

August 18, 2004



University of Texas Longhorns Join News Talk 660 KSKY-AM

Wednesday, August 18, 2004 10:30 am PDT

IRVING, Texas

market not identified:

SALM

IRVING, Texas--([BUSINESS WIRE](#))--Aug. 18, 2004--News Talk 660 KSKY-AM (660 AM) will bring Longhorns broadcasts to University of Texas fans in Dallas/Fort Worth for the next two years, including the Texas-OU SBC Red River Shootout from The Cotton Bowl on October 9th. The first Longhorns Radio Network broadcast on News Talk 660 KSKY-AM will originate from Austin on Saturday, September 4, as the Texas Longhorns take on the University of North Texas Mean Green.

News Talk 660 KSKY-AM Vice President/General Manager Pete Thomson says "University of Texas Longhorn fans no longer will have to roam around the radio dial to find out where they can hear Longhorns Radio Network broadcasts of both UT football and basketball games. We are excited and honored to bring the top collegiate sports program in Texas, and one of the best sports programs in the country, to Dallas/Fort Worth."

In addition to football and basketball games, UT fans will hear weekly "Longhorn Sportsline" programs with football coach Mack Brown and basketball coach Rick Barnes during their seasons.

Longhorns fans can go to www.ksky.com and click on the burnt orange Bevo's head for details on broadcast times for all University of Texas Longhorn broadcasts as well as listen to News Talk 660 KSKY-AM for up-to-date information and opportunities for Texas fans.

News Talk 660 KSKY-AM, a Salem Communications (NASDAQ:SALM) station, is the home of:

-- "Morning in America" with Bill Bennett - 5am-8am

-- Laura Ingraham - 8am-11am

-- Dennis Prager - 11am-2pm

-- Michael Medved - 2pm-5pm

-- Michael Savage - 5pm-8pm

-- Hugh Hewitt - 8pm-11pm

- Dave Ramsey - 11pm-12am
- "America At Night" with - 12am-4am
- "Wall Street Journal This Morning" - 4am-5am
- "Healthy Living Radio" with Dr. Ken Cooper, Saturday 9am-11am
- "Slim Down America" with Larry North, Saturdays 3pm-4pm

Salem Communications Corporation, headquartered in Camarillo, California, is the leading U.S. radio broadcaster focused on religious and family themes programming. Upon completion of all pending 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>.

KSKY-AM

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