

August 23, 2004



Operation:VOTE Caravan Rolls across the Delaware Valley; WNTP-AM Encouraging Voter Registration with Giveaways, Prizes

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PHILADELPHIA--([BUSINESS WIRE](#))--Aug. 23, 2004--NewsTalk 990 WNTP-AM (990 AM) wants to register and activate more qualified voters than ever before for this November's election. So the greater Philadelphia region's newest station is "taking it to the streets" -- and will provide at least one fortunate voter with a new ride to the polls.

"The Operation:VOTE Caravan has been on the roll since August," said WNTP-AM Vice President and General Manager Russ Whitnah. "And by Election Day, we will have visited nearly every community in the Delaware Valley with our two-part campaign."

In the first phase, the station will offer official voter registration forms for each state in the region, in time to meet the October 4th registration deadline. Whitnah added that, in the second phase, the station will distribute non-partisan voter information guides covering each contest and candidate in the station's vast coverage area.

WNTP-AM Programming/Marketing Manager Mark Daniels added: "Also available at each of our Operation:VOTE Caravan appearances will be WNTP 'Vote' yard signs, campaign buttons, window stickers, and more -- a chance for our listeners to help us encourage others to register and vote. NewsTalk 990 fans also will be able to 'vote' for their favorite WNTP talk show host -- and that free registration will be the first step toward winning cash, prizes -- even a brand new sports car." A 2005 Chrysler Crossfire Coupe, along with other valuable prizes, will be given away at a special listener event on November 2nd, Election Day.

"We believe that 2004 will prove to be the pivotal election cycle in our nation's history," said Whitnah. "WNTP will do everything in its power to enable, empower, and encourage Delaware Valley residents to exercise their right, their responsibility -- yes, their privilege -- to register and vote. As we often say on the air, 'Philadelphia: Your Opinion Counts!' Complete details of the Operation:VOTE campaign are available at www.wntp.com."

Salem Communications Corporation, headquartered in Camarillo, Calif., is the leading U.S. radio broadcaster focused on religious and family-themed programming. Upon completion of all pending transactions, the company will own and/or operate 99 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 <http://www.salem.cc>.

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