



## 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

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### Memorandum

**Date:** September 13, 2017  
**To:** Each Director  
**From:** Mike Mascoe, Public Information Specialist  
**Subject:** I&E Subcommittee Meeting

The Information and Education Subcommittee met Tuesday, September 12th at 5:30 PM at the NRD office. Subcommittee members present were Deborah Eagan (Chair), Gary Aldridge, Vern Barrett, Chelsea Johnson, Greg Osborn, Milt Schmidt, and Ray Stevens. Paul Zillig and Mike Mascoe represented the NRD staff.

Chair Eagan called the meeting to order. The first agenda item was consideration of radio advertising contract proposals from Broadcast House and Alpha Media, both in Lincoln. Mascoe reviewed discussion in August in which the subcommittee instructed staff to pursue one year contracts with the two groups for an amount of no more than \$13,000 each. The current contracts expire at the end of September. He explained the current budget has \$30,000 for radio advertising, leaving an extra \$4,000 for radio activities outside the contracts, such as remote broadcasts, etc. during the year.

Each of the two commercial radio groups submitted two contract options (attached) that were distributed to the subcommittee earlier. Mascoe reviewed the options from Broadcast House and recommended "Option 1," which includes advertising on Froggy 98 and on B107.3. The option also includes a "98 Days of Summer" component on Froggy 98 from about Memorial Day through Labor Day that features many NRD recreational facilities individually each week. It was moved by Stevens, seconded by Schmidt and approved by a 5-2 vote, with Aldridge and Johnson voting "No." to recommend the Board of Directors approve contract "Option 1" from Broadcast House in the amount of \$12,961.

Mascoe then reviewed the two "concepts" from Alpha Media and recommended "Concept 1," which includes advertising on KX 96.9 and on KFOR. It was moved by Stevens, seconded by Osborn and approved by a 5-2 vote, with Aldridge and Johnson voting "No." to recommend the Board of Directors approve contract "Concept 1" from Alpha Media in the amount of \$12,880.



Next, Director Aldridge requested time to speak to the subcommittee about options available to the NRD on "LNKTV City," government television, which can be viewed on Allo channel 2, Spectrum channel 1300 and on Windstream Kinetic channel 5. Aldridge said he has had a conversation with current Station Manager Jamie Wenz about how the station could help distribute information about the NRD, air any past productions and carry NRD Board meetings. Aldridge said Wenz indicated some of those services could be furnished free of charge. There was a consensus from the subcommittee that staff investigate options available on LNKTV City.

There being no further business, Chair Eagan adjourned the meeting at 6:20 PM.  
MM/mm

Cc: Paul Zillig, David Potter, McKenzie Barry, Adam Sutton, Donna Reid