

2006 Existing Business of the Year



Name of Business	KNCK, Inc. d.b.a. KNCK/Kiss FM
Owner	Joe Jindra
Nature of Business	Radio Station
City	Concordia
County	Cloud
Phone	785-243-1414
Web Site	n/a - jejnck@sbcglobal.net
Business Structure	Sub S Corporation
Business Began	Purchased November 1, 1989; Est. 1954
Employees at Start Up	5 full-time & 4 part-time
Employees in 2006	6 full-time & 7 part-time
Sales in 2005	n/a
2006 Sales Forecast	n/a
Start Up Capital	\$30,000
Source of Initial Capital	Previous owner financing & personal investment
SBDC Counselor	Linda Sutton

“Continually seek advice and guidance from other business people and experts such as the KSBDC.”

**Joe Jindra, President
KNCK/Kiss-FM**



Joe Jindra has watched his business, the Concordia Radio Stations KNCK-AM and KCKS-FM, evolve for seventeen years. KNCK was started in 1954 to provide local news, weather, sports and information to Cloud County and the surrounding area. KCKS-FM was started in 1979. Joe worked at the radio station part-time while in high school then went full-time after graduating from Cloud County Community College. This led Joe to work at stations elsewhere in Kansas and eventually co-ownership of radio stations in Missouri and Arizona. In 1989, Joe and his partners purchased KNCK/KCKS. Joe gives much credit to the previous ownership and management for making that possible. The radio station had a solid reputation as a business and a community servant, but the previous owner was ready to retire at age 79. Therefore, he personally financed the sale of the radio station to Joe to continue the tradition.

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Immediately the two radio stations' programming was modernized to include the use of sound bites in local news; covering city, school board, and college board meetings in person rather than by phone; the addition of a Coaches' Corner Program; severe weather coverage; and live election night reports from the courthouse. The station also went from limited play-by-play high school sports coverage to broadcasting all Concordia High School games.

In 1997, an application was filed to increase the power KCKS, or Kiss-FM as the station is called on the air, from 6,000 to 100,000 watts. This became reality in 2000 increasing the station's coverage area from parts of Cloud and Republic Counties to all or parts of sixteen counties in Northern Kansas and Southern Nebraska. The

increase of power has also greatly enhanced the business's client base. The radio station began using the tag line "The Regional Powerhouse" in 2005, which has helped its image and sales throughout North Central Kansas.

Even though Joe turned 50 this past year, if he stays active to the same age as his predecessor, he'll have another 29 years to guide the station in creating a positive impact on North Central Kansas where he grew up.

“Seek advice on a continual basis from people who have already been there.”

“Hire only positive people who have a passion for what they do, then stay out of their way and let them do their job.”