

Publicity Committee Meeting Minutes - Zoom

November 3, 2022

Members: Scott Crosby, Melanie Lewis, Connor Toney, Megan Moore, Mitch Burghlea, Josh Thomas and Kitty O'Keefe.

Minutes

Announcements and Introductions:

- a. Scott called meeting to order at 9:03 am and introductions were made
- b. Mitch moved to accept the minutes from 10.06.22 and Connor 2nd the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Scott welcomed members

Old Business:

- a. Review forecasted Publicity Budget - 2023
 - i) See Attachment 1 – members reviewed and approved
 - ii) Advertising #511 - \$66K
 - iii) Promo #515.1 - \$125K
 - iv) Sponsorship #519 - \$33K
 - v) Misc. #518 - \$27K
 - vi) Total Budget Approved: \$295K
 - ii) What is Legislative Day? A day at the Capital where we can set up our 811 table and spread awareness of 811. Meet Senators and other officers. Hand out 811 swag, provide lunch, snack. Baked potato w/ shovel shaped spoon was suggested.
 - iii) Outdoor banners 4 x 6 (see Attachment 2)
 - Members approved to order 100. Kitty to work on design with Dormers. pricing 100 = \$9,500
 - Discussed placing online and do a matching program like our t-shirt program works.
 - iii) Scott asked members about window decals and door stickers. Do we consider purchasing our own decal machine? Discussion followed.

New Business

- a. Around the House - 2023 advertising suggestion
 - i) See Attachment 2 – Kitty shared with group a quick overview. She and Josh have a zoom meeting with Jen at Fox12 Oregon Nov.21st and will report back to committee.
- b. Strategic Plan Metrics
 - i) See Attachment 3 – Josh shared some highlights he's included in the Strategic Plan.

For the Good of the Order

- a. Reflective Safety Shirt – See Attachment 4
 - i) Kitty shared an idea for a new safety shirt for the online store.
 - ii) Members approved the idea and price point.
 - iii) Discussion of new 811 logo. Kitty will work with Dormers

*Motion to adjourn by Mitch and 2nd by Megan
Submitted by Kitty O'Keefe on November 3, 2022*

2023 Publicity Forecast Budget

	BUDGET	PAID	DIFFERENCE
ADVERTISING #511			
Carvertise	\$16,000		
Alpha Media (year round)	\$20,000		
Royle Media - 4 month Campaign + Monthly Google Ad charges	\$30,000		
PSAs - April Safe Digging Month & National 811 Day		\$0	\$0
SUBTOTAL	\$66,000	\$0	\$66,000
Dormers #515.1			
#515.1: Dormers - Online Store purchases.	\$125,000		\$125,000
	\$125,000	\$0	\$125,000
#514			
OUCC State and Local Council Assistance	\$60,000	\$0	
SUBTOTAL	\$60,000		\$60,000
SPONSORSHIPS #519			
Dozer Day - Eugene, OR	\$1,500		
JJ Harrison	\$5,000		
Hillsboro Hops	\$12,500		
St. Paul Rodeo	\$10,000		
MUCC Golf Tounie	\$1,500		
Legislative Day	2500.00		
SUBTOTAL	\$33,000	\$0	\$33,000
MISC. #518			
Other (general)	\$10,000	\$0	\$10,000
2024 Dashboard Calendars	\$7,000		
Outdoor Banners	\$10,000		
SUBTOTAL	\$27,000	\$0	\$27,000
	\$295,000	\$0	\$295,000

Know what's below before you dig

qty: 50 @ \$120 each = \$6,000

qty: 100 @ \$95 each = \$9,500





Class 2 Reflective - Meets Government Regulations

Recommended for highways, utility and emergency work.
Reflective striping for day/night visibility.

100% polyester material.

Left chest pocket.

Machine washable.



MINIMUM 12 PIECES

\$7.50
[T-SHIRT PROGRAM]

S-XL PRINTED FULL BACK IN BLACK

DOUBLES \$2 MORE PER X

GOES UP TO SIZE 3XL



Presented by

Dormers
EMBROIDERY & PROMOTIONAL

AROUND THE HOUSE

N O R T H W E S T



SPONSORSHIP OPPORTUNITY
2023 - 2024

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
- 156 total airings per year
- 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 SPONSORSHIP

52 Weeks, Sponsorship Elements

156 total shows

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

In-Program Assets

- 2 feature stories within the year (each airs 3x) = Annual Total: 12x
- 1 commercial in every show (airs 3x weekly) = Annual Total: 156x
- 1 billboard in each show with custom audio read and logo (airs 3x weekly) = Annual Total: 156x
- 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.
- 1.2 million Oregon Utility Notification banner impressions on KPTV.com



Oregon Utility Notification Center SUMMARY

- 2x Oregon Utility Notification Center Feature Segments Stories
 - 2 original, 6 replay
 - Stories posted to Around the House website and social media
- 156x commercials in Around the House
 - 52 original, 104 replay
- 156x billboards in Around the House
 - 52 original, 104 replay
- 1.2 million display banner ads on KPTV.com
- 520x Commercials FOX 12 Plus ROS

Total Net Investment: \$37,200 annual / \$3,100 monthly

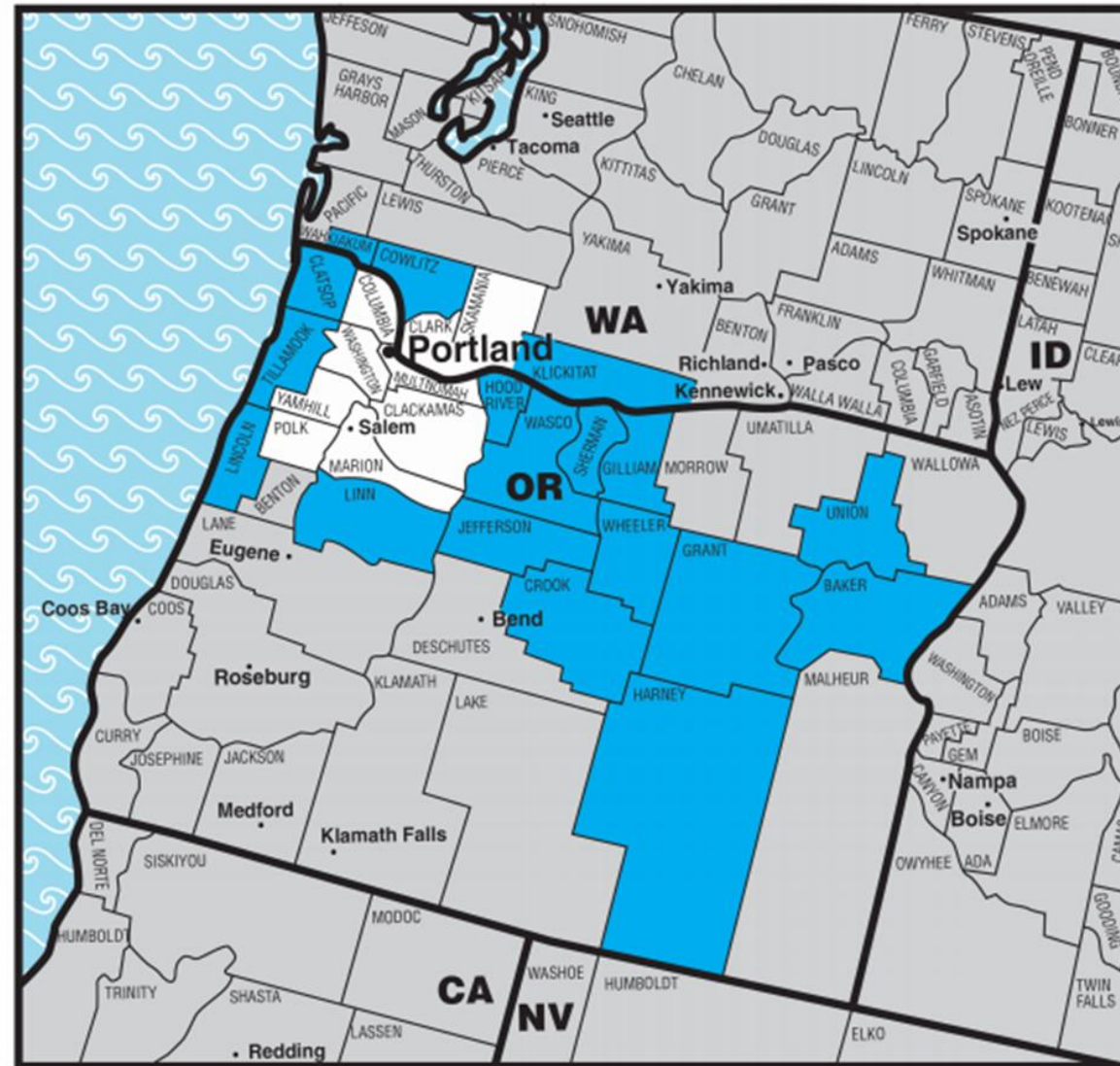
Thank you for your time.
I look forward to working with you!

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



APPENDIX

Coverage Map



Nielsen TV DMA® Region

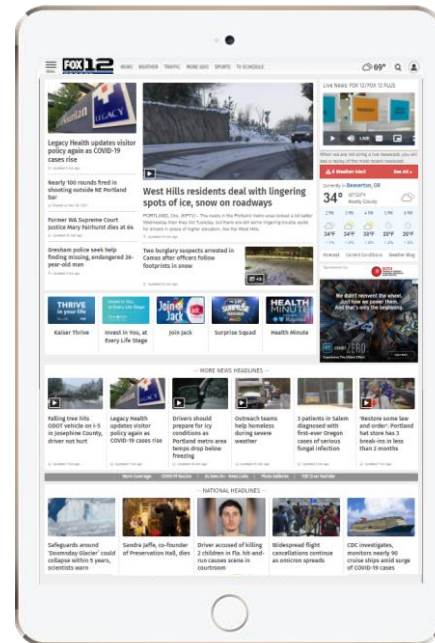
• City — State Line

□ 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

FOX 12 and FOX 12 PLUS are a trusted source for news, sports, and entertainment programming. Combining sight, sound, and motion allows for a higher recall with your message through commercials, product placement, integration, and sponsorships with large scale reach. Consumers more than ever are looking to interact with brands. They don't just want a product or service; they want a connection.