

Resource Package

KNIM/ KVVL



97-1 The Vill, Pickup Country, KNIM

Located at 1618 South Main Maryville, MO 64468

- **What we can do for you** – Advertising with 97-1 The Vill/ Pickup Country ,KNIM offers businesses the opportunity to communicate with ongoing customers and potential customers. At a reasonable investment, your business is able to broadcast new deals, specials, services and merchandise to listeners within a 50 mile radius. 97-1 The Vill/ Pickup Country, KNIM works closely with its advertisers to create ads that will set you apart from your competition.
- **The Benefits of Radio Advertising-** Did know you that advertising with radio is affordable and will give you more bang for your buck than advertising with print or TV media?

Compared to TV and print media, radio is more reasonably priced and will reach more people in a shorter amount of time. With television and print media you use visual aspects, to show the reader or viewer what you want them to picture. This in turn means setting up print or TV shoots, paying for ink or paper usage, which can become expensive and time consuming. In a radio ad, you can paint a picture in the listener's mind. You don't have to show them anything, so you get your point across to your potential customer as well as saving yourself valuable time and money.

Your ad must reach your target customers, and radio has an appeal to buyers. Even with other listening options, listening patterns have remained constant proving that radio remains a popular consumer

choice. According to strategic media.com The 13,000 radio stations broadcasting across the United States together reach over 94% of the US population over 12 years old each week, according to Arbitron's American Radio Listening Trends report. With radio, there isn't a question of whether you'll be able to reach your target customer.

Finally think about what type of customer you want to target, the stay at home mom? The teenager on the go? Or busy dad in the office? Radio already has those audiences built, and knows when they will be listening, so as the advertiser it's easy to select a slot to place an ad instead of hoping that your target customer will be reached through a newspaper or TV commercial.

Here at 97-1 The Vill/ Pickup Country ,KNIM, we not only work closely with our advertisers to produce great ads but we care about our clients' success. We are more than a radio station but marketing experts as well. We are willing to sit down with our clients and make a marketing plan. We offer free brainstorming sessions to discuss how you can improve your business, and help you come up with promotional ideas. Advertising with us, you're not only investing in advertisement but gaining a group of people who want to help support you in your business journey.

Advertising with radio has many perks, it's affordable, easy, and smart, and there's nothing to argue with a combination like that. Here at 97-1 The Vill/Pickup Country, KNIM we want to maximize your radio advertising experience, at an affordable investment and offer you success in reaching potential customers.

- o **Contact- Audra Bradley, Sales Manager**
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Call for rates for consulting and training.



<http://www.nodawaybroadcasting.com>



Northwest Missouri Enterprise Facilitation

- **About NWMEF** - Northwest Missouri Enterprise Facilitation is a nonprofit organization which offers free and confidential business coaching in Northwest Missouri. We are a group of over sixty volunteers from six counties who care passionately about the success and sustainability of our rural Northwest Missouri region.
- **What NWMEF does** - This program is targeted to help any person who aspires to create or expand a business in one of six Northwest Missouri counties: Andrew, Atchison, Gentry, Holt, Nodaway or Worth.

The NWMEF board provides an Enterprise Facilitator who gives intensive, one-on-one assistance to the entrepreneur, educating him or her in the "Trinity of Management", a concept that teaches each entrepreneur how to put a successful business and a business team into place. The Facilitator tests the personal motivation and skill of the client and develops the client's capacity to assess his/her own management strengths and weaknesses.

Besides using the intelligence and resources of the community-wide Board, the Facilitator also links clients to programs and resources offered by economic development organizations and professionals. The service is free and confidential to any local individual with an idea for starting or expanding a business.

- **Who does NWMEF help** - This program is targeted to help any person who aspires to create or expand a business in Andrew, Atchison, Gentry, Holt, Nodaway or Worth counties.

To date we have helped

400 Clients

- **Contact** - Contact their Enterprise Facilitator

Annette Weeks



816-262-5158

facilitator@nwmed.com

P.O. Box 612

King City, MO 64463

- www.nwmed.com



Nodaway County Economic Development

Located at 423 North Market Maryville, Missouri 64468

- **About Nodaway County Economic Development** - Nodaway County Economic Development (NCED) is a not-for-profit corporation representing the City of Maryville and Nodaway County for economic development services including business and community development. NCED assists businesses and Nodaway County communities by focusing on existing business expansion, business recruitment and attraction, technology commercialization and community development.
- **What NCED does** - NCED offers free, confidential services including finance and incentives development, site location, industrial development, and small business assistance in support of our other

partner development agencies. NCED serves as a resource conduit for new business and existing business to ensure a positive business climate for industry expansion, entrepreneur investment and emerging technologies.

- **Contact** - Lee Langerock



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- www.maryvillemo.org

Maryville Chamber of Commerce

Located at 423 North Market Maryville, Missouri 64468

- **About Maryville Chamber of Commerce-** A non-profit organization, the Chamber of Commerce is member-supported and is more than 250 members strong. Your Chamber also operates the Maryville License Bureau under contract with the Missouri Department of Revenue. Our greatest resource is, and always has been, the willingness of our many volunteers to sacrifice their time to make our committees work and our events a success.
- **What Maryville Chamber of Commerce does** - The Maryville Chamber of Commerce provides leadership to assist in the growth and development of business, and to enhance the community as a desirable place to live, work, and play.
- **Contact** – Luke Reven



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- www.maryvillemo.org



A University of Missouri Extension Partner

**Center for Innovation and Entrepreneurship /
Small Business and Technology Development Center**

Located at 1402 N. College Dr. Maryville, MO 64468

- **About the Center for Innovation and Entrepreneurship** - Northwest has launched a regional economic development initiative, the Center for Innovation and Entrepreneurship. The Center has two synergistic components: a mixed-use incubator and an academic facility. The incubator is designed to house several start-up companies; the academic facility has been programmed to house the newly approved nanotechnology baccalaureate degree program. In addition to the CIE, we provide the **Small Business and Technology Development Center**. These centers are located throughout the US at institutions of higher learning. Their focus is to create economic impact through the counseling and training of businesses with fewer than 500 employees. •Provides pragmatic, individual counseling to small business firms and individuals throughout northwest Missouri. They coordinate and conduct research

into technical and general small business problems, and conduct conferences and workshops at a nominal charge on various topics of interest to the owners of small business.

- **What the Center for Innovation and Entrepreneurship does** - The Center emphasizes on technology-based, start-up companies. The CIE provides assistance to existing small businesses and encourages development of new small businesses.
- **Contact** – Contact their Director
Larry Lee



Phone: 660.562.0823

Email: llee@nwmissouri.edu

- www.nwmissouri.edu/cie/about.htm
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Located at 403 N Market, Room 308

Maryville, MO 64468

- **About Missouri Extension Center**- Missouri Extension provides services to new or existing businesses.
- **What Missouri Extension center does**- Missouri Extension Center offers courses on the basics of finance and marketing. They provide classes on interviewing employees, writing business plans, finding your target audience, understanding financial statements, and much more curricula on how to startup a business. The center provides the assistance of business specialist who can help you determine a business plan, and also give you a free consultation and financial analysis.
- **Contact**- Tom Kelso



660.446.3724

Or go to www.missouribusiness.net to check out a calendar on course coming soon near you.
