

Ag Communications Program

Purpose and Scope

The purpose of the program is to raise awareness of pipeline safety and increase safe digging behaviors among farmers and ranchers in the United States.

Program Elements

The program is a National communications campaign involving the following elements:

- Web content – print and digital media
- Farmer's Almanac - print and digital media
- Peterson Brothers Partnership and Social Media
- Targeted social media
- Earned media placement in print and online publications
- Partnerships with Ag Co-op's (CHS)
- Baseline Survey and Four-Year Effectiveness Evaluations

Message Content

The primary messages will contain general pipeline safety information and are intended to:

- Provide information about how to find the location of buried pipelines
- Reduce misconceptions regarding the depth of pipelines
- Encourage locate requests even when notification exemptions exist
- Increase awareness of potential hazards regarding deep tillage practices
- Provide information about safe work practices near pipelines

Participation

Participation is open to any company. Membership in other Association programs is not necessary. The sponsorship levels are:

- \$3,000 per year for smaller operators; less than 1,000 miles of transmission pipeline
- \$7,000 per year for medium sized operators; 1,000 to 5,000 miles of transmission
- \$15,000 per year for larger operators; more than 5,000 miles of transmission pipeline

A four-year commitment is required. Companies may sign up by registering their information online at: <https://pipelineawarenessorg.wufoo.com/forms/ag-communications-program/>. The preferred deadline for signing up to sponsor the program is January 20. However, late registrations will be accepted up to November 1.

Ag Communications Program

Program Administration

The program is directed and managed by the sponsoring companies through participation in a sustaining member organization named ***Pipeline Operators for Ag Safety (POAS)***. The organization charter is outlined below:

MISSION

The mission of the POAS is to raise awareness of pipeline safety and increase safe digging behaviors among farmers and ranchers in the United States

MEMBERSHIP

All sponsoring companies are Members of POAS. Each Member is entitled to one vote and shall designate a primary representative. Members shall meet annually to elect Steering Committee officers and determine an annual strategy. A quorum exists if a majority of the members are represented in person, by proxy or by email and a simple majority of the quorum is required for a decision to be approved.

STEERING COMMITTEE

The Steering Committee is comprised of five Members with the following responsibilities:

- ***Program Coordinator*** – organizes and schedules meetings, records the minutes of the meetings, disseminates information, maintains records and program documentation,
- ***Treasurer*** – maintains financial information and approves invoices,
- ***Creative Development*** – coordinates development of program materials,
- ***Program Implementation*** – coordinates implementation of program elements,
- ***Partnerships*** – coordinates relationships with outside organizations.

The Steering Committee has the authority to act on behalf of the full membership for all matters except the election of Steering Committee officers. A quorum of the Steering Committee exists if a majority of the members are present and a majority of the quorum is required for decisions to be approved. Voting may be conducted via email. Steering Committee officers serve for a term of one year and may serve consecutive terms.

Documentation

Program documentation will be provided to all participating members, including: identity of sponsoring companies, program materials, documentation for media campaigns and the survey results or findings.

Ag Communications Program