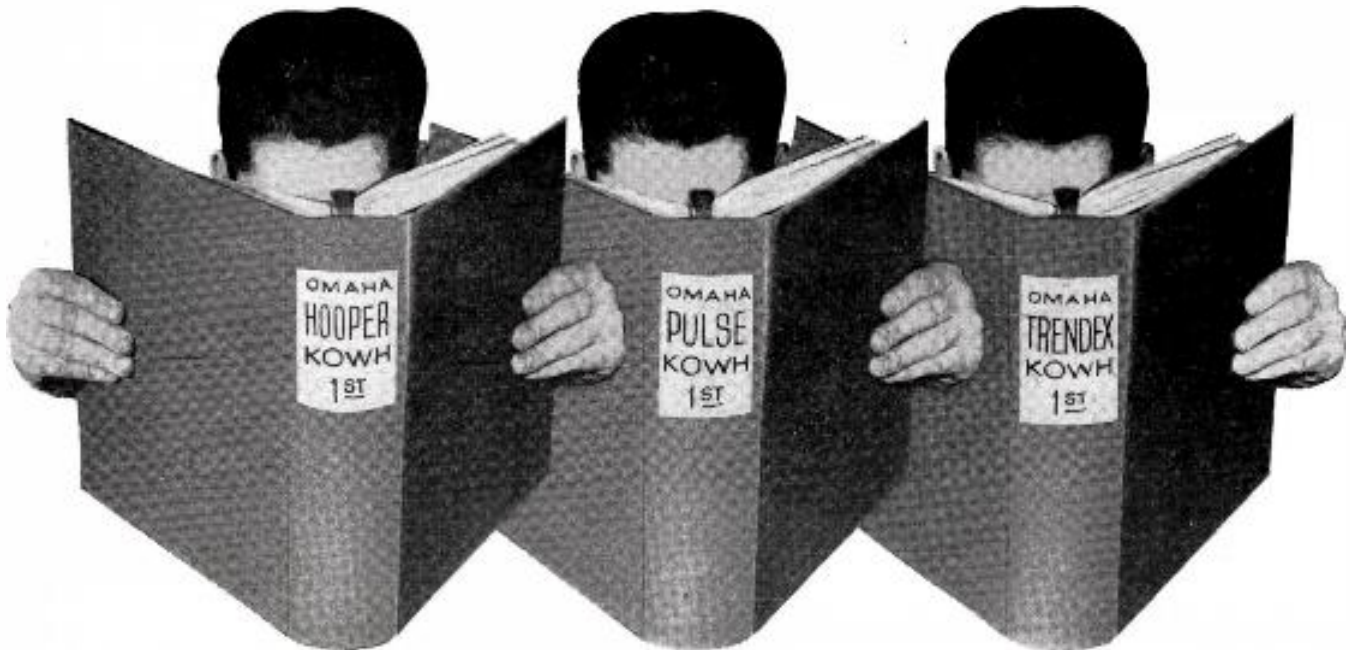


## All 3 tell the same story!



**42.5%**—that's KOWH's average share of audience according to Hooper (March-April). Latest Pulse for Omaha-Council Bluffs gives KOWH top shelf. Likewise Trendix. 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.

The power of Mid-Continent ideas, programming and excitement plus broad (660 KC) coverage are moving goods for national and local advertisers alike. So no matter how you read the Omaha rating picture, you can feel secure when you book time on KOWH—because all three see eye-to-eye-to-eye. Get the story from the H-R man, or KOWH General Manager Virgil Sharpe.

# KOWH OMAHA



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

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