

January 26, 2011



## Betsy Coffey Joins Salem Web Network

RICHMOND, VA -- (MARKET WIRE) -- 01/26/11 -- Salem Web Network (NASDAQ: SALM), the online division of Salem Communications, is pleased to announce that Betsy Coffey has joined the company as Ministry Media Executive. Salem Communications is the nation's leading radio broadcaster, Internet content provider and publisher targeting audiences interested in Christian family-themed content.

Coffey will develop and manage client relationships with national Christian ministries and organizations, and the media veteran will work to increase the presence of broadcasting ministries on Salem's online broadcasting platforms, [OnePlace.com](http://OnePlace.com) and [elSitioCristiano.com](http://elSitioCristiano.com), while enabling the company to provide a higher level of service to existing ministry partners.

Prior to joining Salem Web Network, Betsy spent 15 working in media at Merkle Inc., formerly Domain Group, most recently as Manager of Media Services, where her strong experience of media channels helped fuel the marketing and fundraising efforts of clients including Prison Fellowship, Josh McDowell, Concerned Women for America, The Word Today, Bible League, Christianbook.com, and many more.

"Betsy has been working alongside ministry clients since 1995, and is uniquely in tune with the needs of our current and prospective online broadcasting partners," said Tom Perrault, Senior Vice President of Salem Web Network. "We are excited about her wealth of experience, proven track record in building client support and donors, and the high regard past and current clients have for her."

Travis Messer, Salem Web's Director of Ministry Media, said, "Bringing aboard someone with Betsy's background will really help us take our ministry relationships to the next level, while also developing new and improved platforms and programs to help these partners succeed within our network."

About Salem Communications and Salem Web Network:

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 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](http://FamilyTalk.com)™ Christian-themed talk format on XM Radio, channel 170, and on SIRIUS, channel 161.

Salem owns [Salem Radio Network](http://SalemRadioNetwork.com), 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 a non-broadcast media 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, 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.

[Add to Digg](#) [Bookmark with del.icio.us](#) [Add to Newsvine](#)

Kristie Wahlquist  
Director of SEO & Marketing  
802-205-9700 x152  
Email Contact

Source: Salem Communications