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## **Salem Promotes Peter Fiveland to Business Manager for New York Cluster**

NEW YORK--(BUSINESS WIRE)--

Salem New York has just announced the promotion of Peter Fiveland from operations manager to business manager for the New York radio cluster. Fiveland officially began his new duties July 2, 2007. He will oversee business operations for both Salem New York stations which include WMCA 570 AM and WWDJ 970 AM.

"Joe Davis and Carl Miller saw raw talent in this fine young man and made the decision to hire him full time back in 1996," says General Manager Susan Lucchesi. "Peter Fiveland has held many positions in Salem New York and truly is a 'go to' guy when anything is needed. His dedication and meticulous attention to detail made the decision to promote him an easy one."

Fiveland came to Salem New York as an intern for the company while attending Cedarville University. He began working full time as a control room operator in 1996 before becoming a technical assistant. In 1999, Fiveland was promoted to operations manager, a post which he has held since that time.

WMCA 570 AM and WWDJ 970 serve the New York region with premier Christian teaching and talk programs geared to helping listeners more effectively meet the challenges of everyday life. The stations feature host radio personalities such as Pastor Greg Laurie, Dr. Charles Stanley, Chuck Swindoll, Dr. James Dobson, Dr. Laura, and Kevin McCullough. More information on the radio programming and personalities can be found at [www.wmca.com](http://www.wmca.com) or [www.wwdj.com](http://www.wwdj.com).

Salem Communications (NASDAQ:SALM) is a leading U.S. radio broadcaster, Internet content provider, magazine and book publisher targeting audiences interested in Christian and family-themed content and conservative values. The company owns and operates approximately 100 radio stations, including 61 stations in 23 of the top 25 markets. Additional information about Salem may be accessed at the company's website, [www.salem.cc](http://www.salem.cc).

Source: Salem Communications