

Media Relations Committee

Minutes from March 22, 2006 Meeting held via Conference Call

In attendance were Sandy Pernell, Sprint; Daphne Jones, ATMC; Karen Powell, SkyLine; Tom Dreyer, MedTel, board liaison; Terry Raupe, Tri-County Telephone; Rebecca Wyhof, NCTIA staff; Carole Woodward, NCTIA staff.

Chairperson Sandy Pernell called the meeting to order, welcomed attendees and reviewed the purpose of the meeting, which was to continue discussion of branding; being implementation of brand strategies outlined earlier.

Carole Woodward discussed a video franchising op-ed piece written by Ellis Hankins, NC League of Municipalities. NCTIA is preparing a response piece. Committee members will receive a copy of the letter once the Executive Committee reviews it. Comments – we are all changing companies, many growing the business line in the form of providing cable tv service. Be careful when slamming the cable tv industry.

Brand Concepts, Committee Goals, Specific Strategies - Of those discussed last meeting, the acronym DRIVEN is the committee's preference to define our brand concept. - Dynamic, Resourceful, Innovative, Valuable, Experienced, Networking

Taglines developed by committee members were reviewed. The top three will be presented to the Board for their consideration:

Connecting companies, connecting communities

The Voice of Communications (Technologies)

Keeping North Carolina Connected

Others.....

NCTIA... representing a DRIVEN industry

North Carolina's premier telecommunications industry association

Advancing Telecommunications

Where we all connect

Coming together produces networking

Collectively Dynamic

A force of unity

Effective through unity

Representing a Dynamic industry

The voice of telecommunications for the Tar Heel State

Keeping You Connected

Connecting North Carolina to global technology

Connecting North Carolina to the World

Our lines are always open

NCTIA's boilerplate was updated to read: NCTIA is a trade association representing North Carolina's telecommunications providers. Founded in 1932, the organization advocates for the telecom industry, offer education and training opportunities for its member companies and supports a pro-business environment for growth and economic development across the state.

Other Branding activities:

Update the “Telecommunications in North Carolina” folder and contents - Updated sheets will be sent to member companies to update the Facts page. Other inserts of the folder will need to be updated. Cost of the glossy cover and inserts was discussed. More information will be presented to the Board regarding financing the update project.

Annual Report – the contents and format for such a printed report were discussed. The format should tie into the glossy folder and contents.

Membership Recruitment Brochure - the brochure touting the benefits of membership was discussed, again to be coordinated with the glossy folder “Telecommunication in North Carolina”. This brochure will be used to recruit new member companies.

Internal and External Marketing of the Brand - Information on NCTIA’s brand will be disseminated to external stakeholders as well as internal customers such as all the various committees.

The next meeting will be held May 8, 10:30 a.m. in Sanford.