

North Carolina Telecommunications Industry Association Marketing / Public Relations Committee

The Marketing / Public Relations Committee met at Sanford Civic Center on July 29, 2004. Present: David Privette, North State, Chairman; Daphne Jones, Atlantic TMC; Sammy Roberson, Randolph Telephone; Jenny Waisner, Lexcom; Sandy Pernell, Sprint; Tom Dreyer, MebTel; Jan Rider, CCCC, Janet Gresham, NCST; Preston Sellers, CCCC; Matt Garrett, CCCC; and Carole Woodward

Chairman David Privette called the meeting to order following a tour of the new NC School of Telecommunications facility. He reviewed the purpose of the meeting: to plan a date and details of a ribbon cutting / open house for the new NC School of Telecommunications.

Daphne Yarborough-Jones shared a letter of invitation to Governor Easley. The letter indicated the last week of Sept. or first two weeks in October for the event's date (in order to accommodate the Governor's availability). The letter will be emailed to all NCTIA member companies asking for the letter to be sent on individual company letterhead.

The event encompasses the theme of economic development, jobs, technology, education and the military. The Purpose of the event is to showcase the NC School of Telecommunications, increase awareness of the school and promote the importance of the telecommunications industry to the economy of the state.

We will wait for a response from the Governor until Friday, August 6. After that date, we will proceed with the date October 5 at 10:00 a.m. NCTIA and CCCC Presidents will be asked to serve as Master of Ceremonies.

Invitations will be mailed Sept. 7. An RSVP by Sept. 21 will be included. Sandy Pernell will email a draft of the invitation wording. Invitation lists will be emailed by Aug. 20 to Carole who will prepare a merged list for labels. Council of State, state and local elected officials, economic development officials, military (Janet Gresham to provide), CCCC officials, telecom companies in NC, SC, GA, TN (as well as national affiliates) and media will be included in the invitations.

An information packet, including CD about NCST will be prepared by CCCC.

Sandy Pernell will assist with a media advisory and press release.

Proposed Budget:	Printing Invitations, Programs	\$6,000
	Mailing – Postage	\$1,000
	Refreshments	\$2,500
	Promotional Items	\$2,000
	Decorations, Tents, Staging, Chairs	\$2,500
	Video (document for future marketing)	
	Contingencies	
	Total Budget	\$20,000

A Conference Call will be held Friday, August 20 at 10:00 a.m.