



For Immediate Release

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**Jennifer Vik Named National Sales Manager at
NRG Media-Omaha**

Omaha, NE – July 10, 2008 – Seasoned sales talent Jennifer Rubin Vik has been promoted to National Sales Manager for the seven-station Omaha cluster of KQKQ-FM, KOOO-FM, KOPW-FM, KOZN-AM, KKAR-AM, KOIL-AM and KYDZ-AM. The move is effective immediately.

NRG Media-Omaha General Manager Rhonda Gerrard made the announcement today stating, “Jennifer has made significant contributions to our entire organization and has been an exemplary member of the NRG Sales Team.” Vik joined NRG Media-Omaha in 2004 and has worked in radio industry for more than eight years.

According to Gerrard, the role of National Sale Manager is critical as it accounts for \$1M+ in annual revenues for the cluster and requires one of the best talents in the business to maintain and grow national radio revenues. Although the national role will require regular travel, Vik will also maintain her presence in the local sales scene. AM General Sales Manager Tim Marshall stated, “Jennifer will continue to play an important role in developing strategies and sales programs for the cluster’s AM stations. During her tenure here, she has served hundreds of local and regional clients and has been one of the most prominent Senior Sales Executives in the state of Nebraska and we want to maximize her impact both locally and nationally.”

Vik said she is thrilled with the promotion, “I am excited that I can bring the same sales principals and values I applied in the local market to the national arena. This is a fantastic company and this role gives me the chance to provide new and effective partnerships for our larger national client base while maximizing the NRG Media footprint.” Gerrard said the promotion exemplifies NRG Media’s efforts to promote from within and grow their own local talent. “Jennifer’s has had years of broadcasting sales success and this newly expanded role will enable her to grow her career with a company that is constantly growing and acquiring great stations in new markets.”

Prior to joining NRG Media-Omaha, Vik was an Account Executive at Clear Channel Radio-Omaha for more than four years and spent six years in the marketing and public relations sector before launching her radio career. In the late 1990’s Vik was the Marketing and Production Analyst for NE Methodist Health System and prior to that, she worked as a successful Public Relations and Marketing Associate at Joslyn Art Museum for three years and Ballet Omaha from 1993-1995.

Vik resides with her husband Aaron in Omaha, NE.

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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