

July 17, 2006



## **NewsTalk 590 KTIE-AM Partners with Local Businesses to Provide Free Digital Child IDs; Ontario International Airport Hosts First KTIE 590-AM Child ID Event on Thursday, July 20**

Monday, July 17, 2006 8:30 am PDT

SAN BERNARDINO, Calif.

NASDAQ:

SALM

SAN BERNARDINO, Calif.--([BUSINESS WIRE](#))--July 17, 2006--NewsTalk 590 KTIE-AM, a Salem Communications station, announced it is supporting the Inland Empire law enforcement's aggressive battle against the growing number of lost and abducted children. The station recently obtained a SafeAssured ID child identification system and is offering family-conscious local businesses the opportunity to sponsor child ID events.

The first advertiser-sponsored "A Day with NewsTalk KTIE for the Children" is set for Thursday, July 20, 10:30 a.m. -- 2:30 p.m. as part of the Wellness/Safety and Lifestyle Fiesta at the Ontario International Airport, Terminal 1, 1940 E. Moore Way in Ontario. The second planned event will be Saturday, August 5, 11:00 a.m. -- 2 p.m. at Foot EFX, 1362 Industrial Park Avenue in Redlands. Dates, times and locations of "A Day with NewsTalk KTIE for the Children" events are available at [www.590ktie.com](http://www.590ktie.com).

"Our goal is to partner with businesses across the Inland Empire to ID as many children as possible," said Ron Stark, 590 KTIE-AM general sales manager. "As a parent myself, I know the peace of mind that this important information, along with proper child education, can bring to a family."

Using proprietary software, a computer, a camera and microphone, parents compile information on a mini-CD that has the potential to help locate a missing child. The mini-CD contains the child's photograph, a video of the child, photos of the child's identifiable marks, a voice recording, fingerprints, a general physical description and other information. Medical conditions, specific medications, pet names and nicknames can also be recorded. Police can then use the mini-CDs to send quality photographs to law enforcement agencies and media outlets immediately after a child is reported missing.

NewsTalk 590 KTIE-AM is owned and operated by Salem Communications Corporation (Nasdaq:SALM), a leading U.S. radio broadcaster, Internet content provider and magazine publisher targeting audiences interested in Christian and family-themed content and

conservative values. In addition to its radio properties, Salem Communications owns Salem Radio Network(R), which syndicates talk, news and music programming to approximately 2,000 affiliates; Salem Radio Representatives(TM), a national radio advertising sales force; Salem Web Network(TM), an Internet provider of Christian content and online streaming; and Salem Publishing(TM), a publisher of Christian-themed magazines. Upon the close of all announced transactions, the company will own 103 radio stations, including 66 stations in 24 of the top 25 markets. Additional information about Salem may be accessed at the company's website, [www.salem.cc](http://www.salem.cc).

For 590 KTIE-AM

Mary Anderson-Harris, 818-729-9291

[aharrism@pacbell.net](mailto:aharrism@pacbell.net)

or

For Salem Communications

Denise Davis, 805-384-4508

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