

November 19, 2003



KCBQ/Salem Communications' Mark Larson Re-Elected President of the San Diego Radio Broadcasters Association

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SAN DIEGO

market not identified:

SALM

SAN DIEGO--([BUSINESS WIRE](#))--Nov. 19, 2003--KCBQ 1170AM announced today that radio personality Mark Larson has been re-elected to an unprecedented seventh term as President of the San Diego Radio Broadcasters Association.

First elected in November 1997, Larson is a veteran San Diego broadcaster who has been heard on local radio since 1976. From 1976 to 1994 he was Program and Operations Manager (and afternoon talk show host) at KFMB Radio, moving to Salem Communications' KPRZ 1210AM as General Manager in 1994. Salem added KCBQ 1170AM to their local station cluster in 1999, with Larson spearheading the station's shift to more local news and talk while adding the GM role for KCBQ.

"We were honored to add KCBQ and bring it back to consistency and focus for San Diego County. KCBQ has a great legacy of serving as a strong community voice for the San Diego area," Larson notes. "We're proud to have brought back so much of what local listeners have counted on for over 50 years."

In August 2002, Larson began a live, local morning talk show (6-9 a.m.) on KCBQ 1170AM, voluntarily moving from his GM duties to do so ("I didn't want to get up at 4 a.m. and work a 19 hour day," jokes Larson). He's remained a consultant for the San Diego stations, KPRZ 1210AM and KCBQ 1170AM. Larson also began guest hosting Salem Radio Network syndicated shows for Dennis Prager, Michael Medved, Hugh Hewitt and Mike Gallagher.

Under Larson's leadership at the San Diego Radio Broadcasters Association (SDRBA), the industry group which represents 25 San Diego radio stations, has experienced record growth and expanded membership. The SDRBA also launched the Achievement in Radio Awards (the 5th annual event was held in October), highlighting and encouraging excellence in local radio programming and service. The Awards event also raises funds for the March of Dimes.

The SDRBA's mission is to promote the use of radio as a primary advertising medium, working to create cooperation, professionalism and integrity within the entire radio market, and to support civic and charitable causes that benefit the San Diego community.

"I love this job for the SDRBA," Larson added. "It's a thrill to get to champion radio every day! Yes, we're businesses, and we work hard to help other local businesses succeed. But

it's so much more than that. As we've seen again with the coverage of recent fires, radio is immediate, personal and powerful in helping the community rebuild. That's what we're here for... it's the kind of thing that makes it all worthwhile."

Executive officers also reelected for the 2004 SDRBA term are Vice President Mike Glickenhaus (Clear Channel) and Treasurer Bruce Bauer (KPBS).

KCBQ 1170AM is owned and operated by Salem Communications Corporation (Nasdaq:SALM), 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 92 radio stations, including 58 stations in the top 25 markets. In addition to its radio properties, Salem owns the Salem Radio Network, Salem Radio Representatives, Salem Web Network, and Salem Publishing. www.Salem.cc

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