

Media Relations Committee

Minutes from March 1, 2006 Meeting
Sanford, NC

In attendance were Sandy Pernell, Sprint; David Privette, North State; Daphne Jones, ATMC; Karen Powell, SkyLine; Tom Dreyer, MedTel, board liaison; Terry Raupe, Tri-County Telephone; Jenny Waisner, Lexcom; Linda Young, CT Communications; 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 discuss the committee's role in the NCTIA organization and plan 2006 strategy. She reviewed NCTIA's Code of Ethics and encouraged committee members to become familiar with the material, recognize its value and adhere to its premise. She also discussed a handout containing the vision and goals for NCTIA.

Tom Dreyer reviewed the role of board liaison.

Carole Woodward discussed the role of the NCTIA staff and reviewed the organization's budget. She discussed the various committee structures and provided Media Relations committee members with handouts outlining all committees' responsibilities, along with a spreadsheet containing members' names. Carole also discussed the 2006 Activities Calendar, emphasizing the larger events, such as conferences, expos, conventions, etc. She distributed copies of the calendar to all members.

The remainder of the meeting involved discussion and input from all members to strategize and develop action plans for 2006. Led by the chairperson, the committee defined its understanding of NCTIA products, services and customers. (What does the organization do and for whom does it do it?) The team followed with discussion that defined an NCTIA brand concept. (What feelings/images should the NCTIA brand evoke?) Members agreed on several adjectives to describe the NCTIA brand:

- Dynamic
- Resourceful
- Innovative
- Vocal (or Valuable)
- Experienced
- Networked (or Networking Opportunity)
- The first letters of each of these words form the acronym DRIVEN, which may be used in future branding activities.

The committee also set forth specific goals for the Media Relations committee this year including:

- Build brand awareness (internally and externally)
- Enhance NCTIA's visibility and reputation
- Position NCTIA as a premier resource for internal and external customers

- Emphasize the industry's economic impact in the state
- Facilitate dialog among member companies
- Build a better relationship with members
- Recognize member companies achievements
- Stress innovation

Specific strategies to achieve these objectives include:

- Develop tagline or brand statement
- Add NCTIA link to member companies' websites
- Develop "boilerplate"
- Pursue publication of an annual report
- Consider image advertising (paid ads in key trade pubs)
- Update collateral brochure (give it a glitzy cover)
- Take advantage of technology (help staff build a better website)
- Leverage media relations
- Take advantage of "free space" in trade pubs
- Produce and distribute consumer education material
- Develop policy positions
- Provide PR and creative support for other committees
- Publicize member achievements and "wins"
- Educate all committee members w/regard to brand management plan
- Establish benchmarks to measure success

The meeting concluded with the following action items:

- Each member to devise a tagline
- Each member to review boilerplate (Rebecca to forward) and prepare to discuss
- Members to place NCTIA link on their websites, where possible

The next meeting will be held March 22 via conference call. Another face-to-face meeting is set for May 8 in Sanford.

In lieu of appointing a secretary, members agreed to share the responsibility of taking meeting minutes. Karen agreed to take minutes at the March 22 meeting, while Daphne agreed to take minutes at the May 8 meeting.