

June 17, 2004



## **Salem Communications Appoints Tyler Cox National Program Director of News/Talk**

Thursday, June 17, 2004 6:00 am PDT

CAMARILLO, Calif.

market not identified:

SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--June 17, 2004--Salem Communications (Nasdaq:SALM), the leading radio broadcaster focused on religious and family-themed radio programming, announced that Tyler Cox will join Salem Communications as national program director of News/Talk effective July 1, according to Joe D. Davis, executive vice president for Radio.

With this appointment, Cox will leverage his experience in radio and serve as a resource for Salem's senior management, network management, general managers and programmers, and will exercise oversight of programming, talent and ratings for the company's News/Talk stations.

According to Davis, Cox brings a wealth of experience and considerable success to Salem Communications. "Tyler's success in multiple markets over the years makes him the ideal person to lead Salem Communications in its next stage of growth in News/Talk. He will be responsible for enhancing the image and building ratings on our current stations as well as launching new stations in our expansion markets."

Since 2002, Cox has served as director of news and operations for KRLD-AM in Dallas where he was responsible for all on-air content and management of a large news programming department. He was recruited from ABC News to guide KRLD's successful re-positioning as an all news station. Before that, Cox served as station manager for KMEO-FM/KESN-FM, where he was responsible for developing the stations' Adult Contemporary music format and ESPN Sports station format.

In a radio career that spans more than three decades, Cox also served as operations manager at WBAP-AM in Dallas, where he converted a full service Country music station into the leading Dallas News/Talk station in the market. He was operations manager at WWRC-AM in Washington, D.C., and was operations manager at WBZ-AM in Boston.

As a member of the Dallas/Fort Worth Amber Task Force, Cox was instrumental in developing the first Amber Alert Plan in the nation. He is past president of the Association of Radio Managers in Dallas and served on the Board of Directors of Tarrant County Challenge.

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).

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