



LOWER PLATTE SOUTH natural resources district

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Memorandum

Date: May 9, 2019
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee will meet at 6:30 PM, Wednesday, May 15 at the NRD office, just prior to the Board of Directors meeting. The only agenda item will be consideration of an agreement with Firespring for placement of our new television ads on channels 8 and 10/11 this summer. The Firespring proposal is attached.

By purchasing our television time through an agency like Firespring, the NRD saves approximately 15% in cost, as opposed to buying directly from the TV stations. Firespring employs a full-time media buyer who knows the market and knows how to work effectively on behalf of Firespring clients. Firespring also buys a lot of media time at bulk rates, so they are able to pass their savings along to clients.

Staff will ask the subcommittee to recommend approval of the proposed Firespring agreement to the Board of Directors.

MM/mm



Lower Platte South NRD

June 3 - August 4, 2019

A35-54

Budget: \$20,000



5/3/2019

9 Weeks of Television: 6/3, 6/10, 6/17, 6/24, 7/1, 7/8, 7/15, 7/22 and 7/29

Station	Programs	Community	Day	Spots	Cost	Flight
KLKN	see below	Lincoln	M-Su	168	\$10,000.00	June - August
KOLN	see below	Lincoln	M-Su	82	\$10,000.00	June - August
Total TV :					\$20,000.00	

KLKN includes: Good Morning America, Live with Kelly and Ryan; Midday News, 5p News, 10p News, 6p News Saturday, 530p News Sunday

KOLN includes: 6a News, 4p News, 5p News, Jeopardy Weekend, 6p News Saturday, 530p News Sunday, 10p News Sunday

You will reach 84.1% of your demographic (audience), with each person having the opportunity to see your message an average of 14.9 times.

Added Value Details:

KLKN: One news billboard for every three news purchased for a total of 35 billboards.

KOLN: You will receive a News or Weather Ticker as available. This consists of your logo at the bottom of the screen where the ticker runs, displaying the news headlines or forecast.

Lower Platte South NRD

A handwritten signature in black ink, appearing to read "Oli Kerpke".

Media Director, Firespring

Date

5/3/2019

Date

Media will be invoiced on a pre-billed basis. Payment is due 30 days after billing. Ultimate fiscal responsibility rests solely with the client. Firespring accepts fiscal responsibility only when payment has been received from client. If at any time the client is 60 days past due on media billing, Firespring will hold all further media placements until the client has met their financial responsibilities.