

NASTF Communications Committee  
Conference Call Meeting  
September 10, 2014

Attending:

John Cabaniss, OEM Co-chair  
Jesse Korosec  
Chris Messer  
Charlie Gorman

Skip Potter, Executive Dir.

Absent:

Bob Chabot, Independent Co-chair

Cabaniss convened the meeting at 11:05am Eastern time.

Cabaniss reported that the NASTF Board reviewed the Communication's Committee recommendation to adopt and fund the NASTF marketing proposal but postponed a decision on the matter until a Board-appointed task force could review the need, proposal and funding more precisely. Chabot and Cabaniss are representing this committee on that task force.

The committee reviewed several elements of the NASTF Newsletter and confirmed that it continues to meet the Committee's published strategy. Potter was instructed to examine and implement slight format changes like indexing of key storylines to assist readers with navigation and consumption of the content.

The committee also discussed how unique and important newsletter content may be of interest to the trade press and how NASTF can encourage and support them in turning a NASTF news item into a story for their particular publication. Suggestions included validating that all appropriate editors are receiving the newsletter and a personal outreach to them promoting this opportunity for story ideas.

In closing the Communications Committee meeting, Cabaniss thanked and recognized those few who attended and asked to extend a question to those who did not attend. He reminds the committee that it is responsible for promotion of NASTF and in the presentation of its product. Cabaniss asked for suggestions from all committee members for specific projects, problems and improvements which would increase interest and participation in the committee.

The meeting was adjourned at 11:55am ET.