

April 7, 2004



GM of Award-Winning KLTY-FM Named Vice President; John Peroyea Adds VP Title to His Current Role for Salem Communications

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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 company veteran John L. Peroyea to the position of vice president and general manager of KLTY-FM (94.9 FM) in Dallas-Fort Worth, TX, according to executive vice president of Radio, Joe D. Davis.

Davis commented, "The promotion of John Peroyea recognizes the increase in the scope of his responsibilities, and his unprecedented ratings achievement along with his strong financial performance and overall leadership."

Earlier this year at the 2004 National Religious Broadcasters convention in Charlotte, N.C., Peroyea accepted the award for KLTY-FM when it was named Music Station of the Year. KLTY-FM (94.9 FM) provides contemporary Christian music to listeners in the Dallas-Fort Worth metroplex.

Peroyea joined KLTY-FM in July, 1999. His 29 years in broadcast management includes serving as president and chief executive officer of several major radio groups including Progressive Broadcasting Corporation, Narragansett Radio, Inc., and Powell Broadcasting, Inc. Highlights of Peroyea's career include being named Louisiana Broadcaster of the Year; receiving the Lifetime Achievement Award from the Louisiana Association of Broadcasters, and accepting the marketing of the year award from the Sales and Marketing Executives International.

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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