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“The Big O” Morning Show Starts Monday

Omaha, NE – April 21, 2008 – Omaha’s new pop rock station, “The Big O”, KOOO-FM launches its new morning show today featuring the team of long-time Omaha broadcaster Allison Steele and radio producer Tommy O.

“The Big O Morning Show with Allison Steele and Tommy O” will air 5:30am–10:00am weekday mornings. The program aims to provide lifestyle-oriented content that will attract adult listeners in addition to playing the music the station is known for. “Since Allison and Tommy have a long history in Omaha, they will discuss relevant issues that listeners care about and bring excitement, spontaneity and engaging conversation to morning drive radio,” said Billy Shears, the station’s Program Director.

Allison Steele is a Nebraska Radio Hall of Fame broadcaster with more than 14 years of radio on-air experience, most recently at Mix 101.9FM in Chicago, IL. Tommy O joins the morning team after spending the past six years producing the morning show for sister station KQKQ-FM.

“The Big O” weekday lineup also features long-time Omaha broadcaster Shari Stone in Middays from 10:00am-3:00pm and Billy Shears in Afternoon Drive from 3:00pm-7:00pm.

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 69 radio stations throughout six states in the Midwest and the Waitt Radio Network. NRG Media is the seventh largest radio network in the country and is headquartered in Cedar Rapids, IA. For more information, please visit www.nrgmedia.com.

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