



LOWER PLATTE SOUTH natural resources district

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Memorandum

Date: October 7, 2025
To: Lower Platte South Natural Resources District Board of Directors
From: Jodi Delozier, Communications Coordinator
Subject: Minutes for Information and Education Subcommittee Meeting

The Information and Education (I&E) Subcommittee met on Monday, October 6, 2025, at 5:30 PM, to take action on three items. Subcommittee members present were Susan Seacrest (Chair), Tom Green, Gary Aldridge, John Yoakum, Lisa Lewis, Suzanne Mealer, and Melissa Baker. Others in attendance included Board Chair Bob Andersen and staff members Jodi Delozier, Sam Elofson, and Dave Potter. I&E Subcommittee member Stephanie Matejka and staff member Adam Sutton were not present; however, a quorum was established.

The first agenda item involved consideration of a proposal for a Nebraska Public Media Campaign running from November 18, 2025, through June 30, 2026, in the amount of \$21,760. Director Aldridge expressed concern regarding the necessity of media advertising. Staff member Delozier responded to these concerns, providing clarification and justification. Director Baker inquired about the completion dates for advertising spots and requested an opportunity to review the finalized video content prior to the commencement of the campaign.

It was moved by Yoakum, seconded by Lewis, and approved by the I&E Subcommittee to recommend that the Board of Directors approve the Campaign Proposal for November 18, 2025, through June 30, 2026, in the amount of \$21,760 as presented by Nebraska Public Media and direct the General Manger to execute the contract as consistent with the terms of the proposal once it is presented.

Motion Passed: 6-1

- Voting in favor – Seacrest, Green, Yoakum, Lewis, Mealer, and Baker
- Voting against – Aldridge
- Absent - Matejka

The second agenda item involved consideration of a contract with LK Media for a radio campaign scheduled from November 3, 2025, through June 28, 2026, in the amount of \$25,000. Directors Green and Baker expressed interest in the content of the radio ads, along with their reach and cost in comparison to previous years. Delozier provided an overview of the campaign, highlighting the range of advertising spots and addressing their questions regarding cost and reach.

It was moved by Lewis, seconded by Yoakum, and approved by the I&E Subcommittee to recommend that the Board of Directors approve the LK Media agreement for a radio campaign, scheduled from November 3, 2025, through June 28, 2026, in the amount of \$25,000.

Motion Passed: 6-1

- Voting in favor – Seacrest, Green, Yoakum, Lewis, Mealer, and Baker
- Voting against – Aldridge
- Absent - Matejka

The third agenda item involved consideration of a Lincoln Journal Star contract for a campaign running from October 1, 2025, through June 25, 2026, in the amount of \$15,000. Directors Lewis and Baker asked how other NRDs utilize advertising, including the use of additional print outlets, and how their associated costs compare to previous years. Delozier confirmed that other NRDs, as well as the LPSNRD, make use of print, digital, and airtime advertising.

It was moved by Mealer, seconded by Green, and approved by the I&E Subcommittee to recommend that the Board of Directors approve the Lincoln Journal Star agreement for an advertising campaign running from October 1, 2025, through June 25, 2026, in the amount of \$15,000.

Motion Passed: 6-1

- Voting in favor – Seacrest, Green, Yoakum, Lewis, Mealer, and Baker
- Voting against – Aldridge
- Absent - Matejka

Delozier concluded the meeting with updates on the recent Windbreak Workshop and website progress.

There being no further business, Chair Seacrest adjourned the meeting at 5:55PM.

PC: I&E subcommittee file