

April 15, 2013



Cleveland Gets the Answer: WHK-AM 1420

CAMARILLO, CA -- (Marketwired) -- 04/15/13 -- [Salem Communications](#) Corporation (NASDAQ: SALM), a leading U.S. radio broadcaster, Internet content provider, and magazine and book publisher targeting audiences interested in Christian and conservative opinion content, announced today that its NewsTalk station in Cleveland, [WHK](#) will begin a new brand and imaging campaign on the air and in outside marketing, beginning on Tax Day, April 15th. WHK will become AM 1420 The Answer, following a theme that Salem has successfully launched in New York, Los Angeles, Riverside, Dallas, Houston, Columbus, and Chicago.

"As our listeners are preparing to write Uncle Sam that fat check, I can't think of a better day to give Cleveland 'The Answer' to why their taxes are so high," said Salem VP Director of Spoken Word Format Phil Boyce. "We have the answer for little things like 'why am I stuck in traffic' to bigger things like what can conservatives do to win back the White House," said Boyce. The on-air lineup will remain the same, with a significant major addition to the stations ability to cover Cleveland news. WHK has hired morning news anchor Jim McIntyre, one of the most trusted news voices in Greater Cleveland, delivering newscasts on Cleveland's radio airwaves for more than two decades. His name invokes credibility and integrity. Jim will be joined by an expanded local traffic reporting team, along with weather from TV meteorologist John Loufman.

WHK is also adding a new night time talk show called "The 11th Hour" hosted by McIntyre and long time Cleveland veteran talk host Tom Kelly. This program will air at 11pm, and will focus on both local and statewide stories that affect the WHK audience, with news updates and interviews of the day's newsmakers and journalists. Otherwise the lineup remains the same, including:

Bill Bennett's Morning in America, 6-9am
Mike Gallagher, 9am to Noon
Dennis Prager, Noon to 3pm
Michael Medved, 3pm to 6pm
Hugh Hewitt, 6pm to 9pm
Mark Levin, 9pm to 11pm
11pm, The 11th Hour

"These are very exciting times at Salem Communications of Northeast Ohio," said WHK General Manager Mark Jaycox. "To be able to take a station like WHK -- one rich in Cleveland heritage and Ohio tradition... celebrating its 91st birthday this year -- and make it even more relevant and current, while maintaining that strong identity... we are confident our WHK listener -- the best listener in town -- will be pleased with this change."

About Salem Communications

Salem Communications Corporation is the largest commercial U.S. radio broadcasting

company that provides programming targeted at audiences interested in Christian and conservative opinion 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 99 radio stations in 38 markets, including 61 stations in 22 of the top 25 markets. Salem also programs the [Family Talk](#)™ Christian-themed talk format on SiriusXM Radio, channel 131. Additionally the company operates [Christianradio.com](#).

Salem also owns [Salem Radio Network](#), a national radio network that syndicates talk, news and music programming to approximately 2,400 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 an Internet and a publishing 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](#), Christian videos at [GodTube.com](#), a leading website providing [church media](#) at [WorshipHouseMedia.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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Source: Salem Communications Corporation