



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 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



The only Spanish language station that delivers the largest reach for the Latino community. There is no syndicated programming on Lobo. We are the only Spanish language station that has LIVE local talent M-F 6am-7pm- which makes a connection to the Hispanic community like no other station in Omaha and Lincoln. No other Spanish language station reaches out to the community as much as Radio Lobo. We have more Facebook followers than any media in Nebraska and Western Iowa!



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Proposal for 2021 – 2022

Advertise 6 months out of the year with a \$5,000 yearly budget

October, April, May, June, July, August or April, May, June, July, August, September

Choose the 6 months that would work best for the audience you are targeting

18 -30 second commercials a month 6a -7p two 5a-mid for a total of 20 a month

Choose one day a week to air 5 ads each month

Such as 5 on Wednesdays

Free translation from English to Spanish

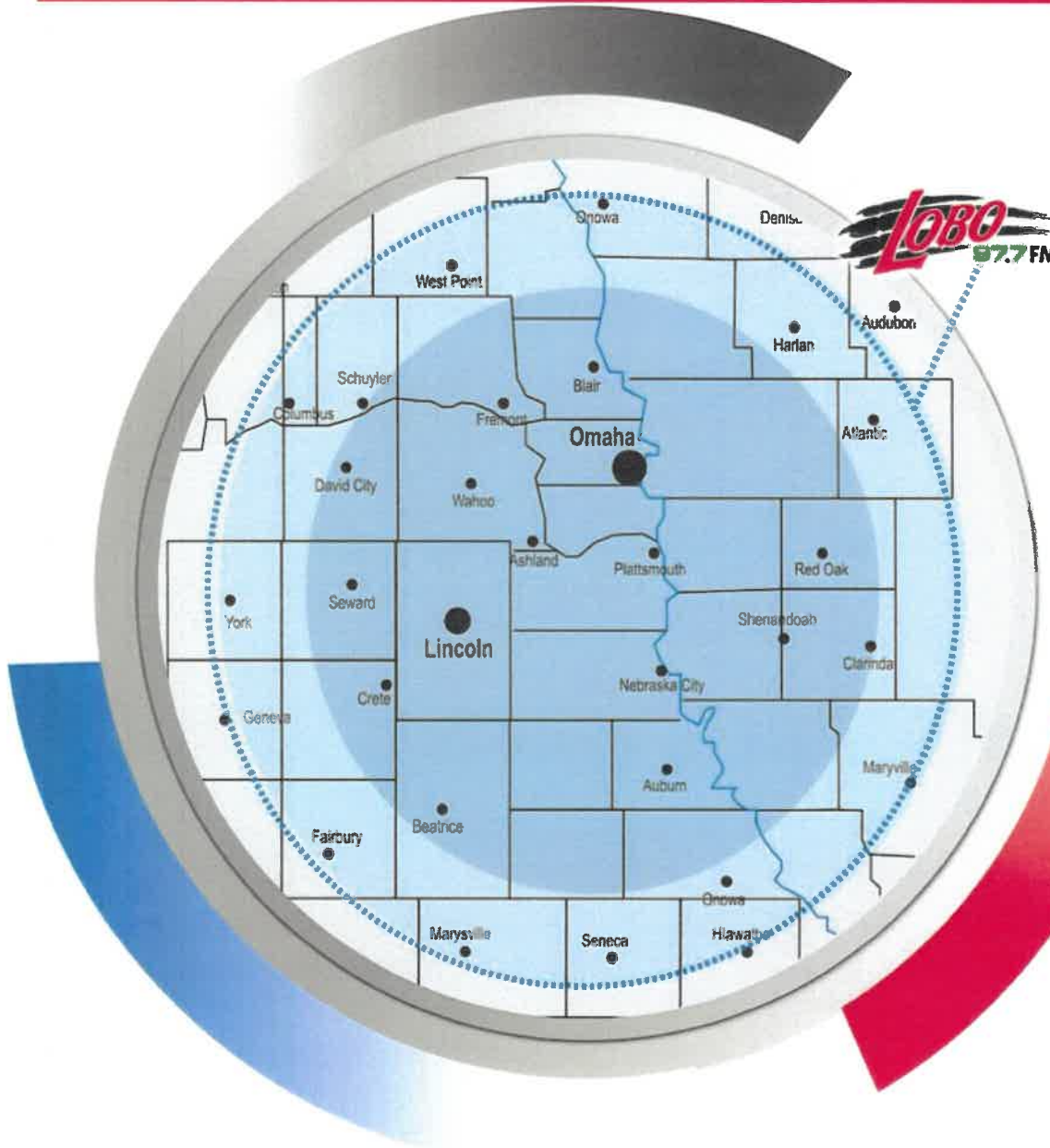
Investment \$5,000

Laurie Larsen
Account Executive
402-640-2147

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KBBX, RADIO LOBO 97.7FM is the **ONLY Spanish language station that covers 32 counties and reaches three states**



- Over the air on 97.7FM and streaming live online, KBBX is the only 100,000 watt radio station in a five-state region
- The Number One Spanish language station in Omaha and Lincoln in every daypart.
- The only Spanish language station that delivers the largest reach for the Latino community
- There is no syndicated programming on Lobo. We are the only Spanish language station that has LIVE local talent M-F 6am-7pm- which makes a connection to the Hispanic community like no other station in Omaha and Lincoln.
- No other Spanish language station reaches out to the community as much as Radio Lobo. we have more Facebook followers than any media in Nebraska and Western Iowa!



[TelemundoNebraska.com/Lobo977.com](https://www.facebook.com/TelemundoNebraska.com/Lobo977.com)



SMART TARGET BUSINESS TRENDS PROGRAM AGREEMENT

12 Month Campaign

- Radio Campaign period: 11/1/21-10/31/22.
- More than 30-70% off of our regular rates.
- Media consultation and creative plan for 12 months.
- Production, copywriting and creative are 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.)

Monthly Schedule	KFOR FM 103.3 • 1240 AM	LINCOLN'S SPORTS AUTHORITY ESPN (101.5FM • 1480AM)	106.3KFRX LINCOLN'S HIT MUSIC	On-air Total	KFOR FM 103.3 • 1240 AM LINCOLN'S SPORTS AUTHORITY ESPN (101.5FM • 1480AM) 106.3KFRX LINCOLN'S HIT MUSIC
	(12 months)	(9 Months)	(3 Months)		Month's on air
M-Sa 5a-8p	10	10	10	30	STREAM 41 Commercials per month each station
M-Sa 6a-12a	10	10	10	30	
Sa-Su 6a-Mid	6	6	6	18	
M-Su Mid-Mid	15	15	15	45	

Your Investment:

\$958.34 per month - November 2021 - October 2022

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

CONTRACT AGREEMENT

1. For purposes of this contract, the Radio Station(s) and/or Alpha Media shall be referred to hereafter as the "Company" and party seeking advertisement shall be "Advertiser" hereafter.
2. This offer becomes a binding contract only upon acceptance by the Company.
3. Invoices shall be rendered monthly and shall be due and unless otherwise agreed to in writing, payable within thirty (30) days from the date of invoice. If payments are not received within 30 days of the invoice date, interest shall accrue at 18% per annum. The Company's extension of credit is subject to the Company's prior written approval following submission of a complete credit application. Agency and Advertiser hereby represent that the information contained on and submitted with such application is correct and complete. Acceptance or broadcast of advertising does not constitute an agreement to extend credit. The extension of credit is at the sole and absolute discretion of the Company, and the Company may require additional information and references. The Company may revoke or cancel credit at any time.
4. Upon any event of default by Advertiser, Advertiser shall be liable for collection costs, attorneys' fees and court costs required to enforce the Company's' rights under this contract.
5. Contract subject to termination by either party upon fourteen (14) days prior written notice, provided however, that such termination shall not affect any right or remedy existing hereunder before such termination. This does not apply to contracts marked as non-cancelable at the time of signature.
6. Political, entertainment, festivals, trade shows, bar and nightclub advertising must be paid in advance. Payment must be made by check and funds must clear before the schedule airs.
7. The Company will make every effort to run advertising according to the dates and times contracted for, however, occasionally circumstances arise which are out of the Company's control, and therefore the Company reserves the right to "make good" missed announcements on other dates and times as close to the originally scheduled dates and times as possible. All barter/trade schedules are pre-emptible.
8. Under no circumstances will the Company issue cash credits for announcements run outside the parameters of the contract. If errors occur in scheduling, the Company will "make good" any such announcements in either the existing contract or the next one placed by Advertiser. "Make goods" will be indicated as a no charge announcement on the next invoice following the airing of said "make goods".
9. Advertiser shall hold Company and its agents, employees and officers, harmless against liability for libel, slander, illegal competition or trade practice, infringement of trademarks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights resulting from the broadcasting of advertisement herein provided in the form furnished or approved by Advertiser. Advertiser warrants that all advertising copy submitted to the Company will truly represent the product or services advertised and will be free of false claims or assertions.
10. The Company does not discriminate in the acceptance or placement of advertising on the basis of race, gender or ethnicity. Any order for advertising or advertising contract which includes any restriction in the placement of the advertising based on race, gender or ethnicity will not be accepted.
11. Should it be necessary for the Company to use an outside collection agency, Advertiser agrees to pay all collections fees, court cost and legal fees. There will be a fee for any returned checks.
12. Any claims by the Advertiser are to be made within 10 days of receipt of the Company's invoice.
13. Advertiser warrants that any commercials provided will comply with all laws and to indemnify the Company, broadcaster or network.
14. The Company may, in its sole discretion, choose not air commercials that are deemed inappropriate, violent, or technically poor.
15. If for any cause beyond reasonable control of the Company there is an interruption or omission of audio and/or video broadcasting of the material or program provided by Agency or Advertiser pursuant to this agreement to this Agreement, due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes or any other cause, including but not limited to, mechanical or electronic breakdowns, the Company will substitute a time period to "make good" the broadcast of the material as prescribed in Items 7 and 8 above.

Approval:

The Advertiser accepts and approves the attached plan to run. The Company is authorized to execute the plan and the Advertiser accepts responsibility for payment.

Advertiser Signature

Title

Date



Annual Campaign
October 2021 – September 2022
Froggy 98 / B107.3 / 1400 KLIN
Option 2

Part One - One Week Schedule on Froggy
First SBM week of every
month, 12 Months out of the Year
First SBM week every month.
100 Spots on Froggy Stream per Month
Part One Investment: \$5952

Froggy 98.1FM
Mo-Su 5a-8p 10x
Mo-Su 8p-12m 12x
Mo-Su 12m-12m 10x
Streaming 100x

Part Two – One Week Schedule on B107.3
Second SBM week of every month,
12 Months out of the Year.
Part Three Investment: \$3168

B107.3 FM
Mo-Fri 5a-8p 8x
Mo-Fro 8p-12m 8x
Sa-Su 6a-12m 8x
Mo-Su 12m-12m 6x

Part Three - One Week Schedule on KLIN
Third SBM week of every month,
12 Months out of the Year.
Part Three Investment: \$2375

KLIN1400
Mo-Fri 5a-8p 10x
Mo-Fro 8p-12m 8x
Sa-Su 6a-12m 8x
Mo-Su 12m-12m 6x

Your Total Annual Investment: \$11,495
Your Total Annual Commercials: 1,128

Client Acceptance



Date

