



LOWER PLATTE SOUTH natural resources district

3125 Portia Street | P.O. Box 83581 • Lincoln, Nebraska 68501-3581 | P: 402.476.2729 • F: 402.476.6454 | www.lpsnrd.org

Memorandum

Date: April 12, 2017
To: Each Director
From: Mike Mascoe, McKenzie Barry
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met Wednesday, March 29, 2017 at 2:30 PM at the NRD office. Subcommittee members present were Deborah Eagan (Chair), Gary Aldridge, Vern Barrett, Chelsea Johnson, Greg Osborn, Milt Schmidt and Ray Stevens. Others present included Laurel Oetken and Emily Applegate of UNL's Jacht Ad Lab and NRD staff members Paul Zillig, David Potter, McKenzie Barry, Adam Sutton, and Mike Mascoe.

The only item on the agenda was a non-action presentation by Oetken and Applegate, representing Jacht Ad Lab (Jacht – pronounced “yacht”), a part of the College of Journalism and Mass Communications at UNL. Jacht functions as a full-service advertising agency inside the college and last fall the NRD contracted with Jacht, at a cost of \$2,000, to research the NRD's current advertising practices and target audiences and to make recommendations. Attached for reference are:

- Contract for services by Jacht for LPSNRD (Exhibit A, Exhibit B & MOU)
- PowerPoint used by Jacht in their presentation of findings to the I&E Subcommittee

Very briefly, Jacht recommended the NRD make its primary target audience voters age 45 and over, but said other age groups should not be ignored. The attached PowerPoint outlines reasons for their recommendation. The presentation also included both advantages and disadvantages for the NRD in utilizing several advertising mediums, including print, radio, social media and television. Social media preferences with respect to age groups was another focus of the presentation. Overall, Jacht found radio and print to be the best mediums for reaching our primary target audience (voters 45 and over). The presentation spurred much discussion about current LPSNRD advertising practices and how we might react to information from Jacht in the next budget.

There being no further business, Chair Eagan adjourned the meeting at 4:10 PM.

MM/mm

