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Salem Media Group and CharityOne Unite to Deliver Top Syndicated Program to 80% of Nation

CAMARILLO, Calif., Feb. 23, 2015 /PRNewswire/ -- [Salem Media Group](#) (NASDAQ:SALM) and CharityOne, producer of the syndicated radio program "KeepTheFaith," have announced a joint advertising sales and syndication agreement that will give the program 80% U.S. population coverage.



Beginning April 1, Salem Media Representatives will handle all national advertising sales for the highly rated music and information weekend show, as well as the early pre-morning drive show, which currently reaches more than 1.7 million listeners. Salem will further expand the program's footprint, making it even more attractive to the advertising community, by adding it to many of Salem's top-25-market Christian teach/talk radio stations, plus the majority of its music stations.

Salem President, Broadcast Media, David Santrella says, "Salem and Salem Media Reps are enthusiastic about the opportunity to represent KeepTheFaith. The program gets high praise from affiliates and from Salem's own veteran, contemporary Christian music program

directors. This is a quality program that advertisers are eager to be a part of and we are thrilled to provide the access."

Mike Reed, senior vice president of Salem Media Reps, adds, "This expands our ability to help advertisers drive results as we expect KeepTheFaith to air in most of the top 50 markets. KeepTheFaith's positive, encouraging content is exactly the type of environment more and more advertisers are seeking. KeepTheFaith's fantastic ratings in key demographics will further Salem Media Reps' ability to serve existing and future national advertising clients."

CharityOne executive director David Sams notes that as part of the agreement, unique KeepTheFaith subscription-based programming content, known as HyperDrive Local, additionally will be licensed for use within Salem's Today's Christian Music radio network programming. "From well-crafted stories to listener call-ins and life-affirming encouraging thoughts, HyperDrive Local provides all of the unique content a station needs to stand out from the crowd and be the shining star on the radio dial."

Salem Music Network senior vice president Michael Miller adds, "Salem's music network affiliates, whether they currently air our Family Friendly Morning Show with Doug Griffin and recording artist Jaci Velasquez, afternoons hosted by New York Times number-one best-selling author Karen Kingsbury, or other time slots will benefit further from this enhanced offering. Additionally, we're very pleased to continue to address the changing needs of affiliates by being the exclusive syndicator of air-personality-hosted HyperDrive Local material, making it available with on-air hosts via satellite delivery and also via ftp delivery."

Executive Producers of the KeepTheFaith brand include Christian Radio veterans, Joe Battaglia and John Frost, as well as Sams. Sams comments on the arrangement saying, "We are very humbled that Salem recognizes the hard work that has gone into building the KeepTheFaith franchise. We are even more humbled that the audience appreciates the mix of great stories, music, and unprecedented production. Content matters. The execution of that content for today's very demanding audience is vitally important. Face it, with the likes of Twitter, we live in a 140 character universe. Attention spans are short. So, you have to make every word you put out over the air really matter. Our mission is simple, to make encouragement contagious through positive, life-affirming stories and songs."

Follow us on [Twitter@SalemMediaGrp](https://twitter.com/SalemMediaGrp).

About CHARITYONE:

CharityOne is a Tennessee not-for-profit organization, based in Brentwood, Tennessee, headed by nine-time Emmy-winning producer, David Sams, who serves as the organization's executive director. Sams is a 40-year media veteran (newspapers, radio, TV, Internet) who launched *Wheel of Fortune*, *Jeopardy!*, and *The Oprah Winfrey Show* while head of global marketing and creative affairs at King World.

ABOUT SALEM MEDIA GROUP:

Salem Media Group is America's leading Christian and conservative multi-media corporation, with media properties comprising radio, digital media and book, magazine and newsletter publishing. Each day Salem serves a loyal and dedicated audience of listeners

and readers numbering in the millions nationally. With its unique programming focus, Salem provides compelling content, fresh commentary and relevant information from some of the most respected figures across the media landscape.

The company, through its Salem Radio Group, is the largest commercial U.S. radio broadcasting company providing Christian and conservative programming. Salem owns and operates 106 local radio stations, with 63 stations in the top 25 media markets. [Salem Radio Network](#) ("SRN") is a full-service national radio network, with nationally syndicated programs comprising Christian teaching and talk, conservative talk, news, and music. SRN is home to many industry-leading hosts including: [Bill Bennett](#), [Mike Gallagher](#), [Hugh Hewitt](#), [Michael Medved](#), and [Dennis Prager](#).

Salem New Media is a powerful source of Christian and conservative themed news, analysis, and commentary. Salem's Christian sites include: [Christianity.com](#)®, [BibleStudyTools.com](#), [GodTube.com](#), [GodVine.com](#), [WorshipHouseMedia.com](#) and [OnePlace.com](#). Considered by many to be a consolidation of the conservative news and opinion sector's most influential brands, Salem's conservative sites include [Townhall.com](#)®, [HotAir.com](#), [Twitchy.com](#), [Human Events.com](#) and [Red State.com](#).

Salem's [Regnery Publishing](#) unit, with a 65-year history, remains the nation's leading publisher of conservative books. Having published many of the seminal works of the early conservative movement, Regnery today continues as the dominant publisher in the conservative space, with leading authors including: Ann Coulter, Dinesh D'Souza, Newt Gingrich, David Limbaugh, Michelle Malkin and Mark Steyn. Salem's book publishing business also includes [Xulon Press](#)™, a leading provider of self-publishing services for Christian and conservative authors.

Salem Publishing™ publishes Christian and conservative magazines including [Homecoming](#)®, [YouthWorker Journal](#)™, [The Singing News](#), [Preaching](#) and [Townhall Magazine](#)™.

Salem Media Group also owns [Eagle Financial Publications](#) and [Eagle Wellness](#). Eagle Financial Publications provide market analysis and specific investment advice for individual investors from seasoned financial experts [Mark Skousen](#), [Nicholas Vardy](#), [Chris Versace](#) and [Doug Fabian](#). Eagle Wellness provides practical health advice and is a trusted source for nutritional supplements from one of the country's leading complementary health physicians.

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