

Keith Campbell

From: Sharon Shaffer [sharon.shaffer@nist.gov]
Sent: Monday, June 30, 2003 4:59 PM
To: KCampbell@RosettaWireless.com
Subject: NIST to announce ATP awards 7/1



ATP Release Template.doc

Congratulations on receiving an ATP grant!

NIST plans to announce the new ATP awards tomorrow, July 1. The announcement will be available at www.nist.gov and www.atp.nist.gov. We strongly encourage your company to prepare publicity announcing your receipt of an ATP grant. **DO NOT MAKE ANY PUBLIC ANNOUNCEMENT UNTIL YOU GET AN EMAIL FROM ME CONFIRMING THAT NIST HAS MADE THE ANNOUNCEMENT.**

You may want to consider:

- * Sending a news release to science, technology or trade reporters who cover your industry as well as business reporters for daily and weekly newspapers and business journals in your area. (I've attached a basic template for the release for your possible use.)
- * Posting an announcement on your company web site, linked to the ATP web site (www.atp.nist.gov).
- * Preparing back-up materials for reporters such as a project fact sheet, a company fact sheet, graphics/photos, and a glossary of technical terms.

Be sure to notify the appropriate people in your organization that NIST plans to publically announce the ATP awards tomorrow. NIST has informed members of your Congressional delegation of your company's award.

Please copy me on any announcements you make and the resulting media coverage.

Thank you,

Sharon

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