

February 25, 2004



## News/Talk Station to be Introduced in Dallas/Ft. Worth on April 5

Wednesday, February 25, 2004 8:00 am PST

CAMARILLO, Calif.

market not identified:

SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--Feb. 25, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes programming, announced today that it will introduce new conservative news/talk stations in Dallas/Ft. Worth and Philadelphia. Beginning April 5, KSKY-AM (660AM) in Dallas/Ft. Worth, and WNTP-AM (990AM), (formerly WZZD) in Philadelphia will provide listeners enhanced programming featuring popular radio personalities Laura Ingraham, Hugh Hewitt, Dennis Prager, Michael Medved, and Michael Savage, among others.

Previously, KSKY-AM offered programming in Christian teaching and talk, which already is available in Dallas/Ft. Worth by KWRD/KPXI FM (100.7FM). The announced change will strengthen the existing Salem stations.

Edward G. Atsinger III, Salem's chief executive officer, said, "The launch of these new news/talk formats in Dallas/Ft. Worth and Philadelphia represent significant growth opportunity for Salem, and is part of our long-term plan of developing our three formats. We expect them to complement very effectively our other stations in these markets, and to deliver strong operating performance."

According to Peter W. Thomson, general manager of KWRD-FM/KPXI-FM, and KSKY-AM, the introduction of news/talk will allow Salem in Dallas/Ft. Worth to bring the best in Christian teaching and talk, news/talk and contemporary Christian music to listeners of the populous Dallas/Ft. Worth region and the growing communities that surround them. Today, Salem stations include KSKY-AM, KWRD/KPXI-FM and KLTY-FM (94.9FM).

"KSKY-AM has been a tradition in the Dallas/Ft. Worth area for more than 60 years. Its signal is considered one the strongest in the region. We anticipate that listeners will welcome a dynamic, nationally syndicated show that maintains a local feel."

"Our talk show hosts will provide a local personality in the Dallas/Ft. Worth markets with regular visits and events. We've assembled a team that will deliver Metroplex area listeners with the kind of entertaining and enlightening talk that this market has needed for some time. Our market has waited for an intelligent talk format, right at the intersection of politics, pop culture and American values," Thomson said.

Salem Communications Corporation (Nasdaq:SALM), headquartered in Camarillo, California, is the leading U.S. radio broadcaster focused on religious and family themes

programming. The company owns and operates 92 radio stations, which are mainly comprised of three primary formats, including Christian Teaching and Talk, News/Talk, and Contemporary Christian Music. 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 organization; Salem Web Network, the leading Internet provider of Christian content and online streaming; and Salem Publishing, a Christian magazine publisher. For more information, visit Salem Communications' web site at [www.Salem.cc](http://www.Salem.cc).

#### Forward Looking Statements

Statements used in this press release that relate to future plans, events, financial results, prospects or performance are forward-looking statements as defined under the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those anticipated as a result of certain risks and uncertainties, including but not limited to the ability of Salem to close and integrate announced transactions, market acceptance of recently launched music formats, competition in the radio broadcast, Internet and publishing industries and from new technologies, adverse economic conditions, and other risks and uncertainties detailed from time to time in Salem's periodic reports on Forms 10-K, 10-Q, 8-K and other filings filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Salem undertakes no obligation to update or revise any forward-looking statements to reflect new information, changed circumstances or unanticipated events.

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or

KWRD-FM/KPXI-FM, KSKY-AM

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