

Program to Help Small Businesses Prepare for Natural Disasters

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Small business developments centers from around the state of Oklahoma—including Southwestern Oklahoma State University's center—have devised a new initiative to help small business owners prepare for natural disasters.

Mary Eichinger, regional director of the SWOSU SBDC, said recent data suggests that 40-60% of small businesses fail in the aftermath of a major emergency.

Beginning Monday, December 16, business owners can access this information on the Oklahoma Center for the Advancement of Science & Technology website, www.ok.gov/ocast/news_media/radio_show/, but business owners can catch a preview this weekend on *Oklahoma Innovations* on these local radio stations:

- Altus – Saturday, December 14, 6 a.m., KOCU 90.1 FM
- Ardmore – Saturday, December 14, 6 a.m., KLCU 90.3 FM
- Chickasha – Saturday, December 14, 6 a.m., KCCU 100.1 FM
- Clinton – Saturday, December 14, 6 a.m., KYCU 89.1 FM
- Duncan – Saturday, December 14, 6 a.m., KCCU 89.3 FM
- Lawton/Ft. Sill – Saturday, December 14, 6 a.m., KCCU 89.3 & 102.9 FM
- OKC – Sunday, December 15, 5 p.m., KTOK 1000 AM
- Tulsa – Sunday, December 15, 8 a.m., KRMG 740 AM/102.3 FM
- Woodward – Saturday, December 14, 6 a.m., KZCU 95.9 FM
- Wichita Falls – Saturday, December 14, 6 a.m., KMCU 88.7 FM

For more information on SWOSU's Center for Economic & Business Development, visit <http://www.swosu.edu/cebd/>.