December 14, 2020

Samuel D. Bush Chief Financial Officer Saga Communications, Inc. 73 Kercheval Avenue Grosse Pointe Farms, Michigan 48236

Communications, Inc.

Re: Saga

Fiscal Year Ended December 31, 2019

22, 2020

Response dated July

File No. 001-11588

Form 10-K for

Dear Mr. Bush:

We have completed our review of your filing. We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding

any review, comments, action or absence of action by the staff.

Sincerely,

Division of Corporation Finance

Office of Technology