

No matter who asks the question in OMAHA  
the answer is KOWH



44.7%!—that's the average share of audience Hooper (January-February) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Likewise Trendex. KOWH has placed first in audience year after year . . . consistently increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market.

Mid-Continent ideas, programming and excitement plus broad (660 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you rate most telling, you can feel secure when you tell your story via KOWH—because all three see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

## KOWH OMAHA



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

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