

NEBRASKA ASSOCIATION OF RESOURCES DISTRICTS

PUBLIC RELATIONS

Media Strategy, Marketing Plan, Moving Forward

Erika Hill

- Public Relations Director for NARD since 2014
- 10 Years of Media Experience
 - TV News Anchor, Lincoln, NE
 - TV News Reporter, Omaha, NE
 - TV News Reporter, Lincoln, NE



Media Strategy

The Nebraska Association of Resources Districts strives to develop trustworthy relationships with all media outlets in order to better inform the public and other organizations locally, state and nationwide of positive projects and accomplishments the 23 Natural Resources Districts are managing in order to conserve our natural resources and create a sustainable Nebraska.

- TV, Newspaper, Radio, Internet News, Website Enhancement
- Social Media, YouTube, Nebraska Educational Television (NET)
- Internal Communications
- Brochures/Booklets/Etc.

Media Success

- Press Conferences
- Press Releases
- Media and Senator Tours
- Radio – Paid and Earned
- Social Media
- Letters to the Editor
- Educational/Promotional Videos



Media Goals

- Front Page News
- More Social Media
 - Facebook
 - Twitter
 - Instagram
- Blogging
- National News Coverage
- Collaborate With Other Ag. Organizations in Media Efforts



For Immediate Release

April 20, 2016

Erika Hill, Public Relations Director, Nebraska Association of Resources Districts
Phone: (402) 471-7672 Cell: (402) 570-2283
Email: ehill@nrdnet.org

Cara Pesek, Public Relations Manager, Nebraska Game and Parks Commission
Phone: (402) 471-5565
cara.pesek@nebraska.gov

Governor Pete Ricketts Signs Bill into Law to Protect Niobrara River

LINCOLN -- On April 18th, Governor Pete Ricketts signed Legislative Bill (LB) 1038 into law furthering the process of protecting the flow of water in the Niobrara River.

LB1038, introduced by District 43 Senator Al Davis, allows for the transfer of the water rights associated with the Nebraska Public Power District's (NPPD) Spencer Dam to the Nebraska Game and Parks Commission (Commission) and the Niobrara River Basin Alliance (NRBA), which is made up of five Natural Resource Districts: Lower Niobrara, Middle Niobrara, Upper Elkhorn, Upper Loup and Upper Niobrara White.



For Immediate Release

March 9, 2016

Contact: Erika Hill, Public Relations Director

O: 402-471-7672

C: 402-570-2283

ehill@nrdnet.org

Longtime Natural Resources Leaders Elected to Higher Offices

(Lincoln, NE) - New officers were elected during the Nebraska Association of Resources Districts (NARD) Board meeting on March 7, 2016. Jim Bendfeldt from the Central Platte Natural Resources District (CPNRD) was elected as President of the association. Bendfeldt is a retired farmer/feeder from Kearney. He has been a member of the CPNRD Board for twelve years and served as Vice-President from 2014-16 and Secretary-Treasurer from 2012-14. In 2011, Bendfeldt was awarded the NARD Director of the Year. Currently, Bendfeldt also serves on the Platte River Recovery Implementation Program Board as a land acquisition member.

"I'm looking forward to serving as the President for the state association," said Jim Bendfeldt, President of the Nebraska Association of Resources Districts. "This provides a great opportunity to help protect the future of Nebraska's natural resources."

The NARD Board elected Larry Reynolds from Tri Basin NRD (TBNRD) as Vice-President. Reynolds has been a member of the TBNRD Board for 31 years and served in the United State Air Force for eight years and in the Nebraska Air National Guard for 18 years. Reynolds currently farms and helps manage a cow/calf operation near Lexington. Reynolds served as Secretary-Treasurer from 2014-16.

"It's been a privilege to serve in an organization that's the envy of the nation," said Larry Reynolds, Vice President of the Nebraska Association of Resources Districts.



Work Smart, Not Hard

- Work With Others Who Have Common Interests
- Currently Developing Statewide Public Relations Campaigns
 - Mission Statement
 - Goals
 - Economic Tie-In
 - Emotional Tie-In
 - Funding (if needed)
 - Governor Invite
- Nitrate Awareness Campaign
 - NARD, DEQ, DNR, FSA, Corn Board, Farm Bureau, Soybean Board, Nebraska Cattlemen, JEO Engineering, etc.
- Soil Erosion Campaign
 - NARD, DEQ, University of Nebraska, Farm Service Agency, Game and Parks Commission, etc.

HOW DO NITRATES GET INTO YOUR GROUNDWATER?

- FERTILIZER IS APPLIED TO THE LANDSCAPE**
SOMETIMES OVER-APPLIED
- PLANTS UTILIZE NITRATES FROM FERTILIZER TO GROW**
NITRATES ARE ESSENTIAL FOR PLANT GROWTH AND SURVIVAL
- EXCESS NITRATES HEAD FOR GROUNDWATER**
MOVE THROUGH SOIL WITH WATER
- NITRATES CONTAMINATE GROUNDWATER**
DRINKING WATER ABOVE 10 MG/L IS HARMFUL TO HUMANS
- WATER TREATMENT IS REQUIRED TO LOWER NITRATE LEVELS**
EXPENSIVE FOR TAXPAYERS

WWW.NRDNET.ORG

6 EASY WAYS TO BATTLE NITRATES IN YOUR GROUNDWATER IN NEBRASKA

WWW.NRDNET.ORG

- USE FERTILIZER CORRECTLY**
Follow recommended guidelines to use the proper amount of fertilizer. Look at the rate and timing of fertilizer applications.
- AVOID OVER-WATERING**
The amount of nitrate lost to leaching is related to the volume of water that moves past the root zone. Schedule irrigation events so the amount of water applied meets the plants' needs.
- USE COVER CROPS**
Help use up excess nitrates in the soil before they leach to groundwater by planting cover crops. They improve soil health, prevent soil erosion and conserve soil moisture.
- DECOMMISSION OLD WELLS**
Decommissioning old and abandoned wells helps eliminate a direct path for nitrates and other contaminants to get into the groundwater.
- MAINTAIN SEPTIC SYSTEMS**
Make sure to have your septic system inspected regularly and pumped periodically to avoid leaks into the soil and groundwater.

CALL YOUR NATURAL RESOURCES DISTRICT

Each Natural Resources District (NRD) has ways to help battle nitrate issues in the groundwater below your soil. You can find your local NRD at www.nrdnet.org

Social Media

Benefits

- Develops Relationship With Public
- Informs Public of News at Organization
- Starts a Conversation
- Immediate Clarification
- Helps Stop Rumors from Spreading
- Hootsuite.com



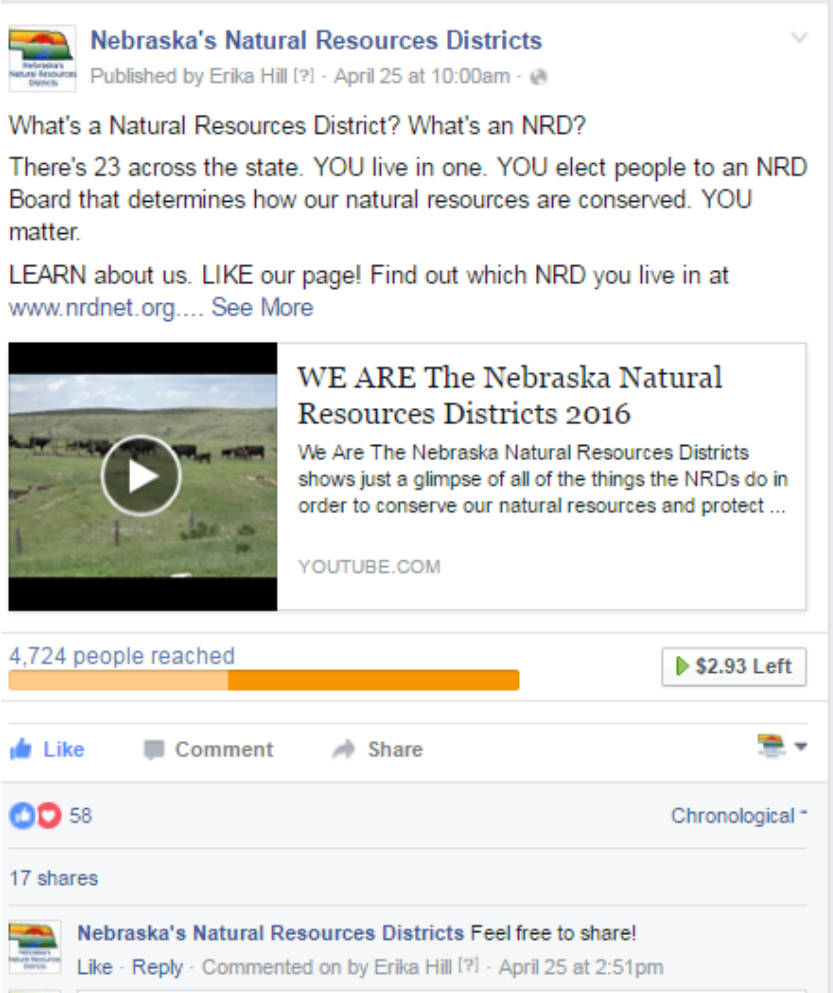
Advertising

- Inexpensive
- Target Specific Audience
- Review Results Immediately

Social Media Success

- **Papio Missouri River NRD Facebook Page**
- \$600 = (\$400 less than 1 Newspaper Ad)
- 2016 (500 to 2,800 followers)

- **Lower Platte South NRD Facebook Page**
- \$200
- March – May (400 to 817 followers)



Nebraska's Natural Resources Districts
Published by Erika Hill [?] · April 25 at 10:00am · 🌐

What's a Natural Resources District? What's an NRD?
There's 23 across the state. YOU live in one. YOU elect people to an NRD Board that determines how our natural resources are conserved. YOU matter.
LEARN about us. LIKE our page! Find out which NRD you live in at www.nrdnet.org.... See More

WE ARE The Nebraska Natural Resources Districts 2016
We Are The Nebraska Natural Resources Districts shows just a glimpse of all of the things the NRDs do in order to conserve our natural resources and protect ...
YOUTUBE.COM

4,724 people reached \$2.93 Left

Like Comment Share


58 Chronological

17 shares

Nebraska's Natural Resources Districts Feel free to share!
Like · Reply · Commented on by Erika Hill [?] · April 25 at 2:51pm

NRD YouTube Page

4 subscribers 1,656 views Video Manager





Nebraska's Natural Resources Districts


Settings [Subscribe](#)


[+ Channel description](#)


Uploads Public


- 

WE ARE The Nebraska Natural Resources Districts 2016
236 views • 3 months ago
- 

We Are The Nebraska Natural Resources Districts
44 views • 3 months ago
- 


Nebraska Niobrara River Agreement
258 views • 3 months ago
- 


Nebraska Association of Resources Districts (NARD)...
41 views • 7 months ago
- 


Niobrara River and Spencer Dam
267 views • 7 months ago
- 


Nebraska Natural Resources Districts Conservation Tree...
250 views • 8 months ago


Liked videos


- 

LPS NRD Flood
by Lower Platte South NRD
99 views • 1 day ago
- 

Nebraska Water: Localized Control Inspires Innovation in...
by WaterForFood
128 views • 6 months ago
- 

WE ARE The Nebraska Natural Resources Districts 2016
by Nebraska's Natural Resources Districts
236 views • 3 months ago
- 

Nebraska Niobrara River Agreement
by Nebraska's Natural Resources Districts
258 views • 3 months ago
- 

The History of Nebraska's Natural Resources Districts
by upperbigbluenrd
154 views • 1 year ago
- 

Water For Food Institute Midday Forum
by Channel 8 KLKN-TV
50 views • 6 months ago

[CC](#)

Videos

- Promotional/Advertising Use
 - Social Media, Website, TV
- Educational Use
 - Trade Shows, Classrooms, Public Meetings
- Entertainment
 - Conferences, Award Ceremonies, Fundraisers
- Videos: 10 Seconds to Two Minutes Long
- Conduct Standups in Field
- Consider Including All Staff to Participate



Internal Communications

- NARD Board Meetings
- Managers Meetings
- Information and Education Meetings (PR)
- Tours (Internal, with Senators and Public)



Moving Forward



- If you aren't telling your story, someone else is.
- Social Media is an opportunity to reach out to the public in a way most organizations can never afford to or have enough successful media pitches to get coverage on TV, Newspaper and Radio.
- Public Relations and Marketing efforts are opening more opportunities for organizations to be **Understood, "Liked"** and a part of the **Community**.

THANK YOU

Erika Hill

Public Relations Director

Nebraska Association of Resources Districts

402-471-7672

ehill@nrdnet.org

www.nrdnet.org