

MANGO  



LEARFIELD

Learfield News

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Campaign Summary: January – December 2021

MANGO Radio Summary

Educational Awareness: January 18 – December 25, 2021

Network	Spot Length	Paid Spots	Bonus Spots	Total Aired Spots
Missourinet	:30	100	47	147
KCHZ-FM & KFTK-FM	:15	60	-	60
Missourinet Billboards	:10	135	-	135
TOTAL		295	47	342

Radio Analytics:

Reach: 1,257,400

Frequency: 4.9

Gross Impressions: 6,132,700

Nielsen TAPSCAN, Spring 2021, NRD

Investment: \$66,800

Bonus Value: \$19,646



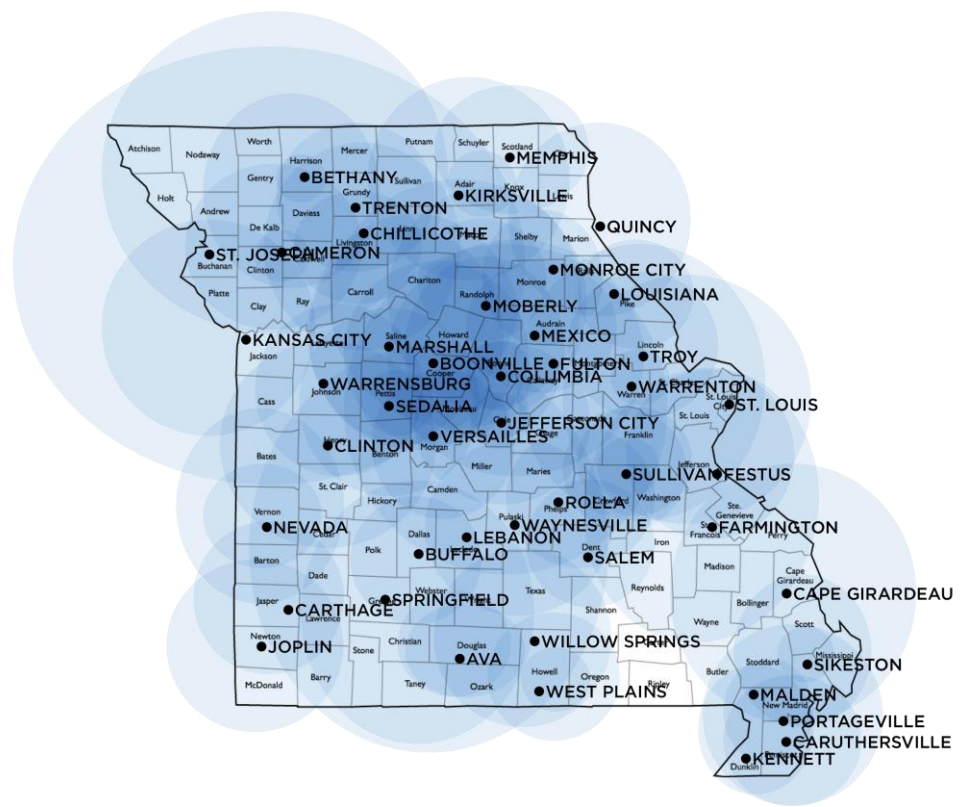
KKOZ-AM Ava
 KKOZ-FM Ava
 KAAAN-AM Bethany
 KAAAN-F2 Bethany
 KAAAN-FM Bethany
 KWRT-AM Boonville
 KWRT-F2 Boonville
 KBFL-FM Buffalo
 KMNR-AM Cameron
 KMNR-F2 Cameron
 KZIM-AM Cape Girardeau
 KDMO-AM Carthage
 KCRV-AM Caruthersville
 KCHI-AM Chillicothe
 KCHI-FM Chillicothe
 KDKD-AM Clinton
 KFRU-AM Columbia
 KFRU-F2 Columbia
 KREI-AM Farmington
 KJFF-AM Festus
 KFAL-AM Fulton
 KLIK-AM Jefferson City
 KLIK-F2 Jefferson City
 KWOS-AM Jefferson City
 KWOS-F2 Jefferson City
 KBOA-FM Kennett
 KIRX-AM Kirksville
 KIRX-F2 Kirksville
 KBNN-AM Lebanon
 KJFM-FM Louisiana
 KMIS-FM Malden
 KMMO-AM Marshall
 KMMO-FM Marshall
 KMEM-FM Memphis
 KXEO-AM Mexico

KWIX-AM Moberly
 KWIX-FM Moberly
 KWBZ-FM Monroe City
 KNEM-AM Nevada
 KNMO-FM Nevada
 KMIS-AM Portageville
 WGEM-FM Quincy
 KTTR-FM Rolla
 KSMO-AM Salem
 KDRO-AM Sedalia
 KDRO-F2 Sedalia
 KSIM-AM Sikeston
 KSIM-F2 Sikeston
 KFEQ-AM St Joseph
 KTUI-AM Sullivan
 KTUI-F2 Sullivan
 KTUI-FM Sullivan
 KTTN-FM Trenton
 KYRO-AM Troy
 KTKS-FM Versailles
 KOKO-AM Warrensburg
 KWRE-AM Warrenton
 KWRE-F2 Warrenton
 KJPW-AM Waynesville
 KWPM-AM West Plains
 KWPM-F2 West Plains
 KUKU-FM Willow Springs

ENHANCEMENT STATIONS

KIXQ-FM Joplin
 KCHZ-FM Kansas City*
 KRES-FM Moberly
 KTTS-FM Springfield
 KFTK-FM St. Louis*

**Will air 15-second messages*



Missourinet

POWERED BY  LEARFIELD



LEARFIELD

2021 Broadcast Calendar

January '21						
M	T	W	T	F	S	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February '21						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March '21						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

April '21						
M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	25	25

May '21						
M	T	W	T	F	S	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

June '21						
M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

July '21						
M	T	W	T	F	S	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

August '21						
M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

September '21						
M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

October '21						
M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November '21						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

December '21						
M	T	W	T	F	S	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26



30-Second Messages






10-Second Billboards



TBD PSC Grant Coming Soon

2021 Creative Schedule

Spot Title	Length	Dates	Rotation	Spot
Gas Leak Safety Ed	:30	1/18/21 – 2/11/21	100%	
Dangers of Snow	:30	2/12/21 – 2/26/21	100%	
Dangers of Snow	:15	2/12/21 – 2/26/21	100%	
Leave Fast - NEWS	:10	2/15/21 – 12/31/21	100%	
Leave Fast - SPORTS	:10	2/15/21 – 12/31/21	100%	
Gas Leak Walk	:30	3/15/21 – 3/27/21	100%	
Gas Leak Safety	:15	3/15/21 – 3/27/21	100%	
Cross Bore	:30	5/10/21 – 5/22/21	100%	
Gas Leak Walk	:30	6/7/21 – 7/17/21	100%	
Cross Bore	:30	8/2/21 – 9/11/21	50%	
Gas Leak Safety	:30	8/2/21 – 9/11/21	50%	



2021 Creative Schedule

Spot Title	Length	Dates	Rotation	Spot
Cross Bore	:15	5/10/21 – 9/11/21	50%	
Gas Leak Safety	:15	5/10/21 – 9/11/21	50%	
Leave Fast - NEWS	:10	3/29/21 – 12/26/21	100%	
Leave Fast - SPORTS	:10	3/29/21 – 12/26/21	100%	
Carbon Monoxide Emergency	:30	10/11/21 – 12/2/6/21	50%	
Gas Leak Safety	:30	10/11/21 – 12/26/21	50%	

