

April 5, 2004



## **Bill Bennett Radio Show "Morning in America" Launches Today on 66 Stations Across Country; First Day Guests Include Rush Limbaugh, Donald Rumsfeld, and Mario Cuomo**

Monday, April 5, 2004 4:00 am PDT

WASHINGTON

market not identified:

SALM

WASHINGTON--([BUSINESS WIRE](#))--April 5, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes programming, announced that former Secretary of Education William J. Bennett launches his national talk radio show "Morning in America" on 66 radio stations across the country today.

The guest list for the first show includes: Rush Limbaugh, Donald Rumsfeld, Pittsburgh Steelers coach Bill Cowher, Former New York Governor Mario Cuomo, Pat Sajak, former Clinton attorney and D.C. lawyer Bob Bennett, Tim Russert, Naomi Judd and author/commentator George Will.

"We are delivering a fast-paced, eye opening national morning show with news, headline-making guests from the worlds of politics, media, sports and entertainment, and we'll open up a dialogue with listeners from coast-to-coast every morning," said Bennett.

The show broadcasts live from Washington, D.C. every weekday from 6:00 a.m. to 9:00 a.m. (Eastern) via Salem Radio Network (SRN), which already features such nationally known talk hosts as Mike Gallagher, Dennis Prager, Michael Medved, and Hugh Hewitt. SRN is a division of Salem Communications Corporation.

Bennett is co-director of the Washington, D.C.-based Empower America and the Washington Fellow of the Claremont Institute. Joining Bennett as co-host and executive producer of Bill Bennett's "Morning in America" is Tom Tradup, former president/general manager at WLS-AM&FM in Chicago. Tradup most recently served as national program director, news/talk for Salem Communications.

The show will be broadcast nationally on XM Satellite Radio at Channel 166, on the web at [www.bennettmornings.com](http://www.bennettmornings.com), and on a range of stations including Salem Communications stations KRLA-AM (870 AM) Los Angeles, KSKY-AM (660 AM) Dallas-Ft. Worth, and WNPT-AM (990 AM), Philadelphia, plus Entercom's KTTH/Seattle and Citadel-owned

WETR/Knoxville, plus dozens of other news/talk outlets across the nation.

Salem Communications Corporation, headquartered in Camarillo, California, is the leading U.S. radio broadcaster focused on religious and family themes programming. Upon completion of all pending transactions, the company will own and/or operate 95 radio stations, mainly comprised of three primary formats: Christian Teaching/Talk; News/Talk; and Contemporary Christian Music. In addition to its radio properties, Salem owns the Salem Radio Network, which syndicates talk, news and music programming to some 1,600 affiliated radio stations; Salem Radio Representatives, a national sales organization; Salem Web Network, the leading Internet provider of Christian content and online streaming; and Salem Publishing, a Christian magazine publisher. For more information, visit Salem Communications' web site at [www.Salem.cc](http://www.Salem.cc).

Salem Communications

Denise Davis, 805-384-4508

[DeniseD@salem.cc](mailto:DeniseD@salem.cc)

or

Morning in America

Tom Tradup

[ttradup@bennettmornings.com](mailto:ttradup@bennettmornings.com)