

# One-stop Shop

The partners of Niles Media Group create a one-of-a-kind video content production and media services company

STORY BY JULIE BARNES



There's a time in everyone's professional career when they have a dream to run a business of their own. Maybe it's for the ability to find a more flexible work schedule or to pursue some other professional interest. Partners John Sprugel, Neil Harwell and John Denison leapt into the entrepreneurial world in 2010 when they launched Niles Media Group—bringing together more than 25 years experience in production, marketing, sales, news and programming, including a great run at Metro Sports.

The 24-hour cable sports channel serving Kansas City with coverage of high school, collegiate and professional sports teams provided the three men the background to get Niles off the ground and running.

Specializing in remote sports television production services, Niles Media Group provides content of all kinds to a variety of media platforms.

“There is no production too large or too small to lend our expertise in order for the client to receive the highest level of

professional service and excellence unmatched in our industry,” Sprugel says.

## CREATING PARTNERSHIPS

In 2010, Niles Media Group partnered with the Mid-America Intercollegiate Athletics Association (MIAA) and its member schools to create the MIAA Network, which will produce 10 football and basketball games each season.

The MIAA Network reaches about 1.6 million TV households across the region, including KSMO in Kansas City. “We think the MIAA is the best NCAA Division II Athletic Conference in the nation,” Harwell says.

Niles Media Group has compiled a list of partnerships, including high schools, Cox Communications, the NAIA, the MIAA, the Missouri Valley Conference, the Great West Conference, UMKC, Illinois State and the Jacksonville Jaguars of the NFL.

Out of these partnerships, Niles Media Group produced the most events with the Missouri Valley Conference—working with Doug Elgin, Jack Watkins, Mark Kern and

## FAST FACTS ▶

- ▶ John Sprugel, Neil Harwell, John Denison
- ▶ Partners, Niles Media Group
- ▶ Company Profile: Niles Media Group is a video content provider specializing in video production, media services, staffing, marketing, advertising and sponsorship sales.

others at the conference to produce about 40 events per year across the region. Games air on Fox Sports Net, Comcast Sportsnet, ESPN 3 and KSMO.

One of Niles Media Group's key partners in the Kansas City area is KCTV/KSMO. “We work with KSMO to carry over 70 of our productions per year,” Harwell says. “The KSMO leadership has made a big commitment to airing local sports in Kansas City.”

Recently, Niles partnered with Ross Video to work on non-traditional production methodologies, allowing them to “create workflow more efficiently than anyone else in the industry,” Denison says.

## LOOKING AHEAD

Closing its first year in business producing more than 200 events, Niles Media Group is looking ahead to a great second year.

“We are getting involved heavily with webcasting,” Denison says. “The technology is improving so much that it soon will be a viable option for television viewers. We are engaging with more and more media every day, and Niles Media Group wants to provide viewers the content they want in the way they want to consume it.” **KCB**

## SUPPORTING THE NEXT GENERATION ▶



Niles Media Group is passionate about contributing to the Kansas City community and economy and giving back to the industry through a partnership with the Liberty Public School District.

“As we all know, each generation is a little bit better than the one before,” Denison says. “It's an honor to be able to impart a little knowledge onto these kids, but in reality they teach us every day. The lifelong interaction with computers has created generations that embrace technology and not fear it. Once these kids get going, they will be able to fully realize their capability because the technology will be an enhancement instead of a liability.”