



LOWER PLATTE SOUTH natural resources district

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Memorandum

Date: September 9, 2021
 To: I&E Subcommittee
 From: Mike Mascoe, Public Information Specialist
 Subject: Radio Proposals

The I&E Subcommittee met via Zoom at 4:00 PM on Wednesday, September 8, 2021. The entire subcommittee was present: Chair Dave Landis, Vern Barrett, Tom Green, Christine Lamberty, Susan Seacrest, Ray Stevens, Ken Vogel and John Yoakum. Staff members present were Paul Zillig, McKenzie Barry and Mike Mascoe.

Chair Landis called the meeting to order. On the agenda was consideration of three radio advertising proposals from Radio Lobo, Alpha Media and Broadcast House. All three proposals are attached.

Mascoe told the subcommittee we have not advertised on Radio Lobo in the past and their pending proposal is in response to suggestions from directors we pursue a more complete district media audience. Radio Lobo (97.7 FM) is an all-Spanish language station covering 32 counties in eastern NE, IA and KS. A coverage-area map is attached. He said the Radio Lobo proposal is for \$5,000 in advertising over a six-month period, as described in the proposal and staff recommends starting our Radio Lobo advertising in April 2022 and continuing through September. Mascoe explained the inclusion of FREE English to Spanish translation of our ads is a \$75 discount, per translated script, which would likely total about a \$500 discount over the six months. To make room for Radio Lobo in the General Awareness budget, he explained, the two other pending proposals from Alpha Media and Broadcast House are lower in cost (and airtime) than in the past few years, so budgeted funds are available for all three proposals. **It was moved by Yoakum and seconded by Stevens and unanimously approved to recommend the Board of Directors approve an agreement with Radio Lobo for radio advertising, April through September 2022, at a cost of not more than \$5,000, pending review by legal counsel.**

The proposed Alpha Media contract would have us advertise on KFOR (news/talk) throughout the year, ESPN radio for nine months of the year and KFRX (young adults) for three months. Mascoe said staff would select which three months we would be on KFRX, and

those three months would correspond with the anticipated Conservation Coach media campaign, to give us a younger demographic for the campaign. At the present time, that campaign timing is not known. As in the past, Mascoe said we would advertise for one week during each month we're on each station. The total cost would be \$11,500.08, compared to the cost of the current contract, \$14,784 to advertise for 12 months on three stations. It was moved by Seacrest and seconded by Lamberty and unanimously approved to recommend the Board of Directors approve an agreement with Alpha Media for radio advertising, November 2021 through October 2022, at a cost of not more than \$11,500.08, pending review by legal counsel.

Mascoe also outlined the proposed Broadcast House agreement. We would advertise on Froggy 98 (country), KLIN (news/talk) and B107.3 (adult contemporary). Our year-round exposure on these stations would also be one week in each month. The cost of the proposal is \$11,495, compared to the current contract, which has us on two Broadcast House stations at a cost of \$13,150. It was moved by Stevens and seconded by Yoakum and unanimously approved to recommend the Board of Directors approve an agreement with Broadcast House for radio advertising, October 2021 through September 2022, at a cost of not more than \$11,495, pending review by legal counsel.

There being no further business, Chair Landis adjourned the meeting at 4:35 PM.

MM/mm