



Request for Support of National 811 Day Media Campaign

Goal

Secure the support and action of every state pipeline safety office in supporting the first nationwide “811 Day” media effort promoting damage prevention and the use of 811.

Project Background

In 2010, an informal group of pipeline operators joined together to support a collaborative 811 Day (August 11th) media effort through a state-wide media campaign. Media was initially purchased in Texas by the coalition and expanded to six additional states in 2011.

Planning for the 2012 campaign is almost complete. We are excited to announce that the 2012 “811 Day” effort will result in the first nationwide media effort in history. Nearly 50 pipeline companies have contributed funds to purchase network radio and television on Saturday, August 11th. (A list of these companies can be found on the second page of this document.)

The projected budget for the effort is more than \$250,000. The media effort will use coverage of the 2012 Summer Olympic Games as the foundation for the initiative. At a minimum, ads will run on NBC and its affiliated channels covering the final Saturday of the Olympics in London. This effort will leverage spot coverage of NBC, the official broadcaster of the Games, along with supplemental placement of television ads on other network and cable channels. National network Spanish radio will also be purchased. It is estimated that with this budget, approximately 35 million persons 18 years and older will see or hear the ad at least once during the day.

Request for Support

In an effort to promote the effort, industry is seeking the support of the state pipeline regulatory oversight agencies. Specifically, the members of the industry supporting this effort would like each state pipeline safety offices to directly promote the effort through one or more media initiatives. These include:

- Issuing a press release
- Adopting a proclamation
- Holding a press conference
- Using social media to spread the word about the initiative

In previous years, the coalition has worked closely with the regulatory agencies of the states targeted by the effort. The group is hopeful that securing the public support of all of the state

regulatory agencies will bring additional attention to the initiative through increased publicity, ultimately resulting in a greater impact.

The group would appreciate the opportunity to work with the appropriate personnel within the state agencies to develop messaging or provide the work necessary to gain the support of the agencies or commissions. We will be happy to provide draft press releases, talking points, suggested tweets or social media posts that will aid in these efforts.

Next Steps

Local pipeline operators will be contacting the individual agencies directly to request this support. Additional questions or requests about the initiative can be directed to Lindsay Sander at 713.208.0273 or LNS@SanderResources.com.

Supporting Companies

AGL Resources	Common Ground Alliance	ExxonMobil	SemGroup (Rose Rock, White Cliffs & SemGas)
Air Products	Copano Energy	Kinder Morgan	Shell
Association of Oil Pipelines	Crestwood	Koch	Texas Pipeline Awareness Alliance
Atmos Energy	Crosstex	Magellan	TransCanada
Avista	DCP Midstream	Marathon Pipe Line	Vectren
Calpine	Devon	National Grid	Whiting Petroleum
Cascade	Eagle Rock	NiSource	Williams
CenterPoint	EOG (Hawthorn & Pecan)	NuStar	XCEL Energy
CHS (Front Range and Cenex Pipeline)	Enbridge	ONEOK NGL	XTO Energy
CITGO	Energy Transfer	PG & E	
CMS Energy	Enterprise	Phillips 66	
Colonial	Explorer	PPL Interstate Energy Company (PPLIEC)	