

**9-1-1 Public Educators of Texas Quarterly Meeting
Frontiers of Flight Museum – Dallas, Texas
November 16, 2010**

Call to Order, Welcome, Introductions (Susan Rodriguez)

The meeting was called to order by Susan and she welcomed everyone. The following people were in attendance:

Arias, Pam	Richardson Police Department
Boss, Lisa	Midland Emergency Communications District
Bridges, Cindy	Central Texas Council of Governments
Caballero, Claudia	Smith County 9-1-1 District
Chavarria, Connie	City of Laredo
Clauson, Sonya	Greater Harris County 9-1-1 District
Crittenden, Gail	South Plains Association of Governments
Cross, Patty	Denco Area 9-1-1 District
Davis, Patti	West Central Texas Council of Governments
Ennis, Kenneth	Lower Rio Grande Valley Development Council
Eskew, Christie	North Central Texas Council of Governments
Flores, Santos	City of Dallas Police Department
Frisk, Pam	Panhandle Regional Planning Commission
Gabrillo, Bea	Coastal Bend Council of Governments
Gill, Terry	Montgomery County 9-1-1 District
Gilliam, Joanne	McClennan County 9-1-1 District
Gonzalez, Robert	Commission on State Emergency Commission
Grant, Curt	South Plains Association of Governments
Gregory, Karen	Ark-Tex Council of Governments
Hanon, Pattie	East Texas Council of Governments
Hawthorne, Ele	Houston-Galveston Area Council
Hultquist, Raquel	City of Dallas Police Department
Issel, Sandi	Denco Area 9-1-1 District
Koch, Vereda	Wichita-Wilbarger 9-1-1 District
Malone, Charlesetta	Deep East Texas Council of Governments
Meza, Caitlin	Longview Public Safety Communications
Olberts, Jeanna	Ector County 9-1-1 District
Reyna, Jessica	Lower Rio Grande Valley Development Council
Rodriguez, Susan	City of Plano Public Safety Communications
Romero, Nancy	City of Laredo
Salazar, Maria	City of Dallas Police Department
Sanders, April	Longview Public Safety Communications
Seiple, Lydia	Middle Rio Grande Development Council
Simmons, Alisa	Tarrant County 9-1-1 District

Approval of Minutes (Susan Rodriguez)

Susan asked if there were any comments, questions, or changes needed for the August 2010 meeting minutes. There were none. Pam Frisk motioned to accept the minutes, seconded by Kenneth Ennis. All were in favor and the minutes were approved.

Treasurer's Report (Christie Eskew)

Christie provided a copy of the report for review. She reminded the group to make sure the registration checks were made payable to the 9-1-1 Public Educators of Texas and mailed to her attention, and not made payable to the North Central Texas COG. Ele requested a W-9, in which Patty C. stated she would send one to Christie to use for future meetings, since the PETS don't have a tax ID number. A question was asked regarding what is required for the PETS to obtain a tax ID number? Susan stated that she would check into getting one for the group. The group agreed.

Christie asked how the group felt about setting up a Paypal account to pay registration fees online? The group was not in agreeance with this suggestion because the majority of the group's payment was made by their respective agencies.

Sonya stated that when she tried to register and provide payment prior to the meeting, the meeting invitation was not included online nor attached to the email notification sent out. The meeting invitation usually included the date, time, cost of registration, and RSVP information. Susan apologized for not including this information, but will make sure that future meetings will have a meeting invitation. Also, Sonya suggested that once a member has registered online, to have a complete confirmation email sent or a website confirmation page which includes the event name, event date, and the participant name and agency. The complete confirmation information provides supporting documentation when submitting a request for registration. Vereda stated that she will have the webmaster include this information for the next meeting.

Christie asked if there were additional questions or comments regarding the treasurer's report or registration issues. There were none and Charlesetta made a motion to accept the treasurer's report, seconded by Cindy B. All were in favor and the report was accepted.

Website Report (Vereda Koch)

Vereda advised that Mark Payne will continue to assist in maintaining the website. She will submit an invoice from him at the next meeting. She's working on trying to get the pictures posted online, so if you want your picture included, then please send her a photo. If you don't want a photo included, please let her know. She also requested members to send her pictures of any events participated in to include on the website. Charlesetta will send Vereda an updated list of members.

Share Time

Charlesetta – in the process of forming a TAG Team for public education efforts in her region. The name of her team will be the STEPPERS (*Seeking To Educate People Proactively for Emergency Response Services*).

Christie – Working on an Open House for 9-1-1 Public Education in February 2011 for her TAG team; working on a media awareness campaign with Denco 9-1-1 District, City of Plano, Tarrant County 9-1-1 District; she will also provide 9-1-1 red embroidered fleece scarves as holiday gifts for her TCs

Joanne – doing presentation for schools and looking for Christmas ideas; she ordered travelers stainless steel mugs

Nancy – will give mugs to TCs for Christmas and a lunch tote. She's participating in a lot of programs at the schools and health fairs in the community and the Blue Santa Christmas program. Cell Phone Sally will be in parade.

Vereda – doing presentations in schools and events with the Shepherd Air Force Base. She's ordered toothpick holders (\$.60 each), and working on an order for individualized 3"x3" Cell Phone Sally cards with tips, 6 silly bands with a word find puzzle on the back (\$.67 each). If you want to order, let her know and the vendor has to have a signature of how many you want.

Gail/Curt – replenishing their public education materials and purchased hackey sacks. They currently having issues with the schools dialing 9-1-1 from their phone system, so they're working to address this problem.

Ele - She received a check from one of her vendors and for the first time will purchase some items to give to their TCs.

Karen – Mailing letters to schools to set up presentations, as well as sending letters to volunteer fire departments letting them know materials are available for children, adults, seniors.

Sandi – She bought post it notes; large barrel pens and slide puzzles. She continues to work with the local Clowning Program. She'll also order magnifying rulers/bookmark with a generic logo.

Patty C – Her agency recognized a Kid Hero who was caught in a thunderstorm and ran into a building. She did a media campaign for the radio targeting the Spanish speaking community, in which two Spanish speaking dispatchers from her PSAPs were interviewed. Her agency is working diligently to get 9-1-1 tips out in the Spanish speaking community. A Vietnamese dispatcher also did an interview and a translator was provided. The Denco Area 9-1-1 District held a Open House and gave out preloaded USB drives in a small black drawstring bag. The USB drive had a video of who Denco was, what they do, and the approved 2011 budget. Vereda asked Patty if anything could be preloaded on the USB drive? Patty responded yes and also the information included depends on the size of the drive. TCs received a slicer with the slogan, "Any way you slice it, 9-1-1 saves lives." They also received a Domino's gift card in a brown paper lunch bag and labeled it with the same logo used on the slicer. Patty also stated that her Chamber of Commerce/Politicos asked for a tour of the communications center and recognized them as an additional resource to utilize. She passed around a 3-D glasses movie box that could include a 9-1-1 public education message. Sonya suggested that we could have this item created

and given out to moviegoers as an added incentive when tickets are purchased. The group liked the idea.

Sonya – Her agency has revamped its website to make it more informative. It features pictures of the three TC of the Year award winners, a 9-1-1 Kid Hero, a PSAP spotlight box, local events, and more. She encouraged everyone to visit GHC's website at www.911.org. She had a video produced detailing what the agency does and it also includes their Open House program. She's working with different staff members to promote what GHC does and encouraging people to come to their office to see what they do. She's working on some different initiatives with various deaf community groups to keep them better informed. For Christmas, the TCs will get black pocket calendars and something different may be given to the supervisors.

Raquel/Maria – They're trying to partner with The Office of Community Affairs to make presentations to various target groups. The Office of Community Affairs also works with all of the radio stations, so they want to utilize this resource in getting some 9-1-1 messages/tips to the public. They participated in a Wellness Program at the park in September, in which bike helmets were given away. Their agency will give the TCs something for Christmas, but have not decided what the item will be. They're also ordering materials from CSEC and other vendors.

Pam Arias – Her agency will have a Santa's Village at the City Hall and the TCs will be Red E. Fox, and a detective will be McGruff. For Christmas, the Manager gives them pocket calendars and a gift card to Starbucks and Chick-fil-A. She's grateful for the overtime and the gifts.

Caitlin/April – They participated in the first resource fair for a local Latin American organization, a county fair, and a Citizen's on Patrol program. They're also scheduling presentations for the spring, as well as reordering public education materials.

Claudia - She'll give her TC's Beanies and embroidered scarves for Christmas

Bea – Gave out stickers for National Night Out; ordered 9-1-1 Texas t-shirts, and had Red E. Fox cleaned. She received some tips on other ways to clean the costume, including using a steam cleaner.

Lydia – Having safety meetings with the oil companies operating in the area. The oil companies donated laptops to the junior high school. In a collaborative effort with 9-1-1, 2-1-1, and the Solid Waste Program she ordered thumb drives to give to the students for use with the laptops.

Terry – She's busy working with AT&T on their Next Generation equipment and will begin installation in January 2011. She's participated in county fair/rodeo, National Night Out, and other events. Her agency signed a contract with Code Red and has done a campaign with the radio station in Conroe with a focus on Spanish radio stations – 200 stations for \$3,200. They received an extra two months of playtime. In conjunction with the radio program, they had an interview with a local Spanish television station. They provided a basic script and it was translated for them.

Alisa – She’s been busy with National Night Out, school carnivals, fall fest, church events, etc. She has contracted with The Warehouse, a company that will keep an accurate inventory and maintain her public education materials. The agencies in her district can now order their public education materials online. She’s trying to set up specific items to distribute for each age/target group, so if someone has any ideas on what she should include, then let her know.

Pattie – She stated that Darla was doing a great job with the PEPPERS Tag Team and she’s also created a newsletter. The theme for TC week in April 2011 was bowling and will host a bowling tournament for each PSAP.

Jessica/Kenneth – Their agency has a significant amount of money to spend on public education materials for all age/target groups. For Thanksgiving their TCs will receive gift baskets filled with various snacks. They’re in the process of gathering ideas for TC week in April. Some thoughts include t-shirts and personalized plaques. They’re giving their TCs the option to select what they want for their recognition event, such as a barbecue, casino event, Luau event, Mardi Gras, Western event; whether it will be indoors/outdoors; and when it will take place on a weekday or a weekend. A gift will be given for Christmas. Also, numerous presentations are being done for schools, day cares, parks and recreation, RV parks, and more. They’ve distributed 9-1-1 book covers and continue to use the hands-on simulator. The highlight of their agency was the development of the South Texas 9-1-1 Educators & Trainer’s (STNET), which is a network of telecommunicators that are trainers and/or public educators. They have approximately 250 dispatchers in their region. They just held their first conference and it was a pretty good turnout. For more information on the STNET, visit the website at www.stnet.org. Kenneth stated that the website will feature a photo gallery, video gallery, blog section, information for the telecommunicators, a list of events, and more.

Lisa – For Christmas, her TCs will receive massages and baskets with massagers, lotions, and other items.

Jeanna – She was a part of the City of Odessa’s Leadership Academy. She stated that the Academy has a Law Enforcement Day recognizing area law enforcement efforts, but no TCs were recognized as part of the program. She was highly disappointed because TC are a crucial component of law enforcement. In January, the Junior Leadership Academy will have the high school students to visit the communications center. As part of being a member of the Leadership Academy, she will serve on the committee for next year’s Academy and will put forth every effort to make sure that the TCs will be recognized. Her agency has moved from a 1000 sq. ft. building to a 4400 sq. ft. building, which will also house a training room. She will schedule training every quarter and it will include plaques on the wall for TC of the Year, Silent Hero, etc. She’s doing Red E. Fox fall presentations in private and public school. She will include a gold TC coin with birthday cards. She will also have a luncheon for the volunteers who assist in doing 9-1-1 presentations.

Pam – The 9-1-1 program has a new director, Mike Peters. John Shonberg is their new GIS person. She’ll participate in her areas seven day Tri-State Fair from 10am – 11pm. She ordered silly bands from Amazon. She’ll also participate in a Farm and Ranch show. 4imprint has a 9-1-1 pocket poster with games on one size that expands.

Susan – partnered with National Night Out at the Plano PD; participating in Cub Scout Saturday in the fall, doing internet safety, garage safety; Smartie campaign; at her booth, she asks adults various questions and she keeps a tally of the responses and provides a fact sheet; Girl Scout Saturday in the spring; lots of second grade presentations; the Leadership Plano at the Chamber spends one-half at the 9-1-1 center; continuing with her business education program and receives referrals from the TCs; planning a banquet for employees and tying it into Christmas and awards; will provide utility bill inserts for two months – February for storm season and how to not call 9-1-1 when sirens are activated and the other in April. She gives Cell Phone Sally charms to crime education, police, and fire educators to wear on their cell phones. This has served as a conversation piece for others who don't know what the item is and also kids recognize the character from presentations she's done.

Patti D – ordered rotating message pens (\$1.61 each) and flower shaped highlighters with 5-6 color choices.

Committee Breakouts/Reports

TC Recognition – Patti Cross

Patti stated that questions were posed regarding Christmas cards? Do you send them or not? If sent, do you address the card to the whole agency or send them to each individual telecommunicator? She did advise that personalized hand signatures were preferred. Other opportunities to recognize telecommunicators included end of the day shift reports and recognition in newsletters. For those interested in doing a newsletter, you can check out the Constant Contact website, www.constantcontact.com. Terry has a 119 day to recognize her telecommunicators. Vereda stated that when she visits her PSAPs, she always brings them something. Patti stated that is really becoming a challenge to get TC nomination awards from the PSAPs.

Mentoring

Susan met with Nancy and she will pair her up with a seasoned PET veteran.

Public Information – Patti Davis

Patti informed the group that Lisa from Midland Emergency Communications District did a campaign aimed at contacting all residents about posting their addresses on mailboxes. When one of their GIS staff members was in the field, a door knocker would left at the resident's home advising them that they were not in compliance with addressing regulations in the county. As a result of not being in compliance, they were also notified that this was a Class C misdemeanor and a \$500 fine. Patti stated that addressing requirements were different for city and rural areas. Lisa stated that she will send her campaign information to Patti to share with the group.

Resource – Robert Gonzalez

Robert stated some outreach efforts discussed included an expandable table banner with 9-1-1 tips and information, yo-yos, a foldable cube with messages, pocket posters; 3D glasses, and a tablecloth with an imprinted message. He will gather pricing for some of these paper items and provide updates at a later date.

CSEC Report (Robert Gonzalez)

Robert advised that the Cell Phone Sally foam, not inflatable costume should be finalized before the end of the month. The cost should be under \$5,000 which includes shipping. He does have a waiting list for the costume. Currently, the list is comprised of 10 people who are very serious about purchasing a costume, so if you're interested in getting one to let him know. Connie suggested that the arms may need to be narrowed on the inflatable costume. She wears it for various event and she's usually sore after being in it for about an hour. Robert stated that he would look into possibly altering the arms.

The CSEC program recognizing TC of the Year, Silent Hero, and 9-1-1 Team Merit Award has been changed. Instead of the awards luncheon being held in conjunction with the Texas NENA conference in August, the award recipients will be honored during a ceremony at the Capitol in Austin near the end of March 2011. He advised that this change was due to the Texas NENA Board planning a 9-1-1 Goes To Austin event, which will be held at the same time. The 9-1-1 Goes To Austin is similar to the 9-1-1 Goes to Washington event held in Washington, D.C. the event will provide education to the legislators on the importance of 9-1-1 in Texas, as well as provide an opportunity for the award recipients to be recognized at the Capitol and for the various legislators, law enforcement, and other dignitaries to be involved in the event. He will send out the information to call for nominations. The deadline to submit nominations will be included in the information he sends out via email and included on the CSEC website.

Robert informed that the fall orders were on schedule and should be delivered sometime in mid-December. If an item ordered was delayed, then he'll contact you directly or send an email and advise on what he's doing. Invoices will be sent via email after all of your order has arrived. Charlesetta asked if shipping costs were still 10 percent of the order? He stated yes. Also, if there were any questions about your order to let him know. Sandi was concerned about not having an image available to see items from the catalog on the CSEC website. Robert said he'd check into it and try to make sure pictures were available for the next order period.

Robert advised that his budget had been reduced \$50,000 and stated that next year it could possibly be reduced by \$100,000. He'd keep the group updated as to how it would affect public education efforts. He's also visited some of our agency websites and asked that we contact our IT administrator to add Cell Phone Sally to our website. The new classroom kits include an evaluation form and they are being sent in to his office. He's hoping to provide updates in the future about their outcome. Patti D asked if Robert would consider shrink wrapping the classroom kits instead of the yellow envelopes currently used? He responded yes.

Robert informed the group that back in August 2010, CSEC received a letter from the Wichita-Wilbarger 9-1-1 District regarding the issue of the sole copyright ownership of Cell Phone Sally and its related characters. Robert provided a copy of the letter along with a draft of the proposed guidelines in using Cell Phone Sally and its characters. A copy of the letter will be included with the minutes. Robert talked about the history of the development of Cell Phone Sally from the initial statewide contest to name the new cell phone character, creation of the costume, formation of PET committee members to develop the script, hiring of the screen writer to transpose from the outline provided the committee, working on the actual production of the DVD which involved numerous details, development of the classroom kit to coincide with the DVD, and

maintaining continued communication with the working committee and the PET group through the entire process. He also discussed the PETS research into obtaining a nonprofit 501(c)(3) status in order to apply for a grant to fund the newly developed Cell Phone Sally DVD, with an estimated cost of \$300,000. After further research, a report was given on the lengthy process and the numerous costs and legalities associated with becoming nonprofit. The group decided to not pursue this avenue and requested CSEC's assistance in obtaining funding for the DVD project and classroom kits. Robert stated that CSEC set forth the wheels in motion for the project with the continued assistance of the PET members. A discussion was held during past meetings about who would be the caretaker of the Cell Phone Sally and its characters and the importance of copyright infringement, so no other entity could take over the use of the characters. Robert stated that in review of the past minutes, although the PETS discussed about CSEC seeking and obtaining copyright ownership, there was not an official motion in the minutes. Robert stated that since the group had previously agreed to grant CSEC permission to obtain sole copyright ownership of Cell Phone Sally and its characters, he was interested in taking back to his office, recommendations or decisions made by the PET group regarding this issue.

Patty C asked what was at stake? She elaborated on the issue in the proposed guidelines that indicated that the Districts, COGs, and Home Rule Cities had to ask for written permission to use the characters on various items and for various events. Robert expressed that the guidelines were a draft and he welcomed feedback on the guidelines. Sonya stated that as a group, we've always provided input to Robert, as CSEC's representative, on various issues affecting public education. She also stated that she believed the PET members already had the authority to use Cell Phone Sally and the characters on specialty items in Texas only without having to get written permission from CSEC. Robert advised that the guidelines were similar to the ones implemented with Red E. Fox. The guidelines were not set in stone and he encouraged input on what the PET group recommended. His goal for this meeting was to present the information he'd received so he could take the recommendations of the group to CSEC and incorporate them into the guidelines and also get an official response and/or vote from the PET members on the copyright issues as presented in the letter. He expressed that CSEC does recognize the PETS as a formal group and partner in 9-1-1, as well as valuing the input provided on various projects and issues throughout the years.

Vereda gave a brief overview of her agency's perspective of the use of Cell Phone Sally and its concerns with the copyright. She stated that she consulted with Mr. Hopkins, their agency's legal representative, on behalf of the PETS on a previous issue (*obtaining 501(c)(3) status*). She presented the proposed guidelines to her Executive Director and he advised her that she could not sign any contracts or anything that required approval because she was an employee of the District and did not have the authority to do so. This in turn led to the letter sent to CSEC.

Sonya stated that the PET group has been involved in every step of Cell Phone Sally's initial creation. We've provided extensive input from the very beginning and therefore have a great sense of pride about the numerous developments made. Although the PET group does not have a legal 501(c)(3) status, we are a professional focus group that helps to spearhead 9-1-1 public education and address issues and technological advances that affect the 9-1-1 industry throughout the state of Texas. The PETS also help to develop ideas for the CSEC catalog and

share resources to further 9-1-1 public education efforts. She also stated that her agency did not pay the costs associated with Cell Phone Sally, but rather CSEC. Patty C. stated that she fully supports giving CSEC control of Cell Phone Sally with the caveat noting that it was developed in conjunction with the PETS. She also expressed the need for guidelines to maintain the integrity of all the characters created, but that the PETS should not have to obtain written permission as noted in the current guidelines. There were guidelines implemented for the use of Red E. Fox and we should revamp the Cell Phone Sally guidelines so that the PETS can have more lenient use without having to obtain written permission to use the characters on 9-1-1 promotional products.

Robert emphasized that he wanted to do what was in the best interest of the group. Vereda encouraged everyone to take what's been presented, the letter and the guidelines, back to their respective agencies and submit them to your Executive Directors and let them make a decision on it. She asked the group to table this issue until the minutes from this meeting have been read.

Terry stated that this issue has already been discussed. She received a copy of the letter from her directors and her agency had no problem with CSEC having the copyright. She stated that while in this meeting, she's heard numerous PETS state that this issue was already agreed upon in previous meetings, so why was it still an issue? Patti D. stated that in review of the previous minutes, the PET group did agree to give CSEC the right to obtain the intellectual property, but there was no official vote noted in the minutes. Sonya asked Robert if CSEC was willing to be flexible on the guidelines? Robert said yes. The guidelines are not finalized and he wanted the group's input. Connie asked if consent was given, then we have to adhere to the guidelines? Robert stated yes, but noted that the guidelines were not finalized. Patti D. stated we want to continue to have a good working relationship with CSEC and that is why Robert presents his ideas, comments, questions, and concerns to the group, so we can have input and voice our concerns. We want to maintain that partnership.

Christie stated that she would like to use the characters on numerous promotional products and does not want to obtain written permission every time she needs to order 9-1-1 public education materials. Connie talked about a major upcoming Christmas event in her area that included a number of different characters participating. She stated that according to the guidelines, she cannot participate because the characters cannot be used in conjunction with other characters. Robert stated that she was correct. He stated that he did not want the group to misinterpret the meaning of the character usage, but he also wanted to express his concerns about the characters being seen as a promotion for others, for example being seen in conjunction with a grocery store mascot. Sonya stated that there are numerous events that go on in each of our areas that we participate in, but we cannot control who else will be involved. There may be pictures taken with all involved in an event, which may include another mascot – this does not mean that Cell Phone Sally is promoting their product, but rather that she was involved in 9-1-1 public education. Sonya asked Robert if the guidelines could be revamped to allow Cell Phone Sally to be used with other public safety mascots, such as McGruff? She also asked if CSEC should be notified of the various events participated in? Susan stated that CSEC needs to know how the characters are going to be used. Jessica commented that asking for permission was unnecessary. Kenneth stated that he has no objections to CSEC maintaining the legal rights to Cell Phone Sally.

Terry stated that we are public education professionals and we should know how to use Cell Phone Sally. She also stated that the Cell Phone Sally project has been successfully completed without objection from the PETS and we have no problem in using it to educate the public, so why hinder the progress of the project with this issue? It's been discussed previously, so we should continue in our efforts. Sandy stated that her agency does not notify CSEC of every event they participate in. Robert stated that in the past, he's had PETS submit artwork that was not acceptable. He's also been sent an image with distorted colors and he's had to tweek the image to make it acceptable for use. Sonya asked what repercussions would someone have if the characters were used inappropriately? Robert strongly expressed that if he was made aware of Cell Phone Sally and its characters being misrepresented or misused, then he had no problem reporting the misuse to the PET, their respective agency, and CSEC.

Charlesetta expressed her concerns with a couple of the guidelines, but overall believed that they were needed, especially since new members join the group throughout the year. She also stated that before we could really address the guidelines and make recommendations for change, we needed to make an official vote on CSEC maintaining the copyright of Cell Phone Sally and its characters, so it can be recorded in the minutes. She supported CSEC having the sole copyright ownership and reemphasized what Sonya stated earlier about the PETS provided invaluable input, but none of our agencies financed the project. Charlesetta stated there was no need to keep discussing the issues on the guidelines. Jeanna agreed that Robert needed to know on how he should proceed with the copyright issue. Connie stated that it was a great idea for CSEC to maintain the copyright. Susan stated that we want to protect the integrity of Cell Phone Sally and supports CSEC serving as the overseer. Jeanna stated that since she was fairly new that she would prefer to get input from her board. Sandy expressed that she believed it was safe for the copyright to belong to CSEC.

Patty Cross made a motion that the 9-1-1 Public Educators of Texas grant CSEC the right to the copyright of Cell Phone Sally and its associated characters because CSEC acknowledges the PETS collaborative efforts and with the caveat that the PETS have input in revision of the guidelines for its use.

Vereda reiterated her position to have the issue tabled. Cindy was pleased with the efforts made with Cell Phone Sally and supported CSEC maintaining the copyright. Vereda stated that all of the PETS were the developers of Cell Phone Sally and that she did not have the right to give anything away, including the copyright.

Vereda made a motion to table this issue until the February 2011 PET meeting, seconded by Jeanna. A vote was taken and 9 were in favor to table the issue until February 2011, 12 were opposed to tabling the issue until February 2011. The motion did not pass.

Patty C. again made a motion that the 9-1-1 Public Educators of Texas grant CSEC the right to the copyright of Cell Phone Sally and its associated characters because CSEC acknowledges the PETS collaborative efforts and with the caveat that the PETS have input in revision of the guidelines for its use, seconded by Sonya. A vote was taken with 16 in favor and 5 were opposed. The motion passed.

Sonya suggested a subcommittee be created to revise the guidelines. There was no further discussion on this issue.

National Public Educators Forum Conference (Cindy Bridges)

Cindy informed the group that the National Public Educators Forum will hold its first conference aimed solely at 9-1-1 educators August 1-2, 2011, in Fort Worth. The early bird registration rate by April 15, 2011 is \$125; after April 15th, the rate increases to \$225. The conference will be held at the Radisson Hotel Fossil Creek with rates set at \$120 per night with breakfast included. Registration information has been sent out, as well as a call for presentations. The length of presentations will be 50 minutes, so please submit your call for sessions if you're interested in speaking by February 1, 2011. A Facebook page has been set up and it has lots of information, www.facebook.com/home.php?#!/group.php?gid=139299156105119. The National Public Educators Forum also has a Yahoo group page <http://groups.yahoo.com/group/npef911/>. Patti D. encouraged everyone to try and attend because it will be a great networking opportunity and a chance to share/gather ideas with public educators from other states. She also passed around a sheet to sign up to be on the NPEF email list.

Mexico Presentations (Jessica Reyna)

Jessica stated that she, along with several other staff members from her agency, attended Mexico's 3rd national conference in Puerto Villarta, Mexico. The majority of the presentations were done by her agency which included:

- Wireless Phase Two
- Human Resources
- 9-1-1 Database Development
- LRGVDC mission statement and department structure
- PETS group
- The newly formed South Texas 9-1-1 Educators & Trainers (STNET) group
- Budget formation
- Sample 9-1-1 presentations based on age/target group
- Cell Phone Sally DVD was introduced to the conference
- 9-1-1 tips
- Vendors listings for various promotional products

She stated that each of the sessions were filled to capacity. The sessions were presented in English, but an interpreter was available to translate the information in Spanish. She encouraged those who could attend in the future to do so. Mexico needs our support to further enhance their 9-1-1 program. If anyone wanted a copy of the information her agency presented, to contact her.

Texas NENA Awards Report (Patti Davis)

Patti D. stated that Texas NENA board met and has come up with additional awards to be presented at the Texas NENA conference to be held August 22-25, 2011, in Corpus Christi. The annual CSEC Telecommunicator Awards (*TC of the Year, Silent Hero, 9-1-1 Team Merit Award*) will not be presented at this year's conference. Instead, they will be presented in conjunction with

9-1-1 Goes to Austin event in March 2011, as stated by Robert earlier. The awards to be presented at the conference include:

- Laverne Hogan Award
- J. Ross Sherohman Scholarship Award
- Telecommunicator of the Year, which includes any calls answered on administrative lines, radio, and cell phones
- Communications Support Professional of the Year
- Communications Supervisor of the Year
- Kid Hero Award
- Training Professional Award
- Public Education Professional Award
- GIS Professional

She requested assistance from anyone interested in helping to develop the eligibility requirements/criteria for these awards. If you have any thoughts or want to help, let her know.

Patty C. was concerned about the change in the CSEC annual TC awards. Her agency sets aside a budget for this important recognition event. She asked if the CSEC awards would continue being presented in March of each year instead of in conjunction with the Texas NENA conference and will there be a luncheon and video recognizing the telecommunicators? Robert stated that the transition to March was just a trial run at this time. The success of the event would be determined after the March program to determine if it would continue or not. No luncheon will be held, but there will be a brunch. The program will last two to three hours at the Capitol and a video presentation will be made. The overall goal of changing the event to March is to support 9-1-1 Goes to Austin, educate the legislative officers, and have the TCs be recognized by the legislators.

Other Business

She thanked Christie and Maria for hosting the meeting. The meeting dates for 2011 are:

- **February 15** - Frontiers of Flight Museum – Dallas
Hosted by: Patti Davis and Sonya Clauson
- **May 17** - Frontiers of Flight Museum – Dallas
Hosted by: Pam Frisk and Leticia Truex
- **August 21** - Corpus Christi
Hosted by: PET Board
- **November 15** – Frontiers of Flight Museum – Dallas
Hosted by: Sandi Issel and Patty Cross

She asked for additional business. There was none and the meeting was adjourned.

COMMISSION ON STATE EMERGENCY COMMUNICATIONS

GUIDELINES FOR USE OF CELL PHONE SALLY AND FRIENDS ARTWORK

The CSEC has developed the following standards for uses of Cell Phone Sally and her friends (Characters) artwork.

The Characters may only be used in printed materials for nonprofit, non-resale or public education promotion of 9-1-1 awareness.

The Characters:

- may never endorse a political party, candidate for political office, or any campaign directly or indirectly;
- may never be shown wearing or carrying a specifically identifiable product or company identification;
- may never be shown holding a weapon or weapon-like object or be associated with violent activity;
- may never be depicted using tobacco or drinking alcohol, handling drugs or any drug paraphernalia or be depicted in any sexually suggestive way;
- may never be associated with any violent activity;

Unless approved in writing by CSEC, the Characters:

- may not appear at store openings or ribbon cuttings for commercial purposes or be used for advertising;
- may not be depicted wearing any other apparel, including caps, vests, emblems, etc.;
- may not be used on specialty items or products such as caps, shirts, pencils, etc.;
- may not be used in conjunction with other characters;
- may not be shown in other poses;
- may not endorse any person, product or company.

In addition:

- Visual use of the Characters must contain the copyright symbol in proportionate size (© Year, Commission on State Emergency Communications).
- Scanned images of the Characters must be in high resolution of quality equal to the artwork provided by CSEC.
- Words spoken by the Characters must appear near the head with or without quotation marks. Messages must relate to 9-1-1 or public safety.

COMMISSION ON STATE EMERGENCY COMMUNICATIONS

USE OF CELL PHONE SALLY AND FRIENDS ARTWORK

Cell Phone Sally is Texas' 9-1-1 public safety spokes character. She has a host of friends (collectively, Cell Phone Sally and her friends are referred to as the "Characters") who help teach children the proper way to use 9-1-1 in an emergency. The Characters were created by collaboration between the 9-1-1 Public Educators of Texas and the Commission on State Emergency Communications ("CSEC"). The Characters are legally protected by copyright.

Several poses of the Characters are available from CSEC in camera-ready and electronic form. Permission is given to reproduce such artwork in printed materials used only for nonprofit, non-resale or public education promotion of 9-1-1 awareness. The artwork may not be altered in any way except that the agency may add its name, logo, address and phone number.

Any other use of the Characters is strictly prohibited and must be submitted to CSEC for review and advance approval.

COMMISSION ON STATE EMERGENCY COMMUNICATIONS

APPLICATION FOR USE OF CELL PHONE SALLY AND FRIENDS ARTWORK

Send to:

Commission State Emergency Communications

Attention: Public Education Program Administrator

333 Guadalupe, Suite 2-212

Austin, Texas 78701

Organization Type: Governmental Entity_____ School _____ Nonprofit_____ Profit_____

Organization Name: _____

Contact Name: _____

Position/Title: _____

Address: _____

City: ___ **State:**__ **Zip:**__

Please explain in detail your request to use the Characters including the desired starting date, type of item(s), number of item(s) (if appropriate) to be produced:

Purpose of proposed use:

Attach a draft of the item for which approval is sought. Please give specific descriptions including colors, etc. where appropriate.

CSEC reserves the right to rescind its approval of a use if the user is not complying with the conditions for use, if any, set forth in CSEC's approval. By applying for permission to use the Characters, you acknowledge that right, and agree to hold CSEC harmless in its exercise of that right.

Approval is subject to periodic review and/or renewal requirements.

Signature of Applicant: _____

Printed Name: _____

Title: _____

Date: _____



Wichita-Wilbarger 9-1-1 District

906 Travis
P.O. Box 1829
Wichita Falls, Texas 76307
(940) 723-8225
Fax (940) 723-5355

August 17, 2010

Mr. Robert Gonzales
The Commission on State Emergency Communications
333 Guadalupe Street, Suite 2-212
Austin, TX 78701-3942

Dear Sir:

I have recently learned that CSEC seemingly asserts sole copyright over the 9-1-1 public education character Cell Phone Sally, has registered as the sole copyright owner of Cell Phone Sally and associated characters with the Library of Congress, and additionally asserts the right to approve or disapprove all uses of Cell Phone Sally in 9-1-1 promotional materials created by the 9-1-1 authorities of the State of Texas. Please let me know if I am mistaken.

Cell Phone Sally and the related characters were created, in fact, by a committee made up of members of PETs and a representative from CSEC. The committee developed the name, characteristics and other qualities of the characters. An artist was then hired by CSEC to draw the characters. However, the participation of the PETs representatives was instrumental in the development of the characters. It was the intention at the time that the contributions of the PETs members and CSEC be merged into inseparable or interdependent parts of a unitary whole.

Under the Copyright Act, joint creators of a work also hold copyright jointly. Some, if not all, of the members of the PETs were instrumental in the creation of Cell Phone Sally and related characters. Thus, some of the interest in the Cell Phone Sally copyright remains with the PETs.

However, it must be emphasized that the PET group is not an organization with any legally independent existence. It is nothing more than an informal discussion group of public educators employed by the various 9-1-1 authorities in the state. The PETs group cannot own any intellectual property because it has no independent legal standing. Unless otherwise agreed, intellectual property created by an employee in the course of employment belongs to the employer. Therefore any interest in copyright attributable to the work of the members of the PETs actually belongs to the Districts, COGs and Home Rule Cities that employ them.

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AUG 18 2010

CSEC

I am not aware of any agreement between the Districts, COGs, Home Rule Cities and CSEC that addresses the question of which organization will hold the copyright. In order for this or any District to relinquish an intellectual property right created by the activities of an employee, a resolution of the District's board of managers would be necessary. To my knowledge, no District has passed such a resolution. In the absence of any agreement otherwise, CSEC is a joint copyright holder with the Districts, COGs and Home Rule Cities.

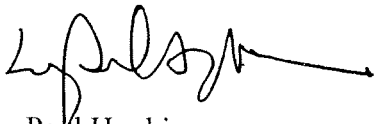
Of course I understand that all of the foregoing accords with CSEC's own view on the matter. CSEC has repeatedly asserted that Cell Phone Sally is a result of a collaborative effort with the PETs. This illustrates that CSEC understands the joint nature of the copyright.

We understand that CSEC's registration of the Cell Phone Sally copyright with the Library of Congress was necessary to protect the intellectual property. We appreciate CSEC taking this initiative. We only wish that CSEC had given the Districts, COGs and Home Rule Cities the opportunity to participate. Of course we know that the registration of copyright has no bearing on the actual ownership of the copyright, so the registration of Cell Phone Sally does not affect the rights that the Districts, COGS and Home Rule Cities have in the character.

As joint copyright holder, this District has the right to use the characters as it sees fit for its public education efforts. We are under no obligation to seek CSEC's approval for any use of the characters in question. Consequently, we do not think it is necessary to submit our public education product designs to CSEC for approval.

Nonetheless, we are persuaded that there should guidelines on how the characters will be used. We agree with the guidelines CSEC has developed. If CSEC wishes to propose a memorandum of understanding setting out use guidelines, this District is willing to consider it. However, any agreement will have to be approved by our board of managers and signed by our executive director. If you have any questions, please call at (940)-723-8225 or e-mail me at paulhopkins@ww911.com.

Very Truly Yours,

A handwritten signature in black ink, appearing to read "L. Paul Hopkins", with a long horizontal line extending to the right.

L. Paul Hopkins
The Wichita-Wilbarger 9-1-1 District

Cc: Mr. Paul Mallett