

January 31, 2011



AM 970 THE APPLE Launches "Sliwa VS. Borrero"

NEW YORK, NY -- (MARKET WIRE) -- 01/31/11 -- In an unprecedented move for a mainstream talk station, AM 970 THE APPLE and General Manager Sean O'Neill announced today that Guardian Angels Founder Curtis Sliwa and fiery, Latino journalist Gerson Borrero will co-host a new afternoon drive show starting Tuesday, February 1st, 2011 from 5:00 PM - 7:00 PM Monday through Friday.

Sliwa & Borrero will cover the issues from all perspectives for 2 hours each day. You may already know Sliwa and Borrero from their New York 1 segment, seen every Wednesday night on Inside City Hall.

"In the morning, I set the table. Now in the evening, I'll be your live and local antacid to Gerson's overly spicy, indigestion inducing, commentary on AM 970 THE APPLE!," said Sliwa, who will be launching this new show in addition to his popular morning show, which just marked its one-year anniversary on AM 970 THE APPLE.

This successful formula for a turbo charged NYC "crossfire" with a Latin twist and outer borough flair is something that's not heard anywhere on traditional talk radio in NYC. Sliwa & Borrero is the epitome of crossover appeal, when it comes to ethnicity, politics and advertising. Their new radio show is sure to fire up any New Yorker with a pulse.

"The opportunity to go toe to toe with Sliwa on a daily basis is too tempting an offer to pass up. I thought I was getting enough of him once a week but now I'm chomping at the bit to prove him wrong every day on AM 970 THE APPLE," said Borrero, a veteran journalist in nearly every media form.

"The idea of having a caller-driven show for New Yorkers to discuss the days' big issues makes sense," according to General Manager Sean O'Neill. "Curtis Sliwa will continue his show in the morning, so more Curtis for New Yorkers!"

"Curtis Sliwa & Gerson Borrero's segment on TV is wildly popular and to bring this format to radio is terrific!," added Program Director Peter Thiele. "Gerson's voice in the Latino and NYC progressive communities is without parallel and thankfully now everyone will be able to get his perspective for two hours a day in a debate format with New York icon Curtis Sliwa! New York is the most interesting city in the world, and New Yorkers deserve a live and local talk show about the issues people really care about."

Curtis Sliwa has been hosting The Curtis Sliwa Show on AM 970 THE APPLE since January of 2010 and has been an integral and inimitable hallmark on the AM radio dial for two decades. Gerson Borrero is well known as a TV Commentator, Blogger, Newspaper Columnist and Radio Host in both the Hispanic and Anglo communities.

AM 970 THE APPLE features the best in talk radio with the following line-up Monday - Friday starting February 1st:

Curtis Sliwa 5:00 AM - 9:00 AM
Bill Bennett 9:00 AM - 11:00 AM
Dennis Miller 11:00 AM - 1:00 PM
Dennis Prager 1:00 PM - 3:00 PM
Michael Medved 3:00 PM - 5:00 PM
Sliwa & Borrero 5:00 PM - 7:00 PM
Hugh Hewitt 7:00 PM - 9:00 PM
Doug Urbanski 9:00 PM - 12:00 AM

THE APPLE can be found on the web at www.am970theapple.com

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Source: Salem Communications Corporation