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Salem Radio Network Host Mike Gallagher Soars to #1 in Greenville

CAMARILLO, Calif.--(BUSINESS WIRE)-- [Salem Media Group, Inc.](https://www.businesswire.com/news/home/20240722121411/en/) (OTCQX: SALM) announced today the recent ratings success of Salem Radio Network (SRN) host Mike Gallagher.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20240722121411/en/>

Mike Gallagher (Photo: Business Wire)

There is nothing like a little home cooking to give Mike Gallagher a little dose of success in his home

market of Greenville, SC. Four months ago, Mike Gallagher returned to his roots on Greenville's WYRD-FM, where he had originally started 35 years ago. Nielsen Media Research just reported the numbers and the station saw big gains in Mike's time slot of 10am to Noon.

WORD-FM is now #1, 12+ in the 10am to 3pm daypart where Mike resides, with an 8.3 share 12+ and over five hours of time spent listening. In the 10am to Noon daypart, solely occupied by Mike, the station soared to a 9.1 for #1 12+, beating the 2nd ranked station by 1.7 shares.

In the 25-54 demo, Mike's daypart of 10am to Noon jumped to a tie for 3rd place in the market with a 6.4 share. In the all-important 35-64 demo, Mike's daypart 10am to Noon jumped to #1, scoring a 13 share, beating the 2nd ranked station by over 5 shares.

"I am so proud of our loyal listeners in Greenville who came streaming back when we joined the great lineup on WORD-FM. They say a rising tide lifts all boats, and that could not be truer in this market and this station," said Mike Gallagher. "Not just me, but Joey Hudson also came on board here and has been a great addition."

"The addition of Mike Gallagher Show and Joey Hudson completes the incredible line-up on News Talk 98.9 WORD/WYRD-FM," said Steve Sinicropi, Senior Vice President/Market Manager. "Mike resonates with listeners and clients. I couldn't be prouder of the entire team."

Salem Radio Network syndicates Mike across the country in the 9am to Noon ET daypart. "Mike is the hardest working man in talk radio, as evidenced by his great coverage of the RNC convention, and huge breaking news stories in recent weeks," said Salem Senior VP of Spoken Word Phil Boyce. "We would love to show your station what Mike can do in your market, if you give him a chance."

ABOUT SALEM MEDIA GROUP:

Salem Media Group is America's leading multimedia company specializing in Christian and conservative content, with media properties comprising radio, digital media and book and newsletter publishing. Each day Salem serves a loyal and dedicated audience of listeners and readers numbering in the millions nationally. With its unique programming focus, Salem provides compelling content, fresh commentary and relevant information from some of the most respected figures across the Christian and conservative media landscape. Learn more about Salem Media Group, Inc. at www.salemmedia.com.

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