



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

Memorandum

Date: September 13, 2023
To: Each Director
From: Parker Robinson,
Subject: I&E Subcommittee Meeting Minutes

The Information and Education Subcommittee met at 4:30pm Monday, September 12, 2023 at the district office. Subcommittee members present were Christine Lamberty (Chair), Tom Green, Susan Seacrest, Ray Stevens, Ken Vogel, Lisa Lewis, and John Yoakum. Arriving late after the votes was Melissa Baker. Others present included Chair David Landis, Mike Sousek, David Potter, McKenzie Barry, and Parker Robinson.

Chair Lamberty called the meeting to order at 4:30. On the agenda was consideration of the annual advertising agreement with Lincoln Journal Star (LJS) and the annual radio contract with Firespring.

In the first agenda item, Robinson explained how the new proposed agreement with Lincoln Journal Star continues in a similar manner to previous years. The agreement allows the district to continue promoting programs and projects across the print and digital channels of LJS. Robinson also described the benefits of digital advertising and the ability to track views and 'clicks', which is not as readily available with print mediums.

It was moved by Director Yoakum and seconded by Director Stevens, and unanimously approved to recommend the board of directors approve a one-year advertising agreement to provide district information totaling \$14,850 with Lincoln Journal Star, pending review by legal counsel.

Second on the agenda was the subcommittee consideration of a radio contract with Firespring. Robinson explained that this contract continues airtime with Broadcast House and Alpha Media, like the district has done in the past. He detailed how utilizing Firespring streamlines and optimizes the radio advertising and provides further expertise in the area. This contract includes new 60-second interview spots and continues the Grow Lincoln sponsorship, providing at least one 10-minute interview segment to further promote the district's programs and projects.

Robinson confirmed that the NRD has worked with Firespring in the past, on TV educational video placements, and that the NRD has been pleased with their service.

It was moved by Director Vogel and seconded by Director Seacrest and approved to recommend the board of directors approve a one-year radio contract to provide district information with Firespring, totaling \$30,049.46, pending review by legal counsel.

Motion Passed: 6-0-1 (Yoakum abstaining)

Staff provided several updates on ongoing education programs and awareness activities and with no more business on the agenda Chair Lamberty adjourned the meeting at 4:58.