



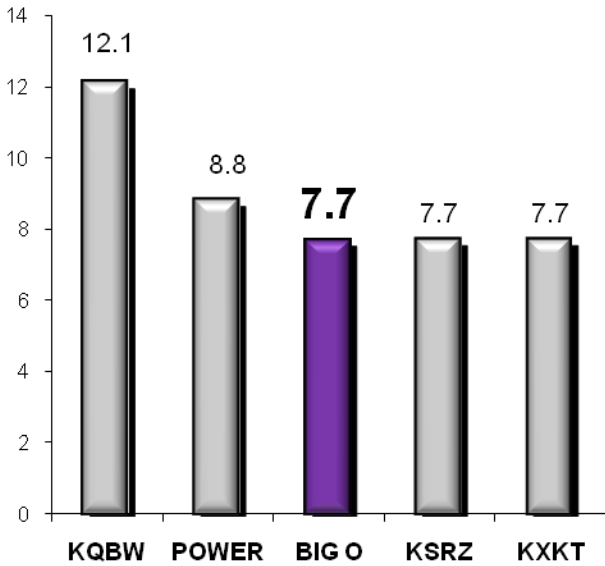
What a Book!



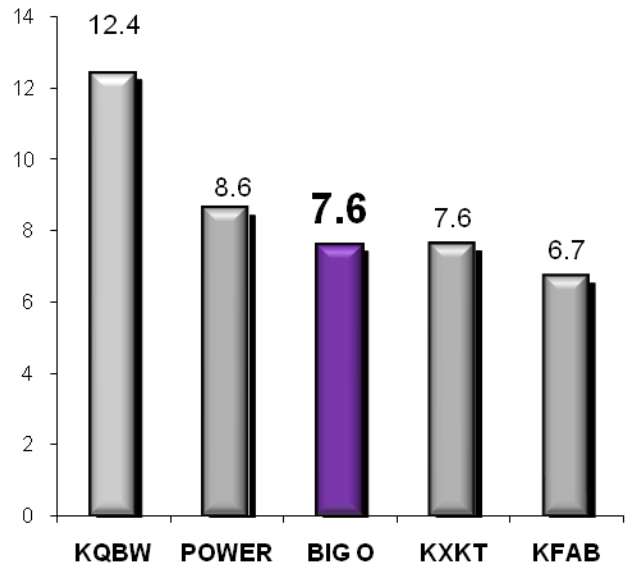
Omaha's Classic Pop Music

The Big Shows O Delivers Omaha's Core Consumer Women 35-44 in their Peak Spending Years!

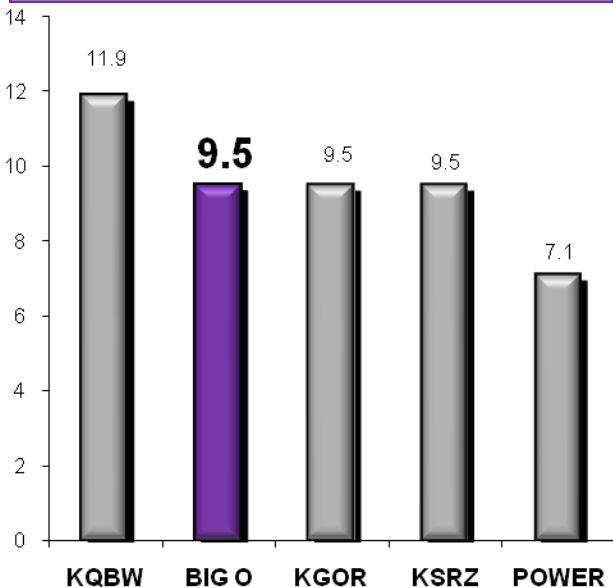
The BIG O Ranked #3 M-F 6a-7p Prime



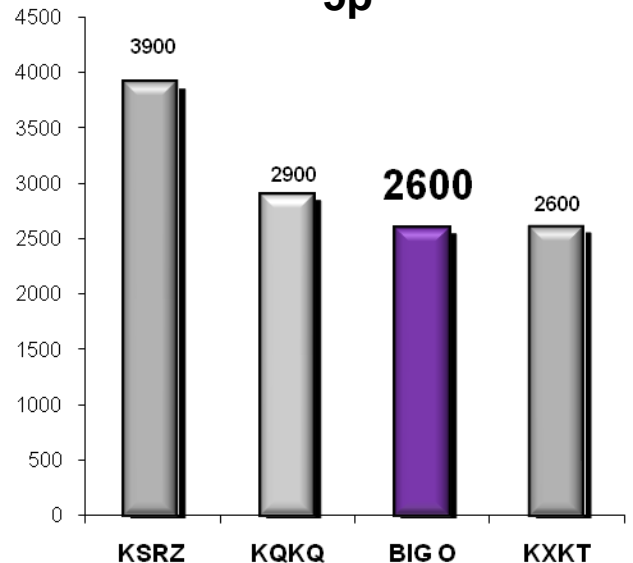
The BIG O Morning Show M-F 6a-10a Ranks #3



Women Love Shari Stone MIDDAYS M-F 10a-3p!



"BIG" At Work Audience Ranks 3rd W25-34 M-F 8a-5p



Omaha Arbitron; FA08; Metro; W35-44; M-F 6a-7p/M-F 6a-10a/M-F 10a-3p; AQH Share
Omaha Arbitron; FA08; TSA; W25-34; At Work Listening; M-F 8a-5p; Cumulative Persons