



## 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](http://www.lpsnrd.org)

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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 26<sup>th</sup>. 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

# Lower Platte South Natural Resources District

*protecting lives, protecting property, protecting the future*



## Annual Campaign October 2018 – September 2019 Froggy 98.1FM & B017.3FM Option 2

**Part One -** One Week Schedule on Froggy  
First SBM week of every month  
9 Months out of the Year  
Part One Investment: \$4455

**Froggy 98.1FM**  
Mo-Su 5a-9p 15x  
Mo-Su 9p-12m 15x  
Mo-Su 12m-12m 15x

**Part Two -** One Week Schedule on B107.3  
Third SBM week every month  
Twelve Months out of the Year  
Part Two Investment: \$4656

**B107.3FM**  
Mo-Fr 5a-9p 12x  
Mo-Fr 9p-12m 10x  
Sa-Su 6a-12m 8x  
Mo-Su 12m-12m 15x

**Part Three – Summer Plan Froggy**  
Fourteen Week Summer Schedule  
15 :30 second spots per week  
4 months display ads on desktop,  
tablet and mobile.  
3 months 300 :30 spots per month.  
Part Three Investment: \$3840

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

**Your Total Annual Investment: \$12,951**  
**Your Total Annual Commercials: 2355**

Client Acceptance

Date



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

Lisa Sorensen – Broadcast House Media4343 O Street, Lincoln NE 68510 402-440-1228

[www.wmva.com](http://www.wmva.com)

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 broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions as to which advertising or promotional categories on the basis of race, gender, national origin or ancestry.

October						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
November						
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
December						
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
January						
M	T	W	Th	F	Sa	Su
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
February						
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
March						
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
April						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
May						
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
June						
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
July						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
August						
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
September						
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



**Advertising Proposal for Lower Platte South Natural Resources District**

**Presented by Charlie Brogan, Alpha Media, Lincoln -- September 11, 2018**

- 1.) **Period covered:** 10/11/18 – 10/10/19
- 2.) **Budget:** \$13,000
- 3.) **Goal:** Each month, to reach the regular audience of one radio station Alpha operates in Lincoln with an advertising message.
- 4.) **Benefits to NRD:**
  - Public education
  - Build familiarity with NRD facilities such as lakes and trails
  - Create appreciation for uses of tax dollars for ongoing projects: Flood control, water quality, storm water management, etc.
  - Increase support for high profile NRD initiatives. (ie. Antelope Valley, Dead Man’s Run)
  - Raise awareness of the general need to conserve natural resources.
- 5.) **Strategy:**
  - Broadcast a week-long schedule of commercials on one Alpha station each month
  - Use Ad copy reflecting one of the target themes that month (ie Tree planting, water quality, etc.)
  - Weekly commercial frequency high enough to insure comprehension by regular listeners.
  - Cycle through the six stations in order, twice, during the 12 month contract period.
  - NRD staff to instruct Alpha on station and subject for each month.
- 6.) **Investment:** \$500-\$1,500 per month, varying each month with station used, but not exceeding total annual budget.
- 7.) **Station by Station Schedule Details:**
  - *KFOR – 28 (30 second) commercials in a week @\$39 each.....\$1,092 per weekly schedule*
  - *KFRX – 21 (30 second) commercials in a week @\$71 each.....\$1,491 per weekly schedule*
  - *KIBZ – 22 (30 second) commercials in a week \$43 each.....\$946 per weekly schedule*
  - *KLMS – 38 (30 second) commercials in a week @\$14 each.....\$532 per weekly schedule*
  - *KTGL – 23 (30 second) commercials in a week @\$54 each.....\$1,242 per weekly schedule*
  - *KZKX – 22 (30 second) commercials in a week @\$56 each.....\$1,232 per weekly schedule*

The price of a commercial on a radio station is adjusted upward or downward to produce a uniform "cost per thousand listeners reached" by each commercial. The number of commercials per week in each schedule is the number of commercials needed for each regular listener to hear the message three times in that week.

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LPSNRD Approval

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Date

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Alpha Media

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Date