

# Salem Communications Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Salem Communications Corp. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Salem Communications Corp. and its competitors. This provides our Clients with a clear understanding of Salem Communications Corp. position in the [Media](#) Industry.

The report contains detailed information about Salem Communications Corp. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Salem Communications Corp.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Salem Communications Corp. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Salem Communications Corp. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Salem Communications Corp. business.

### **About Salem Communications Corp.**

Salem Communications Corporation, through its subsidiaries, operates as a commercial radio broadcasting company in the United States. The company provides programming targeted at audiences interested in Christian and family-themed content. The company's core business is the ownership and operation of radio stations in metropolitan markets. As of December 31, 2009, the company owned and operated 94 radio stations consisting of 27 FM stations and 67 AM stations.

The company's radio business is focused on the clustering of strategic formats, mainly Christian Teaching and Talk, Contemporary Christian Music and conservative News Talk. It offers Spanish language Christian Teaching and Talk. It owns and operates Salem Radio Network (SRN), a national radio network that syndicates music, news and talk to approximately 2,000 affiliated radio stations, in addition to its owned and operated stations. It also owns and operates Salem Media Representatives (SMR), a national radio advertising sales firm with offices in 12 U.S. cities.

In addition to its radio broadcast business, the company also owns and operates a non-broadcast media division. This division consists of Salem Web Network (SWN), a provider of online Christian content and streaming, Salem Publishing, a publisher of Christian magazines and Xulon Press, a provider of print-on-demand publishing

services targeting the Christian audience. SWN's content, both in text and audio, can be accessed through its national portals that include OnePlace.com, Crosswalk.com, Christianity.com and Townhall.com. SWN's content can also be accessed through its local radio station websites, which provide content of interest to local listeners.

## SALEM RADIO NETWORK AND SALEM MEDIA REPRESENTATIVES

The company owns and operates Salem Radio Network (SRN). It develops a national network of affiliated radio stations anchored by its owned and operated radio stations in major markets. SRN develops, produces and syndicates a range of programming specifically targeted to Christian and family-themed talk and music stations, as well as general market News Talk stations. The company has rights to various full-time satellite channels to deliver SRN programs to affiliates via satellite.

SRN has approximately 2,000 affiliate stations, in addition to the company's owned and operated stations, which broadcast offered programming options. These programming options feature talk shows, news and music. SRN and its radio stations each have relationships with SMR for the sale of available SRN spot advertising. SMR also contracts with individual radio stations to sell airtime to national advertisers desiring to include selected company stations in national buys covering multiple markets.

## NON-BROADCAST MEDIA

**Salem Web Network and Townhall.com:** The company's online strategy centers on creating the premiere Internet platform serving the audience interested in Christian and conservative content. Leveraging its engaged and loyal radio listener base, SWN's content, both in text and audio, can be accessed through its national portals which include OnePlace.com, Crosswalk.com, Christianity.com, Townhall.com, and through its radio station Websites, which provide content of interest to its local radio station listeners. The company owns CrossDaily.com; Townhall.com; intercristo.com; and theconservativevoice.com.

**Salem Publishing:** The company's distribution of Christian and conservative content also extends into print through Salem Publishing, a magazine publisher serving the Christian and conservative audience and Xulon Press, a provider of print-on-demand publishing services targeted to the Christian audience. Salem Publishing is well positioned to grow its magazines: Homecoming The Magazine, YouthWorker Journal, The Singing News, FaithTalk Magazine, Preaching and Townhall Magazine.

The company owns two target magazines, The Singing News magazine and Preaching magazine, and their respective Internet sites. It also purchases Xulon Press. Salem Publishing owns the Christian Music Planet brand, including [www.ChristianMusicPlanet.com](http://www.ChristianMusicPlanet.com), a Christian music Web portal and [CMCentral.com](http://CMCentral.com), a Christian music Web site and online community.

### Acquisitions

In 2009, the company completed the purchase of radio station WZAB-AM in Miami; and radio station WAMD-AM in Aberdeen, Maryland.

### Dispositions

In 2009, the company completed the sale of radio station KPXI-FM in Tyler-Longview, Texas.

### History

Salem Communications Corporation was founded in 1986.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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