

THE NETWORK MINUTE

Produced by the NC Credit Union League Marketing Department.



NORTH CAROLINA CREDIT UNION LEAGUE

Register for the 2007 GAC and for the 2007 NCCUL Senate Breakfast!

Be sure to register for the CUNA Governmental Affairs Conference by visiting www.cuna.org/events/gac07/. While at the GAC be sure to join NCCUL and invited attendees Senators Elizabeth Dole and Richard Burr for breakfast on Wednesday February 28, 2007. Contact Mickey Fanney with the League for more information, mfanney@ncleague.org.



**HAPPY
NEW YEAR
from NCCUL!**

Southeast and North East Chapters – April 10-11, 2007
Tarheel Chapter – April 25
Piedmont and Foothills Chapters – May 1-2, 2007

Branch Capture

Branch Capture is the latest method of presenting your members' deposits for credit through digital check imaging and could possibly eliminate your relationship with other depository institutions. Cost-effective digital check imaging can revolutionize your financial institution by reducing overhead, improving customer satisfaction, and enhancing workforce productivity. To learn more about the benefits of this revolutionary process and what your credit union needs to get involved, contact Richard Ford at 800-822-8859, ext. 3224, or at rford@ncleague.org.

IMPORTANT DATES FOR 2007!

GAC Senate Breakfast, Washington DC

Wednesday February 28, 2007

Hike the Hill, Washington DC

May 23-24, 2007

October 3-4, 2007

State Capital Connections, Raleigh, NC

Western Chapter - March 20-21, 2007

Northwest and N. Piedmont Chapters

– March 27-28, 2007

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Call For Nominations

Nominations are now being accepted by the NCCUL for the League's Board of Directors. The nomination and subsequent election of League Directors is the responsibility of each and every credit union. **Nominations are due by April 2nd** and should be submitted to the NCCUL Nominating Committee. For more information on proper nominating procedures, call Frances Moore at 336-217-4793.

We encourage you to participate!

NCCUL Unveils EverSmart Marketing - A New Online Marketing Portal

Over a year in research and development, the League is unveiling **EverSmart Marketing**,

the online marketing program exclusively for credit unions. **The program will be up and running and taking orders**



for the February mailings beginning the end of January.

Initially, the program will allow credit union marketers to work more efficiently, to save tremendous amounts of money on their existing marketing efforts, do more targeted test marketing of product offerings, and to customize product offerings for specific members, all for lower pricing than ever before. *Eventually*, the program has possibilities stretching far into member service efforts as well as meeting planning and control. You will be hearing a great deal about this powerful new program all during this year.

Watch for notices about signing up in the next 2 weeks!

Upcoming Events & Council Meetings:

January 17 - Carolinas Risk Management Council

Featured topic: Embezzlement

Location: NCCUL - Greensboro

February 21 - Carolinas Compliance Council

Featured topic: Website Compliance

Location: NCCUL - Greensboro

For more information on these or any other events, please visit the new NCCUL trainingweb site at training.ncleague.org, or contact Ed Agnoli (ext.3229) at 800-822-8859.

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**NORTH CAROLINA
CREDIT UNION LEAGUE**

Committed to helping credit unions succeed

For more information, contact us at: 800-822-8859

or visit our website at: www.ncleague.org

FIRST CAROLINA CORPORATE CREDIT UNION


Mark Your Calendar

First Carolina has several great events scheduled in 2007. Take a moment to add them to your calendar and watch for more details.

- April 20 - First Carolina Corporate Annual Meeting
Kingston Plantation* Myrtle Beach, SC
- June 10 - Annual Charity Golf Tournament
Little River Golf Club * Little River, SC
- September 12-14 - Financial Conference
Ballantyne Resort * Charlotte, NC
- October 23-25 - Payment Systems Conference
Greensboro-High Point Marriott * Greensboro, NC

For more information, contact **Kecia Brooks** at (800) 585- 4317, ext.3218 or kbrooks@firstcarolina.org.

Carolinas Cup



2007

3rd Annual Carolinas Cup Coming March 11 - 13

Credit Unions from North & South Carolina will again be facing off in this hugely popular 3-day event. Running March 11-13, it raises money for sponsored charities and pits the two state teams against each other in a friendly but very competitive event.

Watch for more information or contact **Debbie Sutton** at debbie.sutton@cunamutual.com.

PR IN A BOX JANUARY 2007

(NOTE: PR in a Box is a regular feature in the Network Minute. Visit us each issue for more tips to improve your communications!)

SO YOU WANNA BE ON THE 6 O'CLOCK NEWS?!

In our last edition of **PR in A Box**, we talked about the advantages of both newspapers and television in covering the local news. In essence, newspapers feature the ability to dig down a little deeper into a story, while television offers both immediacy and the "drama" that only moving pictures can provide.

While obvious, these differences should be in the front of your mind every time you consider a story pitch to one or the other. In this month's **PR in A Box**, we look at how to increase your chances of landing on the evening television news.

By its very nature, television thrives on action. Reporters and news directors are looking for stories that will not only inform, but visually entertain the audience. In short, "eye candy" sells!

When pitching stories to television stations consider the following:

1. If the story relates to consumer finance, be sure to have some members who are available to discuss the issue with a reporter. Providing information is good, but the television audience always wants to know, "how is this important to me?" There's no better way to convey the importance of a consumer finance issue than to let your members tell their own stories in their own words. You should also consider these consumer impacts when writing the press release – and let the station know you have members who can speak to the issue.
2. If you are planning a charitable or other fun event in a branch, try to make the event as unique as possible. Fun events that are not run-of-the-mill are much more likely to get noticed. You will also want to clearly state who benefits from the charitable event, and give the non-profit a plug. If your event is a member appreciation event, think about adding some unique elements to the celebration, and decorating the branch creatively (remember, it's all about eye candy).
3. Schedule an event when most television crews are available – late in the morning or early in the afternoon. Weekdays are usually much better than weekends for getting coverage as well.
4. Pitch your news story about two weeks ahead of time, then call the news desk a couple of days ahead of the event as a reminder.

Next month, we'll go over some tips to get noticed by the local newspaper.

If you need any assistance with PR implementations, call **Jeff Hardin** at the League at (800) 822-8859, ext. 3225.

