FORM	4
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Check this box if no
longer subject to
Section 16. Form 4 or
Form 5 obligations may
continue. See
Instruction 1(b)

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response... 0.5

SEC 1474 (9-02)

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Form 5 obligations may Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Instruction 1(b). Company Act of 1940

(Print or Type Responses)												
1. Name and Address of Re EPPERSON STUART	S	2. Issuer Name and SALEM COMMU SALM]		•	•	/DE/	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <u>X_Director</u> <u>X_10% Owner</u> <u>X_Officer (give title below)</u> <u>Other (specify below)</u> Chairman of the Board					
3780 WILL SCARLE		. Date of Earliest Tra 9/28/2011	insaction (M	onth/I	Day/Year))		ard				
(Street) WINSTON-SALEM, NC 27104			4. If Amendment, Date Original Filed(Month/Day/Year)						6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Acquired, D						uired, Disposed of, or Beneficially Owned	l		
1.Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year)	Execution Date, if	3. Transacti Code (Instr. 8) Code		4. Securit (A) or Di (Instr. 3, Amount	(A) or		Owned Following Reported Transaction(s) (Instr. 3 and 4)		Beneficial Ownership	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.
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 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (a.g., puts, calls, warrants, options, convertible securities)

				(e.g.	, pui	is, calls, n	alla	ints, options, conv	er uble securities	/					
1. Title of	2.	3. Transaction	3A. Deemed	4.		5. Numbe	er	6. Date Exercisab	le and Expiration	7. Title and	Amount	8. Price of	9. Number of	10.	11. Nature
Derivative	Conversion	Date	Execution Date, if	Transac	tion	of Deriva	tive	Date		of Underlying		Derivative	Derivative	Ownership	of Indirect
Security	or Exercise	(Month/Day/Year)	any	Code		Securities	5	(Month/Day/Year)		Securities		Security	Securities	Form of	Beneficial
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8		Acquired			(Instr. 3 and 4)		(Instr. 5)	Beneficially	Derivative	Ownership	
	Derivative						Disposed						Owned	Security:	(Instr. 4)
	Security					of (D)						Following	Direct (D)		
						(Instr. 3,	4,						Reported	or Indirect	
						and 5)	15)						Transaction(s)	< / </td <td></td>	
											Amount		(Instr. 4)	(Instr. 4)	
								Date			or				
								Exercisable	Expiration Date	Title	Number				
				C . 1.	v						of				
				Code	v	(A)	(D)				Shares				
Stock										Class A					
Option	* * *	00/00/0011				50.000					50.000	¢.0	50.000	P	
(right to	\$ 2.38	09/28/2011		Α		50,000		09/28/2012 ⁽¹⁾	09/28/2020		50,000	\$ 0	50,000	D	
										Stock					
buy)															

Reporting Owners

	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
EPPERSON STUART W 3780 WILL SCARLET ROAD WINSTON-SALEM, NC 27104	Х	Х	Chairman of the Board					

Signatures

/s/Christopher J. Henderson Attorney in fact for Stuart W. Epperson pursuant to a continuing power of attorney

**Signature of Reporting Person

09/30/2011 Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The option vestes annually in four (4) equal installments, commencing September 28, 2012.

(2) Each annual installment of the option expires on the fifth (5th) anniversary of the vesting date. The last installment to vest will expire on September 28, 2020.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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