

North Carolina Telecommunications Industry Association Marketing / Public Relations Committee

The Committee met on February 19, 2004 at MebTel Communications in Mebane, NC.

Present were: Sandy Pernel, Sprint; Jenny Waisner, Lexcom; Linda Young CT Communications; Tom Dreyer, MebTel (Board Liaison); and Carole Woodward Executive Director. Participating via Call in: Clifton Metcalf, BellSouth; Sammy Roberson, Randolph Telephone. Absent: Kay Dunn, Yadkin Valley TMC; Kelly Gragg, Wilkes TMC; Daphne Jones, Atlantic TMC; Meredith Mode, Lexcom; Karen Powell, Skyline Telephone; Kyle Randleman, Star TMC; Paul Wilson, US LEC; Walter Winn, North State; and Steve Parrott, Sprint (Board Liaison).

The meeting was called to order by Board Liaison and Meeting Host Tom Dreyer who expressed appreciation to committee members for their service to NCTIA this year.

BROCHURE: The Distribution Plan for the new brochure is still on target. The annual newsletter and membership directory will be ready in a couple of days, to be included in the mailing. Proposed distribution to: NC Utility Commissioners, Public Staff, NC Press Association, members of the NC General Assembly, NCTIA members and affiliate members, national telecom associations, other state telecom associations, NCCBI, NCEITA, NCEDA, Council of State.

Committee members are to provide NCTIA staff with their local media contacts, address information.

A cover letter and press release will be included in the distribution of the brochures. Dr. Vander Weide may provide a quote regarding telecom's role in the NC Economy that can be used and promoted in the Press Release. Ms. Woodward mentioned Walter McCormick's speech at convention regarding regulatory lag behind technology. The Committee will ask the Board for positions that may be communicated to the press.

COMMITTEE MAKEUP - Karen Hern, who was to chair this year's committee, is no longer with ALLTEL. Dreyer asked for volunteers to lead this year's committee. Other committee members will also be contacted. Active participation is needed by all committee members. The group should focus internally to build relevance and support for NCTIA, blanket your company with information regarding NCTIA programs and activities. Use internal newsletters, websites, communication vehicles to inform our membership of NCTIA activities.

RAISE NCTIA'S PROFILE – Continue distributing information on who we are and the impact our industry has on the state's economy. Reach out to the media on events we already have. Send invitation letters and event brochures marked complimentary registration on the Spring Revenue and Technology Conference.

BOARD POSITIONS - Ask the Board about NCTIA positions that Carole can quote to the media, such as the regulatory reform issue Walter McCormick spoke about at Convention. There are two issues from last year regarding 911 and municipal entry into the market that the Board approved as official NCTIA positions that Carole can quote. Two recent issues the Board assigned to the Governmental Affairs Committee may be issues that will flow to the Marketing Committee for PR – issues with the railroads regarding crossing rights of way, interest charged on customer deposits.

CHANGING TECHNOLOGY – Take advantage of the latest technology to communicate with our members via email and the website, perhaps a chat room. Take an advertising approach to reach our audience through more than one channel. Also use frequent communications such as several reminder emails on events, issues, etc. Try to better understand the capacities of such technologies in order to improve communications with members.

USE THE MARKETING COMMITTEE – Use the Committee to assist other committees in creating proactive materials and messages for brochures, press releases, communications to our various audiences.

The Committee Meeting will have TWO face to face meetings this year and several Conference Calls. Please advise staff of preferred days of the week, time of month for our meetings.

We should meet via Conference Call in early April following the Board meeting / Spring Revenue and Technology Conference (April 5-7). Please indicate your availability.