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## **Salem Communications Announces Market Realignments and Promotions**

CAMARILLO, CA -- (Marketwire) -- 12/04/12 -- [Salem Communications](#) Corporation (NASDAQ: SALM), a leading U.S. radio broadcaster, Internet content provider, and magazine and book publisher targeting audiences interested in Christian and conservative opinion content, has announced a market realignment for several major markets, beginning January 1st, 2013, and several promotions.

In New York, Salem VP Director, Spoken Word Format Phil Boyce will continue in that role with the additional responsibility of Operational VP for the New York cluster of AM 970 the Answer, and Christian Talk WMCA. Salem Regional VP Linnae Young who has overseen the New York cluster will take on the oversight of the Tampa cluster, including NewsTalk WGUL, Christian Talk WTNB, and NewsTalk WLSS Sarasota. In Louisville, Salem Regional VP Mike Moran will take over the oversight of NewsTalk WGTX, and Christian Talk WFIA-AM and FM.

Salem Communications President David Santrella made the announcements, adding, "Phil's innate understanding of the New York market, particularly as it relates to news talk, as well as his day-to-day proximity to the operation, has led us to the decision to ask Phil to take on the additional role of Operational VP for the New York cluster. Phil will continue to work with all of our stations as VP Director, Spoken Word Format."

Santrella gave Linnae Young praise in taking on the Tampa cluster. "In Linnae's short tenure as Operational VP, she has displayed an incredible ability to bring success to the markets she oversees. While Barb Yoder and our Tampa cluster already enjoy much success, I believe the combination of both Barb and Linnae will bring this cluster well over the top, well into the future," said Santrella.

In addition to these announcements, Santrella announced the following promotions, with John Butler taking on the new role of Digital Program Director - Spoken Word Format, and John Bowen taking on the new role of Digital Program Director - Music Format.

Santrella added: "In addition to the duties they already perform in these new positions, Butler and Bowen will work to enhance the content offered on our radio station digital platforms and significantly amp up the social network footprint and the impact for these important assets."

### *About Salem Communications*

Salem Communications Corporation is the largest commercial U.S. radio broadcasting company that provides programming targeted at audiences interested in Christian and conservative opinion 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 99 radio stations in 38 markets, including 61 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 2,300 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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