

August 11, 2025



# Salem Media Group Adds Conservative Digital Strategist Harrison Weinhold to Accelerate Podcast Growth

CAMARILLO, Calif.--(BUSINESS WIRE)-- [Salem Media Group](#), Inc. (OTCQX: SALM) announced today that Harrison Weinhold has joined the company as a consultant focused on driving audience and revenue growth for Salem's expanding podcast portfolio.

Weinhold brings a proven track record in conservative digital media. Most recently, he served as Head of Growth at The Blaze, where he led digital strategy and audience development. Prior to that, he was Director of Digital Marketing at The Daily Caller, overseeing campaigns that significantly increased reach and engagement.

"As Salem continues to strengthen its position in the digital marketplace, adding top-tier talent like Harrison reflects our commitment to building a team that can compete and win in the fast-moving world of digital media," said David Santrella, Chief Executive Officer of Salem Media Group. "Harrison's experience and results-driven approach will be a key asset as we advance our growth initiatives."

Weinhold will work closely with Salem's podcast team to refine strategy, optimize performance, and develop new audience acquisition channels across the network's growing roster of shows.

## About Salem Media Group

Salem Media Group is America's premier multimedia company specializing in Christian and conservative content. Through its national radio network, digital platforms, and publishing brands, Salem reaches millions daily with powerful content that drives the national conversation. Learn more at [salemmedia.com](http://salemmedia.com).

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20250808113962/en/>

Company Contact:

Sara Broadwater

[Publicity@salemmedia.com](mailto:Publicity@salemmedia.com)

Source: Salem Media Group, Inc.