



LEARFIELD

THE CONTENT GAME IS ABOUT TO CHANGE

Learfield News

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MANGO



As a seasoned multimedia strategist, I specialize in developing solutions that drive results for statewide associations and government agencies. My expertise lies in creating targeted campaigns that promote public education, health and safety messaging delivered statewide with layered hard-to-reach audience coverage. At Learfield we work to deliver effective, results-driven solutions that meet the unique needs of our clients.

Campaign Questions?

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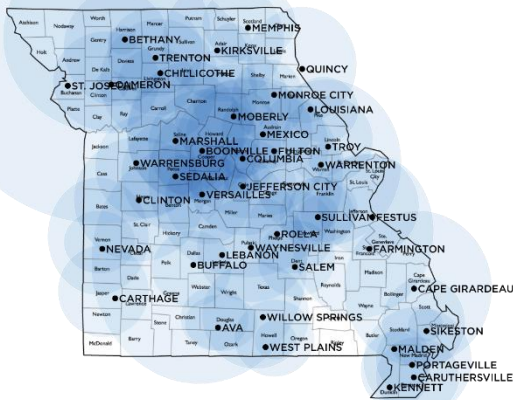
Why Learfield?

Engaging with hard-to-reach audiences can be complicated. No one has more experience in executing statewide outreach messaging than Learfield. We are considered by many partners a sole source content provider of State News, College Sports and Agricultural Information. We create critical and entertaining content that is relevant to the audiences and communities we serve.



Network Reach

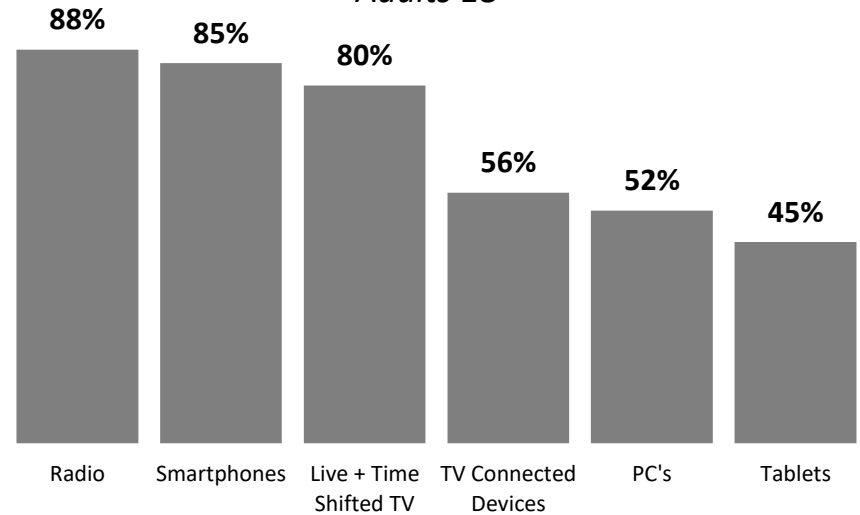
- When considering our total statewide audience, we are the largest reach vehicle in the state, both audience size and geographically.
- We connect organizations and programs to local communities across the state at a fraction of the cost of other vehicles.



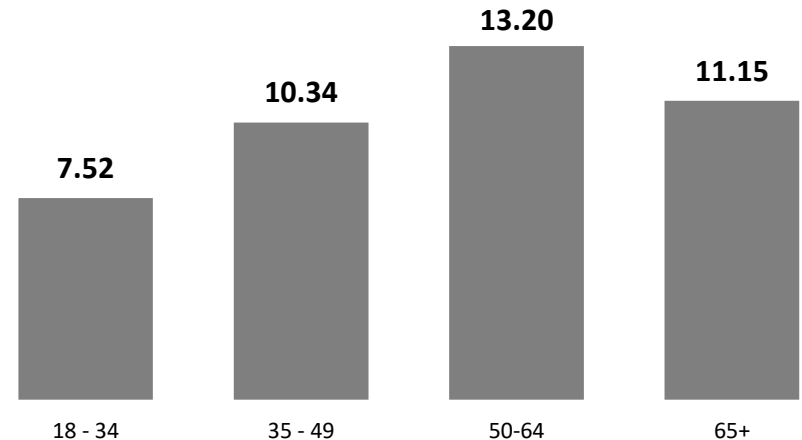
Radio Wins Reach

Radio reaches more Americans each week than any Other media platform.

Radio is the Top Medium *Adults 18+*



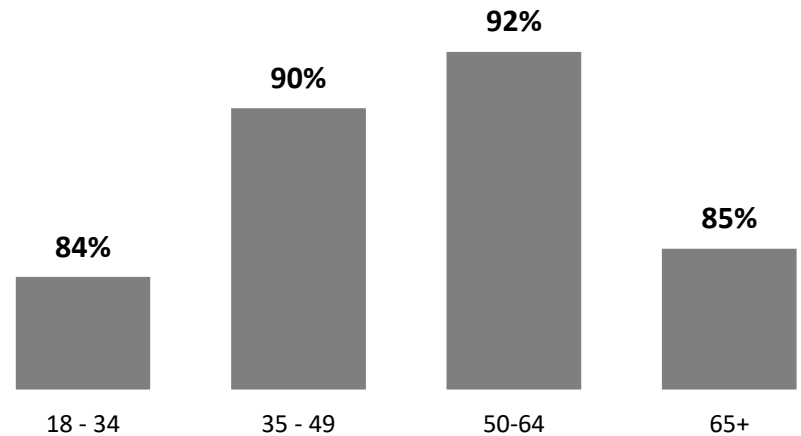
How Long Do They Listen? *Weekly time spent in hours*



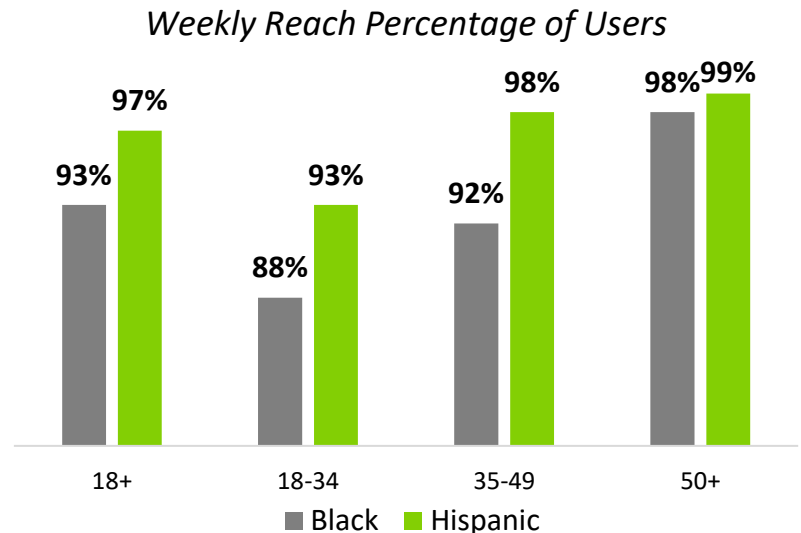
Radio Wins Reach

*Radio is inclusive
reaching multiple
ages, hard-to-reach
and diverse
audiences.*

Radio's Reach is Consistent Across Demos
Weekly Reach Percentage of Users



Radio Leading Reach among Black and Hispanic Audiences
Weekly Reach Percentage of Users





SMELL GAS? LEAVE FAST

MANGO Campaign

MISSION & OBJECTIVES

To provide a means for MANGO member partners to work together to meet federal requirements for public education, promote natural gas safety, and pipeline preparedness.

- Prevent and decrease injuries and accidents
- Educate Missourians what to do in case of a gas leak
- Drive traffic to [MOSAFEGAS.COM](https://www.mosafegas.com)

Target Audiences

Distribute safety and education messages statewide to keep Missourian's safe. MANGO's public education campaign includes provisions to educate the public, appropriate government organizations, and persons engaged in excavation related activities.



PUBLIC

Educate the public



GOVERNMENT

Appropriate government organizations

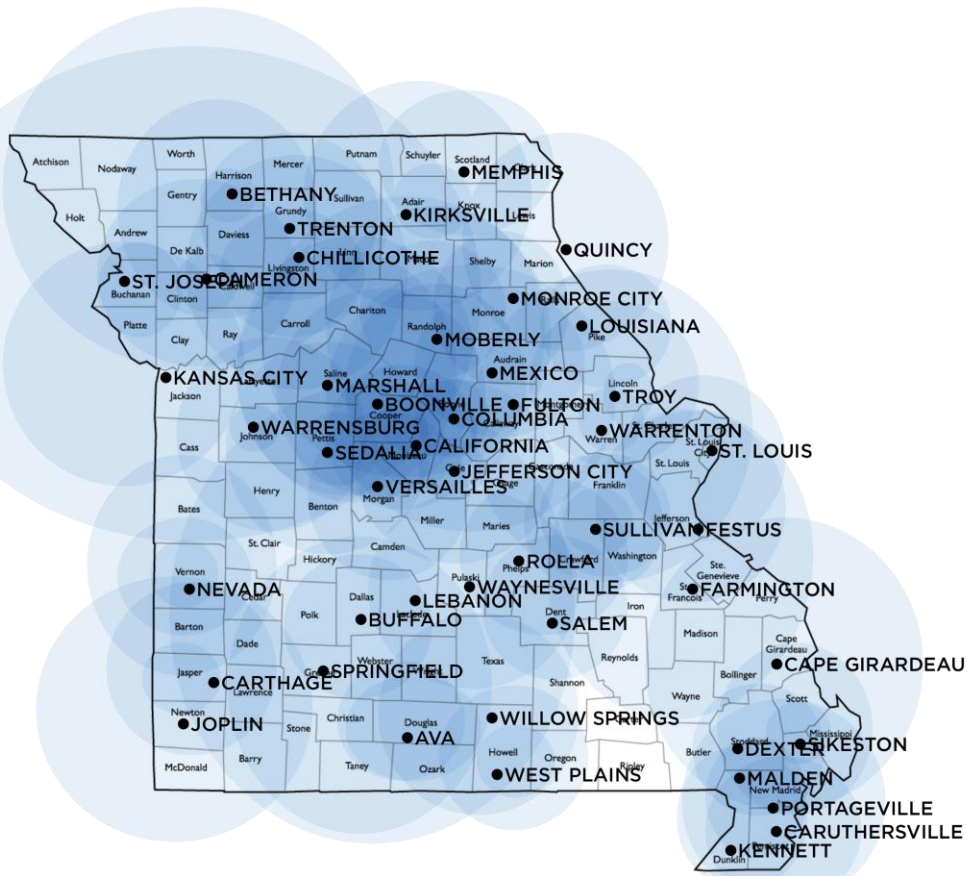


EXCAVATORS

Persons engaged in excavation related activities

MANGO Coverage

Coverage requirements: The program must be as comprehensive as necessary to reach all areas in which the operator transports gas.



KKOZ-AM	Ava	KNEM-AM	Nevada
KKOZ-FM	Ava	KNEM-F2	Nevada
KAAN-AM	Bethany	KNMO-FM	Nevada
KAAN-F2	Bethany	KMIS-AM	Portageville
KAAN-FM	Bethany	WGEM-FM	Quincy
KWRT-AM	Boonville	KTTR-FM	Rolla
KWRT-F2	Boonville	KSMO-AM	Salem
KBFL-FM	Buffalo	KDRO-AM	Sedalia
KRLL-AM	California	KDRO-F2	Sedalia
KMRN-AM	Cameron	KSIM-AM	Sikeston
KMRN-F2	Cameron	KSIM-F2	Sikeston
KZIM-AM	Cape Girardeau	KFEQ-AM	St Joseph
KDMO-AM	Carthage	KFEQ-F2	St Joseph
KDMO-F2	Carthage	KTUI-AM	Sullivan
KCRV-AM	Caruthersville	KTUI-F2	Sullivan
KCHI-AM	Chillicothe	KTUI-FM	Sullivan
KCHI-FM	Chillicothe	KTTN-FM	Trenton
KFRU-AM	Columbia	KYRO-AM	Troy
KFRU-F2	Columbia	KYRO-F2	Troy
KDEX-AM	Dexter	KTKS-FM	Versailles
KREI-AM	Farmington	KOKO-AM	Warrensburg
KJFF-AM	Festus	KOKO-F2	Warrensburg
KFAL-AM	Fulton	KWRE-AM	Warrenton
KLIK-AM	Jefferson City	KWRE-F2	Warrenton
KLIK-F2	Jefferson City	KJPW-AM	Waynesville
KBOA-FM	Kennett	KWPM-AM	West Plains
KIRX-AM	Kirksville	KWPM-F2	West Plains
KIRX-F2	Kirksville	KUKU-FM	Willow Springs
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		

<u>ENHANCEMENT STATIONS</u>	
KIXQ-FM	Joplin
KCHZ-FM*	Kansas City
KRES-FM	Moberly
KTTS-FM	Springfield
KFTK-FM*	St. Louis

*15-second messages



LEARFIELD

Missouri net

POWERED BY LEARFIELD



Focused Public Education

1. **811:** Use of a one-call notification system prior to excavation and other damage prevention activities
2. **Hazards:** Possible hazards associated with unintended releases from a gas pipeline facility
3. **Recognize:** Physical indications that such a release may have occurred
4. **React:** Steps that should be taken for public safety in the event of a gas pipeline release
5. **Reporting:** Procedures for reporting such an event

2023 Broadcast Calendar

January '23						
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

February '23						
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

March '23						
M	T	W	T	F	S	S
27	28	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			

April '23						
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	28	29	30

May '23						
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

June '23						
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	24	25

July '23						
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

August '23						
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

September '23						
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

October '23						
M	T	W	T	F	S	S
25	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

November '23						
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

December '23						
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

 30-Second Messages

 10-Second Billboards

Q1 Summary 2023

Educational Awareness: January 9 – March 25, 2023

NETWORK	LENGTH	PAID SPOTS	BONUS SPOTS	TOTAL LOCAL MESSAGES
Missourinet	:30	25	5	2,055
Missourinet Billboards	:10	14	-	252
KCHZ-FM & KFTK-FM	:15	25	-	50
Missourinet Sports Report Billboards	:10	15	-	420
TOTAL		84		2,777

Reach: 599,800

Frequency: 1.9

Gross Impressions: 1,110,700

Source: Nielsen TAPSCAN, FA22 NRD

Q2 Summary 2023

Educational Awareness: March 27 – June 24, 2023

NETWORK	LENGTH	PAID SPOTS	BONUS SPOTS	TOTAL LOCAL MESSAGES
Missourinet	:30	20	2	1,512
Missourinet Billboards	:10	15	-	270
KCHZ-FM & KFTK-FM	:15	20	-	40
Missourinet Sports Report Billboards	:10	15	-	420
TOTAL		72		2,242

Reach: 520,200

Frequency: 1.7

Gross Impressions: 865,300

Source: Nielsen TAPSCAN, FA22 NRD

2023 Creative Schedule

Spot Title	Length	Dates	Rotation	Spot
Leave Fast News Billboard	:10	1/9/23 – 1/15/23	100%	▶
Leave Fast Sports Billboard	:10	1/9/23 – 1/15/23	100%	▶
Gas is Flammable (Male)	:30	1/16/23 – 1/31/23	50%	▶
Gas is Flammable (Male)	:15	1/16/23 – 1/31/23	50%	▶
Gas is Flammable (Female)	:30	1/16/23 – 1/31/23	50%	▶
Gas is Flammable (Female)	:15	1/16/23 – 1/31/23	50%	▶
Gas is Flammable News Billboard	:10	1/16/23 – 3/4/23	100%	▶
Gas is Flammable Sports Billboard	:10	1/16/23 – 3/4/23	100%	▶
Safety Tips Winter – Gas Leak (Female)	:30	2/1/23 – 2/11/23	50%	▶
Gas Leak Appliance Safety	:30	2/1/23 – 2/11/23	50%	▶
Safety Tips News Billboard	:10	2/6/23 – 2/26/23	100%	▶
Safety Tips Sports Billboard	:10	2/6/23 – 2/26/23	100%	▶

2023 Creative Schedule

Spot Title	Length	Dates	Rotation	Spot
Leave Fast Sports Billboard	:10	3/6/23 – 3/11/23	100%	▶
Gas Leak Safety	:15	3/13/23 – 3/26/23	50%	▶
White Lining	:15	3/13/23 – 3/26/23	50%	▶
Gas Leak – Rotten Eggs – Leave Fast	:30	3/13/23 – 3/26/23	50%	▶
White Lining – Damage Prevention	:30	3/13/23 – 3/26/23	50%	▶
Public Service Commission	:30	4/3/23 – 4/21/23	100%	811
Gas Leak News BB	:10	5/1/23 – 9/24/23	100%	▶
811 – Three Days	:30	5/8/23 – 5/21/23	50%	▶
Gas Leak Walk	:30	5/8/23 – 5/21/23	50%	▶
Safety Month – Hazards	:30	6/5/23 – 6/18/23	100%	▶
Signs & Symptoms	:30	6/5/23 – 6/18/23	50%	▶
Safety Month – Hazards	:15	6/5/23 – 7/16/23	100%	▶

2023 Creative Schedule

Spot Title	Length	Dates	Rotation	Spot
Safety Month – Hazards Sports BB	:10	6/19/23 – 6/25/23	100%	▶
Safety Month – Hazards News BB	:10	6/26/23 – 7/2/23	100%	▶
Signs & Symptoms	:30	7/3/23 – 7/16/23	100%	▶
Gas Leak Walk – Sports BB	:10	7/17/23 – 9/30/23	100%	▶
Gas Leak – Rotten Eggs – Leave Fast	:30	7/31/23 – 8/13/23	50%	▶
Gas is Flammable (Female)	:30	7/31/23 – 8/13/23	50%	▶
Gas is Flammable (Female)	:15	7/31/23 – 8/13/23	100%	▶
Carbon Monoxide Emergency	:30	9/4/23 – 9/17/23	100%	▶
Gas Leak Walk	:15	9/4/23 – 9/17/23	100%	▶

