



Madison Receives NTCA Telechoice Award for Best Overall Marketing Campaign

Pictured above is Linda Prante and Natalie Johnson with the NTCA Telechoice Award presented during the recent PR Net Conference held in Boston. This award was received for the "Best Overall Marketing Campaign" in the 5,000 – 10,000 subscriber category.

Annually, the NTCA (National Telecommunications Cooperative Association) hosts a conference which invites member companies from all over the country to submit marketing pieces in a variety of categories, including Newsletter, Targeted Marketing, Annual Report, and Complete Marketing Campaign. Madison submitted their Christmas 2011 marketing campaign materials which included a radio spot, television commercial, bill insert, flyer, web banner, and web-based contest.

In attendance at the conference this year was Tammy Sievers and Zina Maurer, both Madison CSR's, who

received the award on behalf of Madison. The PR Net Marketing Conferences are held in the spring and summer of each year at various locations within the U.S. to offer member companies training, education, and networking opportunities.

Madison Communications is a local area cable television, high speed Internet, and phone service provider. Questions regarding the information provided above may be directed to Madison's business office by dialing 1-800-422-4848, Monday through Saturday, 8:00 a.m. to 5:00 p.m.

