



LOWER PLATTE SOUTH natural resources district

3125 Portia Street | P.O. Box 83581 • Lincoln, Nebraska 68501-3581
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Agenda Item #12

Memorandum

Date: December 7, 2022
To: Each Director
From: Adam Sutton, Environmental Educator
Subject: I&E Subcommittee Meeting Minutes

The Information and Education Subcommittee met via Zoom, at 12:00 pm Tuesday, December 6th, 2022. Subcommittee members present were John Yoakum (Chair), Susan Seacrest, Vern Barrett, Lisa Lewis, Ray Stevens, Ken Vogel, and Christine Lamberty. Others present included Paul Zillig, McKenzie Barry, Parker Robinson, and Adam Sutton.

Before the meeting, McKenzie Barry updated the subcommittee about a few I&E related topics. The 2023 NARD Calendars have arrived; LPSNRD's participation in the Walk to Unlock Nebraska (W2UN) program. This includes two newly produced videos featuring Marsh Wren Saline Wetland and MoPac East Trail and development of a MoPac East scavenger hunt that will be used on the W2UN website. Also, the LPSNRD staff has started the process of organizing a Test Your Well Night event in the Denton, Sprague, Martell area of the district.

Chair Yoakum was unavailable at the beginning of the meeting, so Lisa Lewis called the meeting to order at 12:07. Chair Yoakum joined the meeting later. On the agenda was consideration of an agreement with Firespring for traditional broadcast TV and connected TV (CTV) programming for educational announcements.

Robinson explained how the NRD has worked with Firespring for a number of years and has been pleased with the work they do. This year's proposal is similar to the previous contracts with Firespring, with addition of airing the videos on CTV. Robinson then explained CTV and some of the streaming services with commercials it might include. Many people now watch shows on streaming services such as Hulu or Amazon Prime.

Robinson and Barry then shared the 30 second Conservation Coach videos that would be utilized with this contract are the ones that focus on trees, soil conservation/BMPs and NRD recreation areas. These will be scheduled to air between February and mid-May 2023, and will run in tandem with corresponding radio ads, print ads and social media

It was moved by Director Seacrest, seconded by Director Stevens, and unanimously approved to recommend the board of directors approve the television and CTV agreement from Firespring for educational announcements, not to exceed \$25,000, pending review by legal counsel.

There being no further business, the meeting was adjourned by Lisa Lewis at 12:20 pm.



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Memorandum

Date: December 1, 2022
To: I&E Subcommittee
From: Parker Robinson, Public Communications Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee will meet via Zoom at 12:00 PM, December 6, 2022. On the agenda will be staff's recommended agreement with Firespring for placement of educational announcements on traditional broadcast TV and connected TV (CTV). As in previous years, traditional broadcast TV channels will include KLKN Ch8 and KOLN Ch11. These will begin airing in February and continue into early May, as listed in the proposal. The Firespring proposal is attached and includes a schedule summary and breakdown of airtime on each station.

New in this year's proposal is CTV placement. CTV includes a variety of "smart" streaming systems, such as Smart TVs, Amazon Fire Stick, Apple TV, Roku, Chromecast, and gaming consoles. The CTV systems allow us to focus our videos to devices in LPSNRD specific zip codes, focusing the dollars spent towards district constituents. The CTV educational announcements will be placed symmetrically with the traditional broadcast TV placements. So whatever video is running on traditional broadcast TV, the same one will be running during the same time frame on CTV.

The educational videos we plan to use for this campaign are the newest Conservation Coach series. These videos focus on our Conservation Forestry Program; soil health and BMPs; and our recreation areas. The TV educational announcements will also air in conjunction with radio ads and short social media videos that feature the Conservation Coach on the same topics mentioned above. It is a coordinated outreach awareness campaign.

The NRD has been working with Firespring for a number of years to schedule airtime on TV stations. Firespring facilitates the process, coordinating with multiple vendors and developing a single plan that works consistently across the networks. The agency also has access to bulk rates (at a discounted price), with a multitude of clients, that the district would not have access to otherwise.

Funds have been budgeted for both the traditional broadcast TV and CTV placements as proposed in this contract.

Staff recommends consideration to approve the attached contract for \$25,000 with Firespring for the traditional broadcast TV and CTV programming, pending review by legal counsel.

PR



Lower Platte South NRD

Dates: February 13, 2023 - May 7, 2023 (flighted)

Demographic: A35-64

Budget: \$25,000

Impressions: 3,430,604

11/30/2022

BROADCAST TV - KLKN/KOLN

Flighted Schedule: 2/13 - 2/26 (Soil Health); 3/13 - 3/26 (Recreation); 4/24 - 5/7 (Trees)

Station	Programs	Communities	Day	Impressions	Cost	Flight
KLKN Ch8 (ABC)	see below	Lincoln DMA	M-Sun	2,032,348	\$10,090.00	6 weeks
KOLN Ch11 (CBS)	see below	Lincoln DMA	M-Sun	1,255,399	\$9,910.00	6 weeks
Total TV:				3,287,747	\$20,000.00	

KLKN includes: AM News, Good Morning America, Midday News, 5p News, GMA Sunday, 530p News Sunday, 10p News Sunday

KOLN includes: CBS This Morning, 5p News, 6p News Saturday, Wheel of Fortune Saturday, NCAA Basketball, 10p News Saturday

You will reach 91.3% of your demographic (audience), with each person having the opportunity to see your message an average of 14.3 times.

Added Value Details:

KLKN: One news billboard for every three news purchased for a total of 44 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.

CTV

Flighted Schedule: 2/13 - 2/26 (Soil Health); 3/13 - 3/26 (Recreation); 4/24 - 5/7 (Trees)

Placement	Networks	Communities	Day	Impressions	Cost	Flight
CTV	see below	61 zip codes	M-Sun	142,857	\$5,000.00	6 weeks
Total CTV:					\$5,000.00	

Soil Health, Recreation, and Seedling Trees will run as noted within News and Entertainment programming across 450+ premium networks targeted to the demographic, such as HGTV, the Outdoor Channel, The Weather Channel, Magnolia Network, Roku, CNN, Disney, ESPN, Discovery, NFL, CBS, Fox, Samsung, LG, etc.

Lower Platte South NRD

VP of Media, Firespring

Date

11/30/2022

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.

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