



LOWER PLATTE SOUTH natural resources district

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Memorandum

Date: September 13, 2022
To: Each Director
From: Adam Sutton, Environmental Educator
Subject: I&E Subcommittee Meeting Minutes

The Information and Education Subcommittee met at 4:30pm Monday, September 12th, 2022. Subcommittee members present were John Yoakum (Chair), Susan Seacrest, Vern Barrett, Tom Green, Lisa Lewis, Ray Stevens, Ken Vogel and Christine Lamberty. Others present included Paul Zillig, David Potter, McKenzie Barry, Adam Sutton, and Parker Robinson.

Chair Yoakum called the meeting to order at 4:30. On the agenda was consideration of three annual radio contracts to provide District information with Alpha Media, Broadcast House and Radio Lobo.

Radio is an important part of the District's mix of methods in distributing information to a wide range of demographics. The NRD currently has contracts with Alpha Media, Broadcast House and Radio Lobo and the contracts are set to expire at the end of September.

Parker explained Alpha Media's airtime proposal which includes the same amount of programming, as well as 41 streams on each station per month on KFOR (103.3), ESPN Lincoln (101.5) and 106.3 KFRX. There is a slight price change due to inflation. He also listed the main demographics who listen to the stations listed above. The demographics and specific contracts are included in the attached background information.

It was moved by Director Stevens, seconded by Director Seacrest, and unanimously approved to recommend the Board of Directors approve a one year radio contract to provide District information totaling \$11,979 with Alpha Media, pending review by legal counsel.

Next on the agenda was subcommittee consideration to renew radio contract with Broadcast House. Parker explained the contract which includes advertising on KLIN (99.3), B107.3, and Froggy 98. Radio spots will be every month except November and December, due to audience factors and double the air time for March and mid-May through mid-June to timely emphasize NRD programs and areas. This contract also includes the Grow Lincoln sponsorship proposal, which is a talk radio show on KLIN covering local business and community leaders. This sponsorship includes an advertising spot during a Thursday morning segment and at least one interview, approximately 10 minutes, to highlight the District's efforts in various programs, projects and areas.

It was moved by Director Seacrest, seconded by Director Vogel, and unanimously approved to recommend the Board of Directors approve a one year radio contract to provide District information with Broadcast House, totaling \$13,304, pending review by legal counsel.

The last item on the agenda was the consideration of the radio contract with Radio Lobo. Parker explained the proposed contract with Radio Lobo is identical to the current contract that expires at the end of the month, with a slight price increase due to inflation. The expiring contract was the first Spanish language advertising coordinated by the District.

It was moved by Director Vogel, seconded by Director Green, and unanimously approved to recommend the Board of Directors approve a one year radio contract to provide District information with Radio Lobo, totaling \$5,200, pending review by legal counsel.

There being no further business, the meeting was adjourned by Chair Yoakum at 4:56pm.