

October 10, 2003



WFFH FM 94.1 & WFFI FM 93.7 Go Fishing

Friday, October 10, 2003 10:00 am PDT

NASHVILLE, Tenn.

market not identified:

SALM

NASHVILLE, Tenn.--([BUSINESS WIRE](#))--Oct. 10, 2003--WFFH FM 94.1 (formerly WRLG) and WFFI FM 93.7 (formerly WYYB) announced it has joined the school of one of Salem Communications' The FISH(R) branded contemporary Christian music (CCM) radio stations. Salem Communications launched these stations in Nashville, Tennessee last September carrying the station name "The One." In a strategic move, the WFFH FM 94.1 and WFFI FM 93.7 have joined their sister stations, to be branded as a station known to be "Safe for the Whole Family(TM)."

This announcement came Saturday, October 4th, at exactly 12:00 Noon Central Time, during a live broadcast, from in front of the LifeWay Christian Store in CoolSprings. At the broadcast, the morning show team Doug and Kim were joined by well-known CCM artists, including Natalie Grant, Christine Dente, Rachael Lampa and George Rowe, for a two-hour broadcast. Listeners in attendance were encouraged to paint symbols of a fish over the old station billboard portraying "The One" and as the new billboard was unveiled, the crowd was showered in fish-shaped confetti.

Mike Miller, 94fm The FISH(TM) General Manager, commented, "This doesn't change the station, except to make it better. Salem has seen tremendous success with The FISH(R) brand and we saw it as a way to be part of something even greater and to make it clear to radio listeners in Nashville that we are the radio station that is 'Safe for the Whole Family(TM).'"

Salem Communications owns and operates sixteen CCM stations throughout the United States, including stations in: Dallas, Los Angeles, Atlanta, Portland, Chicago, San Francisco and Milwaukee.

WFFH FM 94.1 and WFFI FM 93.7 are owned and operated by Salem Communications Corporation (Nasdaq:SALM), the leading U.S. radio broadcaster focused on religious and family-themed programming. Upon the close of all announced transactions, the company will own and operate 92 radio stations, including 58 stations in the top 25 markets. In addition to its radio properties, Salem owns the Salem Radio Network, Salem Radio Representatives, Salem Web Network, and Salem Publishing.

Salem Music Network

93.7/94.1 The FISH(R)

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