

February 21, 2003



``Gods and Generals" & Salem Communications Encourages Americans to Adopt a Soldier

Friday, February 21, 2003 4:30 am PST

CAMARILLO, Calif.

market not identified:

SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--Salem Communications (Nasdaq:SALM), the leading media company focusing on religious and family themed programming, announced today an initiative to support our troops in the U.S. military.

To show support for our military, the Salem Communications family, in conjunction with the release of Warner Bros. Pictures and Ted Turner Pictures new Civil War film, "Gods and Generals," encourages Americans to Adopt A Soldier. If you have a family member or know of someone in the military you would like to recognize, please email us their name. The local Salem station will post their names on its website. Then, listeners of Salem Communications stations, pledge to adopt a soldier -- send them letters, care packages, and pray for their safety and the safety of their families.

Listeners are invited to log on to www.OnePlace.com and www.Crosswalk.com, or <http://www.salem.cc/sitesStationLinks.htm> and find the nearest station, and send in the names of family members and loved ones who are serving in the armed forces.

"Gods and Generals" is an epic and sweeping portrayal of a nation divided at the start of the Civil War. As the prequel to the 1993 New Line Cinema/Turner Pictures film "Gettysburg," this film illuminates the religious faith and courage of heroes from both sides of the war. The film also tells the story of the strength of wives and families who were forced to assume responsibilities at home, often in cities under attack. The film is opening nationwide on Friday, February 21. www.godsandgenerals.com. AOL Keyword: Gods and Generals.

Salem Communications Corporation, headquartered in Camarillo, California, is 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 89 radio stations, including 55 stations in the top 25 markets. In addition to its radio properties, Salem owns the Salem Radio Network, which syndicates talk, news and music programming to over 1,600 affiliated radio stations; Salem Radio Representatives, a national sales force; Salem Web Network, the leading Internet provider of Christian content and online streaming; and Salem Publishing, a leading publisher of contemporary Christian music trade and consumer magazines.

Salem Communications

Amanda Strong-Larson, 805/987-0400 ext. 1081
amandas@salem.cc