

Media Relations Committee

Minutes from August 27, 2007, Meeting
Conference Call

In attendance were Sandy Pernell, Sprint; David Privette, North State, Mike Stanley, Board Liaison, Surry, Terry Raupe, TriCounty Telephone, Daphne Yarbrough-Jones, ATMC, Rebecca Wyhof, NCTIA staff; and Carole Woodward, NCTIA staff.

Chairperson Sandy Pernell called the meeting to order and welcomed attendees. It was announced that Linda Young would no longer serve on the committee due to changes in employment.

Carole gave an update on the convention held at Pinehurst August 19-21. The convention was deemed a success with attendance reaching 175. The 2008 convention will be held at the Grove Park Inn. In an effort to increase attendance to 200, there is discussion about the possibility of changing venues and/or dates. Upcoming events discussed are the 2nd Annual Golf Tournament on the morning of October 15 at the Rock Barn Golf and Spa in Conover/Hickory, the "What's New, What's Next?" exhibitors' showcase November 8-9 in High Point and the Tri-State Conference to be held at the Embassy Suites & Convention Center in Concord in June 2008. Approximately 65-70 vendors are expected at this joint meeting with North Carolina, South Carolina and Virginia.

The new member recruitment brochure, masthead sheets and portfolio covers were reviewed. On the brochure, a few typos were corrected and the second paragraph under Who We Are was changed to read "Providing dependable global telecommunications services to the citizens of North Carolina in a rapidly changing telecommunications environment is a responsibility the member companies proudly accept." Rebecca will make the changes and email to committee members for a final look. The committee approved the masthead sheets. On the portfolio folders, it was noted to be sure the blues in the graphics and text match the blue in the NCTIA logo and to place the NCTIA address on the inside left cover next to the logo. Carole will let Sandy know how many pieces of each collateral to order after reviewing planned distribution.

Carole is still waiting for some companies to respond to a request for information to be included on the "Facts at a Glance" sheet. An email will be sent out to those not responding. The email will clarify what specific information is requested; i.e. tax information for the last fiscal year, scholarships funded during the last fiscal year, etc. Information on capital credits will be deleted, "Fiber Circuits" will be changed to "Broadband" with the miles being fiber route miles and "Access Lines" will be changed to "Customers Served" with accompanying numbers being broken down into "Voice" "Video" "Data". Companies who have already responded will be asked to provide the additional breakdowns for customers served.

Carole noted AT&T has rejoined NCTIA, pushing membership to 23.

Rebecca expressed concern about needing current information to keep the website fresh. She will send out an email to all members setting up a calendar where each company can choose a time during the year to be responsible for providing an article about that company's activities. If a company does not specify a time period, Rebecca will assign one. At any time during the year, members can provide articles to Rebecca for use on the website. With 23 members, there should be fresh information every two weeks. All articles will be archived.

Carole requested we send her contact information for any publications we think would be good for press release distribution. A discussion on press release distribution resulted in a consensus that NCTIA will send out releases to trade publications, radio stations, newspapers, etc. of board and staff changes, officer changes and awards as deemed appropriate. Each member company should take the responsibility to provide newsworthy information to their local media outlets.

The next meeting date was left open.