

July 12, 2006



## **Salem Los Angeles Creative Team Wins Best Station-Produced Spot in 2006 Radio-Mercury Awards**

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LOS ANGELES

NASDAQ:

SALM

LOS ANGELES--([BUSINESS WIRE](#))--July 12, 2006--The Salem Los Angeles creative team, spearheaded by writer/director Blaine Parker and producer Bob Holiday (and Bruce Barker, former producer), took first-place honors as creators of the best station-produced radio commercial in the U.S. at the 15th annual Radio-Mercury Awards on June 8 in New York City. Their spot, "Marvin" for The Trans Shop, is an edgy and irreverent exercise in branding this small shop as the home of the world's most obsessive transmission repairman. Salem Los Angeles radio stations include 99.5 KKLA-FM, 95.9 KFSH-FM The Fish(R), NewsTalk 870 KRLA-AM and NewsTalk 590 KTIE-AM. Blaine Parker and Bob Holiday won the award in the same category in 2000.

"We're very pleased to see our amazing team achieve recognition by their peers," said Terry Fahy, vice president/general manager, Salem Los Angeles. "They are the backbone of our stations, and their talents and abilities are unique in the industry. It's great to see them get the accolades they deserve."

The Radio-Mercury Awards were established in 1992 to encourage and reward the development of effective and creative radio commercials. Approximately 15,000 commercials have competed for nearly \$2.7 million in prizes. The Radio Creative Fund (RCF), a non-profit corporation funded by the radio industry, governs the Radio-Mercury Awards. In 2006, a total of \$165,000 in cash prizes was given out to 15 winners, along with a distinctive Mercury trophy.

Salem Los Angeles is owned and operated by Salem Communications Corporation (Nasdaq:SALM), 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 Communications 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), an Internet provider of Christian content and online streaming; and Salem Publishing(TM), a publisher of Christian-themed magazines. Upon the close of all announced transactions, the company will own 103 radio stations, including 66 stations in 24 of the top 25 markets. Additional information about Salem may be accessed at the company's website, [www.salem.cc](http://www.salem.cc).

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