



**“Todd Storz lit a fire
in Omaha when he
bought KOWH.”**

Back in '49 KOWH was small and unknown; it needed the guiding hand of a dynamic personality... new ideas, new programming, new business. A made-to-order buy for Todd Storz and his “New Look” in radio. So he bought it.

Almost immediately, the station took on new life as the Storz concept came into sharp focus, and the first Storz radio operation, aided by strong national advertising, became known in the far-flung corners of the nation. It was the start of one of radio's most amazing success stories – **a success**

that grew, and grew, and grew!