

2015 Quarterly LA One Call Damage Prevention Activity Review Quarter: 2

Presentations						
Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
4/16/2015			Software Training Class (Lake Charles) - discussed LOC history, processes, enforcement and software	Lake Charles	51	51
4/21/2015			Louisiana Loggers Association (Chapter 4) - provided dig safe presentation	Alexandria	30	30
4/23/2015			Lafayette Digger's Night Out Program - provided a dig safe presentation	Lafayette	276	276
5/6/2015			Ouachita Utility Council Meeting - provided dig safe presentation	Monroe	21	21
5/7/2015			American Rental Association (Louisiana Chapter) - provided information on the Dig Law and solicited help with displaying LOC decals on all their excavation equipment.	StateWide	26	54
5/11/2015			SJB Group - provided dig safe presentation to survey group	Baton Rouge	16	16
5/20/2015			DOW Pipeline - provided dig safe presentation	Baton Rouge	16	16
5/20/2015			East Baton Rouge Parish DPW Sewer Dept. - provided dig safe presentation	Baton Rouge	28	56
5/21/2015			Software Training Class (Mandeville) - discussed LOC history, processes, enforcement and software	New Orleans	11	22

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
6/1/2015			City of Parks - provided dig safe presentation	Lafayette	12	12
6/3/2015			Louisiana Irrigation Association - provided dig safe presentation	Baton Rouge	21	21
6/11/2015			Software Training Class (Shreveport) - discussed LOC history, processes, enforcement and software	Shreveport	25	25
6/15/2015			BASF - provided dig safe presentation for maintenance personnel	Baton Rouge	82	82
6/15/2015			BASF - provided dig safe presentation for supervisory personnel	Baton Rouge	62	62
6/16/2015			Waterworks District 2 (Beauregard Parish) - provided dig safe presentation	Lake Charles	6	12
6/16/2015			SLEMCO - provided dig safe presentation for office personnel	Lafayette	26	26
6/16/2015			SLEMCO - provided dig safe presentation for field personnel	Lafayette	72	72
6/17/2015			Plumbers Dinner Meeting - provided dig safe presentation	New Orleans	41	41
6/30/2015			Ascension Parish DPW (West Bank) - provided dig safe presentation	Baton Rouge	107	107

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
6/30/2015			Ascension Parish DPW (East Bank) - provided dig safe presentation	Baton Rouge	97	97

Total Attending 1,026

Total Items Distributed 1,099

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
4/8/2015			Baton Rouge Utility Council Meeting	Baton Rouge	18	18
4/9/2015			Ascension Parish Utility Council Meeting	Baton Rouge	12	12
4/13/2015			LA Pipeliners Association Dinner Meeting	Baton Rouge	86	86
4/13/2015			Kid Energy - discussed promotional ideas for Burnie & Earl characters	StateWide	6	6
4/14/2015			Blue Line Equipment Rental - provided LOC banner	Alexandria	2	4
4/14/2015			Columbia Gulf Transportation - offer dig safe presentation	Alexandria	4	10
4/14/2015			Scott Equipment Rental - provided LOC banner	Alexandria	2	6

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
4/14/2015			Governor Bobby Jindal - discussed Safe Digging Month Proclamation	StateWide	6	
4/14/2015			United Equipment Rental - provided LOC banner	Alexandria	2	6
4/16/2015			Assumption/Terrebonne/Lafourche Utility Council Meeting	New Orleans	18	18
4/20/2015			Lafayette Utility Council President - met to discuss LA One Call presentation for Digger's Night Out program	Lafayette	2	2
4/21/2015			Damage Prevention Summit Conference Call	StateWide	8	
4/22/2015			Caddo/Bossier UCC meeting	Shreveport	28	28
4/22/2015			CAMO Conference Call	StateWide	12	
4/23/2015			TransCanada Pipeline - discussed dig law and operational issues	StateWide	4	4
4/30/2015			New Orleans Area Utility Coordinating Council meeting - discussed plumbers safety dinner meeting and Digger's Night Out program	New Orleans	16	16
4/30/2015			Durr Heavy Construction - discussed new policy limiting ticket updates	New Orleans	4	8

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
5/6/2015			Lake Charles Utility Council Meeting	Lake Charles	15	15
5/18/2015			Caddo Parish Hwy Dept - offer dig safe presentation	Shreveport	2	6
5/18/2015			Town of Springhill - offer dig safe presentation	Shreveport	2	6
5/18/2015			Town of Vivian - offer dig safe presentation	Shreveport	2	6
5/19/2015			CenLa Utility Council Meeting	Alexandria	13	13
5/19/2015			City of Natchitoches DPW - provided LOC banner	Alexandria	2	6
5/19/2015			Natchitoches Parish Hwy Dept - provided LOC banner	Alexandria	2	6
5/19/2015			Regency Construction - offer dig safe presentation	Alexandria	2	6
5/26/2015			Livingston Parish Utility Council Meeting - chaired meeting in hopes of resurrecting this council	Baton Rouge	17	34
5/27/2015			CAMO Conference Call	StateWide	8	

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
5/28/2015			New Orleans Area Utility Coordinating Council Meeting - discussed upcoming plumbers dinner meeting and Digger's Night Out program	New Orleans	18	18
6/2/2015			Archdiocese of New Orleans - discussed membership requirements	New Orleans	4	4
6/9/2015			2g Marketing - met with Russ Norwood to discuss URL's available to LOC	StateWide	1	
6/10/2015			Baton Rouge Utility Council Meeting	Baton Rouge	22	22
6/11/2015			Software Training Class (Shreveport) - provided ITIC training to Shreveport Excavators	Shreveport	35	35
6/23/2015			DOTD - met to discuss dig law issues	StateWide	1	1
6/24/2015			CenterPoint - provided LOC banner	Shreveport	2	1
6/24/2015			City of Shreveport DPW - provided LOC banner	Shreveport	2	1
6/24/2015			Caddo/Bossier UCC Meeting	Shreveport	20	20
6/25/2015			LOC Board Meeting	StateWide	14	

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
6/29/2015			Kid Energy - discussed upcoming event for school children	StateWide	5	5
6/30/2015			Entergy Arcadia - provided LOC banner	Monroe	2	1
6/30/2015			Franklin Parish Hwy Dept - provided LOC banner	Monroe	2	1
Total Attending		423	Total Items Distributed		431	

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 – and although these **free PSAs are not audited and therefore can't be tracked, we expect them to add significantly to the following projections of audience coverage.**

We rely on Arbitron and Nielsen media audience data to identify stations that reach large numbers of people matching our target audience. The same survey information helps us identify the best times to broadcast our messages, and the most popular programming to sponsor.

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. As was the case last year, our goal is to reach males between 25 and 54 of age because we believe this audience survey category contains the highest percentage of our target excavators and heavy equipment operators.

This year's **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. They emphasize the importance of careful digging near the marks, especially when operating backhoes and similar excavating equipment.

Based on Arbitron radio diary information, we project that LA One Call **radio commercials will reach between 71% and 86% (depending on media market) of Louisiana males from age 25 to age 54, and will do so between 5 times and 11 times each during the campaign.** Nielsen data indicate that LA One Call television commercials will reach between 71% and 86% of Louisiana males in the same age range between 4 and 9 times each, again depending on media market.

Our television commercials use our 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	Media Location	# Attend	# Edu Itms
5/7/2015		Garrett Monti	Quality Cleaning Equipment - provided LOC display and color code cards	New Orleans		100

Media / Contact

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
5/7/2015		Tim Brasseaux	Lafayette Rental Service - provided LOC display and color code cards	Lafayette		100
5/7/2015		Harry Smith, Jr.	Smith's True Value - provided LOC display and color code cards	Lake Charles		100
5/7/2015		Steve Hoglan	Doug Ashy Rentals - provided LOC display and color code cards	Lafayette		100
5/7/2015		Harold Sater	Encore Event Rentals - provided LOC display and color code cards	Shreveport		100
5/7/2015		Byron Alleman	Lafayette Rentals - provided LOC display and color code cards	Lafayette		100
5/7/2015		Charles Oge	Oge's Rent-All Center - provided LOC display and color code cards	Lafayette		100

Total Attending

Total Items Distributed 700

Conventions

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
4/22/2015	4/24/2015		Louisiana Society of Professional Surveyors	StateWide	265	530
5/4/2015	5/5/2015		LA Emergency Preparedness Association Convention	StateWide	226	226

Conventions

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
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Total Attending 491

Total Items Distributed 756

Grand Total Attending 1,940

Grand Total Items Distributed 2,986