



LOWER PLATTE SOUTH natural resources district

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Memorandum

Date: August 16, 2019
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met Wednesday, August 14 at 5:30 PM at the NRD office. Subcommittee members present were Greg Osborn (Chair), Gary Aldridge, Vern Barrett, Tom Green, Chelsea Johnson, Milt Schmidt and Ray Stevens. Others present were Board Chair Larry Ruth and staff members Paul Zillig, David Potter, McKenzie Barry, Adam Sutton and Mike Mascoe.

Chair Osborn called the meeting to order. Natalie McClure and Casey Wurst of Red Thread updated the subcommittee and staff on LPSNRD social media analytics over the last two years, sighting impressive engagement and reach/impressions growth in both our Facebook and Instagram accounts. Facebook page likes, since September of 2017, have increased more than 200%, to 4,412.

Wurst and McClure also reported statistics concerning our recent Conservation Coach social media video campaign, which reached 47,000 people and generated 30,000 video views. A summary of the Red Thread presentation is attached.

Mascoe outlined traditional media aspects of the campaign, including television, radio, LPSNRD.org and our summer newsletter (attached). Three positive comments from social media and television viewers about the campaign (attached) were distributed.

Mascoe also explained staff sought a proposal (attached) from Red Thread to produce three more social media videos and three more television ads (the same numbers produced for the campaign just completed) featuring the Conservation Coach for use in 2020. The proposal had been distributed to the subcommittee several days prior. Red Thread's proposed production cost is slightly lower than for the first project. Staff suggested three topics for the videos: recreation areas, soil programs and forestry. Discussion by the subcommittee also brought-up climate change, the Salt Creek levee system, Antelope Valley and water conservation (watering landscaping, lawns and irrigation). **It was moved by Stevens, seconded by Schmidt and approved, with Aldridge**

voting "no." to recommend the LPSNRD Board of Directors approve the proposed professional services agreement from Red Thread for the production of educational/information videos at a cost not to exceed \$19,460.00.

Staff also reported to the subcommittee about a new monthly E-Mail Blast to be distributed to subscribers on the first Tuesday of each month, focusing on several aspects of a broader topic. The initial blast was distributed August 6. It was also reported the fall "Know Your NRD" newsletter, to be distributed in mid-October, will have re-designed printed and electronic templates. Staff has been working with Unanimous on the new designs.

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

MM/mm