



LOWER PLATTE SOUTH natural resources district

3125 Portia Street | P.O. Box 83581 • Lincoln, Nebraska 68501-3581
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Memorandum

Date: July 29, 2026
To: Information and Education Subcommittee
From: Jodi Delozier, Communications Coordinator
Subject: Information and Education Subcommittee Meeting Minutes

The Information and Education Subcommittee met on Wednesday, July 29, at the LPSNRD office at 5:00 p.m. Subcommittee members present were Susan Seacrest (Committee Chair), Gary Aldridge, Tom Green, Christine Lamberty, Stephanie Matejka, Suzanne Mealer, Larry Ruth, and John Yoakum. Others in attendance included LPSNRD staff David Potter, Jeremy Gehle, Jodi Delozier, Adam Sutton, and Samantha Hultquist.

Director Seacrest called the meeting to order at 5:00 p.m., confirmed that a quorum was present, and provided a brief welcome and review of the agenda. Agenda items included the presentation of four agreements for subcommittee consideration.

The first agenda item was consideration of the Nebraska Public Media (NPM) agreement. Delozier provided background information on the FY26 agreement with NPM and highlighted changes in pricing and services.

It was moved by Seacrest and seconded by Yoakum to recommend that the Board of Directors waive the Operating Policy G-5 for informal competitive bids requirement and approve an agreement with Nebraska Public Media in an amount not to exceed \$28,570 for the period of September 1, 2026, through June 30, 2027.

Seacrest opened the floor for questions and discussion on the motion. Director Aldridge asked several questions about the proposed agreement with NPM.

Main motion passed 7-1

- In favor (7) - Seacrest, Green, Lamberty, Matejka, Mealer, Ruth, and Yoakum
- Voting no (1) – Aldridge

The second agenda item was consideration of the LK Media agreement. Delozier provided background information on the FY26 agreement with LK Media and highlighted changes in pricing due to the increased length of the contract.

It was moved by Seacrest and seconded by Yoakum to recommend that the Board of Directors waive the Operating Policy G-5 for informal competitive bids requirement and approve an agreement with LK Media in the amount of \$34,375 for the period of August 31, 2026 through July 25, 2027.

Seacrest opened the floor for questions and discussion on the motion. Director Aldridge asked several questions regarding the nature of radio programming.

Main motion passed 7-1

- In favor (7) - Seacrest, Green, Lamberty, Matejka, Mealer, Ruth, and Yoakum
- Voting no (1) – Aldridge

The third agenda item was consideration of the Lincoln Journal Star (LJS) advertising agreement. Delozier provided background information on the FY26 agreement with LJS and highlighted changes in pricing due to the increased length of the contract.

It was moved by Seacrest and seconded by Yoakum to recommend that the Board of Directors waive the Operating Policy G-5 for informal competitive bids requirement and approve an agreement with Lincoln Journal Star in the amount of \$1,670 per month for the period of September 1, 2026 through August 31, 2027.

Seacrest opened the floor for questions and discussion on the motion. Director Aldridge asked questions regarding the nature of the LJS contract.

Main motion passed 7-1

- In favor (7) - Seacrest, Green, Lamberty, Matejka, Mealer, Ruth, and Yoakum
- Voting no (1) – Aldridge

The fourth agenda item was consideration of the Lincoln Journal Star (LJS) newsletter agreement. Delozier provided background information on the FY26 agreement with LJS and noted that there were no price increases for FY27.

It was moved by Seacrest and seconded by Lamberty to recommend that the Board of Directors waive the Operating Policy G-5 for informal competitive bids requirement and approve an agreement with Lincoln Journal Star in the amount of \$29,089 per issue for the period of September 1, 2026 through August 31, 2027.

Seacrest opened the floor for questions and discussion on the motion. Director Ruth commented on the value of the district's print newsletter and expressed his support. Director Aldridge posed questions regarding the newsletter agreement.

Main motion passed 8-0

- In favor (8) – Aldridge, Green, Lamberty, Matejka, Mealer, Ruth, Seacrest, and Yoakum

The final agenda item was presentation of the FY26 measurable goals and the proposed FY27 measurable goals. Delozier noted that her team achieved all FY26 goals. She encouraged the subcommittee to review the FY27 goals and highlighted several significant items. Staff member Sutton spoke on behalf of the Youth Environmental Education goals. Additional discussion from the subcommittee regarding the FY27 goals included the following:

- Consider cost-share programs as a feature for the September newsletter.
- Explore multilingual options for the newsletter, potentially using a QR code.
- Explore possible sponsorship or partnership opportunities involving Lincoln's new library.

Lastly, Sutton shared that all three agreements with Pioneers Park Nature Center have been received in anticipation of the FY27 field trip season.

There being no further business, Chair Seacrest adjourned the meeting at 6:08 p.m.

Enclosures

Cc: Bob Andersen, Corey Wasserburger

Nebraska Public Media | Television, Production Grant & Digital Agreement

Organization: Lower Platte South Natural Resources District
Contact Name: Jodi Delozier
Address: 3125 Portia Street
Lincoln, NE 68521
Phone: 402-476-2729 **E-mail:** jdelozier@lpsnrd.org

Lower Platte South Natural Resources District agrees to provide an underwriting gift of \$28,570 to Nebraska Public Media Foundation.

Nebraska Public Media agrees to provide recognition spots to Lower Platte South Natural Resources District for financial support of Nebraska Public Media as per following attachments A, B, C, & D as summarized below:

- Nebraska Public Media Television Underwriting (A)
- Nebraska Public Media Production Grant Underwriting (B)
- Nebraska Public Media Television Digital (C)
- Nebraska Public Media Digital (Podcast) (D)

Payment schedule: Email \$2,857 monthly invoice by the 5th of each month (September 2026-June 2027)
Email invoice to: Jodi Delozier at jdelozier@lpsnrd.org

Nebraska Public Media reserves the right to review recognition spots prior to on-air placement. Credit language and content must fall within the statutory framework and policies established by the Federal Communications Commission and Nebraska Public Media guidelines. Nebraska Public Media will provide production of one basic :30 recognition spot during the term of this contract. Additional fees may be charged for customized field production.

Nebraska Public Media reserves the right to pre-empt and reschedule recognition spots as the station deems necessary in order to provide the best service for our viewing and listening audience. Lower Platte South Natural Resources District will be notified in the event of a significant change to the terms and conditions of this agreement and a signed amendment will be processed.

Understood and agreed to by:

For: **Lower Platte South Natural Resources District** For: **Nebraska Public Media Foundation**

Signature _____

Pamela Brecka, Assistant Treasurer of the
Nebraska Public Media Foundation

Print _____

Date _____

Account Representative: Abbie Sabata

Exhibit A

NEBRASKA PUBLIC MEDIA TELEVISION BROADCAST ORDER

Underwriter: Lower Platte South Natural Resources District

Total Spots: 212

Start Date: 09/01/26

End Date: 06/30/27

INSTRUCTIONS:

- (40) :30 spots around Market to Market, Sat 6:30am (1 per week)
- (40) :30 spots around PBS NewsHour, Mon 6-7pm (1 per week)
- (132) :30 spots around PBS KIDS Programming, Mon-Fri 6am-2pm (3 per week)

NOTE: Spots will not run during pledge drives

CONTENT:

- To be determined.

Account Representative: Abbie Sabata

Exhibit B

NEBRASKA PUBLIC MEDIA PRODUCTION GRANT BROADCAST ORDER

Underwriter: Lower Platte South Natural Resources District

Start Date: 04/01/27 End Date: 06/30/27

INSTRUCTIONS:

2027 Backyard Farmer Sponsorship (1/2 season)

- (1) :30 spot around Nebraska Public Media's Backyard Farmer (1 hour) program for the 2027 season. Includes repeats as available.
- (12) new episodes on Thursday's at 7pm, plus repeats on Saturday at 10am

CONTENT:

- To be determined.

Account Representative: Abbie Sabata

Exhibit C

NEBRASKA PUBLIC MEDIA DIGITAL ORDER

Underwriter: Lower Platte South Natural Resources District

Start Date: 09/01/26 End Date: 06/30/27

INSTRUCTIONS:

NSAA HS Championships Digital Streaming Sponsorship (Oct 2026-May 2027):

(:10) non-skippable pre-roll spot that will play prior to all live NSAA State Championships

- Football
- Girls Bowling
- Boys Bowling
- Girls Basketball
- Boys Basketball
- Volleyball
- Softball
- Speech
- Girls Soccer
- Boys Soccer
- Baseball

Local on PBS (Video on Demand) Sponsorship

Sponsorship Includes: (:15) spot preceding PBS programming streamed

199,234 Total Available Impressions across the following weeks:

65,933	09/01/26 – 11/02/26
38,825	01/05/27 – 02/15/27
94,476	03/16/27 – 6/28/27

CONTENT:

- :10 pre-roll spot and :15 Local on PBS spots are TBD.

Account Representative: Abbie Sabata

Exhibit D

NEBRASKA PUBLIC MEDIA DIGITAL ORDER

Underwriter: Lower Platte South Natural Resources District

Start Date: 09/01/26 End Date: 06/30/27

INSTRUCTIONS:

Nebraska Update Podcast Sponsorship:

- (44) :15 spots read live before “Daily News Stories” on Wednesdays
- (1) digital banner for length of sponsorship on Podcast Landing Page on NebraskaPublicMedia.org

CONTENT:

- Script to come

Account Representative: Abbie Sabata

Lower Platte South NRD

Dates: August 31, 2026 - July 25, 2027

Demographic: A35-64

Investment: \$34,375

Impressions: 2,928,641

LK MEDIA

7/22/2026

Station	Stations	Community	Days	Impressions	Cost
Connoisseur Media	KTGL 92.9, KZKX 96.9, KFRX-HD2 103.3, KIBZ 104.1	Lincoln DMA	M-Sun	1,552,794	\$17,245.00
Broadcast House	KFGE 98.1, KLIN 1400	Lincoln DMA	M-Sun	1,375,847	\$17,130.00
Total Radio:				2,928,641	\$34,375.00

Connoisseur Media dayparts include: M-F 6a-10a, 10a-3p; Sat-Sun 10a-3p; M-Sa 6a-7p (Streaming); M-Su 6a-mid (added value)

Broadcast House dayparts include: M-F 6a-10a, 10a-3p; Sat 10a-3p; M-Su 6a-mid (Streaming); M-Su 530a-mid (added value)

You will reach 93% of your demographic (audience), with each person having the opportunity to hear a message an average of 27.7 times, for a total of 2,928,641 impressions.

Added Value Details

Connoisseur Media: For every two spots, you're getting a third free; station honored rates from last year

Broadcast House: 15% of paid schedule as added value; station honored rates from last year

Lower Platte South NRD



LK Media

Date

7/22/2026

Date

Media invoices will be sent to LK Media for verification post-run. LK Media will verify and reconcile invoices, then submit to LPSNRD for payment according to invoice payment terms and timelines.



ADVERTISING SERVICE AGREEMENT

Account Number
60000346

THIS AGREEMENT is made as of September 1, 2026 between Lee Enterprises, Incorporated d/b/a *Lincoln Journal Star*, the "Publisher", and *Lower Platte South NRD* the "Advertiser."

TERM This Agreement will begin September 1, 2026 through August 31, 2027.

VOLUME AGREEMENT The Advertiser will purchase at least \$20,000 of total advertising before the end of the term.

<u>Package</u>	<u>Investment</u>	<u>Details</u>
		<i>Monthly Advertising Plan: \$1670 budget monthly to include digital and print if ordered based on the following pricing:</i>
Run of Site digital banner ad impressions on journalstar.com	\$12 CPM	300x250; 970x250; 728x90; 320x50 ad sizes with click through URL (jpg or gif)
Quarter page Journal Star print Ads	\$200 each	Quarter page print ad 9.889 x 5" horizontal or 4.889 x 10" vertical 4-color CMYK pdf format ads – monthly schedule/qty tbd <i>May include ad or article information with "sponsored content" label.</i>
		Optional additional products/pricing that may be added at agreed upon discounted rates:
Article "sponsored content"		Run "sponsored content" article as online "story" or print article \$750 to post and promote with digital/social banner ads if article provided (can be written for additional \$750) ¼ page size ad for business achievements/awards can also be used
Programmatic targeted display ads	\$500 min.	Digital ads on various sites targeted to homeowners (or other category interests) within your NRD. This will help reach your district members with important messages.
Facebook Boosted post on Journal Star page	\$250 each	Boosted Facebook post to 120K Journal Star followers. <i>Can be used for promoting events or other topics as requested. 1080x1080 with text and tag LPSNRD Facebook page.</i>
Email to Journal Star Promo list of 16,000	\$200	May be added to any monthly campaign

Additional Details:

Unless stated otherwise on the rate card or special program flyer for specific advertising, all advertising dollars apply towards fulfillment of contract with the exception of commercial printing and subscriptions.
This Advertising Agreement shall be subject to the Terms and Conditions set forth at www.lee.net.
The undersigned acknowledges that he/she has reviewed and agreed to the Terms and Conditions.

[PUBLISHER] AND [ADVERTISER] HAVE READ AND AGREE TO THIS AGREEMENT, THE TERMS AND CONDITIONS AND ANY ADDENDUM(S) REFERENCED ABOVE.

ACCEPTED:

CLIENT

Lincoln Journal Star

By: _____

By: _____

Lower Platte South NRD
Company Name

Print Name/Title

Jodi Delozier, Communications Coordinator
Point of Contact

Amy Brandt Chase, Account Representative

Billing Address:
3125 Portia St
Lincoln, NE 68521
402-476-2729



ADVERTISING SERVICE AGREEMENT

Lower Platte South NRD Newsletter

Account Number
60000346

THIS AGREEMENT is made as of September 1, 2026 between Lee Enterprises, Incorporated d/b/a *Lincoln Journal Star*, the "Publisher", and *Lower Platte South NRD* the "Advertiser."

TERM This Agreement will begin September 1, 2026 through August 30, 2027.

VOLUME AGREEMENT The Advertiser plans to publish 4 newsletters during this term.

<u>Package</u>	<u>Investment</u>	<u>Details</u>
Print and deliver 8 page newsletters	\$29,089* est charge per issue	<i>Camera ready pdf file of 8 page newsletter printed on 60# gloss stock or similar, with bleeds; glued seams</i>
Print and deliver	\$20,792	Print, box and ship 173,270 newsletters to the following for distribution 145,000 – Lincoln Local Values subscribers and non-subscribers (two shipping addresses) 13,820 – Market Weekly (Wahoo/Ashland/Waverly area) 3,000 – The Voice News (Hickman area) 350 - NRD office 11,100 – Direct mail to Cass County area homeowners
Insert in Local Values and Lincoln Journal Star	\$5,510	145,000 copies; direct mail/EDDM with Local Values and carrier delivery for Journal Star subscribers
Direct Mail	\$2,786*	Estimated postages costs for 11,100 copies mailed to Cass County area homeowners at \$.251 each. Final qty and postage may vary
		<i>NOTES: Insert charges from The Voice and market weekly will be separate from our billing</i>
Email to Journal Star Promo list of 16,000	\$0	Included with newsletter distribution. 725x1200 file with headline and click through link to online newsletter file or other page as provided.

Additional Details:

Unless stated otherwise on the rate card or special program flyer for specific advertising, all advertising dollars apply towards fulfillment of contract with the exception of commercial printing and subscriptions.
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The undersigned acknowledges that he/she has reviewed and agreed to the Terms and Conditions.

[PUBLISHER] AND [ADVERTISER] HAVE READ AND AGREE TO THIS AGREEMENT, THE TERMS AND CONDITIONS AND ANY ADDENDUM(S) REFERENCED ABOVE.

ACCEPTED:

CLIENT

Lincoln Journal Star

By: _____

By: _____

Lower Platte South NRD
Company Name

Print Name/Title

Jodi Delozier, Communications Coordinator
Point of Contact

Amy Brandt Chase, Account Representative

Billing Address:
3125 Portia St
Lincoln, NE 68521
402-476-2729