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Townhall.com Teams up with Texas GOP Presidential Straw Poll

Historic Event Mixes Grassroots Debate with Multi-Media Coverage

DALLAS/FT. WORTH, Texas--(BUSINESS WIRE)--

Presidential politics promises to heat up in the Lone Star state over Labor Day as the Republican Party of Texas hosts the first ever "Townhall.com Presidential Straw Poll" in conjunction with exclusive media partner Salem Communications. The Labor Day Weekend event will take place in the Fort Worth Convention Center Friday, August 31 and Saturday, September 1. It will provide an historic centerpiece for the convention, which anticipates a crowd of thousands of grassroots Republicans to participate in the live poll to select the leading 2008 GOP presidential nominee. A number of presidential contenders are expected to attend.

As exclusive media partner for the event, Salem Communications will provide a local and national platform for the presidential straw poll through Dallas/Ft. Worth's News Talk 660 K-SKY, Salem Radio Network, and the largest online community for conservative opinion and analysis, Townhall.com, which reaches 2 million conservatives monthly. Townhall.com will offer same-day webcasting of candidate speeches and other event highlights. In addition, Hugh Hewitt will host Salem Radio Network's nationally syndicated Hugh Hewitt Show on Friday at the Convention Center. K-SKY will offer additional exclusive on-air coverage of the event for Dallas/Ft. Worth area listeners.

"Using the web, grassroots activists are having a greater voice in deciding who will lead our nation," said Chuck DeFeo, vice president and general manager of Townhall.com. "By inviting Townhall.com's online community into the Texas presidential straw poll event, we are providing another opportunity for all voters to engage in the political process and build momentum for the 2008 election year."

"The Townhall.com Presidential Straw Poll will offer an exciting opportunity for the prospective Republican presidential candidates to test their messages and experience with conservatives from across Texas," said Tina Benkiser, chairman of the Republican Party of Texas. "It also provides our grassroots leaders the unique chance to come together and gear up for the important battle ahead in 2008."

"As the voice for News Talk in Dallas/Ft. Worth, K-SKY really has the ear and the pulse of the conservative community in the heart of Texas," said Pete Thomson, vice president and general manager for K-SKY and KWRD FM 100.7. "This straw poll will help define a presidential front-runner and K-SKY is excited to be part of this historic event."

As one of only two state straw polls planned for the presidential race - the other in Iowa two

weeks prior to the Texas Labor Day weekend convention - the Townhall.com Presidential Straw Poll is a significant grassroots proving ground for presidential hopefuls in one of the most hotly contested campaigns in recent history.

Salem Communications (NASDAQ:SALM) is a leading U.S. radio broadcaster, Internet content provider, magazine and book publisher targeting audiences interested in Christian and family-themed content and conservative values. The company owns and operates approximately 100 radio stations, including 61 stations in 23 of the top 25 markets. Additional information about Salem may be accessed at the company's website, www.salem.cc.

Source: Salem Communications