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Salem Media of New York Welcomes Syracuse Sports

NEW YORK, NY -- (MARKET WIRE) -- 08/27/09 -- AM 970 The Apple is proud to announce it will be the home of Syracuse Football and Basketball for the next 2 years! Syracuse Fans finally have a radio home that will carry all of the football games and The Big East Basketball Schedule.

"Syracuse and AM 970 The Apple are a perfect fit featuring the powerhouse basketball & football program of the Syracuse Orange and AM 970's FCC Maximum 50,000 watts of power," says Sean O'Neill, General Manager of Salem Media of New York.

"College Sports is the perfect complement to our programming," add Peter Thiele, Program Director. "Syracuse is THE University in New York for Sports."

"This partnership gives our alums and fans in the New York metropolitan area an opportunity to follow Syracuse, New York's lone BCS team," said Syracuse director of athletics Dr. Daryl Gross. "We are excited to have a radio partner that has popular programming and understands the significance of Syracuse University athletics. We look forward to an exciting season of football and basketball as the Orange is in the Apple."

AM 970 The Apple features great talk show hosts like Mike Gallagher, Dennis Miller, Bill Bennett, Michael Medved, Dennis Prager and Hugh Hewitt. AM 970 The Apple is The Talk of New York.

Salem Communications (NASDAQ: SALM) is a leading U.S. radio broadcaster, Internet content provider, and magazine and book publisher targeting audiences interested in Christian and family-themed content and conservative values. In addition to its radio properties, Salem owns Salem Radio Network®, 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 94 radio stations, including 58 stations in 22 of the top 25 markets. Additional information about Salem may be accessed at the company's website, www.salem.cc.

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