

July 14, 2004



KGW 820 AM Welcomes New Radio Talk Show Host

Wednesday, July 14, 2004 10:34 am PDT

SEATTLE

market not identified:

SALM

SEATTLE--([BUSINESS WIRE](#))--July 14, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes programming announced that award-winning broadcaster and reporter, Thor Tolo has joined KGNW-AM (820 AM) as the new host of "Live From Seattle," Seattle's only local Christian radio talk show. The show airs from 4:00 p.m. to 6:00 p.m. weekdays on KGNW-AM (820 AM).

David Fitts, general manager of KGNW-AM, said, "Thor brings new energy, humor and enthusiasm to the airwaves of Seattle. His knowledge about current events and issues combined with his wit and vitality will produce stimulating talk radio. We know our listeners will be impressed."

Thor Tolo comes to KGNW from KDKA-AM, in Pittsburgh, PA where for seven years he hosted a nightly sports call-in show on the Pittsburgh Pirates' flagship station, anchoring Pittsburgh Steelers pre- and post-game shows on Sundays during the National Football League season. His career in media also includes serving as sports editor for Minnesota's The St. Peter Herald, a sports producer and anchor for the ABC affiliate in Laredo, Texas, and was the youngest anchor at an NBC-owned and operated station at WKYC-TV in Cleveland, Ohio. His radio career began in 1992 at a station now owned by Salem Communications, WKNR in Cleveland, Ohio.

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 98 radio stations, mainly composed 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.

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