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Salem Media of Omaha Launches Radio Luz

OMAHA, Neb.--(BUSINESS WIRE)--

Salem Communications Corporation (NASDAQ:SALM), 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, today announced the launch of its 6th Spanish Christian Talk/Teach station with the debut of Radio Luz - Omaha on KOTK (1420AM).

Commenting on the new format, Joe D. Davis, President of Salem's Radio Division, said, "The spoken word format serving the Christian community has long been a staple of Salem content. In the Spanish language it is every bit as powerful and it represents one of the fastest growing elements of the Salem portfolio. Omaha will be richer for it."

Tony Calatayud, National Director of Salem's Hispanic arm, Salem Espanol, adds, "We believe strongly that our entry in Omaha will have a profound impact among the growing Hispanic population in the area. The edifying content will resonate in a radio market where family value alternatives are limited".

Omaha adds to the growing number of stations of the company's fourth strategic format. Since October 2007, the company has successfully launched the Radio Luz format of Spanish language Christian Talk/Teach in Denver (KBJD-1650AM), Atlanta (WAFS-1190AM), Boston (WWDJ-1150AM), Sacramento (KXMX-105.5FM) and Seattle (KXMX-1680AM).

In addition to its radio properties, Salem 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 93 radio stations, including 58 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 Corporation