



December 13, 2012

Centennial Broadcasting Names Director of Programming

Chris Roth Assumes Duties for Winchester/Loudoun Area Stations

Winchester, VA – Centennial Broadcasting II, LLC announced today that radio veteran Chris Roth will join the company as Director of Programming for their Northern Shenandoah Valley and Northern Virginia radio stations. He will guide Winchester’s heritage WINC-FM, as well as WXBN-FM (The Bone), WZFC-FM (Fresh Country), and news-talk WINC-AM.

Currently with WTOP in Washington DC, Roth previously excelled in similar roles at Cumulus Radio and Curtis Media. He also served as Director of Technical Operations/Programming at Red Zebra Broadcasting and as a Senior Technical Consultant for Arbitron Inc in Columbia, MD.

“We are very excited to have someone with Chris’ background and experience join our cluster,” said Centennial Market Manager Steve Davis. “He brings a strong understanding of the unique challenges we face in serving our local listeners and advertisers, especially with WINC-FM’s tremendous coverage area reaching from the DC beltway into West Virginia.”

Roth will assume the Director of Programming duties for Centennial effective January 1, 2013.

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