**From:** TIA, Cheryl Blum and Eileen Bramlet

 ATIS, Steve Barclay and Lauren Layman

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**Re:** MEDIA and PR Plan for Steering Committee #1

# Press Teleconference

**Teleconference Overview:** The formal announcement of oneM2M will be made via a press teleconference and press release. The press teleconference will take place from Bellevue, WA on July 24, sometime between 9:15 am and 10:30 am PDT, after the partnership agreement has been signed. The press release will be issued immediately following the teleconference.

**Official Announcement & SDO Statements:** During the press teleconference, TIA President Grant Seiffert and ATIS President and CEO Susan Miller will speak for one-to-two minutes about the new oneM2M partnership, and ARIB, CCSA, ETSI, TTA, and TTC may also select a spokesperson to speak for one-to-two minutes about the partnership and its goals.

**Press Q&A:** After the SDO statements, we will take questions from participating members of the media. It is recommended that one representative from the U.S., as well as one representative from Asia and one representative from Europe, be selected in advance to answer these press questions.

The goal of the press teleconference is to educate influential reporters about the chronic need for cooperative M2M standards, formally announce oneM2M and promote coverage of this new industry partnership.

# PR Tactics to generate media participation in the teleconference and to seek coverage of the announcement

**Media Advisories:** Two media advisories will be released to promote the July 24 press teleconference. These advisories will alert reporters to a press teleconference announcing a major ICT industry initiative to advance M2M communications, and invite reporters to register for the press teleconference. To highlight the significance of the effort, we will also include messaging about the critical need to harmonize M2M standards.

**Schedule for Press Outreach:** The first media advisory will be released the week of July 9, while the second will go out the week of July 18. During this time, we will continue to reach out to reporters individually via phone and email to register them for the press teleconference.

**Formal Announcement:** After the press teleconference, the seven SDOs will distribute the approved press release formally announcing oneM2M and positioning the partnership as a critical ICT industry movement to enhance M2M communications and foster global business. We will conduct direct outreach to key members of the media who did not participate in the teleconference.

# Media Targets

A wide range of tech and telecom media will be notified. Targets include, but are not limited to, the following media outlets:

**Trade/General**

* C4 Trends
* Communications Daily
* Connected World
* Consumer Electronics Daily
* Consumer Technology Publishing Group
* Earth & Industry
* FierceTelecom
* Green Tech News
* Journal of Health Information Management
* Light Reading
* M2M Magazine
* M2M World News
* M2M Zone
* Mobile Business Briefing
* Mobile Enterprise
* Mobile Industry Review
* Mobile Nations
* Mobile World Live
* MobileTechReview
* Network World
* NFC Times
* Power-Technology.com
* Public Safety Communications Magazine
* RCR Wireless
* Renew Grid
* Smart Grid News.com
* Smart Grid Today
* Smart Grid Update
* TechnologyGuide
* Technorati
* TechRadar
* Telecom Engine
* Total Home Electronics Review
* Total Telecom
* Wireless Week

**Local**

* Bellingham Business Journal
* Puget Sound Business Journal
* Seattle Post Intelligencer

**Industry Verticals** (in addition to media outlets, industry groups from the following sectors will receive the official press release.)

* Smart Grid
* Vehicle Communication
* Health Care