

September 3, 2003



## New Radio Partnership for 960 KKNT and University of Arizona

Wednesday, September 3, 2003 7:30 am PDT

PHOENIX

market not identified:

SALM

PHOENIX--([BUSINESS WIRE](#))--Sept. 3, 2003--University of Arizona and NewsTalk 960 KKNT announced a partnership that names KKNT the exclusive station for the university's regional radio coverage. KKNT will air all Arizona Wildcat football and basketball games for the ensuing seasons. As a special feature, the station will also air "In the Huddle" with John Mackovich, Arizona's head football coach, on Wednesdays at 8:00 p.m.

Commenting on University of Arizona's rigorous upcoming football schedule, coach Mackovich said, "It will be harder to get the same kind of September that we have had the last two years because the schedule is much tougher. The biggest thing for us is to be improved this week over where we were, and the second week, we have to be improved, and so on. We will have some shortcomings, and we will have some things happen, and we will have to identify those things. The key as we go through this non-conference schedule with Oregon in the middle is that we have to be able to look at ourselves and see how much we have improved. We have good and tough opponents early, and it will not be as easy as it has been for the last two years."

The agreement with KKNT will bring the excitement of every play to Wildcat fans and alumni alike. Mark Harlan, Assistant Athletic Director, commented, "UofA is thrilled to have KKNT carrying the Cats for 2003. This is a great opportunity for the Maricopa County fans and alumni to stay in touch with their alma mater."

In addition to coverage from University of Arizona, Pat Porter, KKNT Operations Manager, will be hosting "Wildcat Rewind Sundays," to review the highlights and add commentary following each Friday's game. Porter stated, "NewsTalk 960 KKNT is proud to be the exclusive home in the Valley for UofA Wildcats football. With thousands of UofA alumni in Maricopa County -- it's the perfect fit!"

KKNT AM960 is owned and operated by Salem Communications Corporation (Nasdaq:SALM). Headquartered in Camarillo, Calif., Salem Communications is the leading U.S. radio broadcaster focused on religious- and family-themed programming. Upon the close of all announced transactions, the company will own and operate 92 radio stations, including 58 stations in the top 25 markets. In addition to its radio properties, Salem owns the Salem Radio Network, Salem Radio Representatives, Salem Web Network, and Salem Publishing.

News/Talk 960 KKNT

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