



LOWER PLATTE SOUTH natural resources district

3125 Portia Street | P.O. Box 83581 • Lincoln, Nebraska 68501-3581 | P: 402.476.2729 • F: 402.476.6454 | www.lpsnrd.org

Memorandum

Date: September 18, 2019
To: Each Director
From: Paul D. Zillig, General Manager
Subject: Information & Education Subcommittee Meeting Minutes

The Information & Education Subcommittee met in the NRD Office at 6:00 p.m. on Tuesday, September 17, 2019. Subcommittee members present included Greg Osborn, Tom Green, Ray Stevens, Gary Aldridge, Vern Barrett, and Luke Peterson. Others present included Mike Mascoe and myself.

Chair Osborn opened the meeting and asked Mascoe to report on the two proposals we received to air NRD information on local radio stations. Mascoe reported that he received proposals from both Alpha Media and NRG Media. Mascoe referred to the September 12th Memo to the Board explaining the request and proposals received. Mascoe handed out a one page summary sheet on the two proposals (Alpha Media - \$14,760 and NRG Media - \$13,150).

The subcommittee discussed the proposals, the topics of this media campaign includes tree planting, stormwater awareness, water quality, go outside, water conservation, general NRD information, and conservation coach. The Subcommittee also discussed other advertising options and ideas.

It was moved by Stevens, seconded by Green, and approved by the Subcommittee, on a vote of 5- "yes" and 1- "no" (Aldridge), to **recommend the Board of Directors approve the radio advertising agreements with Alpha Media for \$14,760 and NRG Media for \$13,150 for advertising from October 1, 2019 thru September 30, 2020, at a cost not to exceed \$27,910, pending legal counsel review.**

There being no further business the meeting adjourned at 6:35 pm.

PDZ/pz

Encl. 1

cc: Steve Seglin & Corey Wasserburger

*The Lower Platte South Natural Resources District shall manage the land
and the water resources of the district for the common good of all people*

printed on
recycled paper



Alpha Media

- October 1, 2019 – September 30, 2020
- LPSNRD would receive 30 seconds of advertising (spots) on:
 - KFOR
 - 41 times during one week of each month
 - spots to run in staggered time slots to assure even distribution of spots during the day
 - KFRX
 - 41 times during one week of each month
 - spots to run in staggered time slots to assure even distribution of spots during the day
 - KZKX
 - 41 times during one week of each month
 - spots to run in staggered time slots to assure even distribution of spots during the day
- 123 spots per month (1,476/year) on these three stations
- Another 123 spots will run per month on the on-line streams of these three stations

NRG Media

- October 1, 2019 – September 30, 2020
- LPSNRD would receive 30 seconds of advertising (spots) on:
 - KFGE
 - 30 times during the first week of each month, for nine months; October-May plus Sept.
 - KFGE
 - 10 times per week for nine weeks in June, July & August
 - spots cover individual public use areas, such as Wildwood Lake, Homestead Trail, Whitehead Saline Wetland, etc.
 - Display ads on KFGE website
 - 900 ads during the nine weeks on the KFGE on-line stream
 - KLIN
 - 30 times during the third week of each month for nine months
- 1,530 ads total (broadcast and streaming) on the two stations



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Memorandum

Date: September 12, 2019

To: Information and Education Subcommittee

From: Mike Mascoe, Public Information Specialist

Subject: Radio Advertising Agreements

The I&E Subcommittee will meet Tuesday, September 17 at 6:00 PM at the NRD office. On the agenda will be two agreements for radio advertising, October 2019 – September 2020 (attached).

Staff will recommend the two following proposals:

A proposal from Alpha Media includes monthly advertising on three of their local stations: KFOR AM1240, KFRX FM106.3 and KZKX FM96.9. 123 thirty-second ads would run on these stations during one week of each month and another 123 ads would run on the on-line streams of these stations during one week of each month. This would be a different strategy than our current agreement, which has us rotating through all six Alpha Media stations twice during the year.

Advantages of the proposed agreement, compared to current:

- Proposed: 1,476 thirty-second spots will air during the year (not including the on-line streams).
Current: 308 spots will air by the end of the current agreement year (end of September)
- Proposed: total package cost = \$14,760
Current: total package cost = \$13,070
- Proposed: a year-round presence on three stations
Current: two months/year on six stations

The second proposal, from NRG Media, is similar to our current agreement with them, which has us on KFGE FM98.1 every month of the year. In addition, our current agreement has us on KBBK FM107.3, but the proposed agreement would put us on KLIN AM1400, instead.

- Proposed: total package cost = \$13,150 w/1,710 total spots
Current: total package cost = \$12,951 w/2,355 total spots

The total cost of the two packages, \$27,910, is less than the amount budgeted (\$28,000). The cost of airing a radio ad or “spot” varies proportionately, depending on the number of people listening, as determined

by rating agencies like Nielsen. A spot that airs during morning-drive time (when there are lots of listeners driving to work) will typically cost more than the same spot aired on the same station in the middle of the afternoon. What stations air our spots and when they air them is all part of the negotiating process and staff works to get the absolute best placements we can. Keeping the public informed about our activities in water conservation, forestry, flood management and more, is just as important as those activities themselves and we are fortunate to have a thriving, competitive radio market in the district as an outlet for that important information.

Bring questions & comments to the meeting on the 17th!

MM/mm



ALPHAMEDIA
LIVE . LOCAL . LINCOLN




BUSINESS TRENDS PROGRAM AGREEMENT

12 Month Campaign




- Radio Campaign period: 7/1/2019 through 6/28/2020.
- More than 50% off of our regular rates
- Media consultation and creative plan for 12 months.
- Production, copywriting and creative provided at no charge.
- All commercials are 30 seconds.
- Commercials run on assigned weeks: 1 week per month, per station.

(We reserve the right to move a portion of or the entire schedule to a different week without prior notice in order to give your business better placement.)

YOUR CHOICE OF:

Monthly Schedule				Total
M-Sa 5a-8p	10	10	10	30
M-Sa 6a-12a	10	10	10	30
Sa-Su 6a-Mid	6	6	6	18
M-Su Mid-Mid	15	15	15	45

- OR -

Monthly Schedule				Total
M-Sa 5a-8p	10	10	10	30
M-Sa 6a-12a	10	10	10	30
Sa-Su 6a-Mid	6	6	6	18
M-Su Mid-Mid	15	15	15	45

TOTAL OF 123 (30) second commercials per month

Plus 123 (30) second commercials per month on station's online streams

Your Investment:

\$1232 per month July 2019 - June 2020

An Additional Digital Opportunity

I would like to take advantage of the 33% discount on Digital Program offer:

Target Display: # Months _____ x \$900 (100,000 Impressions @ \$9 per 1,000) = _____.

Name of Business _____

Authorized Advertiser Signature _____

Date _____

Station Signature _____

Date _____

Subject to credit approval. After credit approval terms are net 30. Non-cancelable/non-transferable agreement. In the event of non-completion of agreement, station reserves the right to pro-rate the Advertiser for the unearned discount for the number of months in which the Business Trends program actually ran. Some or all of this program may be tax deductible. Consult your CPA or tax advisor. Station may require cash in advance.

Alpha Media • 3800 Cornhusker Hwy • Lincoln, NE 68504 • P 402.466.1234 • F 402.467.4095

Lower Platte South Natural Resources District

protecting lives, protecting property, protecting the future



Annual Campaign October 2019 – September 2020 Froggy 98.1FM Option 2

Part One - One Week Schedule on Froggy
First SBM week of every
month, 9 Months out of the Year
First SBM week every month.
Part One Investment: \$4950

Froggy 98.1FM
Mo-Su 5a-9p 10x
Mo-Su 9p-12m 10x
Mo-Su 12m-12m 10x

Part Two – Summer Plan on Froggy
Nine Week Summer Schedule
10 :30 second spots
3 months of display ads on
desktop, tablet and mobile.
4 months 300 :30 spots per month.
Part Two Investment: \$5,050

Summer
15 :30's / Wk
728x90 & 320x50
Display Ads
900 Streaming :30's

Part Three - One Week Schedule on KLIN
Third SBM week of every month,
9 Months out of the Year.
Part Three Investment: \$3,150

Froggy 98.1FM
Mo-Su 5a-9p 10x
Mo-Su 9p-12m 10x
Mo-Su 12m-12m 10x

KLIN

Your Total Annual Investment: \$13,150
Your Total Annual Commercials: 1710

Client Acceptance

Date



Based on availability at the time of confirmation – Contract is non-cancelable

Lisa Sorensen – Broadcast House Media 4343 O Street, Lincoln NE 68510 402-440-1228

This station does not discriminate in the sale of advertising time, and we will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying advertising airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.