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## **Maxwell Appointed General Sales Manager for Salem New York**

NEW YORK--(BUSINESS WIRE)--

Salem Communications (Nasdaq:SALM) has announced the appointment of Tamela Kay ("TK") Maxwell as general sales manager for Salem New York which includes New York's InspiringTalk stations WMCA 570 AM and WWDJ 970 AM. Effective immediately, Maxwell has responsibility for overseeing sales, marketing and promotion in the New York metropolitan area, the nation's largest media market.

"TK Maxwell has been an integral part of our New York team," said Susan Lucchesi, general manager for Salem New York. "She brings considerable experience at both local and national levels to our sales efforts in this market. Her passion for excellence will serve our stations and listeners well."

Maxwell has been senior account executive with Salem New York since 2004. Her 18 years experience in the New York market includes marketing and sales positions with United Stations Radio Networks where she was director of marketing and Clear Channel Communications where she was national account manager. Maxwell is best known for her success as marketing manager for Metro Networks Inc. and director of Eastern regional sales for Shadow Broadcast Services.

A resident of Allendale, New Jersey, Maxwell earned her B.A. in Broadcast Journalism from University of Northern Colorado. For more information about WMCA personalities and programming go to [www.wmca.com](http://www.wmca.com).

Salem Communications Corporation is a leading U.S. radio broadcaster, Internet content provider, magazine and book publisher focused on Christian and family-themed content and conservative values. In addition to its radio properties, Salem Communications Corporation (Nasdaq:SALM) owns Salem Radio Network(R), which syndicates talk, news and music programming to approximately 2,000 affiliates; Salem Radio Representatives(TM), a national radio advertising sales force; Salem Web Network(TM), a leading Internet provider of Christian content and online streaming; and Salem Publishing(TM), a leading publisher of Christian-themed magazines. Upon the close of all announced transactions, the company will own 98 radio stations, including 61 stations in 23 of the top 25 markets. Additional information about Salem may be accessed at the company's website, [www.salem.cc](http://www.salem.cc).

Source: Salem Communications Corporation