



## LOWER PLATTE SOUTH natural resources district

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### Memorandum

**Date:** March 8, 2022  
**To:** Each Director  
**From:** Mike Mascoe, Public Information Specialist  
**Subject:** Information & Education Subcommittee Minutes

The I&E Subcommittee met Monday, March 7, at 4:30 PM, via Zoom. All subcommittee members were present, including Chair John Yoakum, Vern Barrett, Tom Green, Christine Lamberty, Lisa Lewis, Susan Seacrest, Ray Stevens and Ken Vogel. Board Chair Deborah Eagan also attended. Staff attending included Paul Zillig, David Potter, McKenzie Barry, Adam Sutton, Parker Robinson and Mike Mascoe.

#### NEWSLETTER PROPOSAL

The subcommittee considered a one-year proposal from the Lincoln Journal Star (LJS) for the printing and distribution of our "Know Your NRD" newsletter. The current agreement expires at the end of April. Mascoe explained LJS is responsible for printing our newsletter, which circulates to 150,000 households, three times per year. He said most of the homes are reached by newsletters inserted into LJS' Local Values publication. Subscribers to LJS receive Local Values in their Wednesday newspaper and non-subscribers receive it weekly via U.S. Mail or an LJS courier. LJS also distributes printed newsletters to four smaller weekly newspapers in the district for insertion: Ashland Gazette, Hickman Voice, Plattsmouth Journal & Waverly News.

The proposed newsletter agreement is attached and is nearly identical to the current agreement. Mascoe pointed out the most significant change is the number of "extra" printed copies to the LPSNRD office is reduced from 500 to 400. There have also been slight adjustments in the deadlines schedule. Our total commitment under the agreement would be the same as the current one, \$47,970. **It was moved by Stevens, seconded by Seacrest and**

**unanimously approved the I&E Subcommittee recommend the Board of Directors approve the Lincoln Journal Star newsletter printing and distribution proposal at a cost not to exceed \$47,970. pending legal counsel review.**

## **ADVERTISING PROPOSAL**

The subcommittee also considered an annual LJS proposal for digital and printed advertising. Mascoe reminded the subcommittee our LJS advertising agreement for 2021 brought a significant expansion in digital exposure, which would continue under the proposed agreement. The amount of printed advertising in the main newspaper, compared to the current agreement, would decrease. The proposed agreement is attached. Mascoe told the subcommittee our total commitment is \$17,500, a reduction from the 2021 agreement of \$18,000. Even so, we would receive 100,000 more annual digital impressions on journalstar.com under the proposed agreement than we currently receive.

The increase in our digital ad presence in this proposal and a reduction in the number of print ads, from 58 to 36, are the result of a staff review of the current proposal. Staff, though, believes our LJS printed ads still reach a demographic in the district that may be difficult to reach through other media. Types of digital ads included in the proposed agreement are reveal, run of site, native, Facebook boosted posts to the LJS Facebook page and a digital connect presence on journalstar.com to boost our own LPSNRD.org search engine optimization. Topics covered in both digital and printed advertising are determined by an annual campaign plan, which provides continuity between the two mediums. **It was moved by Stevens, seconded by Lamberty and unanimously approved the I&E Subcommittee recommend the Board of Directors approve the Lincoln Journal Star advertising proposal at a cost not to exceed \$17,500. pending legal counsel review.**

At the request of Director Vern Barrett, the subcommittee discussed the overall focus of LPSNRD advertising. All members expressed opinions, with the consensus being that it is important LPSNRD continue to educate the public about our own programs and projects, using available mediums.

The subcommittee also received an update on the district's social media activities from Social Media Strategist Parker Robinson, including statistics on social media reach and demographics for our Facebook and Instagram accounts. Environmental Education/Communication Coordinator McKenzie Barry gave the subcommittee a sneak peek at developing plans for celebration of LPSNRD's 50<sup>th</sup> Anniversary, which included commemorative logo, sticker and T-shirt designs and a tentative list of planned activities.

There being no further business, Chair Yoakum adjourned the meeting at 5:28 PM.

MM/mm