



LOWER PLATTE SOUTH natural resources district

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Memorandum

Date: September 14, 2018
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met Thursday, September 13th at 6:00 PM at the NRD office. Subcommittee members present were Deborah Eagan (Chair), Gary Aldridge, Vern Barrett, Mike DeKalb and Dan Steinkruger. Subcommittee member Chelsea Johnson joined the meeting via telephone. Others present were staff members Paul Zillig and Mike Mascoe.

Chair Eagan called the meeting to order. Mascoe presented proposals for radio advertising from the two primary commercial radio groups in Lincoln; Alpha Media and Broadcast House. He explained the Alpha Media proposal is to air LPSNRD ads during one week each month on all six Alpha Media stations, rotating to a different station each month. Ads would rotate through the six stations two times over the next year, ending in October 2019, reaching a variety of audiences.

The Broadcast House proposal, Mascoe explained, calls for LPSNRD ads to air on their two most powerful signals, Froggy 98 and B107.3. The Froggy 98 portion of the proposal is to air ads during one week in each of nine months. For 14 weeks during the summer, ads would air each week on Froggy. The B107.3 portion of the proposal calls for ads during one week of each month, through September 2019. The Broadcast House proposal also includes online display ads and ads on streamed programming.

Mascoe also said LPSNRD's radio advertising content follows the same scheduled campaign strategy used for print advertising and that the ads are written and produced on a monthly basis, keeping the content flexible.

It was moved by Steinkruger and seconded by DeKalb to recommend the LPSNRD Board approve two radio advertising proposals from Alpha Media (\$11,508) and from Broadcast House (\$12,951) at a cost not to exceed \$24,459. The vote was four "YES" and one "NO," with Aldridge voting "NO."

Mascoe also gave updates on TV ad production and an event being planned to celebrate the removal of Antelope Creek from the EPA's impaired waterways list. The celebration is being planned by several local agencies, including LPSNRD, for Friday, October 26th. More details will be announced later. He also gave a social media update, pointing out LPSNRD now has 900 followers on Instagram and 1350 LIKES on Facebook.

There being no further business, Chair Eagan adjourned the meeting at 6:50 PM.

MM/mm