

September 29, 2003



# **Salem Communications Names Vance Dillard Program Director for Today's Christian Music Network, the Word in Praise Network, and WFFH-FM/WFFI-FM Broadcast Properties**

Monday, September 29, 2003 5:00 am PDT

NASHVILLE, Tenn.

market not identified:

SALM

NASHVILLE, Tenn.--([BUSINESS WIRE](#))--Sept. 29, 2003--Salem Communications (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes programming, has named Vance Dillard as Program Director for its Today's Christian Music network, the Word in Praise network, and WFFH-FM/WFFI-FM broadcast properties, all operated by the Nashville-based Salem Music Network.

Salem Music Network General Manager Michael Miller commented, "Vance has a very impressive track record of successfully programming major market, adult contemporary radio stations, combined with an intimate knowledge of the Nashville market and a passion for Christian music. His mature leadership and demonstrated ability to grow highly rated radio stations makes him a perfect fit for our Nashville-based music programming operations."

Dillard spent most of the 1970s working for full service adult AM stations, then the 1980s as program director for a top-rated station in Tampa. In 1988 he went to work for Jacor (now part of Clear Channel) and stayed with the company for 12 years. He spent one year of that time as WLW-Cincinnati operations manager and the rest of the time as program director of Atlanta's adult contemporary station, Peach-FM. Additionally, he served as the corporate adult contemporary brand manager, having programming oversight over scores of Clear Channel adult contemporary stations outside of Atlanta. Most recently, Dillard enjoyed a similar position with South Central Communications, owners of several adult contemporary formatted stations, including top-rated Mix 92.9 in Nashville.

Dillard is married with four children and will be relocating his family from Knoxville at the end of the year.

Dillard said, "I'm excited about all the possibilities of using my experience from mainstream AC radio to bring further value to the solid foundation that Salem has established in the contemporary Christian music radio format. I am honored to be a part of the Salem family."

Salem Communications Corporation, headquartered in Camarillo, Calif., is the leading U.S. radio broadcaster focused on religious and family themes programming. Upon the close of

all announced transactions, the company will own and operate 92 radio stations, in 36 markets, including 58 stations in the top 25 markets. In addition to its radio properties, Salem owns Salem Radio Network, which syndicates talk, news and music programming to approximately 1,600 affiliated radio stations; Salem Radio Representatives, a national sales force; Salem Web Network, the leading Internet provider of Christian content and online streaming; and Salem Publishing, a leading publisher of Christian magazines.

Salem Communications

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