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KNTS-AM to Broadcast Trojan Football; New Station is Part of the USC Football Radio Network

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SAN FRANCISCO

SAN FRANCISCO--([BUSINESS WIRE](#))--Aug. 27, 2004--KNTS-AM (1220 AM), the new Salem Communications' News Talk and Sports station serving the greater Bay area, announced today that it will broadcast the 2004 edition of USC Football Radio Network beginning Saturday, August 28 with a BCA Football Classic pitting the Trojans against Virginia Tech. The first game airs at 3:15 p.m. (PST) for devoted Bay area USC fans.

Ken Miller, general manager of KNTS-AM, said, "We are delighted to be chosen by the Trojans to exclusively air these 12 football classics. The Bay area is home to a large contingent of USC alumni and fans, and we'll offer them a great way to stay connected. This is the kind of programming we will be bringing listeners who value intelligent talk, news and sports."

In addition to the Saturday games, the "USC Insider Show" will air on KNTS-AM at 7 p.m. on Tuesdays during the football season, with Pete Arbogast and ex-USC tailback Petros Papadakis broadcasting live from USC's Heritage Hall. An interview with USC head coach Pete Carroll will be featured each week.

Salem Communications Corporation, headquartered in Camarillo, CA, is the leading U.S. radio broadcaster focused on religious and family-themed programming. Upon completion of all announced transactions, the company will own and/or operate 99 radio stations, mainly composed 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 over 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 <http://www.salem.cc>.

KNTS-AM

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