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ACC Offers Free Six-Month Test Drive

Industry's only professional organization dedicated to promoting excellence in cable communications unveils "test drive" trial memberships for individuals

Washington, D.C. – The Association of Cable Communicators (ACC) today announced a new “test drive” trial membership initiative that will allow prospective individual members to participate in the association’s various programs and professional development activities on a trial basis for six months at no cost.

For 2010, ACC is introducing a new “test drive” concept, which will allow prospective members to join the organization without paying any up-front fees, and experience all the benefits ACC has to offer, including a comprehensive Web site, online chats and Webinars and ACC Briefs on key topics of interest for six months. To continue benefits and access to ACC programs after the trial period ends, new members simply pay half of the first year’s dues, or \$100 to complete the year. The program begins today and runs through the December 31, 2010.

“We’re excited by this trial membership concept, because one of the board’s key objectives has been to broaden our membership base by introducing ACC to new categories of communicators who may not have considered the organization before, or even been aware of all ACC has to offer,” Jim Maiella, ACC president, said. “This is a risk-free and no-cost option for those who want to sample our programs and get to know the association. The first six months are on us, and we’re confident that the vast majority of those who get to know ACC through this ‘test drive’ are going to want to stick around.”

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The Association of Cable Communicators (ACC) is the only national, professional organization specifically addressing the issues, needs and interests of the cable industry’s communications and public affairs professionals. Its mission is to develop and promote cable communications excellence through professional development to help achieve industry and corporate goals. ACC exists to provide cable communicators with tools, training and resources that promote success and achievement in a dynamic environment. For more information on ACC, go to www.cablecommunicators.org.