

June 25, 2003



# Salem Communications Appoints Tom Tradup to Serve as National Program Director of News/Talk

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market not identified:

SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--June 25, 2003--Salem Communications (NASDAQ:SALM), the leading radio broadcaster focused on religious and family-themed radio programming, has announced that Tom Tradup will be joining Salem as National Program Director of News/Talk, according to Joe D. Davis, Executive Vice President for Radio.

With this appointment, Tradup will serve as a resource for Salem's senior management, network management, general managers and programmers, and will exercise oversight of programming, talent and ratings for the company's News/Talk stations.

Prior to joining Salem, Tom Tradup was President/Syndication for New York-based SABO Media where he helped create and launch a national radio service for PARADE Magazine. His extensive news/talk background includes serving as President & General Manager of WLS-AM&FM in Chicago, as well as programming and news positions at WMCA New York, KRLD Dallas, KCMO Kansas City and WASH-FM in Washington, D.C. He also served as Vice President & General Manager of the USA Radio Network.

Tradup commented, "I am thrilled to be joining Salem and to be blessed with the opportunity to work with this solid management team as we unlock the tremendous potential of Salem's news/talk stations."

Joe D. Davis commented, "General market conservative talk radio is one of the three strategic formats that will drive Salem's future. The upside is substantial, especially under the seasoned leadership of Tom Tradup. We are pleased to welcome him aboard. His successes at WLS and elsewhere all contribute to his reputation as one of the key figures in this major format."

Tom Tradup will be based at the Salem Radio Network headquarters in Dallas. He resides in Dallas with his wife Lori, son Ethan, and daughter Ellie Kate.

## About Salem Communications

Salem Communications, headquartered in Camarillo, California, is the leading radio broadcaster focused on religious and family-themed radio programming. Upon the close of all announced transactions, the company will own and operate 92 radio stations, in 36 radio

markets, including 58 stations in the top 25 markets. In addition to its radio properties, Salem owns the Salem Radio Network, which syndicates talk, news and music programming to approximately 1,600 affiliated radio stations throughout the United States; Salem Radio Representatives, a national sales force; Salem Web Network, leading Internet providers of Christian-focused content; and Salem Publishing, a leading producer of Christian trade and consumer publications.

Salem Communications

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