



External Communications Guidelines
Adopted 29 September 2010

Press Contact

In the absence of a PR firm, the NTAF Management Company will receive press inquiries on behalf of the forum. The Management Company representative will immediately forward all incoming requests to the Board of Directors and Marketing Committee leadership.

Press Representative(s)

NTAF will be represented in the press by the NTAF President and/or other members of the Board as selected by the President. From time to time, other members of the NTAF leadership, such as the Technical Committee Chair, may be called on by the Board of Directors to speak to the press on behalf of the forum.

Unless authorized to do so by the Board of Directors, NTAF Members are not authorized to provide quotes, comment or otherwise represent NTAF to the press.

All comments to the media (in any form) are considered “on the record” and spokespersons should act accordingly.

NTAF Press Releases

NTAF-generated press releases must be reviewed and approved by the Board of Directors before being made public. The Board will have no less than 72 hours to review any press release before it is made public. The lack of comments will be deemed as acceptance. If any member company is specifically quoted and/or named in a press release, that company will have no less than 5 business days to review and obtain approval to be quoted and/or named before the release is made public.

All NTAF-generated press releases must contain the following elements:

- NTAF logo
- NTAF website URL, <http://www.ntaforum.org>
- “About NTAF” paragraph
- NTAF press contacts

In the absence of a PR firm, the President of the forum and the NTAF Management Company will be named on press release as the primary press contacts.



Member Press Releases

All member press releases regarding NTAF must contain the following elements:

- NTAF website URL, <http://www.ntaforum.org>
- “About NTAF” paragraph

Additionally, NTAF should be noted first as the Network Test Automation Forum (NTAF) and subsequent references may be listed as NTAF.

Unfortunately, NTAF cannot provide individual quotes for each member’s press releases. However, NTAF may, at its discretion, draft a general statement that members may include in their respective press releases.

Social Media

NTAF members are encouraged to participate on the NTAF blog, Linked-in account and other industry social media sites to promote and discuss NTAF in a thoughtful and productive manner.

When discussing NTAF on any social media site including NTAF’s own blog, members should take care not to disclose or make public any confidential information and/or any information that is protected under NTAF’s IPR statement, Anti-trust policy or that would violate NTAF’s Code of Ethics policy. Any statements that do not conform with these guidelines may be removed from the blog at the discretion of the Board.

Reference NTAF in External Documents

NTAF members should take care not to disclose or make public any confidential information and/or information that is protected under NTAF’s IPR statement in any external document such as a presentation, article, press release or other.



Speaking Opportunities:

Please refer to the Speaker's Bureau Guidelines for more information.

Logo Usage Guidelines:

The NTAF logo shall not be revised or rearranged in any way. This includes using the corporate insignia without type, adding figures or letters to the insignia, removing and rearranging type or insignia, placing the logo within any other figure or using it as a part of any other graphic.

When the NTAF logo is reduced or enlarged all spacing shall remain proportional. Encapsulated PostScript (EPS) files can be downloaded from a member protected area of the MSF Web Site. Please use EPS files for layouts rather than photocopies of originals. The NTAF logo may be used in monochrome. When printed in monochrome the entire logo shall be black. The NTAF logo may be used in color only with the correct NTAF corporate colors but a copy must be obtained from the NTAF Secretariat, AMS.

Use of the NTAF logo shall not be used to indicate product endorsement by the NTAF. It may however, be used to indicate participation in a particular conference or event, or to indicate membership in NTAF. To request a copy of the NTAF logo, please contact the NTAF Secretariat.

NTAF Contact Information:

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