

August 17, 2005



## Salem Communications to Keep WGUL-AM Call Letters

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NASDAQ:

SALM

TAMPA, Fla.--([BUSINESS WIRE](#))--Aug. 17, 2005--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on Christian and family-themed programming, today announced that it will maintain the heritage call letters for WGUL-AM (860 AM), its newly-acquired radio station in Florida. The company recently announced the completion of the station acquisition of WGUL-AM (860 AM), in Dunedin, Fla., and WLSS-AM (930 AM), serving the Sarasota-Bradenton-Venice market from WGUL-FM, Inc.

"It makes sense from a branding and equity standpoint," said Christopher Gould Sr., general manager of the Salem Communications Tampa area radio stations that also include WTNB-AM 570 & 910. "WGUL has been a vital player in radio since 1963. By keeping these heritage call letters, we are paying tribute to the station's legacy and its value to listeners."

On August 15, 2005, News Talk 930 WLSS begins offering an outstanding line-up of syndicated talk show hosts including Bill Bennett (6-9 AM), Mike Gallagher (9AM-noon), Dennis Prager (Noon-3PM), Michael Medved (3-6PM), Michael Savage (6PM-9PM) and Hugh Hewitt (9PM-12AM). On August 22, 2005, News Talk 860 WGUL will begin its new talk line-up with syndicated talk show hosts Bill Bennett (6-9 AM), Laura Ingraham (9AM-noon), Dennis Prager (Noon-3PM), Michael Medved (3-6PM), Hugh Hewitt (6PM-9PM) and Mike Gallagher (9PM-12AM). Bloomberg Business News will begin the day from (5-6AM) on both radio stations. In addition, listeners will get local news, weather and traffic throughout the day.

Salem Communications Corporation (Nasdaq:SALM), headquartered in Camarillo, Calif., is the leading U.S. radio broadcaster focused on Christian and family-themed programming. Upon the close of all announced transactions, the company will own 104 radio stations, including 66 stations in 24 of the top 25 markets. In addition to its radio properties, Salem owns Salem Radio Network(R), which syndicates talk, news and music programming to approximately 1,900 affiliates; Salem Radio Representatives(TM), a national radio advertising sales force; Salem Web Network(TM), a leading Internet provider of Christian content and online streaming; and Salem Publishing(TM), a leading publisher of Christian-themed magazines. Additional information about Salem may be accessed at the company's website, [www.salem.cc](http://www.salem.cc).

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