



## LOWER PLATTE SOUTH natural resources district

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### Memorandum

**Date:** April 14, 2023  
**To:** Each Director  
**From:** McKenzie Barry, Environmental Ed/Communications Coordinator  
**Subject:** I&E Subcommittee

The I&E Subcommittee met Thursday, April 13, at 4:00 PM, at the LPSNRD Office. Subcommittee members present were Christine Lamberty (Chair), Seacrest, Stevens, Vogel, Lewis, Green, Baker, and Yoakum. Others present were Zillig, Potter, Sutton, Barry and Robinson.

Chair Lamberty called the meeting to order at 4 pm. The first agenda item was consideration of the contract with the Lincoln Journal Star to print and distribute 3 editions of the Lower Platte South NRD (LPSNRD) newsletter.

The LJS has provided printing and distribution service for the LPSNRD newsletter for a number of years. Three times per year, the newsletter is printed and distributed to households across the district through various methods.

Subscribers to LJS receive Local Values inserts, which includes the LPSNRD newsletter, in their Wednesday newspaper and non-subscribers receive Local Values via U.S.P.S. or an LJS courier. For rural constituents outside of the LJS distribution area, newsletters have also been routed through four smaller weekly newspapers: Ashland Gazette, Hickman Voice, Plattsmouth Journal & Waverly News. For FY23 \$67,100 was budgeted for the newsletter. The proposed contracts have one newsletter in FY23 and two in FY24.

The Plattsmouth Journal officially ceased operation at the end of January 2023. This community newspaper served all of Cass County (with the exception of extreme northwest portion covered by Ashland or Waverly papers) and part of Otoe County (in our district). This closure creates a large area in Cass and Otoe County which cannot be distributed using the Plattsmouth Journal as has been done in the past.

District staff and LJS have explored a variety of options to reach the approximately 11,000 households in Plattsmouth, surrounding communities, and rural constituents that were formerly in the Plattsmouth Journal's distribution range. Map attached shows the former distribution area.

Several options were discussed by the subcommittee and included:

**Option A** -An agreement with LJS to print and distribute 3 editions of the LPSNRD newsletter. Distributing through the LJS, Local Values, Ashland Gazette, Hickman Voice, and Waverly News, as has been done in the past. The former Plattsmouth Journal distribution area would receive the newsletters via direct mail service. This agreement is pending legal review.

	Per Edition	Full Contract (3 editions)
Newsletter Printing (for inserts)	\$10,295	\$30,885
Insert in newspapers and Local Values	\$5,320	\$15,960
Plattsmouth Journal Area Print and Direct Mail	\$13,783	\$41,349
Total	\$29,398	\$88,194

**Option B** -An agreement with LJS to print and distribute 3 editions of the LPSNRD newsletter. Distributing through the LJS, Local Values, Ashland Gazette, Hickman Voice, and Waverly News, as has been done in the past. The former Plattsmouth Journal distribution area would receive an email version of the newsletter through a targeted email list maintained by LJS.

	Per Edition	Full Contract (3 editions)
Newsletter Printing (for inserts)	\$10,295	\$30,885
Insert in newspapers and Local Values	\$5,320	\$15,960
Plattsmouth Journal Area Targeted Email	\$300	\$900*
Total	\$15,915	\$47,745

There was discussion about the cost to direct mail the newsletter to Cass County residents. Vogel pointed out that all our constituents pay taxes and should also receive the printed newsletter like the rest of the taxpayers in the district. Other methods of distribution were discussed for the area, with staff explaining considerable time was spent investigating other avenues including reach of Omaha World Herald into the area (not many subscribers), the Penny Press paper (does not serve that area), Sarpy newspaper (thinking about expanding into the area, but is not currently there).

Subcommittee agreed this was the best option for the immediate future, but want to work on brainstorming ideas and strategies for the next contract on how to best reach our rural communities. All agreed in future years discussions on this topic will continue as the media landscape and distribution methods evolve in the coming years.

It was moved by Vogel and seconded by Lewis and unanimously approved to recommend the Board of Directors approve a one year agreement with Lincoln Journal Star to print and distribute 3 editions of the Lower Platte South NRD newsletter totaling \$88,194, pending review by legal counsel.