

March 25, 2004



Johnson Brings New Strength to Radio Sales in Dallas-Ft. Worth; New Sales Manager Helps Lead News/Talk at KSKY-AM

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DALLAS-FT. WORTH

market not identified:

SALM

DALLAS-FT. WORTH--([BUSINESS WIRE](#))--March 25, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes programming, announced that veteran broadcast executive Bob Johnson has joined Salem Communication's KSKY-AM (660 AM) as sales manager, according to Pete Thomson, general manager for KSKY-AM (660 AM) and KWRD-FM/KPXI-FM (100.7 FM) in Dallas-Ft. Worth. Johnson joins the station as it prepares to launch a news/talk format on April 5, 2004.

Johnson comes to the station with an extensive sales career and a strong broadcasting background. Pete Thomson commented, "I'm extremely excited to have Bob leading our sales effort at KSKY. His track record in news/talk radio in the Dallas-Ft. Worth market is impressive. Our pre-launch sales have gone very well thanks to Bob's efforts."

Johnson added, "What a great time to be bringing some of the best talk shows in the country to Dallas-Ft. Worth. Listeners and advertisers in the Metroplex will be surprised and pleased at how quickly the community embraces personalities like Laura Ingraham and Bill Bennett. Salem Communications is committed to news/talk programming throughout its markets. The early response has been exciting."

In joining KSKY-AM, Johnson brings extensive experience in sales from previous positions with KZPS, KLIF and most recently WBAP. In his new role, he will help launch the format that will provide listeners enhanced programming featuring popular radio personalities Hugh Hewitt, Dennis Prager, Michael Medved and Michael Savage, in addition to Laura Ingraham and the recently announced Bill Bennett's Morning in America program that debuts on April 5.

Thomson added, "With Bob at the helm, we are well positioned to make our launch a success. He is particularly aware of how to make news/talk radio successful."

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 mainly are 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.

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