

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



44.2%!—that's the average share of audience Hooper (May-June) gives KOWH. Latest Trendex for Omaha-Council Bluffs gives KOWH top spot in every time period. Latest Pulse gives KOWH top spot in 204 out of 240 daytime quarter-hours. 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

"The Storz Stations"—President: Todd Storz

WDGY, Minneapolis-St. Paul
 Represented by
 Avery-Knodel, Inc.

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 Represented by
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*Transfer Subject to FCC Approval