended a few. I attended a couple this last December. So we are busy as a team. It is not just me.

You all know me and Cady, and then Kim McCray, Anna Newell, MCKEVER, and then we have actually added on one more person on

to the T-Mobile team. So there is no extra cost for adding on that extra person. T-Mobile is providing the salary. And she is about an hour and a half drive away in Illinois, southern Illinois, close to St. Louis. That is Emma, Emma Danielson. So the team is six of us, all working to promote services, what Relay Missouri has to offer. All right. Next slide.

So I just selected a few photos to share. The first one in the corner top, that's MSHA, Missouri Speech-Language-Hearing Association. And then to the right of that, we have the Deaf visual arts festival. And then on the lower portion, that photo is signing Santa Claus, a Christmas party. I thought I would show a few events. All right. Next slide.

So we don't just go out and promote and educate those people about Relay Missouri. We also have Facebook and Instagram for outreach as well. We have those pages. I just selected a few posts to give you an idea what those looked like. Oh, we jumped slides. There we go. Okay.

So the first one is about RCC. And then the first one on the bottom talks about holidays, vacations, different services that we have to offer. And then the other talks about -- on the bottom talks about inclusion, making this a standard in your workplace. So those are just some postings we have. Typically it is about four postings a month that we do. Okay. Next slide.

And if you are interested in our Facebook statistics, they

are here. I will give you a second to look at those. So far we have had 238 followers. So that's a pretty good number. All right. Next slide.

This is our Instagram. Same postings as Facebook, just a different look to them. This is one example that is a posting on RCC. Next slide.

And if you are interested again, here are our statistics for Instagram. So far we have 110 followers. Next slide.

Oh, okay. So public service announcement or PSA, typically those are a pretty effective way to educate the general public, not just those who are Deaf or hard of hearing or deafblind, the hearing population as well because a lot of hearing people have family members or friends who are struggling -- who struggle with speech or for various reasons might need to access services. Perhaps they have a stutter or they have experienced throat cancer, and so they might have a special device that they have to speak through from their throat. It could also be that they have a brain injury that has impacted their speaking ability as well. So there are various reasons that someone might utilize our services. So we do like to promote, provide PSAs, letting them know we have speech-to-speech service as well, so that people are aware that that's available.

Those who are Deaf and hard of hearing are already familiar with TTY, and other services we might apply that might not

apply to this segment, population. These services are ones that people may not know much about. Wanted to promote those. Also, Relay Missouri promotion, relay services was -- has been going for over nine years now. That was the last time we had commercial. It was nine years ago. It was on the radio, and we would like to see a television PSA come about. And I have been in communication with a video production company. So there is a 30-second PSA that is ready to go. We just need the okay on it. Once we get the approval, then relay will -- we will place the Relay Missouri logo and start the promotion for like a month in September this fall. So next slide, please.

KARI SALSMAN: This is Kari. I had a question on that. What is the cost for the PSA?

MISSY McMANUS: It is actually the next slide. I believe I have it there.

KARI SALSMAN: Oh, okay. Got ya. Sorry.

MISSY McMANUS: You are fine. Oh, obviously, I didn't put down the cost.

Well, so far with Relay Missouri it has averaged about 48 STS, speech-to-speech minutes; so it is a very low number. And I think that's because it is not really promoted very much. And the campaign -- I started to say it would be four months -- but it will be about four weeks. And it will be Springfield, Columbia, Jefferson City; those are the three cities that will be included. So 734 promotion, so 25,000. \$25,000 will be the

cost for that commercial. And then if we can move on to the next slide, please.

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So this is just a sample. This is not the full schedule for the commercial. Just one second, if you wouldn't mind holding on one second. So I pulled this schedule for Jefferson City and Columbia. Morning local news, ABC local news, Judge Judy, The View, so these are all of the TV programs where our commercial will be shown so you have an idea of what times they will be airing. So it shows you that information. It gets very specific. And if you all would like to see this or have it yourself, go ahead and let me know. I can send it.

Stacy, you had something?

AMANDA WHYRICK: I just have more of a comment. Two things. Is Relay Missouri considered a non-profit or public service because in California where I run the equipment distribution program there, it is under the California public ADA Commission. And we were able to do broadcast TV as part of a PSA, and we were able to do that for free. But it is a lot of paperwork. That's just one comment.

The second comment is depends on what kind of audience you are trying to target if you are trying to target an audience or younger audience. In California we just rolled out a marketing campaign. And we also included OTT, called Over The Top, meaning, you know, when you watch Hulu or Paramount or all of the streaming services, we have advertisements there. We also

do streaming radio, like Spotify and iHeart Radio. These are two other things we are doing too. 12

MISSY McMANUS: Thank you for that feedback. Yeah, I am aware and, yes, we have non-profit -- with non-profit status it is a lot cheaper.

As far as spending money, you have to have the schedule and everything ready for non-profits. Free PSAs, it tends to take several months up to a year, and I don't have the patience for that, to do it that way. I do agree as far as target audience goes. So Hulu and other streaming services with OTT, I think that's a cool idea. We would have to work with broadcasters, networks and, of course, that would take a lot of time as well and I don't have that clout. But that is definitely good feedback and I welcome feedback. So if you have any more, do let me know.

Though, Stacy was raising her hand.

AMANDA WHYRICK: One more comment to add to that. We don't have time to do broadcaster. We contract with basically Asen Marketing. So they take maybe 15 percent, but we pay them and they take care of all of the ads for the streaming service and everything. So if you are interested, I can give you something that we are currently working on in California and I can help you out.

MISSY McMANUS: Yeah, I would love that.

AMANDA WHYRICK: You can e-mail me and meet -- and we can

meet maybe not this year, but next year.

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MISSY McMANUS: Yeah, thank you so much.

STACY BRADY: Ready? So in this marketing, how are people going to be aware what equipment it takes and how to get it?

MISSY McMANUS: We have -- so we have a script and we can add that information. I used to have an STS PSA here I think it was three years ago, and I wrote a script for it. And then I shared it with -- I referred people to the South Carolina TAP program. But TAP didn't want to be listed in the script, which is fine, and that would be where they get the equipment. But we can go ahead and add that if you would like that. The MO Assistive Technology program, we can add that if you would like.

Is that good, Stacy?

STACY BRADY: I think it is something we should discuss off-line just to make sure we are on the same page. Thank you.

MISSY McMANUS: Yeah, yeah, definitely.

And I certainly wouldn't be moving forward, you know, making all of these decisions on my own without talking with anyone. This is a team effort. And if -- I just -- I want to see if all of you are in agreement with how this is going, which is great if you are. And if not, I would want to hear what you all think. Next slide, please.

Oh, here we go. So we have already discussed some things. That's a cool picture; don't you think? That was actually the

signing Santa Claus event that Deaf, Inc. hosted this past December, and I actually got to meet a real live reindeer, first time ever for me. So I love Missouri for that reason too.

So if there is any questions, any feedback, please do let me know. And that's all.

JOHN VAN ESCHEN: This is John Van Eschen. We were presented with the public service announcement proposal a while back and just so that everybody has a common understanding, we didn't make a decision on it, on whether to go ahead. We really wanted to get feedback from the Relay Missouri Advisory Committee before we went further with it. It is a significant amount of money, \$25,000. It is money that would come out of the Relay Missouri fund in order to pay for it. And so I am not quite sure where we are at with the public service announcement proposal. Is this something that the committee would like to pursue or not?

JAMES FROST: This is James here. I suggest that this discussion be moved to New Business if we could. Or is there any disagreement with that idea?

JOHN VAN ESCHEN: Would that have the effect of discussing it at a later date or what are your thoughts about that, James?

JAMES FROST: I was saying we can set up -- set it as New Business, just move it to that point in the agenda. So after the staff report, place it there and let the committee discuss

at that point and have a more in-depth discussion, if they have 15
time for that.

JOHN VAN ESCHEN: I did have one other comment or question.
I don't know if we can go back to slide number 2.

MISSY McMANUS: About TRS minutes?

JOHN VAN ESCHEN: Yes. And, Missy, I know we have talked
about the spike in usage for January, and I wondered if you
would say a few words about that spike.

MISSY McMANUS: Okay. I did look at the traffic statistics
report. I look at that monthly. And taking a look at that I
did notice an increase and it is normal for the minutes to
fluctuate, of course. But, yes, there was a significant change
that month, a significant increase. So and our operations team
attempted to investigate just to be sure there was no instance
of fraud with this increase. We wanted to make sure there was
not any fraudulent usage. We looked into it at a meeting and
operations did find that there was one company who was using
their agents calling one place over and over again, like
training, so they were using it for training and they
accidentally were using our relay number. So they were
accidentally using our number for training over and over again
instead of reaching out directly to that company. So we
reached out to the company and, you know, let them know that's
not how you utilize relay services. The best way to utilize it
is this and gave them the whole spiel. And after that

explanation -- and that's the thing, so sometimes companies will adjust once we lay out the explanation for them, and then other companies don't really care after we explain this to them. There was also one person who was abusing the relay services. So we actually did put a temporary block there and then unblocked. And it seems to be repetitive abuse of the services. And also cursing, insulting our agents, making inappropriate comments, and this seems to be repetitive. We have addressed this person and told them they need to stop or else they will be permanently blocked. Those are two things we did discover. Since then it seems the numbers are back to normal.

JAMES FROST: Do we have any more questions or comments for Missy?

AMANDA WHYRICK: Missy, I would love to connect with you off-line and figure out how you got the quotes for the broadcast work. The reason why, I am looking at my budget and I just went through the entire exercise myself for California. I have a larger budget. But we are broadcasting areas like LA, which is one of the most expensive areas where you can broadcast TV on, and my quote for an eight-week campaign was 17,500 but that was for two channels. You have a whole bunch of channels. I would love for us to connect off-line. I mean I think I have (inaudible) instead of dumping all \$25,000. If the budget is \$25,000 instead of dumping it all into one bucket

of broadcast TV, it does work for California. We noticed an uptick in foot traffic, call volume, but it doesn't reach all of the audience. But if there is a more strategic way to get them setting aside a part of the budget, and paid ads, and OTT, direct mail, if there is a way to split so you can reach a larger audience. So I would love to connect with you off-line, if you would like to do that.

MISSY McMANUS: That would be great. Yes, definitely. Thank you.

JAMES FROST: Is there anybody else that would like to address -- have questions or comments or concerns for Missy.

Going once, going twice, sold.

MISSY McMANUS: Thank you, everybody.

JAMES FROST: TAP, do you want to go ahead and start the technology program?

STACY BRADY: Sure. So what we have found looking at last year compared to this year as far as numbers go, we have been pretty steady. There is continued decline in house phones. What is even more ironic is new buildings are being built without any phone line connection into the house or the structure, including congregate housing. So that brings up the whole everything is going online or through cellular service again and we are not collecting from that. But that aside, this is going to continue to be a steady trend. We all know this. It also impacts -- we know relay is being used. It is

just going through the FCC channels versus the state channels. 18

What I want to talk about though is some changes in equipment. Manufacturers are continuing to discontinue equipment because they are not getting the volume. And what the manufacturers want is more volume, but they won't make the equipment if they don't reach that. And the companies who have that product are going, I can't order that much or it will just sit here forever. So there is that disagreement between that.

There is a company who is starting to look into manufacturing some equipment for those people with limited upper body, spinal cord injuries. The last company we had that manufactured something like that discontinued their equipment about eight years ago. And so there is something coming down the pipe that we are excited about. Once that gets here I will definitely let you know.

The other thing that is coming on, we are getting more creative over in our office. I started doing some 3-D printing in the house with one of my co-workers. So in our TAP program we have people with a variety of dexterity issues. So they may need something like this giant cosmonaut stylist. This is black, four or five inches long, kind of like a preschool crayons, really thick. But what is nice, the tip does not have -- with cerebral palsy what is nice there is nothing to scratch the screen. If you don't hold this because you have a dexterity issue, then it probably won't work.

So the National Institute of Health has designed something called a capacitive grip. This fits onto the stylist and ends up being this big. So with the proper filament that has capacitive touch, the individual has an ability to grasp, their heat goes down through the bulb into the stylist and now they can navigate the touch screen. So that is something new in -- oh, someone is mentioning that my screen is shaking. My apologies.

So this is something new that we are trying to get out to the public. We do offer the cosmonaut stylist in the TAP For Telephone program, and the ball we are doing on an as-needed basis. We bought a small thing of the special filament to be able to make this additional piece.

The next thing is for our blind and low vision consumers, we are doing something called a NanoNob. Unfortunately we don't have that device with us today. But it allows an individual who may have difficulty swiping their pages because they can't see it and they are just struggling with it, maybe because of neuropathy. Because a lot of our folks have diabetic neuropathy, which is a cause of vision loss, and they are able to use the NanoNob. It can be purchased for Android or Apple, and we have to get specific on the port that they have for charging because those are designed custom.

And then the last thing we have -- and it is going to talk because the designer made it -- is we have something called the

Hable. It is a rectangle box about four inches long. It has six buttons in it for Braille input and two space bars. It is black. Hard to see on this screen. The dots allow the person to navigate as well. So again, someone who may struggle with using their fingers to swipe, understanding how to navigate their screen and what is going on with the voiceover, they can use the buttons to go up, down, swipe left or right, and navigate through their pages. So we are starting to see an uptick seeing individuals requesting those devices. It has made a positive impact on individuals' abilities to use their smartphone or tablet.

That's kind of really what is going on. Again, changes of equipment are happening all the time, mostly unfortunately discontinuing, but we are trying to find and continue to search new products and new ways. And then, again, we are watching for a couple of devices that we are excited about potentially coming to the market.

Are there any questions? Okay.

JAMES FROST: Anybody else have questions for Stacy? Going once, going twice, sold.

Let's move on to the next agenda item is the staff report.

KARI SALSMAN: This is Kari with the Commission. In regards to the staff report, the first item is in regard to the Relay Missouri fund balance. I don't have a March ending report yet. But as of the end of February the balance was about

\$1.3 million. The surcharge which supports the fund was revised last June due to fund balance being well above the target range. The balance is starting to gradually decline as intended with that change in the relay assessment, right. But it could take a few years to get within the target range. We like for it to be five to nine months of the fund expenses. So we are on the right path but it will take some time to get that down within the fund balance target range.

Committee vacancies. We still need to fill the speech-impaired spot and then also a representative of the late deafened. Dr. Stephanie Logan is continuing to serve as the late-deafened spot until we fill that vacancy. We do have two vacancies, the speech impaired and the late deafened. I feel like a broken record trying to fill these spots, but if anyone has anyone in mind, has connections on someone you think might be interested in serving on the committee with us, definitely send them my way.

The next item under the staff report, the relay services contract with T-Mobile expires October 31st of this year. Just last week the Commission issued a new information for bid with bids being due May 1st. We only expect to receive two bids, T-Mobile and Hamilton, and we plan to make an award sometime in June. We have that going on.

INTERPRETER: Kari, who is the other bid from? Hamilton.

KARI SALSMAN: We have not received the bids yet. But we

expect to only get them from T-Mobile and Hamilton, yes.

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INTERPRETER: Thank you.

KARI SALSMAN: And then lastly under the staff report, the FCC had solicited comments after receiving a white paper on declining analog relay services. Missouri is actually the first state to look at possibly phasing it out. The white paper mentioned Missouri's case and analyzing Missouri Relay data and nine or ten other states. We did file comments, basically the Missouri Commission comment provided more detailed information about our relay services and the status of our case, and then we also provided some suggested issues that we are seeking FCC guidance on in relation if we were to phase out the program.

Does anybody have any questions on any of those items?

JAMES FROST: Does anyone have any questions for Kari? Okay. Going once, going twice, sold.

Okay. So the question is: Do we want to sign the PSA proposal? Do we want to do that today or postpone that to another day and put that under New Business which -- what is your preference? Stacy.

STACY BRADY: I have a question. If the relay is going out for contract, I am a little confused if -- I am a little confused if it is going out for contract bids, when is the contract actually up? And then how does that play a part?

KARI SALSMAN: The contract is up October 31st, which we

would expect to make an award sometime in June, so we would know then -- it would be the -- who would be the next provider.

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JAMES FROST: I need to head out. So I will let Kari go ahead and take over and run the rest of the meeting. Everyone, have a great day. And I appreciate you letting me join the meeting and we will see you soon.

KARI SALSMAN: Thanks, James.

JAMES FROST: Thank you, interpreter.

Go ahead and take over.

KARI SALSMAN: Stacy, the contract expires October 31st. We expect to know the provider and award the contract sometime in June. I understand what you are getting at, like, would we want to do something, when would the PSA actually happen, I am guessing; is that what you are asking?

STACY BRADY: Yeah, that's essentially what I am asking because I am going, well, are people going to get confusing information if it is showing T-Mobile Accessibility Relay Missouri, or if for whatever reason the contract was to change and now we are going Hamilton. I am just thinking between the lines here.

KARI SALSMAN: John, what are your thoughts on that?

JOHN VAN ESCHEN: Is the PSA that has been put together, is it generic enough that the actual provider, is that a relevant issue or not? I have -- the PSA, so I don't really know what it looks like or what it says. I have not seen the PSA, so I

don't really know what it looks like or what it says. Missy,
maybe you can help us out here.

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MISSY McMANUS: Hey, John. You are right. The PSA is just a general. It never mentions or talks about the captioning or T-Mobile or anything like that. It just says Relay Missouri. So whatever -- or whoever the next provider is, T-Mobile or Hamilton or whoever it is, it is still going to be applicable to either one of those providers.

STACY BRADY: So I just want to make sure because there is always the fine print and T-Mobile likes to have their name out there. And so they do -- with their branding they do often have it in the fine print, T-Mobile is the, I don't know, sponsor for lack of a better word. I just want to make sure that is not something that will be run into. So would -- and again, I don't know what will happen. I have nothing to do with the contracts. But if the contract were awarded differently, can they use the same PSA later on or is that going to be like, T-Mobile is going to be like, yeah, no thank you.

MISSY McMANUS: That's a good question. Most PSAs don't have T-Mobile wording either spoken in the PSA or in the fine print or the captioning or in the disclaimer. Most PSAs don't mention T-Mobile at all. So we respect the state relay, the logo of Missouri State relay, the Committee, the Commission, we respect all of that. T-Mobile will advertise their name on

wireless, their wireless products, definitely. But for the state relay PSA, it is a respected hands off.

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STACY BRADY: Thank you for your clarification.

MISSY McMANUS: Of course.

INTERPRETER: Switch interpreters.

KARI SALSMAN: I feel like this is an item that maybe we can get more information on and also we have a couple of members that are not on the meeting today. I think maybe we can continue it by e-mail and then go from there and perhaps even do a vote on it since it is such a -- it is kind of a big expense we wanted to get the committee's feedback on it also.

JOHN VAN ESCHEN: This is John. Missy, are you under a timeframe? A deadline? Is this a go or no-go? And I know Amanda was going to share some information with you and I just -- I don't know the urgency of the matter. I want to see a resolution to it one way or another and not just have nothing be decided. Do you have a deadline?

MISSY McMANUS: No. There is no deadline. And the thing with that company, I am working with (clarification) it is B-U-E-L-L, Buell. I believe both John and Kari are familiar with them. They are from New York. Anyway, there is no deadline.

So it is really flexible if we want to, you know, push this off for another six months or what have you. That is not a big deal. No deadline. I do like the ideas from Amanda, talking

about maybe we should do this, that or the other. So I do look forward to that off-line feedback in that discussion. And I am fine, of course, saving money if possible. I am good with that, and I am flexible I guess is the point. 26

STACY BRADY: This is Stacy again. John and Kari, out of curiosity, is it possible to put the equipment program in there with this because we don't get a marketing budget?

JOHN VAN ESCHEN: I would find that to be fine. Missy, can we add the equipment program somehow into the PSA?

MISSY McMANUS: Yeah, yes. Definitely. Definitely. Uh-huh.

JOHN VAN ESCHEN: Okay.

AMANDA WHYRICK: Do we already have some creative like videos or something that we can use for the PSA for the equipment program?

STACY BRADY: We have never had a marketing budget so we have nothing.

JOHN VAN ESCHEN: I mean to the extent we can collaborate with both Relay Missouri and the equipment program to do some advertising, it might be a good thing. But I would be interested to hear what the committee thinks.

AMANDA WHYRICK: In order to raise awareness to get the word out there, we need to have like a marketing budget to be able to do these kind of things. So who determines -- I mean how is the budget determined? And how is the marketing budget allocated and determined every year?

JOHN VAN ESCHEN: This is John. I guess the way that the budget for outreach works is we originally had a dollar amount per year that we had for outreach. It has gradually been scaled back. I think right now we -- in total we average per year -- help me out here, Kari? How much do we spend on outreach?

KARI SALSMAN: I was trying to look it up real quick. It is definitely not what it used to be, which is why the PSA kind of stood out to us with it being 25,000. But give me a second and I will --

JOHN VAN ESCHEN: I thought it was around 30,000. Is what we had been spending?

KARI SALSMAN: Missy, do you have that readily available? I am going to look up the --

MISSY McMANUS: The budget dollars is a sensitive topic of discussion.

(Talking over.)

MISSY McMANUS: I have not been on this --

KARI SALSMAN: When it comes to actual outreach expenses, John, last year in outreach we actually spent about 29,000. And looking at the year before we spent about 36. I was going to go back one more year. I was going to go back one more year. The year before it was \$64,000. The year before that it was only 21. So grant it, it fluctuates. I am not really sure what the 64,000 was; it seems a little off. But that's the

last four years, 29,000, 36,000, 64,000 and 21,000. That is what was actually spent on outreach.

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AMANDA WHYRICK: I don't know who determines these kind of things but maybe this is something we can take a look at because marketing and outreach is important. If the community doesn't know we exist, they are not going to be able to help us. So I would like for -- I don't know if the committee has the ability to intervene and say, okay, we are going to help you figure out the budget and we are going to set aside, you know, 10,000 for new creative and collaborative and then set aside 15,000 for marketing. I think if we can do this strategically and have a plan for it, I think it would really help this program.

And I just shared something in the chat. This was a commercial we just finished creating two months ago. So now it is in the final edit. So we were able to create 15-second, 30-second, 60-second videos of different disabilities for our equipment distribution program. I mean, it would be nice if Missouri could do something similar, I mean, if we plan for it and set aside the budget for it and things like that.

JOHN VAN ESCHEN: This is John Van Eschen. Kari, is this something that we can put together for the committee in terms of trying to be responsive to what Amanda is talking about? I think from our perspective we could say, well, this is how outreach -- how much was spent on outreach, here is what was

done. And through that information the committee could likely see what we have spent in the past for outreach, and if committee members have an idea for a more structured approach to developing a budget for outreach, I would be open to hearing whatever anybody has to say about that. 29

KARI SALSMAN: Yeah, I am okay with doing that.

JOHN VAN ESCHEN: Why don't we proceed and do that, share that information with everybody. Also, some of the takeaways that I have heard from today's meeting is to -- if we proceed with a PSA, collaborate with the equipment program somehow so that they are mentioned in it, and we will see what people have to say about it.

KARI SALSMAN: Sounds good. Does anybody have anything else to add related to open discussion? Does anyone have anything else to discuss?

JOHN VAN ESCHEN: I think Missy had a question or comment.

MISSY McMANUS: Yes. Yeah, one more thing, just one more comment. The \$25,000 is not set in stone. So that is a flexible amount. It is not fixed. We can take off one city, two cities. We can move things around. We can reduce the budget. So that's not set in stone.

I do love the idea of including the TAP program. I definitely think that would be great.

Those are all the comments I wanted to share for now.

KARI SALSMAN: Thank you. Does anybody else have anything to

add to that discussion or any other open discussion items?

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KATE SINKS: Hi. So this is just an open discussion item. I just want to let everybody know that the Missouri legislation bills we have been working on here at the Center for Hearing and Speech, they actually have a Senate committee hearing in the morning. So these are the House Bills 177 and 469 that have been due passed in the House, and if we can get them through the Senate floor they will be written into law so that all Medicaid recipients have access to hearing healthcare services and devices if they choose to use them in Missouri, not just select categories or pediatrics. So I am just asking for everybody's support to contact the Senate committee members and ask for them to support this legislation and try and get it across the Governor's desk before May 15th. I am happy to send everybody like a template letter and a list of committee members to send out, just notes of support, if that would be helpful.

KARI SALSMAN: Yeah, that would be great if you would like to send that.

KATE SINKS: I am making the trip to Jeff City at, oh, dark-30 tomorrow morning to testify at the Senate. If anyone would like to join me, I will pay for caffeine!

KARI SALSMAN: Thanks, Kate. Does anybody else have anything to discuss? If not, we will move on to scheduling our next meeting.

AMANDA WHYRICK: I just have one comment, more related to MRAT (sic). I am sure some of you have heard but Frank Turk and his wife Marlene Turk died of carbon monoxide poisoning a few weeks ago. They both have big huge contributors to the Deaf community. Frank was one of the founders for YLC, Youth Leadership Camp. Both of them have been consistently contributing to the Deaf community. They both passed away in their sleep with their dog because they left their car running overnight in the garage, and there has been a lot of chatter in regards to whether or not various states provide a signaling service or some kind of assistive technology for smoke and carbon monoxide alarms.

I just wonder -- I just looked at your page. I see you have Sonic Alert and a few other alerting systems. I think this question is more for Stacy: Are there any plans for bringing in like -- what do you call those? -- transmitters that goes with the HomeAware and that that actually ties in with their existing smoke alarms? Is this something that MOAT can look into doing?

STACY BRADY: Based on state regulations we cannot provide that sort of equipment because it is not tied into distance communications of telephony.

AMANDA WHYRICK: So you have very specific language; where mine has a little bit of ambiguous language where you can find a hole in it.

STACY BRADY: It is similar to the FCC regulation with the iCanConnect program. Theirs is advanced distance communications. So, yes, I am aware it is a need and if I could figure a way around it, I would. But unfortunately I have got to stick with the legislative policy.

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AMANDA WHYRICK: Yeah, I get that. But how are alarms allowed?

STACY BRADY: Because an alarm alerts you that the phone is ringing, whether it is your VP, your TTY, your cell phone, your house phone.

AMANDA WHYRICK: It has to be the phone? The phone has to be involved?

STACY BRADY: Yes. Correct.

KARI SALSMAN: If we don't have anything else, anybody have anything? It doesn't seem so.

Moving on to the scheduling of the next meeting. We typically do them in April and October. So looking at October if we stick to a Tuesday beginning or mid-month, that would be the 7th or the 14th. Let's try the 7th first. I know it is six months away. But does anyone have any type of conflict or anything that will affect multiple people that you can think of for October 7th?

SPEAKER: We are good.

KATE SINKS: This is Kate. We are good.

KARI SALSMAN: I see a couple of thumbs up. Okay. I don't

see any thumbs down for that. So mark your calendars for
October 7th.

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If anyone doesn't have anything to add, we will conclude the meeting.

STACY BRADY: John, can I grab you for a couple of minutes after this is over, please.

JOHN VAN ESCHEN: Sure.

KARI SALSMAN: Okay. If we don't have anything else, everybody have a great day. We will be sending out more information about the PSA. And other than that, we will be done with this meeting. Thank you.