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Salem Radio Stations to Begin Cross Format Promotional Campaign

CAMARILLO, CA -- (Marketwired) -- 03/31/14 -- [Salem Communications](#) Corporation (NASDAQ: SALM) announced today an aggressive campaign to cross promote its various formats in a new and imaginative way. After recent research performed by Nielsen Audio and Edison Research showed Salem that when listeners of its Christian Teaching and Talk stations leave for another station, they are most likely to go to a News Talk station or a Contemporary Christian Music Station, it made sense to make sure they were going to Salem stations in these formats. Listeners will soon begin hearing promos on one station designed to encourage listeners to sample the other Salem stations in a different format.

Salem will be driving listener traffic from its News Talk stations back to its Christian Teaching and Talk stations, or its Contemporary Christian Music stations, and vice versa. "This research was a real eye-opener," said Salem Radio President Dave Santrella. "It showed amazing synergy between the three primary Salem formats, and it only makes sense that we should take advantage of this opportunity."

This research also revealed that both listeners to our Christian Teaching and Talk stations and those that are considerably active in their faith but DO NOT LISTEN to a Christian Teaching and Talk station do listen regularly to a Contemporary Christian Music station and a Conservative News Talk station, the other two primary formats in the Salem portfolio. "We have always known of this amazing cross platform synergy, but the research verified how strong it is and revealed a true opportunity to better all of our stations by cross format promotion," said Santrella. "All of our format partners will benefit from this strategy, especially our ministry partners on our CTT stations."

Salem's largest format is Christian Teaching and Talk with 40 stations in this format. Its second largest format is News Talk with 27 stations in this format. Its third largest format is Contemporary Christian Music with 12 stations. These new cross format promos have already begun on many of the Salem stations.

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About Salem Communications

Salem Communications is the largest commercial U.S. radio broadcasting company that provides programming targeted at audiences interested in Christian and conservative radio content, as measured by the number of stations and audience coverage. Upon completion of all announced transactions, the company will operate a portfolio of 103 radio stations in 39 markets, including 62 stations in 22 of the top 25 markets. Salem's portfolio includes 40 stations programmed in a Christian talk format, 27 in a conservative talk format, 12 in a contemporary Christian music format, 8 in a Spanish Christian format and 10 in a business

talk format. We also program the [Family Talk™ Christian-themed talk format on XM Radio, channel 131](#) and operate [ChristianRadio.com](#) and [Conservativeradio.com](#).

Salem also owns [Salem Radio Network®](#), a national radio network that syndicates Christian and conservative talk, news and music programming to approximately 2,500 affiliated radio stations, and Salem Media Representatives, a national media advertising sales firm with offices across the country.

Salem operates Salem Web Network, an online provider of Christian and conservative themed news, analysis and commentary. Christian content websites include: [Christianity.com](#), [Crosswalk.com®](#), [BibleStudyTools.com](#), [GodTube.com](#) and [GodVine.com](#), [WorshipHouseMedia.com](#) and [OnePlace.com](#). Conservative opinion websites include [Townhall.com™](#), [HotAir.com](#), [Twitchy.com](#), [Redstate.com](#) and [HumanEvents.com](#).

Salem also owns [Regnery Publishing](#), the country's leading publisher of conservative books. Salem Publishing™ circulates Christian and conservative magazines including [Homecoming](#), [YouthWorker Journal™](#), [The Singing News](#), [Preaching](#) and [Townhall Magazine™](#). [Xulon Press™](#) is a provider of [self-publishing](#) services targeting the Christian audience.

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Source: Salem Communications Corporation