

July 1, 2004



News/Talk Station to Be Introduced in San Francisco Bay Area on July 5; KSFB-AM Changes to KNTS-AM 1220 with News/Talk Format

Thursday, July 1, 2004 3:58 pm PDT

CAMARILLO, Calif.

market not identified:

SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--July 1, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family-themed programming, announced today that it has introduced a new station in the San Francisco Bay area effective today, with new programming beginning July 5. KNTS-AM (1220 AM) (formerly KSFB-AM) in San Francisco will provide listeners programming featuring popular talk radio personalities, including Mike Gallagher, Michael Medved, Dennis Prager and Hugh Hewitt.

According to Ken Gaines, vice president of operations for Salem Communications: "KNTS-AM (1220 AM) listeners now will enjoy the best syndicated News/Talk from some of the most respected minds in talk radio. Our listeners have waited for an intelligent talk format, right at the intersection of politics, pop culture and American values. At the same time, they will continue to have access to strong Christian Teaching and Talk programs from KFAX-AM (1100 AM)."

In celebration of America's July 4th birthday, KNTS-AM (1220 AM) is presenting non-stop popular and standard songs about America throughout the holiday weekend. The special programming also will include patriotic features about America along with comments from listeners and local celebrities sharing their expression of appreciation for our men and women in the armed forces.

Salem Communications Corporation (Nasdaq:SALM), headquartered in Camarillo, is the leading U.S. radio broadcaster focused on religious and family-themed programming. Upon completion of all announced transactions, the company will own and operate 97 radio stations, which mainly are comprised of three primary formats, including Christian Teaching and 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 over 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.

Forward-Looking Statements

Statements used in this press release that relate to future plans, events, financial results, prospects or performance are forward-looking statements as defined under the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those anticipated as a result of certain risks and uncertainties, including but not limited to the ability of Salem to close and integrate announced transactions, market acceptance of recently launched music formats, competition in the radio broadcast, Internet and publishing industries and from new technologies, adverse economic conditions, and other risks and uncertainties detailed from time to time in Salem's periodic reports on Forms 10-K, 10-Q, 8-K and other filings filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Salem undertakes no obligation to update or revise any forward-looking statements to reflect new information, changed circumstances or unanticipated events.

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