



**APT**

## WHY APT ?

"APT did an exceptional job and did everything we were hoping they would do and more."

Jonathan Griffith  
South Mountains State Park

"APT provides consistent, quality production services at an affordable rate..."

Eugene Murray  
North Carolina State University

"(APT) is easily accessible... and we just find you all a pleasure to work with."

Doug Hoell  
North Carolina  
Division of Emergency Management

"(APT) is the best way to reach statewide and get a message out."

Carla Obiol  
Senior Health Insurance  
Information Program

"I would definitely recommend APT to my colleagues, definitely, no doubt about it."

Pamela Lloyd-Ogoko  
Division of Services for the Deaf and  
the Hard of Hearing



APT is a division of  
the North Carolina  
Department of Administration

**APT**

EXCELLENCE IN COMMUNICATIONS



**APT**



Professional quality  
media services  
for and about  
government

North Carolina  
Agency for Public Telecommunications  
(919) 733-6341  
[www.nceptv.tv](http://www.nceptv.tv)

116 West Jones Street  
Suite G102  
Raleigh, NC 27603



# APT

EXCELLENCE IN COMMUNICATIONS



## MEDIA SERVICES

Video / Audio / Multimedia Production  
and Media Placement

### Create Targeted Communications That Get Results

Deliver your message to any audience with video, multimedia, or radio and television public service announcements

Support initiatives, inform the public or train staff about changing policies and procedures

Place your message on media outlets statewide

### Professional Standards and Service

Complete project management

Creative development and scriptwriting

Studio and location shooting

Duplication and distribution

### Award Winning Production Staff

Partner with our experienced team of professionals to create the look, feel and sound that you want

High quality, creative ideas, responsive service, on deadline



## OPEN/net

Live Call-in  
Television Program

### Connecting Public Officials with North Carolinians

Share your agency's mission and successes

Spread the word about your public initiatives

Promote education or discuss changes in policy or law

Reach Spanish-speaking constituents with OPEN/net en Español

### OPEN/net Programs are User Friendly

Your agency helps shape content and suggests guests

Conversational style of program means little advance preparation for OPEN/net panel

### OPEN/net Reaches Your Audience in a Variety of Ways

Live call-in programs distributed on cable and the web

Archives on APT's website and on Time Warner's Carolina On Demand channel 1234

## STATE SERVICES NETWORK

Teleconferencing Services

### Move Information - Not People

Use Internet, satellite, the information highway, web streaming, ISDN or a combination of technologies to reach anyone, anywhere, anytime

Deliver information to your target audience simultaneously or participate in national training sessions

Train or talk with colleagues and clients at multiple locations around the state or across the nation

Spend your valuable resources on content, not on the road

### Put Your Spokesperson in Front of the Media

Reach multiple media outlets

Connect quickly and conveniently with state and national television newsrooms for one-on-one interviews

Enhance your message with graphics and video

