

## **Media Relations Committee**

Minutes from July 27, 2006 Meeting  
Conference Call

In attendance on the call were Sandy Pernel, Embarq; Tom Dreyer, MebTel, board liaison; Terry Raupe, TriCounty Telephone; Linda Young, CT Communications; Rebecca Wyhof, NCTIA staff; Carole Woodward, NCTIA staff.

Chairperson Sandy Pernel called the meeting to order, welcomed attendees and reviewed the minutes of the July 10 conference call.

Rebecca advised that she and Carole are working to finalize activities related to the Aug. 3 Telecom Expo at Lowe's Motor Speedway in Concord and the 2006 Annual Convention Aug. 13-15 in Wilmington.

Rebecca provided an update regarding work on NCTIA's new website, which is under construction. She indicated the site had been through numerous iterations with an outside vendor. Members had an opportunity to view the homepage, which recently was completed. The homepage will contain various hyperlinks that will allow users to access information about Events, NCTIA and the N.C. Telecom School. The website also will include links to a NewsDesk and to information about joining/contacting NCTIA. A password-protected link will access a Members Corner. The homepage contains the "feel and flavor" of the NCTIA branding elements, and other pages will be characterized with the NCTIA brand as well. Although the website, which remains a work in progress, will be unveiled at the annual convention, work on this communications channel will continue for some time.

Members reviewed the small recruitment brochure, which was redesigned by a summer intern, with primary input from Carole and Rebecca. It was agreed that the brochure, with a strong NCTIA branding theme, would be an attractive and effective recruiting piece. It was mentioned that the tagline on the brochure would read "Keeping You Connected" instead of the usual "Keeping North Carolina Connected." There were few suggested changes, with the exception of removing the year from the sections listing officers and directors, adding rules to some of the images and minor style modifications to conform to the AP stylebook. Sandy will work with Rebecca to finalize the publication.

In discussing the "glitzy" 9x12 pocketed portfolio (again carrying on with the NCTIA brand elements) members suggested adding screening or spot color and possibly some rules, both of which are in line with the appearance of the website and the recruitment brochure. Rebecca indicated she would do some additional work on the piece, since the summer intern is no longer available.

Insert pages for the portfolio will consist of 8.5x11 standard, white paper stock with a masthead or other design not yet determined. It was agreed that the design would reflect NCTIA branding elements, as do the other communications pieces. Rebecca will give this some attention at her earliest opportunity.

Tom indicated he would like to have cost figures for the brochure, portfolio and insert pages prior to his Aug. 4 meeting with the board. Sandy will contact a local vendor and request prices for the following:

- Quantities of 1,000, 2,000 or 3,000 of the recruitment brochure

- Quantities of 2,000, 3,000 or 5,000 of the pocket portfolio
- Quantities of 10,000, 15,000, or 25,000 of the insert sheets, in both full and spot color

Members reviewed the three position papers developed by Linda Young (video franchising); Karen Powell (E-911 surcharge expansion); and Sandy Pernel (municipal entry). Several changes were suggested for the video franchising piece in light of recent passage of HB 2047, the Video Services Competition Act. There were suggested changes in the other two pieces as well, and Linda and Sandy agreed to update the position papers and forward the revised copies to Rebecca and Carole for review by the board.

David Privette, who was not at the meeting, suggested via an earlier conversation with the chairperson that the committee might wish to prepare a press release or PSA regarding LifeLine and Link-up services. Carole indicated that a news item addressing these items would be a good idea, and Sandy agreed to put something together.

Carole advised that an NCTIA subcommittee will meet with the N.C. School of Telecommunications administration to discuss ways to promote the school. The work discussion could result in the Media Relations Committee helping Coastal Carolina Community College update some of its publications and marketing pieces.

Carole asked those who were present to submit updated information for NCTIA's "Facts-At-A-Glance sheet. Carole will contact the other committee members and ask for the same information.

Rebecca will send out an e-mail polling committee members for their preference of the next meeting date: either Aug. 28 or Aug. 29.

Linda agreed to take the minutes of that meeting.

## **Action Items**

- Carole and Rebecca continue working on website
- Sandy to work with Rebecca to finalize recruitment brochure
- Rebecca to "spiffy up" potential cover for 9x12 pocketed portfolio
- Rebecca to design simple masthead for portfolio insert sheets
- Sandy to contact vendor to obtain pricing for recruitment brochure, portfolio, insert sheets
- Linda and Sandy to revise position statements and forward them to Carole/Rebecca
- Sandy to provide press release/psa regarding LifeLine/Linkup
- Carole will poll NCTIA members for updated information for Facts-At-A-Glance sheet. Those who attended this Media Relations Committee meeting should go ahead and update their sheets now and forward them to Carole/Rebecca.
- Rebecca to poll members as to their preference for next meeting date
- Linda to take minutes at next meeting