



For Immediate Release

For More Information

Contact: Dianne McDowell
Tele: (319) 398.8106
Fax: (319) 286.9383
Email: dmcdowell@nrgmedia.com

**NRG Media Names Andy Ruback
Market Manager of Omaha Metro Radio Cluster
Ruback Maintains Role as NRG Media Director of Digital**

Cedar Rapids, IA – Jan 4 – NRG Media, LLC has announced changes to its management team in Omaha, NE announcing the promotion of Andy Ruback to the role of Market Manager. Ruback will oversee the seven station cluster of Q98.5, POWER 106.9, Big O 101.9, 1620 The Zone, News/Talk KKAR-AM, KOIL-AM, and Hispanic market leader “La Nueva” KMMQ-AM, and continue as Director of Digital for the company’s rated markets. Ruback, has served as the company’s Market Manager for its four-station Lincoln, NE cluster since 2008.

Ruback’s experience as an effective leader and negotiator on the company’s University of Nebraska Cornhusker broadcast rights helped secure the flagship status of multiple Nebraska-based NRG radio stations including KLIN-AM, KFGE-FM and KGFV-AM. In addition, Ruback led the successful sales launch HuskerMax.com, an on-line virtual world dedicated to Husker football. Ruback’s digital innovations have helped to launch social media and on-line streaming platforms on all key market NRG radio stations including properties in Lincoln, Omaha and Grand Island-Kearney.

“Clearly Andy has played a vital role in our company’s overall success due to his entrepreneurial efforts in the digital space, but he also a savvy and effective leader of our broadcast assets, having led our Lincoln cluster to its highest performance in 2011,” said NRG Media Chief Operating Officer Chuck DuCoty.

“We are thrilled to have Andy at the helm in Omaha as it is a highly competitive market and we have assets that need his innovation to help foster increased audience and revenue shares. We know our team of talent in the market and our valued customers will welcome Andy with open arms and help him hit the ground running to a tremendous 2012,” said Mary Quass, Chief Executive Officer of NRG Media.

During his career, Ruback was featured as a General Manager of the Year by Radio Ink Magazine, featured in the cover story for Radio Ink “Small Market Heroes” issue and the Lincoln stations under his leadership earned dozens of awards from the Associated Press for Journalism and the Nebraska Broadcasters Association.

“Having the opportunity to serve the listeners and our clients in the Omaha market is an honor of a lifetime,” explained Ruback. “I am privileged to be in this position and will work diligently to promote our on-air and digital assets in order to maximize their relevance to our listeners and our advertisers. This is a great market cluster with a world of opportunity and I can’t wait to get started.”

Ruback is highly involved in both the Lincoln and Omaha communities. He has served or is currently serving on the Board of Directors of Junior Achievement of Lincoln, Nebraska Foundation for Visually Impaired Children, Jewish Federation of Omaha, and Downtown Omaha Inc. He is also a member of the National Association of Broadcasters, Nebraska Broadcasters Association, and the Radio Advertising Bureau.

Ruback will be replaced in Lincoln by Director of Sales, Ami Graham who has worked at the four station cluster of KBBK-FM, KFGE-FM, KLNC-FM and KLIN-AM for more than 15 years. Ruback replaces outgoing General Manager Rhonda Gerrard.

Ruback is married to Teresa Kramer Ruback and has one son, Max. Their family resides in Omaha.

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. Lead by CEO Mary Quass, **NRG Media** consists of 45 radio stations throughout four states in the Midwest - Iowa, Nebraska, Wisconsin, and Illinois.

#