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NRG Media-Omaha Launches \$200K On-Air Campaign To Boost Omaha/Nebraska Economy

Omaha, NE – October 2, 2008 – In an effort to inform the Omaha community on the market's economic picture as compared to the national picture, NRG Media-Omaha is committing more than \$200,000 in on-air public service announcements to spread the word about the health and vitality of the local market. NRG Media-Omaha General Manager Rhonda Gerrard said the campaign is critical to educate and inform the listeners of the seven-station cluster that local market economy is healthier than many other cities in America.

"It's a great time to live in Omaha and Nebraska and we want to spread the word from our local economic experts that the Omaha economy, though slow, is still growing especially as compared to the East and West coasts. Gerrard went on to say the PSA's will provide accurate information on what the Omaha market is experiencing in light of the gloomy national news. "We've recruited local leaders including, corporate executives, local business owners and financial experts to share their knowledge on the current Omaha/NE and Iowa market conditions to personalize the message of a brighter economy here at home."

PSA information will include contributions from market economic leaders and business owners such as: Ernie Goss – Professor Creighton University School of Economics, David Brown, President of the Greater Omaha Area Chamber of Commerce; Jim Champion, Owner of Charlie Graham Auto Body; Travis Freeman Owner of Brite Ideas and others will be added to the campaign rotation.

The NRG Media-Omaha radio cluster consists of KQKQ-FM, KOPW-FM, KOOO-FM, KOZN-AM, KKAR-AM, KYDZ-AM and KOIL-AM. Together, the seven stations deliver nearly 300,000 listeners 12+ per week based on the most recent Arbitron Spring 2008 figures. The on-air campaign will consist of: 60-second messages explaining and promoting the accurate economic picture and outlook for the area. Gerrard stated the campaign launches immediately and airs through the end of the year.

For more information, contact NRG Media-Omaha to share thoughts and comments.

About NRG Media

NRG Media is dedicated to providing *Great Local Radio* and is committed to being an active and integral part of the communities in which it serves. NRG Media consists of 55 radio stations throughout four states in the Midwest and is the seventh largest radio network in the country. NRG Media is headquartered in Cedar Rapids, IA and is led by CEO Mary Quass. For more information, please visit www.nrgmedia.com.

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