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## Salem Radio Network Appoints Tom Tradup Director of Network Programming

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SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--June 21, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themed programming, has announced that Salem Radio Network (SRN), a division of Salem Communications, named Tom Tradup director of network programming for SRN effectively immediately.

Tradup will report directly to SRN's President Greg Anderson to oversee content, direction and strategic planning for all of SRN's nationally syndicated general market and Christian network talk shows as well as SRN's network news programming.

"I am extremely happy to have Tom Tradup in this expanded role within SRN," Anderson said. "His creativity, dedication to excellence and proven track record of success in both news and talk will be invaluable to our SRN team."

Tradup previously served as national program director of News/Talk for Salem Communications, helping direct the format rollout of new Salem-owned News/Talk stations including KSKY-AM in Dallas-Ft. Worth, WNTP-AM in Philadelphia, and WTTT-AM in Boston. Most recently he spent several months in Washington, D.C. helping create and launch the nationally-syndicated morning program Bill Bennett's MORNING IN AMERICA, currently heard on more than 80 radio stations.

Prior to joining Salem in July 2003, Tradup was president/syndication for New York-based SABO Media where he helped design and launch a national radio service for PARADE Magazine. His extensive news & talk background includes serving as president and 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 and general manager of the USA Radio Network.

"I'm humbled by the confidence Greg Anderson and SRN have in me," Tradup stated. "My first 12 months with Salem have been invigorating and challenging and I'm even more excited about the potential we have across the board with SRN."

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.

Salem Communications Corporation, headquartered in Camarillo, California, is the leading

U.S. radio broadcaster focused on religious and family themes programming. Upon completion of all pending transactions, the company will own and/or operate 97 radio stations, mainly comprised of three primary formats: Christian Teaching/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](http://www.salem.cc).

Salem Communications Corporation

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