



LEARFIELD

THE CONTENT GAME IS ABOUT TO CHANGE

Learfield News

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MANGO

Q1 2024 Radio Summary

SAFETY: January 8 – March 30, 2024

NETWORK	LENGTH	PAID SPOTS	BONUS SPOTS	TOTAL LOCAL MESSAGES
Missourinet	:30	25	3	1,898
Missourinet Billboards	:10	15	15	900
Missourinet News	:15	25	-	75
Missourinet Sports Report Billboards	:10	10	-	350
Show Me Today Interview	:240	-	1	25
TOTAL		94		3,248

Radio Metrics

Reach: 817,600

Frequency: 1.7

Gross Impressions: 1,414,500

Source: Nielsen TAPSCAN, FA23 NRD

Show Me Today

Reach: 8,500

Frequency: 1.1

Gross Impressions: 9,500

Source: Nielsen TAPSCAN, FA23 NRD

Q2 2024 Radio Summary

SAFETY: April 29 – June 29, 2024

NETWORK	LENGTH	PAID SPOTS	BONUS SPOTS	TOTAL LOCAL MESSAGES
Missourinet	:30	20	4	1,624
Missourinet Billboards	:10	15	-	450
Missourinet News	:15	20	-	60
Missourinet Sports Report Billboards	:10	10	-	350
TOTAL		69		2,484

Radio Metrics

Reach: 716,500

Frequency: 1.6

Gross Impressions: 1,143,200

Source: Nielsen TAPSCAN, FA23 NRD

Q3 2024 Radio Summary

SAFETY: July 1 – September 28, 2024

NETWORK	LENGTH	PAID SPOTS	BONUS SPOTS	TOTAL LOCAL MESSAGES
Missourinet + KIXQ-FM, KXUS-FM	:30	30	5	2,300
Missourinet Billboards	:10	15	-	270
Missourinet News KTXY-FM, KPRS-FM, KSHE-FM	:15	30	-	90
Missourinet Sports Report Billboards	:10	20	-	720
TOTAL		100		3,380

Radio Metrics

Reach: 906,700

Frequency: 1.9

Gross Impressions: 1,719,000

Source: Nielsen TAPSCAN, FA23 NRD

2024 Creative Schedule

Spot Title	Length	Dates	Rotation	Spot
Tips to Avoid Four Natural Gas Horrors	:10	1/8/24 – 1/28/24	100%	▶
Safety Tips Winter – Gas Leak (female)	:15	2/7/24 – 2/11/24	100%	▶
Signs & Symptoms	:30	2/7/24 – 2/11/24	25%	▶
Gas is Flammable (male)	:30	2/7/24 – 2/11/24	25%	▶
Gas is Flammable (female)	:30	2/7/24 – 2/11/24	25%	▶
Safety Tips Winter – Gas Leak (female)	:30	2/7/24 – 2/11/24	25%	▶
Gas is Flammable – News Billboard	:10	2/12/24 – 2/18/24 2/26/24 – 3/3/24	100%	▶
Gas is Flammable – Sports Billboard	:10	2/19/24 – 2/25/24	100%	▶
Leave Fast Sports Billboard	:10	3/4/24 – 3/10/24	100%	▶
Pipeline Marker	:30	3/11/24 – 5/26/24	100%	▶
High-Visibility Markers	:15	3/11/24 – 5/26/24	100%	▶

2024 Creative Schedule

Spot Title	Length	Dates	Rotation	Spot
Gas Leak News Billboard	:10	4/29/24 – 6/1/24	100%	▶
Leave Fast Sports Billboard	:10	5/5/24 – 5/12/24	100%	▶
Safety Months Hazards	:30	6/3/24 – 6/16/24	50%	▶
Signs & Symptoms	:30	6/3/24 – 6/16/24	50%	▶
Safety Month – Hazards	:15	6/3/24 – 6/16/24	100%	▶
Safety Month – Hazards	:10	6/17/24 – 6/23/24	100%	▶
Safety Month – Hazards News Billboard	:10	6/24/24 – 6/29/24	100%	▶

2024 Creative Schedule

Spot Title	Length	Dates	Rotation	Spot
Gas Leak Sports Billboard	:10	7/1/24 – 7/7/24	100%	▶
Gas Leak News Billboard	:10	7/22/24 – 7/28/24	100%	▶
Signs & Symptoms	:30	7/8/24 – 7/21/24	34%	▶
Gas Leak Walk	:30	7/8/24 – 7/21/24	33%	▶
Gas Leak-Rotten Eggs-Leave Fast	:30	7/8/24 – 7/21/24	33%	▶
Gas Leak-Walk	:15	7/8/24 – 7/21/24	50%	▶
Gas Leak-Safety	:15	7/8/24 – 7/21/24	50%	▶
Gas Leak Sports Billboard	:10	8/12/24 – 9/29/24	100%	▶
Gas Leak News Billboard	:10	8/19/24 – 9/29/24	100%	▶
Gas Leak Walk	:30	7/29/24 – 8/11/24	50%	▶
Gas Leak-Rotten Eggs-Leave Fast	:30	7/29/24 – 8/11/24	50%	▶
Gas Leak-Walk	:15	7/29/24 – 8/11/24	100%	▶
Pipeline Marker	:30	8/26/24 – 9/8/24	100%	▶
High Visibility Markers	:15	8/26/24 – 9/8/24	100%	▶

2024 Creative Schedule

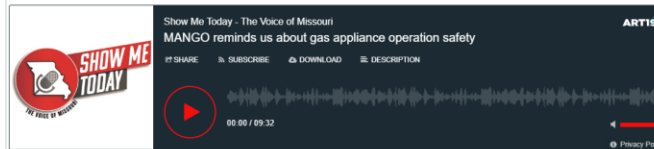
Spot Title	Length	Dates	Rotation	Spot
Gas Leak News Billboard	:10	9/30/24 – 10/4/24	100%	▶
White Lining-Damage Prevention	:30	10/7/24 – 10/19/24	50%	▶
Tips to Avoid Natural Gas Horrors	:30	10/7/24 – 10/19/24	50%	▶
White Lining	:15	10/7/24 – 10/19/24	50%	▶
Tips to Avoid Natural Gas Horrors	:15	10/7/24 – 10/19/24	50%	▶
White Lining News Billboard	:10	10/28/24 – 11/2/24	100%	▶
White Lining-Damage Prevention	:30	11/4/24 – 12/14/24	100%	▶
White Lining	:15	11/4/24 – 12/14/24	100%	▶
White Lining Sports Billboard	:10	11/18/24 – 12/21/24	100%	In Production
White Lining News Billboard	:10	11/25/24 – 12/28/24	100%	▶



Show Me Today

MANGO REMINDS US ABOUT GAS APPLIANCE OPERATION SAFETY (LISTEN)

by cameron.conner@missourinet.com | Jun 25, 2024



It is important to understand the proper ways to use natural gas appliances and signs to look out for in the case of a dangerous situation.

The Chair of the [Missouri Association of Natural Gas Operators](#), Mark Brandt, joins Cameron Conner to share some helpful tips.

[Click here](#) for more information.