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Salem Media Group Announces the Appointment of Brad Parscale as Chief Strategy Officer

CAMARILLO, Calif.--(BUSINESS WIRE)-- [Salem Media Group, Inc.](https://www.salemmedia.com/) (OTCQX: SALM) announced today the appointment of Brad Parscale as the company's Chief Strategy Officer.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250106008891/en/>



Brad Parscale (Photo: Business Wire)

Parscale will contribute his innovative mindset, political experience, network, and technical insight to the expanding Salem Media Group mission and digital initiatives in this new role.

Brad Parscale is a leading expert in digital marketing and online strategy, renowned for driving growth. As a digital

architect and entrepreneur, Parscale has built and scaled companies through data-driven advertising, social media engagement, and cutting-edge technology. Parscale's career skyrocketed during his tenure as Digital & Media Director for Donald Trump's 2016 campaign, where his innovative use of social media and digital fundraising reshaped modern political campaigning, leading to his role as Campaign Manager for Trump's 2020 re-election bid.

Parscale's life has been transformed by his faith following his baptism and a renewed dedication to Christ in recent years. This journey has fueled his commitment to championing causes that defend freedom, individual liberty, and self-governance. In 2024, his platforms—Campaign Nucleus and EyesOver—were instrumental in Donald Trump's historic presidential victory and numerous down-ballot races. By streamlining campaign operations and enhancing voter engagement through real-time sentiment analysis, Parscale's innovations continue to shape the future of political and commercial landscapes.

Salem Media Group Chief Executive Officer David Santrella said, "I am incredibly excited to have Brad join Salem. He brings a wealth of digital marketing experience to Salem, tremendous knowledge of and connections within conservative media, and a great passion for Salem's mission. Brad's track record in media and politics speaks for itself, and I am confident that Brad will help drive Salem to new levels of success and impact."

Brad Parscale commented, "I'm excited to join Salem Media as Chief Strategy Officer and help lead the company into a new era of innovation. Salem's strong foundation in Christian values and commitment to delivering quality content provides a great opportunity to expand into new distribution channels and leverage cutting-edge technology. I look forward to enhancing Salem's ability to create engaging, values-driven content that connects with today's audiences while exploring new tools and platforms to broaden our reach. I'm eager to join the Salem team to drive growth and ensure the company thrives as a leader in faith-based media."

Brad is based in Texas, where he lives with his wife Candice.

About Salem Media Group, Inc.:

Salem Media Group is America's leading multimedia company specializing in Christian and conservative content, with media properties comprising radio, digital media and book and newsletter publishing. Each day Salem serves a loyal and dedicated audience of listeners, readers and viewers numbering in the millions nationally. With its unique content focus, Salem provides compelling audio and video programming, text content, fresh commentary and relevant information from some of the most respected figures across the Christian and conservative media landscape. Learn more about Salem Media Group, Inc. at www.salemmedia.com.

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