



## LOWER PLATTE SOUTH natural resources district

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### Memorandum

**Date:** April 10, 2019  
**To:** Each Director  
**From:** Mike Mascoe, Public Information Specialist  
**Subject:** I&E Subcommittee Meeting

The Information and Education Subcommittee met Monday, April 8th at 5:30 PM at the NRD office. Subcommittee members present were Greg Osborn (Chair), Gary Aldridge, Vern Barrett, Chelsea Johnson, Luke Peterson, Milt Schmidt and Ray Stevens. Others present were Board Chair Larry Ruth and staff members Paul Zillig, David Potter, McKenzie Barry and Mike Mascoe.

Chair Osborn called the meeting to order. It was the I&E Subcommittee's first meeting since the annual re-organization. Barry and Mascoe presented brief outlines of LPSNRD I&E activities.

A proposed one-year agreement from the Lincoln Journal Star (LJS) for advertising (attached) was considered, and Mascoe explained the agreement is identical to the current agreement, except for an increase in the digital impressions portion of the proposed advertising package. Under the proposal, LPSNRD would receive 50,000 journalstar.com impressions for \$500 per month, compared to the current rate of \$350 per month. The annual spending commitment under the agreement, however, would remain the same as the current agreement; \$18,000. Besides the digital impressions component, the proposal would include several 3 X 5" ads each month that would run according to LPSNRD's annual advertising campaign schedule and a minimum of two full color half-page ads during the year (with an option of running full-page ads in the Value Direct supplement, instead). Email blasts and other digital options are offered in the package at discounted costs. **It was moved by Stevens, seconded by Schmidt and approved, with Aldridge and C. Johnson voting "no," to recommend the LPSNRD Board of Directors approve the proposed agreement from Lincoln Journal Star for advertising at a cost not to exceed \$18,000, pending approval by legal counsel.**

The subcommittee also considered an agreement proposal from LJS (attached) for the printing and distribution of the "Know Your NRD" newsletter. Mascoe told the subcommittee the current six-page newsletter utilizes a paper size that is not an industry standard size. Under the proposed agreement, the newsletter would include eight pages (two 11" x 17" sheets folded once). Mascoe said the total cost of printing the eight-page newsletter would be slightly less (approximately \$513 less, annually) than the current cost of the six-pager, due to using a standard size paper. Historically, it has taken approximately three weeks for LJS to print the newsletter, distribute it to four weekly newspapers (Ashland, Hickman, Plattsmouth and Waverly) and insert it into LJS. Zillig said another reason staff recommends the proposed agreement is if we decide to keep the six-page layout, the printing and distribution time will increase by one week, eliminating the option of including some time-sensitive information in the newsletter. **It was moved by Stevens, seconded by Peterson 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 \$49,561.14, pending approval by legal counsel.**

Aldredge requested time at the next meeting of the I&E Subcommittee to discuss promotional ideas.

There being no further business, Chair Osborn adjourned the meeting at 6:40 PM.

MM/mm