

VERIZON  
UP TO SPEED LIVE  
APRIL 23, 2021, 11:00 A.M.

REMOTE CART PROVIDED BY:  
ALTERNATIVE COMMUNICATION SERVICES, LLC  
[www.CaptionFamily.com](http://www.CaptionFamily.com)

\*\*\*

>> Thanks for joining us for Up to Speed live on this Friday, April 23. Happy Friday to all of you. It's been an amazing week at Verizon. A lot to share and a lot to be proud of and in case you missed it, here is your Verizon news rundown for the week of April 19th. Let's go.

On Monday a conversation on diversity equity and inclusion in the world of finance. We sat down with members of our treasury team along with a few of our external partners in the capital markets to talk about how Verizon is helping to create new opportunities for diverse representation on wall street and beyond.

Ronan joined us for a two for Tuesday of sorts with a double dose of 5G news and including our 5G home internet expansion and three Chrome book offer as well as a 5G ultra-wideband announcement. Those speeds are coming to parts of Fresno, California, New Orleans, Louisiana Riverside, California and Texas. And we look back at how we delivered for our customers how we continue to grow and, of course, we recognize our latest credo winner Nick Gesa, congrats to Nick. Thursday we celebrated Earth Day by talking about all of the things we have been doing to help our planet including our commitment to dramatically reduce our operational emissions and plant 20 million trees by 2030. It is not easy being green but no doubt the V team is making it happen and that wraps up your weekly news run down.

Now there was another big, big story that I know we were supposed to talk about. I'm drawing a blank, though. Hmm

>> Hey, it's Diego here. Remember this is -- we have a lot to talk about.

>> Yes, we do, Diego. Thank you for the reminder. How can I forget. It's Oscars weekend. We have a ton to talk about. We have a giveaway

contest at the end of this episode. We want to help you upgrade your Oscars watch party at home this Sunday. Stick around later. This episode for the contest details. Since the Oscars are generally a black tie affair, I do think we can class it up a bit. I'm in jersey. Hollywood is kind of far away but I think we can do a little better than just sit here at the home office -- know what? I've got an idea. I've got an idea. Hold on just a minute. Stay right there. Yeah, hold on a second. Stay right there, I've got an idea. I will be right back.

>> That's more like it. We have the lights, the rope, the paparazzi? And when does the movie come out?

>> Talk to pie agent.

>> Autograph?

>> Maybe on the way out. We have a show to do. The ropes? This is more like it. Doin' it big. Let's talk Oscars and get you up to speed.

Joining us now is Diego Scotti. It is good to see you, sir.

>> Great to see you. You look so sharp. Is it -- is it the Oscars or the prom? Which is it?

>> Let me tell you, have not worn a tux since prom. It was tough to get into it. For the Oscars, I'm ready. I'm ready. Let's talk about the Oscars. This is an exciting time. Award season. Great stories on film. We have a great story to tell, too.

>> I will tell you, the Oscars is really a great celebration of story telling and we've always used this platform to amplify the message of our brand and our network superiority. This year is not going to be anything different. As you heard, Kyle and Hans during this week's webcast 15 times in a row we are the -- in a row we are the best network in America. We will tell the story that Verizon is America's most reliable network. I know that is something that you heard before. This year what is really special is that I think one can argue that there is reliability of the network, of our network. It has never been more important than in the last year when so many people relied on the network to do things differently because of the pandemic.

Before I tell you a little bit more about it, why don't we just

watch the video and we can talk a bit more.

>> When the pandemic hit, summer camp was canceled.

>> It broke my heart a little bit.

>> When I found out it was going to be virtual, my face just lit up.

>> I went into the hospital and I was able to deck on to the network and immediately begin teaching my students.

>> I'm a firefighter and my wife is a physician assistant. That reliability of Verizon to have me and herb able to see each other was clutch for us.

>> To rely on the network meant our community could rely on our business.

>> I was able to join a leadership team of 12 indigenous women to coordinate relief for my community.

>> 74 years.

>> 74 years since I hugged him.

>> The network brought us together. It does not replace this.

>> Wow, that was awesome. Diego. Thank you very much for the preview there. Tell us a little more about how we found these customers and why it was so important to tell their stories.

>> I will tell you, let me first talk a little bit about the brand itself. We always talk about the brand. The brand is one of the most important assets that any company could have. It's really that contract that you have with the customers. And that contract, yes, has to do with the products, the value, what you provide to them. And it also has to do with an emotional relationship that you develop with a customer. And think about any of the brands that you love. That emotional relationship needs to be nurtured and articulated. This story is first of all they are real customers. None of these people are actors. We have a tremendous team that finds the stories and finds the customers. You heard me say it before that the authenticity of the stories that you see real customers and real engineers, is what our brand is about. We don't make things up. We tell the truth. We tell stories that are real. And this is not different. That's why you will have seven spots throughout the

broadcast. You seen some of the stories. There is Ethan, a kid that has muscular dystrophy to the two brother and sisters that they met on-line after 70-plus years. Will, a doctor that even after being diagnosed with cancer could continue to teach in the hospital.

This to me is -- I get a little bit of a chill because these are people that we are able to do extraordinary things during extraordinary times. And what these two things had in common was the reliability of Verizon's network.

>> That's amazing. It's awesome and as you mentioned, these are real people. We had the pleasure to connect with some of these real people in our Oscars spots so let's get to meet them real quick. We have Shandiin. A from the Navajo nation. While home, she quickly realized that her community on the reservation was in need. In fact, the Navajo Nation was one of the hardest hit populations impacted by COVID-19 in the country. She arranged for resources such as food, household supplies to be delivered to families inside the reservation so those vulnerable individuals would not have to travel outside towns for supplies, risk exposure to COVID-19. Her work would not have been possible without the Verizon connection from her iPad which she used daily to conduct meetings, collect information and donations and organize resources and delivery to communities in need. So let's take a look at Shandiin's commercial now.

>> On the Navajo Nation our people endure a lot of challenges. It wasn't a matter of if COVID would reach our nation it was a matter of when. I was able to join the leadership team of 12 indigenous women to coordinate relief from my community. It was pivotal that I had Verizon so I could basically and effectively deliver supplies to them. This is how we are standing up for our people and protecting each other.

>> And absolutely beautiful story you shared, Shandiin. Thank you for sharing with us. Tell us what it was like to share your story and shoot the commercial.

>> Yeah, it was definitely a very exciting opportunity, very surreal. I think any opportunity to share not just my story but the collect of story of my community and our people is always a chance I am excited for, not just to educate others who may not be aware of the challenges our people continue to endure, but also just I think that representation is still important and being that I work within all indigenous women led organization and bringing that to the forefront was definitely an awesome experience for me.

>> We know you used your Verizon iPad as I do every day to get on-line for connection to tribes and communities that otherwise would not have that connection. What does it feel like to harness that power, to make sure that the network matters when it comes to being there for your community.

>> Yes, you know, it's always been a challenge to access internet and even cell phone service in my community. So having that stable connection really enables me to coordinate with my team, connect to community members and ultimately bring in resources to my people. Access to internet also gave me the really great opportunity to engage on social media, share the work that we are doing and ultimately raise more money for our relief fund so we can continue to provide really much needed resources to our people. You know that connection for me is a huge sigh of relief. I know first hand the frustration and the stress that comes with not having access to internet and not being able to connect effectively. And it was really great and an important part of the work I do.

>> And let's talk a little bit more about that fundraising and the power behind your work and really accelerated by the network here. Just taking a look at the numbers. We heard you raised \$18 million and helped over 100,000 people this past year. How does it feel raising that money that started really just a few thousand dollars. Now we are millions within a year. Talk to us about that growth and what it means to stay connected, not just with your community, but really the whole world.

>> So it was amazing. We had this vision to raise just a few thousand dollars to help out a few families as we went along. And right when we launched our fundraising effort, within 24 hours we had raised \$50,000 and by day four we had raised over \$100,000 and it just kept growing from there. With that, I'm really proud of the way our team was able to mobilize and move resources quickly and efficiently to families who really needed groceries, food, water, PPE and other necessities. And we have been able to serve over 400,000 people. So 300,000 people who received resources through our food program and then more through our PPE program. So it's just been amazing not just how we have been able to mobilize and raise money but also to see the amount of support that others outside of our community have shown for us. We have over 100,000 donors. That's 100,000 people who donated their money to support our cause and to help us protect our people. So that is another amazing component to our success.

>> That's wonderful. And the connections you will be making on the Oscars during the Oscars, you will be reaching even more people. Tell us what that opportunity to shoot the commercial was like. You are a natural story teller and it shines through the screen there. What was that like?

>> I've never done anything like this so it was a little nerve-racking to be honest, but definitely very exciting. I am just overall very elated to have this opportunity not just to share my story but our story as the people and educate and just really I think is an opportunity for other people to learn about some of the challenges we face but also the innovation and the resilience that continues to persist in our communities. So I'm just really thankful for this opportunity and I'm excited to see the work that will be highlighted and definitely bring forth the leadership and the innovation that we have seen and the grass roots organization throughout 2020.

>> To know that our network played a part in all that you have done and the work you have done is truly an honor and privilege to be a part of it. Shandiin, thank you so much for sharing your story with us.

>> Thank you for having me.

>> Summer camp is a wigwam camp for children with muscular dystrophy.

>> It's one of the best weeks of my entire life. When the pandemic hit, summer camp was canceled. Just broke my heart a little bit. When I found out it was going to be virtual, my face just lit up.

>> We were able to stay connected with his friends.

>> Hey, guys. The party is in the house. Since we weren't having to walk from place to place, there was more activity.

>> Verizon gave these kids a community in a time that everything was shut down.

>> Even though it wasn't in person, it still was summer camp because it's the people that make it camp.

>> Was that a fantastic commercial or what? All right, Ethan, Josh and Jordan. Thank you for joining us. Thank you for being a part of our story. A part of our network story. Ethan, we will start

with you. How excited were you to be a part of our commercial?

>> I was so excited when I found out I was going to go to L.A. to shoot a commercial for Verizon. I had so much fun. And I am so glad I got to share my story with all kinds of people. And thank you so much for letting us hear our story.

>> It was our privilege to share your story on our commercial. Thank you for sharing that story. Now I have learned through little research here that through many of the programs, through the muscular dystrophy association, Ethan, you are their national ambassador. The summer camp is super important to you. When you found out it's going virtual, what were your thoughts? How excited were you that COVID wasn't going to affect the excitement?

>> I was so excited when I found out COVID was not going to affect it at all and I would still be able to get in chat rooms and talk to my friends and just have a great time. And also for me, my mom and dad we were able to do activities on-line which we never had been able to do before. It was a lot of fun.

>> Listening to you speak and seeing your parents smile from ear to ear is wonderful to see. So Josh and Jordan, tell us about the pride you feel when you hear Ethan tell that story and being a part of the commercial with him. Tell us how special that was for your family.

>> Being able to tell the story on this type of level is just absolutely incredible. I mean, the awareness it's bringing to the muscular dystrophy association and kids just like Ethan, you know, we couldn't be more grateful to Verizon to impact the world with his story.

>> And Josh, you know, the Oscars, of course, you made it to Hollywood. The family has made it to Hollywood it will air during the Oscars. How exciting taste?

>> That's just crazy in itself. I never thought we would be at this point or have this opportunity to get his story out to tell everyone about Ethan and his struggles and how he overcomes those every day. And it's just amazing to be part of that.

>> It's a wonderful thing and you are representing MDA with such joy and such light and I understand, Ethan, you are the life of the party as we saw in the commercial and your joke telling got national attention for your joke a day, MDA campaign. So when you are at a

formal event like this, you want a few jokes in your pocket so I'm hoping to borrow a few. Can you share a few nice jokes for you.

>> This is my favorite joke. From the joke a day for MDA. What is a magician say to the fisherman? Pick a cod, any cod.

>> I like that joke. And I think that deserves an award. Yes, best joke goes to you, Ethan. Josh and Jordan, thank you for being a part of our story, our network story. It's a privilege telling your story as well. And it's so nice to meet all of you.

>> Nice to meet you and thank you so much again.

>> Thank you.

>> And there you have it, Shandiin, Ethan and his family, Diego, sending it back to you. How do you select these stories? How do you select the people to feature in our spots?

>> Well, I will tell you, first and foremost as you probably saw, we really selected a stories that are connected to our business priorities. When you think about teachers, first responders, when you think about students, when you think about health care providers, when you think about small businesses, that's one criteria. The other criteria and I think the two stories you just showed with Ethan and Shandiin are great examples of that is continue to re-enforce our leadership in terms of our commitment to diversity, inclusion. Those stories that maybe are represented in the advertising world in this day and age. So having Ethan with putting him in really a position of telling his story is something really, really special. I don't want to overstep, but I think this is probably one of the first times that you have a Navajo Nation citizen being part of such a high profile advertising platform. So we are very, very proud of that. And I have to thank all of our ERGs because they have been tremendous partners in our process that we create this great content.

>> You can feel the pride from Shandiin, the joy from Ethan, and really looking forward to showcasing that in prime time during the Oscars. Diego, the spots are a big deal, but we always try to make 5G a big deal as well. Talk to us about how 5G is making a mark this weekend.

>> Well, making 5G matter but also doing it in a way that is experiential and allows our customers to really experience it and see for themselves why 5G ultrawide is the best 5G. So we will have the 5G portal in the Oscars so by accessing through a QR code, you

will be able to actually follow the behind the scenes of the Oscars through 5G ultra-wideband first on the red carpet, and then you will be able to see the back stage of the pressrooms. That's when each of the artists receive the awards and talk to the press. And even you will be able to see the engraving room. You know, they engrave the name very quickly as the awards are announced. It will be something really, really special. So it's a great way of having a second screen while watching the broadcast at the same time. I love the portal. I will be definitely using it.

>> Absolutely. It's not just for film buffs. It's for anyone who wants to experience 5G on a level that is unmatched some we are looking forward to that. Of course, we are looking forward to the awards. Do you have a favorite for best picture or anything you are hoping for happening at the awards, Diego?

>> I think what I like the most about this awards is the finally we are seeing diversity both in terms of people of color, female directors, really being recognized. I applaud the academy for starting to move in the right direction. Again, that's why for me it only another reason to being very proud of having Verizon really leading in this area at the same time we are driving our Bills. We always talk about being responsible business. This is a great example. You can do terrific commercial messaging and at the same time lead society with the right message in terms of diversity and inclusion and opens. Very, very proud of the work.

>> It's such an amazing celebration of stories, Diego. And truly award winning this weekend and speaking of awards I would be remiss if we didn't mention we should really talk about the award winning network, best network and best promise to our customers. And I know you may have received a little hardware over there as well. So this is your time, Diego, your acceptance speech. Go for it.

>> Oh, wow, I always wanted to do this but thought it would never happen but this would be as close as I would get to it. Yeah, more than accepting an award I want to give this award because so many people contributed to make this amazing. So first I want to thank all of our agencies and our creative teams. McCann, RGA, BM1, our amazing 140 creative team that developed a lot of the work for this campaign. Our ERGs that I mentioned before that they help us craft a messages to make sure that we are being compelling, appropriate and relevant. And the participated in the campaign, all of the amazing customers and most importantly I want to thank in particular our engineers. Our network team. You always hear me say the same

thing which is we wouldn't do what we do if it wasn't for the amazing work that they do in the field day in and day out. I know the music will be coming soon. So let me just close here. So to all of them, really, from the bottom of my heart, thank you, thank you, thank you.

>> I think I do hear the music in the distance there. So Diego, with that we want to thank you and thank everyone and really truly an award winning weekend for all of us and this award goes out to our V team. Diego. Thank you so much. Looking forward to a great Oscars and we appreciate your time today.

>> Thank you for having me, Andy.

>> And there you have it, friends. I don't know who cued the orchestra, Diego. We will look into that. Thank you again, Diego, for sharing everything about just how special Oscars weekend will be for us, for our customers, for those stories. I don't know how you cannot smile when you see Ethan talk about what it means to stay connected with his friends. Such a wonderful young man and Shandiin, of course, the prime behind her work. She is a rock star. Awesome. All the ways we are making our network matter at the Oscars with some exciting customer stories that we should be proud of and we want to thank Shandiin, Ethan, all of our customers featured in our spots this Oscar Sunday.

You can view all the of these spots right now on Verizon's YouTube page. We will share a link in the web story of today's episode.

Now those clips are closely tied to our Oscars giveaway contest. I mentioned that before I walked out of the room here. All you have to do is pick your favorite Verizon Oscars commercial. Now each video is titled with the name of the person featured in the clip, again, the link will be in today's web story in the replay so send us an e-mail to our good mailbox, that is good@verizon.com. Share with us your favorite Verizon Oscars commercial that will enter you into our giveaway drawing. We will give away four \$25 gold belly digital gift cards. If you don't know, gold belly is a curated on-line marketplace for regional and artisanal foods crafted by local food purveyors through the United States. \$25 gold belly gift cards for four winners. Let us know your favorite Verizon Oscars spot by 5:00 p.m. eastern today. We need those e-mails by 5:00 today. Send those e-mails to good@verizon.com for a chance to win.

>> A few more big stories and reminders. In case you missed it. Big

news out of Cupertino this week as Apple unveiled a ton of awesome tech including two new iPad pros with 5G. The iPhone 12S in purple. Beautiful purple a regal color. The Apple air tag and a new Apple TV 4K. Everything is coming to Verizon in the next few weeks starting with those purple iPhones and air tags with pre-orders starting today.

Finally, we will end the week the same way we started it with a reminder about national volunteer week as the week draws to a close. We want to take a moment to reflect on all of the good that we've done so far. So just a glance at the overall volunteer numbers some impressive stuff there. Since we started our volunteer portal, 83,000V teamers logged more than 650,000 hours. We are more than a quarter of the way towards our 2025 goal of 2.5 million volunteer hours by 2025. Now in just this past first quarter alone, more than 45,000 employees stepped up to volunteer and through our V teams volunteer efforts, the be my eyes app helped support 2,000 visually impaired people. We supported people in crisis with 9,000 conversations through the crisis Tex line and with our partners with the American river organization, we collected more than 3,000 pounds of litter. Great job, V team. Let's keep the volunteer efforts going beyond national volunteering week.

And that wraps up your Up to Speed for this Friday. Once again, take a look at the Oscars commercials. Share your favorite one with us by sending an e-mail to good @verizon.com. Do it by 5:00 p.m. eastern today. Do your part today. It's been wonderful spending time with you. As always, I'm glad I'm finally out of the tux. Now that's what I call hybrid working. To the office and back here in one episode. We will see you back here next week. Christy joins us live for all thing HR. Had have a great time and you are Up to Speed.