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NRG Media Omaha Redirects On-Air Efforts In Support of Local Auto Industry

Omaha, NE – April 10, 2009 – After an intensive on-air campaign promoting the local economy to boost consumer spending, the NRG Media family of stations is shifting its focus to help automotive retailers. The seven-station cluster will hit the airwaves on Monday with a comprehensive, around the clock campaign in support of its long-time, largest advertising category.

“Clearly the automotive industry needs our help more than ever before. The automakers have been one of the strongest proponents of our medium and now it’s time to make sure we are here when they need us most,” stated Market Manager Rhonda Gerrard. NRG Media, which consists of KQKQ-FM, KOPW-FM, KOOO-FM, KOZN-AM, KKAR-AM, KOIL-AM and KMMQ-AM will air a variety of lifestyle-oriented vignettes designed to encourage buying a new car or truck today. Despite the tough economy Gerrard said the campaign addresses the very issues on the mind of consumers, “One of the ads demonstrates how a married couple attempts to share just one car to juggle their busy lifestyle and rotate driving privileges. Another shows the desperation of a man who chose to buy horse instead of a car in order to save money. They are highly entertaining messages with a constant theme that now is a good time to buy because offers are available to make it more affordable.”

Recently, auto manufacturers launched extensive incentives to entice consumers to buy. Just this month, both Ford and General Motors announced extended warranty programs, a buyback program if a buyer lost his/her job and many more perks. Gerrard said hopefully this will correlate to sales at local Omaha dealerships. “If we can help encourage consumer confidence and buying power, this will have a trickle-down effect on thousands of people in our local area,” stated Gerrard.

NRG Media-Omaha is putting \$100,000 worth of airtime behind their campaign which launches Monday and airs through Memorial Day weekend. In the local market area, NRG Media reaches 261,000 listeners 12+ each week, nearly 50% of the Market population according to the most recent Arbitron ratings data.

About NRG Media

NRG Media is dedicated to providing *Great Local Radio* and is committed to being an active and integral part of the communities in which it serves. NRG Media consists of 55 radio stations throughout four states in the Midwest and is the seventh largest radio network in the country. NRG Media is headquartered in Cedar Rapids, IA and is led by CEO Mary Quass. For more information, please visit www.nrgmedia.com.

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