

**Communications  
Workers of America**  
AFL-CIO, CLC

501 Third Street, N.W.  
Washington, D.C. 20001-2797  
202/434-1100 Fax 202/434-1279

EX PARTE OR LATE FILED

ORIGINAL

RECEIVED

March 6, 2003

MAR - 6 2003

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

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.

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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,

A handwritten signature in black ink, appearing to read "Debbie Goldman". The signature is written in a cursive style with a large, sweeping flourish at the end.

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	1.2
Weekly Newspapers	3.2
Broadcast Television	14.0
Radio	<b>35.2</b>
Cable Television	2.0
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*

	<b>Newspaper/Company Name</b>	<b>Owner</b>	<b>Counties Where Available</b>
	Daily Citizen	Madison Newspapers Inc. **	Dodge
9,785	Daily Jefferson County Union	Hoard's Dairyman**	Jefferson
	Watertown Daily Times	Johnson Newspaper Corp.	Jefferson
28,000 W 32,000 S	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**

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

**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 in city
	50 Plus	Plus Publications	Hartland	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 Bulletin	Journal Communications*	New Berlin	5,134
	Burlington Standard Press	United Communications Corp.	Kenosha	34,411
27,000	Catholic Herald	Southern Lakes Newspapers LLC	Burlington	3,838
	Community Journal	Milwaukee Catholic Press Apostolate	Milwaukee	232,188
	Courier	Patricia Pattillo**	Milwaukee	232,188
3,434	Cudahy/St. Francis Reminder-Enterprise	Hometown News LP**	Waterloo	1,242
6,000	Delavan Enterprise	Journal Communications'	New Berlin	11,938
	Dodge County Independent-News	Bliss Communications Inc.	Delavan	2,931
		Times Publishing Inc.	Juneau	31,417
2,550	East Troy News	Southern Lakes Newspapers LLC	East Troy	1,350
7,306	Elkhorn Independent	Southern Lakes Newspapers LLC	Elkhorn	2,919
1,596	Elm Grove Elm Leaves	Journal Communications'	New Berlin	2,444
1,966	Fox Point/Bayside/River Hills Herald	Journal Communications*	New Berlin	5,184
4,324	Franklin Hub	Journal Communications'	New Berlin	10,602
2,970	Germantown Banner-Press	Journal Communications'	New Berlin	6,904
1,842	Glendale Herald	Journal Communications*	New Berlin	5,712
	Good Morning Advertiser	Hoard's Dairyman**	Whitewater	4,132
2,947	Greendale Village Life	Journal Communications.	New Berlin	6,011
3,167	Greenfield Observer	Journal Communications'	New Berlin	15,697
	Hartford Booster	Booster Inc.	Hartford	4,279
7,909	Hartford Times-Press	Conley Publishing Group Ltd.	Hartford	4,279
	Horicon Reporter	Wisconsin Free Press	Horicon	1,414
20,000	Irish American Post	Independently Owned**	Milwaukee	232,188
	Italian Times	Italian Community Center, Inc.	Milwaukee	232,188
118	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
7,000 Lake Geneva Regional News	Lake Geneva Printing & Publishing	Lake Geneva	3,053
3,000 Lake Mills Lender	—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
4,309 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
Oconomowoc Buyers' Guide	✗Journal Communications*	New Berlin	1,239
5,000 Oconomowoc Enterprise	✗Journal Communications'	Hartland	4,968
Ozaukee Guide	\ Conley Publishing Group Ltd.	Oconomowoc	4,968
8,100 Ozaukee Press	\ Conley Publishing Group Ltd.	Cedarburg	4,432
1,400 Palmyra Enterprise	Port Publications Inc.	Port Washington	4,071
Pennysaver	✓Southern Lakes Newspapers LLC	Palmyra	689
6,900 Review	Lee Enterprises Inc.	Racine	31,449
900 Sharon Reporter	Barry Johanson**	Plymouth	3,262
2,300 Sheboygan Falls News	Not available	Sharon	565
60,000 Shepherd Express Weekly News	Barry Johanson**	Sheboygan	20,779
Shoreline Chronicle	Alternative Publications Inc.	Milwaukee	232,188
1,811 Shorewood Herald	Gannett Co. Inc.**	Sheboygan	20,779
Souder	✗Journal Communications'	New Berlin	6,539
3615 South Milwaukee Voice Graphic	Times Publishing Inc.**	Random Lake	613
Spotlight	✗Journal Communications.	New Berlin	8,694
Sunday Booster	Jim Clifford**	Watertown	8,022
Sunday Post	Booster Inc.	Hartford	4,279
Sunday Post	'Conley Publishing Group Ltd.	Cedarburg	4,432
	\ Conley Publishing Group Ltd.	West Bend	11,375

Name Of Newspaper	Owner	City	Households <i>in city</i>
<del>2,237,762</del> 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	Walwonh	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
2,999 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 (Market Share)</u>	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	
	WMVS	10	Milwaukee Area Technical College District Board	
	WMVT	36	Milwaukee Area Technical College District Board	
1%	WPXE	55	Journal Communications*	PAX
26%	WTMJ-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

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

## Appendix F: Market by Market Data

Radio Market	Date	Rank	Stations	Owners	Formats	CR1	CR2	CR4
Milwaukee - Racine	Mar-96	28	34		16	27.5	n/a	68.5
	Nov-97	29	35	17	16	30.4	n/a	81.1
	Nov-98	31	35	16	16	29.7	51.7	80.2
	Mar-00	31	35	16	17	23.4	46.2	76.1
	Mar-01	31	34	14	18	27.6	51.2	86.5
	Mar-02	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
WBEV	Good Karma Broadcasting
WBFM	Midwest Communications Incorporated
WBJX	WBJX Inc
WBKV	<u>Bliss</u> Communications Inc
WBSD	Burlington Area School District
WBWI	Bliss Communications Inc
WCCX	Carroll College
WCLB	RBH Enterprises Incorporated
WEMP	Entercom
WEXT	NextMedia Group
WEZY	<u>Bliss</u> Communications Inc
WFAW	Marathon Media Group LLC
WFDL	BBK Broadcasting Inc
WFMR	Saga Communications Incorporated
WFZH	Salem Communications Corporation
WGLB	Kinlow, Joel J.
WCLB	Starboard Broadcasting Inc
WGTD	Wisconsin Public Radio
WHAD	Wisconsin Public Radio
WHBL	Midwest Communications Incorporated
WHBZ	Midwest Communications Incorporated
WIIL	NextMedia Group
WISN	<u>Clear Channel</u> 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
WKKV	<u>Clear Channel</u> Communications
WKLH	Saga Communications Incorporated
WKSH	ABC Radio Incorporated
WKTJ	<u>Journal</u> Communications'
WLIP	NextMedia Group
WLKG	Kwiatkowski, Tom
WLTQ	<u>Clear Channel</u> Communications
WLUM	Milwaukee <b>Radio Alliance</b> LLC
WLZR	Saga Communications Incorporated
WMCS	Milwaukee Radio Alliance LLC
WMDC	BBK Broadcasting Inc
WMIL	<u>Clear Channel</u> Communications
WMSE	Milwaukee School of Engineering

CALL LTRS	Owner
WMWK	Family Stations Inc
WMYX	Entercom
WNOV	Courier Communications
WOKY	Clear <b>Channel</b> Communications
WRIT	Clear Channel Communications
WRJN	Bliss Communications Inc
WRRD	Salem Communications Corporation
WSHS	Wisconsin Public Radio
WSJY	Marathon Media Group LLC
WSLD	WPW Broadcasting Incorporated
WSUW	University of Wisconsin System
WTKM	Kettle Moraine Broadcasting Company Inc
WTKM	Kettle Moraine Broadcasting Company Inc
WTMJ	Journal Communications
WTTN	Good Karma Broadcasting
WUWM	University of Wisconsin System
WVCY	VCY America Incorporated
WXER	RBH Enterprises Incorporated
WXRO	Good Karma Broadcasting
WXSS	Entercom
WYMS	Milwaukee Board of School Directors
WZRK	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 <b>Ltd.</b>
Lore	Milwaukee Public Museum
Alverno Magazine	Alverno 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 <b>Guide</b>	Greater Milwaukee Convention & and Visitors Bureau
Milwaukee Magazine	Milwaukee Magazine, Inc,
Wisconsin Times	Wisconsin School for <b>the 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://ww.redcrossinsewis.org/">http://ww.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.ccml.com">http://www.ccml.com</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 Area Technical College		<a href="http://www.rnate.edu/">http://www.rnate.edu/</a>
Milwaukee Institute of Art and Design		<a href="http://www.miad.edu/">http://www.miad.edu/</a>
Milwaukee School of Engineering		<a href="http://www.rnsoc.edu/">http://www.rnsoc.edu/</a>
U W-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.hungenaskforce.org/">http://www.hungenaskforce.org/</a>
PTA council of Milwaukee		<a href="http://www.rnyschoolonline.com/site/0,1876,53529-147930-56-8307,00.html">http://www.rnyschoolonline.com/site/0,1876,53529-147930-56-8307,00.html</a>
Ahvater PTA		<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://www.mtea.org/">http://www.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.netJ">http://www.hurling.netJ</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.com/">http://www.milwaukeeyc.com/</a>
Milwaukee County Historical Society		<a href="http://www.milwaukeecountyhistoricalsoc.org/">http://www.milwaukeecountyhistoricalsoc.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.mkel.com/">http://www.mkel.com/</a>
Milwaukee Rocks		<a href="http://www.milwaukeeerocks.com/">http://www.milwaukeeerocks.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.mrnac.org/">http://www.mrnac.org/</a>
20 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.gretermilwaukeefoundation.org/">http://www.gretermilwaukeefoundation.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.digital-neighbor.com">www.digital-neighbor.com</a>
All About Wisconsin, Inc.		<a href="http://www.wisconline.com">wisconline.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>
424 radio TV WCGV-TV	Journal Communications' ✓	<a href="http://www.wcgv24.com/">http://www.wcgv24.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://www.rnptv.org/">http://www.rnptv.org/</a>
WMVT	Milwaukee Area Technical College District Board	<a href="http://www.mptv.org/">http://www.mptv.org/</a>
WTMJ-TV	Journal Communications*	<a href="http://www.touchtmj4.com/">http://www.touchtmj4.com/</a>
WVCY-TV	VCY America Inc	<a href="http://www.vcyamerica.org/">http://www.vcyamerica.org/</a>
WVTV	Sinclair Broadcast Group Inc	<a href="http://www.wv18.com/">http://www.wv18.com/</a>
WAZL	L&L Pewaukee Ventures Inc	<a href="http://www.lifemessage.org/">www.lifemessage.org/</a>
WBJX	WBM Inc	<a href="http://www.lacarnepeona.com">www.lacarnepeona.com</a>
WCCX	Carroll College	<a href="http://www.llcscbeta.cc.edu/wccx/">http://www.llcscbeta.cc.edu/wccx/</a>
WEXT	NextMedia Group	<a href="http://www.extremecountry.com">www.extremecountry.com</a>
WFMR	Saga Communications Incorporated	<a href="http://www.wfmr.com">www.wfmr.com</a>
WGLB	Kinlow, Joel J.	<a href="http://my.execpc.com/~wglb/">http://my.execpc.com/~wglb/</a>
WGLB	Starboard Broadcasting Inc	<a href="http://my.execpc.com/~wglb/fm/fm.html">http://my.execpc.com/~wglb/fm/fm.html</a>

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>
WIL	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>
WKTJ	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.wlZR.com">www.wlZR.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.am920woky.com/jacor-common/pax.htm">www.am920woky.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://webcenteramer.com/wtkm/index.html">http://webcenteramer.com/wtkm/index.html</a>
WTKM	Kettle Moraine Broadcasting Company	<a href="http://webcenteramer.com/wtkm/index.html">http://webcenteramer.com/wtkm/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>
WXER	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://w.jsonline.com">w.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.gmtoday.com">www.gmtoday.com</a>

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

\*\* Owner information obtained by telephone

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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 (U.S. 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 Waldfoegel 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%

Source: Dean Baker, *Democracy Unhinged*, Analysis of FCC Study #1, S Roberts, J Frenette, D Stearns, "A 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

- e Clear Channel and Infinity now own 1,340 or 43% of all radio stations in U.S. (up from 109 stations in 1996).
- e Total number of distinct radio station owners declined 33% since 1996
- e In local radio market, top four owners control, on average, 93% of market (as measured by ad revenues), up from 83% in 1996
- e **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, N.Y. (001)	71 %	1959
Los Angeles, Ca. (002)	57%	1796
Chicago, Il. (003)	68%	1852
Philadelphia, Pa. (004)	83%	2370
San Francisco, Ca. (005)	80%	2126
Boston, Ma. (006)	78%	2276
Dallas, TX. (007)	63%	1881
Washington, D.C. (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, S.C. (109)	100%	4146
Terre Haute, In. (145)	100% among 3 stations	4178

Source: BIA. 2001. Market share = average 2000 LCS. HHI calculation based on combined market share for each independently owned commercial station 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%	4473



## 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 <b>Globe</b> Boston <b>Herald</b> Boston <b>Metro</b> The Sun (Lowell MA) Others	47% 26% 18% 5% 4%	3239
Dallas/Fort Worth and Denton Co TX (007)	Dallas Morning <b>News</b> Fort Worth Star-Telegram Others	64% 29% 7%	4948
Washington, D.C. and Montgomery Co. MD (008)	Washington <b>Post</b> Washington <b>Times</b> Montgomery <b>Journal</b>	86% 11% 3%	7510
Kansas City and Linn Co. MO (031)	The Kansas City <b>Star</b> Linn <b>News-Bulletin</b>	95% 5%	9053
Birmingham, AL (039)	The Birmingham <b>News</b> Birmingham Post-Herald (Joint Operating Agreement)	88% 12%	7906
Lancaster, PA (046)	Lancaster <b>Intelligencer Journal</b>	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 <b>Beach</b> , SC (109)	Sun <b>News</b>	100%	10,003
Terre <b>Haute</b> , IN (145)	Tribune-Star	100%	10,000
Charlot <b>tes</b> ville, VA (192)	Daily Progress Cavalier <b>Daily</b>	77% 23%	6,431
Source: Burrelle's Media Directory, 2003. Local daily newspapers in principal metro city & DMA and one			



# 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
- Modeled 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

