

ORIGINAL

March 6, 2003

Ms. Marlene Dortch, Secretary  
Federal Communications Commission  
445 Twelfth Street, S.W.  
Washington, D.C. 20554

RECEIVED

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Dear Ms. Dortch:

**RE: Ex Parte Notice. MB Docket No. 02-277, MM Docket Nos. 01-235, 01-317, 00-244.  
In the Matter of 2002 Biennial Regulatory Review – Review of the Commission's Broadcast  
Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the  
Telecommunications Act of 1996; Cross-Ownership of Broadcast Stations and Newspapers;  
Rules and Policies Concerning Multiple Ownership of Radio Broadcast Stations in Local  
Markets; Definition of Radio Markets.**

On March 5, 2003, Debbie Goldman of the Communications Workers of America, Dr. Dean Baker of the Center for Economic and Policy Research, and Mike Gildea of the Department for Professional Employees, AFL-CIO had two meetings with FCC staff. In the first meeting, they met with Sarah Whitesell, Legal Advisor to Commissioner Jonathan Adelstein. In the second meeting, they met with Paul Gallant, Mania Bdghdadi, Marcia Glauberman, and Judy Herman of the Media Bureau.

The discussion focused on five issues: 1) Television and newspapers as the dominant source for local news and information; 2) television and newspapers as separate local product markets; 3) television and newspaper local market concentration; 4) ownership rules as necessary to protect and promote viewpoint diversity; and 5) CWA's proposal for structural ownership rules. We discussed the CWA proposal for a single local media ownership rule. The proposed rule would prohibit combinations in concentrated local media product markets, and permit combinations in unconcentrated local media product markets conditioned on a requirement to maintain separate news and editorial staff to protect viewpoint diversity.

Dr. Baker reviewed his analysis of the FCC Media Ownership studies. Dr. Baker's analysis was previously entered into the record as Attachment B to CWA's Comments in this proceeding, dated Jan. 2, 2003.

Director of Communications  
FCC

071

Ms. Marlene Dortch  
March 6, 2003  
Page 2

The attached hand-out "Broadcast Ownership Rules" was used in both meetings. The attachment "CWA Annotation of Economic Study F: Counting Outlets and Owners in Milwaukee: **An Illustrative Example**" was provided to Ms. Whitesell, and with this ex parte notice, is being provided to the aforementioned Media Bureau staff.

Sincerely,



Debbie Goldman, Research Economist  
Research and Development Department

cc: Sarah Whitesell  
Paul Gallant  
Mania Bdghdadi  
Marcia Glauberman  
Judy Herman

Attachments

**CWA Annotation of  
Economic Study F:  
Counting Outlets and Owners in Milwaukee: An Illustrative Example**

Study by Bruce M. Owen, Kent W. Mikkelsen  
Submitted by **Fox** Entertainment Group, NBC, Viacom

**As** attachment to their comments

In MB Docket No. 02-277, MM Dockets No. 01-235, 01-317, 00-244  
(Comments dated Jan. 2, 2003)

**Table F9. Local Outlets Available to the Average Household in the  
Milwaukee DMA**

Daily Newspapers	<b>1.2</b>
Weekly Newspapers	<b>3.2</b>
Broadcast Television	<b>14.0</b>
Radio	<b>35.2</b>
Cable Television	<b>2.0</b>
Magazines	15.0
Internet	100.0
<b>Total</b>	<b>170.6</b>

*Milwaukee DMA: 836,000 households*

*Milwaukee Journal Sentinel circulation*

*Weekday 250,000*

*Sunday 434,000*

Table F1. Daily Newspapers and Availability Areas in the Milwaukee DMA

*Circulation*

	Newspaper/Company Name	Owner	Counties Where Available
	Daily Citizen	Madison Newspapers Inc.**	Dodge
9,325 W	Daily Jefferson County Union	Hoard's Dairyman**	Jefferson
	Watertown Daily Times	Johnson Newspaper Corp.	Jefferson
28,000 W <del>24,111 S</del>	Kenosha News	United Communications Corp.	Kenosha
249,723 W 434,056 S	Milwaukee Journal Sentinel	Journal Communications*	Milwaukee, Ozaukee, Washington, and Waukesha
30,000 W 32,000 S	Journal Times	Lee Enterprises Inc.	Racine
24,430 W 26,388 S	Sheboygan Press	Gannett Co. Inc.	Sheboygan
	Daily News	Conley Publishing Group	Washington
21,424 W	Waukesha Freeman	Conley Publishing Group	Waukesha

Source: Editor and Publisher Yearbook; MapInfo Corporation

Notes: \* Owner information obtained from [www.jc.com/companies/](http://www.jc.com/companies/)

\*\* Owner information obtained by telephone

*Source for Circulation - Burrelle's Media Directory, 2003*

**Table F2. Daily Newspapers Available to the Average Household in the Milwaukee DMA**

County	# of daily newspapers	Households per county	County household weight	Weighted number of daily newspapers
DODGE	1	31,417	0.04	0.04
JEFFERSON	2	28,205	0.03	0.07
KENOSHA	1	56,057	0.07	0.07
MILWAUKEE	1	377,729	<b>0.44</b>	0.44
OZAUKEE	1	30,857	0.04	0.04
RACINE	1	70,819	0.08	0.08
SHEBOYGAN	1	43,545	0.05	0.05
WALWORTH	0	34,522	0.04	0.00
WASHINGTON	2	43,842	0.05	0.10
WAUKESHA	2	135,229	0.16	0.32
Total		852,222	1.00	1.20

**Daily Newspapers Available to Average Household in Milwaukee DMA 1.20**

**Sources: Editor and Publisher Yearbook; SRDS Circulation 2003; US Census Bureau.**

Journal Communications: 27  
 Southern: 8  
 Conley: 8  
 Hometown News: 3

} 55% of all weeklies

Table F3. Weekly Newspapers in the Milwaukee DMA

Circ	Name Of Newspaper	Owner	City	Households
	50 Plus	Plus Publications	Hartland	In city 3,002
	Advantage	Conley Publishing Group Ltd.	West Bend	11,375
6,340	Brookfield News	'Journal Communications'	New Berlin	13,891
1,596	Brown Deer Herald	*Journal Communications'	New Berlin	5,134
	Bulletin	United Communications Corp.	Kenosha	34,411
	Burlington Standard Press	✓Southern Lakes Newspapers LLC	Burlington	3,838
27,000	Catholic Herald	Milwaukee Catholic Press Apost	Milwaukee	232,188
	Community Journal	Patricia Pattillo**	Milwaukee	232,188
	Courier	- Hometown News LP**	Waterloo	1,242
3,434	Cudahy/St. Francis Reminder-Enterprise	*Journal Communications.	New Berlin	11,938
6,000	Delavan Enterprise	Bliss Communications Inc.	Delavan	2,931
	Dodge County Independent-News	Times Publishing Inc.	Juneau	31,417
2,550	East Troy News	'Southern Lakes Newspapers LLC	Fast Troy	1,350
7,206	Elkhorn Independent	'Southern Lakes Newspapers LLC	Elkhorn	2,919
1,596	Elm Grove Elm Leaves	*Journal Communications.	New Berlin	2,444
4,966	Fox Point/Bayside/River Hills Herald	*Journal Communications'	New Berlin	5,184
4,324	Franklin Hub	*Journal Communications.	New Berlin	10,602
2,310	Germantown Banner-Press	*Journal Communications.	New Berlin	6,904
1,840	Glendale Herald	*Journal Communications*	New Berlin	5,772
	Good Morning Advertiser	Hoard's Dairyman**	Whitewater	4,132
2,947	Greendale Village Life	*Journal Communications.	New Berlin	6,011
3,467	Greenfield Observer	*Journal Communications'	New Berlin	15,697
	Hartford Booster	Booster Inc.	Hartford	4,279
7,800	Hartford Times-Press	Conley Publishing Group Ltd.	Hartford	4,279
	Horicon Reporter	Wisconsin Free Press	Horicon	1,474
20,000	Irish American Post	Independently Owned**	Milwaukee	232,188
	Italian Times	Italian Community Center, Inc.	Milwaukee	232,188
1/18	Kettle Moraine Index	*Journal Communications'	Hartland	3,002

Circulation Source: Burrelle's, 2003  
 Media Directory  
 Non-Daily Newspapers

Name Of Newspaper	Owner	City	Households in city
3,400 Kewaskum Statesman	Independently Owned**	Kewaskum	1,212
8,742 Lake Country Reporter	Journal Communications*	Hartland	3,002
2,000 Lake Geneva Regional News	Lake Geneva Printing & Publishing	Lake Geneva	3,053
3,000 Lake Mills Leader	—Hometown News LP	Lake Mills	1,924
5,900 Mayville News	Wisconsin Free Press**	Mayville	1,988
1,468 Menomonee Falls News	Journal Communications*	New Berlin	12,844
1,468 Mequon/Thiensville Courant	Journal Communications.	New Berlin	9,364
Metroparent	Journal Sentinel	Wauwatosa	20,388
40,000 Milwaukee Courier	Jerrel Jones**	Milwaukee	232,188
10,000 Milwaukee Star	—Hometown News LP**	Milwaukee	232,188
Monday-Mini	Madison Newspapers Inc.	Beaver Dam	6,349
5,200 Mukwonago Chief	Journal Communications*	Mukwonago	2,392
3,574 Muskego Sun	Journal Communications*	New Berlin	7,533
4,307 New Berlin Citizen	Journal Communications*	New Berlin	14,495
News Graphic	Conley Publishing Group Ltd	Cedarburg	4,432
North Woods Trader	Delphos Herald Inc.	Eagle	592
Oak Creek Pictorial	Journal Communications*	New Berlin	11,239
Oconomowoc Buyers' Guide	Journal Communications*	Hartland	4,968
5,000 Oconomowoc Enterprise	Conley Publishing Group Ltd	Oconomowoc	4,968
Ozaukee Guide	Conley Publishing Group Ltd	Cedarburg	4,432
8,100 Ozaukee Press	Port Publications Inc.	Port Washington	4,071
1,400 Palmyra Enterprise	Southern Lakes Newspapers Ltd	Palmyra	689
Pennysaver	Lee Enterprises Inc.	Racine	31,449
6,900 Review	Barry Johanson**	Plymouth	3,262
900 Sharon Reporter	Not available	Sharon	565
2,300 Sheboygan Falls News	Barry Johanson**	Sheboygan	20,779
6000 Shepherd Express Weekly News	Alternative Publications Inc	Milwaukee	232,188
Shoreline Chronicle	Gannett Co. Inc.**	Sheboygan	20,779
1,811 Shorewood Herald	Journal Communications.	New Berlin	6,539
Souther	Times Publishing Inc.**	Random Lake	613
3475 South Milwaukee Voice Graphic	Journal Communications*	New Berlin	8,694
Spotlight	Jim Clifford**	Watertown	8,022
Sunday Booster	Booster Inc.	Hartford	4,279
Sunday Post	Conley Publishing Group Ltd	Cedarburg	4,432
Sunday Post	Conley Publishing Group Ltd	West Bend	11,375

Name Of Newspaper	Owner	City	Households in city
3,000 Sussex Sun	*Journal Communications*	Hartland	3,310
2,237,762 This Week!	*Journal Communications*	Waukesha	25,663
Three Lakes News	Delphos Herald Inc.	Eagle	592
4,421 Times	Not available	Walworth	850
Tri-County	Madison Newspapers Inc.	Beaver Dam	6,349
Union Extra	Hoard's Dairyman	Fort Atkinson	4,760
Vilas County News Review	Delphos Herald Inc.	Eagle	9,066
Walworth County Shopper- Advertiser/Sunday Shopper	Community Shoppers Inc.	Delavan	34,522
1,250 Waterford Post	Southern Lakes Newspapers LLC	Waterford	1,561
Waukesha Area Sunday Post	Conley Publishing Group Ltd	Waukesha	25,663
6,296 Wauwatosa News-Time	*Journal Communications*	New Berlin	20,388
4,926 West Allis Star	*Journal Communications*	New Berlin	27,604
West Bend Booster	Booster Inc.	West Bend	11,375
1,250 Westine Report	Southern Lakes Newspapers LLC	Union Grove	1,631
Westosha Report	Southern Lakes Newspapers LLC	Twin Lakes	1,973
2,977 Whitefish Bay Herald	*Journal Communications*	New Berlin	5,457
3,000 Whitewater Register	Southern Lakes Newspapers LLC	Whitewater	4,132
Wisconsin Hi-Liter	Hi-Liter Graphics Inc.	Burlington	3,838
5,500 Wisconsin Jewish Chronicle	Milwaukee Jewish Federation	Milwaukee	232,188
Wisconsin Light	Not available	Milwaukee	232,188
		Total Households	2,712,377
		Total DMA Households	852,222

Number of Weekly Newspapers Available to the Average Household in the Milwaukee DMA 3.2

Notes: • Owner information obtained from [www.jc.com/companies/](http://www.jc.com/companies/)  
 \*\* Owner information obtained by telephone

HHI = 2375

Table F4. Broadcast Television Stations in the Milwaukee DMA

<u>'01 LCS</u> (Market Share)	CALL LTRS	CHANNEL	OWNER	Local News
	W63CU	63	Weigel Broadcasting Company	
9%	WCGV-TV	24	Sinclair Broadcast Group Inc	OPN
14%	WDJT-TV	58	Weigel Broadcasting Company	CBS ✓
22%	WISN-TV	12	Hearst-Argyle TV Incorporated	ABC ✓
19%	WITI	6	Fox Television Stations Inc	Fox ✓
	WJJA	49	TV-49 Inc	
	WMLW-LP	41	Weigel Broadcasting Company	
			Milwaukee Area Technical College District Board	
	WMVS	10		
			Milwaukee Area Technical College District Board	
	WMVT	36		
1%	WUNI		United Communications*	PAX
26%	WJML-TV	4	Journal Communications*	NBC ✓
	WVCY-TV	30	VCY America Inc	
9%	WVTV	18	Sinclair Broadcast Group Inc	WB
	WWRS-TV	52	National Minority TV	

Source: BIA Database

Notes: • Owner information obtained from [www.jc.com/companies/](http://www.jc.com/companies/)

\*\* Owner information obtained by telephone

*to Market Share*  
Source, BIA Financial Network, 2002 Market Report

## Appendix F: Market by Market Data

<i>Radio Market</i>	Date	Rank	Stations	Owners	Formats	CR1	CR2	CR4
Milwaukee - Racine	Mar-96	20	34	22	16	27.5	n/a	68.5
	Nov-97	29	35	17	16	30.4	n/a	01.1
	Nov-98	31	35	16	16	29.7	51.7	00.2
	Mar-00	31	35	16	17	23.4	46.2	76.1
	Mar41	31	34	14	18	27.6	51.2	86.5
	Mar42	32	35	15	16	26.2	50.7	86.9

Source: FCC Study #11, Williams + Roberts

**Table F5. Radio Stations in the Milwaukee DMA**

<b>CALL LTRS</b>	<b>Owner</b>
WAUK	WALT-WEST Wisconsin Inc
WAZI	L&L Pewaukee Ventures Inc
<b>WBEV</b>	Good Karma Broadcasting
WBFM	Midwest Communications Incorporated
WBJX	WBJX Inc
WBKV	Bliss Communications Inc
WBSD	Burlington Area School District
WBWI	Bliss Communications Inc
WCCX	Carroll College
WCLB	RBH Enterprises Incorporated
WEMP	Entercom
WEXT	NextMedia Group
WEZY	Bliss Communications Inc
WFAW	Marathon Media Group LLC
WFDL	BBK Broadcasting Inc
WFMR	Saga Communications Incorporated
WFZH	Salem Communications Corporation
<b>WGLB</b>	<b>Kinlow, Joel J.</b>
WGFB	Starboard Broadcasting Inc
WGHI	Wisconsin Public Radio
WHAD	Wisconsin Public Radio
WHBL	Midwest Communications Incorporated
WHBZ	Midwest Communications Incorporated
WIII	NextMedia Group
WISN	Clear Channel Communications
WJJO	Mid-West Family Broadcast Group
WJMR	Saga Communications Incorporated
WJUB	Jubilation Ministries
WJYI	Saga Communications Incorporated
WJZI	Milwaukee Radio Alliance LLC
WKCH	Marathon Media Group LLC
<b>WKKV</b>	Clear Channel Communications
WKLH	Saga Communications Incorporated
WKSH	ABC Radio Incorporated
WKTJ	Journal Communications'
<b>WLIP</b>	NextMedia Group
WLKG	Kwiatkowski, Tom
<b>WLTV</b>	Clear Channel Communications
WLUM	Milwaukee Radio Alliance LLC
WLZR	Saga Communications Incorporated
WMCS	Milwaukee Radio Alliance LLC
WMDC	BBK Broadcasting Inc
WMIL	Clear Channel Communications
WMSE	Milwaukee School of Engineering

<b>CALL LTRS</b>	<b>Owner</b>
<b>WMWK</b>	Family Stations Inc
<b>WMYX</b>	Entercom
<b>WNOV</b>	Courier Communications
<b>WOKY</b>	Clear Channel Communications
<b>WRIT</b>	<b>Clear Channel</b> Communications
<b>WRJN</b>	Bliss Communications Inc
<b>WRRD</b>	Salem Communications Corporation
<b>WSHS</b>	Wisconsin Public Radio
<b>WSJY</b>	Marathon Media Group LLC
<b>WSLD</b>	<b>WPW</b> Broadcasting Incorporated
<b>WSUW</b>	University of Wisconsin System
<b>WTKM</b>	Kettle Moraine Broadcasting Company Inc
<b>WTKM</b>	Kettle Moraine Broadcasting Company Inc
<b>WTMJ</b>	<u>Journal</u> Communications
<b>WTTN</b>	Good Karma Broadcasting
<b>WUWM</b>	University of Wisconsin System
<b>WVCY</b>	VCY America Incorporated
<b>WXER</b>	RBH Enterprises Incorporated
<b>WXRO</b>	Good Karma Broadcasting
<b>WXSS</b>	Entercom
<b>WYMS</b>	<b>Milwaukee</b> Board of School Directors
<b>WZRH</b>	Starboard Broadcasting Inc

Source: BIA Database

Notes: • Owner information obtained ~~from~~ [www.jc.com/companies/](http://www.jc.com/companies/)

Table F7. Regional Magazines Available in the Milwaukee DMA

Regional Magazines	Publishing Company/Owner
Alive Magazine	Milwaukee Zoological Society
Milwaukee Symphony Orchestra Encore	Encore Ltd.
Lore	Milwaukee Public Museum
Alvemo Magazine	Alvemo College
Mt. Mary Magazine	Mount Mary College
Quarterly	Carroll College
Small Business Times	Small Business Times
Shepherd Express	Alternative Publications
Ou-Tre	Mike Paul
Greater Milwaukee Dining Visitors Guide	Greater Milwaukee Convention & and Visitors Bureau
Milwaukee Magazine	Milwaukee Magazine, Inc,
Wisconsin Times	Wisconsin School for the <b>Deaf</b>
US News and World Report	US News and World Report
Time Magazine	AOL Time Warner
Newsweek	The Washington Post Company

Source: National Directory of Magazines, 2000

44 web sites: radio + TV

9 web sites: newspapers

53 of 100 web sites: radio, TV, newspapers

~~Table F8. Local Websites Available in the Milwaukee DMA~~

Name	Owner	URL
Milwaukee's LGBT Center		<a href="http://www.mkelgbt.org/">http://www.mkelgbt.org/</a>
American Red Cross		<a href="http://www.redcrossinsewis.org/">http://www.redcrossinsewis.org/</a>
Milwaukee Aquarium Society		<a href="http://fishclubs.com/WI/MAS/home2.htm">http://fishclubs.com/WI/MAS/home2.htm</a>
Milwaukee Astronomical Society		<a href="http://www.milwaukeeastro.org/">http://www.milwaukeeastro.org/</a>
Cavalry Chapter of Milwaukee Congregation Shalom		<a href="http://www.ccmil.cond">http://www.ccmil.cond</a> <a href="http://www.cong-shalom.org/">http://www.cong-shalom.org/</a>
United Church of God		<a href="http://www.ucgmil.org/">http://www.ucgmil.org/</a>
Alverno College		<a href="http://www.alverno.edu">http://www.alverno.edu</a>
Marquette University		<a href="http://www.marquette.edu">http://www.marquette.edu</a>
Milwaukee <b>Area</b> Technical College		<a href="http://www.matc.edu/">http://www.matc.edu/</a>
Milwaukee Institute of <b>Art</b> and Design		<a href="http://www.miad.edu/">http://www.miad.edu/</a>
Milwaukee School of Engineering		<a href="http://w.msoe.edu">http://w.msoe.edu</a>
UW-Milwaukee		<a href="http://www.uwm.edu/">http://www.uwm.edu/</a>
YWCA of Milwaukee		<a href="http://www.ywcaom.org/orgs4rj.htm">http://www.ywcaom.org/orgs4rj.htm</a>
Hunger Task Force of Milwaukee		<a href="http://www.hungertaskforce.org/">http://www.hungertaskforce.org/</a>
<b>PTA council of Milwaukee</b>		<a href="http://www.myschoolonline.com/site/0,1876,53529-147930-56-8307,00.html">http://www.myschoolonline.com/site/0,1876,53529-147930-56-8307,00.html</a>
<b>Atwater PTA</b>		<a href="http://www.shorewoodschoools.org/sch_Atwater/atw_PTA/atw_PTA.htm">http://www.shorewoodschoools.org/sch_Atwater/atw_PTA/atw_PTA.htm</a>
Milwaukee's Teacher and Educators' Association		<a href="http://wmu.mtea.org/">http://wmu.mtea.org/</a>
Associated General Contractors of Greater Milwaukee		<a href="http://www.agc-gm.org/">http://www.agc-gm.org/</a>
Guide to Milwaukee		<a href="http://www.cityonthelake.com">http://www.cityonthelake.com</a>
Guide to Milwaukee		<a href="http://www.officialmilwaukee.com/main.cfm">http://www.officialmilwaukee.com/main.cfm</a>
Milwaukee Hurling Club		<a href="http://www.hurling.net/">http://www.hurling.net/</a>
Milwaukee Bar Association		<a href="http://www.milwbar.org/">http://www.milwbar.org/</a>
Milwaukee Fire Department		<a href="http://www.milfire.com/">http://www.milfire.com/</a>
Milwaukee Yacht Club		<a href="http://www.milwaukeeyc.cond">http://www.milwaukeeyc.cond</a>
Milwaukee County Historical Society		<a href="http://www.milwaukeecountyhis1soc.org/">http://www.milwaukeecountyhis1soc.org/</a>
Milwaukee Naturally		<a href="http://www.milwaukee-naturally.com/">http://www.milwaukee-naturally.com/</a>

Name	Owner	URL
Milwaukee Jewish Federation		<a href="http://www.milwaukeejewish.org/">http://www.milwaukeejewish.org/</a>
Milwaukee One		<a href="http://www.mke1.com/">http://www.mke1.com/</a>
Milwaukee Rocks		<a href="http://www.milwaukeerocks.com/">http://www.milwaukeerocks.com/</a>
MKE Blue		<a href="http://www.december.com/places/mke/blue.html">http://www.december.com/places/mke/blue.html</a>
All About Milwaukee		<a href="http://www.allaboutmilwaukee.com/">http://www.allaboutmilwaukee.com/</a>
Zoological Society of Milwaukee		<a href="http://www.zoosociety.org/">http://www.zoosociety.org/</a>
Metro Milwaukee Association of General Commerce		<a href="http://www.mmac.org/">http://www.mmac.org/</a>
Historic Milwaukee		<a href="http://www.historicmilwaukee.org/">http://www.historicmilwaukee.org/</a>
Milwaukee Akido Club		<a href="http://gbit.com/milwac/">http://gbit.com/milwac/</a>
Greater Milwaukee Today		<a href="http://www.gmtoday.com/index.asp">http://www.gmtoday.com/index.asp</a>
Greater Milwaukee Foundation		<a href="http://www.greatmilwaukeefoundation.org/">http://www.greatmilwaukeefoundation.org/</a>
Milwaukee Youth Symphony Orchestra		<a href="http://www.myso.org/">http://www.myso.org/</a>
Guide to Milwaukee		<a href="http://milwaukee.areaguides.net/">http://milwaukee.areaguides.net/</a>
United Way		<a href="http://www.unitedwaymilwaukee.org/">http://www.unitedwaymilwaukee.org/</a>
eBay		<a href="http://www.ebay.com">www.ebay.com</a>
digitalcity.com		<a href="http://www.digitalcity.com">www.digitalcity.com</a>
digital-neighbor.com		<a href="http://www.digitalneighbor.com">www.digitalneighbor.com</a>
All About Wisconsin, Inc		<a href="http://www.wisconsin.com">www.wisconsin.com</a>
onmilwaukee.com		<a href="http://www.onmilwaukee.com">www.onmilwaukee.com</a>
onwisconsin.com		<a href="http://www.onwisconsin.com">www.onwisconsin.com</a>
WCGV-TV	Journal Communications' ✓	<a href="http://www.wcgvtv.com/">http://www.wcgvtv.com/</a>
WDJT-TV	Sinclair Broadcast Group Inc ✓	<a href="http://www.cbs58.com/">http://www.cbs58.com/</a>
WISN-TV	Weigel Broadcasting Company ~	<a href="http://www.themilwaukeechannel.com/">http://www.themilwaukeechannel.com/</a>
	Hearst-Argyle TV Incorporated	<a href="http://www.fox6milwaukee.com/">http://www.fox6milwaukee.com/</a>
WITI	Fox Television Stations Inc ✓	<a href="http://www.wmlw.com/">http://www.wmlw.com/</a>
WMLW-LP	Weigel Broadcasting Company ✓	<a href="http://www.wmlw.com/">http://www.wmlw.com/</a>
WMVS	Milwaukee Area Technical College District Board	<a href="http://mptv.org/">http://mptv.org/</a>
WMVT	Milwaukee Area Technical College District Board	<a href="http://www.touchtmj4.com/">http://www.touchtmj4.com/</a>
WTMJ-TV	Journal Communications.	<a href="http://www.vcyamerica.org/">http://www.vcyamerica.org/</a>
WVCY-TV	VCY America Inc	<a href="http://www.wvWIII.cond">http://www.wvWIII.cond</a>
WVTV	Sinclair Broadcast Group Inc	<a href="http://www.lifemessage.org/">www.lifemessage.org/</a>
WAZI	L&L Pewaukee Ventures Inc	<a href="http://www.lacameona.com">www.lacameona.com</a>
WBJX	WBJX Inc	<a href="http://Ncscbeta.cc.eddwccx/">http://Ncscbeta.cc.eddwccx/</a>
WCCX	Carroll College	<a href="http://www.extremecounby.com">www.extremecounby.com</a>
WEXT	NextMedia Group	<a href="http://www.wfinr.com">www.wfinr.com</a>
WFMR	Saga Communications Incorporated	<a href="http://my.execpc.com/~wglb/">http://my.execpc.com/~wglb/</a>
WGLB	Kinlow, Joel J.	<a href="http://my.execpc.com/~wglb/fm/fm.html">http://my.execpc.com/~wglb/fm/fm.html</a>
WGLB	Starboard Broadcasting Inc	

Name	Owner	URL
WGTD	Wisconsin Public Radio	<a href="http://www.gateway.tec.wi.us/Campuses/WGTD_FM91/wgtd_fm91.html">www.gateway.tec.wi.us/Campuses/WGTD_FM91/wgtd_fm91.html</a>
WHAD	Wisconsin Public Radio	<a href="http://www.wpr.org/">www.wpr.org/</a>
WIIL	NextMedia Group	<a href="http://www.95wiil.com">www.95wiil.com</a>
WISN	Clear Channel Communications	<a href="http://www.broadcast.com/radio/talk/wisn">www.broadcast.com/radio/talk/wisn</a>
WJJO	Mid-West Family Broadcast Group	<a href="http://www.wjjo.com">www.wjjo.com</a>
WJUB	Jubilation Ministries	<a href="http://www.wjub.org/">www.wjub.org/</a>
WKKV	Clear Channel Communications	<a href="http://www.v100.com/main.html">www.v100.com/main.html</a>
WKLH	Saga Communications Incorporated	<a href="http://www.wklh.com/">www.wklh.com/</a>
WKTI	Journal Communications*	<a href="http://www.wkti.com">www.wkti.com</a>
WLIP	NextMedia Group	<a href="http://www.wlip.com">www.wlip.com</a>
WLKG	Kwiatkowski, Tom	<a href="http://www.wlkg.com">www.wlkg.com</a>
WLTQ	Clear Channel Communications	<a href="http://www.light97.net/main.html">www.light97.net/main.html</a>
WLUM	Milwaukee Radio Alliance LLC	<a href="http://www.newrock.com/home.asp">www.newrock.com/home.asp</a>
WLZR	Saga Communications Incorporated	<a href="http://www.wlzt.com">www.wlzt.com</a>
WMCS	Milwaukee Radio Alliance LLC	<a href="http://www.1290wmcs.com">www.1290wmcs.com</a>
WMIL	Clear Channel Communications	<a href="http://www.fm106.com/main.html">www.fm106.com/main.html</a>
WMSE	Milwaukee School of Engineering	<a href="http://www.wmse.org/">www.wmse.org/</a>
WMWK	Family Stations Inc	<a href="http://www.familyradio.com/">www.familyradio.com/</a>
WOKY	Clear Channel Communications	<a href="http://www.am920wok.com/jacor-common/pax.htm">www.am920wok.com/jacor-common/pax.htm</a>
WSHS	Wisconsin Public Radio	<a href="http://www.sheboygan.k12.wi.us/north/Media/wshs/wshs.htm">www.sheboygan.k12.wi.us/north/Media/wshs/wshs.htm</a>
WSUW	University of Wisconsin System	<a href="http://www.wsuw.org/">www.wsuw.org/</a>
WTKM	Kettle Moraine Broadcasting Company	<a href="http://11webcenteram.ccodwtkml.index.html">http://11webcenteram.ccodwtkml.index.html</a>
WTKM	Kettle Moraine Broadcasting Company	<a href="http://11webcenteramer.ccodwtkml.index.html">http://11webcenteramer.ccodwtkml.index.html</a>
WTMJ	Journal Communications*	<a href="http://www.620wtmj.com/">www.620wtmj.com/</a>
WUWM	University of Wisconsin System	<a href="http://www.uwm.edu/WUWM/">www.uwm.edu/WUWM/</a>
<b>WXER</b>	RBH Enterprises Incorporated	<a href="http://www.wxer.com/pthome.html">www.wxer.com/pthome.html</a>
WYMS	Milwaukee Board of School Directors	<a href="http://www.wyms.org/">www.wyms.org/</a>
Daily Citizen	Madison Newspapers Inc.**	<a href="http://www.citizenol.com">www.citizenol.com</a>
Daily Jefferson County Union	Hoard's Dairyman'	<a href="http://www.dailyunion.com">www.dailyunion.com</a>
Watertown Daily Times	Johnson Newspaper Corp.	<a href="http://www.wdtimes.com">www.wdtimes.com</a>
Kenosha News	United Communications Corp.	<a href="http://www.kenoshacounty.com">www.kenoshacounty.com</a>
Milwaukee Journal Sentinel	Journal Communications*	<a href="http://www.jsonline.com">www.jsonline.com</a>
Journal Times	Lee Enterprises Inc.	<a href="http://www.journaltimes.com">www.journaltimes.com</a>
Sheboygan Press	Gannett Co. Inc.	<a href="http://www.wisinfo.com/sheboyganpress/index.shtml">www.wisinfo.com/sheboyganpress/index.shtml</a>
Daily News	Conley Publishing Group	<a href="http://www.rhinelanderdailynews.com">www.rhinelanderdailynews.com</a>
Waukesha Freeman	Conley Publishing Group	<a href="http://www.gmtcd.com">www.gmtcd.com</a>

Notes: \* Owner information obtained from [www.jc.com/companies/](http://www.jc.com/companies/)

\*\* Owner information obtained by telephone

Total 100

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**Broadcast Ownership Rules**  
MB Docket No. 02-277  
MM Dockets No. 01-235, 01-317, 00-244

Communications Workers of America

Ex Parte Presentation

March 5, 2003



# Overview

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- Television and Newspapers are the Dominant Source for Local News and Information
- Television and Newspapers are Separate Local Media Markets
- Local Television and Newspaper Markets are Highly Concentrated
- Ownership Rules are Necessary to Protect and Promote Viewpoint Diversity
- CWA Proposal for Structural Ownership Rules



# Television and Newspapers are the Dominant Source for Local News and Information

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- Newspapers
  - 54% read daily paper, 64% Sunday paper (NAA)
  - 62% read newspaper (Waldfoegel, Nielsen)
- Television
  - 60% watch eve news, 64% nightly news (Waldfoegel); 85% use TV for news (Nielsen)
- Radio
  - 35% use radio for news & info (Nielsen)
- Cable
  - Only 19 markets with local cable news show (Fox et al)
- Internet
  - 18.8% use Internet for news (Nielsen)
  - Only 54% of Americans have Internet access at home (US. Dept of Commerce)
  - Most Internet news sites are newspaper or TV sites



# Television and Newspapers are Separate Local Media Markets

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- Consumers Show Weak Substitution across Media Types
  - FCC Waldfogel study (study #3)
- Advertisers View Local Newspaper, Radio, and Television as Separate Markets
  - FCC Bush study (study #10)



## Relaxation of Media Ownership Limits Has Resulted in More Concentration in Local Media Markets

	Media Outlets		Media Owners	
	1960-1980	1980-2000	1960-1980	1980-2000
Altoona	73%	21%	33%	25%
Birmingham	57%	34%	70%	12%
Burlington	147%	43%	115%	21%
Charlottesville	62%	77%	100%	40%
Kansas City	100%	20%	106%	0%
Lancaster	50%	19%	60%	25%
Little Rock	106%	71%	114%	10%
Myrtle Beach	267%	43%	115%	44%
New York	73%	20%	93%	-2%
Terre Haute	117%	27%	138%	16%

Comparison of Media Outlets and Owners for Ten Selected Markets (1960, 1980, 2000)"



## Example: Local Radio Markets 1996 - 2002

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1996 Telecom Act eliminated national radio ownership limits and reduced local radio limits

- Clear Channel and Infinity now own 1,340 or 43% of all radio stations in U.S. (up from 109 stations in 1996).
- Total number of distinct radio station owners declined 33% since 1996
- In local radio market, top four owners control, on average, 93% of market (as measured by ad revenues), up from 83% in 1996
- Radio ad rates have increased more than 60% (adjusted for inflation)

Sources: FCC study #11, G Williams and S Roberts, "Radio Industry Review 2002"



## **Most Local Markets Have Only 4-5 Major News Outlets – the Daily Newspaper and the Major Networks' News Shows**

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### Newspapers

- Most cities have one major daily newspaper
- Newspaper HHIs in virtually all markets are above 1800 (highly concentrated)

### Television

- 70% of DMAs have 4 or fewer original local news shows; 89% of DMAs have 5 or fewer original local news shows  
(source: Fox et al)
- Only 19 DMAs have local cable news (Source: Foxetal)



# Market Concentration in Local Television Markets, 2001

Market Concentration in Local Television Markets 2001		
DMA	Market Share of Top Four Stations	HHI
New York City, NY (001)	71%	1959
Los Angeles, CA (002)	57%	1796
Chicago, IL (003)	68%	1852
Philadelphia, PA (004)	83%	1852
San Francisco, CA (005)	80%	2370
Boston, MA (006)	78%	2276
Dallas, TX (007)	63%	1881
Washington, DC (008)	85%	2254
Kansas City, MO (031)	80%	1914
Birmingham, AL (039)	77%	1895
Harrisburg, PA (046)	95%	2555
Little Rock, AR (056)	93%	2605
Burlington, VT (090)	95%	3500
Altoona, PA (096)	100%	3166
Myrtle Beach, SC (109)	100%	4146
Terre Haute, IN (145)	100%	4178

Source: BIA, 2001. Market share -- average 2000 LCS. HHI calculation based on combined market share of each independently owned commercial stations with >1% market share. Market share combined for commonly-owned stations.



# Market Concentration in Local Daily Newspaper Markets

## Daily Newspapers in Principal Metro City & One County

Market Concentration in Local Daily Newspaper Markets			
Daily Newspapers in Principal Metro City and One Surrounding County			
Principal City and One Surrounding County (DMA)	Daily Newspapers	Market Share	HHI
New York City/Westchester Co. NY (001)	Wall Street Journal New York Times NY Daily News NY Post Bloomberg News Journal News (Westchester) Others	36% 24% 15% 11% 6% 3% 5%	2287
Los Angeles and Orange Co, CA (002)	Los Angeles Times Orange County Register La Opinion LA Press-Telegram LA Daily Breeze Korean Central Daily Others	50% 18% 7% 5% 4% 3% 13%	2909
Chicago and Lake Co IL (003)	Chicago Tribune Chicago Sun-Times Lake Daily Herald (Lake Co.) Chicago Defender The News Sun (Lake Co.)	50% 35% 11% 2% 2%	3856
Philadelphia and Montgomery Co. PA (004)	Philadelphia Inquirer* Philadelphia Daily News* (*commonly owned with joint advertising) The Mercury (Mont. Co.) Times Herald (Mont. Co.) The Reporter	59% 31% 4% 3% 3%	1458
San Francisco and Santa Clara Co, CA (005)	San Francisco Chronicle San Jose Mercury News Palo Alto Daily News (Co) San Francisco Examiner Others	59% 31% 3% 6% 1%	1473



## Market Concentration in Local Daily Newspaper Markets Daily Newspapers in Principal Metro City & One County

Principal City and One Surrounding County (DMA)	Daily Newspapers	Market Share	HHI
Boston and Middlesex Co, MA (006)	Boston Globe Boston Herald Boston Metro The Sun (Lowell MA) Others	47% 26% 18% 5% 4%	3239
Dallas/Fort worth and Denton Co TX (007)	Dallas Morning News Fort Worth Star-Telegram Others	64% 29% 7%	4948
Washington, D.C. and Montgomery Co. MD (008)	Washington Post Washington Times Montgomery Journal	86% 11% 3%	7510
Kansas City and Linn Co. MO (031)	The Kansas City Star Linn News-Bulletin	95% 5%	9053
Birmingham, AL (039)	The Birmingham News Birmingham Post-Herald (Joint Operating Agreement)	88% 12%	7905
Lancaster, PA (046)	Lancaster Intelligencer Journal	100%	10,000
Little Rock and Pulaski Co. AR (056)	Arkansas Democrat-Gazette Pulaski Daily Record	96% 3%	9187
Burlington, VT (090)	Burlington Free Press	100%	10,000
Altoona, PA (096)	Altoona Mirror	100%	10,000
Myrtle Beach, SC (109)	Sun News	100%	10,000
Terre Haute, IN (145)	Tribune-Star	100%	10,000
Charlottesville, VA (192)	Daily Progress Cavalier Daily	77% 23%	6,431
Source: Burrelle's Media Directory, 2033. Local daily newspapers in principal metro city of DMA and one surrounding county. Trade publications not included.			



# Ownership Rules are Necessary to Protect and Promote Viewpoint Diversity

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- Ownership Influences Viewpoint
  - Academic literature
  - Examples from newspaper/broadcast combinations
  - Influence of advertisers on journalism and even on acceptance of issue ads
  - CanWest Global chain editorial policy
- “Synergy” is not viewpoint diversity



# CWA Proposal for Local Broadcast Ownership Rules

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- In all but a handful of local media markets, there are only 4-6 independently owned major media outlets
- Allowing further combination in concentrated markets would further reduce diversity and competition
- FCC must either maintain current rules (duopoly, newspaper/broadcast cross-ownership, dual network, radio rules), or
- Framework for unified local media ownership rule
  - Newspaper, radio, TV are distinct product markets
  - Careful geographic definition of each relevant product market
  - Market share analysis of each product market
  - No combinations (vertical or horizontal) where the product market is highly or moderately concentrated (e.g. duopolies, newspaper/broadcast combinations)
  - Combinations allowed in unconcentrated markets based on public interest review



## CWA Proposal to Ensure Viewpoint Diversity

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- Where local media combinations are permitted, FCC rule must require commonly owned media outlets to maintain separate newsrooms and editorial staff
- Model after 1970 Newspaper Preservation Act
  - Anti-trust exemption to preserve newspaper competition
  - Requires “there shall be no merger, combination, or amalgamation of editorial or reportorial staffs, and that editorial policies be independently determined”
  - Under NPA, about 12 newspapers jointly operate business/advertising. Allows them to realize economic efficiencies, while preserving autonomous and competitive news operations

