



The Original Company owners Mark and Sandra Lange rehab old buildings as a hobby, including a home built in the 1880s that houses three of the company's radio stations.

By Charlee Beasor

# The Original Company, Inc.

## DELIVERING NEWS, MARKETING TO RURAL COMMUNITIES

"We're the daily news in many of these counties; there is no newspaper. We become the daily, the weekly, the only local media."

— Mark Lange, owner  
www.originalcompany.com

TOC reaches 25 counties in Indiana and Illinois with stations such as WZDM Wisdom 92.1, with afternoon announcer Ed Ballinger.

### Background

- Founded: 1981
- Corporate office: Vincennes
- Owners: Mark and Sandra Lange (sons Jonathan and Aaron also work with the company)
- Breadth: The Original Company – aka TOC – employs 85 full and part-time employees; the company's radio stations reach 25 counties in Indiana and Illinois
- The Langes own 21 transmitters and 16 radio stations

### 'Original' origins

Lange notes that the name of the company came from a competitive strategy in acquiring radio stations and turned into a promise to the company's listeners.

"When we were applying for licenses, other people could apply on top of you for new channels. The longer people couldn't figure out who you were, the longer you could get your act together and be the first guy in with that application. We also used it as a thing we would do: be the original program for people."

### More than radio

Though Lange has been working in radio since 1968 (he was at Vincennes University for 24 years teaching and running the university's non-commercial station), there is an advertising and marketing facet, as well as direct mail portion of the business. TOC mails almost 90,000 direct mail advertising packages weekly.

### Unique facts

- About a quarter of current employees are previous TOC employees who left for different jobs and returned
- TOC broadcasts over 1,000 basketball games a year
- The company has web sites with over a million views per month. The most popular pages: obituaries and mug shots

### Local focus

It's all about content and we're in local content, and the music we play is not as important as the stuff around it."

