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Salem of Portland Appoints a New Director of Sales

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SALM
PORTLAND, Ore.--(BUSINESS WIRE)--June 23, 2003--Salem of Portland, which includes the stations KPDQ AM 800, KPDQ FM 93.7, and KFIS (The FISH) 104.1, announced the appointment of Damon Balch to the position of Director of Sales, according to Dennis Hayes, General Manager. With this appointment, Balch will assume direct operational oversight of the sales efforts for the Salem Communications radio stations in the Portland market.

A native of Portland, Damon Balch is a radio veteran coming to Salem Communications from Citadel Communications in Colorado Springs, where he served as Director of Sales over a five station cluster. While in Colorado Springs Balch built a strong sales staff and was able to exceed revenue goals. During his five years prior, with Clear Channel out of Portland, he earned numerous awards for his strength in sales, including "Salesperson of the Year."

According to Hayes, "Damon comes to us with award-winning sales experience and a true drive for radio sales. We are excited to have Damon as part of our growing sales department and believe that he will be a strong asset to future growth in our Portland Properties."

Balch commented, "I am thrilled at the opportunity to work for an aggressive media company such as Salem. Their growth potential and desire to take operations to the next level, will allow me to use my strengths for strategic planning and creativity."

Current General Sales Manager, Brad London will be assuming the position of Station Manager for KPDQ AM and FM.

KPDQ AM and FM feature a Christian teaching/talk format and The FISH broadcasts contemporary Christian music.

About Salem Communications

Salem Communications, headquartered in Camarillo, California, is the leading radio broadcaster focused on religious and family themes programming. Upon the close of all announced transactions, the company will own and operate 92 radio stations, in 36 radio markets, including 58 stations in the top 25 markets. In addition to its radio properties, Salem owns the Salem Radio Network, which syndicates talk, news and music programming to over 1,500 affiliated radio stations throughout the United States; Salem Radio Representatives, a national sales force; Salem Web Network, leading Internet providers of Christian focused content; and Salem Publishing, a leading producer of Christian trade and

consumer publications.

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