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Salem's FISH Now Swims in Omaha

CAMARILLO, CA -- (Marketwired) -- 04/02/14 -- [Salem Communications](#) Corporation (NASDAQ: SALM) announced today it has re-branded its Contemporary Christian Music station in Omaha, [KGBI-FM](#) as the new 100.7 The Fish. This is the 8th Salem station to brand itself The Fish, following the lead of stations in Atlanta, Los Angeles, Nashville, and other markets.

Listeners to KGBI-FM were introduced to the new branding at the station's sold out "Winter Jam" concert attended by 8,000 over the past weekend. "As we looked at ways to extend brand awareness of this great station in the market, we knew that having a great name would make a big difference. This name has been tried and tested in other Salem markets so we know it works," said Salem General Manager Greg Vogt.

The Contemporary Christian Format continues to grow in popularity in Omaha and other markets, as new and exciting artists have jumped into the format with both feet. Artists like MercyMe, Chris Tomlin, Phil Wickham and Big Daddy Weave have taken the format by storm, joining older veterans like Michael W. Smith and Steven Curtis Chapman.

"We know that to take this station to the next level in terms of both ratings and revenue we need strong on and off air positioning," said Vogt. "This new branding as The Fish has already been well received by listeners both in terms of our calls and social media. We couldn't be more excited."

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About Salem Communications

Salem Communications is the largest commercial U.S. radio broadcasting company that provides programming targeted at audiences interested in Christian and conservative radio content, as measured by the number of stations and audience coverage. Upon completion of all announced transactions, the company will operate a portfolio of 103 radio stations in 39 markets, including 62 stations in 22 of the top 25 markets. Salem's portfolio includes 40 stations programmed in a Christian talk format, 27 in a conservative talk format, 12 in a contemporary Christian music format, 8 in a Spanish Christian format and 10 in a business talk format. We also program the [Family Talk™ Christian-themed talk format on XM Radio, channel 131](#) and operate [ChristianRadio.com](#) and [Conservativeradio.com](#).

Salem also owns [Salem Radio Network®](#), a national radio network that syndicates Christian and conservative talk, news and music programming to approximately 2,500 affiliated radio stations, and Salem Media Representatives, a national media advertising sales firm with offices across the country.

Salem operates Salem Web Network, an online provider of Christian and conservative themed news, analysis and commentary. Christian content websites include:

Christianity.com, Crosswalk.com[®], BibleStudyTools.com, GodTube.com and GodVine.com, WorshipHouseMedia.com and OnePlace.com. Conservative opinion websites include Townhall.com[™], HotAir.com, Twitchy.com, Redstate.com and HumanEvents.com.

Salem also owns [Regnery Publishing](http://RegneryPublishing.com), the country's leading publisher of conservative books. Salem Publishing[™] circulates Christian and conservative magazines including [Homecoming](http://Homecoming.com), [YouthWorker Journal](http://YouthWorkerJournal.com)[™], [The Singing News](http://TheSingingNews.com), [Preaching](http://Preaching.com) and [Townhall Magazine](http://TownhallMagazine.com)[™]. [Xulon Press](http://XulonPress.com)[™] is a provider of [self-publishing](http://self-publishing.com) services targeting the Christian audience.

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Source: Salem Communications Corporation