

North Carolina Telecommunications Industry Associations
Media Relations Committee
Conference Call Minutes from February 4, 2005

In attendance: David Privette, North State; Daphne Jones, Atlantic Telephone; Clifton Metcalf, BellSouth; Sandy Pernell, Sprint; Karen Powell, SkyLine; Kyle Randleman, Star; Terry Raupe, Tri-County; Crystal Smith representing Jan Rider, CCCC; Preston Sellers, CCCC; Janet Gresham – NCST; Tom Dreyer, MebTel, Board Liaison; Carole Woodward, NCTIA staff.

Chairman David Privette called the meeting to order. 2005 Committee members were welcomed and introduced. NCTIA President Steve Parrott reviewed the 2005 Program of Work, Committee Structure, Calendar of Events, Code of Ethics, and his Vision for NCTIA. This committee is specifically challenged to focus on how to market the NCTIA brand across the state, increasing visibility and building an awareness of the impact of the telecommunications industry. The new brochure is an excellent piece. PSA's relating to storm events and meetings, and member company feature articles are excellent ways to disseminate information to media/business journals. Steve turned the meeting over to Chairman Privette for the business at hand.

Chairman Privette reviewed the purpose of the meeting which was to review to do list of items for the Grand Opening Ceremony for the NC School of Telecommunications scheduled for Wednesday, April 13, 2005 at 10 am.

Program-The event's program was discussed. Lt. Gov. Purdue is not available on this date. The target length of the program is 20 minutes. Suggested format: Dr. Matthew Garrett, CCCC; Steve Parrott, NCTIA; Lee County Commissioner; Rep Bob Etheridge; NC Dept of Commerce. Distinguished guests from education, the telecom industry and military will be introduced and may have designated seating.

Budget – Fund Raising- Tom Dreyer will need the estimated costs for printing, mailing, refreshments, set up costs, and promotional items in order to complete the budget and present to the Board on Feb. 25. Crystal Smith representing Jan Rider did not have costs or information on suggested promotional items, refreshments, or printing invitations. Crystal will get this information to Carole by Feb. 8.

Invitations- the proposed wording for the invitations was approved. Crystal will check on the status of design and printing the invitation and brochures. The target date for mailing the invitations was Feb. 14. Since we are not going to meet that date, the end of February is the goal to mail the invitations. Carole needs 3400. Add those to the CCCC invitation list.

Promotional Items- 500 promotional items - 300 for distribution to event attendees and 200 to be mailed to legislators / media. A number of items were discussed. The Committee decided to on a piece of fiber cable imprinted with the dedication date of the new NCST facility and contained in a plastic tube. Carole will check with Eric Parsons of Corning Cable regarding cost.

Media- the media alert will be mailed March 30. Work will continue on the Media Packet.
Company information to update the NCTIA brochure is needed immediately!

Special Events - During the Ribbon Cutting Ceremony / Open House tours will be developed and special displays featuring historic artifacts will be on display.

Next Committee meeting at NCST: March 23, 2005 @10:30 am