

Publicity Committee Minutes -  
August 18, 2020

Conference Call In Members: Scott Clements, Connor Toney, Nate Rivera,  
Joyce Nelsen and Kitty O'Keefe.

Guest called in: Lindsay Sander/NEI and Michael Rukavina/USIC.

### **Minutes**

Announcements and Introductions:

- a. Scott Clement called meeting to order at 10:00 am and introductions were made.
- b. No minutes were reviewed.
- c. Chair Statement: Scott welcomed guests.

Old Business:

- a) National Excavator Initiative Recap:
  - i) Lindsay provided a ppt to members. Discussion followed with Q&A's. (See Attachment 1)
  - ii) NEI to send a follow up survey by end of week for board members.

New Business:

- a) Kitty shared with members she spoke on Aug. 17, 2020 with Taylor Mounts the Corp. Partnerships Mgr. with Portland Timbers. Taylor will email Kitty a package for possible 2021 sponsorship and will share with members once received for review.

*Meeting adjourned at 10:23 a.m.*

*Submitted by Kitty O'Keefe on August 18, 2020*



# **The National Excavator Initiative**

Oregon Utility Notification Center

January 31, 2020

## Oregon Considerations

- **Goal**
- **Target**
  - Homeowner
  - Professional Excavator
  - Combination
  - Other
- **Location**
  - Specific area(s)
  - State-wide
- **Budget**

## **Option 1- Facebook/Instagram Only**

- **Budget: \$12,000**
- **Approach: Target based on demographics**
- **Estimated Impressions: 800,000 to 2.3 million**
- **Estimated Clicks: 9,600 to 28,800**
- **Pattern: April, May, September, October -\$2K  
March, June, July, August- \$1K per month**

## Option 2- Electronic Only (4-Month)

Method	Impressions	Budget
Search/Keyword Targeting	325,000	~ \$2,500
Retargeting	325,000	~ \$2,500
Geofencing	550,000	~ \$4,500
Display	325,000	~ \$2,500
Total	1,350,000	~ \$12,000

## Option 3- Electronic/ Facebook Combo (4-Month)

Method	Impressions	Budget
Search/Keyword Targeting	250,000	~ \$1,900
Retargeting	250,000	~ \$1,900
Geofencing	400,000	~ \$3,200
Facebook/ Instagram	230,000-667,000	~\$5,000
Total	1,055,000+	~ \$12,000

## **Additional Opportunities & Considerations**

- **PSA Network**
- **Returning the Favor Sponsorship**
- **Marijuana Farmers**
- **Other existing efforts by Oregon**