



Palmyra Chamber of Commerce

Chamber News

Your Daily Dose is Served...

FEATURED BUSINESS OF THE MONTH TOWNSQUARE MEDIA

Townsquare Media is a local media and entertainment company that owns and operates radio, digital and live event properties in 66 small to mid-sized markets across the country. It is the 3rd largest owner of radio stations in the US. You know it best as the company that owns and operates the following radio stations in the Hannibal-Quincy Market: 1070 KHMO AM "News -Talk -Sports," 97.9 KICK FM "Today's Best Country," 1530 WLIQ FM "Lite," and KRRY FM "Y101-Today's Best Music."

KHMO, the only studio still located in Hannibal, is the oldest station, dating back to 1941. KICK, originally licensed as KIDS, began broadcasting from the second floor of the building on the corner of Main & Lafayette over Bob Johnson's Insurance office in Palmyra, Missouri in 1981. The station was owned and operated by Bick Broadcasting whose owners included Bud Janes of Palmyra and Frank and Jim Bick of Hannibal. Bick purchased KHMO in 1985, and the studios merged in Hannibal. The name KICK came from a trade with a Springfield Missouri station which wanted to try a "programming for children" format, and for whom the call letters "KIDS" were a perfect fit. Though the Springfield station went bankrupt, KICK thrived. Bick Broadcasting went on to acquire not only the other two local stations but also five in other markets. Teresa Meyers Thompson of Palmyra worked for Bick Broadcasting for 23 years and was Y101's General Manager when she passed away in 2004. The company sold the four local stations to Double O Radio in 2006. Townsquare Media purchased them in February 2012.

Dave Greene, local Townsquare General Manager since Ed Foxall's retirement in April, shared why radio continues to be such a successful communication tool. "Music can go with you wherever you go," shared Dave. Moreover, "40% of the audience listens at some point during the week through an alternative source (i.e. computer, phone), and 25% do so daily." When asked if satellite radio such as Sirius XM was negatively affecting the local stations, Dave responded that it definitely was not - which was a pleasant surprise to the industry. Satellite radio "doesn't have breaking local news or events, and costs the listener." It doesn't compete for advertising dollars, either, because Sirius XM is commercial free.

All four radio stations stream with 100,000 page views a month combined average; combined listening hours monthly is 14,000. The top two stations in both categories are KHMO and KICK. "RadioPup," a streaming radio App for iOS

and Android, can be downloaded for free and includes all of the local Townsquare stations as well as the 307 others owned by the company.

For bargain-hunters, Townsquare offers Seize the Deal, a local "Groupon" if you will. Seize the Deal offers daily discounts from local businesses -restaurants, theaters, spas, golf courses, family fun and more. Discounts average 30% - 50% off retail. There's even a Seize the Deal App so you can shop from your smartphone! For those familiar with Ed Foxall's Bid For Bargains on KHMO, you'll be pleased to know Ed has agreed to work these radio/online events in March, July and November even though he has retired after forty-one years in the radio business.

Townsquare Media offers a comprehensive set of products to help local businesses. In addition to radio station advertising, clients have access to Townsquare Interactive. Townsquare Interactive is a digital marketing and services organization that specializes in creating the total web presence that small businesses need to make sure they reach their online audience of current and prospective customers. When clients select Townsquare Interactive, they choose a team of industry-leading experts who can work with them to develop and execute a comprehensive total web presence plan specifically for their small businesses. They have the power to decide exactly which products and services will best meet their needs, whether it's an easy-to-edit website that uses innovative technology, or Townsquare's social publishing, reputation management and search engine optimization services.

Between the Hannibal and Quincy locations, Townsquare employs 21 full and part-time employees. Their DNA is live, local and vital, and they are full of positive energy, insightful thinking and a great attitude. Get to know them!

Townsquare Media

119 N. Third St. | Hannibal, MO 63401 | Phone: 573-221-2300
408 N. 24th St. | Quincy, IL 62301 | Phone: 573-221-3450



From top to bottom:
Dave Greene, General Mgr., Townsquare Media Quincy/Hannibal, Astrid Munk, Account Manager and Michael Rose, DJ, KICK FM.



Above: Townsquare Media Offices & Radio Studios Quincy, IL. Right: KHMO Radio Studio & Townsquare Offices, Hannibal, MO

ANNOUNCEMENTS

Farmer's Market Every Wednesday 11am – 6pm behind the Country Butcher Shop Pavilion (thru Oct. 15)

Taste of Fall Sat., Oct. 4, 2-6 p.m., St. Jude's Park, Monroe City, MO. Vendors include Badger Cheese Haus, Bat Creek Brewery, C&R Market, Charletta's Delights, Claymalnay Winery, Dugout Sports Lounge & Steakhouse, Golden Eagle Distributing, The Hitching Post, Mark Twain Brewery, and White Barn Processing. Tickets \$15 in advance & \$20 at the gate. Sponsored by the Monroe City Chamber of Commerce.

Retirement Reception Mon., Oct. 20, 3 – 5 p.m. for Ernie Boulware at H&R Block, 202 West Main Cross, Palmyra.

WELCOME NEW CHAMBER MEMBERS

Carquest and El Nopal!

Carquest celebrated its grand opening and Chamber ribbon cutting Thursday, September 18. The auto parts business, owned and operated by Jennifer and Jamie Karr, is located at 865 Marion City Road, the frontage road adjacent to Highway 61/24. They're right next door to another new Chamber member, El Nopal.

El Nopal, Palmyra's only Mexican restaurant, is located between Carquest and Wilco on the frontage road, at 855 Marion City Road. The business is owned and operated by Ray Zugal.

ANNUAL CHAMBER AWARDS

It's time to begin thinking about nominations for annual awards presented at the January Annual Meeting & Banquet. The event will be held on Thursday, January 8, 2015 at Msgr. Farischon Hall. Social will begin at 6 p.m. with dinner at 6:30 p.m.

Nominations for the following awards are being solicited and should be sent to the Chamber office (P.O. Box 446, Palmyra, MO 63461; palmyrachamber@gmail.com): Citizen of the Year, Educator of the Year, Paint Brush Award, Volunteer of the Year, and the Business Hall of Fame. The Paint Brush Award is for a business that has really improved its looks and added that "something extra" to our community. Nominations for Educator of the Year don't have to be for a teacher but may be for any individual who positively guides youth or trains others. Nomination letters should not only explain why a person is qualified but also contain a brief history of an individual's work background and involvement in civic and social organizations. The deadline for nominations is Wednesday, December 17.



upcoming events CALENDAR

Saturday, October 11
Citywide Garage Sale

Monday, October 20
Taste of Palmyra

Information and Vendor forms may be downloaded at www.showmepalmyra.com. Forms must be received no later than Friday, October 17. Chamber businesses that would like to participate in Truck or Treat should contact the Chamber office at 573-769-0777.

Wed./Thurs. Oct. 22/23
Palmyra R-1 Parent-Teacher Conferences

Tues. November 4
Election Day

Saturday, November 8
BLP Gift Show

Palmyra High School, 10 a.m. – 3 p.m.

Thursday, Jan. 8, 2015
Annual Chamber Meeting

UPCOMING MEETING DATES & PROGRAMS YOUR NEXT CHAMBER MEETING IS NOON

Tues., Oct. 14, 2014 • VFW Hall

Guest Speakers: Michele & Randy Hopson will present an update on the 2014 Marion County Fair. The public is invited.

Wed. Nov. 12, 2014 • VFW Hall

(Note date change due to Veteran's Day Holiday)
Guest Speaker: Eddie Bogue, Chief of Police of the Palmyra Police Department will speak about the need for a new police station. The public is invited.

Tues. Dec. 9, 2014 • VFW Hall

Guest Speaker: Chris Hull, Officer in Charge of the Palmyra Post Office will present a program on Every Door Direct Mail and how it can help your business. The public is invited.

Thursday, January 8, 2015

Annual Chamber Meeting & Banquet
Social - 6 p.m. Dinner - 6:30 p.m.
Msgr. Farischon Hall

Chamber Email Address:
palmyrachamber@gmail.com