



LOWER PLATTE SOUTH natural resources district

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Memorandum

Date: September 16, 2020
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met virtually on Tuesday, September 15, 2020 at 5:30 PM. All subcommittee members were present, including Greg Osborn (Chair), Gary Aldridge, Vern Barrett, Mike Dekalb, Tom Green, Luke Peterson, Milt Schmidt and Ray Stevens. Others present were Board Chair Larry Ruth and staff members McKenzie Barry, Adam Sutton and myself.

Chair Osborn called the meeting to order. The first agenda item was consideration of annual advertising proposals from Alpha Media and Broadcast House, the two major commercial radio groups in Lincoln. I explained both proposals are identical to agreements that are about to expire. The only difference is in the proposal from Alpha Media, which lists a set of three stations on which LPSNRD advertising would air that is different from the three current stations (KFOR, KFRX & KZKX). I reminded the subcommittee this switch to the three other stations (KTGL, KIBZ & KLMS/ESPN) was discussed a year ago and is part of an Alpha Media program designed to take our message to a variety of radio audiences over a two-year period. Otherwise, the two proposed agreements are identical to the ones currently in force, with the same cost and the same number of spots that would air. **It was moved by Stevens, seconded by Schmidt and approved, with Aldridge voting "no," to recommend the LPSNRD Board of Directors approve one year advertising proposals from Broadcast House and from Alpha Media, totaling \$27,934, pending review by legal counsel.**

Barry, then, updated the subcommittee on research she is doing to make our newsletter available to non-English speaking constituents. She said she has been in contact with Lincoln Public Schools staff about options and how they distribute information and publications in various languages. There was some discussion by the subcommittee and Barry said she is continuing to gather information.

There being no further business, Chair Osborn adjourned the meeting at 6:00 PM.

MM/mm