

CONFIDENTIAL

Top Secret

MEMO FROM TODD STORZ

It'd be quite a story if we could tell it — but the sponsor says "No!"

You see, radio KOWH was one of 11 key stations selected by **CENSORED** Incorporated for a test campaign to see if radio could up their sales of **CENSORED** magazine.

Careful records were kept as a check on the efficiency of the stations used in each market area, and the pilot stations were rated as to the results they obtained per advertising dollar. Of course the results served to back up KOWH's contention that there's nothing better than first place (the only place KOWH is willing to occupy).

Your "Everybody-gets-in-the-act" station again nailed down the number one spot when, all by its lonesome, it secured a better than eight per cent sales increase for **CENSORED** in the Omaha, Council Bluffs area!

Too bad we can't tell folks about it — it makes quite a story!

Todd Storz
GENERAL MANAGER, KOWH

*Someday, if you twist our arm hard enough, you might force us to leak the scoop — but remember, we're not promising a thing!

TOP SECRET

HUSH
HUSH

KILL

Sh-h!

Kowh
O M A H A

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

