

Impact of Ownership Consolidation on Portland Radio News/Public Affairs

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Drawn from my master’s thesis: “Diminished Democracy? Portland Radio After the Telecom Act of 1996”

Introduction

Listeners tuning in the radio¹ in Portland, Oregon, heard something new in the waning years of the twentieth century: the same content broadcast in thousands of other American cities. Instead of music and news they were used to, listeners received homogenized formats with comparatively scant community information, and music often chosen by distant media monoliths rather than by local disc jockeys.² What listeners heard stemmed from the laissez-faire approach to broadcasting, the market model, which left content to listener “preferences” rather than to any design aimed at social goals (e.g. informed citizens).³

By the time the market model—launched during Reagan-era deregulatory zeal—reached its apex in 1996, local news/public affairs was already in decline on local radio. For more than a decade, ascendant market advocates had undone broadcasters’ traditional fiduciary obligations, lifting prior requirements that stations program to the ascertained interests of their listeners.⁴ The Telecom Act of 1996⁵ distinctly exacerbated that trend, impairing or extinguishing local news/public affairs on much of commercial radio nationwide.⁶ Though the Act’s impact on radio is known among scholars and industry insiders, it has been little studied through the lens of local markets.⁷ The purpose of this paper is to describe the loss of local informational (especially political) radio content—

and to suggest that it matters, perhaps in profound ways that have been insufficiently considered.

Because media uniquely facilitate democracy, and since nearly everyone listens to the radio⁸—even if passively—radio ownership concentration has furrowed the brows of some scholars. “The majority of local radio markets have levels of concentration that ordinarily give rise to antitrust concerns about excessive market power,” according to DiCola’s rigorous quantitative inquiry.⁹ Nationwide, his study found, a decade after the Act, “the employment of news reporters [had] declined by 56 percent” in an average market...¹⁰ leaving fewer than half to perform the traditional political role of radio news: aid communication between citizens and their representatives, and call attention to important issues.

Although market advocates contend that widespread access to the Internet makes ownership concerns obsolete, their argument is flawed on multiple grounds: the transfer of old-media ownership patterns to new media; limited digital access and efficacy; and “choice” media’s atomizing effect. Certainly, as Compaine et al claim, consumers have “more choice from more sources” than at any time in the history of communications.¹¹ Still, “80 percent of [Internet] traffic to news and information sites is concentrated” at web pages mostly owned by legacy media, leaving concerns about consolidation, on the table.¹²

Despite great broadband expansion, neither the Internet nor computers (nor tech skills) are as universally available as radio. And, though anyone with access and savvy can set up a website and send information to the world, his or her ability to have a message heard, or “enter the public’s awareness,” is severely limited compared to the

relative power of established media.¹³ Moreover, along with the Internet's potential for expanding horizons, many people tailor their online experience to "their own interests and prejudices."¹⁴

[I]t is important to realize that a well-functioning democracy—a republic—depends...on a set of common experiences and on unsought, unanticipated, and even unwanted exposures to diverse topics, people, and ideas. A system of 'gated communities' is as unhealthy for cyberspace as it is for the real world.¹⁵

Zooming in on Portland commercial radio, this work posits that market emphasis in media policy, notably in its extreme application, the Telecom Act, has diminished a vital democratic link between citizens and public life.

Previous Research

The Telecom Act's most unintended consequence may have been the quick consolidation of radio ownership it sparked. Billed as an antidote to rising cable TV and phone rates, *no congressional hearings* addressed the Act's lifting of national radio ownership limits—a stroke Salon.com called "the kind of sweeping deregulation that most broadcasters hadn't even fantasized about..."¹⁶ Upon President Bill Clinton's signature, news articles documented the flood of immediate mergers (\$700 million worth of buying and selling in the first week).¹⁷ Scholars noticed. Three primary claims emerge from the relevant literature: that voracious consolidation created radio giants, distancing owners from their communities; that throngs of broadcast journalism jobs were eliminated; and that station programming lost its local flavor and much of its local news/public affairs.

Fewer Owners Nationwide

That rapid consolidation followed the Act has been thoroughly studied.¹⁸ By 2002, even though the number of radio stations nationwide had increased by 5.4 percent, the number of owners had declined by 33.6 percent.¹⁹ Whereas media companies had been limited to owning no more than 40 stations before 1996, the Act's removal of any national cap led to radio behemoths.²⁰ The ink was barely dry on the Act when radio deals began at a dizzying rate,²¹ and within five years the largest, Clear Channel, had gobbled up more than 1,200 stations.²² As Boehlert (2001) explained, those stations had previously belonged to 70 separate broadcast companies. The former head of PBS and NBC described the seismic shift.

What once was an industry dominated by locally owned and operated stations and three national radio networks is now an industry dominated by three giant corporations, each of which owns multiple stations in a number of markets, and owns and programs hundreds of radio stations throughout the nation.²³

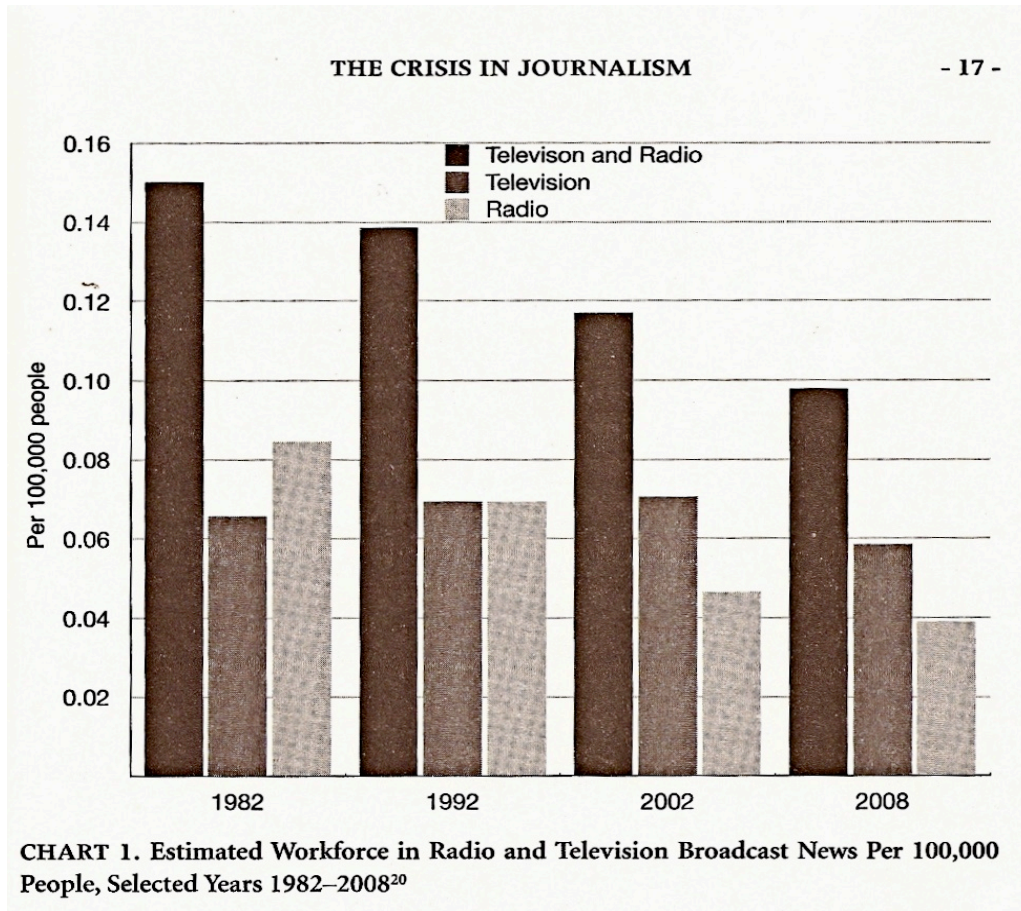
With few exceptions, corporate owners were now hundreds or thousands of miles away from communities whose interests they were purportedly to serve.

Jobs Wiped Out Nationwide

So intense was ownership contraction, one Clear Channel executive estimated the Act had erased 10,000 radio-related jobs.²⁴ Another, more rigorous, assessment found that “the employment of news reporters declined by 56 percent, and employment of broadcast technicians by 30 percent,” between 1996 and 2003, “in an average market.”²⁵ (DiCola 2006a, 23). Clear Channel had cut staff at a North Dakota cluster of six stations so drastically, no one answered the phone in 2002 when police called to announce a freight train derailment that caused the release of anhydrous ammonia.²⁶ Equally concerning was word from Harrisonburg, Virginia that *four hours* passed after the

September 11, 2001, attack before Clear Channel's automated group of stations stopped playing music and began broadcasting news.²⁷

Figure 1: Crisis in Journalism



Source: McChesney and Nichols 2010, p.17.

The McChesney-Nichols chart Figure 1 shows the decline in broadcast journalism jobs over three decades was especially sharp between 1992-2002, reflecting the Act's impact.

Diminished Local News/Public Affairs Nationwide

Absent comprehensive content analysis, a painstaking endeavor rarely attempted, little is known about local radio content – other than what can be surmised from ownership concentration and job losses (both discussed above). Even the reliable Pew

Research Center's *State of the News Media* annual reports have little such analysis, since "the number of stations and the difficulty of monitoring locally make such an undertaking difficult."²⁸ Thus attempting to analyze news content on commercial radio is "rather like blind men touching an elephant."²⁹ Still, clues as to content emerge from the limited radio studies, corollary research on television, and a massive shift in listenership to news-intensive public stations.

Noticing the ironic void in content analysis for America's most pervasive medium, Pew authors evaluated three markets in 2005, size-selected from large metropolitan (Houston), to medium-sized (Milwaukee), to small city (Bend, Oregon). What they found was a "quite thin" version of once-robust local radio news, that by 2005 offered "virtually nothing in the way of reporters in the field,"³⁰ historically a hallmark of radio journalism. Instead, when any news was offered, it often consisted of "headlines read from wires or provided by national networks."³¹

The most-detailed examination of post-Act radio news/public affairs emerged from Salt Lake City. Sanders (2008) found local owners far outpaced those of distant centralized providers in their commitment to producing and programming local news. Bonneville, the primary local owner, "employed more workers, with more experience in the industry and in the local market," and gave its news people "the most modern [production] equipment and studio facilities." Quantitative data revealed Bonneville and another, smaller local Salt Lake owner produced more news minutes in every format category, with large national owners offering the least.³²

If studies on local *television* hold implications for radio content, one is worth mentioning: An FCC study—published under pressure—into TV programming found

local owners produced several more minutes of local news than distant owners because of certain incentives: proximity to events, local advertiser satisfaction, and personal local-owner interests.³³ If radio owners are remote, and disconnected from their communities (hence not responding to such incentives) they could be expected to produce less local news/public affairs.

Higgins (2005) also documented the decline of socially responsible news/public affairs on Portland television, but I have found no such studies on Portland radio—a void this paper seeks to address. Before turning to the Portland research, I should note a major radio trend that may be pertinent: the shift in listenership to public broadcasting.

In the decade from 1999 to 2009 (years during which the Telecom Act transformed the radio landscape) the audience for National Public Radio (NPR) *doubled*, reaching an audience of 26.4 million listeners weekly—far more than *USA Today's* 2.3 million daily circulation or FOX news' 2.8 million prime time audience.³⁴ The sudden swell in NPR listenership following the Act (perhaps spurred on by the 911 terrorist attack of 2001) suggests a significant desire for political information was not being met by commercial broadcasters, and it offers support for Swanson's thesis (2000) that diminishment of local news/public affairs on commercial stations contributes to an anti-democratic class division of political information distribution.

If ownership consolidation (by distancing owners from local concerns) eroded the links between stations and their communities of license, and if staff cuts (by eliminating local news judgments) diminished radio's political role, all three post-Telecom Act developments may have serious implications for democracy. I gauged the Act's impact in Portland.

Research Methods

Keeping in mind themes found in the literature, I searched for comparable Act effects in Portland. If the Act impacted Portland radio as it did stations nationwide, I could expect parallel trends: fewer owners, lost journalism jobs, and diminished news/public affairs. Informed by scholarly studies and knowledge of the local radio industry, my mixed-design study examined four elements: station ownership patterns, jobs, public files data, and the opinions of broadcast professionals.

I searched for the relevant data at six stations that have become local institutions over many years (compare Appendices D and E). Retaining popular appeal and (relatively) consistent formats between 1996 and 2011, my sample stations fall into three station pairs, by owner:

Table 1: Corporate owners of Portland radio stations

Owner (2011)	Stations
Clear Channel	KKRZ, KKCW
Entercom	KWJJ, KGON
Alpha	KUPL, KINK

Except in the case of Alpha, owners of these stations had long company histories, enabling an assessment of patterns over time (e.g. employees per station, news/public affairs programming).

For the first element, station ownership patterns, I looked into Arbitron and other archives³⁵ to document the number of stations and owners between 1996 and 2011.

Second, to ascertain any decline in jobs, I accessed corporate 10-K and S-1 annual reports from the Securities and Exchange Commission (SEC)—comparing stations owned and staff employed in 1996 (or soon thereafter) to the same criteria in 2009.³⁶ Note that this finding, because types of employees were not distinguished, indicates only overall staff reductions – not specifically news/public affairs jobs.³⁷ The third element, public files data, reflected the changed nature of news/public affairs programming.³⁸

Finally, I conducted a confidential survey of Portland broadcast professionals associated with a variety of music, news, or news/talk stations. No restrictions (age, gender, ethnicity, experience, etc.) were applied—only the stipulation that respondents worked (or had worked in recent years) in radio journalism. Of surveys emailed to 22 stations or broadcasters I received 17 relevant responses.³⁹ Although this is a small sample, respondents serve a broad range of stations and formats, indicated in table 2. Also noteworthy, respondents described their years of experience as ranging from four to 25 years, offering the prospect of both fresh and institutional perspectives.⁴⁰

Table 2: Stations Represented in Radio Survey 2011

22 invitations were issued to broadcast journalists associated with Portland music, news, or news/talk stations, representing a wide range of formats. 17 completed surveys were tabulated, representing the views of those presently or recently employed at 11 different stations.

Station	Content type
KEX 1190 AM	News
KGON 92.3 FM	Classic Rock
KXL 750 AM	News talk
KPAM 860 AM	News talk
KINK 101.9 FM	Album Adult Alternative
KKCW 103 FM	Adult Contemporary
KXJM 107.5 FM	Rhythmic Contemporary

KLTH 106.7 FM	Classic Hits
KUPL 98.7 FM	Country
KKSN*	
KOTK*	

**Station has changed formats and call letters since respondent worked there.*

After inquiring in the first questions whether respondents worked in Portland radio news “between 1986 and today,” (allowing at least a decade before and after the Telecom Act), and for how many years, I moved on to the substance of the survey: open-ended questions inviting opinions as to the most “important roles radio should play in a community,” whether local commercial radio provided “an adequate source of local news/public affairs,” and if not, why respondent thought “stations [had] reduced such programming.” Respondents could choose from several possible reasons: ownership efforts to reduce cost; buy-outs by larger media companies; audiences prefer non-news (entertainment); people can get local news elsewhere (TV, Internet, etc.); or, the participant could volunteer some other possible reason.

Table 3: Research Questions

Participants were asked to rate how strongly they agreed with the following statements on a scale from 1 to 10 (1 = strongly disagree, 10 = strongly agree)

Radio is just like any other business, and should be able to profit in the same way as any other business.

Because it uses public airwaves, radio is different from other businesses.

I think we have plenty of choices for local news/public affairs on the radio.

Except for public broadcasting, local radio reporting on important public issues is pretty limited

Radio programming should not be regulated. The public interest should be determined only by ratings (how popular a program or station is).

Radio stations should be required to air some programs that reflect local concerns.

As a broadcast journalist, I feel my ability to communicate important news subjects to my listening audience is limited in the current media environment.

I also inquired about content sharing among stations, and closed with another essay-style opportunity for participants to offer their thoughts about the “public service responsibilities of local radio.” For the complete survey with tabulated results, see Appendix F.

The Portland State University Human Subjects Research Review Committee approved the invitation and questionnaire for the *Radio Survey 2011*.⁴¹ Based on the survey and other research elements mentioned, I offer this Portland assessment to the ongoing inquiry into the impact of media policy on ownership concentration, jobs, and radio news/public affairs. Using the described research methods, here is what I found:

Fewer Owners in Portland

Just as the Act prompted sharp ownership consolidation nationwide, similar ownership patterns prevailed in Portland in the post-Act years. As Appendix B shows, 30 different entities owned 40 stations in 1996.⁴² By 2011, though three new stations had entered the market,⁴³ the number of owners had declined significantly, to only 21, a decrease of 30 percent.

Even more striking is the market dominance of just one company, Clear Channel, in Portland. Although 21 owners are licensed in the Portland area, many are small special-interest projects—such as religious or Spanish language stations—enjoyed by a fraction of the audience so small they barely register on ratings charts (See Appendix C).⁴⁴ By contrast, an examination of the top 12 stations indicates the vast radio terrain now controlled by just a few owners. For example, in 1996-97, the top-rated 12 stations were owned by seven different companies (Appendix D). In 2011, only three companies own all dozen top commercial stations (Appendix E).⁴⁵ Taking into account only the top

five commercial stations, just two owners reign: Not counting publicly owned KOPB, Clear Channel owns *four of the top five* stations—a commanding market position.

Jobs Wiped Out in Portland

With the dramatic loss (more than half) of radio journalism jobs nationwide,⁴⁶ I wanted to gauge jobs lost to the Act in Portland. That turned out to be tricky, since radio employees are frequently jacks-of-all-trades, performing multiple functions. Hence I offer findings, derived from SEC annual reports, which represent employees overall, not just broadcast journalists..⁴⁷

Clear Channel, which had a national average of 27.6 employees per station nationwide at the end of 1996,⁴⁸ had cut that number to 14.5 employees per station in 2009, a 47 percent drop since the Act was approved (see table 4).⁴⁹ If Portland’s Clear Channel stations are typical of those nationwide, their staffs have been cut by nearly half (see appendix I). And, if half of radio news jobs nationwide were lost to the Act, it is likely a large portion of the wiped out Portland jobs would have belonged to journalists.

Table 4: Clear Channel ownership, 1996-2009

Clear Channel	Dec. 1996	Dec. 2009
U.S. Stations	86	894
U.S. Employees	2377	12,984
Average employees per station	27.6	14.5

Source: U.S. Securities and Exchange Commission, see n50, 51.

Entercom demonstrated a less-severe decline in the number of workers. With 41 stations in 1998 (the oldest year for which data was available), Entercom employed 684 full-time and 250 part-time workers—a per-station average of 16.68 fulltime and 6.1 part-time employees.⁵⁰ By November, 2009 (with 110 stations), the company employed 1,560

full-time and 750 part-time workers—a per-station average of 14.18 full-time and 6.8 part-time employees (see table 5).⁵¹ This represents a decline in full-time workers of about 12 percent, while the use of part-timers went up by about 10 percent. (Note that, since KWJJ was not owned by Entercom in 1998, suggested job patterns would not apply.)⁵²

Table 5: Entercom ownership, 1998-2009

Entercom	May 1998	Nov. 2009
U.S. Stations	41	110
U.S. Employees (FT)	684	1560
U.S. Employees (PT)	250	750
Avg. employees per station (FT)	16.68	14.48
Avg. employees per station (PT)	6.1	6.8

Note: Entercom did not own KWJJ in 1998.

Source: U.S. Securities and Exchange Commission, see n50, 51.

A number of factors could have influenced the appearance of a milder staff reduction at Entercom; most obviously, available data begins in May 1998, two years after the Act. This suggests Act-related staff cuts may have already taken place. In fact, Entercom’s S-1 filing (1998) with the SEC indicates the company began consolidating just months after the Act.

Since October 1, 1996, the company...has acquired or agreed to acquire 36 radio stations, and has divested or agreed to divest, for strategic reasons, nine radio stations. ...As a result of these transactions, the company has divested its stand-alone stations, while establishing the largest clusters in Seattle and Kansas City, and building superduopolies in Boston, Portland [OR], Sacramento, and Rochester. ...The company believes that its proven record of consummating creative transactions...positions it well to continue to participate in the consolidation occurring in its industry.”⁵³

The report also states that Entercom “generated 97.6 percent of its pro forma fiscal 1997 net revenues from superduopolies...clusters of four or more stations in one market.” To “enhance newly acquired underperforming stations,” Entercom, according to the filing,

reduced expenditures and consolidated facilities. Implementation of these familiar economies of scale suggest Portland lost significant numbers of Entercom jobs in the aftermath of the Telecom Act.⁵⁴

Supporting the evidence of lost local radio news jobs is my *Radio Survey 2011* in which local professionals observed severe staff cuts. One radio veteran said:

The consolidation of radio resulted in drastic staff reductions and eliminated quality local [programming]. The station I have worked at for 23 years went from a thriving local business that provided above average wages and excellent benefits to its staff to a corporate cash cow in a matter of a few brief years. (*Radio Survey 2011*, Q. 17, response 10)

Another thought staff cutbacks had led to a frenetic work environment: “There are so few workers, everyone is rushing around just trying to fill the time with anything to keep the needles moving.”⁵⁵ To others, low staffing impaired their ability to produce in-depth stories: “[W]ith limited staffing, more quick and frequent newscasts, and growing responsibilities on our websites, it is increasingly difficult to really dig into topics.” This underlines the link between broadcast news jobs and important political functions news media traditionally perform, a concern of the next section.

Diminished Local News/Public Affairs in Portland

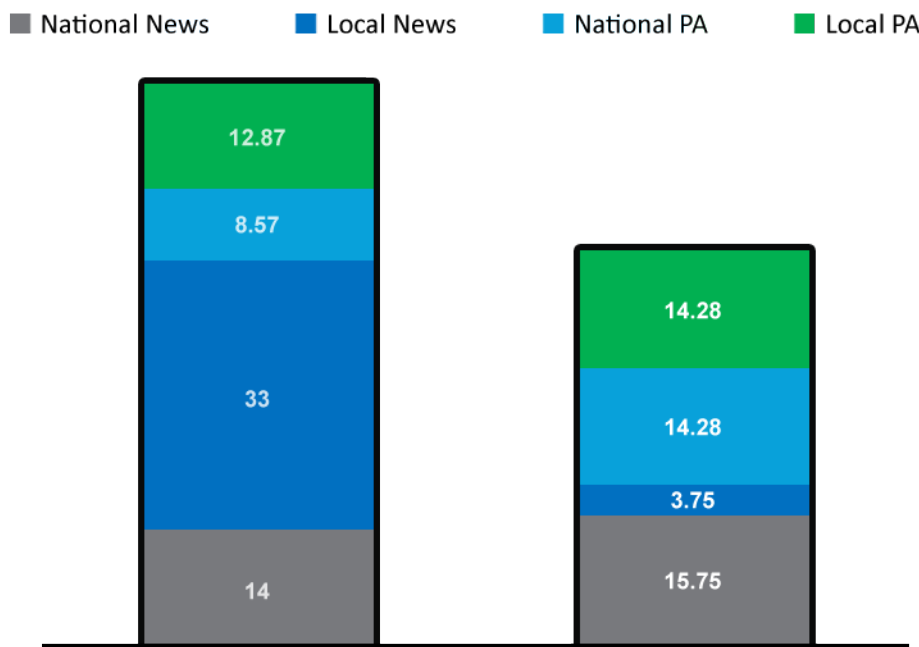
In the absence of a content analysis (no adequate pre-Act air sample exists), my attempt to demonstrate diminished local news/public affairs relies on much the same data found in national assessments: lost jobs, and a listener shift to public broadcasting. In addition, I offer findings from station public files and broadcasters’ accounts of the post-Act decline.

Just as the bump to NPR’s audience was viewed as a thirst for more or higher-quality political information,⁵⁶ Portland-area radio listeners have shifted in droves to

KOPB, the primary non-commercial radio station, since the Act (see Appendix L).⁵⁷ While hovering around 10th place in the late 1990s ratings, KOPB improved its market position radically in 2001; it has remained at or near the top in the ensuing years. This transition may have been due, at least in part, to dissatisfaction with news/public affairs offerings on local commercial stations.⁵⁸

Certainly, a marked drop in local news followed the Act on Portland radio as elsewhere. In fact, it was eliminated or severely truncated on many stations. Figure 2 shows the drastic shift away from local news on the Entercom station pair, KGON and KWJJ. Whereas in 1998 the local news minutes on the two stations added up to 33 per week, by 2011 combined weekly news minutes had shrunk to under four – a decline of nearly 90 percent. Station public files, along with *Radio Survey 2011* make clear: the near-abandonment of local news on Portland’s commercial stations, especially music stations with the highest listenership (Appendix E) was a market-wide trend.

Figure 2: Local News (minutes per week) before and after Act: KGON/KWJJ



1998

2011

Since Act-induced consolidation, what remains of news/public affairs programming on Portland radio is less local — and more of the locally produced content is shared (See Appendices J, K, and M). For example, in 1998, KWJJ 99.5 (then owned by Fisher Broadcasting) produced its own unique public affairs programming. As part of the Entercom cluster, KWJJ airs the same public affairs programs as KGON 92.3 and Entercom’s other stations, sometimes at the same time (see Appendix M). In fact, locally produced *Metroscope*, is heard on all six of Entercom’s Portland stations,⁵⁹ as are the nationally syndicated *Viewpoints* and *Radio Health Journal*.

The practice of sharing public affairs programs within a cluster is far from unusual. Clear Channel, for example, shares its locally produced 30-minute *Sunday Magazine* among its cluster stations (four out of five of which run it at 7:00 AM Sundays). It also airs (and shares) *Viewpoints*, with the same content often being presented at precisely the same time. Sunday mornings at 7:30 AM, for example, at least three of Clear Channel’s Portland stations, KXJM 107.5, KFBW 105.9, and KLTH 106.7, all broadcast *Viewpoints*. And since Entercom also runs *Viewpoints* on KGON 92.3 on Sunday mornings at 7:30, that brings to four the number of Portland stations airing *Viewpoints*, with the same subject matter, at the same time every week.⁶⁰ In all, ten Portland stations run the same *Viewpoints* show at various times on the same day! Other such examples are shown in Appendix M. Appendices J and K contrast news/public affairs content on KGON and KWJJ during the late 1990s with that of 2011. When station clusters air the same content in the same market, the number of perspectives—otherwise contained in broadcasts produced by diverse sources—necessarily shrinks.

Radio Survey 2011 found large majorities of broadcast news professionals indicating they had shared more content, and used more content provided to them in recent years.⁶¹

Table 6: Views on radio content

	Yes	No
As an on-air radio employee, are/were your news/public affairs stories shared more with another station(s) in recent years?	11	5
As a staff member (on or off the air) do/did you use more shared content (produced elsewhere in your company or parent company) in recent years?	12	3

Media giants are not alone in cutting staff and homogenizing content. In a sort of role reversal, Alpha Broadcasting, a newly formed local company (2009) purchased several Portland stations and pared news/public affairs offerings that had been spared even by CBS and other previous owners. At KUPL 98.7, for example, time devoted to local public affairs was cut in half, from an hour to 30 minutes. And, several public affairs features were dropped from KINK 101.9, including a national one-hour *Newsweek Magazine* summary of world and national events, as well as shorter pieces of about two minutes each: *Kink Considers*, a unique local analysis or commentary on a pressing public concern; *Homepage*, a family-issues segment; *Discovering the Great Northwest*, on natural resources; and *Subject Earth*, a brief environmental report. According to station public files, the only retained public affairs program on KINK, after its sale to Alpha, was *Speaking Freely*, a 30-minute local program.⁶²

In what may have been the biggest democratic loss for local organizations after the Act, many Portland stations dropped small-event public service announcements (PSAs). Rather than publicizing scores of neighborhood happenings every week, stations

trended toward fewer, larger events. The most conspicuous contrast between pre-Act-style PSAs and events publicized after Act-spurred consolidation is shown in Appendix K. KWJJ’s formerly eclectic daily announcements for myriad local groups were replaced by just two (larger- scale) events *per quarter*. This trend—away from small local-event publicity—toward fewer, larger promotions was common at Portland stations, according to public files and email inquiries to broadcasters.

The exclusion of PSAs for spaghetti-feeds, photo exhibits, sports meets, and local fundraisers is a toll on the ability of local groups to spread word of their projects. Supplanted by station-cluster mega-events, smaller projects found diminishing radio opportunities. Since democracy depends on political information, and radio channels are non-substitutable, this was apparently a trend away from democratic opportunities.

Although two *Radio Survey 2011* participants thought the amount of local news/public affairs on Portland radio was the “right amount,” 14 others thought “not enough” was provided.

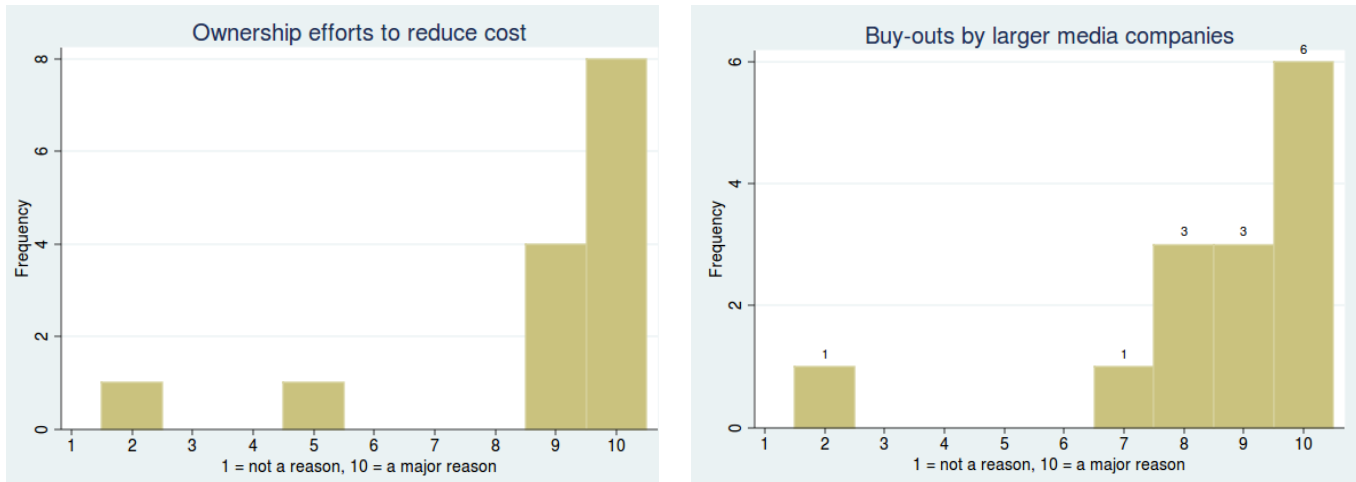
Table 7: Views on news/public affairs

	Response option	Count
As you see it, in terms of providing the public with an adequate source of local news/public affairs, Portland stations offer:	Too much	0
	Right amount	2
	Not enough	14
	Don’t know	0

And, 16 out of 17 participants thought “less time is now being allocated for local news/public affairs on local radio.” As to reasons for the apparent decline, respondents were asked to choose a weighted response indicating, on a scale of 1 – 10, the significance of several possible reasons: ownership efforts to reduce cost, buy-outs by

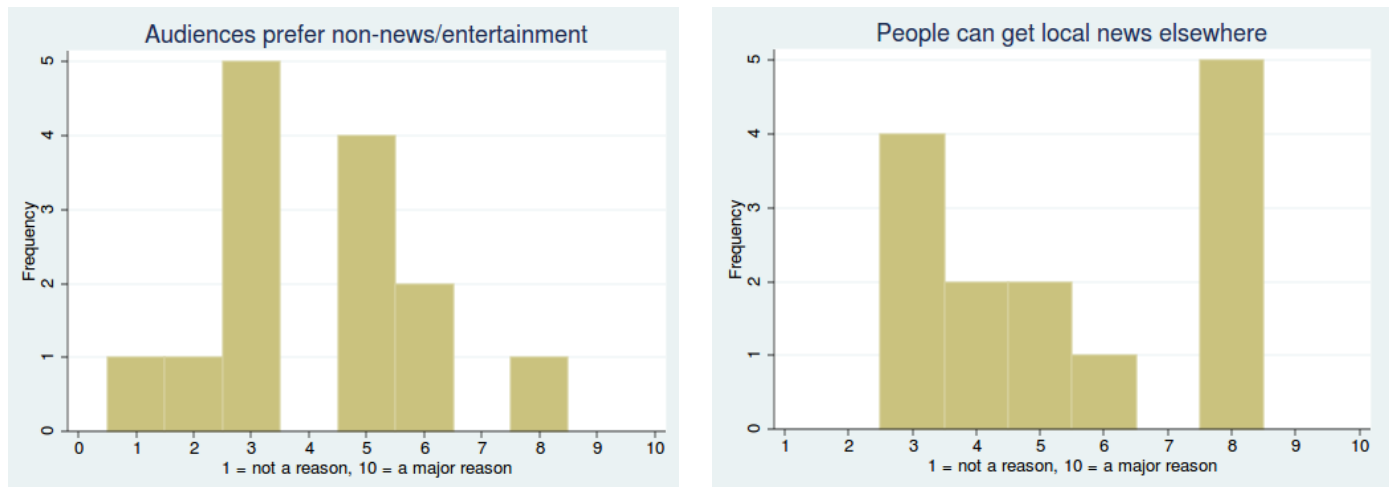
larger media companies, audiences prefer non-news (entertainment), people can get local news elsewhere (TV, Internet, etc.). Not surprisingly, many participants thought, as shown in the graphs below, that ownership efforts to reduce costs and media company buy-outs were major reasons for diminished news/public affairs content (Figure 3).

Figure 3: Reasons for decline in news/public affairs (1)



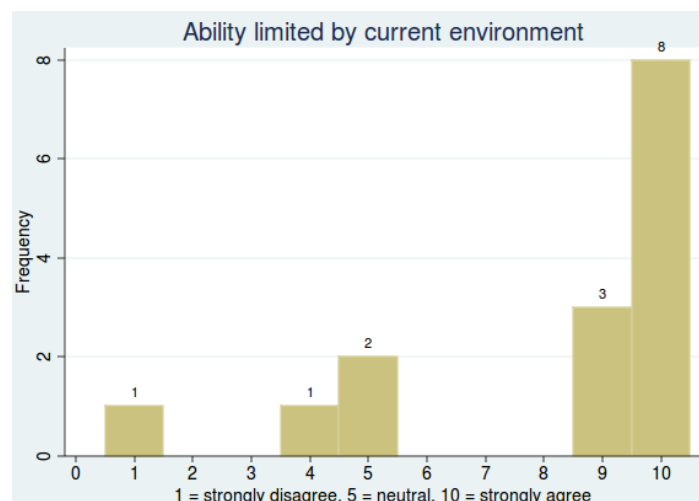
It is also noteworthy, though, that several broadcasters thought preferences for “non-news (entertainment)” and access to news “elsewhere (TV, Internet, etc.)” were factors in radio providing less news/public affairs (Figure 4).

Figure 4: Reasons for decline in news/public affairs (2)



Worrisome, though, from the standpoint of a political role for radio news/public affairs was a strong consensus among local news broadcasters that the “current media environment” impinged on their ability to convey important news subjects to their audience—setting the agenda. Question 14 asked respondents to say whether they agreed or disagreed, and how strongly with the following statement: “As a broadcast journalist, I feel my ability to communicate important news subjects to my listening audience is limited in the current media environment.”

Figure 5: Reasons for decline in news/public affairs (3)



As Figure 5 shows, 11 out of 15 broadcast journalists felt strongly that their agenda-setting ability was hampered by current conditions in radio news. Said one:

“Public service and news should help listeners participate in our cherished free and open society...bring them into the ‘process’ of democracy, so to speak; and help them make informed decisions in all areas of political and community discourse” (Appendix F).

Conclusion

Clearly, Portland radio paralleled trends elsewhere following the Act: concentrated station ownership ejected many broadcasters from jobs that specifically linked listeners to their communities, often replacing original news/public affairs with less-local content – some of it formulated hundreds or even thousands of miles away. There’s little doubt that Act-related economic pressure has increasingly shaped radio’s political role: the ability of broadcast journalists’ to facilitate politics, highlight key issues, provide a discourse forum – though measuring such outcomes is an imprecise enterprise. My purpose here was to show that, whatever democratic opportunities radio may have offered before the Act, however narrowed by market imperatives they already may have been, those opportunities were further weakened or eliminated because of the Act.

If self-governance thrives on political information, and if radio is a non-substitutable channel (as I argued here), consequences of the Telecom Act become important to democracy. Although information proliferates in the digital world, the Internet—with its atomizing tendencies—is no substitute for democratic radio communication. At the very least, post-Act citizens may be less informed than they would be under a broadcast media policy aimed at engaged, informed citizens. Evidence

presented here is consistent with the growing body of research indicating economic interests impinge on democratic discourse.

Notes

¹ Unless otherwise specified, use of the term “radio” in this paper will always refer to commercial, advertiser-supported radio, as distinct from publicly subsidized, non-commercial radio.

² Prindle 2003.

³ Deregulation of Radio, Report and Order, 84 F.C.C.2d 968, 49 Rad. Reg. 2d (P & F) 1 (1981), aff'd in part and remanded in part sub. nom. Office of Comm. of the United Church of Christ v. FCC, 1983, 707 F.2d 1413. See Krasnow and Goodman 1998, 616, and Underwood 1993.

⁴ For social-historical circumstances that contributed to the rise of media market forces (weakening U.S. economy, corporate transnationalism), see Sussman 1997, esp. 13-14, 100-113. For the decline of news/public affairs, see McChesney and Nichols 2010, 31; Keith 2007, 19; FCC Working Group 2011, 60. Many stations began scaling back their local news/public affairs programming after the FCC stopped requiring it in 1981. Further discouraging informational programming, competitive challenges arose from new digital technology (CDs, portable listening devices), Chen 1998.

⁵ See Telecommunications Act of 1996, <http://www.fcc.gov/telecom.html>

⁶ Boehlert 2001; Folami 2010.

⁷ I could find only one detailed local-market post-Act radio news content analysis for commercial stations: Sanders 2008.

⁸ *Radio Today* 2010.

⁹ DiCola 2006b, 68.

¹⁰ DiCola 2006a, 23.

¹¹ Compaine 2005, 1.

¹² Pew 2010, 3.

¹³ Schwartzman, Leanza, and Feld 2008

¹⁴ Sunstein 2001, 2.

¹⁵ Sunstein 2001, 2.

¹⁶ Wexler 2005, 10.

¹⁷ Bednarski 2003, 7.

¹⁸ For an overview of the spike in acquisitions, see DiCola and Thomson 2002, 20.

¹⁹ Prindle 2003, 14 n12.

²⁰ Bednarski 2003.

²¹ Rathbun 1996.

²² DiCola 2006b, 13. Clear Channel weathered years of derision from many quarters, including from Bagdikian (2004), McChesney (2004), later down-sizing to 894 stations.

²³ Grossman, in Pew, 2004.

²⁴ Boehlert 2001.

²⁵ DiCola 2006a, 23.

²⁶ “Three hundred people were hospitalized, some partially blinded by the ammonia. Pets and livestock were killed.” Staples 2003, 2.

²⁷ Dotinga 2002.

²⁸ <http://stateofthemediamedia.org/2004/radio-intro/content-analysis/>

²⁹ <http://stateofthemediamedia.org/2004/radio-intro/>

³⁰ <http://stateofthemediamedia.org/2006/overview/> Accessed April 23, 2013.

³¹ <http://stateofthemediamedia.org/2006/radio-intro/content-analysis/> Accessed April 23, 2013.

³² Sanders 2008, 178.

³³ FCC staff produced the study, “Do Local Owners Deliver,” in 2004, but it did not come to light until the Senate confirmation hearing for FCC Chairman Kevin Martin. For the “suppressed studies,” see Blevins and Brown 2010, 608, and Dunbar 2006. For the original study, eventually published by the FCC, see Alexander and Brown, 2004.

³⁴ Kamenetz 2009.

³⁵ Because Arbitron records were not stored electronically in 1996, hard copies are archived at a warehouse near the U. of Georgia Rare Book and Manuscript Library. An employee drove to the site and gathered the necessary data for me. <http://www.libs.uga.edu/hargrett/index.shtml>. The data base <http://home.recnet.com/>? documents radio ownership and license transactions.

³⁶ Annual reports did not specify the number of employees for any given station, so I calculated the average number of employees per station nationwide. If Portland is typical, this should be a valid estimate.

³⁷ To determine the precise nature of the lost jobs would require more rigorous research, especially since radio employees are often jacks-of-all trades, performing numerous station functions. However, considering national research summarized herein (indicating substantial journalism jobs lost) as well as other findings (observations of industry professionals), and economies of scale associated with consolidation, it is reasonable to conclude that many, if not most, of the lost jobs were those of broadcast journalists.

³⁸ Radio stations are required to maintain “inspection” files, available to the public. As outlined in “The Public and Broadcasting,” (FCC 2008), the FCC notes that, while it no longer routinely monitors file contents, stations are expected to “remain responsive to the needs of the local community.” Thus, documents currently archived in station public files are less complex than in previous eras. “The Public and Broadcasting” is available at: http://transition.fcc.gov/mb/audio/decdoc/public_and_broadcasting.html Accessed June 25, 2011.

³⁹ Two responses were excluded, since recipients indicated their jobs were not related to news/public affairs.

⁴⁰ For the entire survey, with responses entered in red, see Appendix F.

⁴¹ Two local experts in quantitative and market research, Silvo Lenart and Mike Riley, assisted with the study design.

⁴² Note that station estimates vary somewhat, since the FCC uses a “signal-contour” market definition, which can allow ownership of more stations-per-market than would otherwise be permitted using Arbitron estimates. (For example, DiCola (2006) finds that 104 markets had more stations than local limits allowed, even with relaxed rules as of 1996.) This sometimes leads to disparate estimates of how many stations exist in a “market.” For a discussion of the signal-contour issue, see DiCola 2006, 51-53. Herein, I use a combined estimate from three databases: http://licensing.fcc.gov/prod/cdbs/pubacc/prod/sta_scar.htm, <http://home.recnet.com/?> and http://www.pdxradio.com/FM_AM_Owners.html. I omitted stations whose existence I was unable to document.

⁴³ Two AM stations (KPAM 860 AM and KKJY/KDZR 1640 AM), along with one FM (KAST/KRYP 93.1 FM) were added to the Portland market since 1996. Although the number of estimated stations may vary for technical reasons (signal contours, see DiCola 2006, 51-53 n79), I documented the existence of 43 stations. See http://licensing.fcc.gov/prod/cdbs/pubacc/prod/sta_scar.htm, <http://cdbs.recnet.net:8080/fmq.php?call=kryp>, and http://www.pdxradio.com/FM_AM_Owners.html. All accessed June 21, 2011.

⁴⁴ As Appendix C shows, Arbitron has begun rating online streams and HD2 “stations” separately from their source station, giving the appearance of additional stations in the Portland market. Because these often contain much the same content and staff as their associated traditional station, I do not count these as additional stations.

⁴⁵ Note that this excludes the public station, KOPB, lately always at or near the top of the ratings. As shown in Appendix L, the high market ranking for KOPB is a leap from a much lower position in the late 1990s—a development related, I argue, to the loss of news/public affairs on commercial radio.

⁴⁶ DiCola 2006a, 23.

⁴⁷ Note that Entercom did not own KWJJ until 2003, so any jobs comparison suggested here would not have applied. Entercom did own KGON, the other station in the pair, in 1998.

⁴⁸ Note that Clear Channel did not own Portland stations in 1996. These estimates pertain to Clear Channel stations nationwide in 1996.

⁴⁹ Clear Channel data, obtained from U.S. SEC: fiscal year 1996: <http://www.sec.gov/Archives/edgar/data/739708/0000739708-97-000006.txt>; fiscal year 2009: <http://www.sec.gov/Archives/edgar/data/739708/000119312510058288/d10k.htm>; and Clear Channel Outdoor data, 2009, <http://www.sec.gov/Archives/edgar/data/1334978/000119312510058241/d10k.htm>. See Appendix I.

⁵⁰ Entercom data, (per S-1) filed 8/13/98, U.S. SEC: <http://www.sec.gov/Archives/edgar/data/1067837/0000893220-98-001351.txt> ;

⁵¹ Entercom data, (per S-1) filed fiscal year 2009, U.S. SEC: http://www.sec.gov/Archives/edgar/data/1067837/000110465910014263/a09-35761_110k.htm

⁵² SEC documents for Fisher Broadcasting, which owned KWJJ in 1997, were not helpful, since they combined radio and TV staffs, making a comparison invalid.

⁵³ See S-1 filing, n50, at 6.

⁵⁴ See S-1 filing, n50, at 5, 7.

⁵⁵ Although this comment is from a survey respondent, it was made in a related email and does not appear in the Survey Text Responses.

⁵⁶ Kamenetz 2009.

⁵⁷ Presumably, the 911 attack on the World Trade Center contributed to increased interest in news/public affairs.

⁵⁸ *Sense of Place* 2006, 6.

⁵⁹ See Entercom's *Metroscope* web page: <http://www.metroscopepdx.com/>

⁶⁰ Content was crosschecked in public files for each program at every station.

⁶¹ See questions 15 and 16, *Radio Survey 2011* Responses, Appendix F.

⁶² Source: KUPL and KINK public files.

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Appendix A

FCC 1960 Programming Policy Statement

"The major elements usually necessary to meet the public interest, needs and desires of the community in which the station is located as developed by the industry, and recognized by the Commission, have included:

1. Opportunity for Local Self-Expression
2. Development and Use of Local Talent
3. Programs for Children
4. Religious Programs

-
5. Educational Programs
 6. Public Affairs Programs
 7. Editorialization by Licensees
 8. Political Broadcasts
 9. Agricultural Programs
 10. News Programs
 11. Weather and Market Reports
 12. Sports Programs
 13. Service to Minority Groups
 14. Entertainment Programming

The elements set out above are neither all-embracing nor constant. ...The ascertainment of the needed elements of the broadcast matter to be provided by a particular licensee for the audience he is obligated to serve remains primarily the function of the licensee.”

Excerpts from FCC *1960 Programming Policy Statement*, 25 Fed. Reg. 7291, 7295 (1960). Source: Krasnow and Goodman 1998, 615-6, and Kahn 1984, 2000-1.

Appendix B

PORTLAND STATIONS OWNERSHIP HISTORY 1996 – 2011

1996 = 40 stations

2011 = 43 stations

1996 = 30 owners

2011 = 21 owners

AM Stations

1. 620 KPOJ Embarcadero Media, Inc.
[EXCL Communications, Inc. / 2-20-97]
[Jacor Communications, Inc. / 2-25-97]
[Clear Channel Communications, Inc. / 5-4-99] (KPOJ)

-
- current 2011
2. 750 KXL Alexander Broadcasting Co., Inc. (KXTG)
[Rose City Radio Corp. / 11-30-98]
[Alpha Broadcasting / announced 5-12-09]
current 2011
 3. 800 KPDQ Salem Communications Corp. (KPDQ)
 4. 860 KPAM Pamplin Communications Corp. (KPAM)
current 2011 (signed on Oct., 1997)
 5. 910 KKSX Heritage Media Corp.
[Fox - News Corporation / 3-17-97]
[Sinclair Broadcast Group, Inc. / 7-16-97]
[Entercom Radio, LLC / 3-1-98] (KTRO)
current 2011
 6. 940 KWBY
[94 Country Inc.] current 2011
 7. 970 KBBT Henry Broadcasting Co. (KUFO)
[American Radio Systems License Corp. / 5-20-96]
[Infinity Broadcasting Corp. / 6-4-98]
[CBS Radio Stations, Inc. / 12-14-05]
[Alpha Broadcasting] current 2011
 8. 1010 KXYQ Spartan Media, Inc.
[KGUY, LLC / 3-28-00]
[Northwest Radio Broadcasting Co. / 12-4-01]
[Bustos Media, LLC / 10-29-03] (KOOR)
[Adelante Media] current 2011
 9. 1040 KXPB
[Churchill Media] current 2011
 10. 1080 KWJJ Park Communications, Inc.
[Fisher Broadcasting, Inc. / 5-8-96]
[Entercom Communications Corp. / 12-18-03] (KFXX)
current 2011
 11. 1150 KKEY Western Broadcasting Co.
[Western Broadcasting Co. / 3-1-98]
[Western Broadcasting Co. / 7-29-99]

-
- [Bustos Media, LLC / 8-21-03] (KXET)
[Adelante Media/2011]
current 2011
12. 1190 KEX Citicasters, Inc.
[Jacor Communications, Inc. / 12-31-96]
[Clear Channel Communications, Inc. / 5-4-99] (KEX)
13. 1230 (KMUZ) KRYN
[Bustos Media 5-3-03]
[Salem Folklore Community 2008]
[Adelante Media] current 2011
14. 1330 KKPZ Crawford Broadcasting Co. (KKPZ)
[KPHP Radio] current 2011
15. 1360 KUIK Dolphin Communications, Inc.
[Westside Radio, Inc. / 7-1-08] (KUIK)
16. 1410 AM 2nd Amendment Foundation
[KBNP Radio] current 2011
17. 1450 KBPS Portland Public Schools
18. 1480 KBMS Vancouver, WA
[Christopher Bennett Broadcasting]
current 2011
19. 1520 KFXX [Fisher to Entercom 2003] (KGDD)
[Adelante Media of OR]
current 2011
20. 1550 KVAN Vancouveradio, Inc.
[Pamplin Communications Corp. / 11-20-98] (KKAD)
[Pamplin/Alexandra/comopadres/Centro Cristiano]
[Vernon Snyder] current 2011
21. 1640 KKJY Crawford Broadcasting Co.
[Radio Disney Group, LLC / 2-16-03] (KDZR)
current 2011 ** signed on, May, 1998

FM Stations

-
22. 88.3 Non-commercial, Catholic (KBVM)
[Catholic Broadcasting NW] current 2011
23. 89.1 KMHD Non-commercial, Ed.
[Mt. Hood Community College] current 2011
24. 89.9 KQAC Non-commercial, Ed.
[All Classical Public Media, Inc.]
current 2011
25. 90.7 KBOO Non-commercial, Ed.
[The KBOO Foundation]
current 2011
26. 91.5 KOPB Non-commercial, Ed.
[Oregon Public Broadcasting]
current 2011
27. 92.3 KGON Entercom Radio, LLC (KGON)
current 2011
28. 93.1 KAST-FM Youngs Bay Broadcasting (Note: Astoria station until 2006)
[New Northwest Broadcasters, Inc. / 10-26-99]
(signed on from Gladstone Feb 1, 06)
[Salem Communications Corp. / 11-9-04] (KRYP)
[Ohana Media Group 2009]
[Salem Media] current 2011
29. 93.9 KPDQ-FM Salem Communications Corp. (KPDQ-FM)
30. 94.7 KNRK Entercom Radio, LLC (KNRK)
current 2011
31. 95.5 KXL-FM Alexander Broadcasting Co., Inc.
[Rose City Radio Corp. / 11-30-98]
[Alpha Broadcasting] (KXTG)
current 2011
32. 97.1 KKSJ-FM Heritage Media Corp.
[Fox - News Corporation / 3-17-97]
[Sinclair Broadcast Group, Inc. / 7-16-97]
[Entercom Radio, LLC / 3-1-98] (KYCH)
current 2011

-
33. 98.7 KUPL-FM Baycom
[American Radio Systems License Corp. / 8-1-96]
[Infinity Broadcasting Corp. / 6-4-98]
[CBS Radio Stations, Inc. / 12-14-05] (KUPL)
[Alpha Broadcasting/2009] current 2011
34. 99.5 KWJJ-FM Park Communications, Inc.
[Fisher Broadcasting, Inc. / 5-8-96]
[Entercom Communications Corp. / 12-18-03] (KWJJ)
current 2011
35. 100.3 KKRZ Citicasters, Inc.
[Jacor Communications
[Clear Channel Communications, Inc. / 5-4-99] (KKRZ)
current 2011
36. 101.1 KUFO Henry Broadcasting Co.
[American Radio Systems License Corp. / 5-20-96]
[Infinity Broadcasting Corp. / 6-4-98]
[CBS Radio Stations, Inc. / 12-14-05] (KXL)
[Alpha/2009] current 2011
37. 101.9 KINK Embarcadero Media, Inc.
[EXCL Communications, Inc. / 2-20-97]
[American Radio Systems License Corp. / 5-15-98]
[Infinity Broadcasting Corp./ 5-27-98]
[CBS Radio Stations, Inc. / 12-14-05] (KINK)
[Alpha/2009] current 2011
38. 103.3 KKCW Citicasters, Inc.
[Jacor Communications, Inc. / 12-31-96]
[Clear Channel Communications, Inc. / 5-4-99] (KKCW)
current 2011
39. 104.1 KFIS Oregon Eagle, Inc.
[Thunderegg Wireless, LLC / 2-4-99]
[Salem Communications Corp. / 9-20-01] (KWPK)
[Caron Broadcasting 2001]
[Horizon Broadcasting Group] current 2011
40. 105.1 KRSK Heritage Media Corp.
[Fox - News Corporation / 3-17-97]
[Sinclair Broadcast Group, Inc. / 7-16-97]
[Entercom Radio, LLC / 3-1-98] (KRSK)

-
41. 105.9 KFBW Citicasters, 1996
 [acquired by Jacor]
 [acquired by Clear Channel '99] (KQOL)
 current 2011
42. 106.7 KLTH Baycom
 [American Radio Systems License Corp. / 8-1-96]
 [Infinity Broad [Infinity Broadcasting Corp. / 6-4-98]
 [CBS Radio Stations, Inc. / 12-14-05]
 [Clear Channel Communications, Inc./ 4-1-09] (KLTH)
 current 2011
43. 107.5 KDBX Salem Communication Corp.
 [American Radio Systems License Corp. / 7-25-96]
 [Infinity Broadcasting Corp. / 6-4-98]
 [CBS Radio Stations, Inc. / 12-14-05]
 [Clear Channel Communications, Inc./ 4-1-09] (KXJM)

****Note:** Two AM stations, KPAM (860 AM) and KKJY/KDZR (1640 AM), along with one FM KAST/KRYP (93.1 FM) were added to the Portland market since 1996.

As previously noted, station estimates vary for technical reasons ("signal contours"). This is a combined estimate of station histories I could document.

Sources: http://licensing.fcc.gov/prod/cdbs/pubacc/prod/sta_sear.htm, <http://home.recnet.com/>? and http://www.pdxradio.com/FM_AM_Owners.html

Appendix C

Portland Stations Arbitron Ratings 2011

Station	Format	Mar.	Apr.	May
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Ranking	Outlet	Format	MAR 11	APR 11	MAY 11
1	KLTH-FM	Classic Hits	5.6	6.4	8.1
2	KKCW-FM	Adult Contemporary	8.6	7.9	7.7
3	KUPL-FM	Country	5.1	5.5	6.1
4t	KGON-FM	Classic Rock	4.9	5.2	5.8
4t	KKRZ-FM	Hot Adult Contemporary	6.0	6.0	5.8
6	KXJM-FM	Pop Contemporary Hit Radio	4.8	5.3	5.7
7	KOPB-FM	News Talk Information	6.6	5.7	4.7
8	KINK-FM	Album Adult Alternative	4.0	4.0	4.5
9	KWJJ-FM	Country	3.8	4.3	4.4
10t	KFIS-FM	Contemporary Christian	3.1	4.2	4.2
10t	KYCH-FM	Adult Hits	3.2	4.0	4.2
12t	KFBW-FM	Classic Rock	5.0	4.7	4.0
12t	KRSK-FM	Hot Adult Contemporary	2.6	3.1	4.0
14	KEX-AM	News Talk Information	3.1	3.2	3.5
15	KXL-AM	News Talk Information	2.6	3.0	3.3
16	KNRK-FM	Album Adult Alternative	3.0	3.1	2.9
17	KRYP-FM	Mexican Regional	2.6	2.9	2.6
18t	KQAC-FM	Classical	2.3	2.3	1.9
18t	KXTG-FM	All Sports	2.2	2.2	1.9
20	KFX-AM	All Sports	2.4	2.3	1.8
21	KMHD-FM	Jazz	1.9	1.3	1.2
22	KPAM-AM	News Talk Information	1.2	0.9	1.1
23	KUFO-AM	Talk/Personality	0.9	1.1	1.0
24	KPOJ-AM	Talk/Personality	1.1	1.0	0.9
25t	KLVP-FM	Contemporary Christian	0.5	0.7	0.8
25t	KPDQ-FM	Religious	1.2	1.0	0.8
25t	KZZR-FM	Mexican Regional	0.4	0.7	0.8
28t	KPW-AM	Mexican Regional	0.7	0.5	0.6
28t	KSND-FM	Spanish Adult Hits	0.7	0.7	0.6
30t	KFIS-FM Stream	Contemporary Christian	*	0.4	0.5
30t	KWIP-AM	Mexican Regional	0.3	0.3	0.5
32t	KFBW-FM HD2	Classic Hits	*	0.1	0.3
32t	KHPE-FM	Contemporary Christian	0.4	0.5	0.3
32t	KINK-FM Stream	Album Adult Alternative	*	*	0.3
32t	KWBY-AM	Mexican Regional	0.3	0.2	0.3
32t	KXET-AM	Spanish Contemporary	0.5	0.3	0.3
32t	KYKN-AM	News Talk Information	0.2	0.3	0.3
32t	KZRI-FM	Contemporary Christian	0.3	0.2	0.3
39t	KBOO-FM	Variety	0.4	0.3	0.2
39t	KGDD-AM	Mexican Regional	0.3	0.2	0.2
39t	KLVU-FM	Contemporary Christian	0.2	0.1	0.2
39t	KMHD-FM HD2	Alternative	*	*	0.2
39t	KPDQ-AM	Religious	0.2	0.2	0.2
44	KKSN-AM	Alternative	*	0.1	0.1

Data unavailable:

*	KBNP-AM	News Talk Information	0.1	*	*
*	KKOV-AM	Adult Standards/MOR	2.3	1.4	*
*	KRYN-AM	Spanish News/Talk	0.2	*	*
*	KXL-FM	News Talk Information	2.4	*	*

Source: http://www.arbitron.com/radio_stations/home.htm accessed July 7, 2011

Appendix D

Portland, OR Top 12 by Rank, Format, Owner 1996-97

Rank	Station	Format	Owner
1	KKRZ FM	CHR	Jacor
2	KKCW FM	AC	Jacor
3	KWJJ FM	Country	Fisher
4	KXL AM	NTI	Alexander
5	KUPL FM	Country	Amer. Radio Systems
6	KEX AM	NTI	Jacor
7	KKSN FM	Oldies	Sinclair
8	KUFO FM	AOR	Amer. Radio Systems
9	KGON FM	Classic Rock	Entercom
10	KNRK FM	New Rock	Entercom
11	KINK FM	AAA	EXCL
12	KKJZ FM	Smooth Jazz	Amer. Radio Systems

CHR: Contemporary Hit Radio

AC: Adult Contemporary

NTI: News Talk Info

AOR: Album Oriented Rock

AAA: Adult Album Alternative

Note: KOPB, a public station, would have ranked 10th had it been included by Arbitron. See appendix L.

Source: *Arbitron Archives, Hargrett Rare Book & Manuscript Library, U. of Georgia.*

<http://www.libs.uga.edu/hargrett/index.shtml>

Appendix E

Portland, OR Top 12 by Rank, Format, Owner, 2011

Rank	Station	Format	Owner
1	KKCW FM	AC	Clear Channel
2	KOPB FM*	News/Talk	PUBLIC
3	KLTH FM	Classic Hits	Clear Channel
4	KKRZ FM	CHR	Clear Channel
5	KUPL FM	Country	Alpha
6	KFBW FM	Classic Rock	Clear Channel
6	KGON FM	Classic Rock	Entercom
8	KXJM FM	Rhythmic CHR	Clear Channel
9	KINK FM	AAA	Alpha
10	KWJJ FM	Country	Entercom
11	KYCH FM	Variety Hits	Entercom
12	KEX AM	News/Talk	Clear Channel
13	KNRK FM	AAA	Entercom

CHR: Contemporary Hit Radio

AC: Adult Contemporary

AOR: Album Oriented Rock

AAA: Adult Album Alternative

*Note: KOPB is non-commercial.

Source: Arbitron <http://www.arbitron.com/home/content.stm> accessed June, 10, 2011

Appendix F

Radio Survey 2011

Note that responses are in red

1. As part of my master's thesis at PSU concerning media policy, I am conducting this survey of broadcast news professionals who worked in Portland radio between 1986 and today.

Does this describe you? **YES = 17** (Negative responses to this question were omitted)

2. Please specify which years (between 1986 and 2011) you worked as a radio professional in Portland.

Of 17 respondents, all were employed during some years between 1986 – 2011.

Min	4
Max	25
Mean	17.6875

3. In your opinion, what are the most important roles local radio should play in a community?

Respondents:

1. Radio has the ability to inform listeners of news and events immediately. Although t.v. is changing, radio is still much more mobile and easier to accomplish. And unlike the internet, it is more genial. Someone is communicating with you. You are a listener just as you listen to a storyteller around the campfire.

2. Conveying timely and essential information to a large audience, particularly during times of emergency. Elevating awareness of local issues, problems, opportunities, and solutions. Providing an opportunity for diverse voices to be heard. Enhancing the community's self-awareness and sense of place. All within the context of the station's mission of reaching a target audience and, for commercial stations, succeeding as a business.

3. (no response)

4. If there is any credence to the idea that the airwaves are public, a local radio operation receives a license to broadcast as a sort of "permission slip" to utilize a certain frequency on behalf of the people who truly own it

– the public. Under the rubrics of this baseline truism, therefore, such stations are obligated to serve their public. Certainly, as a business, they must make a profit, but they must also devote a measurable (and considerable) amount of time to public services – announcements, programming, and news – with the sole purpose of informing and elevating public discourse. In this sense, local radio stations have a moral and ethical responsibility to act as “vox populi.”

5. (no response)

6. To provide the fastest information to the public in the event of emergency or crisis. To provide the most up-to-date information on weather and traffic conditions for commuters. To bring the rest of the world to listeners' doorsteps.

7. Covering local news and issues, giving voices to people who might not otherwise be heard, giving local perspective on national and international issues.

8. 1) Fostering a sense of “community;” involvement with local issues, local needs, the local arts communities and charities; Those stations that provide music (AKA entertainment) have a responsibility to play to the demographics of their home community. 2) Give to the community, rather than squeeze the local audience and businesses for more dollars. 3) Provide creative programming, appropriate for community served. In other words, do not talk down or target lowest common denominator. Radio should help build the overall “creativity” of its home community.

9. 1.local news and information - done by trained professionals 2.public affairs programming that is produced locally; that addresses issues of public importance 3.entertainment that is compelling; locally originated is a must for significant portion of the day 4.great local programming helps to define a place and give people a sense of place

10. Provide a wide range of news and information to our audience, including community events, arts and culture. Create unique programming for our local community.

11. Radio has the ability to connect to the individual listener to both inform and entertain. To maintain an audience, the information needs to be entertaining. Radio has the ability to pass along local news and issues while getting the audience to interact with those topics. This can apply to music and information based radio stations. Radio should play a vital role as a conduit to broadcast information to the general public. Emergency

information is important during a crisis. Community news and issues are important on a daily basis.

12. Providing timely and accurate news and information.

13. Local commercial radio provides the community with the fastest most accurate information in the event of a large-scale emergency. Be it fire, volcanic eruption, earthquake, tsunami or a simple traffic tie-up, most people turn to radio first, which is appropriate.

14. It depends on the community. In Cannon Beach it should provide essential information on a real-time basis. In Portland there is a community of communities. We're a fragmented urban society so there is a multitude of roles for radio to play. If it hopes to survive in a free market environment, it's primary role is to attract enough listeners to make a profit and stay in business. Unless it's a philanthropic endeavor.

15. The role of local radio news should be to ascertain the most pressing issues and needs of a community and address them with thoughtful, timely, and balanced programming as well keeping on top of breaking local, national, and international news.

16. News radio should be a reflection of the community. It should provide a voice for the public. It should answer questions about what people are seeing in their communities. If there's smoke in the sky, if there's a traffic back up, we should tell listeners why. If there is a controversial topic, we should present both sides without drawing conclusions.

17. To inform citizens of breaking news in their communities, covering a broad spectrum of topics (political decisions, business news such as layoffs, natural/manmade disasters). Even with all the new media out there, I still think radio is the best source for fast-breaking news. To serve as a universally-accessible forum for disseminating ideas, encouraging public debate, and highlighting the cultural life and unique identity of a community through interviews, broadcast community events, editorials, live performances and call-in programs.

4. As you see it, in terms of providing the public with an adequate source of local news/public affairs, Portland stations offer:

Too much	0
Right amount	2
Not enough	14

5. In your professional estimation, have local stations increased, maintained, or reduced the amount of local news/public affairs in recent years?

Increased	0
Maintained	1
Reduced	16

6. Some studies suggest less time is now being allocated for local news/public affairs on local radio. Do you think this is the case?

Yes	15
No	1

7. If yes, which of the following are reasons you think stations have reduced such programming? (Please rate on a scale of 1 – 10. 1 = Non-reason, 10 = Major Reason.) Responses are tabulated below, in figures 7a – 7d, followed by volunteered responses to e, “other.”

a. Ownership efforts to reduce cost
b. Buy-outs by larger media companies
c. Audiences prefer non-news (entertainment)
d. People can get local news elsewhere (TV, Internet, etc.)
e. Other (please specify):

Figure 7a

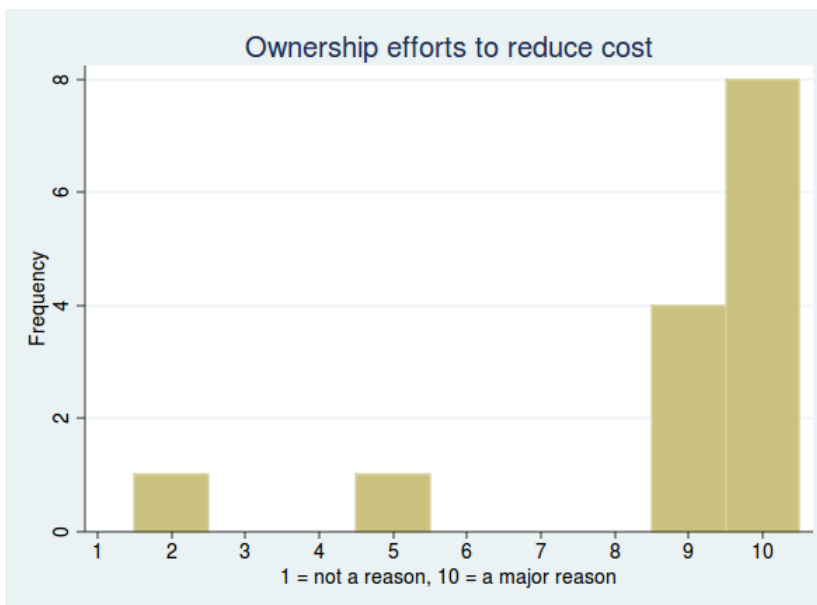


Figure 7b

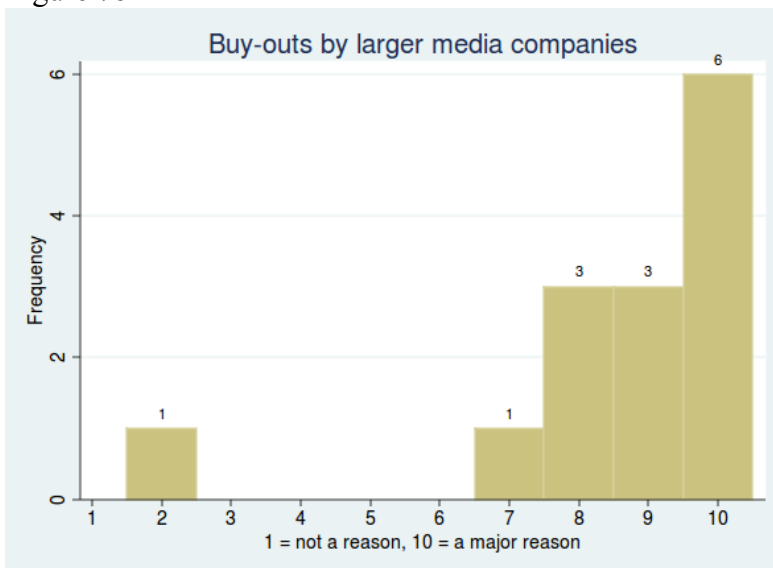


Figure 7c

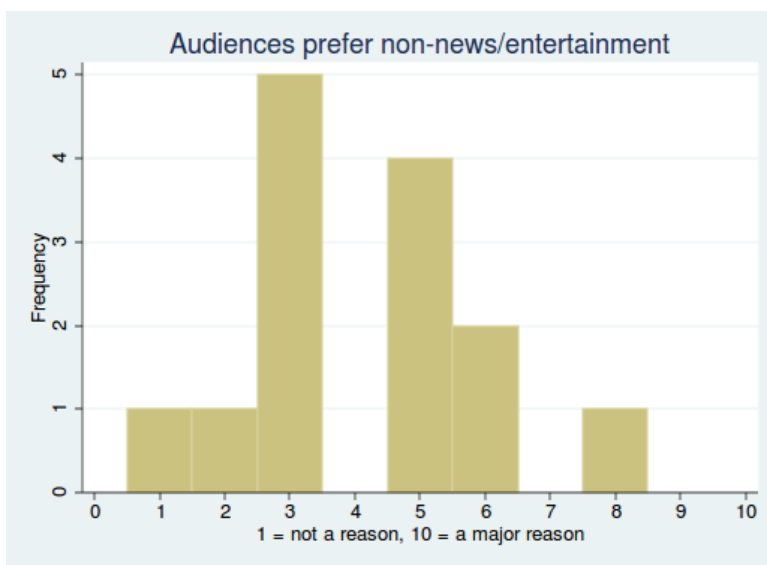
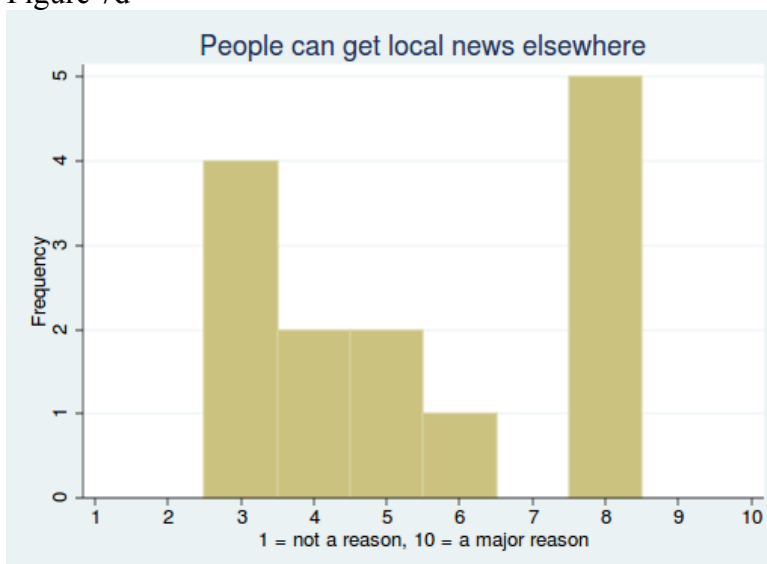


Figure 7d



7e. Respondents who marked “other” offered the following as *additional* possible factors in the reduction of local news/public affairs on local commercial radio. (Listed here by respondent number.)

1. I think it's the popularity of talk radio that's reduced news programming. Many would call talk radio 'news and public affairs' and so they'd differ with my opinion.

2. Information is now fully a part of programming. If it increases audience share, it's there. If not, it's gone.

4. FCC deregulation has led to radio stations having no incentive to serve the public. Financial gain has become **the only** reason such stations exist today.

11. Music stations have reduced news and increased music to compete with music players, internet radio and other sources.

15. Lack of imagination.

Questions 8 – 14. Please rate how much you agree or disagree with the following statements: (On a scale from 1 to 10, where 1=Strongly disagree, 5=neutral, 10=strongly agree) Responses are tabulated below, in figures 8 – 14.

8	Radio is just like any other business, and should be able to profit in the same way as any other business.	
9	Because it uses public airwaves, radio is different from other businesses.	
10	I think we have plenty of choices for local news/public affairs news on the radio.	
11	Except for public broadcasting, local radio reporting on important public issues is pretty limited	
12	Radio programming should not be regulated. The public interest should be determined only by ratings (how popular a program or station is).	
13	Radio stations should be required to air some programs that reflect local concerns.	
14	As a broadcast journalist, I feel my ability to communicate important news subjects to my listening audience is limited in the current media environment.	

Figure 8

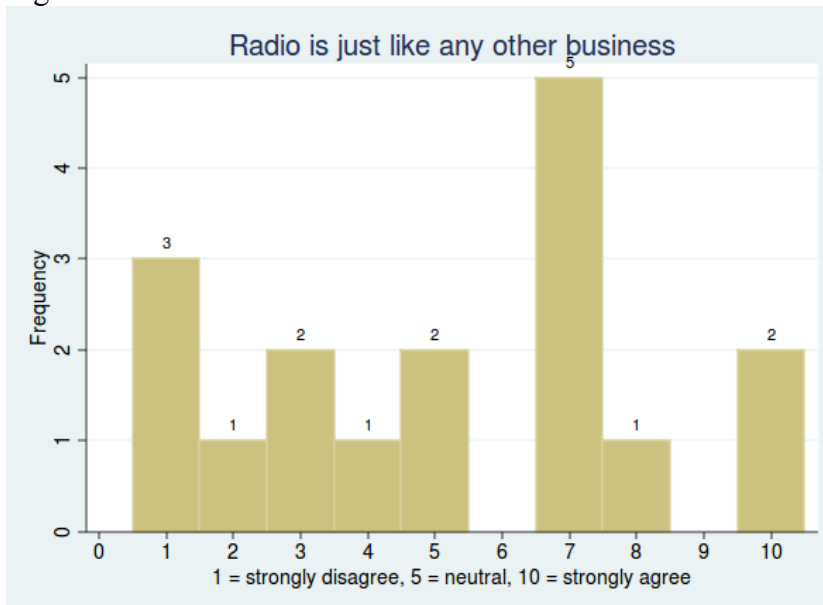


Figure 9

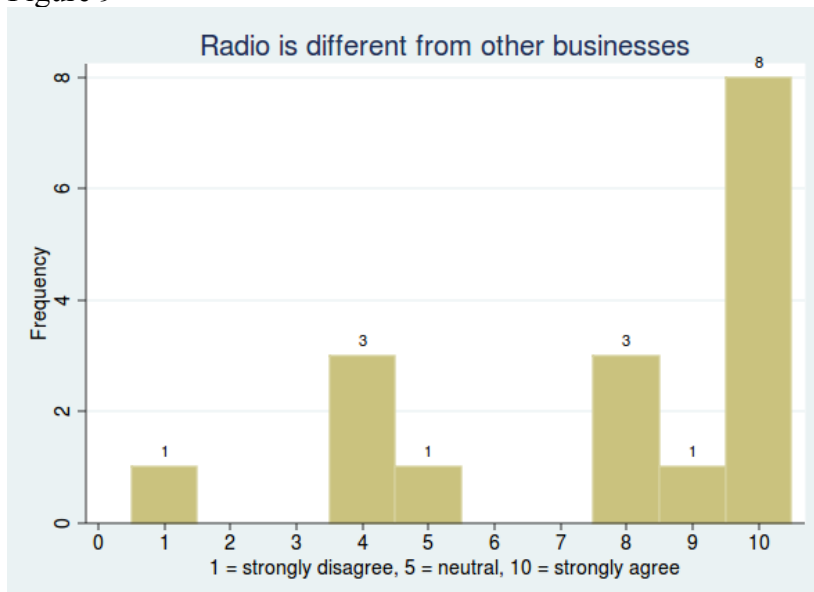


Figure 10

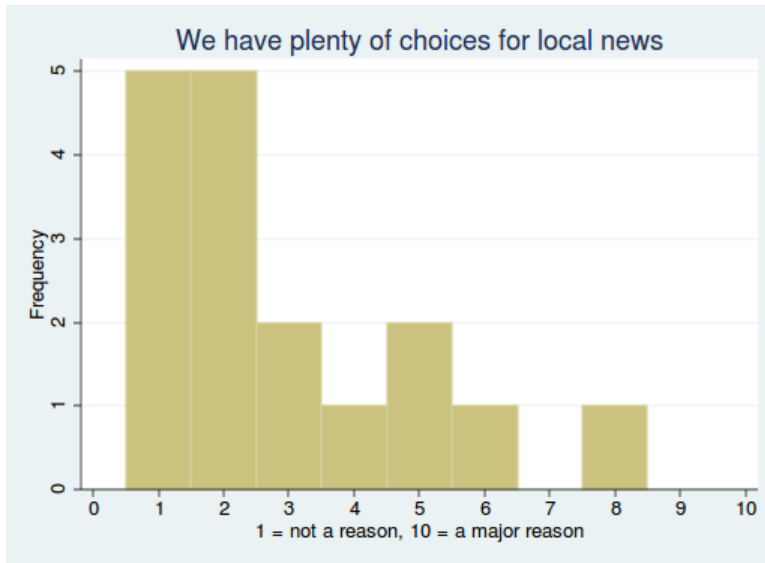


Figure 11

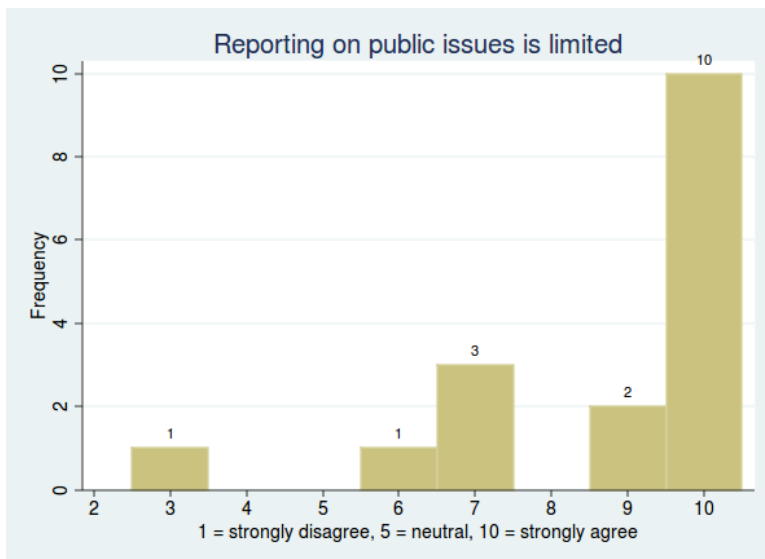


Figure 12

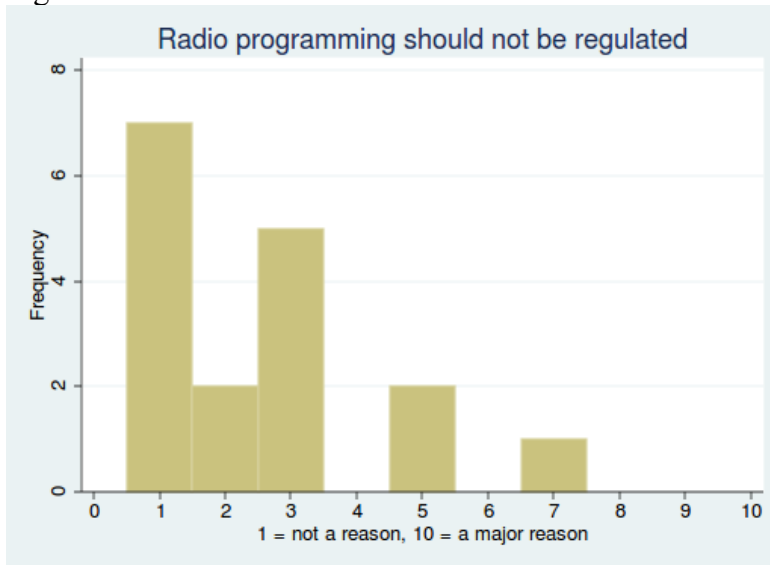


Figure 13

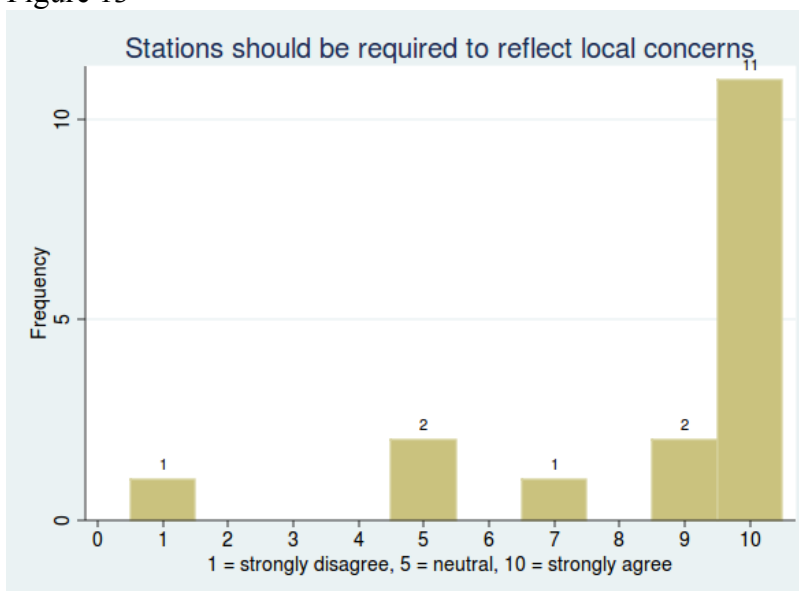
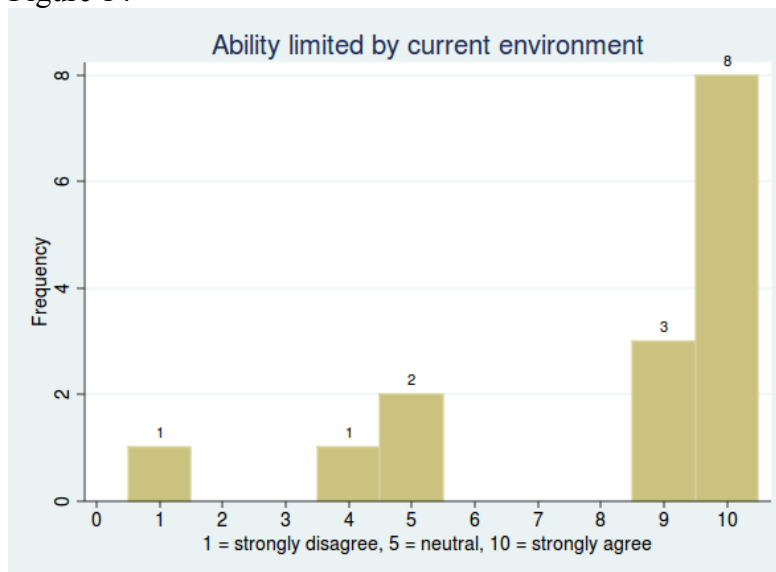


Figure 14



15. As an on-air radio employee, are/were *your* news/public affairs *stories shared more* with another station(s) in recent years?

Yes: 11

No: 5

16. As a staff member (on or off the air) do/did you *use more shared content* (produced elsewhere in your company or parent company) in recent years?

Yes: 12

No: 3

17. What are your thoughts on the public service responsibilities of local radio? (Responses are listed in red below, by respondent number. Note that station names were omitted if they risked revealing the respondent's identity.)

1. Response: I am an avid NPR listener now. I rarely tune in to another station anymore – because I just prefer to stick with the reliability of NPR and I don't really have the time to test out or muddle through other stations. I worked for K___ and thought they were very good and they probably still are but there's a lot to sit through and I am pretty much a car listener only I don't want to sit through commercials or "stuff" when I have such a limited amount of listening time. That's true for K___ as well where I also worked. (Those are the only two stations where I worked. I think we did a great job at both places and I loved what i/we put on the air. I should

say also as an employee of K___, I also did weekend radio hits for K___ since they were our news partner for a while.) I am attracted to radio stations that do a good job with news and public affairs, but I also believe in free enterprise and with everything else out there, I'm not sure it's realistic to regulate radio anymore.

2. Smart broadcasters, like any business, understand that they benefit by playing a role in the community beyond squeezing out the greatest possible profit. Successful commercial stations are run by local management and staff who care about the community they live in. When a top-rated morning show raises awareness and then delivers a large turnout to a fundraising event for an important cause, it's not because they're required to by regulation. I've seen for decades how regulatory requirements usually result in only a minimal level of community service programming. And if stations were required to present x amount of PA programming, it seems very plain that staff won't be added--the duty will be assigned to one of the few remaining employees who've survived budget cuts, and they'll be spread thinner yet.

3. (no response)

4. Deregulation has created the McDonald-ization of modern broadcasting. This trend, which began to appear increasingly in the 1970s with the birth of the broadcast consulting industry, has ossified completely over the past three decades with the takeover of the airwaves by a handful of large corporations. What once required literate, erudite, thoughtful and relatively objective programmers and news departments has been desiccated into an almost lifeless husk of banality. Vital, lively and stimulating examination of local issues is the a priori responsibility of every local broadcaster, and this has simply disappeared from the broadcasting lexicon. Issues that literally speak to the heart of a society's ability to survive, much less prosper – its educational system, forms of politics and governance, environmental concerns, to name but a few – are apparently now considered too boring or complex for local media to address. A syndrome has evolved in which the public, long denied civil discourse and the catalyst for thoughtful introspection, has increasingly become accustomed to a broadcast diet of intellectual pabulum. This, in turn, creates the perception among station owners that this is what the public really desires. Content is diluted further still, and the end result is “news” and public affairs programming barely recognizable as such. Were he alive to witness it, Edward R. Murrow would be in agony.

5. Public services messages, in short form, are no longer run on stations that I know of unless there's some kind of commercial buy included either

by the charity or a big name sponsor. There are private charity events that all stations get involved in within a calendar year, but it seems mostly about what other sponsors get involved or how big the event is so the station can make an impression in the community. It's as though the marketing of a station has become what charity event can we be seen doing in front of the most people. Nothing wrong with that, but the smaller charities, and little events pretty much are ignored, or put on an event list on a website. Station ratings in the world of PPM* are split within such a narrow margin in any demographic, that the trend has been to not talk much, play more music, and hope for the best. Then you have the all talk stations, which are also entertainment, and not balanced in terms of political slant. This hasn't done anyone any good. Fair and balanced presentation of issues is the only way to make responsible decisions. I think it's just good radio to be involved with the community, and all the events, music, festivals, and fundraisers that are important to the audience. It's too bad that it takes regulation to make most stations do the right thing. Running the same local PSA show on a cluster of stations early in the morning on Sunday, isn't really serving the community.

*PPM refers to Portable People Meter, an Arbitron ratings device worn by research volunteers to measure time spent listening. (See Appendix H.)

6. I believe radio stations should be required to air a certain number of hours to public service programming. If it is not required, as history has shown us, it simply won't be done.

7. Because they use public resources they need to be more accountable to the public—not in what they say but in what they cover. I am a dinosaur. I believe in the fairness doctrine, I believe in children's content, I believe in specifying a certain amount of local content. I think that makes me a commie pinko fascist Nazi. So be it.

8. At the last “cluster” of stations I worked for, I was given carte blanche to cover local issues in an absolutely nonpartisan manner. i.e. both sides of issues, particularly during election coverage. The company that purchased most of these stations only provides public service programs that reflect its partisan mission. This is absolutely counter to the very few public service requirements that remain. The FCC has gutted public service mandates because a handful of big corporations own almost all the radio stations in the country. Consequently, the FCC serves these big corporations rather than the public. There is, quite frankly, nothing on the commercial airwaves in the greater Portland area that lives up to the “service” in public service. Only OPB and KBOO offer any balanced coverage, and KBOO leans toward the left. Public service and news should help listeners participate in our cherished free and open society... bring them

into the “process” of democracy, so to speak; and help them make informed decisions in all areas of political and community discourse. The current state of public service on-air in Portland suggests that 1) only entertainment is important and 2) that a station should indoctrinate listeners to its political agenda.

9. 1. Radio has unique story-telling capability, with a one-on-one, personal touch. People say, “that’s my radio station.” Whereas, you don’t hear people say, “Channel 8, that’s my favorite TV station.” Same for newspaper. Nothing connects to the degree that radio can. 2. Given radio’s story-telling capability and highly personalized connectivity, radio has an obligation to create MEANINGFUL and INSIGHTFUL news and public service programs. Otherwise, it’s a waste of a tremendous resource. 3. It’s interesting that KOPB, which has one of the largest weekly cume* numbers in the market, produces the best public service and news programming. 4. Commercial broadcasters are missing out on the opportunity for bigger ratings and profits by abdicating their responsibility to have better news and public affairs programming.

Note: “Cume” refers to Arbitron’s estimation as to how many unique listeners (among target groups) are tuned in during a given period of time for at least five minutes.

10. Local media resources have been drastically reduced since the deregulation of radio. The consolidation of radio resulted in drastic staff reductions and eliminated quality local. The station I have worked at for 23 years went from a thriving local business that provided above average wages and excellent benefits to its staff to a corporate cash cow in a matter of a few brief years. Today, our main focus is increasing revenue and keeping investors happy. We are often reminded that we all work for the sales department.

11. Radio needs to serve the local community, as such it has the responsibility to provide information that meets the needs of the community. The product must attract an audience, because without listeners, what good is the information? Public service responsibilities can be met in many ways, but the variety of issues must be diverse. It includes, but is not limited to, local government, schools, community groups and efforts, emergency preparation and emergency coverage. Radio has the responsibility to bring into the community discussion of issues that might normally be ignored.

12. Radio stations are licensed to use the airwaves by the federal government. Because of that, they should allocate a percentage of their

broadcast day to serve the public interest with topical news and information.

13. I think there is too little emphasis/caring about the public service responsibilities. But the lack of content and time devoted reflects that the BUSINESS of radio is dollar-driven. I work at the Alpha Broadcasting radio cluster and we are (arguably) the front-running servers of need-to-know information. On a daily basis we seek out informed experts to tell our audience what is happening behind the scenes of public events. When we believe the public needs to know WHY someone/something is happening as it is, we try very hard to find someone with insight. We hold at least three meetings a day to discuss story ideas and possible approaches to stories, I expect we are unique in that regard. I believe that our news product is on a par with any station in the country and THAT is what a radio station should strive to achieve. Otherwise it is just a purveyor of advertising without the content that the listeners deserve from a station granted access to the airwaves.

14. Mandating public service programming content is appropriate as the price broadcasters must pay for a piece of the spectrum of the public air wave spectrum. Controlling said content is not. Based on my own experience, the most well-intentioned public service programming will remain relegated to the off hours on non-public broadcasting stations unless broadcasters figure out a way to make it entertaining. Doing so is extremely difficult if not impossible. People mostly turn on the radio to be entertained and informed, not to become better citizens.

15. See answer to question 3.

16. News radio has a better opportunity than music radio to address public service responsibilities through our news content. However, with limited staffing, more quick and frequent newscasts, and growing responsibilities on our websites, it is increasingly difficult to really dig into topics. Aside from that, we must do our best to reflect public issues in the community. Mandating this as part of a radio license is an effective way to do this.

17. The airwaves belong to the public. Radio stations (commercial and public) have them on loan from us. I do not object to radio station owners making a profit from the public airwaves (any more than I object to trucking companies profiting because they use public highways). Even public radio has to make a “profit” to remain solvent”. But I do think being allowed to profit from the public airwaves implies some responsibility for using some of that airtime to inform/educate the public about local issues/concerns. In an era of shrinking ad revenues and an explosion of media choices, I think a good deal of this responsibility has

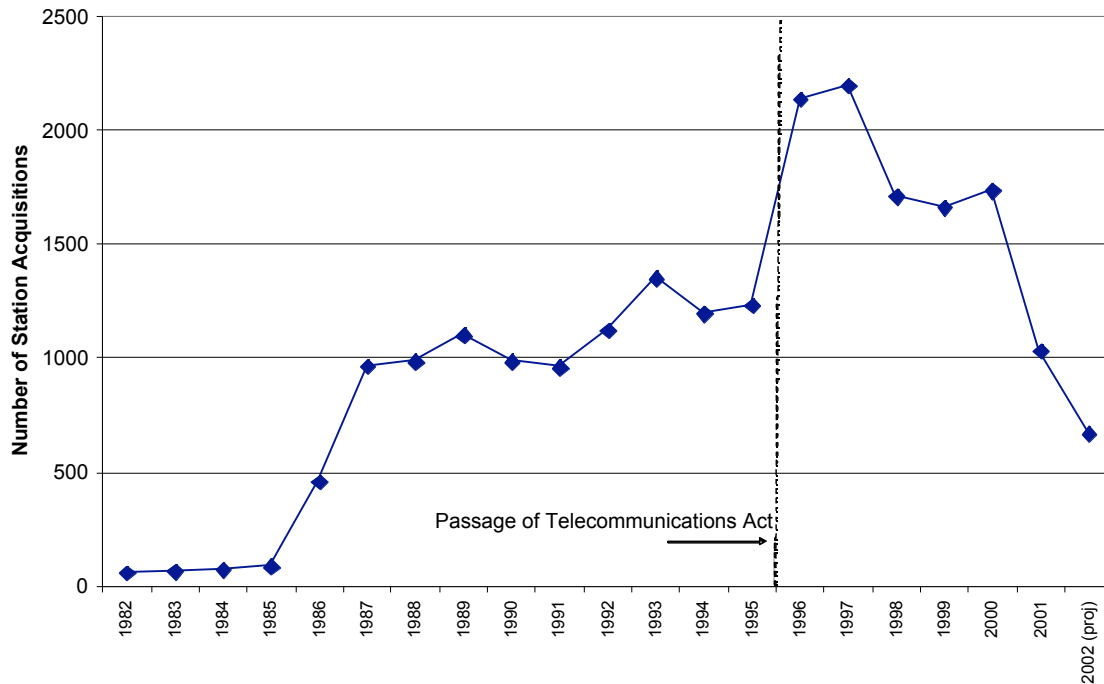
been cast aside in the struggle to keep radio stations alive as businesses. I don't know how to fix that. But I think whatever the business climate, radio stations need (even in a limited way) to be part of the public life of their communities through their newscasts, interview programs, and broadcast public forums.

Appendix G

Spike in Acquisitions – Radio Stations Nationwide

Acquisitions = The number of radio stations changing hands through purchase, merger, swap, or other transfer in a given year.

Shown: 1982 - 2002



A considerable increase in station acquisitions occurred following the 1996 Telecommunications Act.

Source: DiCola and Thomson 2002, p. 20

Appendix H

Portable People Meter

According to Arbitron's "Guide to Understanding and using PPM Data," available at the Arbitron website:

The Portable People Meter™ service introduces a whole new era in radio ratings. It not only replaces paper and pencil diaries with electronic measurement, it also introduces new concepts and terms in audience measurement.

For example, the word "station" no longer refers to just what is being broadcast on the AM or FM radio dial. In the PPM™ service, "station" can also refer to digital broadcasts, including HD Radio®, HD multicasts and Internet streams.

A PPM is a pager-like device worn by research volunteers ("panelists"), which picks up "unique inaudible codes" embedded in audio signals emitted by broadcast and Internet streams (from online radio stations).

Source: Arbitron http://www.arbitron.com/portable_people_meters/home.htm

Note: Arbitron data has previously aggregated data for people 12 years and older shown in ratings data as "12+" although, since 2007, the service has expanded to include six-year-olds, so that much Arbitron data is now expressed as "6+." Per Arbitron spokesman, personal email.

Appendix I

Employee Data per SEC Filings

Clear Channel

Clear Channel had 2,377 radio employees and 86 radio stations in 1996, per SEC 10-K filing for fiscal year 1996, filed March 31, 1997. Dividing the number of employees by the number of stations, I found a per-station employee average of 27.6.

Source: <http://www.sec.gov/Archives/edgar/data/739708/0000739708-97-000006.txt>;

Because of business reorganization, federal filings no longer break out radio employees. So, to determine the number of radio employees, I accessed:

CC Outdoor (Clear Channel's Outdoor Billboard and Advertising business)

SEC 10-K data, found at

<http://www.sec.gov/Archives/edgar/data/1334978/000119312510058241/d10k.htm>

as of March 10, 2010, had 1,996 US billboard/advertising employees.

I also accessed Clear Channel Communications (including broadcast *and* billboard/advertising operations) shows 14,980 domestic employees and 894 radio stations.

SEC 10-K data, fiscal year 2009, found at:

<http://www.sec.gov/Archives/edgar/data/739708/000119312510058288/d10k.htm>

By subtracting the number of billboard/advertising workers (1,996) from the total number of Clear Channel domestic workers (14,980), I determined the company had 12,984 radio employees in 2009.

$$\begin{array}{r} 14,980 \\ - 1,996 \\ \hline = 12,984 \text{ radio employees 2009} \end{array}$$

Dividing the number of broadcast employees (12,984) by the number of stations (894), I found the per-station average number of employees for 2009 was 14.5.

Entercom

Entercom employed 684 full-time and 250 part-time workers in 1998 (the oldest year for which SEC data was available), per SEC S-1 filing Aug. 13, 1998. With 41 stations, Entercom employed an average of 16.68 full-time and 6.1 part-time workers.

Source: <http://www.sec.gov/Archives/edgar/data/1067837/0000893220-98-001351.txt>

In November 2009, SEC data shows Entercom with 110 stations, 1,560 full-time, and 750 part-time workers, a per-station average of 14.18 full-time and 6.8 part-time employees.

Source: http://www.sec.gov/Archives/edgar/data/1067837/000110465910014263/a09-35761_110k.htm

Appendix J – KGON

News, Public Affair, PSAs 1998, 2011

Note: See Fig. 2 for chart, p. 69

News

KGON news calculations – National News 1998

News during Morning Show, between 5:00 – 10:00 AM weekdays: National news = 60 seconds per hour x 5 hours = 300 seconds (5 min.) per day. 5 x 5 days = 25 national news minutes per week x 13 weeks = 325 min. per quarter.

Local News 1998

Local news = 180 seconds per hour x 5 hours = 900 seconds (15 min.) per day.
15 x 5 days = 75 local news minutes per week x 13 weeks = 975 min. per quarter.

National News 2011

News during Morning Show, between 5:00 – 10:00 AM weekdays: From Los Angeles = 105 seconds per hour x 5 hours = 525 seconds (8.75 min.) per day.
8.75 x 5 days = 43.75 national news minutes per week x 13 weeks = 569 min. per quarter.

Local News 2011

No local news is presented, aside from occasional traffic and weather announcements.

Public Affairs

KGON public affairs calculations – National Public Affairs 1998

Conversation, a 60 min. national public affairs program ran at 5:00 AM Sunday mornings. 60 x 13 weeks = 780 min. national public affairs min. quarterly.

Local PA 1998

KGON presented a one-hour local public affairs program, *Metroscope*, at 6:00 AM Sundays mornings. 60 min. x 13 weeks = 780 min. local PA.

National PA 2011

KGON presented two nationally syndicated public affairs shows, *Viewpoint* and *Radio Health Journal*, 7:00 – 8:00 AM, Sundays. Each program ran an average of 25 min. = 50 min. per week x 13 weeks = 650 min. national public affairs programming per quarter.

Local PA 2011

KGON presented a local public affairs program, *Metroscope*, which ran weekly, 6:00 – 7:00 AM, Sundays. Each program ran 50 min. x 13 weeks = 650 local public affairs min. per quarter.

Public Service Announcements

National PSAs 1998

Multiple PSAs ran, *daytime* (5:00 AM – 11:00 PM) = 2.25 min. per quarter.

Multiple PSAs ran *nighttime* (11:00 PM – 5:00 AM) = 99 min. per quarter.

Local PSAs 1998

Multiple PSAs ran – all *daytime* = 7.83 min. per quarter. See samples, next page.**

National PSAs 2011

KGON's treatment of public service announcements has changed. For 2011, rather than numerous, brief PSAs, the station focuses promotional announcements around fewer, usually larger, station-sponsored events. "So, in terms of the old school :15 or :30 [second] PSA, those are long gone. Now, they are promoting an event around a charity. I think we have that covered in the Marketing and Traffic departments" (personal email).

Such events are sometimes, but not always, linked to local business sponsors.

For the first quarter of 2011, for example, KGON conducted a March of Dimes promotion, with 50 on-air "mentions."

Local PSAs 2011

As with national PSAs, KGON's local public service now revolves around specific charitable events—some sponsored by local businesses; others, championed by individual station employees. "Rock'tion," a benefit for a girls music camp, for example, was a key event during the 2011 first quarter, with 60 on-air mentions.

Source: <http://blogs.kgon.com/irisharrison/2009/09/02/the-history-of-kgon-work-in-progress/> and personal emails with current or former KGON staff.

Local PSA samples, 1998:

DOMESTIC VIOLENCE HOTLINE 1/15/98 JR

IF YOU ARE A VICTIM OF DOMESTIC VIOLENCE OR KNOW
SOMEONE THAT NEEDS HELP FINDING SHELTER OR 24 30 BB
OTHER SERVICES, CALL ME AT 733-KGON AND WE CAN
PROVIDE YOU WITH NAMES OF AGENCIES AND THEIR :36
PHONE NUMBERS.

*Domestic Violence Hotline 1-800-787-3224
Portland Women's Crisis Line 235-5333
Bradley Angle House 281-3540*

STEPFAMILY ASSOCIATION OF AMERICA :10

FOR INFORMATION AND OTHER HELP ON BEING A
STEPFAMILY, CALL ME AT 733-KGON.

(227-4166 OR 1-800-735-0329)

OREGON DONOR PROGRAM 1/20/98 JR

FOR INFORMATION ON THE OREGON DONOR PROGRAM
OR TO GET A DONOR CARD CALL ME AT 733-KGON. :10

(494-7888 OR 1-800-452-1369)

OREGON STATE UNIVERSITY

OSU's EXTENSION SERVICE OFFERS MATERIALS ON
PARENTING. CALL ME AT 733-KGON FOR THE :10
INFORMATION.

(737-2513)

OREGON ASSOC. FOR LEARNING DISABILITIES

PARENTS OF CHILDREN WITH LEARNING DISABILITIES
CAN GET INFORMATION ON SUPPORT GROUPS AND :15
SERVICES. CALL ME AT 733-KGON FOR MORE
INFORMATION.

(229-4439)

2/20/98 **PARENTING SKILLS CENTER**

THE PARENTING SKILLS CENTER IS SET UP TO ANSWER
QUESTIONS, PROVIDE HELP AND PREVENT CHILD ABUSE... :15
CALL ME AT 733-KGON TO GET THEIR ADDRESS AND
PHONE NUMBER.

(901 S.E. OAK, SUITE 105 PORTLAND 235-5504)

Source: KGON station public file, viewed April 15, 2011.

Appendix K – KWJJ

News, Public Affair, PSAs 1998, 2011

Note: See Fig. 2 for chart, p. 69

News

National News 1998

News during Morning Show: estimated at approximately three minutes on the hour and half-hour between 5:00 – 9:00 (nine newscasts), for a total of 27 min. of news per morning, of which about 9:00 minutes was national. For the week, 45 min. of national news x 13 weeks = 585 minutes per quarter.

Local News 1998

Each newscast contained another estimated two minutes of local news, for 18 min. local news per morning, or 90 min. per week. 90 x 13 weeks = 1,170 min. local news quarterly.

National News 2011

Both number and length of newscast were lower in 2011. Newscasts were estimated at one minute, twice per hour for three hours, 6:00 – 9:00 AM, for a total of seven minutes daily, or 35 min. per week. Of that, an estimated 25 percent focused on national news, 8.75 min. per week x 13 weeks = 113.75 min. per quarter.

Local News 2011

Since 75 percent of the remaining news minutes were local = 26.25 min. per week x 13 weeks = 341.25 min. local news minutes per week.

Public Affairs

National Public Affairs 1998

KWJJ's public affairs programming was local in 1998.

Local PA 1998

KWJJ offered a 30 minute local public affairs show, *Metro Magazine*, Sundays, 5:30 AM. 30 min. x 13 weeks = 390.

National PA 2011

KWJJ presented two nationally syndicated public affairs shows, *Viewpoint* and *Radio Health Journal*, the **same shows that were aired on KGON**. Instead of early Sunday morning (KGON), they ran on Sunday nights (KWJJ), 11:00 – Midnight. Each program ran an average of 25 min. = 50 min. per week x 13 weeks = 650 min. national public affairs programming per quarter.

Local PA 2011

KWJJ presented a local public affairs program, *Metroscope*, the **same program aired on KGON**. Again, instead of a Sunday morning schedule (KGON), *Metroscope* ran weekly, 10:00 – 11:00 PM, Sundays. Each program ran 50 min. x 13 weeks = 650 local public affairs min. per quarter.

Public Service Announcements

National PSAs 1998

KWJJ's were generally local.

Local PSAs 1998

KWJJ ran an average of seven 20-second PSAs per weekday morning = 140 sec. per day x 5 days each week = 700 sec. (1.6 min.) per week x 13 weeks = 151.6 PSA min. per quarter. See PSA samples next page.**

National PSAs 2011

If events listed for 2011, first quarter, are typical, KWJJ's PSAs are generally local.

Local PSAs 2011

Like KGON, KWJJ's local public service now revolves around specific charitable events—some sponsored by local businesses; others, championed by individual station employees. For example, for Q1 2011, the station gave 25 on-air announcements for a local benefit concert, and additional announcements promoting a benefit running event. See sample next page.**

KWJJ Sample PSAs – Compare:

1998: 3 days = 13 discreet events (19 total)

- | | |
|---------|---|
| 1/27/98 | <ol style="list-style-type: none">1. Richard Underwood Jr. Spaghetti Feed fund raiser2. Seaside Chamber of Commerce Chocolate and Coffee Lovers Festival3. OHSU lecture "Men's Health Care, Its A Guy Thing."4. March of Dimes -- Folic Acid5. American Red Cross blood donations6. World Forestry Center photo gallery series7. Valley Catholic School Basketball Coach meet |
| 1/28/98 | <ol style="list-style-type: none">1. OR. Tax check-off for Alzheimer's.2. Adult Survivors of Childhood Trauma lecture3. American Optometric Association : "Vision USA."4. Seaside Chamber of Commerce Chocolate and Coffee Lovers Festival.5. Richard Underwood Jr. Spaghetti feed fund raiser.6. Toastmasters Club of America. |
| 1/29/98 | <ol style="list-style-type: none">1. Tualatin Valley Fire & Rescue CPR Training.2. Or. Tax Check-off for Child Abuse3. OHSU lecture "Men's Health Care, Its a Guy Thing."4. American Optometric Association "Vision USA."5. Or. Tax Check-off for Alzheimer's6. Seaside Chamber of Commerce Chocolate & Coffee Lovers Festival |

2011: 3 months = 2 events

Quarter Ending: March 31, 2011 Q1 (January – March 2011)

1. Detail any PSAs or promotional announcements you created and/or ran for a non-profit or community event this quarter.

a. BENEFIT CONCERT FOR RALPH PAINTER – January 19th The Wolf promoted and donated auction items to raise money for the fallen Police Chief of St Helen's at Duke's Bar. The Wolf supported with 25 promotional announcements and inclusion in an eblast.

b. RACE FOR THE ROSES - BENEFITING ALBERTINA KERR – March 14-31, 2011 promoted and hosted a run benefiting families going thru hardship and healing.

Source: KWJJ Public Files, viewed April 15, 2011.

Appendix L

KOPB Radio Ratings 1997 – 2009

KOPB-FM				
	Sp/Fa 1997	Sp/Fa 1998	Sp/Fa 1999	Sp/Fa 2000
Metro AQH Share (%)	3.7	4.3	4.0	4.4
Rank Position	10	9	11	10
Portland, OR Metro				
AQH Share				
Persons 12+				
Mon-Sun, 6AM-Midnight				
Sp/Fa Averages				
Produced by RRC from Data © 2011 Arbitron, Inc.				

	KOPB-FM								
	Sp/Fa 2001	Sp/Fa 2002	Sp/Fa 2003	Sp/Fa 2004	Sp/Fa 2005	Sp/Fa 2006	Sp/Fa 2007	Sp/Fa 2008	Spring 2009*
Metro AQH Share	6.0	5.6	6.1	6.5	6.7	5.9	6.2	6.7	6.4
Rank Position	2	2	1	1	1	3	2	1	1
Portland, OR Metro									
AQH Share									
Persons 12+									
Mon-Sun, 6AM-Midnight									
Sp/Fa Averages (*2009 is not averaged as there is no Fa09 diary survey)									
Produced by RRC from Data © 2011 Arbitron, Inc.									

As shown here, KOPB's market ranking hovered around 10th place in the late 1990s. It jumped up in the ratings in 2001, where it remained consistently in the first or second position.

Source: Radio Research Consortium, www.RRConline.org

Appendix M

Shared Public Affairs Programs on Portland Radio

(Sundays, First Quarter, 2011)

	<u><i>Metroscope</i></u>	<u><i>Viewpoints</i></u>	<u><i>Radio Health Journal</i></u>	<u><i>Sunday Magazine</i></u>
<u>Entercom Stations</u>				
KFXX 1080	10:00 PM	11:00 PM	11:30 PM	----
KNRK 94.7	6:00 AM	7:00 AM	7:30 AM	----
KWJJ 99.5	10:00 PM	11:00 PM	11:30 PM	----
KYCH 97.1	7:00 AM	6:30 AM	6:00 AM	----
KRSK 105.1	7:00 AM	10:00 PM	10:30 PM	----
KGON 92.3	6:00 AM	7:30 AM	7:00 AM	----
<u>Clear Channel Stations</u>				
KKRZ 100.3	----	-----	----	7:00 AM
KKCW 103.3	----	10:30 PM	----	10:00 PM
KFBW 105.9	----	7:30 AM	----	7:00 AM
KLTH 106.7	----	7:30 AM	----	7:00 AM
KXJM 107.5	----	7:30 AM	----	7:00 AM

As shown, numerous stations from both Entercom and Clear Channel often ran the same public affairs programs, with the same subject matter—sometimes at the very same time. When duplicate content ran at precisely the same time on multiple stations, it is highlighted here in red. Three Clear Channel stations and one Entercom station, for example, are all broadcasting the same material, nationally syndicated *Viewpoints*, at 7:30 Sunday mornings. And *Sunday Magazine*, a local program, runs at the same time, 7:00 AM Sundays, on four Clear Channel stations.

Source: Station Public Files