

LOWER PLATTE SOUTH NATURAL RESOURCES DISTRICT



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Memorandum

Date: February 12, 2015
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met Wednesday, February 10, 2015 at 5:30 PM at the NRD office. Subcommittee members present were Chair Deborah Eagan, Larry Hall, Vern Barrett and Milt Schmidt. Others present included Glenn Johnson, Paul Zillig, and Mike Mascoe all of the NRD staff.

Chair Eagan called the meeting to order at 5:30pm. No quorum was present, so Board meeting motions will require a second. Mascoe called attention to copies of the NRD's Environmental Education, General Awareness and Programs & Projects sections of the Long Range Implementation Plan, distributed to the subcommittee earlier in the week. He answered questions and briefly outlined the upcoming budget process. (Barrett left the meeting due to another commitment.)

Next on the agenda was consideration of a Lincoln Journal Star contract for print advertising (attached). Mascoe explained the proposed ad sizes and frequencies are the same as in the current contract. The online provisions are also the same. New to the proposed contract is creation of an LPSNRD web page ("Search boost enhanced profile page"), where LJS site visitors are sent if they click on one of our online ads. The page shows our current print ads and has a link to our website. The page also bumps up our status with online search engines, because we're linked to the LJS site, which is an extremely active news source. The cost of the proposed contract is \$9 more per week; a \$468 increase to \$11,973.00. Ads are updated at-least monthly, but can be updated more frequently. Some ad examples are also attached. It was moved by Hall, seconded by Schmidt and unanimously approved to recommend Board of Directors approval of the attached Journal Star Printing Company contract for print advertising, starting March, 2015 and extending through February, 2016.

The subcommittee also considered a Lincoln Journal Star contract (attached) for printing and distribution of the NRD's "Know Your NRD" newsletter for the upcoming June, October and February 2016 editions. The Journal Star has printed the newsletter since 2010. Approximately 58,000 copies are inserted into Wednesday newspapers (3 times yearly) for delivery to all subscribers of the paper.



Staff proposed expanding the newsletter circulation to include non-subscribers of the newspaper. The Journal Star delivers a free publication titled Local Values to newspaper subscriber and non-subscriber households throughout the Lincoln and surrounding area on Wednesdays (some are mailed). Our newsletter inserted into Local Values would continue to be delivered to Journal Star subscribers and also would be delivered to an additional 68,000 non-subscribing households from Hallam to Valparaiso/Ceresco and from Seward to Eagle.

The proposed newsletter contract includes the Journal Star printing 144,722 newsletters (currently 70,250), inserting 126,947 newsletters into their Local Values publication and distribution of the remaining 17,775 copies to the Plattsmouth Journal, Hickman Voice, Ashland Gazette and Waverly News for inserting, and including 200 extras sent to the NRD, at a total per-issue cost of \$16,241.62 (currently \$8,345.94). The total contract cost is \$48,724.86 (currently \$25,037.82). It was moved by Schmidt, seconded by Hall and unanimously approved to recommend board of Directors approval of the attached Journal Star Printing Company contract for printing and distribution of the "Know Your NRD" newsletter.

(Schmidt left the meeting due to another commitment)

The next agenda item was an agreement (attached) that the NRD purchase television advertising time from Snitily Carr Production Group, of Lincoln. Snitily Carr purchases blocks of television advertising time at a discount from local stations and Time Warner Cable, then sells it to their clients at a discount, compared to if the client bought the time directly from the stations. Snitily Carr also places the advertising for its clients at no cost, saving many NRD staff hours. Mascoe explained the proposed agreement includes a spring (\$20,000) and a fall (\$10,000) ad campaign for 2015. The \$30,000 is the total included in the current budget for television advertising. The spring campaign will include advertising time on KLKN (Channel 8) and KOLN (Channel 10/11) and includes the added value elements listed on the attached agreement. The fall campaign will include advertising on various channels on the Time Warner Cable system in Lincoln. Because fall programming is still undetermined by many cable channels, Snitily Carr will work with the NRD in the summer to assemble the fall campaign. It was moved by Hall, seconded by Eagan and unanimously approved to recommend Board of Directors approval of the attached agreement with Snitily Carr Production Group for the purchase of television advertising time.

There being no further business, Eagan adjourned the meeting at 6:30 PM.

MM/mm