

NCTIA Media Relations Committee

Minutes from May 9, 2006 Meeting - Conference Call

In attendance on the call were Sandy Pernell, Sprint; Daphne Yarbrough-Jones, ATMC; Karen Powell, SkyLine; Tom Dreyer, MedTel, board liaison; Terry Raupe, Tri-County Telephone; Jenny Waisner, Lexcom; Linda Young, CT Communications; Aaryn Slafky, Randolph TMC; Rebecca Wyhof, NCTIA staff; Carole Woodward, NCTIA staff.

Chairperson Sandy Pernell called the meeting to order, welcomed attendees and reviewed the minutes of the March 22 Conference. The group continued on a recap of the brand concept, tag lines and boilerplate issues from the previous meetings.

Carole Woodward discussed the Video Franchise editorial published in the Raleigh News & Observer. She has received both positive and negative feedback from the editorial.

Tom Dreyer reported on the recent board meeting and the Media Relations Committee's recommendations regarding the Marketing Plan. Tom reported that there were no problems with the boilerplate and that the majority of the discussion centered around the tag lines. The board chose "Keeping North Carolina Connected" as the new tag line for NCTIA. Their biggest concern was in the cost to move forward with the committee's recommendations. The requested a proposal from the committee that would include specific details and costs associated with each component of the plan.

Carole reported that the board also wants the website upgraded to be more user-friendly. She commented that the board was very positive about the committee's direction. It was agreed that we would get prices ready by the date of the convention in August. The board would also like a letter to go to the General Assembly with copies of the directory. Last year's letter will be revised to meet this goal. We will do a second mailing later in the year when collateral materials are ready. The board wants the committee's help in developing a policy or position statement on the website. We already have talking points on these three issue: (1) Video Franchising (Linda Young will work on this) (2) Municipal Entry (Sandy Pernell will take this) and (3) e911 (Karen Powell will work on this one). We will work on repackaging pieces that are already in place. This creates a level playing field as far as competition is concerned. Deadline for this is 7/1/06.

Rebecca will need input regarding graphics, tone, navigation, art, resources, etc. while working on the website. She has an outline that she is forwarding to the committee for suggestions. Aaryn asked about goals of the website. There will be a members-only component and a public component.

The group also discussed producing an annual report versus the marketing piece. Can we accomplish all our goals in one publication that can be easily updated? Can we put a link on the website for issues that need to be continuously updated? The group discussed the need to send a hard copy of these materials to the General Assembly. Aaryn, Rebecca and Carole were to meet on 5/15 to work on a combination resource piece.

The next meeting will be held July 10 via conference call at 10 am.