

2015 Quarterly LA One Call Damage Prevention Activity Review **Quarter: 3**

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
7/7/2015			Software Training Class (New Orleans) - discussed LOC history, processes, enforcement and software	New Orleans	56	112
7/9/2015			Associated General Contractors Annual Conference - provided dig safe presentation	StateWide	53	106
7/9/2015			Software Training Class (Baton Rouge) - discussed LOC history, processes, enforcement and software	Baton Rouge	66	132
7/13/2015			St. Tammany DPW - provided dig safe presentation	New Orleans	16	32
7/16/2015			LA Rural Water Association - provided dig law updates	StateWide	42	
7/22/2015			Shreveport Chapter AGC - provided dig safe presentation	Shreveport	26	26
7/23/2015			LGA Pipeline Safety Conference - provided "What You Should Know About LOC" presentation	StateWide	22	
7/29/2015			City of Gonzales DPW - software training class	Baton Rouge	12	24
8/3/2015			Pipeline Association of LA (Gretna) - provided dig safe presentation for 1st responders	New Orleans	101	101
8/3/2015			Pipeline Association of LA (Gretna) - provided dig safe presentation for excavators	New Orleans	56	112

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
8/4/2015			Pipeline Association of LA (Mandeville) - provided dig safe presentation for 1st responders	New Orleans	106	212
8/4/2015			Pipeline Association of LA (Mandeville) - provided dig safe presentation for excavators	New Orleans	58	116
8/6/2015			Pipeline Association of LA (Kenner emergency responders) - provided dig safe presentation	New Orleans	136	272
8/6/2015			Pipeline Association of LA (Kenner excavators) - provided dig safe presentation	New Orleans	109	218
8/6/2015			Lafayette Area Software Training Class	Lafayette	41	41
8/10/2015			Pipeline Association of LA (Houma excavators) - provided dig safe presentation	New Orleans	98	196
8/10/2015			Pipeline Association of LA (Houma emergency responders) - provided dig safe presentation	New Orleans	147	294
8/11/2015			Pipeline Association of LA (Patterson emergency responders) - provided dig safe presentation	New Orleans	104	208
8/11/2015			Pipeline Association of LA (Patterson excavators) - provided dig safe presentation	New Orleans	71	142
8/13/2015			Pipeline Association of LA (Gonzales) - provided dig safe presentation for excavators	Baton Rouge	74	148

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
8/13/2015			Pipeline Association of LA (Gonzales) - provided dig safe presentation for 1st responders	Baton Rouge	96	192
8/17/2015			Pipeline Association of LA (St. Francisville) - provided dig safe presentation for 1st responders	Baton Rouge	69	138
8/18/2015			Pipeline Association of LA (Baton Rouge) - provided dig safe presentation for 1st responders	Baton Rouge	92	92
8/18/2015			Pipeline Association of LA (Baton Rouge) - provided dig safe presentation for excavators	Baton Rouge	60	120
8/20/2015			Pipeline Association of LA (Addis) - provided dig safe presentation for 1st responders	Baton Rouge	192	384
8/20/2015			Entergy - provided dig safe presentation and ITIC training	Monroe	24	24
8/20/2015			Pipeline Association of LA (Addis) - provided dig safe presentation for excavators	Baton Rouge	83	166
8/24/2015			Pipeline Association of LA (Opelousas excavators) - provided dig safe presentation	Lake Charles	108	216
8/24/2015			Pipeline Association of LA (Opelousas emergency responders) - provided dig safe presentation	Lake Charles	209	418
8/25/2015			Pipeline Association of LA (Lafayette emergency responders) - provided dig safe presentation	Lafayette	182	364

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
8/27/2015			Spectra Energy - provided presentation on Dig Law information	StateWide	26	52
8/27/2015			Spectra Energy - discussed LOC procedures and Dig Law	StateWide	26	54
8/27/2015			Pipeline Association of LA (Jennings emergency responders) - provided dig safe presentation	Lake Charles	108	216
8/27/2015			Pipeline Association of LA (Jennings excavators) - provided dig safe presentation	Lake Charles	59	118
8/31/2015			Pipeline Association of LA (Lake Charles excavators) - provided dig safe presentation	Lake Charles	109	218
8/31/2015			Pipeline Association of LA (Lake Charles emergency responders) - provided dig safe presentation	Lake Charles	192	384
9/1/2015			Pipeline Association of LA (DeRidder emergency responders) - provided dig safe presentation	Lake Charles	102	204
9/1/2015			Pipeline Association of LA (DeRidder excavators) - provided dig safe presentation	Lake Charles	64	128
9/3/2015			Pipeline Association of LA (Natchitoches emergency responders) - provided dig safe presentation	Alexandria	174	348
9/3/2015			Pipeline Association of LA (Natchitoches excavators) - provided dig safe presentation	Alexandria	79	158

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
9/3/2015			LA Rural Water Association (Ville Platte) - provided dig safe presentation	Lafayette	68	68
9/8/2015			Henderson-Nina Water Company - software training class	Lafayette	4	8
9/8/2015			Pipeline Association of LA (Monroe emergency responders) - provided dig safe presentation	Monroe	131	262
9/8/2015			Pipeline Association of LA (Monroe excavators) - provided dig safe presentation	Monroe	62	124
9/9/2015			LA Conference for Water & Wastewater (Amite) - provided dig safe presentation	New Orleans	72	72
9/9/2015			Pipeline Association of LA (Alexandria emergency responders) - provided dig safe presentation	Alexandria	87	174
9/10/2015			Louisiana Pipeline Association (Ferriday emergency responders) - provided dig safe presentation	Monroe	49	98
9/10/2015			Plumb Creek Loggers - provided dig safe presentation	Monroe	21	21
9/14/2015			Pipeline Association of LA (Bastrop emergency responders) - provided dig safe presentation	Monroe	86	172
9/15/2015			Software Training Class (Raceland) - discussed LOC history, processes, enforcement and software	New Orleans	38	76

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
9/17/2015			Software Training Class (Hammond) - discussed LOC history, processes, enforcement and software	Baton Rouge	17	34
9/18/2015			E.P. Breaux Electrical Company - provided dig safe presentation	Lafayette	69	138
9/21/2015			St. Bernard LEPC - provided dig safe presentation	New Orleans	12	24
9/21/2015			Pipeline Association of LA (Bossier City excavators) - provided dig safe presentation	Shreveport	59	118
9/21/2015			Pipeline Association of LA (Bossier City emergency responders) - provided dig safe presentation	Shreveport	112	224
9/22/2015			Pipeline Association of LA (Minden excavators) - provided dig safe presentation	Shreveport	52	104
9/22/2015			Pipeline Association of LA (Minden emergency responders) - provided dig safe presentation	Shreveport	101	202
Total Attending		4,488	Total Items Distributed		8,405	

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
7/1/2015			Lafayette Parish School System Fiber Project Conference Call	Lafayette	8	

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
7/1/2015			Ouachita Utility Coordinating Council	Monroe	21	
7/28/2015			Livingston Parish Utility Council Meeting - chaired the meeting and discussed LOC topics	Baton Rouge	15	30
7/28/2015			LOC Health & Benefits Meeting	Baton Rouge	5	
7/30/2015			New Orleans Utility Council Meeting	New Orleans	15	15
7/31/2015			CLECO - provided LOC handouts for safety meeting	Alexandria	2	200
8/5/2015			Lamar Advertising	StateWide	3	6
8/5/2015			Ouachita Utility Coordinating Council	Monroe	15	
8/10/2015			LA Pipeline Association Dinner Meeting	Baton Rouge	106	106
8/11/2015			New Orleans Zephyr's Baseball Game - threw out first pitch of game	StateWide	1000	200
8/12/2015			LOC Budget Meeting with Board Officers	Baton Rouge	4	

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
8/12/2015			Baton Rouge Utility Council Meeting	Baton Rouge	21	21
8/12/2015			Louisiana Rural Water Association	Monroe	36	
8/13/2015			Ascension Parish Utility Council Meeting	Baton Rouge	13	13
8/18/2015			CenLa Utility Coordinating Council	Alexandria	15	15
8/20/2015			Dig Law Advisory Committee Meeting	StateWide	35	
8/20/2015			LOC Budget Meeting	Baton Rouge	3	
8/25/2015			Spectra Energy Prep Meeting	StateWide	3	
8/26/2015			CAURP Committee Meeting - discussed the upcoming Digger's Night Out program	Baton Rouge	12	12
8/26/2015			CAMO Conference Call - discussed launch of the AIS system and participation in the subcommittee to discuss the definition of excavation	StateWide	18	
9/1/2015			New Orleans Area Utility Council Meeting - discussed upcoming Digger's Night Out program	New Orleans	15	15

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
9/2/2015			Rapides Parish Hwy Dept - provided dig safe presentation	Alexandria	3	6
9/2/2015			Ouachita Utility Coordinating Council	Monroe	17	
9/4/2015			LOC 811 Photo Contest - distributed prize to contest winner	Shreveport	2	1
9/8/2015			Lafayette Utility Council Meeting	Lafayette	31	31
9/10/2015			Acadia-Jeff Davis UCC Meeting	Lake Charles	18	18
9/10/2015			Ascension Parish Utility Council Meeting	Baton Rouge	10	10
9/10/2015			Lake Charles Digger's Night Out Program - emcee event	Lake Charles	238	476
9/14/2015			LA Pipeline Association Dinner Meeting (Houma)	New Orleans	58	58
9/16/2015			Fall SOCS Meeting (North Carolina)	StateWide	29	
9/16/2015			LOC Public Awareness Committee Meeting - discussed LSU Sports Properties proposal	StateWide	6	

Meetings

9/29/2015	Livingston Parish UCC Meeting	Baton Rouge	12	12
9/30/2015	Damage Data Form Meeting - discussed format and functionality of form	StateWide	4	

Total Attending 1,793

Total Items Distributed 1,245

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.

8/11/2015

New Orleans Zephyr Radio Broadcast - discussed "Call Before You Dig" message

StateWide

Conventions

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Itms
7/14/2015	7/16/2015		LA Rural Water Association Annual Convention	StateWide	1190	1190
7/20/2015	7/23/2015		LA Gas Association Pipeline Safety Conference	StateWide	511	1022
7/30/2015	7/31/2015		Louisiana Municipal Association	StateWide	300	700
8/25/2015	8/27/2015		Louisiana Forestry Convention	StateWide	340	800
9/23/2015	9/25/2015		One Call Concepts Technology Conference	StateWide	67	
Total Attending		2,408	Total Items Distributed		3,712	
Grand Total Attending		8,689	Grand Total Items Distributed		13,362	