



Christopher J. Henderson

Senior Vice President, Legal & Human Resources
General Counsel, Board Secretary

4880 SANTA ROSA ROAD | CAMARILLO, CA 93012
OFFICE (805) 987 0400 x4526 FAX (805) 383 4355
chrish@salemmedia.com

VIA EDGAR

August 8, 2016

United States Securities and Exchange Commission
Division of Corporation Finance
100 F Street, NE
Washington, DC 20549

Attn: Mr. Larry Spigel
Ms. Emily Drazan

**Re: Salem Media Group, Inc.
Registration Statement on Form S-3
File No. 333-212909**

Acceleration Request

Requested Date: August 10, 2016
Requested Time: 4:30 p.m. Eastern Time (or as soon thereafter as practicable)

Ladies and Gentlemen:

Pursuant to Rule 461 under the Securities Act of 1933, as amended, Salem Media Group, Inc., a Delaware corporation (the "**Registrant**"), hereby requests that the Securities and Exchange Commission (the "**Commission**") take appropriate action to cause the above-referenced Registration Statement on Form S-3 (the "**Registration Statement**") to become effective on August 10, 2016 at 4:30 p.m. Eastern Time or as soon thereafter as practicable, or at such later time as the Registrant may orally request via telephone call to the staff (the "**Staff**") of the Commission.

The Registrant acknowledges that:

- should the Commission or the Staff, acting pursuant to delegated authority, declare the Registration Statement effective, it does not foreclose the Commission from taking any action with respect to the Registration Statement;
 - the action of the Commission or the Staff, acting pursuant to delegated authority, in declaring the Registration Statement effective, does not relieve the Registrant from its full responsibility for the adequacy and accuracy of the disclosure in the Registration Statement; and
 - the Registrant may not assert Staff comments or the declaration of effectiveness as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States.
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The Registrant requests that it be notified of such effectiveness by a telephone call to our counsel, K&L Gates LLP, by calling Mr. David C. Lee at (949) 623-3596.

Sincerely,

SALEM MEDIA GROUP, INC.

By: /s/ Christopher J. Henderson
Christopher J. Henderson
Senior Vice President and General Counsel

cc: David C. Lee, Esq.
Matthew A. Susson, Esq.
K&L Gates LLP
