

**ENO Investing in NOLA Creative Messaging**

Medium	Week of 1/30	2/6	2/13	2/20	2/27	3/6	3/13	3/20	3/27	4/3	4/10	4/17	4/24	5/1
<b>TV</b>					Powering Tomorrow Begins Today									
<b>Radio</b>					Public Radio, WBOK-AM, WQUE-FM (Urban), WYLD-FM (Urban), WNOE (Country), WKBU-FM (Classic Rock), WLMG-FM (Adult Cont), WWL-FM (News/Talk), KMEZ-FM (Urban), WBOK-FM (Urban)									
<b>Print</b>					Times Pic 3/5	Times Pic 3/12	Times Pic 3/19	Times Pic 3/26	Times Pic 4/2	Times Pic 4/9	Times Pic 4/17	Times Pic 4/23		
					Advocate 3/5	Advocate 3/12	Advocate 3/19	Advocate 3/26	Advocate 4/2	Advocate 4/9	Advocate 4/17			
						LA Weekly 3/6		LA Weekly 3/20		LA Weekly 4/3				
						Data News Weekly 3/11		Data News Weekly 3/25		Data News Weekly 4/8				
						Gambit Weekly 3/5		Gambit Weekly 3/21		Gambit Weekly 4/4				
						Saigon News 3/10		Saigon News 3/24		Saigon News 4/7				
						Biz New Orleans Monthly March 2017				Biz New Orleans Monthly April 2017				
					N.O. City Business Bi-Weekly 3/10			N.O. City Business Bi-Weekly 3/24		N.O. City Business Bi-Weekly 4/7				
<b>Digital</b>					Quantcast, Nola.com, Advocate.com, New Orleans Tribune 70% NOPS, 30% CSR									
										lapolitics.com				
										bayoubuzz.com				
<b>Outdoor</b>					Smoothie King Arena and S/S I-10 W/O Superdome N/S I-10 W/O US 90 Exit 234 (westbound traffic) N/S I-10 E/O I-610 East 238 (traffic from NO East heading into the City)									
<b>Email</b>	2/1													

- Overarching
- NOPS
- CSR
- NOPS and CSR

