



LOWER PLATTE SOUTH natural resources district

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Memorandum

Date: September 13, 2022
To: Each Director
From: Adam Sutton, Environmental Educator
Subject: I&E Subcommittee Meeting Minutes

The Information and Education Subcommittee met at 4:30pm Monday, September 12th, 2022. Subcommittee members present were John Yoakum (Chair), Susan Seacrest, Vern Barrett, Tom Green, Lisa Lewis, Ray Stevens, Ken Vogel and Christine Lamberty. Others present included Paul Zillig, David Potter, McKenzie Barry, Adam Sutton, and Parker Robinson.

Chair Yoakum called the meeting to order at 4:30. On the agenda was consideration of three annual radio contracts to provide District information with Alpha Media, Broadcast House and Radio Lobo.

Radio is an important part of the District's mix of methods in distributing information to a wide range of demographics. The NRD currently has contracts with Alpha Media, Broadcast House and Radio Lobo and the contracts are set to expire at the end of September.

Parker explained Alpha Media's airtime proposal which includes the same amount of programming, as well as 41 streams on each station per month on KFOR (103.3), ESPN Lincoln (101.5) and 106.3 KFRX. There is a slight price change due to inflation. He also listed the main demographics who listen to the stations listed above. The demographics and specific contracts are included in the attached background information.

It was moved by Director Stevens, seconded by Director Seacrest, and unanimously approved to recommend the Board of Directors approve a one year radio contract to provide District information totaling \$11,979 with Alpha Media, pending review by legal counsel.

Next on the agenda was subcommittee consideration to renew radio contract with Broadcast House. Parker explained the contract which includes advertising on KLIN (99.3), B107.3, and Froggy 98. Radio spots will be every month except November and December, due to audience factors and double the air time for March and mid-May through mid-June to timely emphasize NRD programs and areas. This contract also includes the Grow Lincoln sponsorship proposal, which is a talk radio show on KLIN covering local business and community leaders. This sponsorship includes an advertising spot during a Thursday morning segment and at least one interview, approximately 10 minutes, to highlight the District's efforts in various programs, projects and areas.

It was moved by Director Seacrest, seconded by Director Vogel, and unanimously approved to recommend the Board of Directors approve a one year radio contract to provide District information with Broadcast House, totaling \$13,304, pending review by legal counsel.

The last item on the agenda was the consideration of the radio contract with Radio Lobo. Parker explained the proposed contract with Radio Lobo is identical to the current contract that expires at the end of the month, with a slight price increase due to inflation. The expiring contract was the first Spanish language advertising coordinated by the District.

It was moved by Director Vogel, seconded by Director Green, and unanimously approved to recommend the Board of Directors approve a one year radio contract to provide District information with Radio Lobo, totaling \$5,200, pending review by legal counsel.

There being no further business, the meeting was adjourned by Chair Yoakum at 4:56pm.



Memorandum

Date: September 8, 2022
To: I&E Subcommittee
From: Parker Robinson, Public Communications Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee will meet Monday, September 12 at 4:30 pm. On the agenda will be staff's recommended proposals from three (3) local radio station groups, Alpha Media, Broadcast House, and Radio Lobo. Current contracts expire at the end of September (Alpha and Radio Lobo) and end of October (Broadcast House).

Radio is an important part of the district's marketing mix, distributing information to a wide range of demographics. Stations across the different groups have been selected to best fit the demographics of the district. Funds have been budgeted to continue this radio advertising, addition information below:

Alpha Media

Alpha Media's proposal (pages 3-4) includes airtime on KFOR (103.3), ESPN Lincoln (101.5), 106.3 KFRX. This year's agreement with Alpha includes the same amount of programming, including 41 streams on each station per month. A streaming ad runs for listeners on the app or online. There is a slight price change due to inflation costs. General demographic information for these stations follows

- KFOR: The audience is evenly split between men and women, with 78% being homeowners and over 60% being 55 years or older.
- ESPN Lincoln: The listenership of ESPN is heavily male, 78%. A significant portion, 72%, of the audience owns a home and no particular age group drastically stand out.
- 106.3 KFRX: This station's audience is 67% female and 63% of the audience are homeowners. The station's audience is on the younger side with over half being under 35.

Staff recommends consideration to approve the attached contract for \$11,979 with Alpha Media to continue radio advertisements, pending review by legal counsel.

Broadcast House

The proposal (pages 5-7) includes advertising on KLIN (99.3), B107.3, and Froggy98. Radio spots will be in all months except November and December, due to audience factors, and double on-air time for March and mid-May through mid-June. Emphasizing these months will timely emphasize programs and NRD areas. This agreement also includes 100 streaming spots on Froggy98 per month. Current demographic data for these stations include:

- KLIN: 85% of the station's listeners own a home and skew slightly toward more males, 63%. Nearly half of the audience is 65 or older. The programming has a dedicated audience with 23,900 adults tuning in weekly for an average of 5 hours.
- B107.3: The audience is comprised of 69% females and 65% of the total group are homeowners. 37% of the audience plan to perform a home or land improvement project in the next year.
- Froggy98: 69% of Froggy's audience is a homeowner and is evenly spread between the genders and across all age groups. The listenership is 3.1x more likely than the market average to be employed in agriculture, fishing, or forestry.

In addition, this year we are including the Grow Lincoln sponsorship proposal. Grow Lincoln is a show on KLIN covering local businesses and community leaders. This sponsorship includes an advertisement spot during a Thursday morning segment and at least one interview, approximately 10 minutes, which will be used to highlight the district's efforts in various programs, projects, and areas.

Staff recommends consideration to approve the attached contract for \$13,304 with Broadcast House to continue radio advertisements, pending review by legal counsel.

Radio Lobo

The proposed Radio Lobo contract (page 8) provides identical advertisement time to the current agreement which will be expiring at the end of September. The price has slightly changed due to inflation costs. The expiring contract was the first Spanish language advertising coordinated by the district.

Staff recommends consideration to approve the attached contract for \$5,200 with Radio Lobo to continue radio advertisements, pending review by legal counsel.

PR



SMART TARGET BUSINESS TRENDS PROGRAM AGREEMENT

12 Month Campaign

- Radio Campaign period: 11/1/22-10/31/23.
- 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)		Months 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:

\$998.22 per month - November 2022 - October 2023

Business/Agency

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 prorate 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.

Charlie Brogan- Alpha Media • 3800 Cornhusker Hwy • Lincoln, NE 68504 • P 402.325.7778 • M 402.432.3469
charlie.brogan@alphamediausa.com

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.
- 16.) The Company or its subcontractors shall not discriminate against any employee or applicant for employment, to be employed in the performance of this contract, with respect to their hire, tenure, terms, conditions, or privileges of employment, because of race, color, religion, age, sex, sexual orientation, gender identity, genetic information, national origin, disability, familial statues, veteran status, or marital status.

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 _____

Radio Schedule



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On-Air:

M-F 5a-8p 10x
M-F 8p-12m 8x
Sa-Su 6a-12m 10x
M-Su 12m-12m 6x
The above schedule
airs one week per
month

**Monthly
Commercials: 32**

On-Air:

M-F 5a-8p 12x
M-F 8p-12m 8x
Sa-Su 6a-12m 10x
M-Su 12m-12m 10x
The above schedule
airs one week per
month

**Monthly
Commercials: 30**

On-Air:

M-Su 5a-8p 10x
M-Su 8p-12m 12x
M-Su 12m-12m 10x
The above schedule
airs one week per
month

Online:

M-Su 6a-12m 75x
M-Su 12m-6a 25x

The above schedule is
approximate and airs
over the entire month

**Monthly
Commercials: 132**

BH ANNUAL 2022-2023

- Rotating weeks between Froggy 98, B107.3, & 1400 KLIN
 - (30 - 32) :30 commercials per station per month
 - (100) streaming spots per month on Froggy 98

Nov & Dec Schedule Moved to March & mid-May through mid-June. Will DOUBLE on-air & streaming spots those months.

Duration: Twelve Months
Total Radio Commercials: 1,128
Total Streaming Commercials: 1,200
Total Investment: \$11,904

Client Acceptance

Date



Broadcast House Media

4343 O Street, Lincoln NE 68510 402-475-4567

Net rates. While packages last. Production, copywriting and creative included.

Monthly invoice, NET 30 Day Terms, Subject to credit approval. Non-cancelable/non-transferable agreement.

Broadcast House reserves the right to move to a different week without prior notice in order to give business better rotation and delivery.
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 not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

GROW LINCOLN - THURSDAY SPONSORSHIP THURSDAYS IN 8AM HOUR

Grow Lincoln covers the latest local business happenings and highlights special guests each week. We encourage you to associate your business with Lincoln's business leaders who are "In The Know" by sponsoring this home-grown program.

The Thursday Morning Segment on KLIN airs every Thursday at approximately 8:10am. As a sponsor, you will receive a :30 second commercial to air between 8a-8:30a each Thursday, as well as sponsor mentions during the Saturday show.

Your Grow Lincoln – Thursday Sponsorship Includes:

- Business category exclusivity
- Sponsor mentions in Saturday program
- 1 :30 second commercial to air near the Thursday feature, 8a-8:30a
- Logo and link included on Grow Lincoln page on KLIN website
- One interview offered every six months during Saturday show



Monthly Investment: \$225 - \$275 *(pricing varies slightly, based on 4 or 5 week months)*

Choose Your Duration: **Six Months** Twelve Months

Client Acceptance

Date

October 2022 – September 2023 Plan

Modified BH Annual

- Rotating Froggy 98, 1400 KLIN & B107.3 One week a month (October, January – September)
 - Double weeks in March & mid-May to mid-June
- (100) Streaming Commercials on Froggy 98 per month (October, January – September)
- 1,128 On-Air & 1,200 Streaming Spots

Grow Lincoln Sponsorship

- 1400 KLIN Grow Lincoln Thursday Sponsorship – Six Month (January – June)
- Sponsor mentions, (1) :30 commercial near the Thursday feature on KLIN, Logo & Link on KLIN Grow Lincoln Page, (1) interview offered every six months

Your Total Investment: \$ \$13,304



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Client Acceptance

Date

These stations do 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 not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.



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 2023

Advertise 6 months out of the year with a \$5,200 yearly budget

April, May, June, July, August, September

5 messages on Friday's

26 Fridays April through September 130 ads 6a -7a

2023 rate on a thirty second for Radio lobo is \$40

Free translation from English to Spanish

Investment \$5,200

Manager: _____ **Date:** _____

The Company or its subcontractors shall not discriminate against any employee or applicant for employment, to be employed in the performance of this contract, with respect to their hire, tenure, terms, conditions, or privileges of employment, because of race, color, religion, age, sex, sexual orientation, gender identity, genetic information, national origin, disability, familial status, veteran status, or marital status.

Laurie Larsen
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