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Salem Media Group Expands Salem Surround with Two Key Hires

CAMARILLO, Calif.--(BUSINESS WIRE)-- [Salem Media Group, Inc.](#) (NASDAQ:SALM), announced today it will be expanding its recently-launched digital advertising agency, Salem Surround, with the addition of two new Regional Digital Sales Directors. Andy Massingill will serve as the Regional Digital Sales Director for the West Region and Jon Latzer will serve in the same role for the East Region.

Salem Surround offers a comprehensive suite of digital marketing services to develop and execute audience-based marketing strategies for clients on both local and national levels.

“These two new hires are the next step in Salem’s strategy to provide 360 degree marketing support to our clients and partners,” said Jamie Cohen, Salem’s Vice President of Broadcast Digital. “Jon and Andy bring a unique mix of both radio and vast digital experience to the table which I’m confident will provide our teams and our clients with the ability to see the value in all forms of audience we can deliver.”

Andy Massingill has over 20 years’ experience in radio and digital leading local and national sales teams. Most recently, Andy was with Adams Publishing Group in Minnesota and helped launch their Pixel Ink Digital Agency targeting local small to medium size businesses.

Jon Latzer joins Salem with over 30 years’ experience as a business developer and an experienced management leader. Most recently, Jon was with Alpha Media as the Regional Interactive Sales Director.

“This is a very exciting time to be joining Salem,” said Massingill. “As the leading radio broadcaster targeting audiences interested in Christian and family-themed content and conservative values, we are in a position to be a leader in the digital industry by delivering targeted and strategic digital solutions for our marketing partners through Salem Surround.”

Latzer added, “Salem’s commitment to helping businesses grow through an effective combination of on-air and online assets is the right direction today. Clearly, local clients have shown that this combination of assets is vital to their marketing growth. Salem is committed to that long-term growth and I’m looking forward to helping the team provide media solutions.”

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ABOUT SALEM MEDIA GROUP:

Salem Media Group is America’s leading multimedia company specializing in Christian and conservative content, with media properties comprising radio, digital media and book and newsletter publishing. Each day Salem serves a loyal and dedicated audience of listeners

and readers numbering in the millions nationally. With its unique programming focus, Salem provides compelling content, fresh commentary and relevant information from some of the most respected figures across the Christian and conservative media landscape. Learn more about Salem Media Group, Inc., at www.salemmedia.com, Facebook and Twitter @SalemMediaGrp.

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