



***Learfield/IMG***

**Missouri 2020 Complete Count Committee**

**Paid Media Plan**

Questions? Email: [Census.mo.gov](mailto:Census.mo.gov)



## PROJECT DESCRIPTION

The Complete Count Committee's *2020 Census Campaign* works to ensure an accurate and timely count of all persons living in the state in order to secure federal funding and fair representation for all Missourians over the next decade.

## CAMPAIGN OBJECTIVES

- Increase awareness and appreciation of the Census
- Encourage timely self-reporting
- Achieve a self-report rate in the top 20 states
- Engage hard to count communities and geographies



**2020**  
MISSOURI  
CENSUS



## TARGET AUDIENCES

- Missourians
- Rural residents
- Low income residents
- Parents & Caregivers
- Minority Residents
- Non-English-speaking residents (immigrants, refugees)
- Older Adults
- Young Adults 20-29



### KEY GEOGRAPHIES

- Statewide message with coverage of rural communities
- Historically undercounted areas
- High Poverty Counties



## PROPOSED TACTICS

RADIO



BILLBOARDS



PRINT



STREAMING  
MUSIC



DIGITAL  
MARKETING



## CONTENT DEVELOPMENT



RADIO

INFLUENCER  
MESSAGING

VIDEO



2020  
MISSOURI  
CENSUS

# Activities, Pricing & Hours

The 16-week 2020 Missouri Census paid campaign will launch in early February, 2020 with creative elements developed and delivered to the Committee no later than December 20, 2019. Influencer campaign messaging will be completed in January and added to the rotation Feb-May. The proposed mix of activities are listed below including pricing, investment and timeframes.

Tactic	JAN	FEB	MAR	APR	MAY
Facebook & Instagram		16 Weeks			
YouTube				6 Weeks	
Snapchat		16 Weeks			
Radio		12 Weeks			
Digital Radio				8 Weeks	
Print			4 Weeks		
Billboard		8 Weeks			



# Radio America's #1 Choice

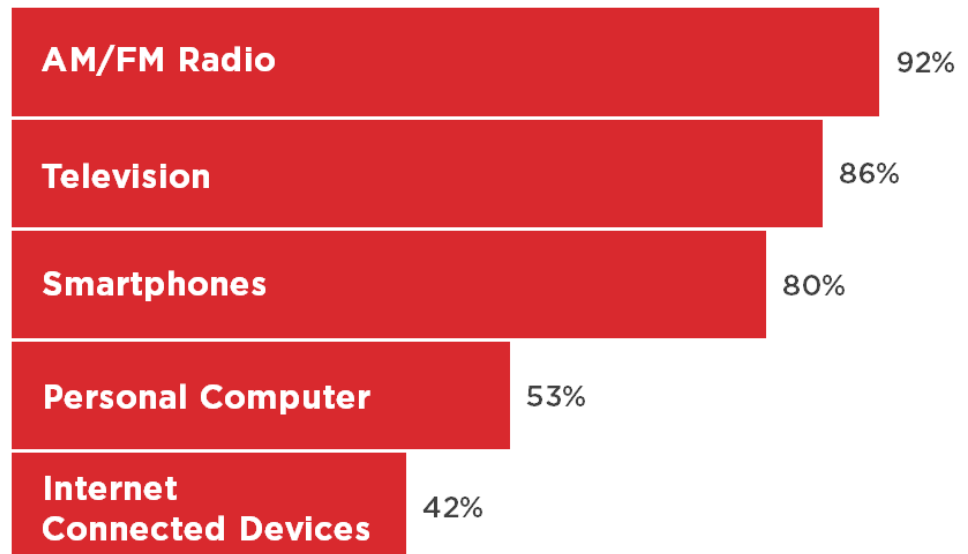
Network (12 weeks; February 17 – May 8)

- Targeted Demos: Statewide 18+ including Rural, African American, Hispanic and high poverty county audience
- 178 PSA's airing over 12 weeks across 81 radio stations in Missouri
- Three Census Interviews distributed weekly, engaging community members for 10 weeks, 10 interviews produced
- Five, :10-second recall messages to air following Missouri net news report for 10 weeks

## Radio Metrics, Persons 18+

Reach: 1,797,900 | Frequency: 7.5 | Gross Impressions: 13,510,600

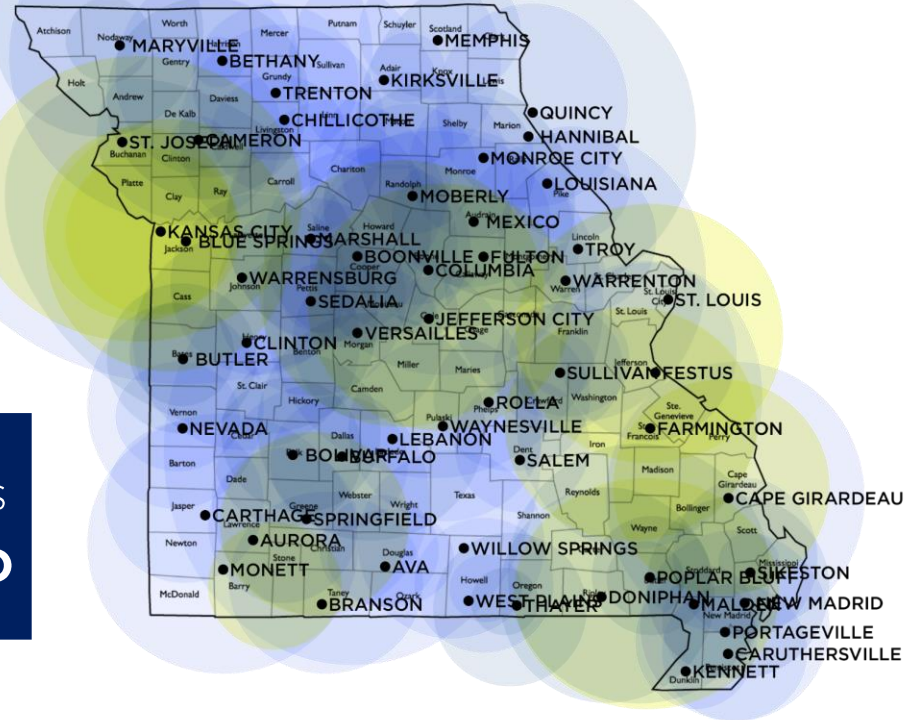
*Source: Nielsen TAPSCAN, NRD, Spring 2019*





# Radio Providing complete county coverage

114 MO Counties  
**100% COVERED**



## Optional Stations

\*KTXF-FM Columbia  
\*KCMQ-FM Columbia  
\*KTJJ-FM Farmington  
\*KKLR-FM Poplar Bluff  
KEZS-FM Cape Girardeau  
KOSP-FM Springfield

## African American Stations

\*KPRS-FM Kansas City  
KPRT-AM Kansas City

## Hispanic Stations

\*KYYS-AM Kansas City  
\*WIJR-AM St. Louis  
KDTD-AM Kansas City  
KQMO-FM Aurora

*\*Indicates airing 15-second PSA*

KKOZ-AM Ava  
KKOZ-FM Ava  
KAAN-AM Bethany  
KAAN-F2 Bethany  
KCWJ-AM Blue Springs  
KYOZ-AM Bolivar  
KYOZ-FM Bolivar  
KWRT-AM Boonville  
KWRT-F2 Boonville  
KRZK-FM Branson  
KBFL-FM Buffalo  
KMAM-AM Butler  
KMOE-FM Butler

KMRN-AM Cameron  
KMRN-F2 Cameron  
KKWK-FM Cameron  
KZIM-AM Cape Girardeau  
KDMO-AM Carthage  
KCRV-AM Caruthersville  
KCHI-AM Chillicothe  
KCHI-FM Chillicothe  
KDKD-AM Clinton  
KSSZ-FM Columbia  
KREI-AM Farmington  
KJFF-AM Festus  
KFAL-AM Fulton  
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  
KRMO-AM Monett

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  
KSGF-AM Springfield  
KSGF-FM Springfield  
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

# Digital Provides Audience Targeting and Link to Self Report

Audience targeting through interest, behavior and keyword categories related to the following: parents, high school graduates, college students, transient or homeless, new residents, ESL, faith leaders, business leaders, military personnel, prisons, and correctional facilities.



## YouTube (April – May)

- Statewide promotion for Census 2020 Campaign via pre-roll bumper ad on YouTube

YouTube Estimated Impressions: 1,500,000



## Facebook/Instagram (February - May)

- Carousel ad campaign illustrating the importance of census reporting
- Encouraging Self Reporting, linking to more information

Estimated Reach: 550,000  
Estimated Impressions: 3,000,000



## Snapchat (February – May)

- Use swipe up campaign to engage young adults and encourage self reporting

Estimated Impressions: 1,600,000





# Digital Radio

## **Pandora**

(February - April)

- Audience Targeting:
  - ❖ Persons 20-29, College Students
  - ❖ Parents of young children
- Geographic targeting: Statewide
- Publisher Targeting: Pandora, SoundCloud; Content Targeting: Music
- Pandora Estimated Impressions: 1,050,000

## **Spotify**

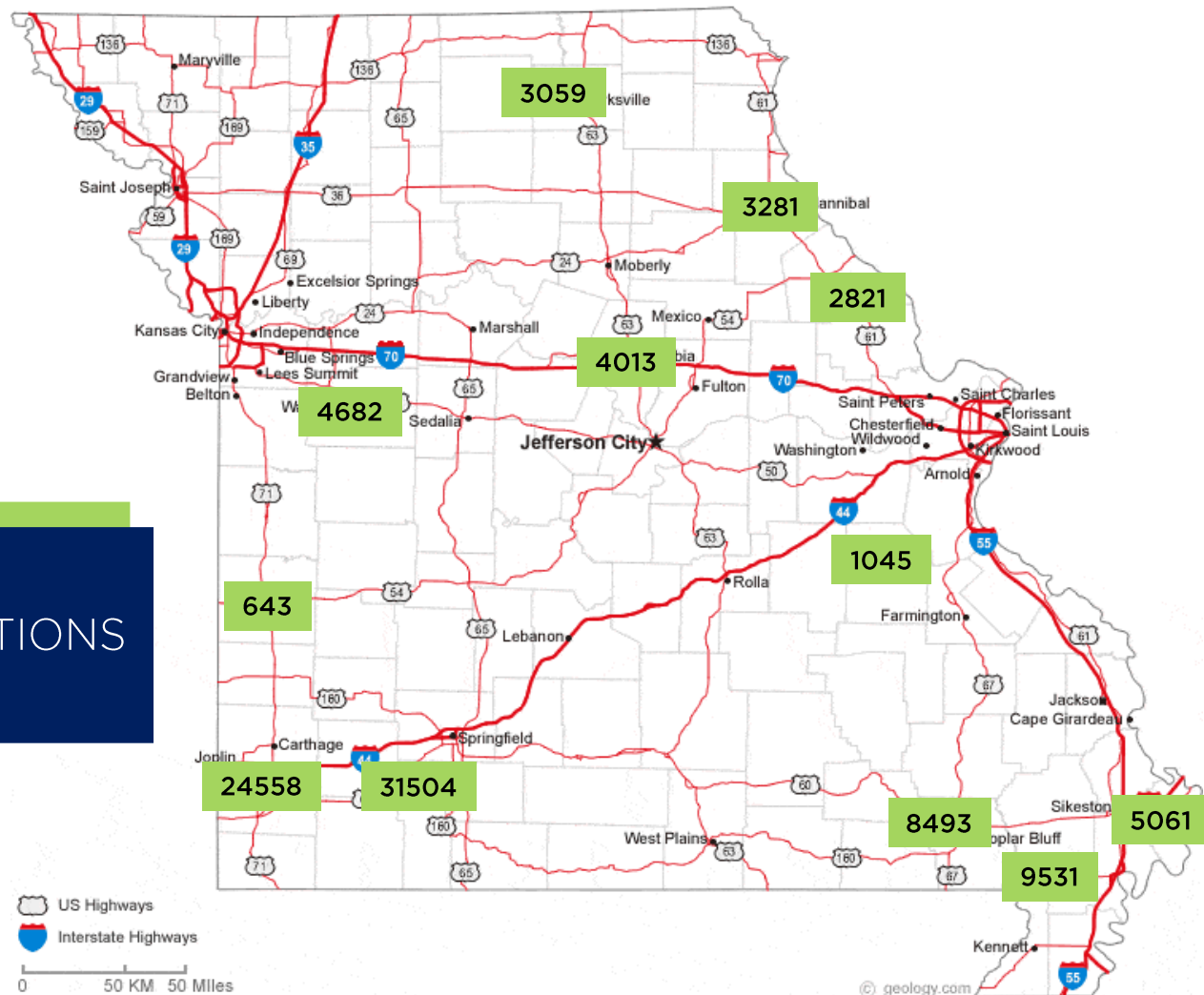
(February - April)

- Audience Targeting:
  - ❖ Age 20-39
- Geographic targeting: Statewide
- :30-second PSA Campaign on Spotify
- Spotify Estimated Impressions: ,750,000

# Rural Billboard

*Highway billboards posted for eight weeks across Missouri targeting hard to count communities.*

12 BILLBOARD LOCATIONS



2020  
MISSOURI  
CENSUS

## Print Publications: [Link to download Ads](#)

*Print ads, reaching hard to count communities.*



THE  
ST. LOUIS AMERICAN

Publication	Minority Served	Ad Size	Running	Circulation	Publication Date
St. Louis American	African American	Quarter Page	Every week for four weeks	70,200 copies/week	Weekly (Thurs)
Kansas City Chinese Journal	Asian	Quarter Page	Every week for four weeks	2,000	Weekly (Friday)
St. Louis Chinese Journal	Asian	Quarter Page	Every week for four weeks	4,000	Weekly (Thurs)
Missouri Press Service	Rural	2 x 4 ad	Every week for four weeks	1,000,000 households	Weekly
Red Latina (St. Louis)	Hispanic	Quarter Page	1 per month for two months	15,000	2nd Friday/Month
Rural Missouri	Rural	Half page	1 per month for three months	550,000	Monthly

Combined Circulation  
**1,910,500**

A decorative red geometric pattern consisting of various polygons and lines, located in the top-left corner of the slide.

## Campaign Tracking

Detailed analytics are reported by our research team including reach, frequency, impressions, Video Views and engagement rates. Estimated impressions are provided at the proposal stage. Upon campaign launch, proof of performance and digital analytics are provided as requested for grant reporting. Summaries include audience targeted through demographic, interest and behavior categories, impressions served, and audience reach (when available).

Outcome data will be analyzed with the help of the Complete Count messaging subcommittee following the self-report phase of 2020 to analyze growth compared to the national average.



## CORE MESSAGE

The 2020 Census is our chance to make sure the hard-earned tax dollars we send to Washington DC make their way back to Missouri. For every adult and every child that is not counted in the census our state will lose \$1,300 in federal dollars every year. When every Missourian is counted, we get more money for roads, bridges, hospitals, and schools. Respond for our community. Respond for Missouri.

Messages are further developed for each of the hard to count audiences.

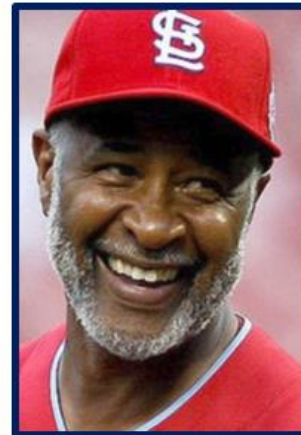


## ***Count Me In Missouri!* The 2020 Missouri Census is a Win for Missouri.**

Missouri Influencers will share our messages with target audiences in unique ways. Influencers will tell the story of the importance of the 2020 Census and allow us to use their likeness, audio and video for our media outreach December 2019 – April 2020.



**Maya Moore**  
WNBA &  
Olympic Athlete  
Justice Reformer



**Ozzie Smith**  
St. Louis Cardinals  
& Hall of Famer



**Benji Molina**  
MLB Catcher  
Cardinals Radio  
Spanish broadcast



DATE	ACTIVITY
Spring 2019	Hiring of in-field address canvassers
August 19, 2019	In-field address canvassing begins
September 2019 – April 2020	Hiring of enumerators
January 2020	Enumeration of remote Alaskan communities takes place
March 2020	Census postcards are sent to most homes
March 12 – 20, 2020	Mailing 1: Letter with info to take survey online (the majority of people will get this) or Letter + Paper Survey (20–25% of people based on demographic characteristics and Internet connectivity of a geographic area will receive this)
March 16 – 24 2020	Mailing 2: Reminder letter to non-respondents
March 26 – April 3 2020	Mailing 3: Postcard to non-respondents
April 2020	Mailing 4: Letter + questionnaire to non-respondents
April 2020	Mailing 5: “It’s not too late” postcard to non-respondents
March – August 2020	Conduct self-response
March – July 2020	Conduct Internet self-response, including non-ID processing
March – July 2020	Conduct Census questionnaire assistance
March – August 2020	Conduct paper data capture
April 1, 2020	Census Day
April – May 2020	Conduct update leave
May – July 2020	Conduct non-response follow-up: Census enumerators visit addresses from the Census Master Address File that did not complete a Census questionnaire and collect information at the door
May – July 2020	Conduct non-response follow-up re-interview
June – July 2020	Conduct Group Quarters Advance Contact
July 2020	Conduct Group Quarters Service-Based Enumeration
July – August 2020	Conduct Group Quarters Enumeration
Dec. 31, 2020	The Census director delivers apportionment counts to the president
April 2021	Publish Prototype P.L. 94-171 Data and Geographic Products
March 2021	The Census Bureau completes delivery of redistricting counts to the states

