

NAB List of PR Issues
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Messages -

For the most part, we want people to know that "we are in the modern world," and that we have the most advanced systems for the U.S. -- tomorrow's technology/today's solution.

- ADTV - digital simulcast: better compression techniques, low power - no interference
- ACTV - plan for existing channels (remember it will be at the ATTC during NAB)
- 16 X 9 - everything will be 16 X 9

Demonstration Video -

Will we be putting together a new demonstration video? If so, it would be in our best interest to enlist the services of Jackson Bain (and company) or, perhaps, someone from NBC who projects the same persona and instills confidence.

We need to set a storyboard right away and stick to it! It should not be changed in midstream. It sets the tone for the video, for the messages in the press kits, etc.

A reduced approval committee needs to be established to work and review the storyboard and to review all other materials. It should consist of one (1) PR person, one (1) technical person, and one (1) executive from each of the four (4) corporations.

Press Conference -

It is important that we have a press conference to maintain visibility and to continue to deliver our message. This should be scheduled, and responsibilities divided, a.s.a.p.

- optimal time/day
- speakers
- invitations/ mailing list
- press kits

Press Kits -

These should be organized and written right away. They can be fine-tuned or altered later if there are unforeseen developments before NAB. They should be CONCISE. The kits should include photographs of ACTV (final stage, before it is taken to ATTC) and ADTV. Folder design should be same as last year's. The kits should also include:

- backgrounder - short history of consortium
- technical facts and brief descriptions of systems
- milestone chart - should not be a separate document, but rather, a part of the actual folder itself; it could run along the interior "runner" that holds the other documents in place; this way, you don't bore people with another piece of paper, and they see all of ATRC's accomplishments up front
- NAB press release - with ATRC's message; include a note at the bottom stating that copies of the speeches (from the press conference) are available on request, they should not be included in the packet

Signs -

The signs need to be ready by March 10.

Booth -

Since we are not displaying a Studio of Tomorrow, we might want to reconfigure the booth layout to make optimal use of the space. Last year, there were some areas that were too crowded, while others remained dormant. The doors were a problem - they keep people out and are not particularly inviting.

Manning the Booth -

We seem to have a good handle on scheduling technical people and executives to answer questions and conduct interviews. However, the PR group should have a person at the door handing out literature and offering assistance where needed.

If we are able to establish the membership in the approval committee and meet no later than January 21, we should have the storyboard in place by February 5, which should give us enough time.