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 |
|-----------|--|-----|---|-------------------|--|--------------------------------------|-------------------|---|----------------------------|-------------------------------------|-------------------|--------------------|------------------|-----|
| | | | | | | | | Powering Tomorrow Begins Today | | | | | | |
| | | | | | | | | | | | | | | |
| ndio | | | 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) | | | | | | | | | | | |
| nt | | | | | 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 | | |
| | | | | | 5,5 | SITE | 5,25 | Tribune Monthly | | | 17±1 | | nthly April 2017 | |
| | | | | | Advocate 3/5 | Advocate | Advocate | Advocate | Advocate | Advocate | Advocate | | | |
| | | | | | 3/5 | 3/12 LA Weekly | 3/19 | 3/26 | 4/2 | 4/9 LA Weekly | 4/17 | | | |
| | | | | | | 3/6 | | LA Weekly 3/20 | | 4/3 | | | | |
| | | | | | | Data News Weekly 3/11 | | Data News Weekly 3/25 | | Data News Weekly 4/8 | | | | |
| | | | | | | Gambit Weekly | | Gambit Weekly | | Gambit Weekly | | | | |
| | | | | | | 3/5 | | 3/21 | | 4/4 | | | | |
| | | | | | | Saigon News 3/10 | | Saigon News 3/24 | | Saigon News 4/7 | | | | |
| | | | | | | | Biz New Orlean | s 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 | | | | |
| | | | | | | Di Weekiy 5/10 | | | a.com, Advocate.com, New | v Orleans Tribune | | | | |
| gital | | | | 70% NOPS, 30% CSR | | | | | | | | | | |
| | | | | | | | | | | olitics.com | | | | |
| | | | | | | | | | bayoubuzz.com | | | | | |
| Dutdoor | | | | | Smoothie King Arena and S/S I-10 W/O Superdome | | | | | | | | | |
| | | | | | | | | N/S I-10 W/O US 90 Exit 2 | 234 (westbound traffic) | | | | | |
| | | | | | | | | N/S I-10 E/O I-610 East 238 (traffic fr | rom NO East heading into t | he City) | | | | |
| ail | 2/1 | | | | | | | | | | | | | |
| | Powering tomorrow | | Powering tomorrow be | nins today | | | | | | | | | | |
| | begins today. | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | A must be asser itematik of a promy feer (must, interpreted approx to Worked as in a feer (must be a restore, one officient balls) | | | POWER LIPE- | | | | | | | | | | |
| | May be the structure data setuplication for gamma and structure data. The structure data for which is a structure data setuplication of the structure data. The structure data was a structure data setuplication of the structure data setuplication | | | | | | | | | | | | | |
| | Noncontratu. Nana di gas ta contrati, dei segar contraticioni, contra contra . National deia present materia, les prior al-habitrate, contri pri-qui | | Powering ton | | | | | | | | | | | |
| | Counting Counting Counting and provide strates is from when Counting and provide strates is for the when Counting and provide strates and the strates and | | begins too | day. | | | | | | | | | | |
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 Overarching

 NOPS

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 NOPS and CSR

| -1891-Y | | | VE POWER LIFE" | Description |
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