

Publicity Committee Meeting Minutes - Zoom  
December 10, 2024

Voting Members: Jaimie Lemke, Alba Vogland, Megan Moore, Mitch Burghlea,  
Connor Toney, and KC Chumachenko

Non-voting members: Justin Roberts, Josh Thomas, and Kitty O'Keefe

## Minutes

Announcements and Introductions:

- a. Jaimie called meeting to order at 11:00 am and introductions were made.
- b. Motion to accept the minutes as revised from 11.12.24 by Alba and Mitch 2<sup>nd</sup> the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Jaimie welcomed members.

Old Business: none

New Business:

- a. Contract – Invitation to Bid (See Josh's ppt attachment for reference)
  - o 2025 Publicity Contract: Josh shared the following:
    - OUNC has worked with Alpha Media and Royle Media
    - Budget for 2025: \$40K for advertering. \$80K contract vs \$100K
    - Considerations: Contractors, Broadband installs and rural areas. Use resources like OCC and CGA.
  - o Josh shared what services are include in the contract:
    - Meet with OUNC team to discuss plans, strategy and expected results.
    - Make ad buys
    - Report back on plans, progress, metrics, etc
    - Invoice and billing details
  - o Josh provided how scoring will happen. These metrics will guide discussion and decision for members:
    - Value
    - Impressions
    - Engagement
    - Audience
    - Metrics

- Josh went over the invitation to bid process and schedule:
  - Invitation out by early January, responses by February, and award in Feb/March.
  - January board meeting – needs approval to delegate authority to award
  - Motion is needed by Committee

**Committee Action:** Motion by Mitch to recommend to the full board in January: Move that the board delegate authority to the Publicity committee to invite qualified service providers who provide services in Oregon to submit bids to be reviewed and approved by the committee for a two-year contract no to exceed \$80K, with a one year option for extension. 2<sup>nd</sup> by Alba. Motion passed.

- b. Sponsorship Opportunities in 2025 – Kitty shared a quick overview to members from:
  - St. Paul Rodeo (see attachment)
  - Portland Pickles (see attachment)
  - No committee action was taken
- c. Priorities for 2025
  - Josh shared recommendations for 2025, and members reviewed (see ppt for full explanations)
    - Paid Media – \$40K contract, \$5K KGW, \$3K social boosts
    - Earned Media – no cost, potential grant funding
    - Sponsorships - \$60K OUCC, \$4.5K other events
    - Other - \$95K Dormers, \$10K wall calendar

TOTAL PUBLICITY BUDGET = \$217,500
- d. Publicity matrix (See matrix Josh provided attached)
  - Josh shared the matrix he updated to members
  - Asking members to find time to add/subtract/comment on the matrix
  - No committee action was taken. Jaimie did ask members to send their comments to Kitty or Josh prior to next meeting.

For the Good of the Order:

Next meeting: Once Josh collects the invitations to bid, a committee meeting will be scheduled to review/score/select.

*Meeting adjourned at 11:53am*

*Submitted by Kitty O'Keefe on December 11, 2024*



# **OUNC Publicity Committee Meeting**

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December 10, 2024

Chair: Jaimie Lemke

# 2025 Publicity Contract



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- **Previously worked with Alpha, Royle – good results; good to great**
  - Seven invited, three responded, scored bids based on matrix criteria
  - Similar product offerings, Oregon familiarity/presence, metrics, PSA element
- **Budget**
  - \$40,000 for advertising in 2025 - \$80,000 contact vs \$100,000
  - Opportunities to supplement: grants, partnerships, in-kind sponsorships/PSAs
- **Considerations**
  - Contractors focus (80% of damage) – Oregon DJC
  - Broadband fiber installs, rural areas
  - Leverage resources of CGA, OCC, strategic partners

# 2025 Publicity Contract



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## Services include:

- Meeting with the OUNC team to discuss **plans, strategy** and expected results
- Making **ad buys** and related arrangements on behalf of OUNC
- Responding quickly to **corrections, adjustments** if applicable
- **Reporting** on plans, progress, metrics, issues, relevant and timely updates
- Assisting with **development of content**/messaging, getting approvals before usage
- Providing **clear invoices**, billing details, contract cost not exceeded
- Monitoring results, **adjusting approach** and advising change in course if warranted
- Exploring potential for **public service announcements**, creative partnerships
- Leveraging industry observances, national/neighboring states efforts, **opportunities**
- **Coordinating** OUNC efforts with Oregon Utility Coordinating Council/Utility Coordinating Councils, Oregon utilities and stakeholder organizations as practicable

# What are we scoring?

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Value (30%) - how much are we getting for what we're paying?

Impressions/Visibility (10%) - how many will see it?

Engagement/Behavior (30%) - how meaningful is it; move the needle?

Audience (20%) - are we reaching the right people?

Metrics (10%) - will we get good stats to prove effectiveness?

We then calculate the total scores, combined averages and weighted averages for comparison. These metrics will be used to guide the discussion and decision alongside qualitative observations.

# Scoring Totals

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<b>EVALUATION WITH STAFF</b>				
	<b>Met deadline, responsive bid</b>	<b>Score</b>	<b>Average</b>	<b>Weighted</b>
Alpha	YES	295	8.43	8.39
Paradux	YES	252	7.20	7.27
Royle	YES	270	7.71	7.76

# 2025 Publicity Contract

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- **Competitive process requires invitation to bid**
  - One year vs two-year with possible extension; benefits of increased amount
  - Invitations out by early January, responses by February, review/award in February/March, Board update in April, campaign focus on April-October
  - January board meeting - request approval for delegated authority to award

# 2025 Publicity Contract



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## Proposed Motion:

Move that the board delegate authority to the Publicity Committee to invite qualified service providers with a presence in Oregon to submit bids to be reviewed and approved by the Committee for a two-year contract not to exceed \$80,000, with a one-year option for extension.

The Committee will initiate the contract in the first quarter of 2025 with approval by the Executive Director and Board Chairperson and report the outcome of the process at the April OUNC Board meeting.

# Sponsorship Opportunities



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- New options: St. Paul Rodeo, Portland Pickles, others consulted and included in matrix (sort by Sponsorships)
- Existing:
  - MUCC Golf Tournament \$500
  - Dozer Day - Eugene, OR \$1,500
  - JJ Harrison \$500
  - Event Sponsorships \$5,350
  - dp-PRO Sponsorship \$750
  - NWUCA Directory 1/3 page ad \$1,400
- KPTV add on for 811 Day in 2024

# Sponsorship Opportunities



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- Review options, submit any additional ideas
- Discuss and prioritize
- Determine what we can afford, explore partnerships?
- Recommend continuation of 2024 sponsorships, look at other \$5,350

# Publicity Matrix

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- Compare apples and oranges
- Prioritize investment of time, resources and money for best ROI
- Scoring is a guide but not determining factor
- Matrix updated for 2025, evergreen document
- Review for scoring, additions, revisions



# Recommendations (1 of 4)

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## PAID MEDIA

- Competitive bid for digital advertising services emphasizing search-based ads, streamed content, geofencing, YouTube ads
  - Invite Alpha, Royle, iHeart, others?
  - Emphasis on dig season (April - October), Safe Digging Month (proclamation), 811 Day
- KGW Keeping You Safe Campaign in partnership with 4-5 others to share costs
- Social boosts/ads working with Creative - campaigns and boosted posts on Facebook, Next Door and LinkedIn
- Advertise in Daily Journal of Commerce

# Recommendations (2 of 4)



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## EARNED MEDIA

- News releases via FlashNews for key events, stories, announcements
- Regular posts on Facebook, Next Door, LinkedIn
- Explore PSAs potential via Ad Council partners
- Apply for Portland Business Journal nonprofit program
- Monitor for grants that can be used for public awareness
- Talk with rental equipment companies about getting our logo/link on their websites

# Recommendations (3 of 4)



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## SPONSORSHIPS

- OUCC/UCC support (work more closely on strategy, collaboration)
- Dozer Day event(s) with NWUCA
- Contractor Guides
- Conferences: Mid-Oregon Construction Safety Summit, Joint States, Oregon Landscape Contractors Association, GOSH (2025)
- CERT/Community events on a case-by-case basis
- JJ Harrison? Hops?

# Recommendations (4 of 4)



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## OTHER

- Continue to support online store and t-shirt program
- Continue to provide signage and banners to partners and UCCs
- Explore potential Treasure Hunt promotion around Safe Digging Month or 811 Day
- Meet with Oregon Broadband Office/Oregon Telecommunications Association to identify needs for messaging related to BEAD funding in 2024-25
- Research potential for signage in portapotties
- Consider building department/permits collateral - LOC engagement?
- Calendars?

# Costs

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**PAID MEDIA** - \$40K contract, \$5K KGW, \$3K social boosts

**EARNED MEDIA** – no cost, potential in-kind/grant funding support

**SPONSORSHIPS** - \$60K OUCC, \$4.5K other events

**OTHER** - \$95K Dormers/promotional and collateral, \$10K calendar

**TOTAL PUBLICITY BUDGET = \$217,500**

# Next steps

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- Committee review, discussion and approval of priorities
- Update budget spreadsheet
- Initiate invitation to bid – include elements of plan in document
- Committee selection by March 23 (?)
- Board review/approval at April 4 meeting (Hood River)
- Sign contract, initiate work (options to begin sooner)

# Video project

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YouTube is the **second largest search engine**, with over 2.5 billion logged-in users per month and over 1 billion hours of video watched on the platform each day.

Many contractors, professional excavators and DIYers utilize the site for research, tutorials, and entertainment.

Captive audience for Oregon 811, and videos have potential for many uses beyond YouTube.



# 2024 Video Series

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In-house production to start – tripods, lavalier mics, iPhone, editing online

Three areas of focus:

- Fences
- Landscaping
- Concrete

Short form, aimed at contractors but relevant to homeowners.

Could this be included in the KGW Keeping You Safe Campaign?

# 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