

Publicity Committee Minutes -  
February 8, 2021

Conference Call In Members: Scott Clements, Scott Gallegos, Connor Toney, Scott Crosby, Mitch Burghlelea, and Kitty O'Keefe.  
Guest called in: Lindsay Sander - NEI

### **Minutes**

Announcements and Introductions:

- a. Scott Clement called meeting to order at 9:01 am and introductions were made.
- b. Scott G moved to accept the minutes from 9.29.20 and Mitch Burghlelea 2<sup>nd</sup> the motion. The minutes were accepted. Kitty to post on website
- c. Chair Statement: Scott welcomed guests.

Old Business: none

New Business:

- a) 2021 – NEI: presented by Lindsay Sander
  - i) See Attachment 1
  - ii) Lindsay first shared with members how the 2020 campaign went and showed result (see pg. 2 & 3 of report)
  - iii) What do you want for 2021? A combination like last year worked very well the members agreed.
  - iv) Scott C. will make a recommendation to the full board that we move forward in 2021 with a combination of efforts. Targeting 70% Excavators to 30% DIY as last years campaign. This years campaign runs 10 months; along with a 3-month TV/PSA campaign in the fall.
- b) Discuss TV campaign with Fox 12
  - i) See Attachment 2
  - ii) Kitty shared with members that Fox 12 approached her with a 3 month TV commercial campaign. For \$10,000, we could run 281 spot of our 30- OR811 TV ad. Scott and Kitty

- reviewed the campaign and brought to the full committee.
- iii) We have the funds to pull from our Publicity budget.
  - iv) Kitty shared the OR811 – 30 second TV commercial the creative team developed for us.
  - v) Scott Clement will make a recommendation to move forward with this campaign. We asked for a PSA discount and now have a \$12,000 package but will pay \$10,000.

For the Good of the Order:

- i) Kitty shared with members there are some companies possibly taking advantage of online orders.
- ii) How do we review this or can we decline some order?
- iii) Members suggested a report. Kitty will work with Dormers and ask the report to show: company name, each order/date and quantity of hats per order. Review at next committee meeting.
- c) Next meeting: tbd

*Meeting adjourned at 2:20 p.m.  
Submitted by Kitty O'Keefe on February 9, 2021*



2020 Outreach Outcomes &  
2021 Opportunities  
February 8, 2021

## 2020 Oregon By the Numbers

- **2 paid media deployment efforts**
- **2 earned media opportunities**
- **50+ ads used**
- **.02\* to 1.47 percent click through rate for banner ads**
- **.32 average click through rate**
- **3,700+ visits to Oregon 811 related webpages**
- **1.165 million+ electronic impressions**
- **3.79 million+ overall impressions**

**\*Lowest numbers were for smallest portion of campaign and during height of COVID**

## Materials Used

- Videos
  - PSAs (4)
  - Short expert (9)
  - Issue videos (3)
- Banner ads (50+)
- Website graphics

## Additional Tools

- Matte article
- Monthly tool kits (10)
- Website
- Safe Excavator app

## Electronic Phase 1 & 2

**Type: Geofencing, Display, Search Redirect & Social**

**Target: Professional Excavators and Homeowners 50/50**

**Timeframe: Mid-April – Mid June**

## Electronic Phase 1 & 2 Outcomes

### Effort Totals by Stakeholder

	Impressions	Clicks	Rate
Phase 1	246,095	278	.11%
Phase 2	245,615	319	.13%
Social	276,840	1,270	1.01%
Totals	768,550	3,384	.44%

## Electronic Phase 3 Outcomes

### Effort Totals by Stakeholder

	Impressions	Clicks	Rate
Call before you dig	152,845	135	.09%
Accuracy of markings	168,363	178	.11%
Tolerance zone	158,330	102	.06%
Total Phase 3	479,538	415	.09%
Total Phase 1 & 2	768,550	3,384	.44%
Grand Total	1,164,292	3,703	.32

## TV & Radio PSA Coverage

**Overview:  
National & Spot TV  
and Radio**

**Target: DMAs in  
Oregon**

**Timeframe:  
August - October**

### TV Ads:



Connect  
with 811



What's  
Under-  
ground



Safety  
Steps

### Radio Ads:

- Get Dirty
- Connect with 811

## TV & Radio PSA Coverage Outcomes

### *Oregon Highlights*

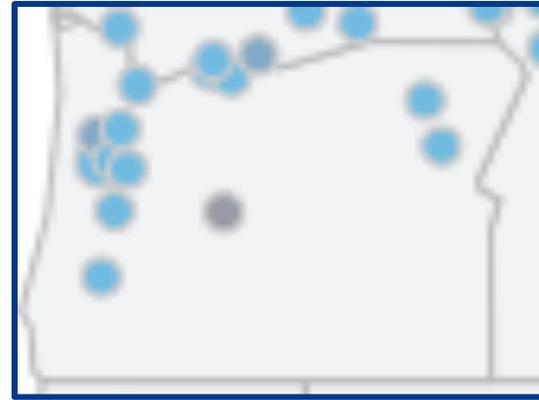
- 3 of 8 DMAs carried radio
- 8 of 8 DMAs carried TV
- Three markets (Portland, Spokane and Boise) included radio and TV coverage
- Nearly 2200 placements specific to OR
- Difficult to estimate total impressions and values, but at least \$100,000+ and several million impressions range

### *National Highlights*

- \$3 million ad value
- 186+ million impressions
- Coverage included ESPN, Fox News & Business, Sirius and Total Traffic and Weather

## Newspaper- Print & Online

- **Article focusing on cross-bore**
- **29 Outlets in OR**
- **English and Spanish**
- **Total impressions:**



## Monthly Tool Kits

**10 Tool kits issued during campaign window**

- **Tweets**
- **Posts**
- **Banner ads**
- **Outreach ideas**



### National Excavator Initiative May Tool Kit

Purpose of Content	Text
#	#811
#	#safeexcavator
#	#mikerowe
Tweet	Buried utilities are like a bowl of spaghetti. You never know what you're going to hit. Always contact 811 before digging. #safeexcavator #811
Tweet	Meet Chris Stoval, President of a Number (Texas 811). #safeexcavator #811 #mikerowe
Post	He covers a lot of territory and knows that little things cause big problems. Learn about the "bowl of spaghetti" buried beneath your feet. Whether you are a landowner or professional excavator, visit <a href="http://www.safeexcavator.com/meet-the-experts">www.safeexcavator.com/meet-the-experts</a> to learn from the experts on safe digging practices. Meet micro Mike Rowe and Chris Stoval, President of Texas 811. #safeexcavator #811 #mikerowe
Post	Don't be the guy who makes the neighbors angry by accidentally cutting off their internet, phone, cable, electricity, gas, or water. Always call 811 two to three business days before digging. Any DIY project that involves moving earth requires a notification to facility operators via the 811 center in your state so that your underground utilities are marked in advance of digging activity. Download the Safe Excavator app to have digging laws at your fingertips and visit <a href="http://www.safeexcavator.com/meet-the-experts">www.safeexcavator.com/meet-the-experts</a> to learn more about the 811 system. #safeexcavator #811 #mikerowe
Chris Stoval Short:	Good fences make good neighbors. That is, unless they damage a buried utility. There is so much underground, you could easily imagine it as "a bowl of spaghetti." Learn how anyone digging with even a shovel can create a big problem when putting in a fence, deck, swimming pool, or any do-it-yourself project that involves moving earth. Little things can create big problems. President of Texas 811, Chris Stoval, discusses who should contact 811 (spoiler alert: everyone should contact 811 before starting any project that involves digging), why they always need to do so a few days in advance of starting their project, and other easy-to-remember information necessary to prevent damage and save lives.

## 2021 NEI Activities Overview

### **Tool kits**

- **At least 10 issued during campaign window**
- **Themes specific to each stakeholder group**

**New radio (and hopefully TV)**

**Expanded influencers**

**Targeting of both professionals and homeowners**

**Updated graphics**

**Opportunities for Spanish**

## 2021 Planning

- **Target**
  - **Professional excavator**
  - **DIY**
  - **Combination**
  - **General**

## 2021 Planning

- **Options & Budget Allocation**
  - **Electronic**
    - **Display**
    - **Geofencing**
    - **Redirect**
  - **Billboards**
  - **TV/Radio PSA**
  - **Other?**



## 2021 Planning

- **Schedule**
  - **Monthly**
  - **Spring**
  - **Fall**
  - **Specific events**
  - **Combination**

## 2021 Planning

- **Topics**
  - **Contact 811**
  - **Safe Digging Month**
  - **811 Day**
  - **10 Commandments**
  - **DIY/ Homeowner**



## Contact Information:

**[SafeExcavator.com](http://SafeExcavator.com)**

**Lindsay Sander**  
**713-208-0273**

**[LNS@SanderResources.com](mailto:LNS@SanderResources.com)**



# TELEVISION SCHEDULE Option 1

**\$10,000 total net investment**

March 1, 2021 - May 30, 2021 - all weeks

Program	Station	Days of Week	Time	# Spots
Good Day Oregon	KPTV	Wed-Sun	M-F 5a-9a	26x
Daytime Rotation	KPTV	Wed-Fri	9a-4p	26x
Evening News/Entertainment	KPTV	Wed-Fri	4p-8p	26x
Best Available	KPTV	Mon-Sun	4a-4a	65x
Good Day Oregon Simulcast	KPDX	Sat	8a-9a	21x
Late News	KPDX	Wed-Fri	8p-10p	13x
Best Available	KPDX	Mon-Sun	4a-4a	104x
<b>Total</b>				<b>281x</b>

**3-Month Campaign Stats:**

- Total Spots: 281 x, :30 second spots
- Total Impressions Adults 25+: 5,800,000
- Total Frequency A25+: 5.1 x