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Salem Media Group Launches Mobile App for The Eric Metaxas Show

CAMARILLO, Calif., Feb. 17, 2016 /PRNewswire/ -- [Salem Media Group](#) (NASDAQ:SALM), announced today the launch of an interactive radio app for popular syndicated show host Eric Metaxas. The app is a part of Salem's mobile radio strategy, powered by Clip Interactive technology. All of the content from The Eric Metaxas Show will be available to interact with, including interviews, promotions and advertisements. This will enable the show to better engage its listeners and further monetize the mobile audience.



The app enables fans to listen and interact with the show and its content. Fans can directly connect with Eric in the studio using the app's "call the studio" feature. Additionally, the show is now able to quickly gather listener insights and opinions with the app's real time polling and "talk back" features. Further, Eric's speaking engagements, books, videos and other media will all be made accessible through the app.

"With the app launch, Salem Media is excited to bring digital metrics and attribution to the advertisers and sponsors of The Eric Metaxas Show," said Greg Lhamon, Vice President, Interactive & Digital Media for the Salem Radio Network. Advertisers are now able to target their radio ads, gain leads and collect valuable user insights. In addition to gaining qualified email and phone leads, advertisers can extend their message beyond the airwaves, directly into the consumer's hand.

The Eric Metaxas Show app is available to download for free in the App Store and Google Play.

Follow us on [Twitter @SalemMediaGrp](#).

About Clip Interactive:

Clip Interactive is fundamentally changing the way the world interacts with radio. Fans are now directly connected to stations, personalities and artists through an interactive digital platform tied to radio.

About Salem Media Group:

Salem Media Group is America's leading Christian and conservative multi-media

corporation, with media properties comprising radio, digital media and book, magazine and newsletter publishing. Each day Salem serves a loyal and dedicated audience of listeners and readers numbering in the millions nationally. With its unique programming focus, Salem provides compelling content, fresh commentary and relevant information from some of the most respected figures across the media landscape.

The company, through its Salem Radio Group, is the largest commercial U.S. radio broadcasting company providing Christian and conservative programming. Salem owns and operates 116 local radio stations, with 71 stations in the top 25 media markets. Salem Radio Network ("SRN") is a full-service national radio network, with nationally syndicated programs comprising Christian teaching and talk, conservative talk, news, and music. SRN is home to many industry-leading hosts including: Bill Bennett, Mike Gallagher, Hugh Hewitt, Michael Medved, Dennis Prager and Eric Metaxas.

Salem New Media is a powerful source of Christian and conservative themed news, analysis, and commentary. Salem's Christian sites include: Christianity.com®, BibleStudyTools.com, GodTube.com, GodVine.com, WorshipHouseMedia.com and OnePlace.com. Considered by many to be a consolidation of the conservative news and opinion sector's most influential brands, Salem's conservative sites include RedState.com, Townhall.com®, HotAir.com, Twitchy.com, BearingArms.com and HumanEvents.com.

Salem's Regnery Publishing unit, with a 65-year history, remains the nation's leading publisher of conservative books. Having published many of the seminal works of the early conservative movement, Regnery today continues as the dominant publisher in the conservative space, with leading authors including: Ann Coulter, Dinesh D'Souza, Newt Gingrich, David Limbaugh, Ed Klein and Mark Steyn. Salem's book publishing business also includes Xulon Press™, a leading provider of self-publishing services for Christian and conservative authors.

Salem Publishing™ publishes Christian and conservative magazines including Homecoming®, YouthWorker Journal™, The Singing News, and Preaching.

Salem's Eagle Financial Publications provides market analysis and specific investment advice for individual investors from financial commentators Mark Skousen, Nicholas Vardy, Chris Versace, Doug Fabian and Bryan Perry, as well as a stock screening website for dividend investors (DividendInvestor.com). The business unit's other financial websites include EagleDailyInvestor.com and ETFU.com.

Eagle Wellness provides insightful health advice and is a trusted source of high quality nutritional supplements from some of the country's leading health experts. Leigh Erin Connealy MD, at NewportNaturalHealth.com, is the medical director of one of the largest medical practices in the country where she practices integrative medicine. Ski Chilton PhD, at GeneSmart.com, is a scientist and full professor at Wake Forest Medical School. He is a leading authority on the impact of diet and nutrition on health.

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