



LOWER PLATTE SOUTH natural resources district

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Agenda Item #11

Memorandum

Date: October 7, 2025
To: Lower Platte South Natural Resources District Board of Directors
From: Jodi Delozier, Communications Coordinator
Subject: Minutes for Information and Education Subcommittee Meeting

The Information and Education (I&E) Subcommittee met on Monday, October 6, 2025, at 5:30 PM, to take action on three items. Subcommittee members present were Susan Seacrest (Chair), Tom Green, Gary Aldridge, John Yoakum, Lisa Lewis, Suzanne Mealer, and Melissa Baker. Others in attendance included Board Chair Bob Andersen and staff members Jodi Delozier, Sam Elofson, and Dave Potter. I&E Subcommittee member Stephanie Matejka and staff member Adam Sutton were not present; however, a quorum was established.

The first agenda item involved consideration of a proposal for a Nebraska Public Media Campaign running from November 18, 2025, through June 30, 2026, in the amount of \$21,760. Director Aldridge expressed concern regarding the necessity of media advertising. Staff member Delozier responded to these concerns, providing clarification and justification. Director Baker inquired about the completion dates for advertising spots and requested an opportunity to review the finalized video content prior to the commencement of the campaign.

It was moved by Yoakum, seconded by Lewis, and approved by the I&E Subcommittee to recommend that the Board of Directors approve the Campaign Proposal for November 18, 2025, through June 30, 2026, in the amount of \$21,760 as presented by Nebraska Public Media and direct the General Manager to execute the contract as consistent with the terms of the proposal once it is presented.

Motion Passed: 6-1

- Voting in favor – Seacrest, Green, Yoakum, Lewis, Mealer, and Baker
- Voting against – Aldridge
- Absent - Matejka

The second agenda item involved consideration of a contract with LK Media for a radio campaign scheduled from November 3, 2025, through June 28, 2026, in the amount of \$25,000. Directors Green and Baker expressed interest in the content of the radio ads, along with their reach and cost in comparison to previous years. Delozier provided an overview of the campaign, highlighting the range of advertising spots and addressing their questions regarding cost and reach.

It was moved by Lewis, seconded by Yoakum, and approved by the I&E Subcommittee to recommend that the Board of Directors approve the LK Media agreement for a radio campaign, scheduled from November 3, 2025, through June 28, 2026, in the amount of \$25,000.

Motion Passed: 6-1

- Voting in favor – Seacrest, Green, Yoakum, Lewis, Mealer, and Baker
- Voting against – Aldridge
- Absent - Matejka

The third agenda item involved consideration of a Lincoln Journal Star contract for a campaign running from October 1, 2025, through June 25, 2026, in the amount of \$15,000. Directors Lewis and Baker asked how other NRDs utilize advertising, including the use of additional print outlets, and how their associated costs compare to previous years. Delozier confirmed that other NRDs, as well as the LPSNRD, make use of print, digital, and airtime advertising.

It was moved by Mealer, seconded by Green, and approved by the I&E Subcommittee to recommend that the Board of Directors approve the Lincoln Journal Star agreement for an advertising campaign running from October 1, 2025, through June 25, 2026, in the amount of \$15,000.

Motion Passed: 6-1

- Voting in favor – Seacrest, Green, Yoakum, Lewis, Mealer, and Baker
- Voting against – Aldridge
- Absent - Matejka

Delozier concluded the meeting with updates on the recent Windbreak Workshop and website progress.

There being no further business, Chair Seacrest adjourned the meeting at 5:55PM.

PC: I&E subcommittee file

Lower Platte South Natural Resources District and Nebraska Public Media

Partnering together to share Nebraska's Natural Resources



**Nebraska
Public Media**



NebraskaPublicMedia.org

We are Nebraska Public Media

What you see and hear on Nebraska Public Media is different from other broadcast stations, and it's what sets us apart from other media.

We are **non-commercial stations** governed by the FCC. The goal of public media is to create and distribute content that is for, by and about Americans of diverse backgrounds. We also foster dialogue between the American people and the stations that serve them.

We present **extraordinary PBS, NPR and locally produced programming**. As Nebraska's storyteller, we encourage early learning and school readiness, reveal the secrets of science, turn the pages of history, explore significant issues, advance the arts, and help life-long learners age vitally.

Why is this important to the Lower Platte South NRD? From flood control to monitoring ground water to preserving nature trails, we provide a **unique, statewide platform** to educate and enlighten Nebraska's about our natural resources.

Why Partner with Us

- Statewide Network (*see next slide*)
- Award-Winning PBS, NPR and Nebraska Public Media programming
- Targeted Content
- Engaged, Influential, Culturally-Minded and Community-Minded viewers and listeners
- Brand Alignment with PBS & NPR - Halo Effect
- Uncluttered Environment

HALO EFFECT • NPR SPONSORS STAND OUT

NPR listeners are engaged with NPR content, with a stronger halo effect than commercial radio.

71%

Hold a more positive opinion of sponsors that support NPR

61%

Agree NPR is selective about companies that sponsor its programming

66%

Prefer to buy products or services from NPR sponsors

Source: Kantar/ Lightspeed Research, State of Sponsorship Survey, April 2020
% Agree or strongly agree among Morning Edition/All Things Considered weekly listeners, n=450

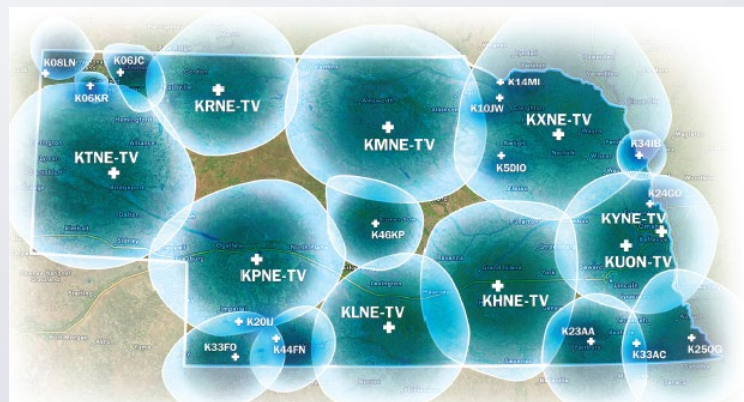
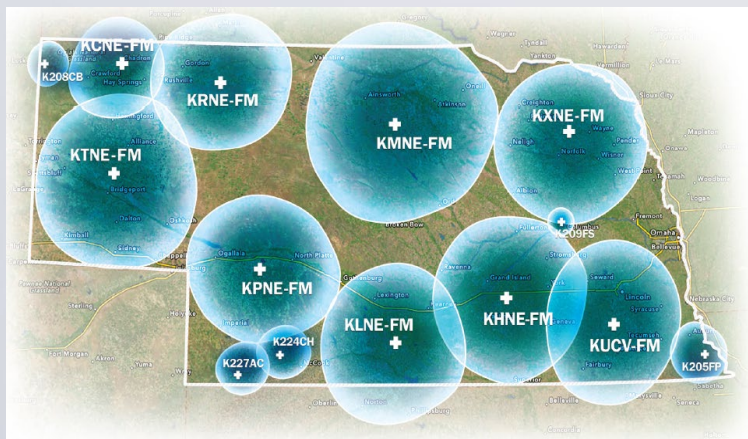
The Halo Effect:
Viewers attribute qualities like **excellence, integrity, innovation and concern for the community** to Nebraska Public Media and sponsors share our trusted reputation.

Our Statewide Network

Nebraska Public Media connects Nebraskans throughout the year with engaging educational Television, Radio and online programs. Nebraska Public Media efficiently serves each of Nebraska's 93 counties with (5) television stations, (2) radio channels, plus online and mobile content.

(5) Television Channels

- Nebraska Public Media
- WORLD
- Create
- PBS KIDS
- FNX (Native American)



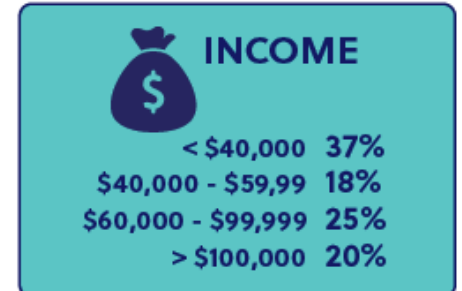
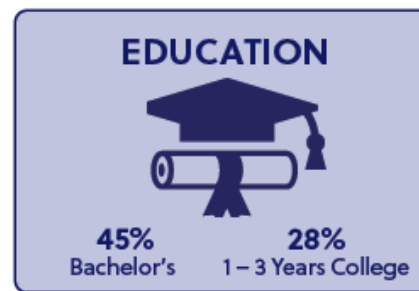
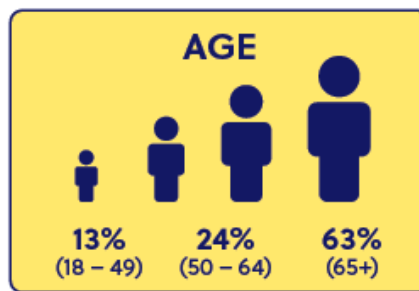
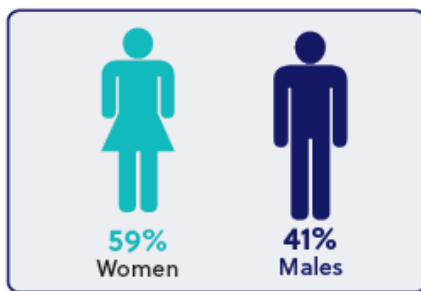
(2) Radio Channels

- News/Classical on FM & HD1
- News/Jazz on HD2

Our Viewers:

Television:

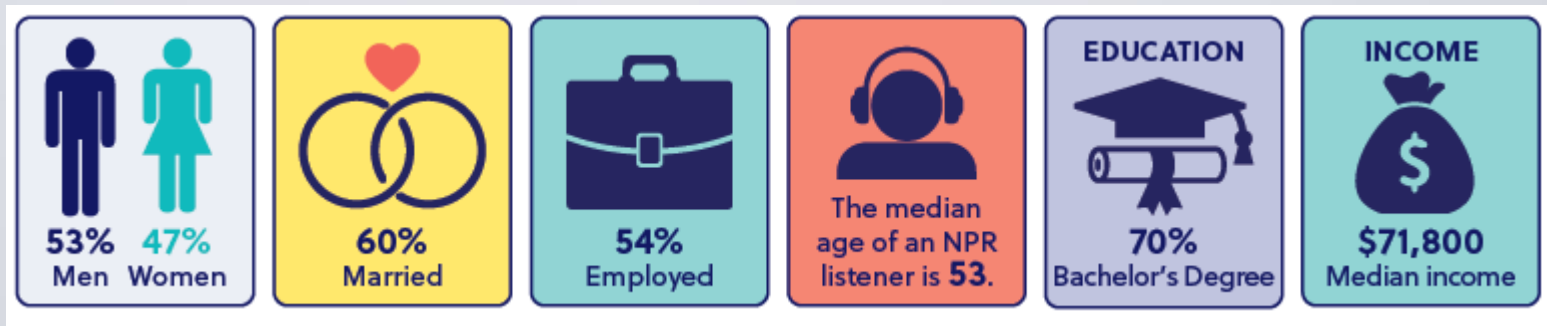
- Clever drama, science secrets, sweeping historical documentaries, arts, trusted news and smart local storytelling make our public programming uniquely different.
- 695,406 **WATCH** Nebraska public television **monthly**
(A not deduplicated aggregation of a one-year average trend for television)



Our Listeners

Radio:

- Our public radio listeners are distinguished by educational excellence and professional success. They are tech-savvy independent thinkers driven to learn more, travel more, be more involved in local communities, protect the environment, enjoy the arts, appreciate value and influence the world.
- 42,300 **LISTEN** to Nebraska public radio **monthly**
(A not deduplicated aggregation of a one-year average trend for radio)





Targeted Programing on Nebraska Public Media



**Nebraska
Public Media**



PBS



NebraskaPublicMedia.org

General Run-of-Site Digital Sponsorship

Includes: Mobile: 350x250

Desktop: 247x206 and 728x90

Rotating ad receiving 1/10th of run-of-site impressions

Approximately 37,500 monthly impressions

Watch Live & TV Schedule Digital Sponsorship

Includes: Mobile: 350x250

Desktop: 247x206 and 728x90

Approximately 54,000+ monthly impressions

- Our talented graphics team can help you create a professional, engaging tile by using your logo and/or look of your website.
- The digital sponsorships all have a click-through to your homepage.



*Example of 350 x 250 digital tile

Our high school sports coverage is more than just a presentation of athletic games. The competitions are a series of community events that connect your business to people across our entire state. Our partnership with the Nebraska State Activities Association (NSAA) results in sponsorship opportunities around high school championships. Plus, our partnership with the Nebraska Coaches Association allows us to create sponsorships around All-Star high school sports.

High School Sports Pre-Roll Sponsorship

Averaging 81,000+ streams per season (October-July, all events)
:10 pre-roll spot before digital stream of NSAA High School Championships

Available NSAA HS Championships for Pre-Roll (as of 9/8/25):

- Football
- Girls Bowling
- Boys Bowling
- Girls Basketball
- Boys Basketball
- Speech
- Girls Soccer
- Boys Soccer
- Baseball



PBS Video on Demand Sponsorship

:15 video preceding PBS programming streamed through PBS app or Passport (member benefit to library of on-demand PBS programming) on Connected TV, Mobile, Smartphone or Tablet.

128,286 Total Available Impressions

- January 5, 2026 – February 15, 2026, = 38,301 impressions
- March 16, 2026 – June 28, 2026 = 89,985 impressions



Backyard Farmer Sponsorship



Backyard Farmer has been dedicated for over 71 years helping viewers find solutions to lawn and garden questions. Every year from spring to fall, our panel of experts deals with topics from insect pests and disease, turf, and fruits and vegetables to landscape design and general horticulture topics.

Full Season (April through mid-September):

- (1) :30 TV spot around the program
- (24) episodes of “Backyard Farmer” one-hour show airing
- Thursdays at 7pm on Nebraska Public Media, plus repeats
- Features up to two remote broadcasts across the State of Nebraska
- Logo on Backyard Farmer page on NebraskaPublicMedia.org as a funder with click-through to your homepage

**Due to length of campaign, the sponsorship would be for a half season. If LPSNRD chooses to renew, we could add the second half to the new campaign beginning July 1, 2026.*



Market-to Market Sponsorship

For more than four decades, **Market to Market** has covered the issues affecting the more than \$1 trillion business of agriculture. Whether it's global trade conflicts, environmental controversies, changing technologies or emerging enterprises, our reporters make it their business to explain the issues faced by the nearly 60 million people who live and work in rural America. And Market to Market's team of experienced analysts has a long history of providing expert analysis of the major commodity markets and delivering insight into trends and strategies that help producers and processors cope with changing times.

- (1) :30 TV spot around program for 32 weeks
- Produced by Iowa PBS and airs on Nebraska Public Media Saturday mornings at 6:30am



PBS Newshour Sponsorship



PBS News Hour is co-anchored by Amna Nawaz and Geoff Bennett. It serves as public television's marquee news program and features the latest news, analysis, field reports from around the world, and live studio interviews and discussions. For nearly 50 years, millions have turned to the nightly broadcast for the solid, reliable reporting that has made News Hour the most objective and credible news programs on television.

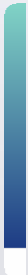
- (1) :30 TV spot per week around program for 28 weeks (removed 4 weeks due to station pledge drives)
- Monday – Friday, 6-7pm

PBS Kids Sponsorship

Sponsoring our PBS Kids content helps children build critical thinking skills in STEM areas, encourages literacy and helps imaginations and curiosity thrive. Focusing on early learning creates possibilities for every young Nebraskan – with improved education, workforce and life outcomes.

- (96) :30 PBS Kids TV spots (3 spots per week for 32 weeks)
- Monday – Friday, 6am-2pm





32 Week Campaign Proposal

November 18, 2025 - June 30, 2026



**Nebraska
Public Media**



NebraskaPublicMedia.org

Campaign Proposal

November 18, 2025 – June 30, 2026 (32 weeks)

A. Digital Sponsorship: \$11,730

- General Run-of-Site, \$2,810
- Watch Live & Television Schedule Pages, \$4,050
- Pre-Roll, \$2,300
- PBS Video on Demand, \$2,570

B. Backyard Farmer Sponsorship (Half Season), Thurs 7pm, April – June: \$3,250

- (1) :30 TV spot (12 new episodes plus repeats, full season runs through mid-September)

C. Market-to-Market Sponsorship, Sat 6:30am, mid-November -June: \$2,080

- (1) :30 TV spot per week around program for 32 weeks

D. PBS NewsHour Sponsorship, Mon 6-7pm, mid-November-June: \$1,820

- (1) :30 TV spot per week around PBS NewsHour for 28 weeks (4 weeks removed due to station pledge drives)

E. PBS Kids Sponsorship, Mon-Fri 6am-2pm, mid-November-June: \$2,880

- (96) :30 TV spots around PBS Kids Programming for 32 weeks

Campaign Investment: \$21,760

Questions?

Contact Abbie Sabata at 402-470-6397 or
asabata@NebraskaPublicMedia.org



**Nebraska
Public Media**



Lower Platte South NRD

Dates: November 3, 2025 - June 28, 2026

Demographic: A35-64

Investment: \$25,000.00

Impressions: 3,182,464

LK MEDIA

10/3/2025

Station	Stations	Community	Days	Impressions	Cost
Connoisseur Media	KTGL 92.9, KZKX 96.9, KFRX-HD2 103.3	Lincoln DMA	M-Sun	1,483,960	\$12,615.00
Broadcast House	KFGE 98.1, KLIN 1400	Lincoln DMA	M-Sun	1,698,504	\$12,385.00
Total Radio:				3,182,464	\$25,000.00

Connoisseur Media dayparts include: M-F 6a-10a, 10a-3p; Sat 10a-3p; M-Sa 6a-7p (Streaming); M-Su 6a-mid (added value)

Broadcast House dayparts include: M-F 6a-10a, 10a-3p; Sat-Sun 10a-3p; M-Su 6a-mid (Streaming); M-Su 530a-mid (added value)

You will reach 86% of your demographic (audience), with each person having the opportunity to hear a message an average of 20.1 times, for a total of 3,182,464 impressions.

Added Value Details

Connoisseur Media: For every two spots, you're getting a third free.

Broadcast House: 15% of paid schedule as added value.

Lower Platte South NRD



LK Media

Date

10/3/2025

Date

Media invoices will be sent to LK Media for verification post-run. LK Media will verify and/or reconcile within five (5) business days of receipt, then submit invoices to LPSNRD for payment according to invoice processing timelines.



ADVERTISING SERVICE AGREEMENT

Account Number

60000346

THIS AGREEMENT is made as of October 6, 2025 between Lee Enterprises, Incorporated d/b/a *Lincoln Journal Star*, the "Publisher", and *Lower Platte South NRD* the "Advertiser."

TERM This Agreement will begin October 1, 2025 and end on June 25, 2026.

VOLUME AGREEMENT The Advertiser will purchase at least \$15,000 of total advertising before the end of the term.

<u>Package</u>	<u>Investment</u>	<u>Details</u>
		<i>Monthly Advertising Plan: \$1670 budget monthly to include digital and print if ordered based on the following pricing:</i>
Run of Site digital ad impressions on journalstar.com	\$12 CPM	\$12 CPM digital banners 300x250; 970x250; 728x90; 320x50 ad sizes with click through URL (jpg or gif)
Quarter page Journal Star print Ads	\$200 each	Quarter page print ad 9.889 x 5" horizontal or 4.889 x 10" vertical 4-color CMYK pdf format ads – monthly schedule/qty tbd <i>May include ad or article information with "sponsored content" label.</i>
		Additional products/pricing that may be added at agreed upon discounted rates:
Facebook Boosted post on Journal Star page	\$250 each	Boosted Facebook post to 120K Journal Star followers. <i>Can be used for promoting events or other topics as requested. 1080x1080 with text and tag LPSNRD Facebook page.</i>
Email to Journal Star Promo list of 18,000	\$200	May be added to any monthly campaign

Additional Details:

Unless stated otherwise on the rate card or special program flyer for specific advertising, all advertising dollars apply towards fulfillment of contract with the exception of commercial printing and subscriptions.

This Advertising Agreement shall be subject to the Terms and Conditions set forth at www.lee.net.

The undersigned acknowledges that he/she has reviewed and agreed to the Terms and Conditions.

[PUBLISHER] AND [ADVERTISER] HAVE READ AND AGREE TO THIS AGREEMENT, THE TERMS AND CONDITIONS AND ANY ADDENDUM(S) REFERENCED ABOVE.

ACCEPTED:

CLIENT

Lincoln Journal Star

By: _____

By: _____

Lower Platte South NRD

Company Name

Print Name/Title

Jodi Delozier, Communications Coordinator
Point of Contact

Billing Address:

3125 Portia St

Lincoln, NE 68521

402-476-2729