

Publicity Committee Meeting Minutes - Zoom  
January 26, 2023

Members: Scott Crosby, Alba Vogland, Mitch Burghlea, Paul Schmidt, Josh Thomas and Kitty O'Keefe.

Guests: Ayn Sargent & Joshua Klein/Alpha Media. Cathy Hanauska, Alex Gabriel and Role Johnson/Royle Media. Jennifer McMahan/Around the House.

## **Minutes**

### Announcements and Introductions:

- a. Scott Crosby called meeting to order at 3:03 pm and introductions were made.
- b. Mitch moved to accept the minutes from 11.03.22 and Alba 2<sup>nd</sup> the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Scott welcomed members and guests.

### Old Business:

- a. Scoring matrix for Publicity Committee
  - i) Josh shared his screen and shared with members his overview for 2023.
  - ii) Josh would like to see committee members be involved in this process
  - iii) See Josh's full ppt (Attachment 1)

### New Business

- a. Alpha Media – Mitigating Damage Through Targeted Messaging
  - i) See Attachment 2 – Ayn & Joshua shared with members how they would like to help us move the needle as they shared their Strategy for making our Goals & Objectives
  - ii) Suggestions: streamline TV spots; targeted display ads, mobile to social; use of Polygon (different from geo-fencing)
  - iii) 4 months total budget (April – July \$7,500)
  - iv) full breakdown of cost for campaign
  - v) Total cost for campaign = \$30,000

- b. Royle Media presented their 2023 plan
  - i) See Attachment 3 – Royle and Cathy shared how they want to Change Behavior& Reduce Damages
  - ii) Increase Awareness through radio, video, display banner ads.
  - iii) Paid Search and Search Retargeting.
  - iv) Geo-fence rental equipment stores
  - v) Total cost for campaign = \$30,000
  
- b. Around the House – presented by Jennifer McManan from Fox12/KPTV
  - i) Option 1: one featured story, 26x commercials, 300K display banner ads; 156x commercials = \$10,220
  - ii) Option 2: 2 featured stories, 26x commercials, 600K display banner ads, 312x commercials = \$15,220

For the Good of the Order

- a. Outdoor Banners -
  - i) Kitty shared layout designs she and creative have worked on.
  - ii) Kitty will work on getting sponsorships and have company logos added to bottom of banner.
  - iii) Goal is to get banners at job locations around the state.
  - iv) Get OUCC councils involved to disperse in their counties at local rental companies, new developments, & job sites.

*Motion to adjourn by Mitch and 2<sup>nd</sup> by Alba at 4:30pm  
Submitted by Kitty O'Keefe on January 31, 2023*



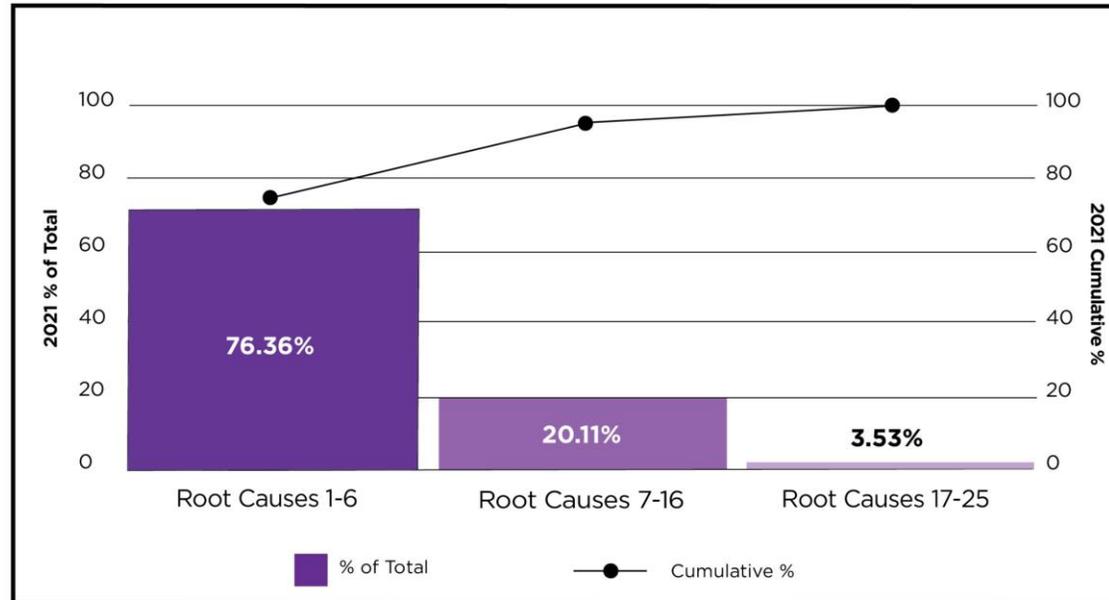
**76% of damages are caused by six root causes.**

### Top Reported Damages by Root Cause for 2021 Coded by Root Cause Group

	Root Cause	Reports	2021 % of Total
1	No notification made to 811 center	34,617	25.72%
2	Facility not marked due to locator error	19,341	14.37%
3	Excavator failed to maintain clearance after verifying marks	18,782	13.95%
4	Improper excavation practice not listed elsewhere	12,181	9.05%
5	Marked inaccurately due to locator error	10,763	8.00%
6	Excavator dug prior to verifying marks by potholing	7,090	5.27%
		<b>76.36%</b>	

#### Legend

- Excavation Practices
- Invalid Use of Request by Excavator
- Locating Practices
- Miscellaneous
- No Locate Request



# Homeowners

## Top projects:

- Planting trees/shrubs (68%)
- Putting in a garden (49%)
- Installing a fence (35%)
- Building a deck or outdoor structure (27%)
- Installing a mailbox (22%)
- Other: walkways, pools and basketball hoops

Shallow digging is one of the biggest problem areas we need to address, as it was the leading reason (40%) that active diggers claimed they didn't feel they needed to call 811

## Tools and equipment:

- Shovel
- Pickaxe
- Mattock
- Post hole digger
- Trench digger
- Spade
- Stakes
- Ditch Witch
- Trencher
- Excavator, mini excavator
- Skid steer, mini skid steer
- Backhoe
- Rototiller
- Auger
- Bobcat
- Tractor
- Stump grinder

# Tools in the OUNC Communications Toolbox

- **Traditional media** – earned and paid radio, television, print
- **Trade media** – industry focused news outlets
- **Digital** – web, social, video/audio streaming, podcasting, blogs, search retargeting, adwords/search
- **Events/experiential** – public events, displays, interactive exhibits, sponsorships
- **Direct communications, contact** – meetings, presentations, newsletters, calls, resources, emails
- **Point of sale** - Gas pumps, grocery stores, convenience stores, home improvement, rental
- **Education, training** – classes, online modules and videos, trade schools

# OUNC Publicity Planning Matrix

	Impressions	Cost	Visibility	Engagement	Audiences	Behavior	Metrics	Average
Digital marketing firm 1	8	7	8	8	9	7	9	8.0
Digital marketing firm 2	9	7	8	4	9	5	9	7.28
Ad Buyer	7	7	8	4	9	5	9	7.0
PSA campaign	8	5	7	5	4	6	5	5.71
Team sponsorship	7	5	8	4	3	3	7	5.43
Awareness campaign	6	3	9	2	6	3	8	5.28
Event sponsorship	4	4	4	3	3	3	4	3.57

- **Impressions** – How many sets of eyeballs?
- **Cost** – Overall cost with the estimated cost per person reached
- **Visibility** – How noticeable was our message, did it garner attention?
- **Engagement** – Was our information shared and understood, meaningful interaction
- **Audiences** – Ability to target intended audiences and/or locations
- **Behavior** – Likelihood of changed behavior, positive damage prevention results
- **Metrics** – Availability and quality of metrics to demonstrate ROI
- **Average** – Take average of scores for comparison

**OBJECTIVE: To evolve with the changing communications landscape to more effectively target the right people with the right messages in the right ways at the right time to change behavior.**

Historically, much of the advertising and marketing around 811 across the country has been focused on raising general awareness about calling 811 – especially aimed at homeowners. In Oregon we have been shifting our approach, knowing that:

- 1) Approximately 80% of the damage is from contractors and professional excavators – not homeowners.
- 2) The majority of root causes for damage are because of poor excavation or locating practices, so raising awareness when they are already aware will not provide a solution. We need changes in behavior.
- 3) Most of our damage occurs in just eight counties.
- 4) We emphasize calling 811 while we continue to move toward online ticket requests.

Our advertising and marketing strategies for our damage prevention efforts must evolve to be more targeted and strategic. This not only allows us to do more with less, but also helps ensure that we are not just making noise, but actually changing behavior and moving the needle on damage prevention.

Between our paid advertising and marketing, earned media and outreach, event sponsorships and support of OUCC, we will have more than 10 million impressions before the year is over. While you do have to take those kinds of numbers with a grain of salt, we know that especially in our digital campaigns the people receiving our messages are exactly who we want to reach.

#### **GOALS:**

1. Use metrics and feedback to adjust our approach on platforms and messaging throughout the year. Provide formal updates from committee to full board in April, July and October.
2. Improve creative content to be more relevant, interesting and attention-grabbing.
3. Explore partnerships and cooperative media/collateral buys to leverage our reach and return on investment. Better collaboration with the UCCs and utilities.
4. Make decisions on Oregon811.com vs digsafelyoregon.com and 'Call 811' vs contact/click/tap for consistency.
5. Get link/messaging on equipment rental company websites, home inspectors' checklists, city guides.

# Considerations for 2023 and Beyond

## Partnerships

- Media buyer, firms
- Collaboration with UCCs, utilities
- Oregon Landscape Contractors Board, OSHA, AGC, NWUCA
- Equipment rental company websites, social
- Sports – “dugout, in the trenches, digging deep,” High Schools/OSAA - parents

## Brand and messaging consistency

- Oregon 811/Oregon811.com vs OUNC/digsafelyoregon.com
- “Call 811” – tap or click messaging; One “Call” Center
- After the call, shallow digging priorities
- New FAQs on website
- Color palette, brand standards and persona with creative

## Content

- New homeowner training resources – DIY tips, guides
- Oregon 811 Blog with shareable content, podcasting, YouTube
- Fresh approach, outside the box ideas, “what could go wrong?”
- More earned media, PSAs
- Engagement with UCCs

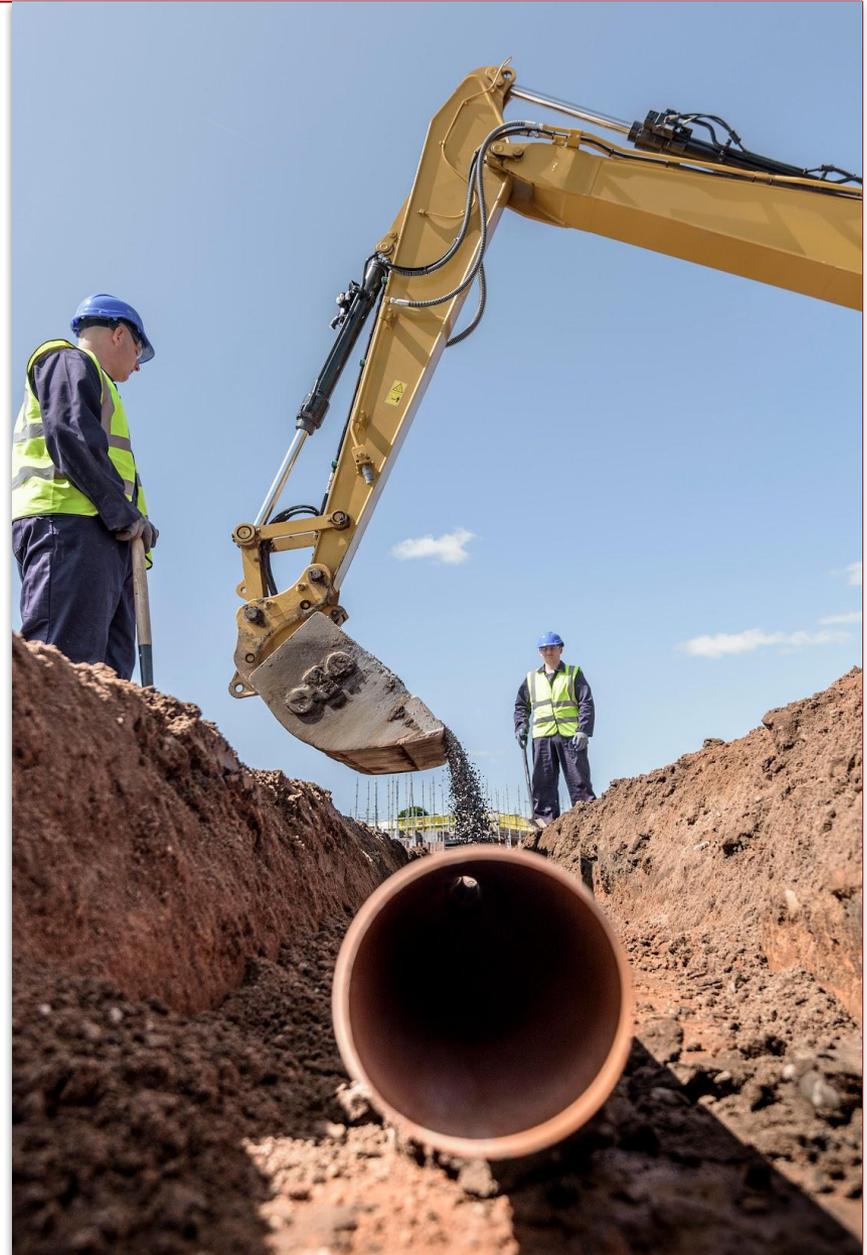


**ALPHAMEDIA**



## Mitigating Damage Through Targeted Messaging

2023 CAMPAIGN PROPOSAL  
PRESENTED TO: OUNC  
PUBLICITY COMMITTEE 1/26/23  
PREPARED BY: AYN SARGENT,  
JOSHUA KLEIN



# YOUR CAMPAIGN

## YOUR GOALS/OBJECTIVES

- ▶ Reduce damages, particularly in counties with highest damage, with professionals prioritized
- ▶ Increase Awareness for 811/Dig Safely
- ▶ Drive Online traffic, calls

## OUR STRATEGY

- ▶ Utilize demographic, behavioral, interest and location based data to engage prospective contractors, excavators, and property owners through a blend of digital tactics

## PROPOSED SOLUTIONS

- ▶ Device ID Capture
- ▶ Device ID Integration- Facebook/IG
- ▶ CTV/OTT/High Viewable Display to Exposed Households
- ▶ Device ID Integration to CTV/OTT
- ▶ Social and In-App Deployment
- ▶ Website Ad Deployment



# YOUR AUDIENCE PROFILE

We make it a priority to build your target audience based on data. That data can be derived from first & third party information, website traffic, past customers, cold leads, or research. We will build an audience that is most relevant to OUNC, then use data to target those exact ideal customers at the right moments.

WHO

WHAT

WHERE

## WHO IS YOUR AUDIENCE?

- Professional Contractors, Excavators, etc.
- Home/property owners, Adults 25+ who may be excavation or digging
- Home age 10+years

## WHAT ARE THEY INTERESTED IN?

- Construction
- Excavation
- Landscaping
- Utility work
- Civil work (roads, etc)
- Agriculture
- Yard work
- DIY

## WHERE WILL WE REACH THEM?

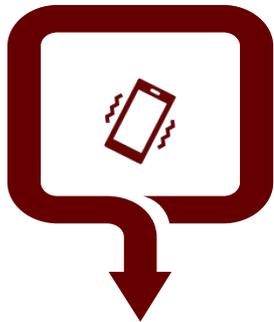
- Websites
- Mobile In-App
- Social Media
- CTV/OTT

### COUNTIES

- Josephine, Jackson, Douglas, Klamath, Clackamas, Hood River, Wasco, Union, Umatilla, Clatsop, Columbia, Multnomah, Washington

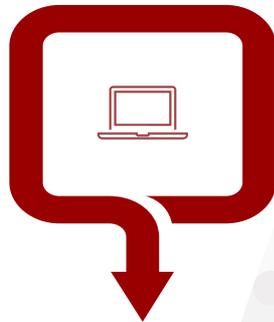
# HOW ARE WE IDENTIFYING & REACHING YOUR AUDIENCE?

Through 3<sup>rd</sup> party data attributes, location/device capture and models of lookalike audiences, we will build specific and separate campaigns focused on each audience's goals and creative tasks. Through targeted device capture and data attributes we build a hyper targeted audience for scale and saturated targeted reach.



## FIRST PARTY SEED AUDIENCE

By drawing outlines around your areas of importance, we have the opportunity to capture the device ID's of your intended audience visiting these locations for ad delivery and platform integration.



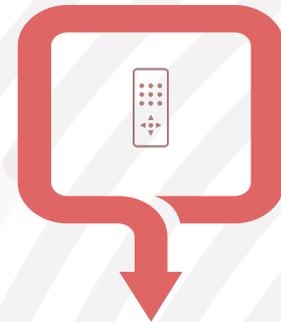
## DEVICE CAPTURE + INTEGRATION

In downloading the device ID audience that we have captured, we will upload and integrate that list into additional ad serving platforms across social, website and video ad delivery.



## THIRD PARTY AUDIENCE + INTEREST DATA

By purchasing the individual IP address lists of your target audience, we will reach each audience/each group with unique creative to the devices within their home being utilized.



## FIRST PARTY LOOKALIKE

By ways of IP lists and device ID data, we will use the information that we have to reach individuals with engaging video content across streaming, website, social and YouTube video ad delivery.

# AUDIENCE SEGMENT

Through audience segment purchasing, we purchase IP household addresses of those we've identified as relevant to the campaign needs. This enables us to reach them through digital means in their household - banner ads, connected television commercials, social feed ads, etc.

Purchasing these audience segments is based off of census and cookie data, ensuring that those we are reaching are specifically who you want to be targeting and communicating with.

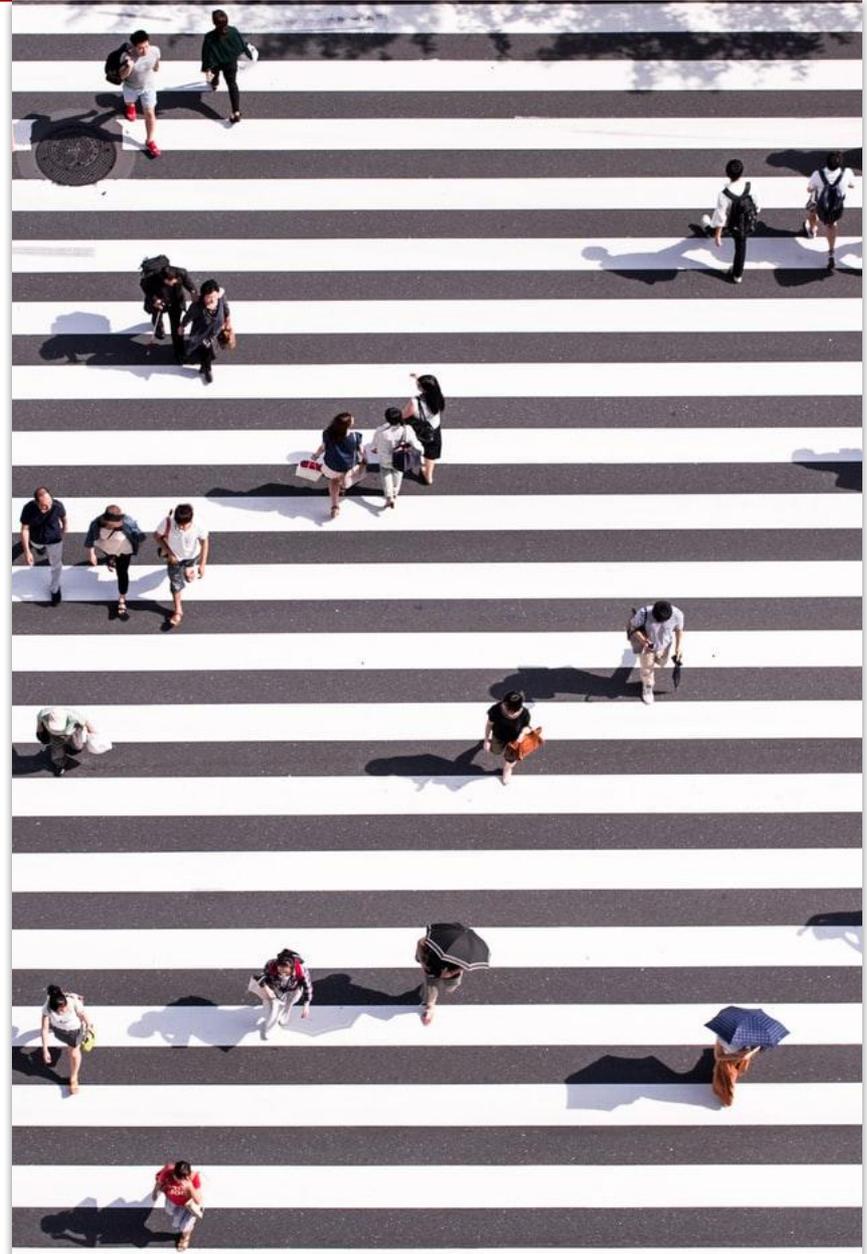
## **YOUR AUDIENCE DESIGN CRITERIA:**

### ***NAICS Code Targeting - Construction, Landscaping, Building, etc***

- ▶ Total Households: 13,427
- ▶ Total People: 28,354
- ▶ Total Household Network IPs: 26,854

### ***Homeowners, Home Age 10+ Years, Home Reno/Design, etc***

- ▶ Total Households: 34,269
- ▶ Total People: 60,608
- ▶ Total Household Network IPs: 68,538

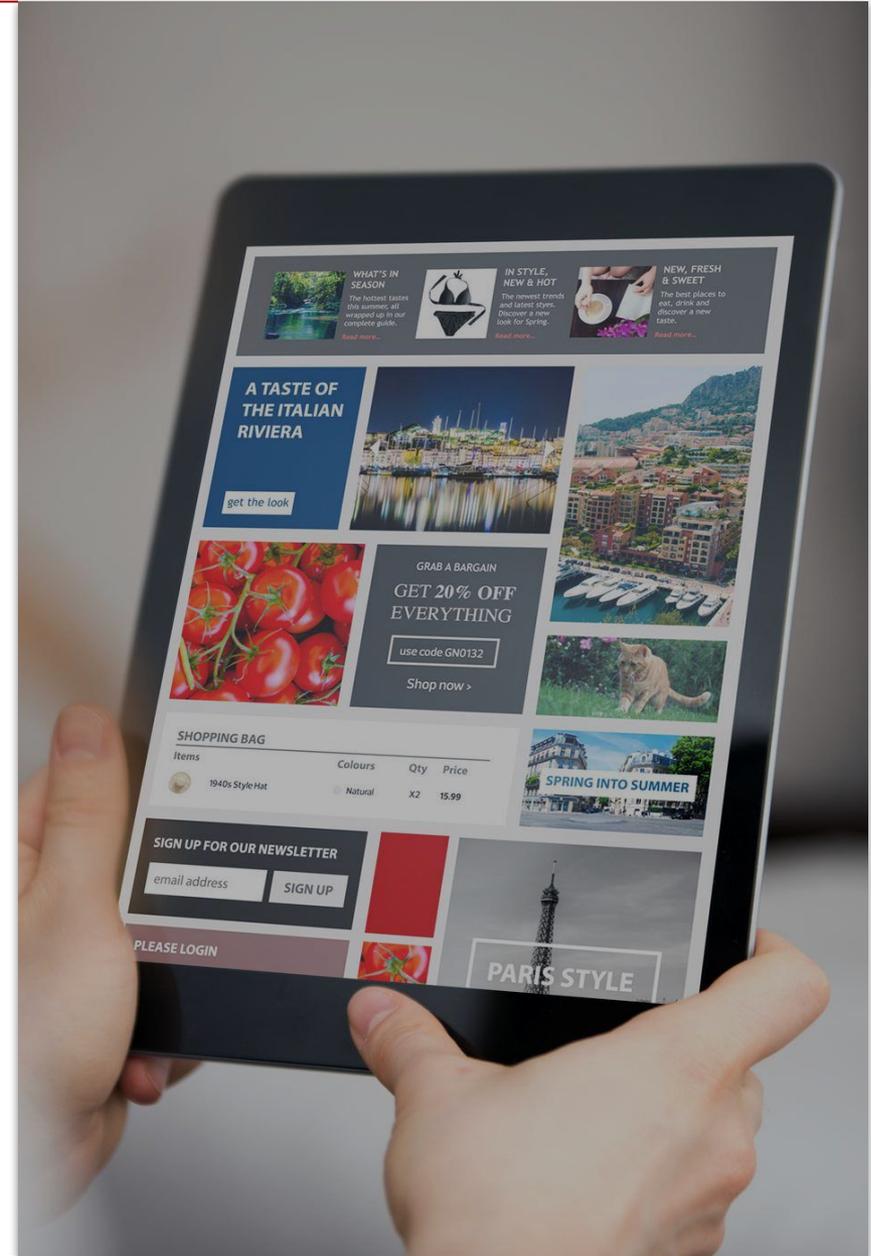


# TARGETED DISPLAY

Targeted display ads are relevant banners ads that are placed on both mobile and desktop versions of websites and target your ideal audience to expand brand awareness. They are highly targeted to reach your audience based on specific locations, demographics, online behaviors or patterns.

## KEY BENEFITS:

- ▶ **Retargeting** capabilities help get your message in front of bounced website traffic after they leave your site to increase frequency
- ▶ **Audience segment** built specifically for the contractor target audience group integrated into display campaign
- ▶ **Look-a-like modeling** audience built to increase reach to prospective target based on verified existing audience first party data
- ▶ **Managed networks (Construction / Blue Collar)** to help allow further reach into this audience segment. Networks are hand selected lists of high-quality websites that will be relevant to the target audience.



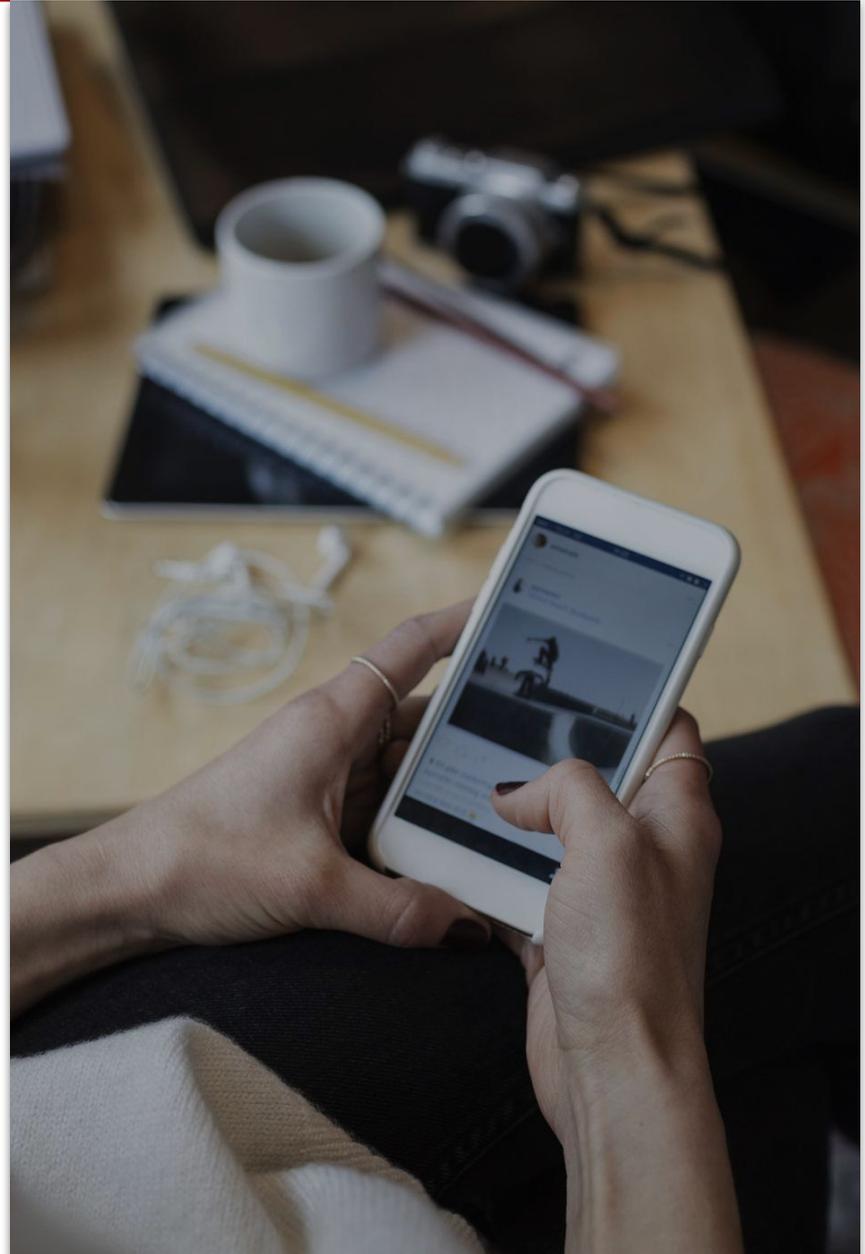
# MOBILE-TO-SOCIAL

## FACEBOOK & INSTAGRAM

Through mobile polygonning technology, after we've drawn precise borders around specific locations for device ID capture, we can download that list and upload it into different environments for a multifaceted approach to increase brand frequency. Once downloaded, we can take those unique device IDs and have each social media platform find corresponding profiles. Through this, we can not only reach users through mobile apps, but we can continue to reach them when they navigate away to open their Facebook & Instagram apps or desktop pages.

### KEY BENEFITS:

- ▶ Keeps message clear and consistent to help push brand frequency
- ▶ Brand messaging is seen across multiple verticals in your audiences' everyday device usage.



# CAPTURING & REACHING YOUR AUDIENCE

## POLYGON LIST EXAMPLES - MEDFORD

- **Pape Machinery**
- **Bullet Rentals**
- **Wilson Equipment**
- **Peterson Cat**
- **Home Depot**

### BULLET RENTALS



## AUDIENCE BUILDING



Analyzing and building locations of interest where we want to build our audience base from: equipment dealers or rental stores, construction sites, home improvement stores, building supplies wholesaler

## DEVICE CAPTURE



Drawing polygons around set locations and capturing the device ID's that have been seen in those locations from previous dates.

## AUDIENCE EXTENSIONS



Download and use of captured device ID's but uploading them into additional platforms for ad serving: social feeds, video feeds, etc.

# CONNECTED TV

## (CTV & OTT)

Through an audience-first approach, we use extensive data sets to build a specific target audience. CTV then opens access to apps, measures performance, and offers hands-on control to your organization.

### KEY BENEFITS OF CTV:

- ▶ Massive reach with the advanced **targeting capabilities** to connect with your ideal audience
- ▶ Trackable ad exposure with **1:1 attribution** measured through household IP addresses
- ▶ “Hands on” media buying with **no minimum** advertising spend
- ▶ Ability to track the measurable **“Halo Effect”** across channels within a household

### HOW CTV WORKS:



#### CREATE

Make your own ads or let us create multiple versions of CTV ads with enhancements to drive action.



#### TARGET + BUY

Access direct relationships with top CTV streaming services where your ad will be seen in a brand safe environment without paying the “national rate card” premium.



#### IDENTIFY + QUANTIFY

Measure device ID, IP address, date and time of ad delivery. Identify other connected devices in the same household.



#### MEASURE

Calculate second screen response rate by cross referencing web traffic to identify visitors.



#### OPTIMIZE

Refine the CTV buy based on best performing creative and ad execution.



**THANK YOU.**

QUESTIONS?

[ayn.sargent@alphamediausa.com](mailto:ayn.sargent@alphamediausa.com)

(503) 970.7714





**2023 Digital Advertising Plan**  
Oregon Utility Notification Center  
Board Presentation  
January 26, 2023

# About Royle Media

## Full Service Digital Agency

- 1998 - 2006 and 2013 +
- \$1.5 million revenues 2022
- Seven employees
- Native owned
- Southeast Portland's Woodstock neighborhood
- Clients:
  - OUNC
  - Hawaiian Electric Utilities
  - Oregon State Fair
  - SOLVE
  - Portland Auto Show
  - Klamath Community College

## Services and Tactics

- Strategy and Planning
- Creative
- Pay-Per-Click Advertising
- Programmatic Advertising
  - Targeted Display Banners
  - Video Pre-roll
  - OTT/CTV Video
- Social Media
  - Content Creation
  - Advertising
- Website Development
- Email Marketing
- Traditional Advertising



# Change Behavior & Reduce Damage

## Increase Awareness

Radio, Video, Display Banner Ads, Events

## Project Planning & Research

Paid Search and Search Retargeting

## Action

Call 811 or DigSafelyOregon.com

## Remarketing

Remind Website Visitors

# Rental Equipment Store Geo-Fencing

Using GPS map-integrated technology, recent visitors to equipment rental stores can be served immediate 811 messaging before they dig. Additionally, store employees can be served ads to help them remind renters to locate before digging.

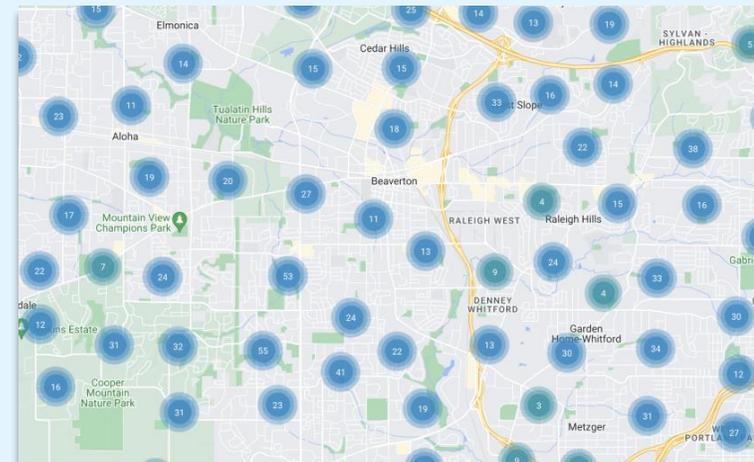


Geo-fences may be uploaded from a CSV list and automatically plotted (above), or manually drawn by hand using a Google Maps integration (left).

# Landscaping Contractors

Employee Size		Total
1	1,000+ employees	
2	500 - 999 employees	
3	250 - 499 employees	1
4	100 - 249 employees	1
5	50 - 99 employees	3
6	20 - 49 employees	26
7	10 - 19 employees	64
8	5 - 9 employees	124
9	1 - 4 employees	1137
99	Uncoded records	
Sales Volume		Total
A	1,000,000,000+	
B	500,000,000 - 999,999,999	
C	100,000,000 - 499,999,999	
D	10,000,000 - 99,999,999	4
E	5,000,000 - 9,999,999	5
F	2,500,000 - 4,999,999	12
G	1,000,000 - 2,499,999	42
H	500,000 - 999,999	59
I	Under 500,000	1233
Z	Uncoded records	1
SIC Codes		Total

Over 1,000 landscaping companies operate in the state of Oregon, with an overwhelming majority as 1- 4 person operations. Curated addressable targeting efficiently places 811 messaging in the homes and businesses of these contractors.



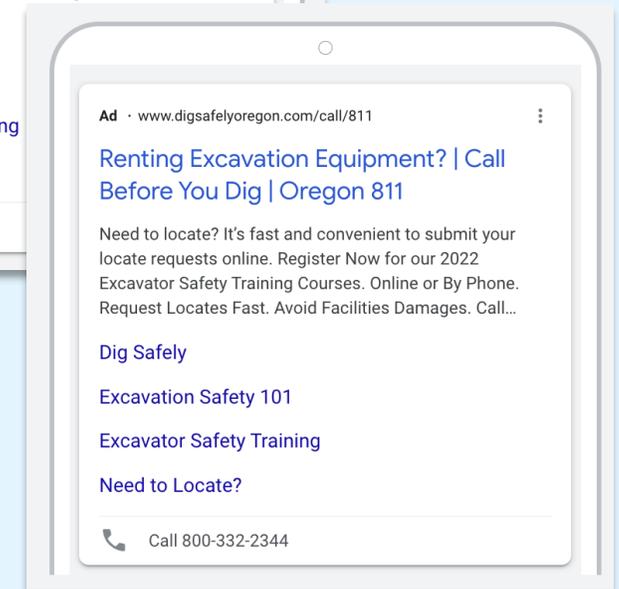
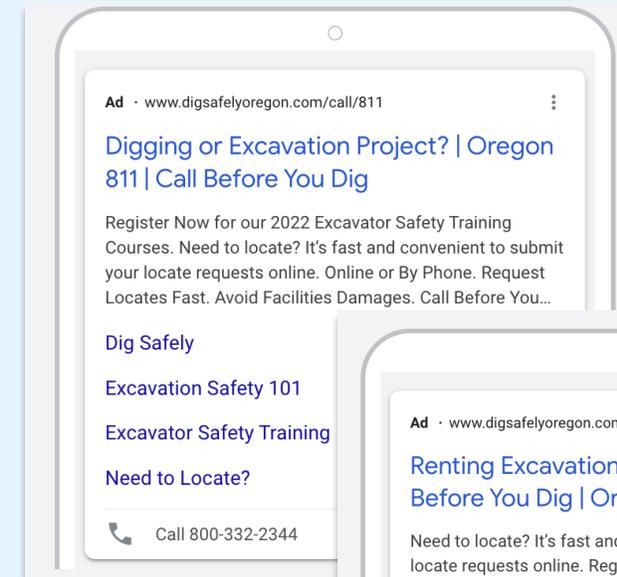
# Search Advertising

## Paid Search: Text, Display and Video Ads

Individuals actively searching for digging-related projects or equipment can be promptly delivered branded 811 messaging on Google and the open web.

Text ads served at the top of Google search results for digging equipment rentals provided messaging intervention prior to digging projects.

Campaign	Clicks	Impressions	CTR	CPC	Cost	Calls
Branded Searches	567	1,888	30.03%	\$1.00	\$565.90	25
Equipment Rentals	191	7,554	2.53%	\$2.86	\$545.72	9
<b>TOTAL</b>	<b>758</b>	<b>9,442</b>	<b>8.03%</b>	<b>\$1.47</b>	<b>\$1,111.62</b>	<b>34</b>

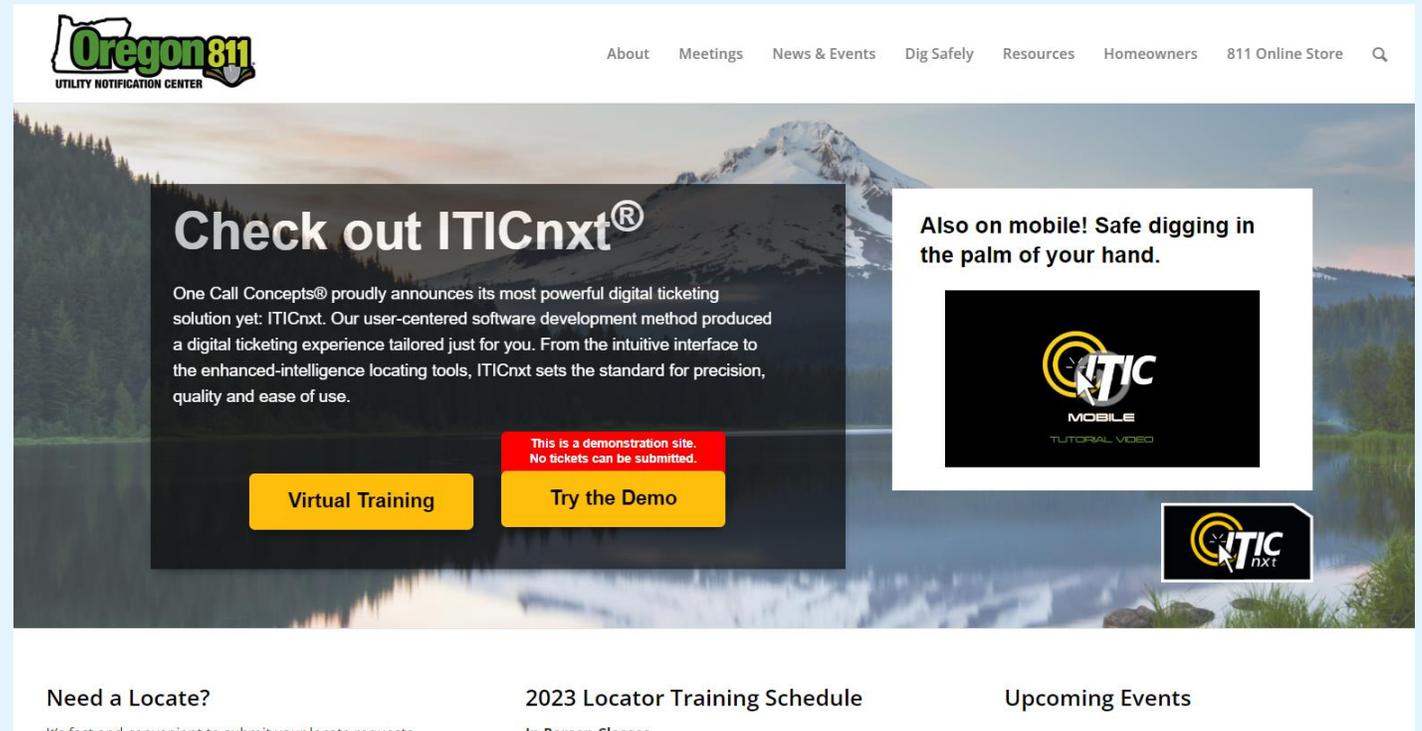


# Website Retargeting

## Remarketing to visitors:

- Facebook
- Instagram
- OTT/CTV
- Video pre-roll
- Display banners

Messaging to this audience may include promotion of the ITICnxt tool, locator and excavator safety training seminars, committee meetings and other resources.

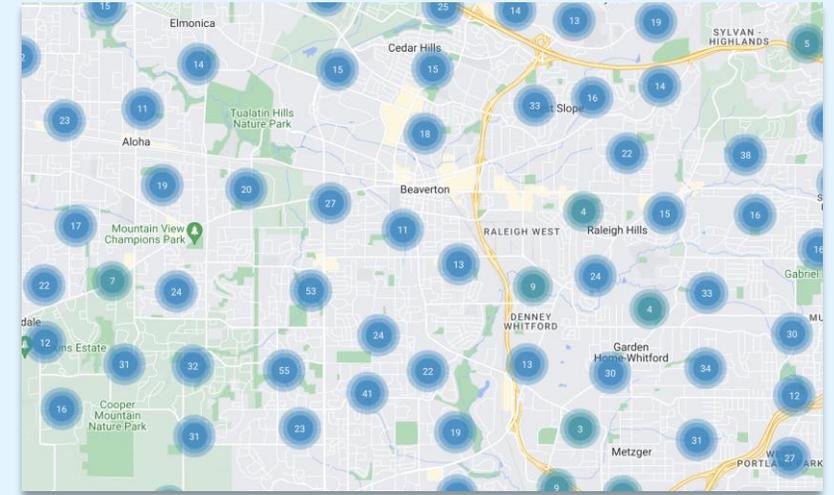


The screenshot shows the Oregon 811 website with a navigation bar at the top containing links for About, Meetings, News & Events, Dig Safely, Resources, Homeowners, and 811 Online Store. The main content area features a large banner for ITICnxt with the following text: "Check out ITICnxt®", "One Call Concepts® proudly announces its most powerful digital ticketing solution yet: ITICnxt. Our user-centered software development method produced a digital ticketing experience tailored just for you. From the intuitive interface to the enhanced-intelligence locating tools, ITICnxt sets the standard for precision, quality and ease of use." Below this text are two yellow buttons: "Virtual Training" and "Try the Demo". A red warning box above the buttons states: "This is a demonstration site. No tickets can be submitted." To the right of the main banner is a white box with the text "Also on mobile! Safe digging in the palm of your hand." and a mobile app icon labeled "MOBILE TUTORIAL VIDEO". At the bottom of the page, there are three columns of text: "Need a Locate?", "2023 Locator Training Schedule", and "Upcoming Events".

# Building Permit Applicants

## Ideal Scenario

- Harvest/receive applicant addresses from permitting organizations
- Import addresses into addressable geo-fencing database
- Target applicants at addresses provided: display banner and video ads
- Call to action: Call 811 or visit [DigSafelyOregon.com](http://DigSafelyOregon.com)



## Research, Recommendation and Testing

- Contact select permitting organizations
- Understand process and receive addresses
- Test addressable geo-fencing campaign
- Report and recommendations

# 2023 Digital Advertising Budgets

Advertising Tactic/Service	Costs
Google and Bing Paid Search: Pay-Per-Click text ads	\$10,000
Search Retargeting: display banner and video ads	\$8,000
Rental Store Geo-Fencing: display banner and video ads	\$5,000
Landscaper Addressable Geo-Fencing: display banner and video ads	\$2,500
Site Retargeting: Facebook/Instagram, display banner and video ads	\$1,500
Building Permit Applicants: research, recommendation and testing	\$3,000
<b>Total</b>	<b>\$30,000</b>

**Media spend budgets are fluid. Allocations change based on performance and costs.**



Thank You

# AROUND THE HOUSE

N O R T H W E S T



# Around the House NW

## Hosted by Eric Goranson

### FAST FACTS

- Goal is to help northwest homeowners with projects including renovations, DIY projects, home maintenance, and more
- A new one-hour show airing Saturday mornings 10am on FOX 12 PLUS
- Re-broadcast on Sunday 6pm and the following Friday at 8a on FOX 12 PLUS
- 78 total airings
- Hosted by locally and nationally recognized home expert, Eric Goranson
- Debuting February 2023





**Around the House NW  
Oregon Utility Notification Center**



# Oregon Utility Notification Center

Package Elements April-September 2023

(Original broadcast Saturdays 10a, rebroadcast Sunday 6p, and Fridays 8a)

## In-Program Assets

- Feature stories
- Commercial spots
- Digital display ads
- Production of all TV and digital elements included



# SPONSORSHIP

Sponsorship Elements | Continued

## Streaming, Digital, and Social

- Oregon Utility Notification feature story posted to KPTV.com – Around the House NW page
- Oregon Utility Notification Center feature stories posted to Around the House NW Facebook, Instagram and Twitter accounts and select number shared to FOX 12 social media platforms.
- Oregon Utility Notification display banner ads on KPTV.com



# Oregon Utility Notification Center SUMMARY

## Option 1

- 1x Oregon Utility Notification Center Feature Stories
  - 1 original, 2 replay
  - Stories posted to Around the House website and social media
- 26x commercials in Around the House
  - 26 original, 26 replay
- 300,000 display banner ads on KPTV.com
- 156x Commercials FOX 12 Plus ROS

**Total Net Investment: \$10,220**

## Option 2

- 2x Oregon Utility Notification Center Feature Stories
  - 2 original, 6 replay
  - Stories posted to Around the House website and social media
- 26x commercials in Around the House
  - 26 original, 78 replay
- 600,000 display banner ads on KPTV.com
- 312x Commercials FOX 12 Plus ROS

**Total Net Investment: \$15,220**

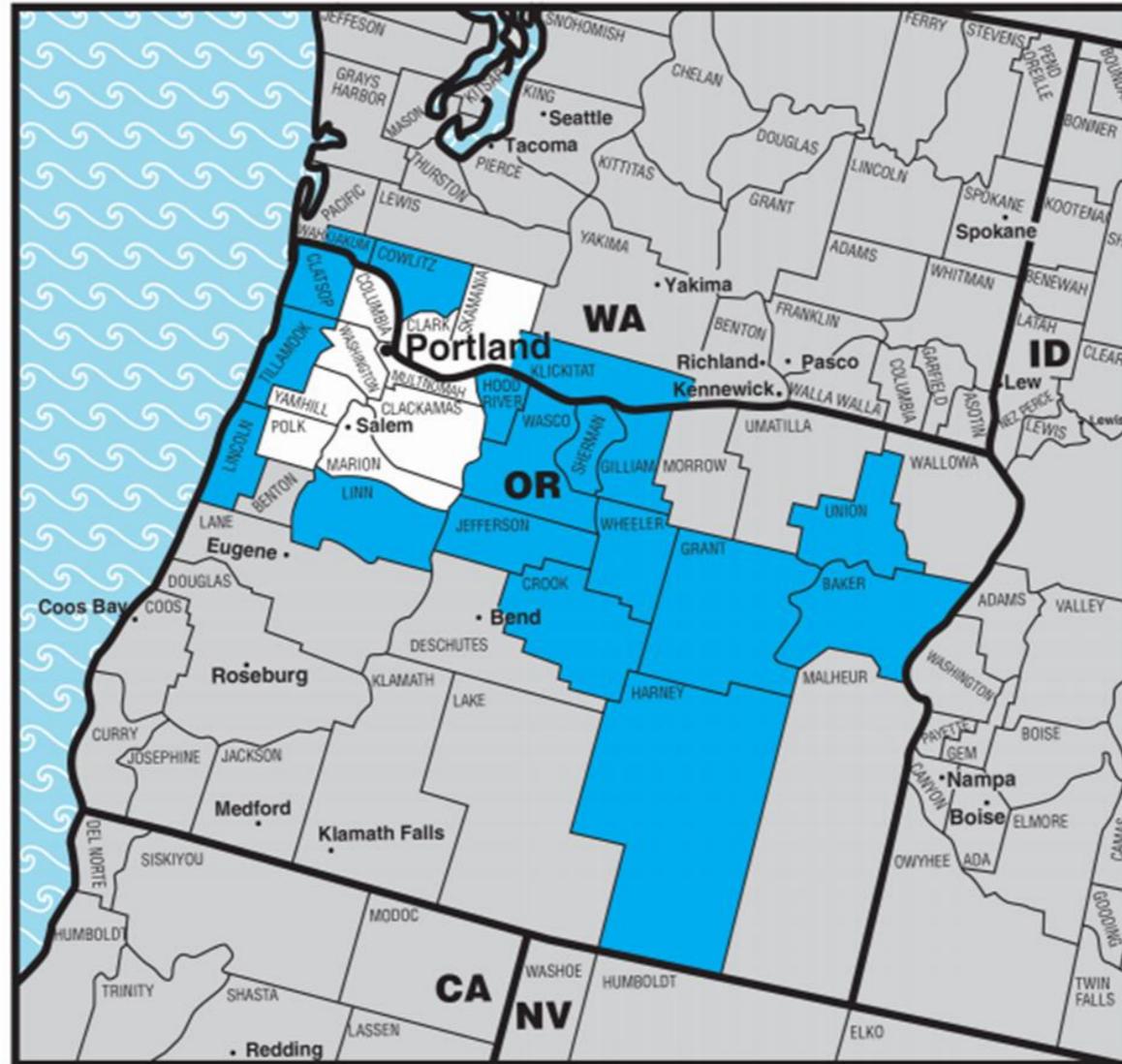
Thank you for your time.  
I look forward to working with you!

Jennifer McMahan  
Cell: 503-880-3097  
Jennifer.McMahan@kptv.com



# APPENDIX

# Coverage Map



Nielsen TV DMA® Region

• City

— State Line

□ Metro/Central DMA Area

■ Remainder DMA

# PARTNERING WITH LEGACY TRUSTED BRANDS

## THE FOX 12 APPROACH



**A TRUSTED BRAND** For nearly 70 years viewers have been turning to KPTV FOX 12 Oregon for news, community services, business, sports and entertainment programming.

### HYPERLOCAL

**First. Live. Local.** Our local communities are at the heart of everything we do. Viewers recognize our commitment to news and our service to the Community, making our stations a great home for your brand.

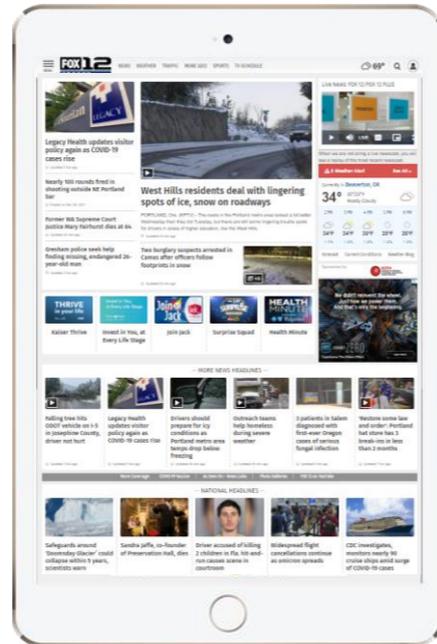
### ENGAGEMENT

Our television stations, FOX 12 and FOX 12 Plus, are two of the most innovative duopolies in the country with 113 hours of local news and lifestyle content weekly, and distribution across all platforms.

Companies of all sizes have come to rely on our friendly customer service and expertise for budget planning, building awareness, brand engagement, and ultimately consumer action.

### CONTENT

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