



RELAY SOUTH DAKOTA NEWSLETTER

Volume 5, Issue 1 Fall, 2011

New Look, New Campaign, New Approach!

by Clarke Christianson

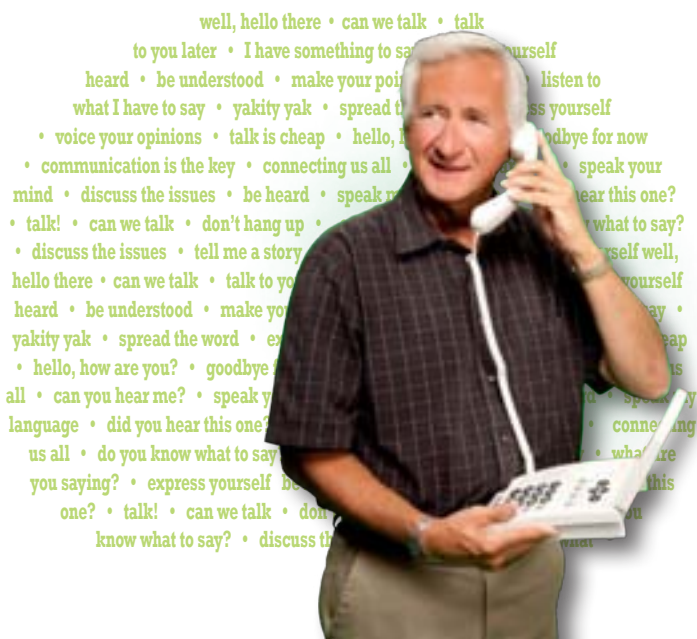
Many of you who are consumers of our South Dakota Relay Service and Telecommunications Equipment Distribution Program are familiar with or have grown accustomed to our old tagline "Be Heard, Be Understood." You've seen the red, white and blue Relay South Dakota and TEDP logos countless times. Those familiar looks have been around for about 20 years. With changing trends, emerging technology and today's images, the State felt it is now time to come up with a new look, new campaign and new approach.

Through team collaboration with Janet Ball (Deaf & Hard of Hearing Coordinator with the South Dakota Department of Human Services), Juli Robinson (CSD Vice President of Contact Centers), Nancy Soyring (CSD Vice President of Relay Call Centers) and myself — along with the marketing agency Epic Multimedia of Sioux Falls — we have been working diligently to come up with a new logo, new tagline and all new marketing materials.

We are excited to introduce the various media, brochures and other marketing materials to you; they have already been disseminated over the past couple months. The new campaign and material consists of:

- New tagline "Connecting All of Us"
- New logo
- New ads in approximately 120 newspapers throughout the state of South Dakota and two Native American newspapers (*Lakota Country Times* and *Native Sun Weekly*) on a monthly basis
- Broadcasting of radio ads through Rushmore Radio and KELOLAND Backyard Radio on a daily basis
- Broadcasting of three Public Service Announcement ads (TEDP and Don't Hang Up) through seven TV stations in South Dakota
- Development of four brochures (Relay South Dakota, TEDP, Lakota version of Relay South Dakota and Don't Hang Up)
- Development of three new posters (TEDP, Don't Hang Up and Native American)
- Revamping and rebuilding of the website (www.sdrelay.com)
- Development of new display banners to be used for booth exhibition
- Development of window decals and materials for Don't Hang Up campaign

As you can see, everything is all new and we invite you to take a look when you have the opportunity. If you have actually seen some of the new campaign, please let us know what you think. We'd love to hear any feedback you may have.



CLARKE'S COLUMN

by
Clarke Christianson



Just about every year in October, the National Association of State Relay Administrators (NASRA) and Telecommunications Equipment Distribution Program Association (TEDP) conferences take place in a different part of the country. This year, Salt Lake City, Utah was the site for both conferences. I had the opportunity to attend both conferences Oct. 19–26. My colleagues — Nancy Soyring, CSD Relay Vice President; and Mark Seeger, CSD Business Development Director — joined me at the NASRA conference. Two other two colleagues — Juli Robinson, CSD Contact Centers Vice President, and Brandi Rarus, CSD Business Group Account Executive — were also with me at the TEDP conference. Janet Ball, the administrator of Deaf Services at the South Department of Human Services, attended the NASRA conference as well.

During the two days of NASRA, there was a series of presentations being given on a national level such as Federal Communication Commission's updates on the certification process of Video Relay Service providers, TRS provider recertification and the 21st Century Communications & Video Accessibility Act, the introduction and explanation of the new interstate TRS Fund Administrator (Rolk, Loube & Saltzer Associates). Claude Stout, TDI executive director, gave a good keynote speech, specifically about TDI acting as a consumer-driven organization and its collaboration with different organizations pertaining to TRS.

The TEDP conference included two days of vendors showcasing their new products. Highlights of that conference included the presentation given by Perkins School for the Blind and Helen Keller National Center about the National Deaf-Blind Equipment Distribution Program to be implemented in the near future and, also, the presentation by AST Technology Labs on equipment standardization and conforming to specifications.

As always, it was good to have this opportunity to network, compare notes and talk shop with fellow colleagues from all over the country and a couple from foreign countries (Australia and Thailand).

Telecommunications Equipment Distribution Program

The Telecommunications Equipment Distribution Program (TEDP) is a program managed by South Dakota Department of Human Services with services provided by CSD. It is funded through a surcharge of 15 cents per phone line in South Dakota, so we are able to provide services at no charge to qualified South Dakotans who have hearing loss or are speech-disabled.



Specialized phones are available to help our consumers gain full telephone accessibility. Equipment types are amplified phones, amplified speaker phones or amplified cordless phones for those who have moderate hearing loss (30 – 50 dB); text telephones primarily for deaf or speech-disabled; and Voice Carry Over or CapTel phones for those who have hearing loss and able to speak for

themselves. Hearing Carry Over phones allow people who cannot speak but can hear to type messages.

To apply for one of the phones, one can go to www.relaysd.com/TEDP to get an application online or visit one of the nearest CSD branch offices or the state office:

CSD of Sioux Falls
100 N. Krohn Place
Sioux Falls, SD 57103
(605) 367-5759
(866) 246-5759

CSD of Rapid City
150 Knollwood Drive
Rapid City, SD 57701
(605) 394-6864
(888) 304-2311

CSD of Aberdeen
1707 4th Ave SE
Aberdeen, SD 57401
(605) 626-2668
(866) 246-5759

SD Department of Human Services
3800 Hwy 34, 500 E. Capitol
Pierre, SD 57501
(605) 773-5301
(800) 265-9684

Easy to use new website

The updated Relay South Dakota website is now online. TEDP equipment options, explanations of services and new videos promoting Relay South Dakota, Dial 711 and TEDP are all available. Go to **www.relaysd.com** and check out all the new “Connecting all of us” campaign materials and see how Relay South Dakota is working to provide communication access for deaf, hard of hearing and speech impaired South Dakotans.



Updated Procedure for Emergency 911 Calls

Our system has been updated to use a different 911 10-digit number provider for traditional relay calls. The new number look up provider is Dash. In the past, if the call wasn't immediately connected to the correct Public Safety department because of number changes, etc., the relay agent would have to call directory assistance to find a 10-digit number for the customer's location.

The new system will populate the dial window with one of the two numbers provided by our new provider. When the agent dials the call, the Dash system will look at the calling parties' phone number and then perform a database lookup to determine which Public Safety Answering Point (PSAP) the caller would have reached if s/he had dialed 911 directly. After the PSAP location is found the Dash system will automatically connect our call to the PSA. This process only takes seconds and is transparent to the relay agent and the customer.

If a PSAP is not found, Dash sends the call to the Emergency Contact Center where the agent will be connected to a live person who will speak with the caller to obtain their location information. The Emergency Contact Center will connect the call to the appropriate PSAP. When the call is connected to the PSAP the agent will announce and follow emergency call procedures.

Why the change? The former 911 look up provider often connected calls to administrative numbers. The Dash system will more accurately connect the callers directly to PSAP dispatchers.

Tips & Hints



Communication Service for the Deaf
102 N. Krohn Place
Sioux Falls, SD 57103

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