

July 23, 2003



KKNT-AM Speeds Things Up with New Programming

Wednesday, July 23, 2003 7:30 am PDT

PHOENIX

market not identified:

SALM

PHOENIX--([BUSINESS WIRE](#))--July 23, 2003--KKNT-AM960, a Salem Communications (Nasdaq:SALM) news/talk station, announced new upcoming weekend programming in conjunction with NASCAR(R). On August 3rd, KKNT brings the Valley of the Sun, one of the hottest races in the automotive arena, heating up the close of a great summer with the 10th Annual Brickyard 400, a NASCAR(R) Winston Cup Series event, to be aired from 10:45 AM to 2:45 PM.

This programming is being offered to listeners to join with other race fans for 160 laps equaling 400 miles on the famed 2.5-mile oval at the Indianapolis Motor Speedway. The Brickyard 400 is one of the most prestigious and popular events in the NASCAR Winston Cup Series, with the largest attendance of any event on the schedule.

John Timm, KKNT General Manager, commented, "Motorsports is one of the fastest growing spectator sports in the country and a great family event. It is our pleasure to bring the excitement of race day, including pre-race highlights, right here to Phoenix."

Tune in to KKNT-AM960 for more details on the race and minute-by-minute coverage on race day. Listeners won't miss a beat of the great NASCAR(R) action.

KKNT-AM960 is owned and operated by Salem Communications Corporation, headquartered in Camarillo, Calif. Salem 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

KPXQ Today's Christian Talk 1360 AM

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