



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: May 15, 2023
To: Board of Directors
From: Parker Robinson, Public Communications Specialist
Subject: 2023 NAGC Conference

The National Association of Government of Communicators (NAGC) held their annual conference April 18-20 in Portland, Oregon and I had the opportunity to attend. This was the first time that a LPSNRD representative has attended this particular conference. NAGC welcomes federal, state, local, special district, tribal, and military government communicators, and contractors to attend a variety of comprehensive educational sessions.

The sessions which I attended focused primarily on crisis communications, strategic messaging, and methods to reach a wide-ranging audience.

Many of the industry experts presenting discussed the development of a crisis communications plan. Presenters used a number of real-world case studies where plans mitigated issues and helped the agencies effectively communicate vital messages in the face of emergencies. The development of these plans streamlines decision making in times of crisis and increases the success of the messages trying to be conveyed to the audiences.

An advanced workshop with professionals from Hattaway Communications provided an extensive presentation on crafting messaging in a manner that is supported by cognitive science. The presentations provided methods for creating unique compelling narratives to bring awareness, change attitudes, or inspire action. Both the Hattaway presentation as well as many others discussed methods for using effective language and limiting the use of jargon to better reach the audiences.

Several presentations and panels discussed methods to deliver messages to audiences with a diverse range of demographics. Strategies for doing this were centered around two parts-channels and language. Wide ranges of age can be difficult to communicate to in one channel, as such many of the recommended methods focused on an omni-channel approach. Also adjusting the language used across those channels can increase effectiveness in delivering a

message. This includes generational language but also being respectful of the diverse cultures that can make up an audience. This tailoring can produce an important connection to individuals across an audience.

The insights and resources provided in the sessions and through dialogue with other communication professionals are valuable. With this information, we will continue to evaluate ways to adapt and improve our communication efforts.

NATURAL RESOURCES CONSERVATION SERVICE (NRCS)

DISTRICT CONSERVATIONIST'S MONTHLY REPORT

5/15/2023

PERSONNEL/OFFICE

- LPSNRD Resource Technician Vacancy (Lincoln Field Office) – Position has been filled. Sean Loken started 5/15/23.
- LPSNRD Resource Technician Vacancy (Weeping Water Field Office) – Position has been filled. Lesli Lair started 5/8/23.
- The Lancaster and Cass County Service Centers are under normal operations.

LPSNRD LAND TREATMENT

- Although drought conditions have impacted the installation of structural practices across the district during the fall of 2022 and spring of 2023, the recent precipitation has allowed more jobs to be released.
- Staff are completing site visits to certify LPSNRD program cover crops have been terminated and are beginning to process paperwork for payment.
- The LPSNRD currently has the following land treatment cost-share program applications:
 - Lancaster County
 - 19 Fall Structural Applications – 6 Completed Projects (1 paid)
 - 6 Summer Structural Applications – 2 Completed Projects
 - 36 Cover Crop Applications – staff will certify cover crops as they are terminated over the coming weeks
 - Cass County
 - 37 Fall Structural Applications – 6 Completed Projects (3 paid)
 - 4 Summer Structural Applications
 - 4 Cover Crop Applications – staff are currently certifying cover crops as they are terminated

USDA PROGRAMS

- Planning staff are wrapping up contracting for preapproved Environmental Quality Incentives Program (EQIP) applications.
- Planning staff are planning/contracting preapproved Conservation Stewardship Program (CSP) applications.
- Planning staff are assessing/ranking EQIP-Inflation Reduction Act applications.
- Staff are conducting annual HEL/WC Compliance Reviews.

UPCOMING EVENTS

- May 26th – CRP Grasslands Sign-up Deadline

Tom Cowan – District Conservationist