



Oregon

Tina Kotek, Governor

Oregon Utility Notification Center
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(503) 232-1987

**Oregon Utility Notification Center
Publicity Committee Meeting**

Date: Thursday, January 26, 2023

Time: 2:00 pm – 3:00 pm

Join Zoom Meeting

<https://us06web.zoom.us/j/83127280766?pwd=OStGTXZjRzN5Z3VPMnRZeDlCRlZwZz09>

Meeting ID: 831 2728 0766

Passcode: 515282

One tap mobile

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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 11.03.22
2. Old Business –
 - a. Scoring matrix for Publicity Committee
 - b. Review Strategic Plan goals
3. New Business –
 - a. Alpha Media – Ayn Sargent will discuss 2023 Mitigating Damage Through Targeted Messaging.
 - b. Around the House – Jennifer McMahan/Fox12, will discuss advertising opportunities.
 - c. Royle Media will present their 2023 plan.
 - d. Further Discussion:
 - Hillsboro Hops 2023 sponsorship
 - OSU/Learfield
 - Partnerships – grocery bags/vinyl signage/A-frame (Mitch)
4. For the Good of the Order
5. Next Meeting - tbd