

## Insight from An Industry Leader

For more than two decades, **David Santrella** has been part of the Salem Media Group, currently serving as CEO of the organization. In addition to that leadership role, Dave is also Joint Board Chair for the NAB. He's been included in Radio Ink's "The 40 Most Powerful People in Radio" and was featured on the cover of Radio Ink magazine (December 2021).

WELCOME  
TO MY  
BOOKSHELF

But don't let the titles and recognition mislead your thinking. Because, first of all, Dave is *passionate* about his faith—and about Christian radio. Always quick to share the impact on him personally, he has often recounted how, as a young secular "radio guy" in Chicago, his life was changed listening intently to programming on local Christian stations.

On the family side, Dave and wife, Barb, have four adult children and enjoy life in Camarillo CA where Salem is based. We're so grateful for Dave's commitment to Christian radio ... and his friendship in ministry.



## Dave Santrella

“ So...books are like cats. You start with one and next thing you know you have 12 and people call you a “cat-person.” I have no cats. I am allergic to cats. I do have books however. A lot of them. Probably not as much as some others do, but a couple thousand books seem like a lot to me. I don't have a couple of thousand fork and knife sets, or a couple of thousand ties, so it seems like a lot. And then of course, you have to put them all over the place because 2,000 books takes up some space and I don't have a library in my home.

So....some in the office. Some in an antique cabinet at home. Some...well...let's just say a lot of places. But ALL organized. I dislike disorganization.

This photo is a sampling of my books. But this is how a very small group of them are organized in the limited shelf space in my office. Similar organizational skills are used for other book-stash areas, as well as with the canned goods in our pantry:

**Top left:** All books written by our Ministry Partners. Zoom in and you will see authors like Jim Daly, John MacArthur, Robert Jeffress, Dennis Rainey, and a whole lot more.

**Middle Left:** Some of my favorite business books that I refer to often when I need some inspiration or to think through an issue differently.

**Bottom left:** Photos, a note, and some other silly stuff that means something to me and nothing to anyone else.

**Top right:** Reference/Informational books. These are not your “Develop my soul or develop my business books.” These are more like the “How to” of Biblical study and business study.

**Middle Right:** Just a few leftovers next to some of the never-ending assortment of decorations I can't part with (including by the way...The Ed Atsinger and Stuart Epperson Bobbleheads).

**Bottom right:** The entire collection of Regnery books “Politically Incorrect guide to...” books. They are a hoot but also very educational. These are also surrounded by more radio paraphernalia. You know...I can't get enough of it and I can't bear to think of getting rid of any of it. ”

