

December 3, 2012



## **Salem Launches New FM Talker, "Conservative Talk 94.5 FM" in Greenville, South Carolina**

DALLAS, TX -- (Marketwire) -- 12/03/12 -- [Salem Communications](#) Corporation (NASDAQ: SALM), a leading U.S. radio broadcaster, Internet content provider, and magazine and book publisher targeting audiences interested in Christian and conservative opinion content, announced today that it is adding another NewsTalk radio station to its stable of talk stations around the country beginning Monday, December 3rd. "*Conservative Talk 94.5 FM*" in the Greenville-Spartanburg, South Carolina market was launched with the LMA of WMUU-FM. The new talker is the 26th NewsTalk radio station owned by Salem.

"It is always exciting to enter a new market in which we have not had an owned and operated station. The Greenville-Spartanburg-Anderson corridor of the Upstate of South Carolina is among the most dynamic in the Southeast," said Greg Anderson, President of Salem National. "It's equally exciting to debut our format and programming on a dominant, crystal clear 100,000 watt signal that will blanket the entire market. For the first time a NewsTalk format will be heard throughout the entire metro market and well beyond. Listeners will be informed and entertained by some of the best talk personalities in the country including long-time Greenville-Spartanburg personality, Mike Gallagher," Anderson continued.

The station will feature the lineup of Bill Bennett's Morning In America 6am-9am, Mike Gallagher 9am to Noon, Dennis Prager Noon to 3pm, Michael Medved 3pm to 6pm, Hugh Hewitt 6pm to 9pm and Mark Levin 9pm to midnight. Former CBS Morning News Co-Host and Greenville native Jane Robelot will anchor the station's morning news beginning in January.

"We're thrilled to have our entire SRN lineup clearing live on *Conservative Talk 94.5 FM*," said Tom Tradup, Vice President/News & Talk Programming for SRN. "It is especially gratifying to have the Upstate's own Mike Gallagher expanding to a full three hours on our new FM talk station."

### *About Salem Communications*

Salem Communications Corporation is the largest commercial U.S. radio broadcasting company that provides programming targeted at audiences interested in Christian and conservative opinion content, as measured by the number of stations and audience coverage. Upon completion of all announced transactions, the company will own and/or operate a national portfolio of 99 radio stations in 38 markets, including 61 stations in 22 of the top 25 markets. Salem also programs the [Family Talk](#)™ Christian-themed talk format on SiriusXM Radio, channel 131.

Salem also owns [Salem Radio Network](#), a national radio network that syndicates talk, news and music programming to approximately 2,300 affiliated radio stations and Salem Media Representatives, a national media advertising sales firm with offices across the country.

In addition to its radio broadcast business, Salem owns an Internet and a publishing division. Salem Web Network is a provider of online Christian and conservative-themed content and streaming and includes websites such as Christian faith focused [Christianity.com](#), Questions and Answers about [Jesus Christ](#) at [Jesus.org](#), [Christian living](#) focused [Crosswalk.com](#)®, online [Bible](#) at [BibleStudyTools.com](#), [Christian videos](#) at [GodTube.com](#), a leading website providing [church media](#) at [WorshipHouseMedia.com](#) and [Christian radio](#) ministries online at [OnePlace.com](#). Additionally Salem owns [conservative](#) news leader [Townhall.com](#)® and [conservative political blog](#) [HotAir.com](#), providing conservative commentary, news and blogging. Salem Publishing™ circulates Christian and conservative magazines such as Homecoming® The Magazine, YouthWorker Journal™, The Singing News, FaithTalk Magazine, Preaching and Townhall Magazine™. Xulon Press™ is a provider of [self publishing](#) services targeting the Christian audience.

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