

Attachment A

Market Conditions and Public Affairs Programming: Implications for Digital Television Policy

A Report Prepared For



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Introduction

In its December 20th, 1999 Notice of Inquiry in the Matter of Public Interest Obligations of Broadcast Licensees, the Federal Communications Commission asked, “Are there sufficient marketplace incentives to ensure the provision of programming responsive to community needs, obviating the need for additional requirements?” (Federal Communications Commission, 1999, p. 29). The Commission asked this question within the context of inquiring whether specific public interest programming obligations should be imposed upon digital television broadcasters.

One traditionally prominent aspect of broadcasters’ public interest obligations has been the provision of public affairs programming, particularly public affairs programming produced locally and/or addressing local interests and concerns (Federal Communications Commission, 1999). The Federal Communications Commission has defined public affairs programming as “programs dealing with local, state, regional, national or international issues or problems, documentaries, mini-documentaries, panels, roundtables and vignettes, and extended coverage (whether live or recorded) of public events or proceedings, such as local council meetings, congressional hearings and the like” (Federal Communications Commission, 1984, p. 172). The Commission traditionally has differentiated public affairs programs from news programs, which the Commission has defined as “reports dealing with current local, national and international events, including weather and stock market reports, and commentary, analysis, or sports news when they are an integral part of a news program” (Federal Communications Commission, 1984, pp. 171-172).

This study investigates whether marketplace conditions affect the provision of public affairs programming by analog television broadcasters. This examination of the relationship

between market conditions and public affairs programming in the analog television environment will provide insights into television broadcasters' programming practices that can then be applied to the issue of public interest programming obligations in the digital realm. The central research question is: Does competition encourage the airing of public affairs programming? If the provision of public affairs programming is responsive to market conditions, then mandatory public affairs programming obligations may be unnecessary. If, however, the provision of public affairs programming is not responsive to market conditions, then government regulation may be necessary to ensure the availability of such programming.

Methodology

This study is divided into two sections. The first section presents a descriptive analysis of public affairs programming provided by commercial television stations in 24 randomly selected Nielsen television markets. These 24 markets represent approximately ten percent of the 211 television markets in the United States. These markets are analyzed in terms of the overall levels of public affairs programming available across markets of various sizes. The second section examines the programming patterns of individual broadcast stations. This section involves a quantitative analysis of the determinants of the quantity of public affairs programming provided by a random sample of 112 commercial television stations.¹ These 112 stations represent approximately ten percent of the roughly 1,200 commercial television stations licensed in the United States. This analysis examines whether individual station characteristics, market demographic factors, and competitive conditions affect the quantity of public affairs programming provided.

In order to conduct these analyses, the entire broadcast schedule for each station included

in the station and/or market samples was analyzed for the two-week period beginning on January 17th and concluding on January 30th, 2000. This two-week period appears reasonably representative of a typical two-week broadcast period. This period represents the heart of network broadcasting “season” (which runs roughly from September through May). In addition, none of the 14 days studied falls into any of the four one-month “sweeps” periods, in which programming strategies and practices typically deviate from the norm in an effort to boost ratings. During sweeps periods, it is more likely that public affairs programming will be preempted. Given that sweeps periods comprise a full third of the broadcast year and that no sweeps days are included in the time period studied, however, it is possible that this data set overestimates the amount of public affairs programming that would be found if 14 days were randomly sampled throughout the year.²

A second possible bias to this data set is the selected time period’s proximity to presidential primaries. This factor also may artificially inflate the quantity of public affairs programming presented. An examination of the data gathered, however, revealed very few programs devoted specifically to the presidential campaign. Moreover, only one sampled market (Boston) was in close proximity to either of the states (Iowa and New Hampshire) that held a caucus or primary election close to the studied time period. In sum, the time period studied is likely to be very representative of typical commercial broadcaster behavior.

For the 24-market analysis, a list of all commercial television stations located in each of the 24 randomly sampled markets was compiled using the third edition of the 1999 Investing in Television Market Report, published four times a year by BIA Research. The Investing in Television Market Report (1999) provides the city/town of license for each station designated as

falling within the Nielsen Designated Market Area. The appropriate zip codes were then obtained through the U.S. Postal Service's web site (www.usps.gov)

The next step required obtaining program schedules for each of the commercial broadcast stations. This was accomplished using ClickTV (www.clicktv.com), a national television schedule database provided by TV Data, one of the nation's leading providers of television program schedule information (see www.tvdata.com). ClickTV provides zip code-based searching of broadcast, cable, and satellite television schedules. The ClickTV database covers 24 hours per day and encompasses programs as short as 15 minutes in length. The relevant station zip codes were entered in order to produce the corresponding program schedules for the two-week time period.³

These program schedules were then keyword-searched, using the term "public affairs." "Public affairs" is one of the program type designations used by ClickTV to identify programs. It is important to note that the "public affairs" program type designation is not only used independently, but also in conjunction with other program type designations (e.g., "public affairs/legal" or "public affairs/community"). Thus, it is unlikely that a keyword search using the "public affairs" terminology failed to produce scheduled public affairs programs. Indeed, preliminary exploration of the ClickTV database produced no instances in which related program categories, such as "community" or "legal" were used without being linked with the "public affairs" category. In addition, exploration of the database produced no instances in which programs clearly representative of the "public affairs" category were classified under a different program type. There were, however, instances in which programs that did not meet the FCC's criteria for "public affairs" programming (described above) were classified as such (primarily

religious and agricultural programs). These programs were excluded from the data set.

The ClickTV listings contained the following information about the programs: (a) time of broadcast; (b) station call letters/channel; (c) program length (in minutes); and (d) brief descriptive information. In those instances in which a program could not easily be confirmed by its title and/or description as a public affairs program, the station was contacted via telephone or e-mail, or the station's web site was consulted, in order to make a final determination as to whether the program was appropriately classified as a public affairs program. In each of these cases, deference was given to the programmers' own interpretations of whether or not the program was appropriately categorized as a public affairs program.

Although locally produced public affairs programs have often been the focus of communications policymakers, this study also approached public affairs programs more broadly, given that, in many instances, local programmers import public affairs programming from outside their market in an effort to appeal to particular audience segments within their community (e.g., importing foreign-language public affairs programs, or senior citizen-focused public affairs programs). As policymakers have noted on occasion, localism need not be expressed purely in terms of geography. Localism can also be expressed in terms of shared cultural values or interests (see Napoli, in press, Chapter Nine). Moreover, many public affairs programs are national network programs (e.g., "Meet the Press," "Nightline") or are nationally syndicated programs (e.g., "America's Black Forum"). Consequently, the analyses that follow examine both locally produced public affairs programming and public affairs programming in its entirety (local and non-local public affairs programming combined). The television stations or their web sites were consulted when necessary to clarify any instances in which it was unclear

from the program's description as to whether or not the program was a local public affairs program (i.e., produced within the market area).

Market Analysis

The sampled markets ranged in their rankings from number two (Los Angeles) to number 200 (Bend, Oregon). They ranged in size from 40,000 television households to over five million television households. These markets contained a total of 142 commercial television stations. The individual markets contained from one to 19 commercial television stations. These markets had an average household income of over 42 thousand dollars and an average cable penetration of approximately 68 percent. Both of these averages correspond very closely to national average figures, which provides a strong indication of the representativeness of the sample.

Descriptive information for the sampled markets is provided in Table One. As the table indicates, a total of 156.49 hours of local public affairs programming was presented during the two-week period. This averaged out to 6.52 hours per market and 1.1 hours per commercial station (156.5 hours/142 stations). These 156.5 hours represent 0.3 percent of the total broadcast hours studied (14 days x 24 hours x 142 stations). This percentage corresponds closely to previous research that focused on local public affairs programming (Benton Foundation, 1998). The amount of all forms of public affairs programming (local and non-local) totaled 509 hours, for an average of 21.2 hours per market and 3.59 hours per station. These 509 hours represent 1.06 percent of the total broadcast hours studied.

Table Two provides a market-by-market breakdown of public affairs programming hours. This table lists the hours of local and total (local + non-local) public affairs programming in each of the markets studied (columns 2 and 5). As the table indicates, Los Angeles contained the

greatest amount of public affairs programming (in terms of both local and total public affairs programming). A number of the smaller markets (e.g., Topeka, KS, Watertown, NY, Marquette, MI) contained no local public affairs programming. Columns 3 and 6 represent the percentage of the total available broadcast hours (expressed as 24 hrs. x 14 days x N stations in the market) accounted for by each of these program categories. These numbers provide an indication of the overall amount of broadcast time devoted to public affairs programming. As the table indicates, the Joplin, MO/Pittsburg, KS market contained the highest percentage of total broadcast time (1.69 percent) devoted to local public affairs. The Joplin/Pittsburg measure is significantly higher than the norm because the Joplin/Pittsburg contains a relatively small number of commercial television stations (three), but one or more of these stations devotes a larger than average amount of time to local public affairs programming.

Finally, in columns 4 and 7 the hours of local and total public affairs programming presented in each market are divided by the number of commercial television stations in the market in order illustrate the average hours of public affairs programming per station in each market. Markets with the highest per station averages for local public affairs programming are Joplin/Pittsburg (5.67 hrs./station), Los Angeles, (2.48 hrs./station), and Flint, MI (2.00 hrs./station). The lowest-ranking markets in this category include Topeka, KS, Watertown, NY, and Marquette, MI (all with zero hours/station), as well as Savannah, GA and Lansing, MI (.20 hrs./station). In terms of total public affairs programming (local + non-local), the best performing markets were Joplin/Pittsburg (8.67 hrs./station), Tampa, FL (5.54 hrs./station) and Salisbury, MD (5.00 hrs./station). Low ranking markets included Mankato, MN, (1.00 hrs./station), Houston, TX (2.03 hrs./station), and Reno, NV (2.28 hrs./station).

The central research question of this study was whether the quantity of public affairs programming varies according to market conditions. Figure One is a graph of the total hours of local public affairs programming available in each market during the two-week period studied. As the graph indicates, there is a general pattern of greater availability of local public affairs programming in larger markets (Joplin/Pittsburg being the visibly notable exception). When total hours of combined local and non-local public affairs programming are graphed across markets (see Figure Two), a similar pattern emerges, with larger markets generally offering more total hours of public affairs programming.

Table Three presents a means comparison between top 100 markets in the sample and markets outside the top 100. As the table indicates, in terms of local public affairs programming, and in terms of total public affairs programming (local + non-local), there are significant differences in the mean hours of programming between markets within and outside the top 100 (local: $F = 3.53$; $p < .10$; total: $F = 7.53$; $p < .05$). These results are not surprising given that larger markets generally have more commercial television stations. Thus, viewers in larger markets will generally experience a greater availability of public affairs programming.

These analyses do not, however, provide a direct indication of the behavior of individual stations within these markets. That is, how do market conditions affect the amount of public affairs programming provided by individual stations? A key question raised by the FCC's Notice of Inquiry is whether market conditions are sufficient to promote the airing of public affairs programming (Federal Communications Commission, 1999). Certainly larger markets will likely have more aggregate hours of public affairs programming than smaller markets, due to the increased number of broadcast stations. However, such a pattern tells us little about how market

conditions affect the programming decisions of individual broadcast stations.

In a first step toward investigating this issue, Figure Three provides a graph of the mean hours of local public affairs programming per station, according to market size. As the figure indicates, there does not appear to be a very strong relationship between market size and the hours of local public affairs programming (although there does appear to be a slight tendency toward more public affairs hours per station in larger markets). There is less indication of any pattern when local and non-local public affairs hours are combined and graphed against market size (see Figure Four). These results suggest that market size and, by association, the level of market competition,⁴ may not be significant factors affecting the public affairs programming decisions of commercial broadcast stations.

Station Analysis

In order to investigate this issue more thoroughly it is necessary to look beyond markets as the unit of analysis and examine the behavior of individual stations. In order to do so, a random sample of 112 commercial broadcast television stations was generated and analyzed.⁵ The same procedure that was used to gather program and market information in the market sample was used to gather information for the station sample; however, additional market and station data were incorporated from BIA's (1999) Investing in Television Market Report. This data set includes information on the size (in terms of television households), average annual household income, and minority population⁶ of each station's market. This information was gathered in order to account for the possibility that the size and wealth of a station's market affect the amount of public affairs programming a station provides (see Federal Communications Commission, 1984, Appendix C), as well as for the possibility that minority populations factor

into public affairs programming decisions. Larger audience bases may translate into a greater diversity of viewer interests, and hence, more public affairs programming. Wealthier markets may also be markets with higher average education levels, which may translate into greater viewer demand for public affairs programming. Finally, larger minority populations may translate into more public affairs programming given that many programs labeled as “public affairs” programs are specifically oriented toward minority audiences and concerns (e.g., “America’s Black Forum”).

Information was also gathered on the competitive conditions in each station’s market (e.g., cable penetration, number of public television stations, number of commercial television stations). These measures were obtained in order to test whether the intensity of competition for television audiences affects the levels of public affairs programming that commercial broadcasters provide. For instance, greater presence of cable or public television may discourage commercial broadcasters from airing public affairs programming due to its availability via these alternative outlets, or it may encourage public affairs programming if broadcasters elect to compete with cable and public television for public affairs viewers. Greater numbers of commercial broadcasters in the market may have similar effects on the programming decisions of individual broadcasters.

Finally, information on individual station characteristics (e.g., estimated annual revenues,⁷ VHF or UHF, network affiliation), was gathered in an effort to account for additional potential explanatory factors for variation in the quantity of public affairs programming. For instance, network affiliates may be less inclined to air local public affairs programming due to the quantity of broadcast time they defer to the networks. On the other hand, network affiliates

may air more non-local public affairs programming due to their commitment to airing network-produced public affairs programming such as “Nightline” and “Meet the Press.” Similarly, revenues may factor into a station’s decision to produce public affairs programming, with wealthier stations perhaps more likely to incur the expense of producing local public affairs programming (Federal Communications Commission, 1994, Appendix C). It is important to emphasize, however, that given the lack of previous research on this subject,⁸ no specific hypotheses have been formulated regarding the relationships between the independent and dependent variables.

Overall, this sample of 112 stations included stations from 83 of the 211 television markets. As Table Four indicates, eighty-four of these stations (75 percent of the sample) are affiliates of one of the Big Four broadcast networks (ABC, NBC, CBS, FOX). Twenty-four stations (21.4 percent of the sample) are affiliated with one of the three smaller networks (WB, UPN, PAX). The remaining four stations (3.5 percent of the sample) are not affiliated with any of these networks. The VHF-UHF split is 50.9 percent UHF and 49.1 percent VHF.

These 112 stations aired a total of 118.8 hours of local public affairs programming during the time period studied. These 118.8 hours represent .3 percent of the total broadcast hours studied (14 days x 24 hrs. x 112 stations) and an average of 1.06 hours per station. The sampled stations aired a total of 409.46 hours of all forms of public affairs programming (local + non-local). These 409.46 hours represent 1.09 percent of the total broadcast hours studied and an average of 3.66 hours per station. These percentages and averages correspond very closely with those obtained for the market analysis (see above).

Local Public Affairs Programming

Table Five presents the results of a regression analysis with local public affairs hours as the dependent variable. As the table indicates, the adjusted R^2 for this model is .03 ($p > .05$).⁹ Among the independent variables, only the total number of commercial television stations in the market was significant at the .05 level ($\beta = .37$; $p < .05$). This relationship suggests that as the number of commercial television stations in a broadcaster's market increases, the amount of local public affairs programming the broadcaster chooses to air increases.¹⁰ However, given the small, non-significant R^2 , this relationship is of no practical significance. The remaining competitive conditions indicators (cable penetration and the number of public television stations in the market) exhibited very weak relationships with the dependent variable. Neither of these variables was significant at the .05 level.

Overall, these results conform with the observations made in the market-level analysis -- that although larger markets provide a greater aggregate amount of local public affairs programming, individual stations do not respond to increasingly competitive market conditions by producing more local public affairs programming. Nor, for that matter, do they respond by reducing the amount of local public affairs programming they provide. Instead, public affairs programming appears to be unaffected by competitive conditions. The results also suggest that local public affairs programming is not a function of the size or demographic characteristics of the potential audience, nor is it a function of the basic attributes of the broadcast station. Thus, the provision of local public affairs programming appears highly resistant to economic influences.

Total Public Affairs Programming (Local + Non-Local)

A slightly different picture emerges, however, when public affairs programming is

defined more broadly -- specifically, in terms of both local and non-local public affairs programming. Table Six presents the results of a regression analysis with total (local + non-local) public affairs program hours as the dependent variable. As the table indicates, the adjusted R^2 for this model is .23, which is significant at the .05 level ($p = .00$).¹¹ The total number of commercial television stations is significant at the .05 level ($\beta = .46$; $p < .05$). No other independent variables are significant at the .05 level, although the Big Four affiliate variable is significant at the .10 level ($\beta = .29$; $p = .07$).¹² The significant positive coefficient for the number of commercial television stations in the market ($\beta = .46$; $p < .05$) suggests that higher numbers of competing commercial television stations will compel commercial television broadcasters to increase the amount of public affairs programming they provide. Thus, when public affairs programming is defined more broadly (to include local and non-local public affairs programs), increased competition from other commercial television stations does have a modest positive effect on the amount of public affairs programming that commercial broadcasters choose to air. The overall level of explained variation (adjusted $R^2 = .23$), however, suggests that public affairs programming decisions are still quite resistant to marketplace influences.

Conclusion

Overall, these results provide support for the notion that market incentives may not be sufficient to promote the provision of public affairs programming, particularly local public affairs programming. The availability of local public affairs programming was not significantly related to any of a variety of market and station characteristics. Only a modest relationship was found between competitive conditions (specifically, the number of commercial television stations) and all forms of public affairs programming. It is possible that the relationship between competitive

conditions and public affairs programming is stronger within the context of all forms of public affairs programming than within the context of local public affairs programming because stations are more likely to respond to competitive pressures (weak as they may be) to provide public affairs programming by airing cheaper syndicated fare, rather than incurring the time and expense of producing their own programming.

Previous research, which studied, in the aggregate, a broader range of program types (news, local programming, and all forms of public affairs), found much stronger relationships between market and station characteristics and the amount of programming provided (Federal Communication Commission, 1984, Appendix C) than were found in this study, in which only public affairs programming was studied. These contrasting results suggest that public affairs programming, in particular, may be resistant to variation in station and market conditions.

As policymakers consider whether to impose specific public interest programming requirements upon digital broadcasters, the results presented here suggest that, at least in terms of public affairs programming, it is unlikely that market incentives will promote the production of such programming. If policymakers desire a level of public affairs programming in digital broadcasting that exceeds the levels currently available in the analog environment, then the institution of specific public affairs programming obligations may be necessary.

Of course, public affairs programming represents just one of many types of programming that have traditionally been associated with serving the public interest. Other types of programming, such as news, educational children's programming, and public service announcements, also contribute to the public service dimension of commercial broadcasting. The results presented here should not be generalized to these other forms of public interest

programming.

1. Both the market and station samples were generated from listings in the third edition of BIA Research's (1999) Investing in Television Market Report.
2. Given the narrow time frame between the release of the Commission's Notice of Inquiry and the due date for comments, and the limited availability of searchable program schedules (see endnote three), it was not possible to study a sample of days throughout the broadcast year.
3. A maximum time period of two weeks is available on the ClickTV database at any given time.
4. In the sample of 112 commercial television stations, there is a very strong positive correlation ($r = .77$; $p = .00$) between the number of television households in a market and the number of commercial television stations in a market. There is also a strong positive correlation ($r = .62$; $p = .00$) between the number of television households in a market and the number of public television stations in a market. These correlations suggest that larger markets generally contain more competitors for television audiences.
5. This additional sample was generated and analyzed due to the fact that analyzing the individual stations contained within the market sample would not produce a sample of stations that was sufficiently generalizable to the population of television stations.
6. Minority population was measured by adding the percent Black, percent Asian, and percent Spanish-speaking statistics provided in the Investing in Television Market Report (BIA Research, 1999).
7. In incorporating station revenues as an independent variable, it was necessary to exclude from the sample those stations that did not report revenues in the Investing in Television Market Report (BIA Research, 1999). Only stations that reported revenues were included in the study due to the fact that previous research suggests that station revenues may be an important factor in

determining programming decisions (Federal Communications Commission, 1984, Appendix C).

According to BIA Research (1999), almost 80 percent of stations surveyed reported their revenues (p. 6). This is a high level of participation that alleviates some of the concerns about potential non-response error affecting the results.

8. One notable exception is a study titled “An Empirical Study of the Determinants of News and Public Affairs and Local Programming Choices of Commercial Broadcasters,” conducted in conjunction with the FCC’s 1984 decision to eliminate specific requirements for public interest programming and included in Appendix C of that decision (Federal Communications Commission, 1984). As the title suggests, this study examined a much broader range of program types than the analysis presented here.

9. The Durbin-Watson statistic of 1.95 for this regression indicates no serial correlation problem.

10. Tolerance statistics and correlation coefficients indicated no significant multicollinearity problems among the independent variables nor were there any significant indications of non-linear relationships between any of the independent and dependent variables. Consequently, no variables have been combined or omitted, nor have any linear transformations have been imposed on the data set.

11. The Durbin-Watson statistic for this regression is 1.85, indicating no significant serial correlation problem.

12. Although not significant at the .05 level, the positive relationship between hours of public affairs programming and Big Four network affiliation is worth discussing briefly. This relationship is due to the fact that Big Four network affiliates typically carry at least one weekly

public affairs program (“Meet the Press” on NBC; “This Week,” on ABC; “Face the Nation,” on CBS; and “FOX News Sunday,” on FOX). These weekly programs generally air in a Sunday morning time slot. In many markets these programs receive an additional late-night airing (e.g., Monday at 2:30 AM), which further boosts the cumulative public affairs programming hours for Big Four network affiliates. In addition, ABC affiliates generally carry “Nightline” five nights per week.

Table One

Public Affairs Programming and Market Characteristic Data for Television Market Sample (N = 24)

| | <u>Min/Max</u> | <u>Sum</u> | <u>Mean</u> |
|--|----------------|------------|-------------|
| Local public affairs programming hours | 0/47.2 | 156.49 | 6.52 |
| Total public affairs programming hours | 1/74.36 | 509.15 | 21.22 |
| Average household income (000) | 31.17/49.36 | NA | 42.31 |
| Television households (000) | 40/5135 | NA | 13473 |
| Cable penetration (%) | 55/82 | NA | 68.29 |
| Number of commercial TV stations in market | 1/19 | 142 | 5.92 |

Table Two

Market-by-Market Breakdowns of Local and Total (Local + Non-Local) Public Affairs Programming

| Market (rank) | <u>Local Public Affairs</u> | | | <u>Total Public Affairs</u> | | |
|---------------------------|-----------------------------|------------------|---------------|-----------------------------|------------------|---------------|
| | Total Hours | % Broadcast Time | Hours/Station | Total Hours | % Broadcast Time | Hours/Station |
| Los Angeles, CA (2) | 47.20 | .74 | 2.48 | 74.36 | 1.16 | 3.91 |
| Houston, TX (11) | 12.50 | .25 | .83 | 30.50 | .61 | 2.03 |
| Tampa, FL (14) | 14.00 | .35 | 1.17 | 66.50 | 1.65 | 5.54 |
| San Antonio, TX (37) | 18.50 | .55 | 1.85 | 34.00 | 1.01 | 3.40 |
| Wilkes-Barre, PA (51) | 3.00 | .13 | .43 | 20.00 | .85 | 2.86 |
| Flint, MI (64) | 10.00 | .60 | 2.00 | 23.00 | 1.37 | 4.60 |
| Green Bay, WI (69) | 2.00 | .10 | .33 | 16.00 | .79 | 2.67 |
| Syracuse, NY (54) | 4.00 | .20 | .67 | 20.00 | .99 | 3.33 |
| Columbia, SC (86) | 4.50 | .27 | .90 | 18.00 | 1.07 | 3.60 |
| Burlington, VT (91) | 4.30 | .18 | .61 | 18.30 | .78 | 2.61 |
| Colorado Springs, CO (94) | 2.00 | .12 | .40 | 20.00 | 1.19 | 4.00 |
| Savannah, GA (100) | 1.00 | .06 | .20 | 15.00 | .89 | 3.00 |
| Springfield, MA (104) | 1.00 | .15 | .50 | 9.00 | 1.34 | 4.50 |
| Lansing, MI (106) | 1.00 | .06 | .20 | 16.00 | .95 | 3.20 |

Table Two Continued

Market-by-Market Breakdowns of Local and Total (Local + Non-Local) Public Affairs Programming

| Market (rank) | <u>Local Public Affairs</u> | | | <u>Total Public Affairs</u> | | |
|---------------------|-----------------------------|------------------|---------------|-----------------------------|------------------|---------------|
| | Total Hours | % Broadcast Time | Hours/Station | Total Hours | % Broadcast Time | Hours/Station |
| Reno, NV (108) | 4.99 | .21 | .71 | 15.99 | .68 | 2.28 |
| Topeka, KS (140) | .00 | .00 | .00 | 12.00 | .89 | 3.00 |
| Medford, OR (143) | 3.00 | .15 | .50 | 26.00 | 1.29 | 4.33 |
| Joplin, MO (146) | 17.00 | 1.69 | 5.67 | 26.00 | 2.58 | 8.67 |
| Salisbury, MD (163) | 1.00 | .15 | .50 | 10.00 | 1.49 | 5.00 |
| Elmira, NY (171) | 2.50 | .25 | .83 | 13.50 | 1.34 | 4.50 |
| Watertown, NY (175) | .00 | .00 | .00 | 8.00 | 1.19 | 4.00 |
| Marquette, MI (177) | .00 | .00 | .00 | 10.00 | .99 | 3.33 |
| Mankato, MN (187) | 1.00 | .30 | 1.00 | 1.00 | .30 | 1.00 |
| Bend, OR (200) | 2.00 | .30 | 1.00 | 6.00 | .89 | 3.00 |

Figure One

Local Public Affairs Hours by Market

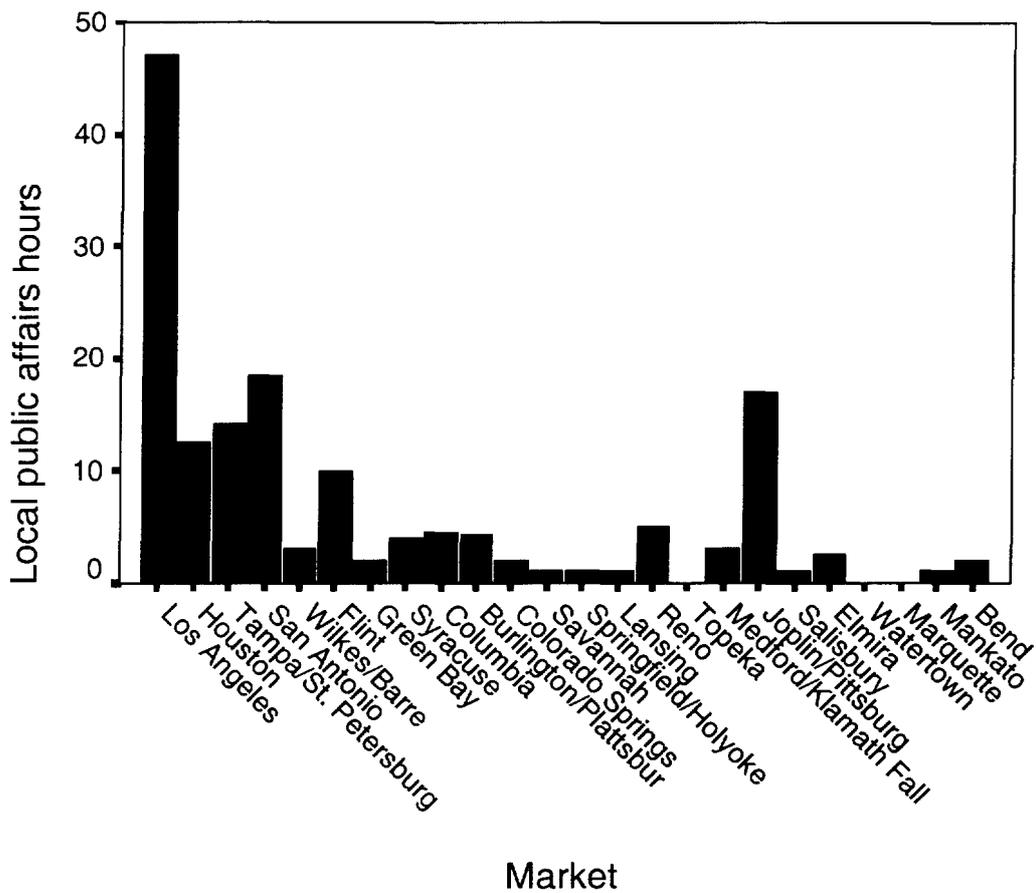


Figure Two

Total Public Affairs (Local + Non-Local) Hours by Market

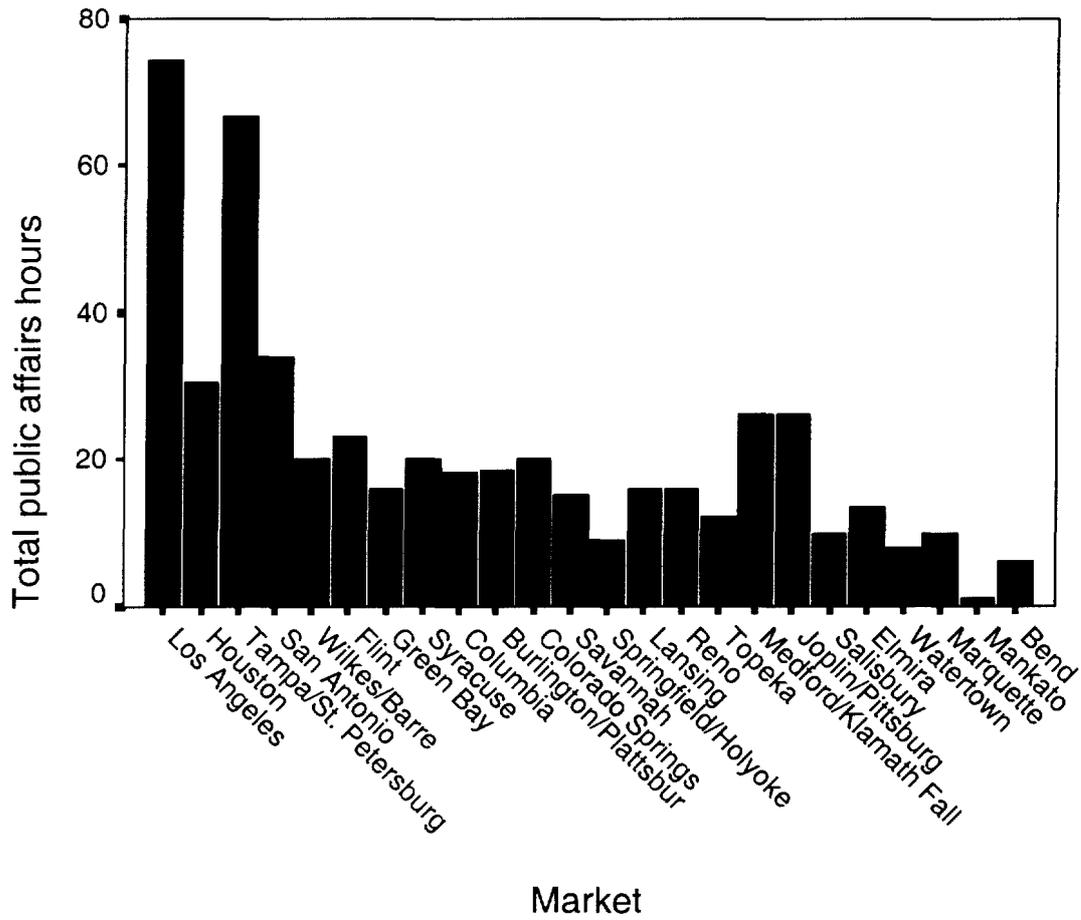


Table Three

Comparison of Mean Levels of Public Affairs Programming Between Top 100 and Non-Top 100Markets (N = 24)Local Public Affairs

| | <u>Mean</u> | <u>Std. Dev.</u> | <u>Cases</u> | |
|-------------------------|-------------|------------------|--------------|----|
| Within Top 100 Markets | | 10.25 | 12.91 | 12 |
| Outside Top 100 Markets | 2.79 | 4.71 | 12 | |

F = 3.53 (p < .10).

Total Public Affairs

| | <u>Mean</u> | <u>Std. Dev.</u> | <u>Cases</u> |
|-------------------------|-------------|------------------|--------------|
| Within Top 100 Markets | 29.64 | 19.92 | 12 |
| Outside Top 100 Markets | 12.79 | 7.44 | 12 |

F = 7.53 (p < .05).

Figure Three

Local Public Affairs Hours Per Station by Market

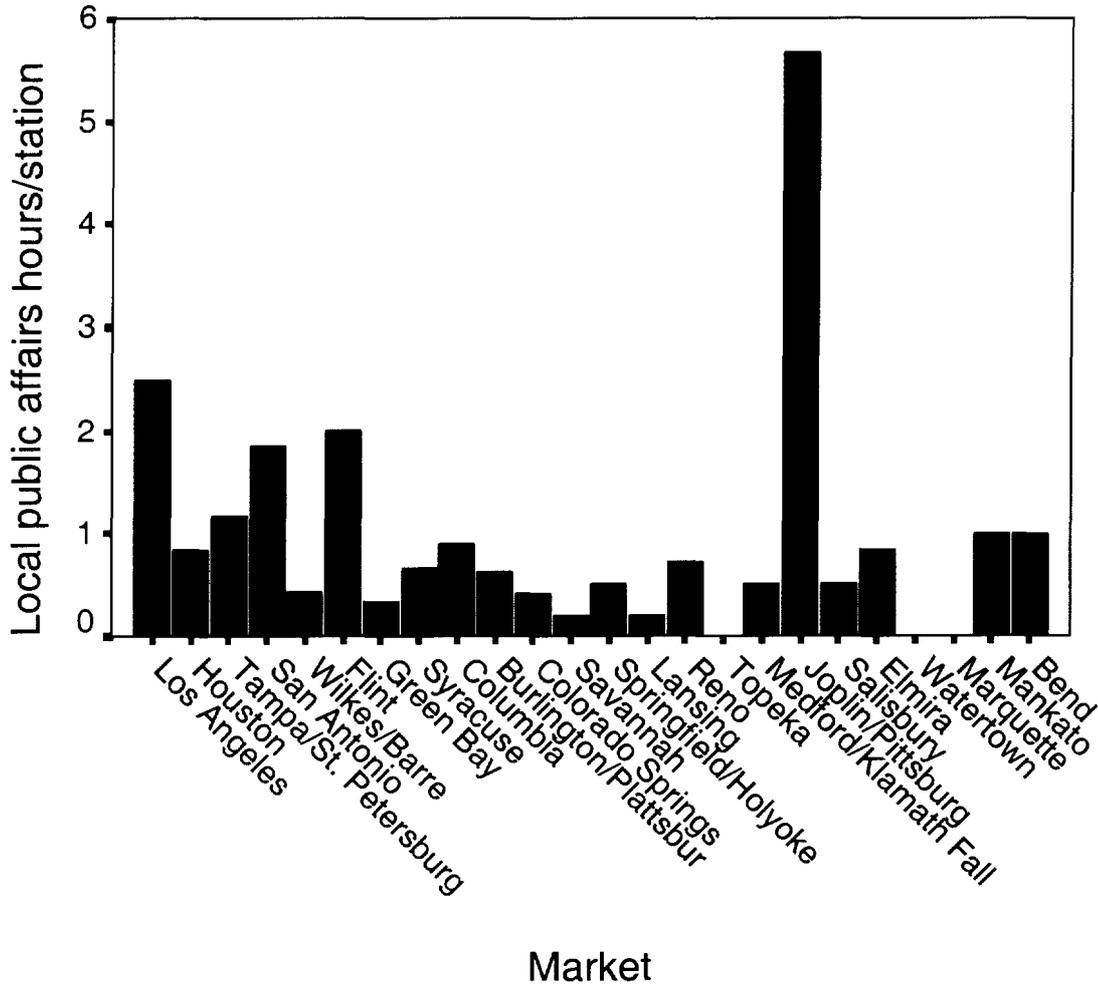


Figure Four

Total Public Affairs (Local + Non-Local) Hours Per Station by Market

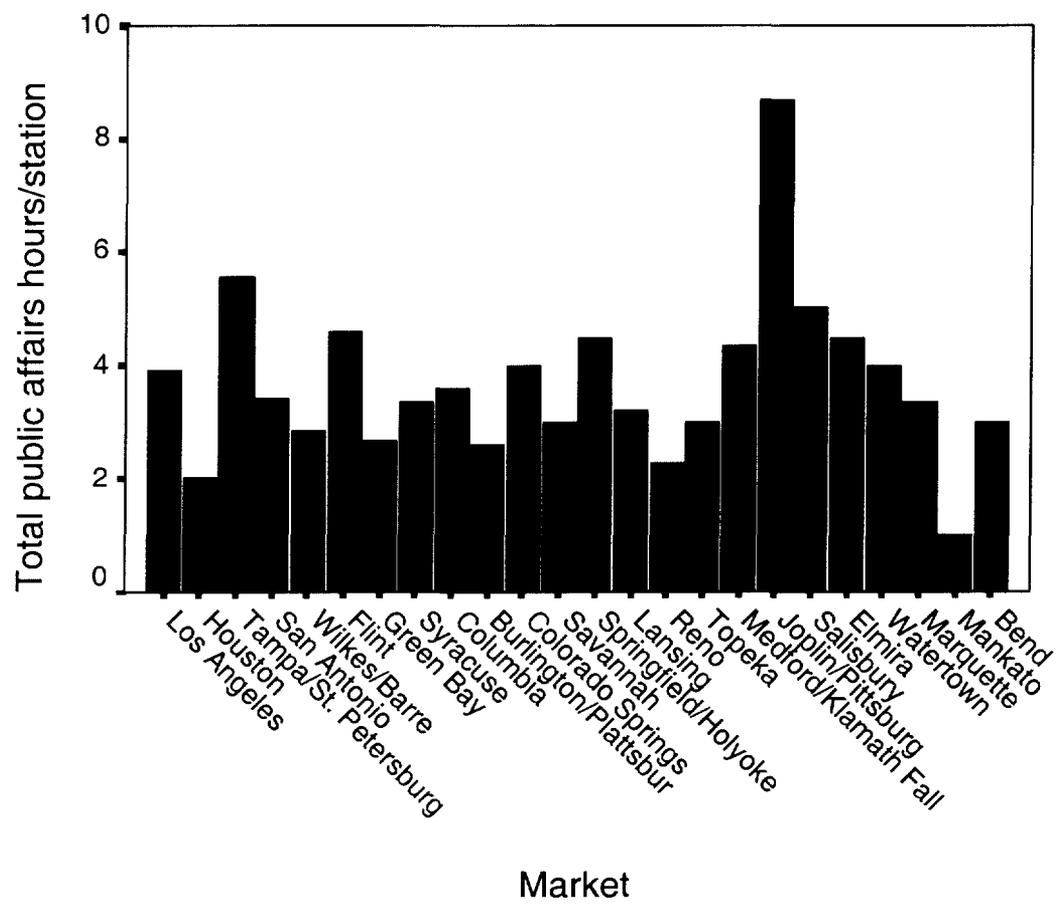


Table Four

Public Affairs Programming and Station Characteristic Data for Station Sample (N = 112)Network Affiliation

| | <u>Number</u> | <u>Percent</u> |
|-------------------------|---------------|----------------|
| Big Four Affiliate | 84 | 75.0 |
| Other Network Affiliate | 24 | 21.0 |
| Independent | 4 | 4.0 |
| Total | 112 | 100.0 |

VHF/UHF

| | <u>Number</u> | <u>Percent</u> |
|-------|---------------|----------------|
| VHF | 55 | 49.1 |
| UHF | 57 | 50.9 |
| Total | 112 | 100.0 |

Public Affairs Programming

| | <u>Min/Max</u> | <u>Sum</u> | <u>Mean</u> |
|----------------------------|----------------|------------|-------------|
| Local Public Affairs Hours | 0/16 | 118.80 | 1.06 |
| Total Public Affairs Hours | 0/23 | 409.46 | 3.66 |

Table Five

Summary of Simultaneous Regression Analysis for Variables Predicting Hours of Local PublicAffairs Programming (N = 112)

| <u>Variable</u> | <u>B</u> | <u>SE B</u> | <u>Beta</u> |
|---|----------|-------------|-------------|
| Station revenues (000) | .00001 | .00 | .19 |
| UHF or VHF (0 = UHF; 1 = VHF) | .30 | .55 | .06 |
| Big 4 affiliate (0 = No; 1 = Yes) | -.32 | .96 | -.06 |
| Other network affiliate (0 = No; 1 = Yes) | -.53 | .82 | -.09 |
| Television households (000) | -.001 | .00 | -.33 |
| Average household income (000) | -.00002 | .00 | -.06 |
| Minority population (%) | .001 | .02 | .01 |
| Public TV stations | -.01 | .22 | -.04 |
| Cable penetration (%) | .01 | .03 | .03 |
| Commercial TV stations | .24 | .11 | .37* |
| Constant | .12 | 2.95 | |

Note. Adjusted $R^2 = .03$ ($p > .05$).

* $p < .05$.

Table Six

Summary of Simultaneous Regression Analysis for Variables Predicting Hours of Total Public Affairs Programming (N = 112).

| <u>Variable</u> | <u>B</u> | <u>SE B</u> | <u>Beta</u> |
|---|----------|-------------|-------------|
| Station revenues (000) | .00002 | .00 | .17 |
| UHF or VHF (0 = UHF; 1 = VHF) | .59 | .79 | .08 |
| Big 4 affiliate (0 = No; 1 = Yes) | 2.53 | 1.38 | .29 |
| Other network affiliate (0 = No; 1 = Yes) | -.66 | 1.17 | -.07 |
| Television households (000) | -.001 | .001 | -.24 |
| Average household income (000) | -.00003 | .00 | -.04 |
| Minority population (%) | .01 | .02 | .03 |
| Public TV stations | -.13 | .31 | -.05 |
| Cable penetration (%) | .02 | .04 | .04 |
| Commercial TV stations | .47 | .15 | .46** |
| Constant | -1.76 | 4.23 | |

Note. Adjusted $R^2 = .23$ ($p < .05$).

** $p < .01$.

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