

May 3, 2011



## Bill Files Appointed General Manager of Salem Radio Stations in Orlando

ORLANDO, FL -- (MARKET WIRE) -- 05/03/11 -- Salem Communications (NASDAQ: SALM), a leading U.S. radio broadcaster, Internet content provider, magazine and book publisher targeting religious and family themed programming, announced Bill Files has been appointed as General Manager for its three radio stations in Orlando, [WORL \(660 AM\)](#), [WBZW \(1520 AM\)](#), and [WTLN \(950 AM\)](#).

Bill brings more than 15 years of market management and sales experience to Salem. Prior to joining Salem, he was the Senior Sales Consultant for SALES-FAX NEWS. Before that, he was Vice President, General Manager and General Sales Manager at WSTO-FM and WKDQ-FM in Evansville, Indiana as well as General Manager of other stations across the Midwest and Eastern part of the United States. He also founded Target Positioning, a sales training and consulting firm for radio stations.

Dave Santrella, President of Salem's Radio Division, commented, "Bill brings an exceptional record of achievement in radio sales and operations to our Orlando stations. His energetic leadership and business development skills will be tremendous assets to Salem's growth in this market."

Bill and his wife, Linda, will be relocating to the Orlando area and have four children. He can be reached at (407) 682-9494 or [william.files@salemcommunications.com](mailto:william.files@salemcommunications.com).

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 XM Radio, channel 170, and on SIRIUS, channel 161.

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.

Company Contact:

Evan D. Masyr

Salem Communications

(805) 987-0400 ext. 4512

Email Contact

Source: Salem Communications Corporation