

2015 Quarterly LA One Call Damage Prevention Activity Review Quarter: 4

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Items
10/6/2015			J.W. Midstream Operating - provided dig safe presentation	Shreveport	25	50
10/7/2015			LA Conference for Water & Wastewater (Covington) - provided dig safe presentation	New Orleans	56	56
10/8/2015			LRWA Jonesboro - provided dig safe presentation	Monroe	34	68
10/14/201			Gootee Construction - provided dig safe presentation	New Orleans	22	22
10/15/201			Baton Rouge Digger's Night Out Program - emceed and exhibited at event	Baton Rouge	342	684
10/15/201			Louisiana Irrigation Association Annual Meeting - discussed white lining and positive response	StateWide	67	67
10/21/201			LA Gas Association Operations Conference - provided dig safe presentation	StateWide	37	37
10/26/201			Entergy (Baton Rouge) - provided dig safe presentation	Baton Rouge	8	16
10/27/201			Kent Design Build - provided dig safe and software presentation	New Orleans	14	28

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Items
10/27/201			CLECO (Mandeville) - provided dig safe presentation	New Orleans	57	57
10/28/201			C D M Smith Engineering - provided dig safe presentation	Shreveport	3	6
10/29/201			Software Training Class (Monroe) - discussed LOC history, processes, enforcement and software	Monroe	32	64
11/3/2015			New Orleans Digger's Night Out Program - provided dig safe presentation	New Orleans	172	344
11/4/2015			LA Irrigation Association - provided dig safe presentation	Baton Rouge	29	29
11/4/2015			LA Conference for Water & Wastewater (St. Francisville) - provided dig safe presentation	Baton Rouge	32	32
11/6/2015			Ward II Water (Watson) - provided dig safe presentation	Baton Rouge	17	17
11/11/201			LA Correctional Institute for Women - provided dig safe presentation for horticulture class	Baton Rouge	35	
11/12/201			Entergy (Jennings) - provided dig safe presentation	Lake Charles	9	18

Presentations

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Items
11/18/201			Entergy (Lockport) - provided dig safe presentation	New Orleans	16	32
11/19/201			CLECO (Rosepine) - provided dig safe presentation	Lake Charles	14	28
11/19/201			Terrebonne Parish Government - provided dig safe presentation for department heads	New Orleans	34	34
12/2/2015			Entergy (Gonzales) - provided dig safe presentation	StateWide	34	34
12/8/2015			Livingston Parish DPW - provided dig safe presentation	Baton Rouge	59	59
12/22/201			Fibore Technologies - provided dig safe presentation	New Orleans	20	40
		Total Attending	1,168			

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Items
10/6/2015			Dig Law Advisory Committee Meeting	StateWide	29	29

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Items
10/7/2015			Ouachita Utility Council	Monroe	17	
10/12/201			LA Pipeliners Association Dinner Meeting (Baton Rouge)	StateWide	106	106
10/13/201			CAURP Committee Meeting - discussed the B.R. Digger's Night Out Program	Baton Rouge	11	11
10/14/201			Baton Rouge Utility Council Meeting	Baton Rouge	12	12
10/15/201			Ascension Parish Utility Council Meeting	Baton Rouge	11	11
10/21/201			Caddo Parish Tax Assessor - discuss LOC obtaining parish parcel data	Shreveport	2	2
10/22/201			LOC Board Meeting	StateWide	15	
10/22/201			LOC Board Meeting	StateWide	12	
10/28/201			CAMO Conference Call	StateWide	11	

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Items
10/29/201			Software Training Class (Monroe) - provide ITIC training to Monroe excavators	Monroe	40	40
11/4/2015			Ouachita Utility Council - discussed Monroe Digger's Night Out Program	Monroe	16	
11/5/2015			LOC Budget Meeting	StateWide	3	
11/9/2015			LA Pipeliners Association Dinner Meeting (Lafayette)	StateWide	77	77
11/10/201			Lafayette Utility Council Meeting	Lafayette	31	31
11/12/201			Baton Rouge Utility Council Meeting	Baton Rouge	14	14
11/17/201			CenLa Utility Council Meeting	Alexandria	5	
11/17/201			CenLa Utility Council Meeting	Alexandria	6	6
11/18/201			CAMO Conference Call	StateWide	7	

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Items
11/24/201			Livingston Parish Utility Council Meeting	Baton Rouge	12	12
11/30/201			City of Shreveport Engineering - provide dig safely checklist cards for permit desk	Shreveport	2	100
12/1/2015			ULM School of Construction - coordinate use of schools facilities for Digger's Night Out	Monroe	2	
12/2/2015			LA Damage Prevention Summit Planning Team Conference Call	StateWide	8	
12/2/2015			Ouachita Utility Council - planned Diggers Night Out Program	Monroe	13	
12/8/2015			Caddo Parish Tax Assessor - discuss LOC obtaining parcel data	Shreveport	2	4
12/8/2015			Diane Allen & Associates - discussed advertising agency credentials	Baton Rouge	8	8
12/8/2015			Dig Law Advisory Committee Meeting	StateWide	22	22
12/9/2015			LA Police Jury Association Appreciation Luncheon	StateWide	18	18

Meetings

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Items
12/10/201			LOC Board Meeting	StateWide	16	
12/11/201			LOC Board Planning Session	StateWide	11	
12/17/201			Ascension Parish Utility Council Meeting	Baton Rouge	15	

Total Attending 554

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 Items
10/10/201			Tubbs Hardware - supply dig safely checklist for rental counter	Shreveport	2	150

Total Attending 2

Correspondence

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Items
11/5/2015		Mayor Randy Dupree	Failure to have a valid locate request	Shreveport		

Total Attending

Conventions

Start Date	End Date	Contact	Reason	Media Location	# Attend	# Edu Items
10/8/2015	10/8/2015		Southeast LA Nursery Association Trade Show	StateWide	165	330
10/19/201	10/21/201		LA Gas Association Operations Conference	StateWide	207	414
10/28/201	10/28/201		LA Hydrographic Society	StateWide	45	90

Total Attending 417

Grand Total Attending 2,141

Grand Total Items Distributed 3,309