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Current Dallas GM of KSKY-AM and KWRD-FM Appointed Vice President; Pete Thomson Adds VP Title in His Role with Salem Communications

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CAMARILLO, Calif.

market not identified:

SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--April 7, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes programming, announced the promotion of Pete Thomson to the position of vice president and general manager of KSKY-AM (660 AM) and KWRD-FM (100.7 FM) in Dallas-Ft. Worth, according to executive vice president of Radio, Joe D. Davis.

Davis commented, "The promotion of Pete Thomson is a reflection of his outstanding performance over the years, his added responsibilities and the overall leadership he makes to his community and his colleagues."

Pete Thomson is a 30-year broadcast veteran having started his radio career while still in college. He has served in many capacities including program director, on-air personality and sales account executive. He helped launch Christian music station KLTY-FM in 1989. In 1990, after a brief stint as local sales manager, Thomson was named vice president and general sales manager of the station, a position he held until 1996. Thomson joined Salem Communications that same year and was appointed general manager of KWRD-FM (The Word) when it launched in 1997 growing to become one of Salem's most successful Christian teaching/talk stations. Thomson added new responsibilities as general manager of KSKY-AM when Salem acquired the station in 2000. KSKY-AM moved to a news/talk format on April 5, 2004.

Thomson commented on his promotion. "I'm thankful for the people who have been my teachers and mentors. Rob Adair, Ken Gaines, Dave Armstrong and Joe Davis define leadership in our industry. My grandfather, a paint salesman, taught me the value of making lots of sales calls. And my mother, who sat me down in front of an Underwood typewriter when I was eight, taught me how to write well, a skill that's proved invaluable as a radio programmer, seller and manager."

Salem Communications Corporation headquartered in Camarillo, California, is the leading U.S. radio broadcaster focused on religious and family themes programming. Upon completion of all pending transactions, the company will own and/or operate 95 radio

stations, mainly comprised of three primary formats: Christian Teaching/Talk; News/Talk; and Contemporary Christian Music. In addition to its radio properties, Salem owns the Salem Radio Network, which syndicates talk, news and music programming to approximately 1,600 affiliated radio stations; Salem Radio Representatives, a national sales organization; Salem Web Network, the leading Internet provider of Christian content and online streaming; and Salem Publishing, a Christian magazine publisher. For more information, visit Salem Communications' web site at www.Salem.cc.

Salem Communications Corporation
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