

August 8, 2011



Rodney Whitaker Appointed Director of Digital Media of Salem Communications

CAMARILLO, CA -- (MARKET WIRE) -- 08/08/11 -- Salem Communications (NASDAQ: SALM), a leading U.S. radio broadcaster, Internet content provider, magazine and book publisher targeting religious and family themed programming, announced Rodney Whitaker has been named as Director of Digital Media for Salem Communications' Radio Division. In this new role, Rodney will be working closely with both Salem's Digital Division and Radio Division to expand the digital platform with a focus on increasing content and revenue.

Rodney has spent the majority of his career in radio's digital media arena. This includes positions at KSJO and KUFX in San Jose, First Internet Media Works (now Media Span), Interactive Evolution for 6 years (his own company); and as the Digital Sales Manager for CBS Radio in Portland, OR, with several consecutive years of record breaking revenue increases.

Most recently Rodney was employed by Maverick Media in Santa Rosa, California where his cluster lead the market in digital billing and audience growth.

Rodney will begin with Salem on August 8, and will be stationed out of Portland.

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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Source: Salem Communications Corporation