



# LEARFIELD

## THE CONTENT GAME IS ABOUT TO CHANGE

### Learfield News

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# MANGO



# Pioneering Innovation for 50 years

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Since 1972 Learfield News has been partnering with statewide organizations to deliver key messages at a local community level.

- Outreach, education, and prevention messages for state government programs
- Brand building, product placement, and event marketing
- Membership services, advocacy, and education for statewide associations



# Statewide Messaging

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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.

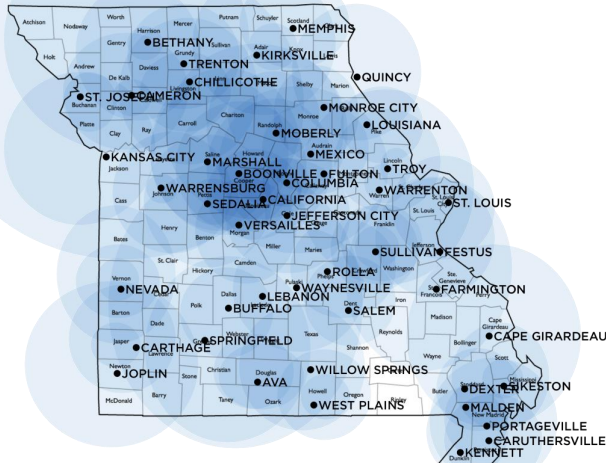




# MANGO

## Campaign

- MANGO's safety and education campaign airs on LEARFIELD's network, the largest reach vehicle in the state, both audience size and geographical coverage.
- Natural gas safety campaign is accessible with coverage in every Missouri County.



# Benefits of Using Learfield?



1

LARGE GEOGRAPHIC  
COVERAGE



2

RURAL  
COMPONENT



3

AFFORDABLE



4

EFFICIENT



5

CUSTOMIZABLE



6

IN-HOUSE  
CREATIVE



7

GUARANTEED  
CLEARANCE



8

ADDED  
VALUE



9

MULTI-PLATFORM



10

ONE POINT  
OF CONTACT

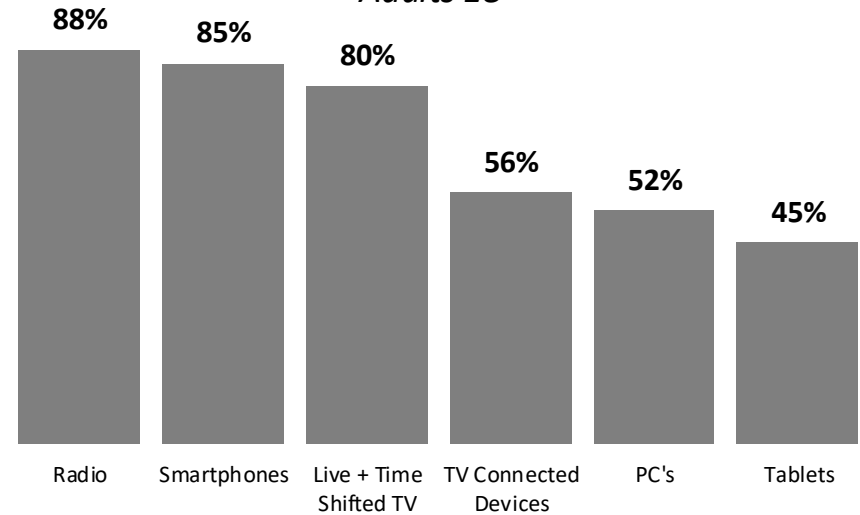


LEARFIELD

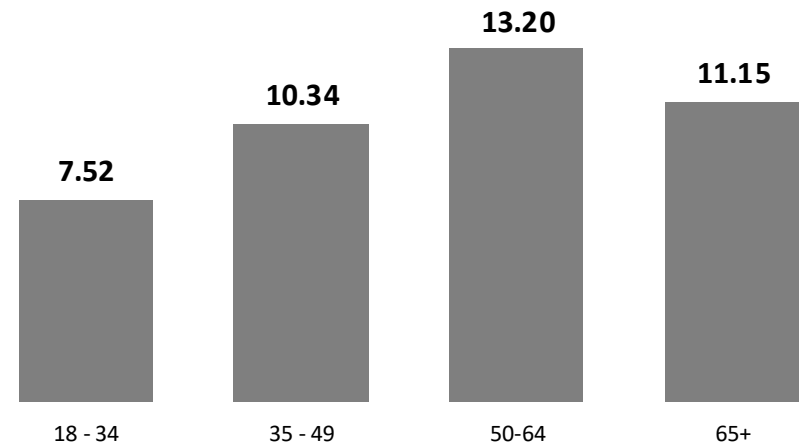
# Radio Wins Reach

*Radio reaches more Americans each week than any other media platform.*

## Radio is the Top Medium Adults 18+

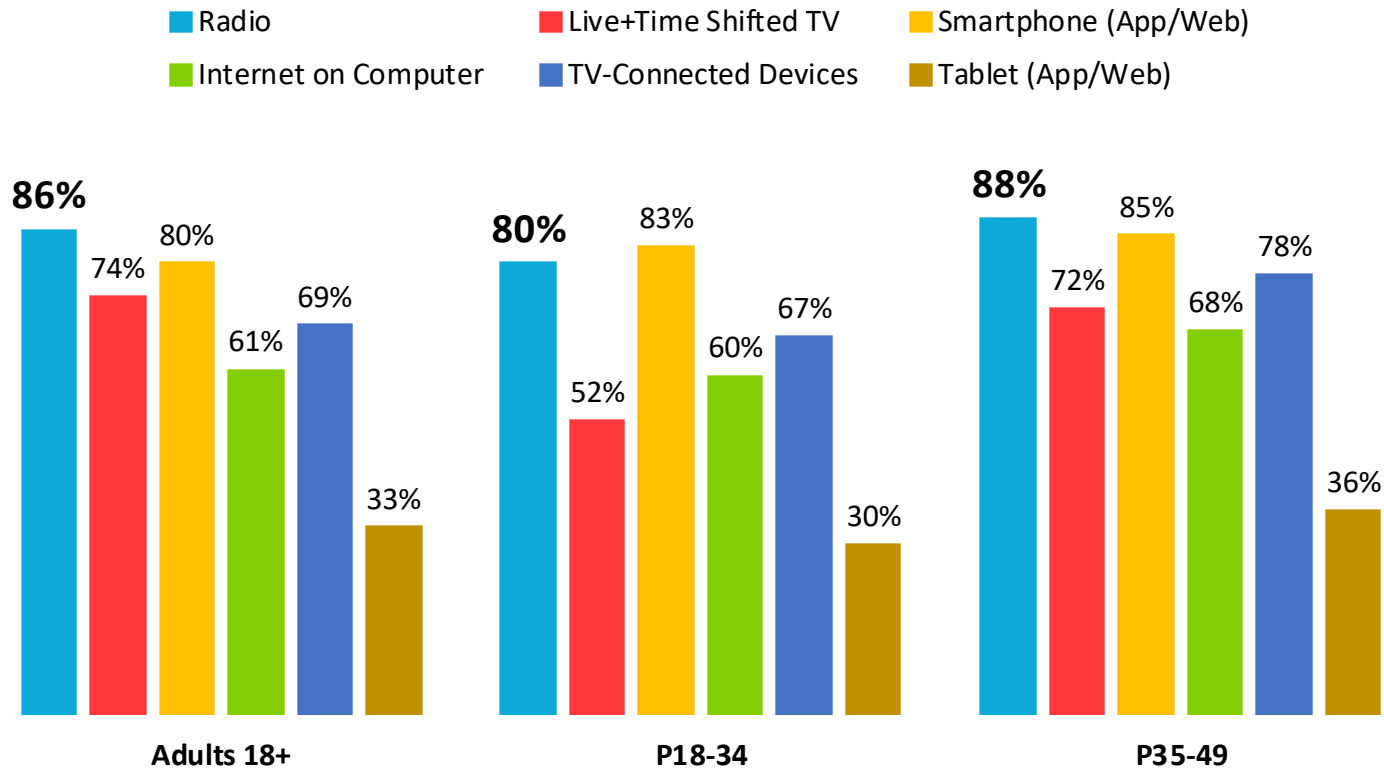


## How Long Do They Listen? Weekly time spent in hours

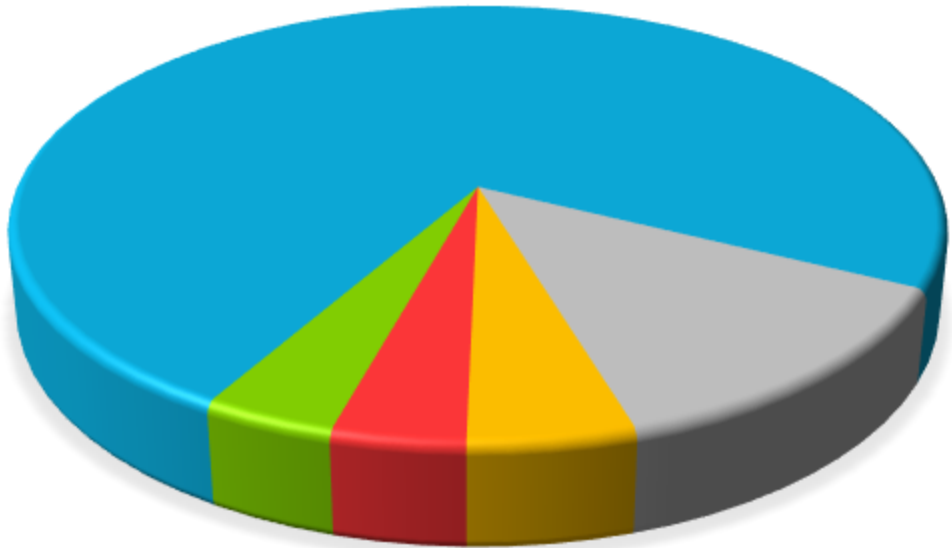


# Why Is Radio Still Relevant?

*Radio Boasts Highest Mass Reach Among Traditional Media*



# Radio Reigns As Audio Leader



AM/FM RADIO  
ACCOUNTS FOR THE  
**MOST** DAILY AUDIO  
TIME SPENT WITH ANY  
AD-SUPPORTED  
PLATFORM

- AM/FM Radio
- Podcasts
- Ad-supported Pandora
- Ad-supported SiriusXM
- Ad-supported Spotify



# Radio is the Most Trusted Medium

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*Two times more trustworthy than social media*

**75% trust RADIO**

66% trust television

57% trust websites

38% trust Twitter

37% trust Facebook





**SMELL GAS?  
LEAVE FAST**

## **MANGO Campaign**

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### **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

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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



# Network Radio

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## SAFETY AND MARKETING

*Safety and marketing campaign covering MANGO geography in Missouri educate about the public about pipeline safety.*

- Five safety PSAs air per week for 21 weeks
- That's 7,455 PSAs airing across the state!
- Messages updated monthly
- Additional 30-second messages will air as bonus as inventory allows
- End of quarter and end of year reporting

## SAFETY RECALL MESSAGES

- Five, 10-second billboards air per week for additional 28 weeks throughout the schedule on Missouri.net

## RADIO METRICS

Four-week flight: \$130,000

Reach: 1,219,100 | Frequency: 4.5 | Gross Impressions: 5,527,000

*Source: Nielsen TAPSCAN, NRD, Spring 2021*

# 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

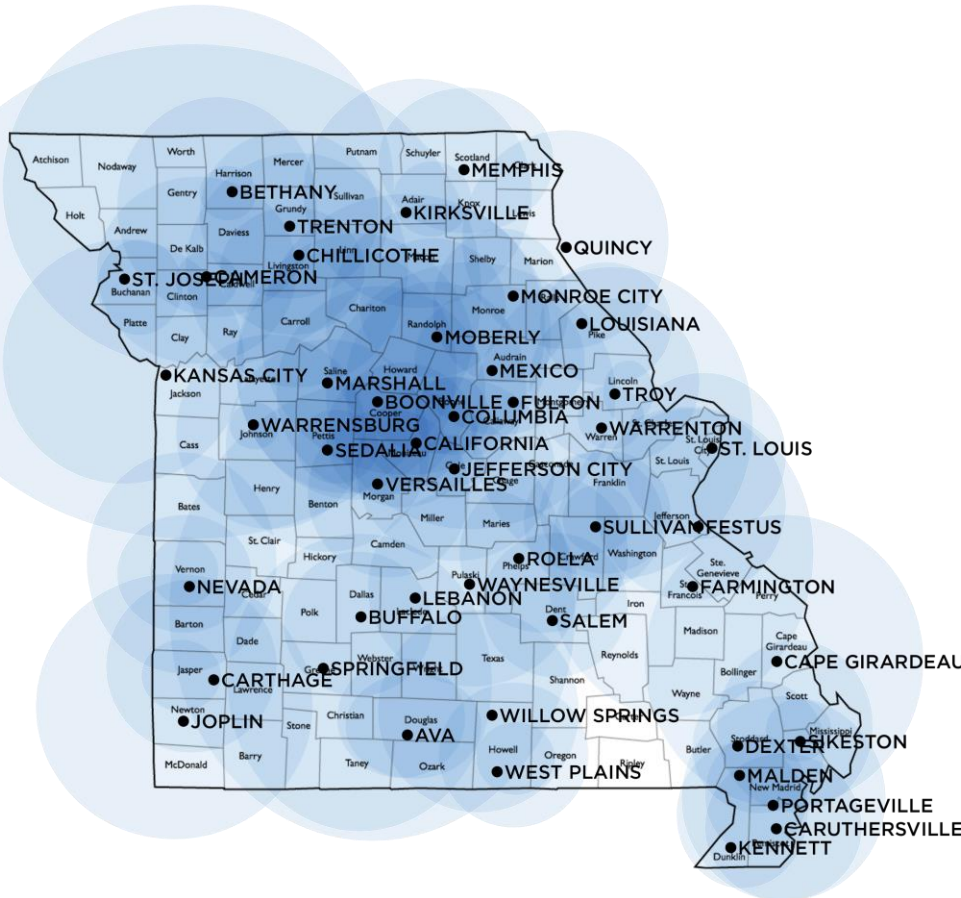
December '23						
M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

 30-Second Messages

 10-Second Billboards

# 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	<b>ENHANCEMENT STATIONS</b>	
KMIS-FM	Malden	KIXQ-FM	Joplin
KMMO-AM	Marshall	KCHZ-FM*	Kansas City
KMMO-FM	Marshall	KRES-FM	Moberly
KMEM-FM	Memphis	KTTS-FM	Springfield
KXEO-AM	Mexico	KFTK-FM*	St. Louis
KWIX-AM	Moberly		
KWIX-FM	Moberly		
KWBZ-FM	Monroe City		

\*15-second messages



# 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
<b>TOTAL</b>		<b>84</b>		<b>2,777</b>

**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

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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
<b>TOTAL</b>		<b>72</b>		<b>2,242</b>

**Reach: 520,200**

**Frequency: 1.7**

**Gross Impressions: 865,300**

*Source: Nielsen TAPSCAN, FA22 NRD*

# Q3 Summary 2023

Educational Awareness: June 26 – September 23, 2023

NETWORK	LENGTH	PAID SPOTS	BONUS SPOTS	TOTAL LOCAL MESSAGES
Missourinet	:30	30	6	2,466
Missourinet Billboards	:10	20	-	360
KCHZ-FM & KFTK-FM	:15	30	-	60
Missourinet Sports Report Billboards	:10	15	-	420
<b>TOTAL</b>		<b>101</b>		<b>3,306</b>

**Reach: 591,000**

**Frequency: 1.9**

**Gross Impressions: 1,130,300**

*Source: Nielsen TAPSCAN, SP23 NRD*



# Q4 Summary 2023

Educational Awareness: September 25 – December 30, 2023

NETWORK	LENGTH	PAID SPOTS	BONUS SPOTS	TOTAL LOCAL MESSAGES
Missourinet	:30	30	10	2,730
Missourinet Billboards	:10	20	-	360
KCHZ-FM & KFTK-FM	:15	30	-	60
Missourinet Sports Report Billboards	:10	20	-	560
<b>TOTAL</b>		<b>110</b>		<b>3,710</b>

**Reach: 594,200**

**Frequency: 2.0**

**Gross Impressions: 1,158,800**

*Source: Nielsen TAPSCAN, SP23 NRD*



## Focused Public Education

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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 Creative Schedule

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





## 2023 Creative Schedule

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



## 2023 Creative Schedule

Spot Title	Length	Dates	Spot
Safety Month – Hazards Sports BB	:10	6/19/23 – 6/25/23	▶
Safety Month – Hazards News BB	:10	6/26/23 – 7/2/23	▶
Signs & Symptoms	:30	7/3/23 – 7/16/23	▶
Gas Leak Walk – Sports BB	:10	7/17/23 – 9/30/23	▶
Gas Leak – Rotten Eggs – Leave Fast	:30	7/31/23 – 8/13/23	▶
Carbon Monoxide Emergency	:30	9/4/23 – 10/15/23	▶
Gas Leak Walk	:15	9/4/23 – 10/15/23	▶
Natural Gas Horrors – News	:10	10/2/23 – 10/8/23	▶
Natural Gas Horrors	:30	10/16/23 – 10/22/23	▶
Natural Gas Horrors	:15	10/16/23 – 10/22/23	▶
Natural Gas Horrors – Sports	:10	10/23//23 – 10/29/23	▶
Keep Your Family Safe – News	:10	10/30/23 – 12/31/23	▶

## 2023 Creative Schedule

Spot Title	Length	Dates	Spot
Signs & Symptoms	:30	11/6/23 – 11/11/23	▶
Gas Leak Walk	:15	11/6/23 – 11/11/23	▶
Pipeline Marker	:30	11/15/23 – 12/17/23	▶
High-Visibilty Markers	:15	11/15/23 – 12/17/23	▶
Keep Your Family Safe – Sports	:10	11/20/23 – 12/24/23	▶



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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