

## **Media Relations Committee**

Minutes from July 10, 2006, Meeting  
Conference Call

In attendance on the call were Sandy Pernell, Sprint; Tom Dreyer, MebTel, board liaison; Terry Raupe, TriCounty Telephone; Aaryn Slafky, Randolph TMC; David Privette, North State; Rebecca Wyhof, NCTIA staff; Carole Woodward, NCTIA staff.

Chairperson Sandy Pernell called the meeting to order, welcomed attendees and reviewed the minutes of the May 9 Conference call. Several issues reviewed were discussed in greater detail throughout the meeting.

Carole gave an update on the upcoming Expo and Convention. Materials for both events went out the week of July 2 to possible attendees. Vendors received information about 2 ½ weeks ago.

Graybar and Power & Tel are major sponsors of the Expo and will be providing all of the food. The Expo will be a one-day event and will be held inside the race track for the first time. This should make for an even better and easier Expo than in the past. There are 48 bays available for vendors. Once all of the vendor requests are in, Carole will begin organizing the inside bays and outside space if needed. Thanks to the sponsorships of Graybar and Power & Tel, registration is free for telcos. It was noted that attendees still need to register—entry to the Expo will be by registration and name badge. Carole is expecting a good attendance this year, especially from South Carolina and Virginia due to the free registration and new format. Hopefully the new format will allow for more exposure among some of the tech people who do not normally get to come to these events.

The Convention will be held in Wilmington, August 13-15. Materials were sent out July 5 & 6. Since the convention is being held at the coast, the format is designed to be more family oriented than in the past. The event on the first night will be held poolside and will be geared toward family. The Monday night dinner will be at Elijah's, six blocks away from the hotel. Trolleys will be used for ferrying attendees, the casual dinner will be family oriented and the time will be floating. Some speakers have not been finalized, but Carole is hopeful that Erskine Bowles will be the speaker on Tuesday. Rebecca and Carole have been working on a web interface for registrations, bill payment, etc. The testing phase has begun and the interface should be ready for convention registration by July 15. Carole hopes to have vertical banners ready to use at the Convention using "Keeping North Carolina Connected" as the attention grabber and then listing the advantages and goals of NCTIA. These banners can be used as marketing pieces at all NCTIA events.

Rebecca reported no position statements had been received. Sandy sent her piece on Municipal Entry in June but will resend; Karen Powell, SkyLine, has reported to Rebecca that her piece on e911 will be ready today; Sandy will contact Linda Young, CT Communications, about her piece on Video Franchising. Statements will be sent to all committee members for review. Carole reported the House and Senate have passed versions of a Video Franchising bill and hopefully will reach a compromise and pass legislation before the session ends. Carole knows of no other position statements the board is currently interested in having developed except possibly one on legislation limiting cell phone usage while driving if that becomes an issue. Bill Craige, Alltel Communications, has been nominated as the incoming Chairman of the Board. If elected to that position, he will be the first chairman from a wireless provider.

Directories have been distributed to the General Assembly with a letter letting them know NCTIA is available as a resource. Carole is disappointed NCTIA was not contacted during writing and debate on video franchising legislation. Directories have also been distributed to member companies.

Carole and Rebecca have attended training on the database conversion to the web interface. They see this as a tremendous time saver for them and an asset to members who have requested the ability to register and pay for events online.

Rebecca addressed the work in progress on the updated web site and thanked Sandy, Terry and Aaryn for their feedback. A rough design and site map have been sent to the webmaster. Goals of the new site are for it to be more streamlined, quicker to use, prominently display new tagline, incorporate flash, and consistent use of branding and colors on all pages. Carole and Rebecca hope to reveal the look, online registration and new features at the convention. The site will not be completely finished, but it should be generally up and running with phase in of other features as an ongoing project.

Carole, Rebecca and Aaryn met in May to discuss collateral materials. A Communications Plan—Estimated Costs piece was emailed to committee members prior to this meeting. The plan outlines recommendations and costs for meeting the committee's objectives. After much discussion, the consensus is that we should look at two pieces. One piece would be a glitzy folder that would contain white papers and position papers, a "Facts at a Glance" sheet as static pieces and easily produced inserts specific to issues of importance at the time. All information would be printed on 8 ½ x 11 paper. Paper with the header could be professionally printed and then needed information could be printed on the sheets in house as needed. A smaller brochure that could be easily carried in a brief case and passed out by members at meetings they are attending if someone expresses an interest in NCTIA should include general data on what member telcos do as a whole and the benefits of belonging to NCTIA. The smaller brochure could be included in the larger folder and pulled out if not appropriate for a particular meeting. All collateral materials should be designed so the look combines with the web site, with much of the material also being included on the site.

Discussion on the Annual Report resulted in the suggestion that the report not be a traditional annual report, but a snapshot of what happened during the year in word and picture. The report would be on the web site in .pdf format so it could be printed if needed.

Carole will start collecting the information for the "Facts at a Glance" section. Rebecca will mail committee members a copy of the current recruitment brochure. Rebecca will talk with the webmaster about site work and progress. A conference call is scheduled for Thursday, July 20, at 10 a.m. with David taking minutes. This meeting will focus on finalizing collateral material details and making task assignments. Rebecca will check with the webmaster close to the meeting date to determine if enough progress has been made on the site to have the conference call, as much of the details to be finalized will involve incorporating the web graphics with the collateral graphics. Sandy hopes to have information and proposals to send to the Board by their August meeting.