

2015 Quarterly LA One Call Damage Prevention Activity Review **Quarter: 1**

Presentations

Start Date	End Date	Contact	Reason	Corr. Type	Media Location	# Attend	# Edu Itms
1/9/2015			System Services - provided dig safe presentation	General	Lafayette	42	42
1/30/2015			Sunland Construction - provided dig safe presentation	General	Lafayette	28	28
2/26/2015			M&P Property Management Company - provided dig safe and dig law presentation	General	Alexandria	52	52
2/26/2015			Concordia Parish Highway Dept - provided LOC damage prevention presentation	General	Alexandria	19	19
2/27/2015			International Paper Company - provided LOC damage prevention presentation	General	Shreveport	18	18
3/4/2015			SLECA - provided dig safe presentation	General	New Orleans	46	46
3/6/2015			Glen Womack Construction - provided LOC damage prevention presentation	General	StateWide	72	72
3/18/2015			LUS (Traffic Services Division) - provided dig safe presentation	General	Lafayette	17	17
3/18/2015			LUS (Environmental Services Division) - provided dig safe presentation	General	Lafayette	16	16

Presentations

Start Date	End Date	Contact	Reason	Corr. Type	Media Location	# Attend	# Edu Itms
3/20/2015			Bossier Parish Emergency Responders - provided LOC damage prevention presentation	General	Shreveport	37	37
3/21/2015			Habitat Home Expo - provided dig safe presentation	General	Baton Rouge	4	4
3/26/2015			Jefferson Parish DPW - provided dig safe presentation	General	New Orleans	18	18
3/31/2015			Damage Prevention Summit - provided clarification of Dig Law issues	General	StateWide	36	

Total Attending 405

Total Items Distributed 369

Meetings

Start Date	End Date	Contact	Reason	Corr. Type	Media Location	# Attend	# Edu Itms
1/7/2015			Lake Charles Utility Council - attend meeting	General	Lake Charles	17	17
1/8/2015			Damage Prevention Summit Planning Team Conference Call	General	StateWide	8	
1/13/2015			Bayou 811 Conference Call	General	StateWide	8	
1/14/2015			Baton Rouge Utility Council meeting	General	Baton Rouge	17	17

Meetings

Start Date	End Date	Contact	Reason	Corr. Type	Media Location	# Attend	# Edu Itms
1/14/2015			Damage Prevention Summit Planning Team Conference Call	General	StateWide	7	
1/15/2015			Ascension Parish Utility Council meeting	General	Baton Rouge	14	14
1/21/2015			Caddo/Bossier Utility Council Meeting - discussed the Damage Prevention Summit, emergency locate requests, Dig Law Advisory Committee meetings and locate request procedures	General	Shreveport	64	64
1/27/2015			2g Marketing - discussed additions of ICONs on website	General	StateWide	3	
1/29/2015			LOC Public Awareness Committee meeting	General	StateWide	8	
1/29/2015			LOC Board Meeting	General	StateWide	15	
2/3/2015			Damage Prevention Summit Planning Team Conference Call	General	StateWide	8	
2/4/2015			Ouachita Utility Council - provided information regarding Damage Prevention Summit and Annual Meeting/Open House	General	Monroe	28	28
2/5/2015			St. John Parish - provided stamp for permits and display for permit office	General	New Orleans	1	3
2/5/2015			DIRT Webinar - reviewed results of DIRT study	General	StateWide		

Meetings

Start Date	End Date	Contact	Reason	Corr. Type	Media Location	# Attend	# Edu Itms
2/9/2015			LA Pipeliners Group Dinner Meeting - discussed upcoming Damage Prevention Summit	General	Baton Rouge	107	107
2/17/2015			CenLA Utility Council - attend and chair meeting	General	Alexandria	19	
2/17/2015			CenLa Utility Council meeting	General	Alexandria	19	19
2/20/2015			Gulf Safe Pre-Board meeting	General	StateWide	6	
2/24/2015			Gulf Safe meeting with LOC Board	General	StateWide	11	
2/24/2015			Downtown Development District meeting - discussed markings of utilities in downtown area	General	Baton Rouge	12	12
2/24/2015			Best Practices meeting with Sonny Vidrine - discussed study of ticket updates	General	StateWide	4	
2/25/2015			CAMO conference call - discussed near misses and CGA conference	General	StateWide	11	
3/2/2015			Locate Rodeo planning meeting - discussed logistics of program and checklist of items needed	General	StateWide	2	
3/2/2015			LOC Best Practices Committee conference call	General	StateWide	6	

Meetings

Start Date	End Date	Contact	Reason	Corr. Type	Media Location	# Attend	# Edu Itms
3/4/2015			Lake Charles Utility Council - discuss Digger's Night Out program	General	Lake Charles	17	17
3/5/2015			Reviewed Venues for Spring 2016 SOCS meeting	General	StateWide	3	
3/17/2015			Locate Rodeo Site Visit	General	StateWide	4	4
3/19/2015			LOC Annual Meeting	General	StateWide	19	
3/19/2015			LOC Board Meeting	General	StateWide	14	
3/24/2015			LSU Athletic Department - discussed advertising options statewide for Safe Digging Month	General	StateWide	2	2
3/24/2015			Damage Prevention Summit conference call	General	StateWide	7	
3/25/2015			Vic Weston meeting - discussed CGA presentation for Damage Prevention Summit	General	StateWide	3	
3/26/2015			Gulf Safe Conference Call with LOC Board	General	StateWide	11	
3/26/2015			New Orleans Area Utility Coordinating Council meeting	General	New Orleans	15	15
		Total Attending	490	Total Items Distributed		319	

Media / Contact

Louisiana One Call's 2015 broadcast advertising reaches all seven Louisiana media markets and includes more than 3,700 radio commercials and over 800 television commercials. A number of additional Louisiana stations also will broadcast LA One Call public service announcements (PSAs) that are distributed free by Damage Prevention Manager Brent Saltzman and Damage Prevention Coordinator Jeff Morrison or supplied on request by our advertising agency, as well.

This year's campaign was **designed to reach commercial excavators and their equipment operators working for contractors, landscapers, fence and pool installers, loggers, tree-removal services** and similar occupations. **The radio and TV campaign began on April 20 and concludes between May 25 and June 8.** Our radio and TV commercials are entirely new this year and emphasize the importance of careful digging near the marks, especially when operating backhoes and similar excavating equipment. The TV commercials use logo and text graphics to support the voice track, which means that **many people will see our message even if they've muted the audio.**

In total, we estimate that **our radio and TV campaigns will deliver a total of about 5.4 million impressions this year.** Actual campaign impressions are likely to be significantly higher than this estimate because broadcasts of free public service announcements are done at the option of individual stations and are not included in these projections.

Print advertising in 2015 again focuses on contractors and municipalities, and also reaches farmers and forestry workers, among others. Print ads appear throughout the year in Engineering News Record's LA-TX Gulf Coast Edition, the quarterly LA Forestry Association magazine Forests and People, LA Municipal Review, LA Parish Government and Louisiana Logger. Additional ads appear in the LA Associated General Contractors Annual Directory, the LA Electrical Cooperative Annual Directory and the LA Rural Water Association Annual Directory, as well as the Louisiana Farm Bureau Annual Magazine. **The total circulation of these publications exceeds 219,000 copies.**

Start Date	End Date	Contact	Reason	Corr. Type	Media Location	# Attend	# Edu Itms
<i>(It is difficult to project Total Reached for these activites)</i>							

Conventions

Start Date	End Date	Contact	Reason	Corr. Type	Media Location	# Attend	# Edu Itms
1/29/2015	1/30/2015		Louisiana Police Jury Convention	General	StateWide	315	630
2/9/2015	2/10/2015		Krewe of Cable Louisiana Show	General	StateWide	200	400
2/11/2015	2/11/2015		Louisiana Telecommunication Association Convention	General	StateWide	150	300
2/11/2015	2/13/2015		SOCS Meeting - Myrtle Beach, SC	General	StateWide	41	
3/3/2015	3/3/2015		American Public Works Equipment & Technology Expo	General	Baton Rouge	210	210
3/9/2015	3/12/2015		CGA Safety Expo - Orlando, FL	General	StateWide	850	
3/10/2015	3/11/2015		Louisiana Conference for Water and Wastewater	General	StateWide	250	500
3/21/2015	3/22/2015		Habitat Home Expo	General	Baton Rouge	4300	1500
3/30/2015	4/1/2015		Louisiana Damage Prevention Summit	General	StateWide	272	500
Total Attending		6,588	Total Items Distributed		4,040		
Grand Total Attending		7,483	Grand Total Items Distributed		4,728		