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Salem Media Group New York Announces New General Manager in New York

CAMARILLO, Calif.--(BUSINESS WIRE)-- [Salem Media Group, Inc.](https://www.salemmedia.com/) (OTCQX: SALM) announced today the promotion of Laura Sheaffer as General Manager of WNYM-AM 970 The Answer, WMCA-AM 570 The Mission and of Salem Surround in New York.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20250109507839/en/>

Laura Sheaffer (Photo: Business Wire)

For the past ten years, Sheaffer has served the New York market in various capacities, most recently as

General Sales Manager. Salem Media Group, Senior Vice President Jeff Reisman commented, "As we worked to fill the big shoes that Jerry Crowley has worn for the past twelve years, Laura's proven track record, competitive spirit, passion to excel, and ability to bring out the best in people, has earned her this opportunity. Laura's leadership and strong commitment to Salem's mission will undoubtedly continue to drive our success in New York."

Sheaffer stated, "After working with Jerry Crowley and the team at Salem Media New York for the past decade, I'm honored to advance as the next General Manager and lead WMCA-AM 970 The Answer, WNYM-AM 570 The Mission, and Salem Surround New York to the next level. I've learned from the best and plan to continue to build upon the established momentum for a strong and successful future. It is a privilege to lead such a talented team and deliver quality and impactful programming through our two stations and streaming platforms. The staff, on-air personalities, and clients make it all worth it; I am excited about the journey ahead."

About Salem Media Group, Inc.:

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, readers and viewers numbering in the millions nationally. With its unique content focus, Salem provides compelling audio and video programming, text 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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Company Contact:

Evan D. Masyr
Executive Vice President and Chief Financial Officer
(805) 384-4512
evan@salemmedia.com

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