



LOWER PLATTE SOUTH natural resources district

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Memorandum

Date: June 12, 2017
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met Wednesday, June 7th at 5:30 PM at the NRD office. All Subcommittee members were present. Members are: Deborah Eagan (Chair), Gary Aldridge, Vern Barrett, Chelsea Johnson, Greg Osborn, Milt Schmidt, Dan Steinkruger and Ray Stevens. Paul Zillig, David Potter, McKenzie Barry, Adam Sutton and Mike Mascoe represented the NRD staff.

Chair Eagan called the meeting to order. The only agenda item was a discussion of recent recommendations by Jacht Ad Lab, of UNL, concerning NRD promotion strategies and their future direction. Staff had distributed to the subcommittee a compilation of recommendations contained in a final Research Report, a Creative Brief and a PowerPoint presentation, all produced by Jacht, after Jacht spent about three months in early 2017 studying the NRD and its public outreach practices. The compiled list of 18 recommendations (copy is attached) was used to guide the subcommittee's discussion.

The subcommittee unanimously disagreed with the Jacht recommendation that the NRD's primary target audience should be, "those who participate in community affairs (voters age 45 and over)." Comments included that no single age group should be primarily targeted overall by NRD promotions, but it is important to target individual messages to the proper age group(s).

There was also discussion that the NRD's presence in traditional and social media should not be considered "advertising," but that it is more like distributing and communicating information, since the NRD does not sell products or services for profit. At least some subcommittee members commented there should be less emphasis on promoting an NRD brand and that our media activity should focus more on programs and activities; telling people what the NRD does.

The subcommittee was very supportive of the NRD newsletter.

There was strong agreement expressed by the subcommittee concerning the Jacht recommendation the NRD website be updated and reorganized. Importance was placed on optimizing the site for all devices; phones, tablets, PCs, etc. It was also suggested the NRD expend some effort to become more prominent in online search engine (Google, Bing, etc.) results when someone queries an environmental topic.

There was agreement with a Jacht recommendation that all online promotions should point users to the NRD website. There was also some consensus in favor of the NRD increasing its online advertising, but only after completion of a website update.

Discussion also focused on the importance of advertising in traditional media (television, radio and print). Changes in the habits of users of traditional media and changes in these media themselves were discussed. As a result of discussion, staff was asked to keep the subcommittee continually updated on when traditional media contracts are due to be re-negotiated, so the subcommittee, prior to the start of negotiations, can consider the level of services to be requested.

Subcommittee members expressed interest in including more education in media activities and they favored keeping updated conservation and environmental information on a re-designed website, so the website and social media might reduce the need for using traditional media.

There being no further business, Chair Eagan adjourned the meeting at 7:10 PM.

MM/mm