

February 2, 2012



## **Salem Communications Appoints Phil Boyce Vice President, Director of Spoken Word Format**

CAMARILLO, CA -- (MARKET WIRE) -- 02/02/12 -- [Salem Communications](#) Corporation (NASDAQ: SALM), a leading U.S. radio broadcaster, Internet content provider, and magazine and book publisher targeting audiences interested in Christian and family-themed content and conservative values, announced today the appointment of Phil Boyce to the position of Vice President, Director of Spoken Word Format. In this new role, Phil will oversee the programming practices of all spoken word English formats. Phil will lead Salem's programming department as we improve the overall sound and effectiveness of our News Talk, Teaching and Talk, and Business formatted stations.

Salem Communications Radio Division President, Dave Santrella, said, "Phil Boyce brings an impressive pedigree to Salem and we are confident that our media platforms, our advertisers, our programmers and our listeners will all profit from his oversight. Phil's track record is a testament to his abilities and we look forward to reaping the rewards of his talents to our mutual benefit."

Phil Boyce said of his new appointment, "The more I learn about Salem Communications, the more impressed I am with this great company. I could not be more thrilled to be joining them as we work together to make their stations even better. This company has become one of the best places to work in radio, exhibiting class, integrity, and a true dedication to great programming. Ed Atsinger and Dave Santrella have created a position that perfectly fits my skillset, and I am grateful for their trust and support."

Boyce joins Salem after three years as President of Programming at Talk Radio Network. Boyce is known for his 14-year stint as Program Director of WABC in New York. During his time there, Boyce was named Vice President of News Talk Programming for ABC Radio and later Citadel. He is widely credited with hiring Sean Hannity in New York and taking his show into national syndication for ABC in 2001. Later he hired Mark Levin at WABC and took him into national syndication in 2006. Boyce left WABC in October of 2008 shortly after WABC hit a 5 share 12+ in New York (Arbitron PPM Sept. 2008), the highest share the station has achieved since going talk from rock in 1982. Before joining WABC, Boyce programmed WJR in Detroit where he hired morning man Paul W. Smith, and afternoon host Mitch Albom who are both still mainstays of the station, along with Hannity and Levin. Boyce has been awarded PD of the Year by R & R magazine, and was named one of the top 10 PD's of the year 10 straight years in Radio Ink.

Phil Boyce begins in his new role effective February 3, 2012 and will office in Salem's New York/New Jersey local station facilities.

Salem Communications Corporation is the largest commercial U.S. radio broadcasting company that provides programming targeted at audiences interested in Christian and family-themed radio content, as measured by the number of stations and audience coverage. Upon completion of all announced transactions, the company will own and/or operate a national portfolio of 95 radio stations in 37 markets, including 59 stations in 22 of the top 25 markets. Salem also programs the [Family Talk](#)™ Christian-themed talk format on SiriusXM Radio, channel 131. Salem also owns [Salem Radio Network](#), a national radio network that syndicates talk, news and music programming to approximately 2,000 affiliated radio stations and Salem Media Representatives, a national media advertising sales firm with offices across the country.

In addition to its radio broadcast business, Salem owns an Internet and a publishing division. Salem Web Network is a provider of online Christian and conservative-themed content and streaming and includes websites such as Christian faith focused [Christianity.com](#), Questions and Answers about [Jesus Christ](#) at [Jesus.org](#), [Christian living](#) focused [Crosswalk.com](#)®, online [Bible](#) at [BibleStudyTools.com](#), [Christian videos](#) at [GodTube.com](#), a leading website providing [church media](#) at [WorshipHouseMedia.com](#) and [Christian radio](#) ministries online at [OnePlace.com](#).

Additionally Salem owns [conservative](#) news leader [Townhall.com](#)® and [conservative political blog](#) [HotAir.com](#), providing conservative commentary, news and blogging. Salem Publishing™ circulates Christian and conservative magazines such as Homecoming® The Magazine, YouthWorker Journal™, The Singing News, FaithTalk Magazine, Preaching and Townhall Magazine™. Xulon Press™ is a provider of [self publishing](#) services targeting the Christian audience.

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