



Mid-West Family Broadcasting
2453 E. Elm St.
Springfield, MO 65802
417-886-5677
mwfmktg.com

Helping Local Businesses Build Brands

93% of all adults listen to radio, despite the onslaught of internet options. "Each week, across our 4 radio stations, we reach 3 out of 4 adults that live and work in the greater Springfield area," says Mid-West Family Broadcasting and Marketing general manager Scott Meier.

"Several TV and radio stations in Springfield are owned by corporate interests," says Meier. "We are not a corporate entity. We are a Springfield business through and through."

Mid-West Family Broadcasting and Marketing is the only locally owned, employee owned broadcasting company in Springfield and is on the air with 4 radio stations: Q102, 104.7 The Cave, 105.1 The Bull, and 92.9 The Beat.

"We like to say 'We help good local businesses become great local brands,'" Meier says. "That brand building happens not only through radio advertising, but also with digital products and social media advertising."

"WE LIKE LOCAL BUSINESSES TO TELL THEIR STORIES."

Scott Meier
General Manager

"In an increasingly digital world, branding is more important than ever," says Meier.

Companies receive assistance with every aspect of their branding campaign, including a chance to tell

their story on the radio. "We like local businesses to tell their stories," says Meier. "The stories of how businesses are started and how they've grown are fascinating."

As locally-owned stations, Mid-West controls the number of commercials that run, allowing the listener to focus more intently on the ads that do run, instead of tuning out when there's a barrage of ads.

"Corporate owned stations don't really have a choice about how many ads they run, says Meier. "As locally owned stations we do have a choice and we choose to do the best we can for our advertising partners."



Front: Scott Meier, Jennifer Rawls, Valorie Knight Back: Rhiannon McCafferty, Stefanie Nentrup, Brian Tyndall

Mid-West Family Broadcasting is not product driven, we are people driven.

The whole of Mid-West Family Broadcasting and Marketing is greater than the sum of its parts. We are focused on fostering relationships with our community, our listeners and our advertising partners. We take great pride in helping good local businesses become GREAT local brands!

www.mwfmktg.com