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Salem Media Reignites Partnership with KeepTheFaith, America's #1 Syndicated Faith-Based Entertainment Radio Show, Across 28 Owned and Operated Stations and 10 Translators

CAMARILLO, Calif.--(BUSINESS WIRE)-- [Salem Media Group, Inc.](#) (OTCQX: SALM) announced today that it has entered into a strategic new agreement with KeepTheFaith, America's #1 syndicated faith-based music and entertainment radio show, to bring the program to 38 of its owned and operated broadcast signals nationwide.

This move comes in direct response to strong listener demand and continued advertiser support, reaffirming KeepTheFaith's status as a cornerstone in inspirational broadcasting. The show currently airs on more than 230 stations across the U.S. and Canada, including 19 of the top 20 radio markets.

Hosted by the dynamic trio of Keith Stevens, Donna Cruz, and "Penny," along with a cast of rotating contributors, KeepTheFaith uniquely blends uplifting music with powerful, real-life stories. Its signature storytelling format is supported by a digital archive of more than 50,000 premium content pieces—featuring New York Times best-selling authors, platinum-selling recording artists, renowned motivational speakers, heroic newsmakers, and ordinary people overcoming extraordinary adversity through faith.

David Santrella, CEO of Salem Media Group, shared, "We're excited to welcome KeepTheFaith back to our airwaves. For more than a decade, they've been a vital programming partner with content that's unmatched in our industry. Listener enthusiasm and advertiser confidence played a major role in our decision to feature the show on our teach/talk stations. With over 4,000,000 monthly listeners, we're excited to continue to partner with Keep the Faith."

David Sams, CEO of KeepTheFaith Media Networks, added, "By the grace of God, we're incredibly grateful to continue our long-standing partnership with Salem. This new chapter empowers us to serve listeners in fresh, impactful ways—on stations that are brand new to this format. We're honored to bring contagious encouragement to millions and offer advertisers an energizing new way to connect with this loyal audience."

In addition to its expansive radio presence, KeepTheFaith Radio now streams 24/7 on iHeartRadio, Audacy, TuneIn, Alexa, and Google Home, and via the company's robust digital platform at [KeepTheFaith.com](#).

All broadcast and streaming platforms are nationally represented by Salem Media Reps for

advertising sales.

About KeepTheFaith Media Networks, a BigOyo, LLC company:

KeepTheFaith is America's #1 syndicated faith-based radio program, airing on more than 230 stations across North America. Known as *"the home of contagious encouragement,"* KeepTheFaith blends uplifting music, real-life stories, and practical wisdom to support and inspire millions each week.

KeepTheFaith Media Networks delivers programming across multiple formats, including Contemporary Christian Music (CCM), Country, Adult Contemporary (AC), and now Teach/Talk, making it one of the most versatile and widely distributed inspirational radio brands in North America.

KeepTheFaith programming includes:

- KeepTheFaith Sunday Morning with Keith Stevens and Donna Cruz, now in its 14th season
- KeepTheFaith with Penny, airing weeknights, Monday through Friday
- KeepTheFaith.com, delivering premium content on demand, 24/7 through the network's digital streaming platform
- HDL: HyperDrive Local, daily digital syndicated content provider to stations, giving them stories and phone calls to fit into any daypart

All shows are available to stations via FTP, with or without music, providing maximum flexibility for various station formats.

About Salem Media Group, Inc.:

Salem Media Group is America's leading multimedia company specializing in Christian and conservative content, with media properties comprising radio, digital media and book and newsletter publishing. Each day Salem serves a loyal and dedicated audience of listeners, readers and viewers numbering in the millions nationally. With its unique content focus, Salem provides compelling audio and video programming, text content, fresh commentary and relevant information from some of the most respected figures across the Christian and conservative media landscape. Learn more about Salem Media Group, Inc. at www.salemmedia.com.

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