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KRLA Names Mark Pennington GSM

LOS ANGELES--(BUSINESS WIRE)--

Mark Pennington has been named general sales manager for News Talk 870 AM KRLA in Los Angeles, according to the announcement by Terry Fahy, vice president and general manager for Salem Los Angeles. Effective immediately, Pennington assumes responsibility for strategic marketing and sales at the Salem News Talk station.

"Mark Pennington is a seasoned professional with a strong track record in radio sales," said Fahy. "We are fortunate to have him at the helm of KRLA's sales department."

Pennington has honed his radio sales skills over the past 18 years at Southern California radio news leaders KNX and KFWB. He was senior account executive at KNX since 1997, having previously served as account executive and local sales manager at KFWB since 1989. He also spent several years as general sales manager at KMGQ radio in Santa Barbara.

KRLA offers news and commentary from a host of key thinkers on the national landscape of politics and culture including Dennis Prager, Bill Bennett, Laura Ingraham, Michael Medved, Hugh Hewitt, Dennis Miller and Mike Gallagher. With 14.5 million prospective listeners in its extended coverage area, KRLA 870 appeals to an informed, well-educated and generally affluent adult audience. More information about the station can be accessed at www.krla.com.

Salem Communications (NASDAQ:SALM) is a leading U.S. radio broadcaster, Internet content provider, magazine and book publisher targeting audiences interested in Christian and family-themed content and conservative values. In addition to News Talk 870 AM KRLA, Salem's Los Angeles cluster includes 99.5 FM KKLA and 95.9 FM the Fish(R) KFSH. 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. The company owns and operates approximately 100 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.

Source: Salem Communications Corporation