

March 15, 2004



Ted Ziegenbusch Joins KKLA-FM - 99.5 FM

Monday, March 15, 2004 1:00 pm PST

LOS ANGELES

market not identified:

SALM

LOS ANGELES--([BUSINESS WIRE](#))--March 15, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes, announced that longtime Southern California radio personality Ted Ziegenbusch has joined KKLA-FM (99.5 FM), taking over the 10:00 a.m. - 4:00 p.m. midday slot vacated by the recent departure of 10-year KKLA veteran, Rita Pardue.

"KKLA-FM (99.5 FM) is a tremendously unique radio station, one of a kind in Los Angeles," said Program Director, Chuck Tyler. "It's exciting to be able to attract a talent of Ted's caliber and market familiarity. He brings a new energy and approach to the KKLA format."

Southern California radio listeners know Ted best for his record 18 years as host of "Love Songs on The Coast" heard on KOST-FM. Most recently, Ted was host of the KFSH-FM (95.9 FM The Fish) morning show.

In his new role at KKLA-FM, Ziegenbusch is the welcoming local and live voice, sandwiched between a variety of nationally recognized Christian teaching and talk programming. "Focus on the Family" with Dr. James Dobson, "New Beginning" with Pastor Greg Laurie and "The Bible Answerman" with Hank Hanegraaff all air during the midday shift.

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 93 radio stations, mainly comprised of three primary formats: 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.

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