



LOWER PLATTE SOUTH natural resources district

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Agenda Item #10

MEMORANDUM

Date: April 8, 2020

To: All Directors

From: Mike Mascoe, Public Information Specialist

Re: I&E Subcommittee Minutes

The Information and Education Subcommittee met Wednesday afternoon, April 8, 2020. Directors present via video/teleconference were Chair Greg Osborn, Gary Aldridge, Vern Barrett, Tom Green, Luke Peterson, Milt Schmidt, Ray Stevens. Staff members Paul Zillig, McKenzie Barry and Mike Mascoe also joined the meeting.

On the agenda was consideration of two agreements by the Lincoln Journal Star; one for advertising and the other for the printing and distribution of the "Know Your NRD" newsletter. Both proposals are attached. Mascoe explained the proposed advertising agreement is similar to the last several years in many ways, including the NRD's overall purchasing commitment of \$18,000. That amount has been the same since 2017. Mascoe pointed out the agreement includes several discounted options and that the bulk of LPSNRD's expenditures under the agreement would be in the form of color and black & white 3" X 5" ads, scheduled monthly. The ad topics would follow an established year-long schedule of campaigns, with usually 3 to 5 ads, total, per month. **It was moved by Stevens, seconded by Schmidt and approved to recommend the LPSNRD Board of Directors approve the proposed agreement from the Lincoln Journal Star for advertising at a cost not exceed \$18,000, pending approval by legal counsel.** Voting Yes – Osborn, Barrett, Green, Peterson, Schmidt and Stevens. Voting No – Aldridge.

Besides the Lincoln Journal Star proposal for the printing and distribution of the newsletter, staff collected two other informal proposals, from Nebraska Printing Company (Lincoln) and the Voice News (Hickman), which had both expressed an interest in the past in printing the newsletter. Mascoe compared all three proposals (comparison attached) during discussion with the subcommittee, noting insertion of the newsletter into the Journal Star Local Values section is significantly cheaper if the newsletter is printed by the Journal Star. Mascoe also pointed out all costs included in the comparison tables are per-issue and the NRD publishes three issues per year. Barry and Mascoe told the subcommittee of the need for an upgrade in the weight of paper used for the newsletter, as the current 50-pound paper being used tends to

yellow after only a few weeks. Older newsletters are offered to patrons at trade shows and educational events on a regular basis, depending on the content. They also pointed-out that even when upgrading to 60-pound paper (Journal Star proposal), the cost of the newsletter would still be less than the current cost (bottom table). **It was moved by Stevens, seconded by Schmidt and approved to recommend the LPSNRD Board of Directors approve the proposed agreement from Lincoln Journal Star for printing and distribution of three newsletters on 60-pound glossy paper at a cost not to exceed \$47,912.73, pending approval by legal counsel.** Approval was unanimous.

With no other business pending, the meeting was adjourned at 1:00 pm.

MM/mm