

August 5, 2024



Larry Elder Rejoins Salem Radio Network, Salem News Channel and Salem Podcast Network

CAMARILLO, Calif.--(BUSINESS WIRE)-- [Salem Media Group, Inc.](https://www.businesswire.com/news/home/20240801368416/en/) (OTCQX: SALM) announced today that Larry Elder will be rejoining the Salem Radio Network, Salem News Channel and Salem Podcast Network.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20240801368416/en/>

Larry Elder (Photo: Business Wire)

When it comes to Larry Elder, the phrase “We’ve Got a Country to Save” could not be any more appropriate. We are happy to

announce that the “Sage from South Central” is back on the radio and TV where he belongs. Larry Elder rejoins the Salem Radio Network and the Salem News Channel on August 5th, 2024 after a 2-year hiatus, where he will replace Brandon Tatum. Larry is well known for over 20 years as a radio talk show host in Los Angeles. He joined Salem’s owned station KRLA AM 870 The Answer in 2016, and was later syndicated across the country by Salem Radio Network.

Larry took some time away from radio/TV to run a highly successful candidacy during the Gavin Newsom re-call election in 2021. While the voters did not re-call the governor that time, Elder proved he was a viable candidate garnering the most votes of the 50 candidates running to replace Newsom. From that experience, Elder decided to run for President of the United States in the 2024 election. He dropped out of that race in October 2023, and threw his support behind former president Donald Trump.

Larry began to focus on his successful podcast “Larry Elder - We’ve Got a Country to Save” which is now reaching 500,000 downloads per episode. Larry continues with that podcast, but now can be heard across the country in the PM drive time slot on the west coast, 3-6 pm PT, which is 6-9 pm ET in the east. He will be heard on plenty of radio stations and also carried live on the Salem News Channel. Salem will be doing sales and marketing for the podcast.

“By popular demand the watchman returns to his post,” commented Larry when asked about his return to radio. “Larry is one of a rare breed who actually grew in popularity and influence AFTER he departed the radio,” said Phil Boyce, Senior VP of Spoken Word for Salem Media Group. “Now we get to hear his sage words of wisdom daily on radio stations across the country, on Salem News Channel, and the Salem Podcast Network.”

“I started doing radio because I was inspired by Larry, so when the opportunity arose for Larry to come back to the radio, I was honored to make room for him like he did for me a few

years ago,” said Brandon Tatum. “You will still be able to hear me on my YouTube channel, and everywhere else, and I will continue to be a fan of Larry Elder,” said Brandon. Brandon has over 3 million subscribers where he has become a YouTube sensation.

Larry holds a bachelor's degree from Brown University, and a Law degree from the University of Michigan. He was discovered as a potential radio host by Dennis Prager who had Larry on his radio show.

Larry has become one of the biggest and brightest conservative voices in the Black community. His wisdom, knowledge, and quick wit combine to make his program one of the most popular on the Salem Radio Network, and now on Salem News Channel, where his program can be seen worldwide every weekday at 6 pm ET.

Stations interested in carrying Larry's nationally syndicated radio show should contact an SRN Affiliate Representative, listed below:

CONTACT AFFILIATE RELATIONS

For Terrestrial Radio Stations Only

East Coast & Central Region (Minnesota to Louisiana) Affiliate Relations Manager:

Jim Bligh jbligh@srnradio.com

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West Coast & Midwest Region (North Dakota to Texas) Affiliate Relations Manager:

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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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