

# LOWER PLATTE SOUTH NATURAL RESOURCES DISTRICT



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## Memorandum

**Date:** March 22, 2016  
**To:** Each Director  
**From:** McKenzie Barry, Environmental Education Specialist  
Mike Mascoe, Public Information Specialist  
**Subject:** I&E Subcommittee Meeting

The Information and Education Subcommittee met at 1:00pm Monday, March 21, 2016 at the NRD office. Subcommittee members present were Deborah Eagan (Chair), Vern Barrett, Larry Hall, Bruce Johnson, Milt Schmidt and Joe Skopp. Others present included Glenn Johnson, Paul Zillig, McKenzie Barry, Adam Sutton and Mike Mascoe all of the NRD staff.

Chair Eagan called the meeting to order. The first agenda item was a request for an outdoor classroom grant from Trinity Infant and Childcare Center and Kindergarten, 1345 South 16<sup>th</sup> Street, Lincoln. Barry outlined the project, saying the goal is more meaningful outdoor play and natural resource education. Trinity plans to fence the outdoor classroom area, which is adjacent to a parking area, and add jumping/sitting stumps and plants. The total estimated cost of the project is \$3,068. The NRD grant would be used to purchase plant materials. Barry said the application meets grant criteria and staff recommends approval.

**It was moved by Hall, seconded by Schmidt and unanimously approved that the Subcommittee recommend the Board of Directors accept the outdoor classroom grant application from Trinity Infant and Childcare Center and Kindergarten in the amount of \$1,263.**

Next on the agenda was subcommittee consideration of a contract for advertising in the Lincoln Journal Star through February of 2017. Mascoe explained the contract is similar to the current contract, giving the NRD two 2 column by 3 inch ads weekly. Different in the proposed contract is that the NRD would get a double-sized ad quarterly instead of monthly, but 6,000 weekly online impressions are included in the proposed contract, compared to 2,500 in the current contract. Concerns were expressed by subcommittee members that there is no way to know how much impact the NRD's print advertising is having. Staff explained it tries to balance the mediums it uses; print, radio, television, social media, etc., to reach various age groups with its message.

**It was moved by Schmidt, seconded by Skopp and unanimously approved that the Subcommittee recommend the Board of Directors accept the proposed contract for advertising in the Lincoln Journal Star through February, 2017, in the amount of \$12,667.20, pending review by legal counsel.**

The subcommittee then considered a Lincoln Journal Star contract for printing and distribution of the "Know Your NRD" newsletter. The newsletter is printed three times yearly in February, June and October by the Journal Star and most of them are inserted into the paper's "Local Values" supplement. About 17,000 copies



are shipped to and inserted into the Plattsmouth, Ashland, Waverly and Hickman newspapers, with another 200 extras delivered to the NRD. The proposed contract is the same as the current contract, with an option to also utilize 60,000+ Journal Star "admail" emails and 25,000 digital banner impressions to remind recipients to look for the newsletter in the Local Values section that day and give recipients the option of accessing an electronic version of the newsletter through a link in the admail. Recipients of the admail would be subscribers who have opted to receive such notifications from the Journal Star. The cost of the digital admail and banner option is \$500 per issue, or \$1,500 per year.

**It was moved by Johnson, seconded by Skopp and unanimously approved that the Subcommittee recommend the Board of Directors accept the proposed contract for printing and distribution of the NRD's newsletter by the Lincoln Journal Star through February, 2017, in the amount of \$50,224.86, which would include the digital admail and banner option, pending review by legal counsel.**

The last action item on the agenda was consideration of a contract from Firespring, of Lincoln, for placement of NRD television ads. Firespring buys TV time in bulk from local stations and Time Warner Cable, then passes the bulk discount on to its clients. The discount has been determined in the past to be between 15% and 20%, compared to if the NRD bought time directly from the TV stations. Firespring also places the ads for us free of charge, saving many NRD staff hours. The proposed contract is for a spring (channels 8 and 10-11 in Lincoln) and a fall campaign (Time Warner Cable stations in Lincoln), however, details of the fall campaign will be worked out in the summer, when the cable stations have determined their programming. The current budget has \$30,000 for TV ads and the proposal would utilize all but \$5 of the budgeted amount.

**It was moved by Schmidt, seconded by Johnson and unanimously approved that the Subcommittee recommend the Board of Directors accept the proposed contract for television advertising from Firespring for spring and fall campaigns, in the amount of \$29,995.00, pending review by legal counsel.**

The subcommittee then heard a report by Barry on recent social media activities, and saw a video about the NRD's response to flooding last May, produced for social media by Dignity Media.

There being no further business, the meeting was adjourned by Eagan at 2:20 PM.

MM