

Ag Communications Program

Purpose and Scope

The purpose of the program is to provide pipeline and underground utility line damage prevention information to farmers and ranchers across the entire United States.

Program Elements

Program elements are designed to leverage partnerships media and other influencers and digital communication to reach individuals living in farm and ranch communities and to track the impact of program elements including but not limited to the following:

- Web content – print and digital media
- Farmer’s Almanac - print and digital media
- Peterson Brothers Partnership – PSA ads and social media
- JJ Harrison Partnership – PSA ads and social media
- Earned media placement in print and online publications
- Partnerships with Ag Co-ops (CHS and others)
- Partnership with PASA and other industry outreach campaigns to develop and share content
- National TV and radio PSA campaign
- Digital online ads
- Retail and equipment dealer partnerships
- Baseline Stakeholder Survey (2015), Follow up Stakeholder Survey (2019) and Four-Year Effectiveness Evaluation Report (2019)

Message Content

The primary messages will contain damage prevention and underground pipeline and utility line safety information intended to:

- Provide information about how to find the location of buried pipelines and underground utility lines
- Reduce misconceptions regarding the depth of pipelines and underground utility lines
- Encourage locate requests even when notification exemptions exist
- Increase awareness of potential hazards regarding farming and ranching activities including deep tillage practices, drain tile installation and maintenance, fencing, etc.
- Provide information about safe work practices near pipelines and underground utilities
- Encourage dialog with pipeline and utility operators regarding projects, location and depth

Ag Communications Program

Participation

Participation is open to pipeline operators and any other organization that supports pipeline and underground utility damage prevention efforts. Membership in other Association programs is not necessary.

The program has both voting and non-voting member categories, as outlined below. Voting members joining for the first time may request a one-year trial membership. Companies who are granted a trial membership may cancel at the end of the first year of participation. Other voting members are requested to make a multi-year commitment to the program through calendar year 2021.

Voting Members

Companies that own or operate underground pipelines or gas utility lines are eligible to join as voting members. Member benefits include: voting rights for campaign activities and budget, access and usage rights for all branded campaign creative materials, logo on campaign website, program documentation and invitation to all member calls. Voting member sponsorship levels are:

1. Pipeline & Gas Utility Operators:

- \$3,000 per year for small distribution and transmission 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
- \$20,000 per year for operators who select to join as Premium Members. Premium Members receive additional program benefits, including but not limited to geographic preference for digital online ads and target TV and radio DMAs.

2. Other Utility Operators (electric, telecom, water):

- \$3,000 per year; private companies and larger municipal-owned utilities (defined as more than 200,000 customers)
- \$0.01 per customer; smaller municipal-owned utilities (defined as less than 200,000 customers)

3. State Pipeline Associations:

- \$15,000 per year for state pipeline associations with three or more member operators; One representative from the State Pipeline Association will serve as the voting member. Documentation will be state-specific in alignment with the geographic focus area of the Association.
- \$15,000 per year for multi-state pipeline associations including organizations primarily comprised of pipeline operators who have specific geographic focus areas and three or more member operators; One representative from the association or organization will serve as the voting member. Documentation will be limited to the geographic focus area(s) or specific messaging outlined in the organization's

Ag Communications Program

request to join. Multi-state pipeline association membership requests will be voted on by all voting members participating in the Ag Communications program at the time of the request to join.

Non-Voting Members

One-Call Centers, government agencies, non-profit organizations, manufacturers and service providers that support pipeline and underground utility damage prevention are eligible to join as non-voting members. Non-Voting member benefits include access and usage rights for all branded campaign creative materials, logo on campaign website and invitation to attend quarterly member update meetings. Non-voting member sponsorship levels are:

- \$2,500 per year

Sign-up

Companies and organizations may sign up by registering their information in the online form at: <https://pipelineawarenessorg.wufoo.com/forms/ag-communications-program/> or by sending an email to admin@pipelineawareness.info . The preferred deadline for signing up to sponsor the program is February 1. However, late registrations will be accepted up to November 1.

Documentation

All program documentation will be available from the password-protected ShareFile site managed by the Pipeline Association for Public Awareness, including: identity of sponsoring companies/organizations, program materials, documentation for media and outreach campaigns, member toolkits and survey results.

Program Administration

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

MISSION

Protect farm and ranch communities by promoting 811 and safe work procedures near underground pipelines and utility lines

STRATEGY

Implement campaigns in partnership with media, brands, individuals and organizations who have existing relationships with our target audience

TARGET AUDIENCES

Farmers, ranchers, ag workers and those living in farm and ranch communities who influence the use of 811 and safe work procedures near underground pipelines and utility lines

Ag Communications Program

MEMBERSHIP STRUCTURE

All sponsoring companies are Members of POAS. Each Voting Member is entitled to one vote and shall designate a primary representative. Voting members shall meet annually to elect Steering Committee officers and transact other business. A quorum exists if a majority of the Voting 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 voting Members with the following responsibilities:

- **Treasurer/Administrative Lead** – maintains financial information, leads annual budgeting process, approves invoices, oversees day-to-day support provided by contract program administrator (including but not limited to organizing/scheduling meetings, recording meeting minutes, disseminating information to members, maintaining records and program documentation).
- **Media Campaign Implementation Lead** – oversees day-to-day support provided by contract program administrator and other members to manage development of campaign creative and implementation of media campaign elements and contracts (including but not limited to Farmers' Almanac print ads, Farmers' Almanac digital ads, TV PSA campaign, radio PSA campaign, digital online ads).
- **Safety Campaign Partnerships Lead** – oversees day-to-day support provided by contract program administrator and other members to manage relationships with outside organizations and individuals that support and amplify POAS campaign messages voluntarily or through established contract relationships (including but not limited to partnerships established with the Peterson Farm Brothers, JJ Harrison, Pipeline Ag Safety Alliance, agricultural co-op organizations).
- **Premium Member Lead** – oversees day-to-day support provided by contract program administrator and other members to develop and implement activities related to program elements designated specifically for Premium Members (including but not limited to geo-targeted digital ads, designated TV and radio DMAs).
- **Membership Recruiting & Resource Lead** – oversees day-to-day support provided by contract program administrator and other members to promote campaign activities, recruiting new members and develop and maintain resources for members including, but not limited to, campaign website, marketing materials, presentations and creative files for member use.

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 leads serve for a term of one year and may serve consecutive terms.

Ag Communications Program

WORKING GROUPS

The Steering Committee may form working groups comprised of voting and non-voting members to assist with program planning, implementation and other activities as needed to support the organization. Working groups will be designated to work with and on behalf of one or more steering committee members.

PROGRAM MATERIALS

All program materials, including creative materials, website content, program documentation, written plans and other materials created by members for use as part of the campaign, or with the assistance of consultants or contractors hired to support the campaign, are considered works for hire and all copyrights and usage rights are retained by the campaign for use collaboratively in campaign activities and by individual members in support of the campaign.