

February 24, 2011



## Michael Shields Appointed General Manager of Salem Radio Stations in San Francisco

CAMARILLO, CA -- (MARKET WIRE) -- 02/24/11 -- Salem Communications (NASDAQ: SALM) announced Michael Shields has been appointed as General Manager for its two radio stations in San Francisco, [KFAX \(1100 AM\)](#) and [KDOW \(1220 AM\)](#).

Michael brings more than two decades of radio management and sales experience to Salem. Prior to joining Salem, he was General Manager and Director of Sales for Wagon Wheel Broadcasting in Indiana. Before that, he was General Manager and Director of Sales for Clear Channel in Florida. His sales experience includes serving as General Manager for CBS Outdoor Advertising in Philadelphia and following a successful 5+ year stint with CBS Outdoor, he decided he missed local radio and wanted to come back. He also spent time as a Manager for Metro Traffic Networks, a company that provides live on-air traffic reports for radio and TV. Dave Santrella, President of Salem's Radio division, commented, "Mike is a veteran of the business and a true professional with a 'can-do' spirit. We're excited to have him leading the team in San Francisco."

Michael is moving to San Francisco with his wife, Jan and has two college-aged boys. He can be reached at (510) 713-1100 extension 111 or at [MikeS@SalemSF.com](mailto:MikeS@SalemSF.com).

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 and/or operate 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](#)™ Christian-themed talk format on XM Radio, channel 170, and on SIRIUS, channel 161.

Salem also owns [Salem Radio Network](#), 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.

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