

Publicity Committee Minutes -
May 3, 2021

Conference Call In Members: Scott Clements, Connor Toney, Scott Crosby,
Mitch Burghlea, and Kitty O'Keefe.

Guest called in: Lindsay Sander – NEI and Jennifer McMahan – Fox 12

Minutes

Announcements and Introductions:

- a. Scott Clement called meeting to order at 9:02 am and introductions were made.
- b. Mitch moved to accept the minutes from 2.8.21 and Connor^{2nd} the motion. The minutes were accepted. Kitty to post on website
- c. Chair Statement: Scott welcomed guests.

New Business: none

Old Business:

- a) 2021 – Outreach Updates -NEI: presented by Lindsay Sander
 - i) See Attachment 1
 - ii) Lindsay first shared they had to find a new media provider which caused a minimal pause in our campaign.
 - iii) We will budget 18K for Electronics (includes social media and geofencing) and 12K for PSA Network.
 - iv) Efforts support: 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.
 - v) Additional suggestions for us to consider: billboards, post card mailings PSA's. Lindsay will work with Kitty on finding which counties in Oregon might show higher locates/damages.
- b) Updates for our TV campaign with Fox 12
 - i) See Attachment 2
 - ii) Jen shared our current campaign running our 30-second TV commercial on KPTV and KPDX is strong. Fox 12's 4 o'clock news ranks higher than other local stations.
 - iii) Our 10k budget gets us 346 spots of airtime over a 3-month

- period.
- iv) Jen suggested we consider having someone in our industry interviewed and aired on MORE Good Day Oregon.
 - v) Kitty asked if we can get PSA discount? Yes.
 - vi) Waiting on additional info to share with board.
- c) Update committee with Hops Schedule games
- i) Kitty reported opening game is May 4th and season runs till Sept.5, 2021.
 - ii) Kitty shared we will have the 811 trailer on August 11 – 811 day and also the 12, 13 and 15th.
 - iii) We have been asked to throw out the 1st pitch on the 15th. Scott Clements will do the honor of throwing the 1st pitch.
- d) Updates with Pendleton Round-up 2021
- i) Kitty shared the dates we will have our 811 trailer/booth: runs from Sept13-18th.
 - ii) We need volunteers and Connor will pull the trailer to Pendleton and help at the booth. A separate email will go out to board members to see if they want to volunteer.
 - iii) Kitty has sent specs for our ads to the creative team and working on design/layout ideas. Deadline to submit is May 16th.

For the Good of the Order:

- e) Next meeting: tbd

*Motion to adjourn by Mitch and 2nd by Connor at 10:03am.
Submitted by Kitty O'Keefe on May 4, 2021*

2021 Outreach Update

May 3, 2021

Tool Kits- 2021

- Distribution on 3rd Monday of month
- Split themes between professional and landowners
- New videos – 10 Commandments theme
- Safe Digging Month
- 811 Day

National Excavator Initiative

Safety always.

Monthly Tool Kits

APRIL IS NATIONAL SAFE DIGGING MONTH

Start your next digging project by connecting with 811.

Three digits can save you a lot of four-letter words.

Mike Rowe

Micro Mike Rowe

THE FIRST STEP
811
IN SAFE DIGGING

safeexcavator.com

“ He who fails to plan is planning to fail. ”

- Winston Churchill

Accidents don't just happen!

safeexcavator.com

THE FIRST STEP
811
IN SAFE DIGGING



No Project Is Too Small To Make The Call.

Make contacting 811 the first step in every digging project.

safeexcavator.com

THE FIRST STEP
811
IN SAFE DIGGING



It's her “explain why we have no cable tonight” look.

Make contacting 811 the first step in every digging project.

safeexcavator.com

THE FIRST STEP
811
IN SAFE DIGGING

Themes- Professional Excavators

- Planning
- Training
- Communication
- Contact 811
- Observe site and verify of marks (accuracy)
- Expose facilities (vacuum)
- Obey tolerance zone and dig with care
- Ask for help/make a second call
- Document
- Report damage

Themes- Homeowner & Landscapers

- Fencing
- Private lines
- Lighting
- Home expansion/ building
- Landscaping
- Pools
- Mail box, post, sign
- Deck and patio
- DIY- moving dirt
- 811

Social Media 101

Social Media Strategy 101

Presented by the National Excavator Initiative



Social Media

- Expansion of social media platforms



Instagram

Influencers



Kevin Tompkins
Tompkins Excavating



Alexandra Smith
Donald Hubert Septic &



Brittany & Caleb Auman
Auman Landscaping



Jeff Gaffney
Tabor Group Landscaping

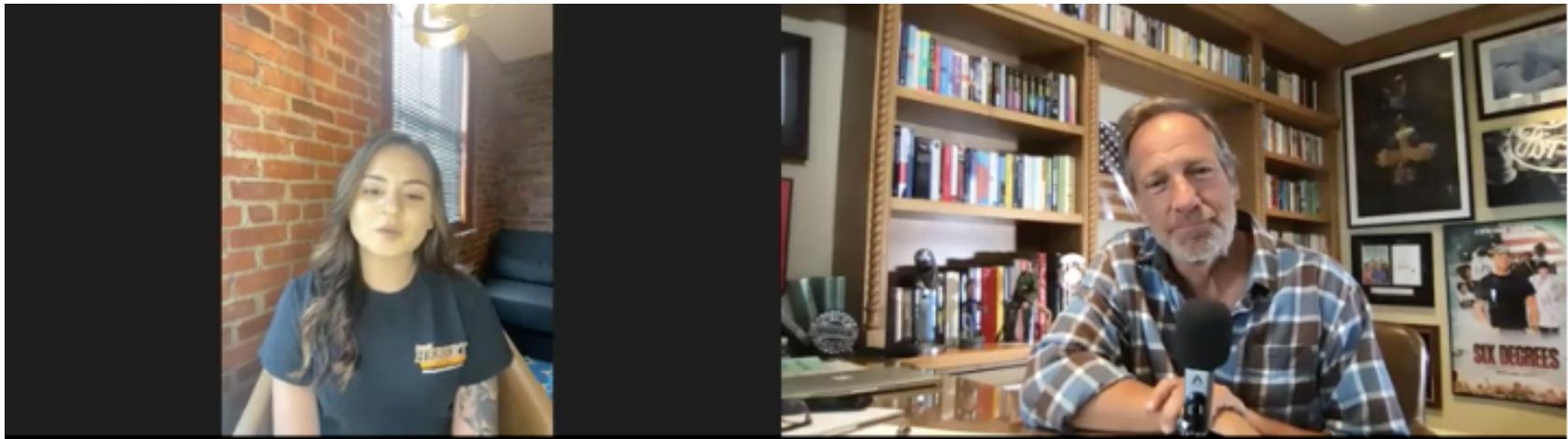


John Hass, VEIT, Inc.



AJ Brentzel
Brex Enterprises

Influencers



PSA Outreach Options

- Radio
- Electronic
- TV

Oregon Plan

- Electronic (\$18,000)
 - 70/30 split with priority to professional excavator
 - Social media priority
 - Geofencing and banner
- PSA Network (\$12,000)

Still Coming...

- One call homepage update
- Contest
- Mailing
- Survey
- Website refresh

Opportunities...

- Billboards
- New PSA Development





Contact Information:

SafeExcavator.com

Lindsay Sander
713-208-0273

LNS@SanderResources.com

May 2021



Oregon 811
UTILITY NOTIFICATION CENTER

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The Plan for Dig Safely Oregon 811 - 2021

FOX 12 is a powerful local broadcast company trusted by the local community! Through strategic programming on FOX 12 and FOX 12 Plus we will bring increased exposure and awareness of Oregon 811- Dig Safely Oregon to the Portland DMA through broadcast television.

- Increased awareness of Oregon 811
- Contact info for Oregon Utility Notification Center (OUNC)
- Assistance for homeowners and professional excavators
- Awareness for Digging Safely

BROADCAST TELEVISION

Based on the above key initiatives, we will strategically, and cost effectively place creative messaging that will specifically target homeowners and excavators while expanding and raising awareness to all viewers.



BROADCAST SCHEDULE

\$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	52x
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	60x
Late News	KPDX	Wed-Fri	8p-10p	39x
Best Available	KPDX	Mon-Sun	4a-4a	78x
Total				346x

CAMPAIGN OVERVIEW

We still have the month of *May* to go ...

**March and April have delivered
1,720,200 Million impressions
to Adult viewers 25 to 54**

204 of the 346 spots in the schedule have ran

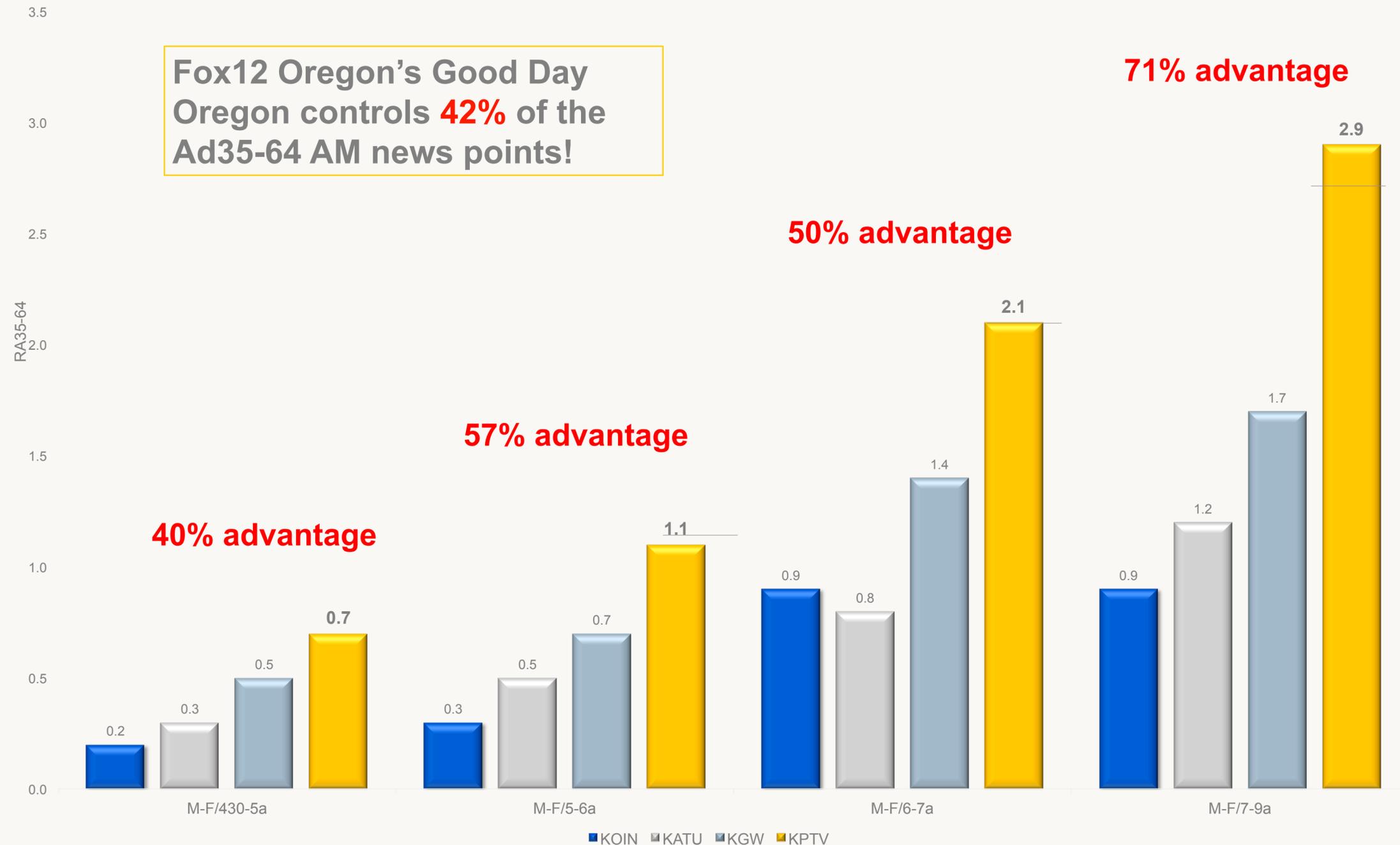
- **Added value**

<https://vimeo.com/fox12/review/543825938/5d32245054>

APPENDIX

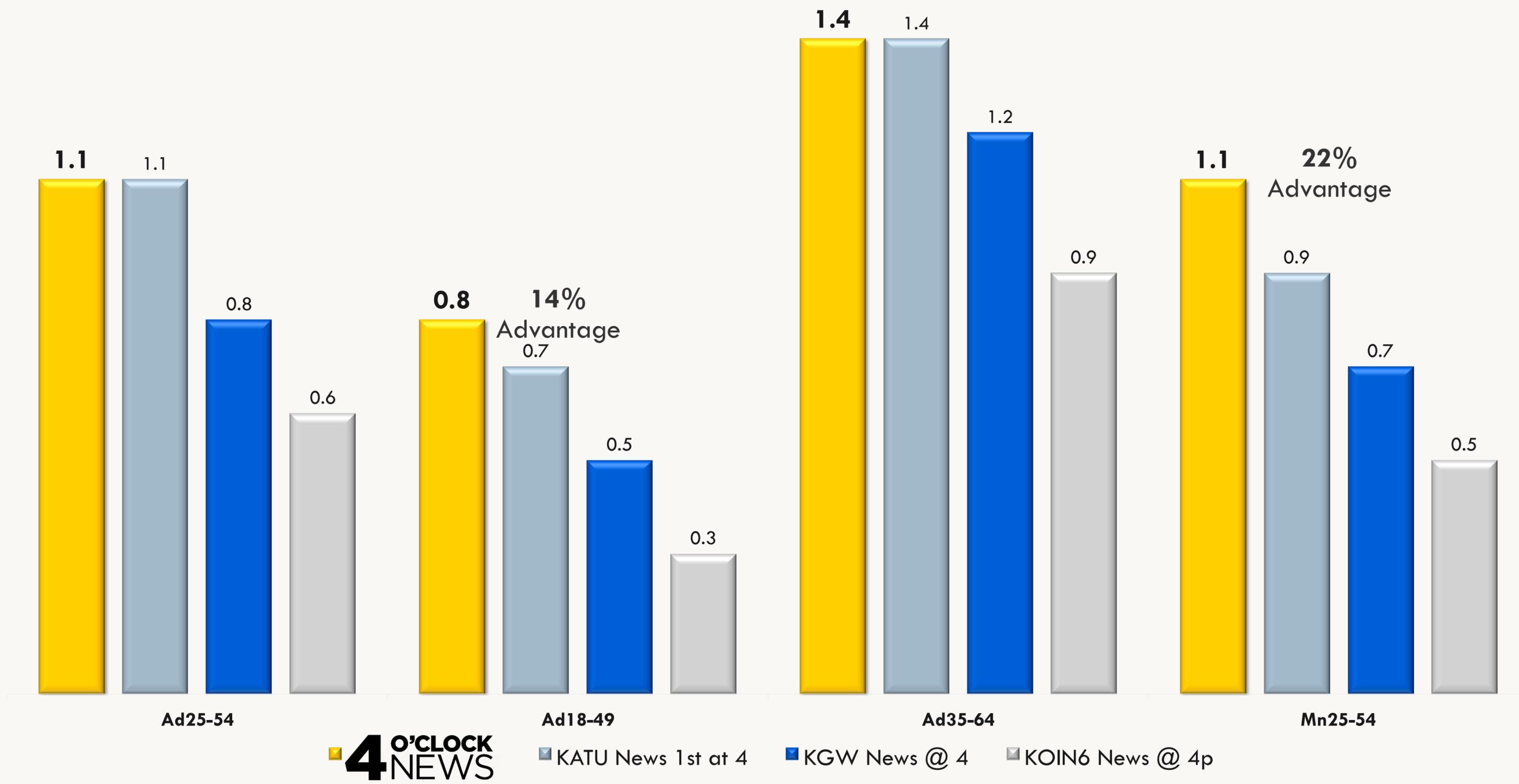
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good day Oregon Solid #1 AM news from 430-9a among Ad35-64!



SOURCE: Portland Nielsen Mar '20 (Live+SD)
 GDO at 5a, 6a and 7a is an aggregate of KPTV and KPDX;
 black line denotes KPTV-KPDX split

Fox12's 4 O'Clock news - #1 in key demos

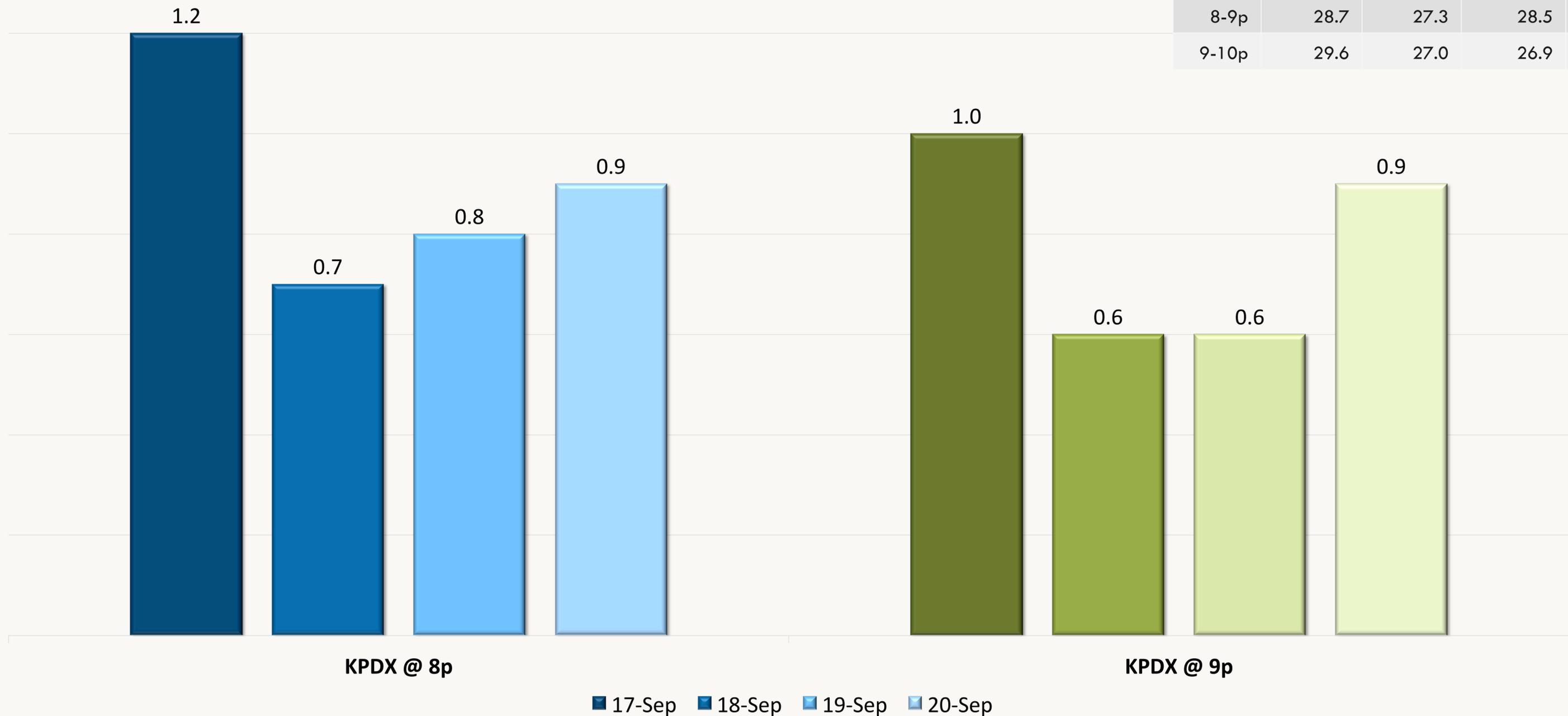


SOURCE: Portland Nielsen Sept '20 (Live+SD)

Portland M-F/8-10p News ratings trend

Ad25-54 4-year delivery trend

Time	PUT Trend			
	Sept '17	Sept '18	Sept '19	Sept '20
8-9p	28.7	27.3	28.5	24.5
9-10p	29.6	27.0	26.9	21.8





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