

North Carolina Telecommunications Industry Association Marketing / Public Relations Committee

The Committee met on May 18, 2004 via Conference Call.

Present were: Daphne Jones, Atlantic TMC; Clifton Metcalf, BellSouth; Meredith Mode, Lexcom; Sandy Pernell, Sprint; Sammy Roberson, Randolph Telephone. Jenny Waisner, Lexcom; Linda Young CT Communications; David Privette, North State; Tom Dreyer, MebTel (Board Liaison); and Carole Woodward Executive Director.

Absent: Kay Dunn, Yadkin Valley TMC; Kelly Gragg, Wilkes TMC; 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 Tom Dreyer who expressed appreciation to the committee members for their participation. David Privette, North State was welcomed to the Committee.

MINUTES: Minutes of the March meeting were reviewed and approved. A Chairman for the Committee has not been determined.

BROCHURE DISTRIBUTION: The Distribution Plan for the new brochure has been completed. The promotional piece was distributed 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.

CONTINUING TO RAISE NCTIA'S PROFILE – A few media calls have resulted from the Brochure distribution. Carole was unable to respond to one particular call regarding regulation of airport hot spots because various companies and NCTIA did not have a position on the issue. Carole can also check with NTCA and USTA to determine if they have positions on the issue at hand. Now that calls are coming in, we have a chance to respond if we do so in a timely manner with content the media can use. Development of white papers to provide background information on telecom issues for use by the media would be beneficial.

DRAFT TALKING POINTS – Committee members are asked to provide Carole with a few talking points on key telecom issues such as the NCUC Competition Survey, Technologies, wireless, cable, regulatory, consumer benefits to changing technology.

BOARD POSITIONS - Ask the Board about NCTIA positions that Carole can quote to the media.

CHANGING TECHNOLOGY – Take advantage of the latest technology to communicate with our members via email and the website. The committee recommends an expanded data base of member email addresses that will serve as multiple dissemination points within various member companies.

North Carolina School of Telecom Open House – The Committee would like to assist Central Carolina Community College to promote the ribbon cutting for the new building in a major media effort. We should involve the Governor, NC Utilities Commission members, key legislators and state officials, along with local dignitaries and telecom representatives from national affiliates and surrounding states. Information should be developed about how the consumer benefits from the new school and promoting the oldest industry/education partnership in NC and the only telecom training facility in the Southeast. Carole will contact Janet Gresham and Dr. Joyner to determine a meeting time to pursue the ideas for media event at the opening of the new school.

The next Committee Meeting will be a Conference Call to report the progress on event plans for the new School opening. Tom Dreyer and Carole will meet with CCCC initially and report back.