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### **City Officials Featured on Live Blog about Fibrant**

**Salisbury, North Carolina, August 11** - The City's top elected officials will be featured in a live Internet interview on Thursday, August 14, talking about Salisbury's venture into the growing arena of public ownership of broadband services.

Mayor Paul Woodson and Mayor Pro Tem Maggie Blackwell will be interviewed live on Gigabit National Blogtalk Radio at 2:00 pm to discuss the city's success with Fibrant and how the City plans to grow the business to make it profitable. They will be interviewed by Craig Settles a recognized expert in the field of public broadband. He serves as a consultant to communities and spoke at the 2011 Council Retreat regarding Fibrant, the city-owned and operated telecommunications company offering gigabit Internet, TV and phone speeds to residential and business customers.

Mr. Settles helps public, private and nonprofit organizations through consulting services, on-site training and workshops. He also has authored numerous books, reports and articles, offering providers effective marketing vehicles to grow their businesses.

Mayor Pro Tem Blackwell recently cautioned that simply offering the service is not enough. She says the City has to aggressively market Fibrant to make the City's \$30 million investment pay off. Fibrant recently passed a major milestone by signing up its 3,000<sup>th</sup> customer.

Those interested in listening to the hour-long interview can go to [www.blogtalkradio.com/gigabithnation](http://www.blogtalkradio.com/gigabithnation) and click the "Live" button. The interview also can be heard on-demand at the same website.

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