

April 7, 2004



## **Current Philadelphia GM of WFIL-AM and WNTF-AM Named Vice President; Russ Whitnah Adds VP Title in his Role With Salem Communications**

Wednesday, April 7, 2004 11:54 am PDT

CAMARILLO, Calif.

market not identified:

SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--April 7, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes programming, announced the promotion of Russ Whitnah to the position of vice president and general manager of WFIL-AM (560 AM) and WNTF-AM (990 AM) (formerly WZZD-AM) in Philadelphia, according to executive vice president of Radio, Joe D. Davis.

Davis commented, "The promotion of Russ Whitnah recognizes the increase in the scope of responsibilities, his outstanding performance over the years, and the overall leadership he provides to his community and his colleagues."

A graduate of Oklahoma State University with a degree in Broadcast sales and management, Whitnah began his career in radio broadcasting in sales at KMOD in Tulsa, OK. He served as general sales manager at KTOK in Oklahoma City, OK; KVOR in Colorado Springs, CO; WHP in Harrisburg, PA, and at KWQC-TV 6 (NBC affiliate) in Davenport, IA.

In January 1994, after 22 years in general market broadcasting, Whitnah joined Salem Communications as the general manager of WFIL-AM (560 AM), and WZZD-AM (990 AM). On April 1, 2004, WZZD changed its call letters to WNTF-AM and introduced a new news/talk format to Philadelphia listeners.

Salem Communications Corporation headquartered in Camarillo, California, is the leading U.S. radio broadcaster focused on religious and family themes programming. Upon completion of all pending transactions, the company will own and/or operate 95 radio stations, mainly comprised of three primary formats: Christian Teaching/Talk; News/Talk; and Contemporary Christian Music. In addition to its radio properties, Salem owns the Salem Radio Network, which syndicates talk, news and music programming to approximately 1,600 affiliated radio stations; Salem Radio Representatives, a national sales organization; Salem Web Network, the leading Internet provider of Christian content and online streaming; and Salem Publishing, a Christian magazine publisher. For more information, visit Salem Communications' web site at [www.Salem.cc](http://www.Salem.cc).

Salem Communications Corporation  
Denise Davis, (805) 384-4508  
[DeniseD@salem.cc](mailto:DeniseD@salem.cc)