KOMU 8 Can Help Your Business Grow
Did you know **this** about advertising?

1 - Advertise to Reach New Customers

Your market changes constantly. New families in the area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now. Remember 20% of families will move this year, 5 million people will be married and 4 million babies will be born.

2 - Advertise Continuously

Shoppers don't have the store loyalty they once did. You must advertise to keep pace with your competition. The National Retail Merchants Association states: "Mobility and non-loyalty are rampant. Stores must promote themselves to get former customers to return and to seek new ones."

3 - Advertise to Remain With Shoppers Throughout the Buying Process

Many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds when they ultimately decide to buy.

4 - Advertise Because Your Competition is Advertising

There are only so many consumers in the market who are ready to buy at any one time. You'll need to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep your share of customers or you will lose them to the more aggressive competitors.

5 - Advertise Because it Pays Off Over a Long Period

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A five year survey of more than 3,000 companies found advertisers who maintain or expand advertising over a five year period see their sales increase an average of 100%. Companies, which cut advertising, averaged sales decreases of 45%.

6 - Advertise to Generate Store Traffic

Continuous store traffic is the first step toward sales increases and expanding your base of shoppers. The more people who come into the store, the more possibilities you have to make sales and sell additional merchandise. For every 100 items that shoppers plan to buy, they make 30 unanticipated "in the store" purchases, an NRMA survey shows.

7 - Advertise to Make More Sales

Advertising works! Businesses that succeed are usually strong, steady advertisers. Look around. You'll find the most aggressive and consistent advertisers are almost invariably the most successful.

8 - Advertise Because There is Always Business to Generate

Your doors are open. Salespeople are on the payroll. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach. Advertising can generate customers now and in the future.

9 - Advertise to Keep a Healthy Positive Image

In a competitive market, rumors and bad news travel fast. Advertising corrects misleading gossip, punctures "overstated" bad news. Advertising that is vigorous and positive can bring shoppers into the marketplace, regardless of the economy.

10 - Advertise to Maintain Employee Morale

When advertising and promotion are suddenly cut or canceled, salespeople may become alarmed and demoralized. They may start false rumors in an honest belief that your business is in trouble. Positive advertising boosts morale. It gives your staff strong additional support.
Did you know **this** about television?

**Most Authoritative Medium**

- Television: 60.8%
- Magazines: 10.8%
- Radio: 8.6%
- Newspapers: 15.4%
- Internet: 4.4%
- Mobile: 0.1%

**Most Exciting Medium**

- Television: 83.4%
- Magazines: 6.0%
- Radio: 4.5%
- Newspapers: 2.5%
- Internet: 0.4%

**Most Influential Medium**

- Television: 85.7%
- Magazines: 3.1%
- Radio: 3.8%
- Newspapers: 3.1%
- Internet: 0.9%
- Mobile: 0.9%

**Most Persuasive Medium**

- Television: 78.1%
- Magazines: 6.1%
- Radio: 3.9%
- Newspapers: 5.1%
- Internet: 3.9%
- Mobile: 0.9%

Medium through which people are most likely to learn about products or brands they might try or buy.

Source: TVB Media Comparisons Study 2010
Did you know *this* about KOMU 8?

**Is my most important source of information in my community**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local TV News</td>
<td>61%</td>
</tr>
<tr>
<td>Print Newspapers</td>
<td>57%</td>
</tr>
<tr>
<td>Websites</td>
<td>21%</td>
</tr>
<tr>
<td>Radio</td>
<td>19%</td>
</tr>
<tr>
<td>Mobile Web/Apps</td>
<td>13%</td>
</tr>
<tr>
<td>Print Magazines</td>
<td>4%</td>
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</tbody>
</table>

Local Television News is the most important source of information in the community.

When it comes to getting basic daily information, viewers turn to broadcast television.

**I have purchased a product as a result of an advertisement on this type of program.**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local TV News</td>
<td>12%</td>
</tr>
<tr>
<td>Cable News</td>
<td>7%</td>
</tr>
<tr>
<td>Broadcast Network News</td>
<td>6%</td>
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</tbody>
</table>

Local television news ranks highest in driving purchases of products and services.

There are approximately 178,410 *adults* 18 and older in Boone and Cole counties. Each week local TV news reaches more adults than any other Mid-Missouri advertising medium.

*Source: Television Bureau of Advertising, Inc.*
The KOMU 8 Coverage Map
About KOMU 8

KOMU 8 is a full-power NBC Affiliate operating as an auxiliary enterprise of the University of Missouri. It is the only university-owned commercial television station in the United States utilizing its newsroom as a teaching lab for students. Here, students work alongside professional reporters and anchors to bring Mid-Missourians the quality news coverage they’ve come to expect.

KOMU 8 is recognized throughout the broadcast industry for its innovation and for being the premiere training ground for television journalists attending the prestigious Missouri School of Journalism. As the most decorated television news organization in Mid-Missouri, KOMU 8 is a winner of multiple Regional Emmy and Edward R. Murrow Awards. On August 8, 2008, KOMU 8 became the first and only local news organization to broadcast its news, weather and sports in high definition. Today, KOMU 8 brings viewers more hours of programming in high definition than any other local source.

KOMU 8 is committed to giving back to the communities we serve. Since the station broadcast its first signal on December 21, 1953, our dedication to public service has been unparalleled in the market.

Each year KOMU 8 provides media and fundraising support to a wealth of organizations including local United Way agencies, Big Brothers Big Sisters of Central Missouri, Ronald McDonald House Charities of Mid-Missouri, The Food Bank, Central Missouri Honor Flight and the Muscular Dystrophy Association.

In June 2010, The National Association of Broadcasters Education Foundation honored KOMU 8 with its celebrated Service to America Community Award for Radio and Television. This award honors radio and television broadcasters for a single campaign, project or program that serves the common good or otherwise provides exemplary service to their local community. There is only one television recipient of this award each year, regardless of market size. KOMU 8 was selected to receive this honor for its exceptional support of Central Missouri Honor Flight, which is founded and maintained by KOMU 8 employees.
Coverage You Can Count On is KOMU 8 News. Mid-Missouri’s first choice for breaking news coverage. From the heart of Mid-Missouri to communities all around... when important stories break, KOMU 8 News is first on the scene and first on the web bringing our viewers a LIVE look at what’s happening that very moment. With Mid-Missouri’s largest staff of broadcast journalists, it’s what we do best. When it matters most and you need to know, KOMU 8 News is here for you.

KOMU 8 News Team (from left): Michelle Bogowith, Dave Schmidt, Eric Aldrich, Angie Bailey, Megan Murphy, Jim Riek, Chris Gervino, Sarah Hill and Eric Blumberg

The LIVE Doppler 8 First Alert Weather Team is committed to keeping our viewers informed and their families safe. Our team is constantly tracking conditions to alert Mid-Missourians at the first sign of severe weather. We also have the most advanced weather technology in the market to bring our viewers accuracy and detail like no one else. When severe weather is headed towards Mid-Missouri, KOMU 8 alerts viewers on-air, online, on mobile phones, over the radio and through social networking.

KOMU 8 Sports Anchors (from left): Eric Blumberg and Chris Gervino

KOMU 8 Sports is Mid-Missouri’s source for the most comprehensive sports coverage in the market. From local high school teams to the Tigers and the pros, KOMU 8 Sports covers it all. Every Sunday night from 10:30-11 p.m. Chris Gervino and Eric Blumberg present the KOMU 8 Sports Show. Gervino also hosts This Week in Mizzou Football and Basketball complete with exclusive interviews with Tiger head coaches during the football and basketball seasons. KOMU 8 Sports is proud to be “Your Home of the Tigers.”
The Today Show (M-F 7-11am)
NBC News pioneered the morning news program when it launched “Today” in 1952. This four-hour live broadcast provides the latest in domestic and international news, weather reports and interviews with newsmakers from the worlds of politics, business, media, entertainment and sports.

Nate Berkus (M-F 11am-12pm)
The Nate Berkus Show made its debut on KOMU 8 in September 2010. Berkus is an interior designer from Chicago who was a hit on Oprah for several years. Every weekday, Nate shows viewers how to decorate their homes to fit their personalities, budgets and lifestyles. He also does fashion makeovers, cooking demonstrations and has special celebrity guest co-starts.

Days of Our Lives (M-F 12-1pm)
"Like sands through the hourglass, so are the Days of Our Lives." For more than 30 years, those words have introduced and underscored one of daytime drama's rare mainstays. Since 1965, "Days of our Lives" has generated numerous Emmy Awards and nominations, as well as multiple "Soap Opera Digest" and "People's Choice" Awards.

Rachael Ray (M-F 1-2pm)
Showcasing her signature warmth, energy and her boundless curiosity for all aspects of life, “Rachael Ray” engages viewers and in-studio audiences with a personal, hands-on, celebratory approach to life the Rachael Ray way. While Rachael continues to heat up the kitchen with her creative signature dishes, she also takes her audience beyond to explore all facets of life and good living.

Dr. Phil (M-F 2-3pm)
Dr. Phil McGraw has galvanized millions of people to "get real" about their own behavior and create more positive lives. His nationally syndicated daily one-hour series, Dr. Phil, has been making headlines and breaking records since its September 2002 launch, when it garnered the highest ratings of any new syndicated show since the launch of The Oprah Winfrey Show in 1986.

Dr. Oz (M-F 3-4pm)
Dr. Oz is a cardiothoracic surgeon, author and host of his own syndicated talk show. This hit show made its debut nationally in September 2009. Prior to having his own show, Dr. Mehmet Oz made frequent appearances as a guest on the Oprah Winfrey Show from 2004 to 2009. Dr. Oz gets his viewers excited about taking steps to improve their health and well-being through simulations, models, personal interviews and a Q&A period.

U_News@4 #SarahHill (M-F 4-5pm)
U_News@4 is news with a capital "N", weather and sports but with a twist. Our viewers essentially co-host this newscast. U_News viewers don’t only get their news one hour earlier, but they also have unprecedented access to our airwaves as we display their photos, videos, texts, tweets and Facebook posts over the air. U_News provides a new interactive forum for U to personally share your news, opinions, kudos and community events.
KOMU 8 Evening Programming

**NBC Nightly News (M-F 5:30-6pm)**
“NBC Nightly News with Brian Williams” provides reports and an analysis of the day’s most newsworthy national and international events. Regular features include the “Fleecing of America,” an examination of government waste; and “Lifeline,” which takes a look at current health trends in America.

**Wheel of Fortune (M-F 6:30-7pm)**
The most popular game show of its generation, Wheel of Fortune has awarded more than $162 million in cash and prizes to its contestants since it first became syndicated in 1983. Wheel of Fortune is one of the top-rated shows ever in syndication.

**NBC Primetime Programming (M-Sun 7-10pm)**

**The Tonight Show (M-F 10:35-11:35pm)**
Considered by many to be a “variety” show, “The Tonight Show” with Jay Leno features a nightly monologue and news-making guests, as well as ongoing comedy segments including “Headlines,” “Stuff We Found on eBay,” and much more. The result is a unique and humorous look at today’s pop culture.

**Late Night with Jimmy Fallon (M-F 11:35pm-12:35am)**
Coming out of NBC’s Rockefeller Center Studio 6B, former “Saturday Night Live” star Jimmy Fallon has taken over as host of “Late Night.” As the third host of this cunning talk show, Fallon brings late night viewers hilarious segments and guests. Also featured on the show is the house band “The Roots,” a group that Rolling Stone Magazine called “one of the 20 best live bands in the world.”
Additional KOMU 8 Programming

**Sports**
From PGA & LPGA golf, to Wimbledon tennis, to Notre Dame football to NFL Sunday Night Football, KOMU 8 delivers top-notch sports coverage. Locally, no other media outlet can match KOMU 8’s sports coverage. “Friday Night Fever” breaks down the latest high school football games...“This week in Mizzou Football/Basketball” is the only local show where the Mizzou coaches break down the previous week’s games.” “The KOMU 8 Sports Show” dissects local high school, college and professional sports every Sunday night and KOMU 8 is also home to nine Mizzou basketball games each season. And every other year, KOMU 8 is home to the world's biggest sporting event – The Summer and Winter Olympics.

**Weekend Morning**
Each weekend morning, KOMU 8 delivers the best in quality programming. *Hometime* shows homeowners how to achieve professional-looking results from their home improvement projects. For anyone who can't afford to miss a single day on Wall Street, *The Wall Street Journal Report* is the program to watch. *Today's Homeowner* covers start-to-finish remodeling projects with the latest tips and trends. For more than six decades, NBC’s *Meet the Press* has proudly brought America interviews with newsmakers from around the world. *Today Weekend* continues the "Today Show" tradition by covering breaking news, interviewing newsmakers, reporting on a variety of pop culture and human-interest stories and covering health and finance issues. Finally, *The Chris Matthew's Show* is a weekend news and political roundtable program that features Chris Matthews at the moderator of a group of four rotating journalists debating various issues.

**Saturday Night Live (Sat 10:30pm-12:00am)**
Since 1975, "SNL" has launched the careers of many of the brightest comedy performers of a generation and as "The New York Times" noted on the occasion of the show's Emmy winning 25th Anniversary special in 1999: "In defiance of both time and show business convention, "SNL" [is] still the most pervasive influence on the art of comedy in contemporary culture."

**Syndicated programming (Various)**
In addition to bringing Mid-Missouri the best in quality original programming, KOMU 8 also delivers quality syndicated programming including *The Simpsons*, *The Unit* and *Access Hollywood*. 
The Switch to HD
KOMU 8 News was first launched in High Definition on August 8th, 2008. The switch to high definition was a major endeavor of years in the making. By broadcasting in high definition, KOMU 8 is able to bring our viewers the clearest, sharpest and most precise images to enhance the viewing experience.

The First and Only
KOMU 8 is proud to be Mid-Missouri’s first and only local news organization to broadcast news, weather and sports in high definition. In addition, KOMU 8 offers more local programming in high definition than any other local source.

Enhanced Weather Capabilities
Our exclusive LIVE Doppler 8 First Alert Weather and Radar in high definition enables us to track storms down to street level to bring our viewers the clearest, most accurate forecasts available. Plus, our 3D graphics in high definition provide viewers with the most precise weather images that are easy to understand and attractive to look at.

Advertiser Benefits
Advertisers, both national and local, benefit from KOMU 8’s conversion to high definition. We are able to air your commercials in high definition to further enhance the look and feel of your company’s products and services.
Last words about advertising with KOMU 8

It doesn’t cost as much as you might think to advertise on KOMU 8

A 30-second ad can cost your business as little as $20. Advertising rates vary by time of day, and by day of the week. As you might expect, the more popular the program, the more it will cost a business to advertise in that program. But advertising on KOMU 8 isn’t about how much money you spend…it’s about how wisely you spend the money you have. A KOMU 8 sales representative will work WITH your business to find the right mix of programs and number of ads to ensure that you target the right customers at the price that’s right for you.

It doesn’t cost as much as you might think to produce a television commercial at KOMU 8

It does take time and effort to create an effective television commercial. From writing the script, to finding the correct video angles and lighting, to adding video graphics, to the beautiful finished product, a television commercial can’t be produced in a single day. KOMU 8, however, boasts the largest Creative Services department in Mid-Missouri and can produce a high-quality, effective television commercial in less than a week, for as little as $250.

An ad on KOMU 8 can be seen in every household – not true with cable

The Mid-Missouri market consists of more than 170,000 households. Cable television accounts for 35.2% of the market while alternate delivery systems (satellite/telephone companies that offer bundling packages) account for 53.0% of the market. KOMU 8’s signal can be received via an over-the-air signal, alternate delivery systems (both Direct TV and Dish Network) and on all local cable providers.

The chart on the left shows the decline of cable penetration and the rise of alternate delivery system (satellite) penetration in Mid-Missouri over the past two years. The red line represents alternate delivery system penetration while the blue line represents cable television penetration.

KOMU 8 might not be the only media outlet you should use to advertise your business

True, KOMU 8 reaches more Mid-Missouri adults than any other media outlet, however, we encourage our clients to incorporate additional forms of media into their advertising mix to generate the greatest profit possible.

We would be happy to discuss all of your advertising options with you at your convenience. Please see the following page for KOMU 8 contact information.
How (and who) to contact at KOMU 8

KOMU 8 Sales Department
If you are interested in finding out more about KOMU 8 and how KOMU 8 can help your business grow, please feel free to contact any of the individuals listed below.

Tom Dugan
General Sales Manager
(573) 884-2381

John M. Parker
National Sales Manager
(573) 884-4154

Gerry Blaise
Account Executive
(573) 884-4784

Andrea Kaiser
Account Executive
(573) 884-4007

Diana Rowland
Account Executive
(573) 884-4112

Kori Sands
Account Executive
(573) 884-2888

Karen Schaefferkoetter
Account Executive
(573) 884-2528

Lisa Stevens
Account Executive
(573) 884-4136

Sales Department e-mail address
sales@komu.com

Other important KOMU 8 contacts

Marty Siddall
General Manager
(573) 884-4546

Matt Garrett
Director of Audience Development
(573) 884-3269

Gary Peel
Manager Business/Fiscal Operations
(573) 884-2904

Shelly Silvey
Director of Creative Services
(573) 884-2974

Sharon Glasker
Traffic Director
(573) 884-2899

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