



LOWER PLATTE SOUTH natural resources district

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Memorandum

Date: April 14, 2017
To: Each Director
From: Mike Mascoe
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met Thursday, April 13, 2017 at 5:30 PM at the NRD office. Subcommittee members present were Deborah Eagan (Chair), Gary Aldridge, Chelsea Johnson, Greg Osborn, Milt Schmidt and Ray Stevens. Others present included Amy Brandt and Tammy McFall of the Lincoln Journal Star and NRD staff members Paul Zillig and Mike Mascoe.

Brandt, the NRD's Journal Star (LJS) Sales Representative, presented and explained several print and digital advertising options to the subcommittee and answered questions. A \$12,667 advertising contract with LJS expired at the end of February. In addition, LJS has shifted responsibility for sales and publishing of its Star City Sports publication to the regular LJS staff. In 2016, the NRD spent about \$8,000 with Star City Sports, promoting its lakes and trails. Brandt recommended to the subcommittee a one-year advertising package that totaled \$23,688, to replace the recently expired LJS contract and our advertising in Star City Sports. After discussion, the subcommittee instructed staff to request two other proposals from LJS, one totaling \$20,000 and another totaling \$18,000.

There being no further business, Chair Eagan adjourned the meeting at 6:45 PM.

MM/mm