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## Joe Heslet Named Market Manager for Salem Seattle

CAMARILLO, Calif.--(BUSINESS WIRE)--

Salem Communications announces the appointment of Joe Heslet as market manager for Salem Seattle, effective immediately. Heslet will oversee operations of the five-station radio cluster. Joe Gonzalez continues as station manager for Seattle's KLFE AM 1590 and KGNW AM 820, which are programmed in Salem's Christian Teaching and Talk format.

"As a career broadcaster, Joe Heslet is extremely well qualified for his position as Salem Seattle's market manager," said Michael Reichert, vice president of operations for Salem Communications. "He brings a wealth of knowledge and many years of experience in radio marketing and management. His talents will be an asset to our Seattle station operations."

Heslet comes to Salem Seattle from Fisher Communications where he was general sales manager for KOMO 1000 and 570 KVI. In his previous position as founder and president of Marketing Research Partners, later acquired by Strategic Media Research of Chicago, Heslet managed all strategic development and market research for those companies' broadcast clientele. He also managed stations in San Jose (KRTY), Denver (Colorado Radio Group, SRO Broadcasting) and Fresno (KMJ, KNAX, KFYE). Heslet co-authored Successful Radio Promotions: Turning Ideas to Dollars published by NAB.

The Seattle cluster includes 820 AM KGNW, Life at 1590 KLFE, News Talk 1300 KOL, and Radio Sol 1360 AM. Salem Communications (Nasdaq:SALM) is a leading U.S. radio broadcaster, Internet content provider and magazine publisher targeting audiences interested in Christian and family-themed content and conservative values. In addition to its radio properties, Salem owns Salem Radio Network(R) which syndicates talk, news and music programming to approximately 2,000 affiliates; Salem Radio Representatives(TM), a national radio advertising sales force; Salem Web Network(TM), a leading Internet provider of Christian content and online streaming; and Salem Publishing(TM), a leading publisher of Christian-themed magazines. Upon the close of all announced transactions, the company will own 98 radio stations, including 61 stations in 23 of the top 25 markets. Additional information about Salem may be accessed at the company's website, [www.salem.cc](http://www.salem.cc).

Source: Salem Communications