

LOWER PLATTE SOUTH NATURAL RESOURCES DISTRICT



3125 PORTIA STREET
P.O. BOX 83581 · LINCOLN, NE 68501-3581
(402) 476-2729 · FAX (402) 476-6454
www.lpsnrd.org

Memorandum

Date: October 16, 2014
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met Wednesday, October 17, 2014 at 6:30 PM at the NRD office. Subcommittee members present were Larry Hall, Don Jacobson, Larry Ruth, Doug Samuelson, Joe Skopp and Ray Stevens. Others present included Glenn Johnson, Paul Zillig, and Mike Mascoe all of the NRD staff. Skopp chaired the meeting in the absence of Subcommittee Chair Ron Case.

Skopp called the meeting to order. Mascoe reviewed two Broadcast House (NRG Media) radio ad contracts (attached) that had been distributed earlier. One contract, totaling \$3,840 would feature one NRD public use area each week from May to September, 2015, on Froggy 98 (FM 98.1). The other, totaling \$8,760, would give the NRD a year-long presence on Froggy 98 the first week of each month and on KLIN (AM 1400) the third week of each month. Mascoe explained the NRD has been varying its radio focus each year to try and reach as many audiences as possible and this year the focus is on the most popular stations. He also explained the contract amounts are provided for in the current budget. **It was moved by Stevens, seconded by Samuelson and unanimously approved to recommend the Board of Directors approve two contracts with Broadcast House for radio ads.**

Mascoe then reviewed a contract with Digits Communications (formerly Three Eagles) (attached) for radio ads on KFOR (AM 1240), which had also been distributed earlier. The contract, totaling \$12,012, would give the NRD a year-long presence on KFOR newscasts and he said the contract amount is provided for in the current budget. **It was moved by Stevens, seconded by Jacobson and unanimously approved to recommend the Board of Directors approve a contract with Digits Communications for radio ads.**

The Subcommittee then heard a proposal from staff (attached) that Lou Allgayer receive the NRD's Tributary Award for his development of a rainwater harvesting system at his apartment complex in Elmwood. It was moved by Hall, seconded by Stevens and unanimously approved that Lou Allgayer receive the NRD's Tributary Award. Tributary Awards are presented by the Board at the approval of the I&E Subcommittee.

There being no further business, Skopp adjourned the meeting at 6:50 PM.

MM/mm

