



PUBLIC NOTICE

Federal Communications Commission
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FCC INVITES APPLICANTS TO CONDUCT NATIONAL OUTREACH FOR THE NATIONAL DEAF-BLIND EQUIPMENT DISTRIBUTION PROGRAM

Washington, D.C. – The Federal Communications Commission (“Commission”) announces that it will accept applications to conduct national outreach efforts related to the National Deaf-Blind Equipment Distribution Program (“NDBEDP”). Applications will be accepted until December 20, 2011.

The Consumer and Governmental Affairs Bureau (“CGB”) invites applications for this national outreach effort, particularly from entities that have significant experience with and expertise in conducting outreach and working with members of the deaf-blind community. In the *NDBEDP Report and Order*, the Commission acknowledged the “need to conduct outreach through a wide range of systems and using methods that address the language, communication, cultural, and experiential diversity of deaf-blind individuals.”¹ As described further in that *Report and Order*, the Commission will set aside \$500,000 for this national outreach effort during each year of the NDBEDP pilot program to support and supplement the outreach efforts of state-level certified programs. The NDBEDP pilot program will run for two years, with an option for the Commission to extend the program for another year. The Commission is committed to starting the pilot program by July 1, 2012.

Funding for the NDBEDP and this national outreach effort is provided by the Interstate Telecommunications Relay Service Fund (“TRS Fund”). The NDBEDP Administrator, a Commission official to be designated by CGB, will be responsible for overseeing this national outreach effort and will work in collaboration with the TRS Fund Administrator.² The TRS Fund Administrator, as directed by the NDBEDP Administrator, will review cost submissions and release funds for this national outreach effort, and will collect and provide data to the Commission and the NDBEDP Administrator.³

Applications to conduct this national outreach effort for the NDBEDP may include, for example, the following information:⁴

- The applicant’s name and contact information, project overview, and funding amount requested.
- Population(s) to be served.
- Geographic area(s) to be served.

¹ *Implementation of the Twenty-First Century Communications and Video Accessibility Act of 2010, Section 105, Relay Services for Deaf-Blind Individuals*, Report and Order, 26 FCC Rcd 5640, 5675-76, ¶ 80 (2011) (*NDBEDP Report and Order*).

² 47 C.F.R. § 64.610(h)(1). As of July 1, 2011, the TRS Fund Administrator is Rolka Loube Saltzer Associates, LLC.

³ 47 C.F.R. §§ 64.610(h)(2)(i) and (iii).

⁴ See *NDBEDP Report and Order*, 26 FCC Rcd at 5675-76, ¶¶ 79-80 (discussing outreach and delegated authority to CGB to select appropriate entities to conduct outreach).

- Proposed project dates, for example: July 2012 – June 2013 (Year 1); July 2013 – June 2014 (Year 2); and July 2014 – June 2015 (Year 3 – if the Commission extends the pilot program for an additional year).
- Description of the applicant’s qualifications to lead and/or undertake the proposed activities and produce the deliverables.
- Identification and description of the qualifications of entities or individuals who will conduct the proposed activities and produce the deliverables. Applications demonstrating collaboration with multiple entities with specialized expertise, as partners or subcontractors, are welcome.
- Measurable outcomes that may be used to evaluate the effectiveness of the outreach efforts proposed.
- Payment or funding schedule and budget for each project year, including but not limited to salaries, consultant and professional fees, accessibility services and equipment, travel, equipment, supplies, printing, copying, telephone, fax, Internet service, website hosting service, rent, utilities, administration, depreciation, and any other costs that might be incurred.
- Letters of support or recommendation, and commitment letters from project consultants or subcontractors, if applicable.

National outreach activities and deliverables may include, for example:

- Consultation with certified NDBEDP programs to identify activities that will support and supplement their outreach activities.
- Consultation with consumers, advocacy groups, professional associations, and other organizations to determine methods to reach the diverse population of deaf-blind individuals and establish culturally appropriate strategies for providing information about the NDBEDP to consumers. These entities may include state agencies, equipment distribution programs, vocational rehabilitation services, special education agencies, universities and colleges, adult services, consumer groups, family associations, senior citizen groups, veterans groups, and service providers.
- Designing of a logo and tagline for the NDBEDP.
- Development and hosting of a website with NDBEDP outreach information to support certified NDBEDP programs, with links to their websites where available, and other related organizations as appropriate.
- Promotion of the Commission’s NDBEDP webpage URL.⁵
- Development, production, and distribution of information and materials about the NDBEDP to consumers in accessible formats.
- Development and distribution of information and materials to local, state, and national advocacy and professional groups that work with individuals who are deaf-blind.
- Development of a series of electronic marketing information announcements.
- Development and placement of print advertisements about the NDBEDP in disability and mainstream publications (magazines, newsletters, etc.).
- Designing of a tool kit with press release templates, scripts for radio and television public service announcements, and informational brochures designed to be co-branded, customized, and distributed by state-level certified programs, as well as advocacy, professional, and other organizations.

⁵ The NDBEDP Administrator, working with Commission staff, will establish and maintain an NDBEDP website, accessible to individuals with disabilities, that includes contact information for each of the states’ certified programs and links to their respective websites. 47 C.F.R. § 64.610(h)(1)(iv).

- Presentations on the NDBEDP and hosting of exhibit booths at appropriate national, regional, and state conferences and events.

Applications should be sent electronically to NDBEDP@fcc.gov or may be mailed to the following address:

NDBEDP Administrator
Consumer and Governmental Affairs Bureau
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

ACCESSIBLE FORMATS: To request materials in accessible formats for people with disabilities (Braille, large print, electronic files, audio format), send an e-mail to fcc504@fcc.gov or call the Consumer and Governmental Affairs Bureau at 202-418-0530 (voice), 202-418-0432 (TTY).

FOR FURTHER INFORMATION CONTACT: Jackie Ellington, Consumer and Governmental Affairs Bureau, 202-418-1153, e-mail Jackie.Ellington@fcc.gov; or Rosaline Crawford, Consumer and Governmental Affairs Bureau, 202-418-2075, e-mail Rosaline.Crawford@fcc.gov.

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