

April 30, 2003



## **Salem Communications Hosts Live Radio Telethon to Benefit Military Families; Telethon Will Feature Today's Leading Radio Personalities**

Wednesday, April 30, 2003 5:32 am PDT

OCEANSIDE, Calif.

market not identified:

SALM

OCEANSIDE, Calif.--([BUSINESS WIRE](#))--April 30, 2003--Salem Communications Corporation (NASDAQ: SALM), the leading radio broadcaster focused on religious and family themes programming, announced today that it will host a nationally syndicated, day long radio telethon on Thursday, May 1, beginning at 9:00 a.m. Pacific Time to raise money for the benefit of military families who have been affected by the deployment of relatives. Salem's SmartTalk 870 AM KRLA will broadcast the syndicated telethon live from Oceanside, Calif., at Pier View Way on Coast Highway. By holding this event, the company is hoping to raise \$1 million in food and personal care items for families with relatives serving abroad.

Featuring Salem's top radio personalities, including Hugh Hewitt, Michael Medved and Dennis Prager, the radio broadcast will address the various effects the war has had on military families, as well as the local communities in which they live. Listeners will be encouraged to call 1-888-58-CHILD and pledge their support. A tax-deductible pledge of \$16 will provide food and personal care items for a family of four for a week; \$32 will assist two families; and \$48 will benefit three military families. For a live Web cast of the telethon, log on to [www.smarttalk870.com](http://www.smarttalk870.com).

Beginning at 9:00 a.m., the nationally syndicated radio telethon will kick off with "The Dennis Prager Show." Broadcasting his show since 1982, Dennis Prager engages his audience by focusing on the social and theological issues that are shaping our world today. At noon, Michael Medved will take the helm. With an emphasis on the intersection of politics and pop culture, Michael Medved's interpretation of the war overseas and its effect on our communities is sure to keep listeners intrigued. And wrapping up the nationally syndicated telethon, at 3:00 p.m. Emmy winning broadcast journalist Hugh Hewitt will draw on his many experiences as a social and political commentator to outline today's geo-political challenges.

"Salem Communications is committed to supporting our nation's servicemen and -women and their families. We are excited to bring together some of the most respected and thought-provoking radio hosts to shed light on today's social and political issues in the hopes of inducing thoughtful reflection from the audience, all while raising money to help those in need," said Dave Armstrong, Vice President/General Manager of SmartTalk 870 AM KRLA.

Salem Communications Corporation, headquartered in Camarillo, Calif., is the leading U.S. radio broadcaster focused on religious and family themes programming. Upon the close of all announced transactions, the company will own and operate 89 radio stations, including 57 stations in the top 25 markets. In addition to its radio properties, Salem owns the Salem Radio Network, which syndicates talk, news and music programming to over 1,500 affiliated radio stations; Salem Radio Representatives, a national sales force; Salem Web Network, the leading Internet provider of Christian content and online streaming; and Salem Publishing, a leading publisher of contemporary Christian music trade and consumer magazines. [www.Salem.cc](http://www.Salem.cc).

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