



Oregon Tina Kotek, Governor

**Oregon Utility Notification Center
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(503) 232-1987**

**Oregon Utility Notification Center
Publicity Committee Meeting
Date: Tuesday, November 7, 2023
Time: 11:00 am – 12:30 pm**

Join Zoom Meeting

<https://us06web.zoom.us/j/89164364606?pwd=fzYacXerPzTlvUHrt9XaKjUrSPqAcz.1>

Meeting ID: 891 6436 4606

Passcode: 352946

A G E N D A

1. Announcements and Introductions
 - a. Announcements and Guest sign-in.
 - b. Chair – Statement
 - c. Review/approve and/or amend prior meeting minutes from 01.26.23
2. Old Business –
 - a. Scoring matrix for Publicity Committee?
 - b. Review of 2023 efforts with Alpha Media and Royle Media
3. New Business –
 - a. Budgeting priorities for 2024
 - o Combined media contract or status quo?
 - Prioritizing search-based advertising
 - Geofencing
 - Streamed content
 - Videos for Training and Education (fences, landscaping, concrete)
 - o Sponsorships for 2024?
 - Sports events
 - Community events
 - Dozer Days, industry support
 - o Grants, partnerships to expand reach; new opportunities.
 - PHMSA
 - Utilities
 - OUCC, UCCs
 - KGW Keeping You Safe Campaign
 - New ideas to consider:
 - o Next Door ads
 - o Building permits
 - o Outhouses/Porta Potties
 - o Grocery bags
 - o Gym towels
 - o Theater ads
 - o Equipment rental company and sales websites
 - o New signage - housing developments, job sites
4. For the Good of the Order
5. Next Meeting - tbd