



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, 2021
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting Minutes

The Information and Education Subcommittee met virtually on Wednesday, April 7, 2021 at 4:00 PM. All subcommittee members were present, including Dave Landis (Chair), Gary Aldridge, Vern Barrett, Tom Green, Christie Lamberty, Ray Stevens, Ken Vogel, and John Yoakum. Others present were Matt O'Gorman, vice-president of Unanimous and LPSNRD staff members Paul Zillig, David Potter, Adam Sutton, Nathan Kuhlman and myself.

Chair Landis called the meeting to order. The first agenda item was consideration of an annual advertising proposal (attached) from the Lincoln Journal Star (LJS) that keeps our LJS advertising commitment at \$18,000. That commitment has not changed since 2017. I explained the proposal offers us the same amount of advertising in printed editions of LJS as our current agreement, but at a 40% reduction in cost. The discount would be used to increase our advertising on journalstar.com. I outlined each element of the proposal, including the three types of digital ads:

- “Reveal” ads are large ads that appear at the top of many featured pages on journalstar.com and at the top of digital versions of the printed newspaper. These ads carry an option for us to include video frames within the ads and staff intends to take advantage.
- “Banner” ads have been a part of this annual package for several years and are similar to our printed ads. The number of journalstar.com viewers who clicked on our ads to go to LPSNRD.org in the last year is more than twice the average for this kind of ad, so our ads have performed well on journalstar.com in the past.
- The three “Facebook Boosted Posts” in the proposal would allow us to post ads or information on the Journal Star’s Facebook page, which has 106,000 followers. Some

possible uses are to promote special events, seedling sales, significant Board meetings and public hearings.

Remaining elements of the LJS advertising proposal are not new. "Email" blasts by LJS on days our newsletter is inserted would continue. "Digital Connect" is a webpage on journalstar.com that gives us a permanent presence on that site and enhances our search engine optimization. The "Journal Star Half Page" feature is completely optional for us, but if we decide to run a half-page ad in LJS, we can do it at a discount. **It was moved by Stevens, seconded by Lamberty and approved, with Aldridge voting "no," to recommend the LPSNRD Board of Directors approve the proposed agreement from the Lincoln Journal Star for advertising at a cost not to exceed \$17,998, pending review by legal counsel.**

Another LJS proposal, this one for printing and distribution of our "Know your NRD" newsletter, was next on the agenda. LJS contracts with a third-party printer to print our newsletter, which has a printed circulation of 150,000. The printed newsletter is, then, inserted into the LJS Local Values section and delivered to both subscribers of LJS and to non-subscribers across the district. I explained the biggest difference in the proposal, compared to the expiring agreement is that the newsletter would be printed by a local printer, instead of a printer in Wisconsin, which has been problematic. Despite best efforts by staff, Red Thread and LJS, there have been errors in the printing of the last three newsletters and LJS sought proposals from local printers at our request. The result is the attached proposal, which is only \$57 more than the 2020 proposal.

Other aspects of the proposal are, essentially, the same as in the previous agreement, with small adjustments in circulation numbers. **It was moved by Stevens, seconded by Yoakum and unanimously approved to recommend the LPSNRD Board of Directors approve the proposed agreement from Lincoln Journal Star for printing and distribution of three newsletters at a cost not to exceed \$47,970, pending approval by legal counsel.**

Third on the agenda was consideration of a proposal (attached) from Firespring for television advertising. The current budget contains \$20,000 for the production of new television and social media ads with Red Thread, but, due to the pandemic, there are no production plans for this fiscal year. Staff proposed to the subcommittee the money be utilized to run our existing Conservation Coach series of ads, produced and aired in the summer of 2019. They have not aired since.

The proposal is for 25 more ads than were aired in the 2019 campaign for the same cost of \$20,000. The ads would run this summer on local channels 8 and 10/11. I explained the advantage of buying television time from an agency like Firespring is that agencies purchase television time in bulk from stations and are able to pass the savings along to their clients. We consistently save about 15% in the cost of television time by buying it this way, as opposed to buying the time directly from the stations. **It was moved by Stevens, seconded by Green and**

approved, with Aldridge voting “no” and Yoakum abstaining, to recommend the LPSNRD Board of Directors approve the proposed agreement from Firespring for television air time at a cost not exceed \$20,000, pending approval by legal counsel.

The subcommittee asked staff last fall to investigate options for making some of our outreach tools available in multiple languages, to reach more of the constituency. Staff reported getting significant help, during its research, from Unanimous, which created our current website. Unanimous Vice-President Matt O' Gorman joined the Zoom meeting and outlined several options for making our website and newsletter accessible to non-English speaking constituents. The subcommittee asked staff to look more closely into a service O' Gorman said will translate our website into several languages on demand at a cost to LPSNRD of \$30 per month. The service would be free to website visitors.

With no further business pending, Chair Landis adjourned the meeting at 5:30 PM.

MM/mm