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## Salem Radio Presents Rebecca St. James' Fall 2011 "Purity & Worship Tour"

NASHVILLE, TN -- (MARKET WIRE) -- 09/13/11 -- Salem Communications (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, will present Grammy® Award winning Christian artist [Rebecca St. James](#) as the headlining force on the "*Purity & Worship Tour*" being presented this fall in major Salem broadcast markets across the U.S. The tour will begin September 16 and 17 in Colorado Springs and Denver markets and continue through December. Salem Radio affiliates in Washington, D.C. Orlando, Tampa, Atlanta, Detroit, Minneapolis, Omaha, San Antonio, and Houston are already committed with additional host cities being added. Salem Radio Network® syndicates talk, news, and music programming to approximately 2,000 affiliates nationally.

The "*Purity & Worship Tour*" is being presented as an unplugged, acoustic evening of music and ministry geared to offer family themed entertainment, content, and messaging from one of Christian music's most articulate contemporary voices. The "purity" theme of the evening is designed to attract young people and their parents -- mothers, daughters, fathers and sons -- on a key issue of St. James' messaging. Since the release of her signature song *Wait For Me* in 2000, the Australian born singer has been a major voice for the purity and abstinence agenda who has consistently carried the message throughout her ministry in music, books, and film.

About the tour presentation of Rebecca St. James, David Santrella, President of Salem's Radio Division, notes: "The message of purity and abstinence in today's culture that is saturated by sexual imagery is perhaps one of the most important messages young women can hear. Rebecca St. James has been uniquely gifted with the ability to deliver through her music and her ministry, a message of sexual purity in a way that easily connects with parents and their daughters, helping to open the door to discussions which may not otherwise occur. Salem Communications is proud to be partnering with Rebecca to present The Purity & Worship Tour which will deliver that message in an entertaining and relatable way to our Salem markets nationwide."

A key element of the "*Purity & Worship Tour*" will also be the presentation of her established music as well as new worship material from St. James' latest album release *I Will Praise You* which debuted this spring as her first studio project under a new creative association with the Provident Label Group. Now recognized also as a best-selling Christian author whose latest book on dating *What Is He Thinking?* (Hachette-Faithwords) will release nationally on September 26, St. James will also share a special screening segment of her pro life message film, "*Sarah's Choice*" at the Salem events. Joining Rebecca on the tour dates will be exciting new Contemporary Christian duo, *for King & Country*, whose debut single for Fervent Records "Busted Heart (Hold On To Me)" is now reaching national audiences at

radio.

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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