



**For Immediate Release**

**For More Information**

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**Omaha Has a New Sports Station – The ZONE 2 Launches June 4th**  
**“The Deuce” Designed to Complement Sister Sports Franchise at 1620AM The ZONE**

**Omaha, NE – Jun 4** - Programming leaders at NRG Media in Omaha are making sweeping changes to liven up the sports radio market even more with the launch of “**The ZONE 2-The Deuce**” as a sports-intensive AM station designed to super serve Omaha’s insatiable desire for all things sports in the metro area and beyond. The ZONE 2 will be located at 1180AM on the dial position formerly home to KOIL-AM and will feature sports talk by national talent, play-by-play coverage of Creighton University Baseball, and Women’s Volleyball and Basketball; Omaha Storm Chasers Baseball, College Football, Sunday NFL and more.

Operations Manager Neil Nelkin explained the move as an effort to secure even more sports market dominance and ownership in the Omaha area. “We have enjoyed such enormous success with our ZONE brand with our local and national sports programming that we needed to expand the brand even further to fill the market’s need. With the ZONE 2 on the air, we will now be able offer even more local college play-by-play with powerful local franchises such as Creighton University, the Storm Chasers, special broadcast coverage of 2012 Summer Olympic Games in London featuring 1620 The ZONE’s Kevin Kugler, play-by-play of the Chicago Cubs and Kansas City Royals season play.”

The ZONE 2 “The Deuce” weekday lineup from 5am – 7pm features several national sports veterans including Steve Czaban, Tim Brando, Dan Patrick, Craig Shemon, and Travis Rogers. Nelkin said bringing back Dan Patrick to the Omaha market is a critical to sports fans. “Dan Patrick is a tremendous addition to our lineup as he was a heard for years on our sister station 1620AM during his stint with ESPN. Dan’s show is no-holds barred with his take on everything in the sports arena, and as a senior writer for Sports Illustrated, he will continue to have exclusive interviews, guests and providing breaking news in the sports world ,” explained Nelkin.

With the launch of The ZONE 2, the seven station cluster owned by NRG Media Omaha becomes an impenetrable sports powerhouse in Omaha Radio according to Market Manager Andy Ruback. “We have enjoyed enormous long-term ratings success and market leadership with 1620AM The ZONE for more than a decade and we needed to expand our sports dominance in Omaha further. This move will clearly enhance the listening experience for sports fans and provide a home for great local sports play-by-play with the partnerships with our local universities. 1180AM The ZONE 2 –The Deuce and 1620AM The ZONE are now two options for our loyal listeners to tune to no matter what their sports pleasure.”

The station’s new call letters are KZOT-AM with signal strength of 25,000 watts blanketing the Omaha metro area and beyond.

**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. In Omaha, the company owns six other stations in addition to The ZONE 2 – The Deuce including 1602AM The Zone, The Mighty 1290 KKAR-AM, Modern Hit Music Q98 , The Big O 101.9, Power 106.9, and La Nueva KMMQ-AM. Led by CEO Mary Quass, **NRG Media** consists of 45 radio stations throughout four states in the Midwest - Iowa, Nebraska, Wisconsin, and Illinois.

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