

## **Exhibit 5**

### **Ownership Showing**

WVBE(AM) is located in the Roanoke-Lynchburg, VA Arbitron Metro. Including WVBE(AM), the licensee has attributable interests in the following 6 radio stations (2 AMs and 4 FM) in the Roanoke-Lynchburg Metro.

WFIR(AM), Roanoke, VA  
WVBE(AM), Roanoke, VA  
WSLC-FM, Roanoke, VA  
WSLQ(FM), Roanoke, VA  
WVBE-FM, Lynchburg, VA  
WXLK(FM), Roanoke, VA

The attached BIA FCC Geographic Market Definition report demonstrates that 45 commercial and non-commercial-educational full-power radio stations are located within or are reported by BIA as “home” to the metro. Accordingly, pursuant to Section 73.3555 of the Commission’s rules, the Licensee may have a cognizable interest in up to 7 commercial full-power radio stations in the market, not more than 4 of which may be in the same service.

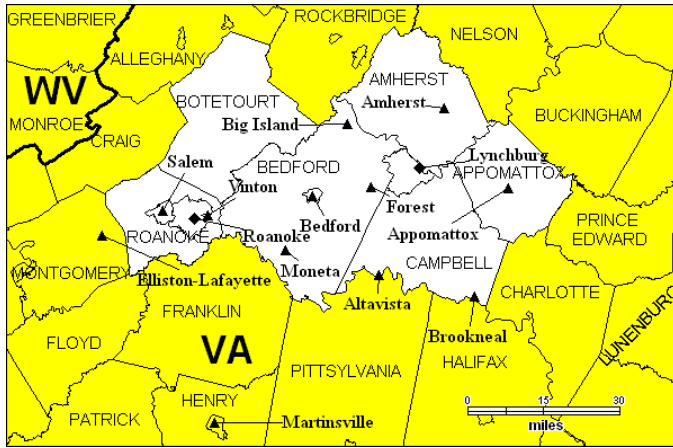
Since the Licensee has attributable interest in only 2 AM stations and 4 FM stations in the Roanoke-Lynchburg Metro, the Licensee complies with the Commission’s multiple ownership rules.

\* \* \*

Metro Rank: 111

Revenue Rank: 97

# Roanoke-Lynchburg, VA Market Overview



## Metro Counties / Population (000)

Amherst, VA	32.3
Appomattox, VA	14.3
Bedford, VA	70.2
Bedford city, VA	6.2
Botetourt, VA	32.7
Campbell, VA	53.1
Lynchburg city, VA	72.5
Roanoke, VA	93.1
Roanoke city, VA	90.5
Salem city, VA	24.8
	489.7

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	2003	2004	2005	2006	2007	2008	Δ 03 - 08
	\$21,000	\$21,500	\$22,200	\$22,500	\$22,600	\$20,500	-0.6%
	Δ 07 - 08	2009	2010	2011	2012	2013	Δ 08 - 13
	-9.3%	\$17,400	\$16,900	\$17,300	\$17,800	\$18,500	-2.0%
Revenue/Retail Expend	2003	2008	2013				
Revenue/Capita	\$5.86/1,000	\$4.89/1,000	\$4.07/1,000				
	\$45.04	\$41.86	\$36.55				
						<u>Est. Breakout</u>	
						Local	84%
						National	16%

## Demographic and Economic Overview

(000's, except Retail Expenditures and ADI in 000,000's)

	2003	2008	Growth Rate	2008	2013	Growth Rate
MSA Population	466.3	489.7	1.0%	489.7	506.2	0.7%
Households	191.9	197.9	0.6%	197.9	204.3	0.6%
Retail Expenditures	3,584.9	4,193.3	3.2%	4,193.3	4,545.9	1.6%
Aggreg Disp Income	8,751.6	10,495.2	3.7%	10,495.2	12,122.8	2.9%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	235.0	33.6	19.5	22.7	27.4	32.1	36.6	63.1
Women (000)	254.6	31.6	19.1	23.8	29.2	33.5	38.5	78.9
Total	489.7	65.2	38.7	46.5	56.5	65.6	75.1	142.1
Percentage	100.0%	13.3%	7.9%	9.5%	11.5%	13.4%	15.3%	29.0%
Per Capita	\$ 25,748			Median Household		\$ 48,041		Avg Household
Ethnic Population:	White	81.3%	Black	15.1%	Asian	1.2%	Hispanic	1.6%

## Market Summary

FM Classes	Class A	Class B	Class C	Viable Stations	All FMs	All AMs	Total
# Stations	10	1	8	10	19	18	37
Tot 12+	13.8	0.0	49.5	61.0	63.3	7.0	70.3
Avg 12+	1.4	0.0	6.2	6.1	3.3	0.4	1.9
Tot LCS	19.6	0.0	70.4	86.8	90.0	10.0	100.0
Avg LCS	2.0	0.0	8.8	8.7	4.7	0.6	2.7



## FCC Geographic Market Definition for Roanoke-Lynchburg, VA

Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WBLT	AM	1350	C	Sports	Roanoke-Lynchburg, VA	07/02/2003	111	3 Daughters Media Inc	Bedford, VA	Bedford (City)
WBRG	AM	1050	C	Nws/Tlk/Spt	Roanoke-Lynchburg, VA	07/02/2003	111	Tri-County Broadcasting Incorporated (Virginia)	Lynchburg, VA	Lynchburg (City)
WYYD	FM	107.9	C	Country	Roanoke-Lynchburg, VA	07/02/2003	111	Clear Channel Communications Inc	Amherst, VA	Amherst
WFIR	AM	960	C	News/Talk	Roanoke-Lynchburg, VA	07/02/2003	111	WSIL TV Inc	Roanoke, VA	Roanoke (City)
WZZU	FM	97.9	C	Clsc Rock	Roanoke-Lynchburg, VA	07/02/2003	111	Centennial Broadcasting Holdings LLC	Lynchburg, VA	Lynchburg (City)
WIQO	FM	100.9	C	Country	Roanoke-Lynchburg, VA	01/06/2009	111	Robinson, Todd	Covington, VA	Covington (City)
WJJX	FM	102.7	C	CHR	Roanoke-Lynchburg, VA	07/02/2003	111	Clear Channel Communications Inc	Appomattox, VA	Appomattox
WSNV	FM	93.5	C	AC	Roanoke-Lynchburg, VA	07/02/2003	111	Aloha Station Trust LLC	Salem, VA	Salem (City)
WKBA	AM	1550	C	Chrst/Talk	Roanoke-Lynchburg, VA	07/02/2003	111	Moran, David H	Vinton, VA	Roanoke
WKDE	AM	1000	C	News	Roanoke-Lynchburg, VA	07/02/2003	111	D J Bcstg Inc	Altavista, VA	Campbell
WKDE	FM	105.5	C	Country	Roanoke-Lynchburg, VA	07/02/2003	111	D J Bcstg Inc	Altavista, VA	Campbell
WVBE	FM	100.1	C	Urban AC	Roanoke-Lynchburg, VA	07/02/2003	111	WSIL TV Inc	Lynchburg, VA	Lynchburg (City)
WVGM	AM	1320	C	Sports	Roanoke-Lynchburg, VA	07/02/2003	111	3 Daughters Media Inc	Lynchburg, VA	Lynchburg (City)
WLLL	AM	930	C	Gospel	Roanoke-Lynchburg, VA	07/02/2003	111	Hubbards Advertising Agency Inc	Lynchburg, VA	Lynchburg (City)
WLVA	AM	590	C	DARK	Roanoke-Lynchburg, VA	07/02/2003	111	Chesapeake-Portsmouth Broadcasting	Lynchburg, VA	Lynchburg (City)
WROV	FM	96.3	C	Rock	Roanoke-Lynchburg, VA	07/02/2003	111	Clear Channel Communications Inc	Martinsville, VA	Martinsville (City)
WODI	AM	1230	C	Oldies	Roanoke-Lynchburg, VA	07/02/2003	111	The Rain Broadcasting Inc	Brookneal, VA	Campbell
WSLC	FM	94.9	C	Country	Roanoke-Lynchburg, VA	07/02/2003	111	WSIL TV Inc	Roanoke, VA	Roanoke (City)
WRIS	AM	1410	C	Inspiration	Roanoke-Lynchburg, VA	07/02/2003	111	WRIS LLC	Roanoke, VA	Roanoke (City)
WKCJ	FM	97.7	C	Oldies	Roanoke-Lynchburg, VA	01/06/2009	111	p Radio Greenbrier LLC	Ronceverte, WV	Greenbrier
WGMN	AM	1240	C	Sports	Roanoke-Lynchburg, VA	07/02/2003	111	3 Daughters Media Inc	Roanoke, VA	Roanoke (City)
WTOY	AM	1480	C	Urb/Gsp/Sp	Roanoke-Lynchburg, VA	07/02/2003	111	Ward Broadcasting Corporation	Salem, VA	Salem (City)
WVBE	AM	610	C	Urban AC	Roanoke-Lynchburg, VA	07/02/2003	111	WSIL TV Inc	Roanoke, VA	Roanoke (City)
WSLQ	FM	99.1	C	80&90/AC	Roanoke-Lynchburg, VA	07/02/2003	111	WSIL TV Inc	Roanoke, VA	Roanoke (City)
WWWWR	AM	910	C	Nws/Tlk/Spt	Roanoke-Lynchburg, VA	07/02/2003	111	Perception Media Group	Roanoke, VA	Roanoke (City)
WOWZ	AM	1280	C	DARK	Roanoke-Lynchburg, VA	07/02/2003	111	Perception Media Group	Appomattox, VA	Appomattox
WTTX	FM	107.1	C	Sothn Gspel	Roanoke-Lynchburg, VA	07/02/2003	111	Baker Family Stations	Appomattox, VA	Appomattox
WAMV	AM	1420	C	BlGrS/Gospl	Roanoke-Lynchburg, VA	07/02/2003	111	Community First Broadcast	Amherst, VA	Amherst
WXCF	FM	103.9	C	AC	Roanoke-Lynchburg, VA	01/29/2009	111	Robinson, Todd	Clifton Forge, VA	Alleghany
WXLK	FM	92.3	C	CHR	Roanoke-Lynchburg, VA	07/02/2003	111	WSIL TV Inc	Roanoke, VA	Roanoke (City)
WSNZ	FM	101.7	C	AC	Roanoke-Lynchburg, VA	07/02/2003	111	Aloha Station Trust LLC	Lynchburg, VA	Lynchburg (City)
WKPA	AM	1390	C	Chrst/Talk	Roanoke-Lynchburg, VA	07/02/2003	111	Moran, David H	Lynchburg, VA	Lynchburg (City)
WSLK	AM	880	C	Oldies	Roanoke-Lynchburg, VA	07/02/2003	111	Smile Broadcasting LLC	Moneta, VA	Bedford
WSFF	FM	106.1	C	Variety Hit	Roanoke-Lynchburg, VA	07/02/2003	111	Aloha Station Trust LLC	Vinton, VA	Roanoke

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed



## FCC Geographic Market Definition for Roanoke-Lynchburg, VA

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WLEQ	FM	106.9	C	Clsc Rock	Roanoke-Lynchburg, VA	07/02/2003	111	Centennial Broadcasting Holdings LLC	Bedford, VA	Bedford (City)
WJJS	FM	104.9	C	CHR	Roanoke-Lynchburg, VA	07/02/2003	111	Clear Channel Communications Inc	Roanoke, VA	Roanoke (City)
WLNI	FM	105.9	C	Talk	Roanoke-Lynchburg, VA	07/02/2003	111	Centennial Broadcasting Holdings LLC	Lynchburg, VA	Lynchburg (City)
WZZI	FM	101.5	C	Clsc Rock	Roanoke-Lynchburg, VA	07/02/2003	111	Centennial Broadcasting Holdings LLC	Vinton, VA	Roanoke
WNRS	FM	89.9	NC	Modern	Roanoke-Lynchburg, VA	07/02/2003	111	Sweet Briar College	Sweet Briar, VA	Amherst
WPAR	FM	91.3	NC	ChrsContem	Roanoke-Lynchburg, VA	07/02/2003	111	Baker Family Stations	Salem, VA	Salem (City)
WRVL	FM	88.3	NC	Religion	Roanoke-Lynchburg, VA	07/02/2003	111	Liberty University Inc	Lynchburg, VA	Lynchburg (City)
WRXT	FM	90.3	NC	ChrsContem	Roanoke-Lynchburg, VA	07/02/2003	111	Baker Family Stations	Roanoke, VA	Roanoke (City)
WVTF	FM	89.1	NC	NPR/Clsc	Roanoke-Lynchburg, VA	07/02/2003	111	Virginia Tech Foundation Incorporated	Roanoke, VA	Roanoke (City)
WWMC	FM	90.9	NC	Christian	Roanoke-Lynchburg, VA	07/02/2003	111	Liberty University Inc	Lynchburg, VA	Lynchburg (City)
WWEM	FM	91.7	NC	Blue Grass	Roanoke-Lynchburg, VA		111	Educational Media Corporation	Rustburg, VA	Campbell

**Number of Stations in Geographic Market 45**

### Previous Stations in Geographic Market

WMNA	FM	106.3	C	Sports		02/11/2005	0	3 Daughters Media Inc	Gretna, VA	Pittsylvania
WNRV	AM	990	C	Blue Grass		02/11/2005	0	Perception Media Group	Narrows-Pearisburg, VA	Giles