

EXHIBIT 5  
(Page 1 of 6)

MULTIPLE OWNERSHIP CONSIDERATIONS

Positive Radio Group, Inc. Of Ohio  
Middleport-Pomeroy, OH

According to Version 4.0 of the BIA Financial Network's *Media Access Pro* computer software,<sup>1</sup> WMPO is not considered to be "home" to any Arbitron metro market. WMPO presently has and will continue to have principal community contour overlap with three other commonly owned commercial stations:<sup>2</sup>

WBGS	Point Pleasant, WV	1030 kHz
WYVK	Middleport, OH	Channel 221A
WBYG	Point Pleasant, WV	Channel 258A

As required by Paragraph 286 of the FCC's July 2, 2003 *Report and Order and Notice of Proposed Rulemaking* in MB Dockets 02-277, 01-235, 01-317, 00-244, and 03-130, contour overlap studies were conducted<sup>3</sup> for the market(s) defined by the principal community contour overlap between these four stations.

Figure 5.0 is a map exhibit depicting the principal community contours for these four commonly owned commercial stations. The 5 mV/m daytime contour for WMPO was projected using the proposed modified facilities and conductivity data extracted from FCC Figure M3, while that for WBGS was projected using the notified facilities from the FCC's Consolidated Database System ("CDBS") and conductivity data from FCC Figure M3. The 3.16 mV/m contours for WYVK and WBYG were projected using the notified facilities from the CDBS and terrain data extracted from the NGDC 30 sec-

---

<sup>1</sup>The program databases utilized in this analysis were most recently updated on January 3, 2007.

<sup>2</sup>None of these other commonly owned stations is considered by BIA to be home to an Arbitron metro market. Furthermore, none of the communities of license for any of these commonly owned stations is located within the geographic boundaries of an Arbitron metro market.

<sup>3</sup>These contour overlap studies were conducted utilizing the modified contour overlap methodology outlined in Paragraph 285 of the FCC's July 2, 2003 *Report and Order and Notice of Proposed Rulemaking* in MB Dockets 02-277, 01-235, 01-317, 00-244, and 03-130.

EXHIBIT 5  
(Page 2 of 6)

ond terrain database. As shown in this figure, there is an area of common principal community contour overlap between all four of these stations.<sup>4</sup> Thus, these four stations are considered to form a single contour based market for the purposes of this analysis..

Figure 5.1 depicts the composite principal community contour for the market defined by these four commonly owned stations. Also shown in this figure are the transmitter sites of all operating stations located within this contour, as well as the transmitter sites and principal community contours of all operating stations whose transmitter sites are located outside this composite contour but whose principal community contour overlaps this composite contour.<sup>5</sup> The 5 mV/m contours for all AM stations were projected utilizing each station's notified daytime facilities from the CDBS and conductivity data extracted from FCC Figure M3. The 3.16 mV/m contours for all FM stations were projected utilizing each station's notified facilities from the CDBS and terrain data extracted from the NGDC 30 second terrain database. Table 5.1 is a tabulation of the stations depicted in this figure. As shown by this data, there are fourteen stations, including WMPO, WBGS, WYVK, and WBYG, in the contour based market defined by these four commonly owned stations. In markets containing fourteen or fewer stations, Section 73.3555(a)(1)(iv) of the FCC Rules permits the common ownership of up to 5 commercial stations, not more than 3 of which are in the same service, provided that the total number of commonly owned stations does not exceed 50% of the stations in the mar-

---

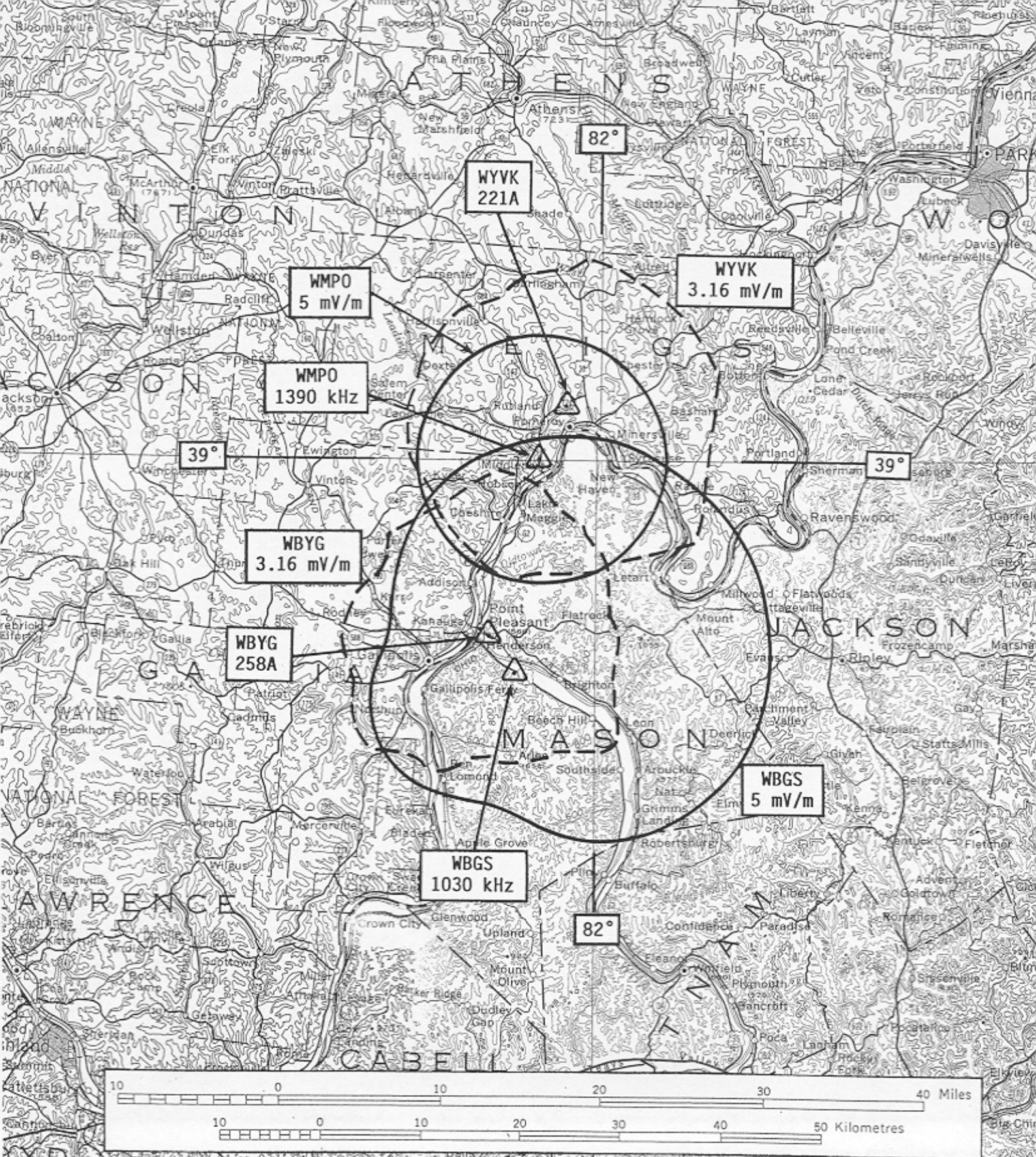
<sup>4</sup>None of these four stations has principal community contour overlap with any other commonly owned or attributable commercial station.

<sup>5</sup>Although its transmitter site is located within this composite contour, noncommercial educational FM station WPCN -Point Pleasant, West Virginia has not been counted in this analysis because it has attributable common ownership with the commercial stations which define this contour based market.

EXHIBIT 5  
(Page 3 of 6)

ket. The instant situation will involve the common ownership of four commercial stations, two AM and two FM, in this contour based market, which does not exceed the permitted maximum and does not exceed 50% of the stations in the market.

Based upon the above information, WMPO will continue to fully comply with the local radio ownership restrictions specified in Section 73.3555 of the FCC Rules.



**CARL E. SMITH CONSULTING ENGINEERS**  
 2324 N. CLEVE-MASS RD., BOX 807  
 BATH, OHIO 44210-0807  
 330/659-4440

**FIG. 5.0**  
**PRINCIPAL COMMUNITY CONTOURS**  
 Positive Radio Group, Inc. of Ohio  
 Middleport-Pomeroy, OH



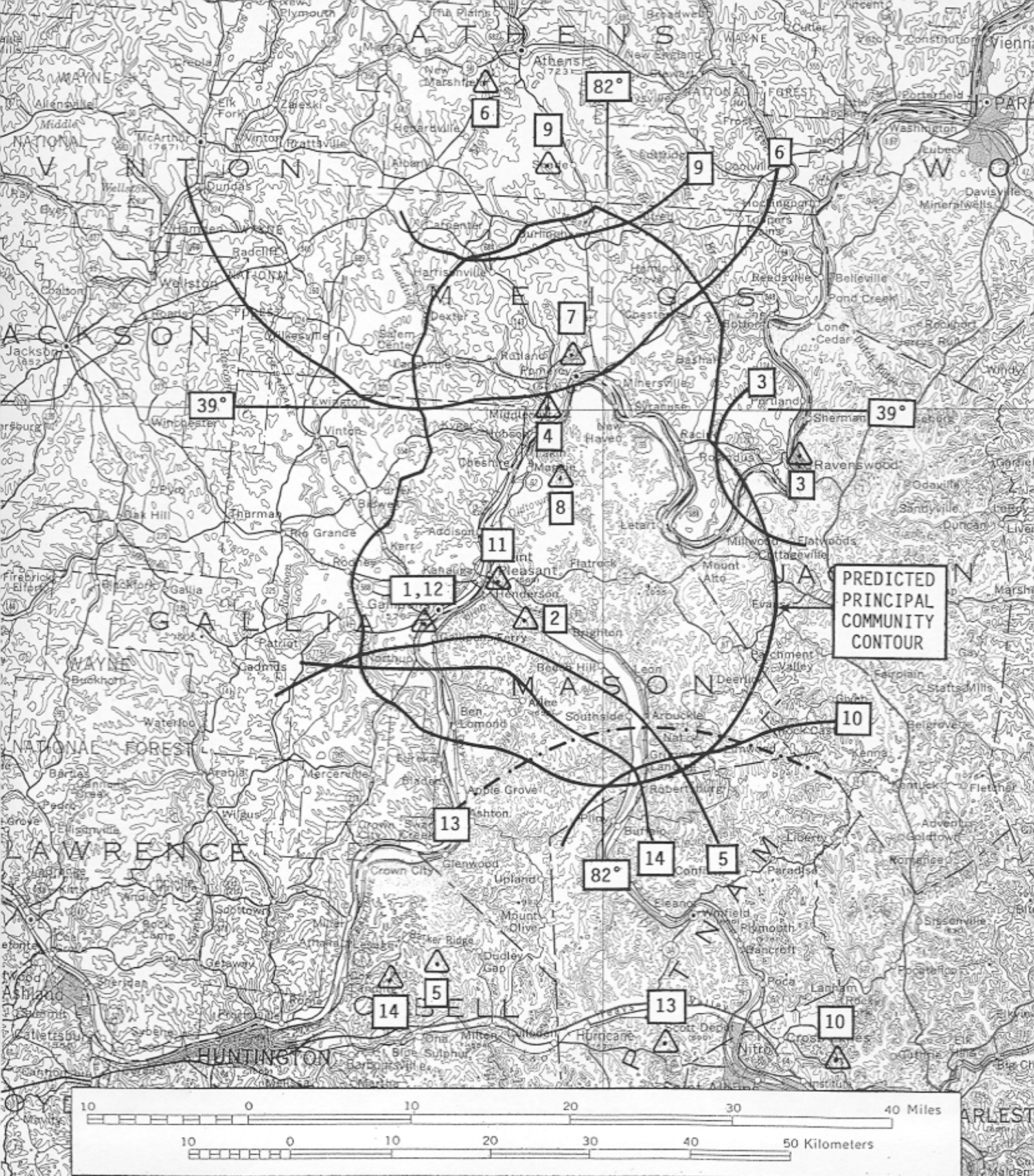


FIG. 5.1

STATIONS IN MARKET

Positive Radio Group, Inc. of Ohio  
Middleport-Pomeroy, OH

CARL E. SMITH CONSULTING ENGINEERS

2324 N. CLEVE-MASS RD., BOX 807  
BATH, OHIO 44210-0807  
330/659-4440

TABLE 5.1

STATIONS IN MARKET  
Positive Radio Group, Inc. Of Ohio  
Middleport-Pomeroy, OH

<u>Station</u>	<u>Call</u>	<u>Frequency/ Channel</u>	<u>Location</u>
1	WJEH	990	Gallipolis, OH
2	WBGS	1030	Point Pleasant, WV
3	WMOV	1360	Ravenswood, WV
4	WMPO	1390	Middleport-Pomeroy, OH
5	WVWV	210B	Huntington, WV
6	WOUB-FM	217B	Athens, OH
7	WYVK	221A	Middleport, OH
8	WNTO	226A	Racine, OH
9	WJKW	240A	Athens, OH
10	WQBE-FM	248B	Charleston, WV
11	WBYG	258A	Point Pleasant, WV
12	WRYV	268B	Gallipolis, OH
13	WKLC-FM	286B	Saint Albans, WV
14	WEMM-FM	300B	Huntington, WV