

August 31, 2004



## **KLUP-AM to Begin News Talk Programming September 6**

Tuesday, August 31, 2004 11:36 am PDT

CAMARILLO, Calif.

market not identified:

SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--Aug. 31, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes programming, today announced that The Loop 930 KLUP-AM (930 AM) in San Antonio, TX is scheduled to be re-launched in the company's successful News/Talk format on September 6. KLUP-AM currently is programmed in an adult nostalgia music format.

David Ziebell, manager for KLUP-AM and KSLR-AM, commented on the change. "KLUP-AM listeners now will have access to News/Talk radio from some of the most respected minds in talk radio. We believe that our listeners will appreciate the kind of intelligent talk that is offered from hosts like Bill Bennett, Laura Ingraham, Michael Savage, Dennis Prager, and Michael Medved among many others." At the same time, they will continue to have access to strong Christian Teaching and Talk programs from KSLR-AM (630 AM).

The complete line-up of KLUP-AM News/Talk programming includes Bill Bennett (5-8 am); Laura Ingraham (8-11 am); Dennis Prager (11 am-2 pm); Michael Medved (2-5 pm); Michael Savage (5-8 pm); Hugh Hewitt (8-11 pm); Ernie Brown (11 pm-3 am); and Mike Gallagher (3-5 am).

Salem Communications Corporation, headquartered in Camarillo, California, is the leading U.S. radio broadcaster focused on religious and family themes programming. Upon the close of all announced acquisitions, the company will own 98 radio stations, including 61 stations in 23 of the top 25 markets. In addition to its radio properties, Salem owns Salem Radio Network, which syndicates talk, news and music programming to over 1,600 affiliated radio stations; Salem Radio Representatives, a national sales force; Salem Web Network, the leading Internet provider of Christian content and online streaming; and Salem Publishing, a leading publisher of Christian themed magazines.

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