



## LOWER PLATTE SOUTH natural resources district

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### Memorandum

**Date:** October 14, 2021  
**To:** All Directors  
**From:** Mike Mascoe, Public Information Specialist  
**Subject:** Information & Education Subcommittee Minutes

The I&E Subcommittee met via Zoom at 4:30 PM on Wednesday, October 13, 2021. The entire subcommittee was present: Chair Dave Landis, Vern Barrett, Tom Green, Christine Lamberty, Susan Seacrest, Ray Stevens, Ken Vogel and John Yoakum. Board Chair Deborah Eagan was also present. Staff members present were Paul Zillig, David Potter, McKenzie Barry, Parker Robinson, Adam Sutton and Mike Mascoe. Adam Kroft, of Red Thread, also attended.

Chair Landis called the meeting to order. Vern Barrett had technical problems and could not be heard, but he could hear everyone else. Chair Landis suggested Barrett vote using the Zoom chat feature and Barrett's vote(s) may, then, be included on-record, pending consideration by legal counsel. Legal counsel told staff the following morning a Zoom chat vote is acceptable, "so long as there is not a quorum of the Board present." A quorum of the Board was not present.

Barry introduced and the subcommittee welcomed new Social Media Strategist Parker Robinson, who had begun work three weeks ago.

Barry, then, introduced Kroft, who showed three new :30 second educational announcements produced by Red Thread and designed for television. All three featured the Conservation Coach and his younger brother and were well-received by the subcommittee. Kroft also answered questions from the subcommittee. The topics of the announcements; forestry, soil health and recreation; were discussed and selected by the I&E Subcommittee two years ago. Chair Landis suggested staff utilize a similar procedure involving the subcommittee early in the next production process.

The subcommittee considered an agreement with Firespring for placement of the three new announcements on Lincoln television channels 8 and 10/11. These would begin airing later this month and continue at various times through early-June 2022, as listed in the attached proposal. Mascoe explained the television announcements are one part of a three-pronged campaign featuring the Conservation Coach that will also include social media and radio to increase awareness of our forestry,

soil health and recreation programs and projects. Mascoe said by purchasing our television time through an agency like Firespring, the NRD saves approximately 15% in cost, as opposed to buying directly from the TV stations. Firespring employs a full-time media buyer who knows the market and knows how to work effectively on behalf of Firespring clients. Firespring also buys large amounts of media time at bulk rates, so they are able to pass their savings along to clients. **It was moved by Stevens, seconded by Yoakum and unanimously approved (including Barrett's vote via Zoom chat) the I&E Subcommittee recommend the Board of Directors approve a television campaign agreement from Firespring for airing of Conservation Coach announcements featuring forestry, soil health and recreation programs and projects, not to exceed \$30,000.**

There being no further business, Chair Landis adjourned the meeting at 4:58 PM.

MM/mm

## Lower Platte South NRD

Dates: October 25, 2021 - June 5, 2022 (flighted)

Demographic: A35-64

Budget: \$30,000



10/8/2021

**Flighted Schedule: 10/25 - 11/7 (Soil Health); 11/8 - 11/21 and 2/14 - 2/27 (Seedling Tree); 4/18 - 5/1 and 5/23 - 6/5 (Recreation Areas)**

Station	Programs	Community	Day	Spots	Cost	Flight
KLKN Ch8 (ABC)	see below	Lincoln	M-Sun	184	\$15,000.00	10 weeks
KOLN Ch11 (CBS)	see below	Lincoln	M-Sun	124	\$15,000.00	10 weeks
Total TV :					\$30,000.00	

**KLKN includes:** AM News, Good Morning America, Live with Kelly and Ryan; Midday News, 5p News, 6p News, Entertainment Tonight, 10p News, Sat Prime Time College Football, Sun This Week with George Stephanopoulos, 530p News Sunday, 10p News Sunday

**KOLN includes:** 6a News, CBS This Morning, Pure Nebraska, Price is Right, 5p News, CBS Sunday Morning, Face the Nation, Sunday College Basketball, 530p News Sunday

You will reach 88% of your demographic (audience), with each person having the opportunity to see your message an average of 12.7 times.

### Added Value Details:

**KLKN:** One news billboard for every three evening news purchased for a total of 17 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.

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Lower Platte South NRD

A handwritten signature in black ink that reads "Oli Koufke".

VP of Media, Firespring

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Date

10/8/2021

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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