

February 25, 2004



News/Talk Station to Be Introduced in Philadelphia on April 5

Wednesday, February 25, 2004 8:00 am PST

CAMARILLO, Calif.

market not identified:

SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--Feb. 25, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes programming, announced today that it will introduce new news/talk stations in Philadelphia and Dallas. Beginning April 5, WNTP-AM (990AM) (formerly WZZD) in Philadelphia, and KSKY-AM (660AM) in Dallas will provide listeners enhanced programming featuring popular radio personalities Hugh Hewitt, Dennis Prager, Michael Medved and Mike Gallagher, among others.

Edward G. Atsinger III, Salem's chief executive officer, said, "The launch of these new news/talk formats in Philadelphia and Dallas represents a significant growth opportunity for Salem, and is part of our long-term plan of developing our three formats. We expect them to complement very effectively our other stations in these markets, and to deliver strong operating performance."

According to Russ Whitnah, general manager of WFIL-AM and WZZD-AM in Philadelphia, the introduction of news/talk will allow Salem to bring the best in both Christian teaching and talk, and news/talk to the listeners of Philadelphia, southern New Jersey and northern Delaware regions.

"Historically, WFIL-AM and WNTP-AM offered listeners similar programming in the Christian teaching and talk format. Our listeners now will enjoy the best of both worlds: Christian teaching and talk; and news/talk," Whitnah said. "Our market has waited for an intelligent talk format, right at the intersection of politics, pop culture and American values. At the same time, our Christian-formatted station gets even stronger, with the addition of so many strong WNTP-AM ministry programs to WFIL-AM."

Whitnah noted that the stations will continue broadcasting collegiate football and basketball, and will seek to expand its live sports coverage in the greater Philadelphia area.

Salem Communications Corporation (Nasdaq:SALM), headquartered in Camarillo, California, is the leading U.S. radio broadcaster focused on religious and family themes programming. The company owns and operates 92 radio stations, which are mainly comprised of three primary formats, including Christian Teaching and Talk, News/Talk, and Contemporary Christian Music. In addition to its radio properties, Salem owns the Salem Radio Network, which syndicates talk, news and music programming to over 1,600 affiliated

radio stations; Salem Radio Representatives, a national sales organization; Salem Web Network, the leading Internet provider of Christian content and online streaming; and Salem Publishing, a Christian magazine publisher. For more information, visit Salem Communications' web site at www.Salem.cc.

Forward Looking Statements

Statements used in this press release that relate to future plans, events, financial results, prospects or performance are forward-looking statements as defined under the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those anticipated as a result of certain risks and uncertainties, including but not limited to the ability of Salem to close and integrate announced transactions, market acceptance of recently launched music formats, competition in the radio broadcast, Internet and publishing industries and from new technologies, adverse economic conditions, and other risks and uncertainties detailed from time to time in Salem's periodic reports on Forms 10-K, 10-Q, 8-K and other filings filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Salem undertakes no obligation to update or revise any forward-looking statements to reflect new information, changed circumstances or unanticipated events.

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