

CenturyLink Market Development Managers (MDM)

Contact the Market Development Manager for public relations and press releases:

- **Portland, partial Columbia Gorge, & Southwest Washington:** MDMs, Michelle Dugan office 503.242.8534 cellular 720.988.5980 & Martin Flynn office 503.425.3363 cellular 503.709.9469 (VP, Chris Denzin)
- **Outstate Oregon (Central/Southern):** Interim MDMs, Martin Flynn office 503.425.3363 cellular 503.709.9469 or Michelle Dugan office 503.242.8534 cellular 720.988.5980 (VP, Susan Reed)
- **Eastern Washington & Northeast Oregon:** MDM, Kerry Zimmer office 509.622.2803 cellular 509.720.4441 (VP, Thomas Novotney)

You may refer any media inquiries regarding telephone issues to the MDM. The MDM would like the PSAP to coordinate media releases regarding CenturyLink issues with the MDM. The MDM handles media for ALL CenturyLink areas (classic Century Tel, classic Embarq, and classic Qwest.)

For outage updates and queries please contact your CenturyLink Service Manager (Bev Pryor, 503 425-3328 or pager 877 510-9449). You may also contact the 9-1-1 Ops center; they are open 24/7/365.

Communications Guidelines During an Outage

1. When service is impacted, CenturyLink's top priority is to restore the network and assess customer- and emergency-service impacts. CenturyLink internally works with all affected internal organizations and will determine the next steps in the context of an event escalation process. These next steps will dictate how and to whom, CenturyLink will make external notifications.
2. This determination will be made based upon several factors, some listed below. A leveling scheme ensures that the appropriate affected organizations that need to know the outage details are notified, so they can take action beyond network recovery.
 - a. Number of affected lines and customers.
 - b. How the problem occurred, who or what is responsible and if work crews are on site.
 - i. Whether 911 or FAA circuits are affected: 911 is an obvious emergency lifeline and if dialing 911 is not available due to an outage, alternate means of reaching emergency personnel can be created by local fire and law enforcements and PSAPs and communicated if the outage merits.
 - ii. FAA circuits travel over the CenturyLink network. In some cases, a severed connection can affect vital FAA communications including air-to-ground and major airport internal communications, such as ticketing.
 - c. Estimated time of restoral (ETR)
3. If CenturyLink determines that external media notification is required, the MDM will coordinate with the PSAP or appropriate contacts to prepare the media notification information and circulate the information once approval has been granted. The MDM will provide the media with appropriate updates on the specific outage situation.
4. If CenturyLink evaluates the outage and determines the situation does not warrant media notification because of various reasons such as the examples given below, the MDM will continue to monitor service impacts until the issue is resolved. In this situation, if media contacts the MDM after hearing about an outage from a separate source, MDM will provide relevant outage details and offer updates as needed
 - a. The estimated time of recovery is brief,
 - b. There are not appropriate and available media outlets to notify;
 - c. and/or emergency services, for instance, are intact.

PLEASE NOTE: Once the MDM contacts a state's Associated Press (AP) bureau or other media type, each media outlet uses its discretion regarding releasing a story. Utmost attention will be given to communicating critical information, but viewership and readership are never guaranteed. The MDM will continue to update the media with information, as well as resolution of network outages.

Updated 05/03/12/bdp