

August 29, 2006



Eric Hogue to Drive Afternoon Christian Talk from Sacramento to San Francisco; Popular Salem Talk Host Launches New Show on KFIA and KFAX

Tuesday, August 29, 2006 5:44 pm PDT

SACRAMENTO, Calif.

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SACRAMENTO, Calif.--([BUSINESS WIRE](#))--Aug. 29, 2006--Tom Holiday, general manager of Salem's Sacramento cluster of stations, today announced that popular talk show host Eric Hogue, heard weekdays on News Talk KTKZ 105.5 FM & 1380 AM, will launch a new show on AM 710 KFIA in Sacramento and San Francisco's KFAX AM 1100. The Eric Hogue Show: The New Talk of Northern California debuts September 5 from 5:00 - 7:00 p.m. Both KFIA and KFAX feature Christian teaching and talk programming from nationally known teachers and Bible expositors.

According to Holiday, "Eric came to News Talk KTKZ from Cleveland where he hosted one of the most listened to Christian talk shows. As an ordained minister, Eric will offer the same passion and perspective listeners have come to appreciate on his weekday morning show. We are taking advantage of an opportunity to reach a larger audience in afternoon drive with an experienced host who truly understands contemporary talk from a Christian worldview."

Eric Hogue commented, "I am excited about the opportunity to reach a larger audience with the same kind of lively talk and debate I've shared with listeners over the last few years. This is a privilege that I take seriously and I'm looking forward to the challenge."

Hogue may be best known for helping launch California's recall of Governor Gray Davis. Hogue spoke with the "Official Petitioner" of the 2003 Recall, Ted Costa of the People's Advocate, driving the original 'signers' of the 'intent to recall Governor Davis' in Sacramento. This document became the 'official petition' for the recall of Governor Gray Davis.

In 2004, Hogue was honored with the "Andy Anderson Award" as Salem's "National Talk Show Host of the Year." The National Religious Broadcasters honored Hogue and KTKZ as the "Talk Station of the Year" that same year.

Joe Pursch, who currently hosts Real Talk with Joe Pursch on KFIA, will be developing a new, special series called "Transforming Moments" that will air throughout the day on KFIA later this fall.

Salem Communications (Nasdaq:SALM) is a leading U.S. radio broadcaster, Internet

content provider and magazine publisher targeting audiences interested in Christian and family-themed content and conservative values. In addition to its radio properties, Salem Communications owns Salem Radio Network(R), which syndicates talk, news and music programming to approximately 2,000 affiliates; Salem Radio Representatives(TM), a national radio advertising sales force; Salem Web Network(TM), an Internet provider of Christian content and online streaming; and Salem Publishing(TM), a publisher of Christian-themed magazines. Upon the close of all announced transactions, the company will own 102 radio stations, including 66 stations in 23 of the top 25 markets. Additional information about Salem may be accessed at the company's website, www.salem.cc.

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