

APPENDIX I

Legal Background

LEGAL BACKGROUND

Since the Circuit Court of Appeals for the District of Columbia's "TV-9" decision,⁹³ the Federal Communications Commission developed and subsequently maintained policies that sought to increase the employment of minorities in the broadcast industry and the ownership of broadcast facilities by minorities. The Commission has argued that a nexus exists between minority employment and viewpoint diversity, and that such employment promotes minority ownership by creating an experienced cadre of individuals possessing the requisite industry background to manage and own broadcast facilities. Similarly, the Commission has argued that a nexus exists between minority ownership and viewpoint diversity and that such ownership serves the public interest in democratic representation.⁹⁴

Two components of the ownership policy - awarding an enhancement for minority ownership in comparative hearings to allocate broadcast licenses and providing through a distress sale policy special procedures for the transfer of the licenses of broadcasters designated for a hearing on disqualifying issues - were affirmed by the Supreme Court in *Metro Broadcasting*.⁹⁵ In affirming the policy components, the Court found that "a

⁹³ *TV 9, Inc. v. FCC*, 495 F.2d 929, 937-938 (D.C. Cir. 1973), rehearing en banc denied 495 F.2d 941, cert. denied, 419 U.S. 986 (1974). In *TV 9*, the court held that "when minority ownership is likely to increase diversity of content, especially on opinion and viewpoint, merit should be awarded" and found that "it is upon ownership that public policy places primary reliance with respect to diversification of content, and that historically has proved to be significantly influential with respect to editorial content and presentation of news." *Id.* at 937-38.

⁹⁴ The Commission's judgment that a nexus exists between rules fostering minority ownership and fostering viewpoint diversity was affirmed by the court in *Metro Broadcasting, Inc. v. FCC*, 497 U.S. 547, 569-600 (1990).

⁹⁵ *Metro Broadcasting, Inc.* at 568.

diversity of views and information on the airwaves serves First Amendment values...[and] the benefits redound to all members of the viewing and listening audience." The Court also stated that "[a] broadcasting industry with representative minority participation will produce more variation and diversity than will one whose ownership is drawn from a single racially and ethnically homogeneous group."⁹⁶ The Court determined that the federal government had a substantial interest in promoting the diversity of viewpoints via broadcasting. In addition, the Court found that ownership of broadcast stations by minorities promoted the government's substantial interest.

Five years later, in *Adarand Constructors, Inc. v. Peña*, a reconstituted Supreme Court overruled the *Metro Broadcasting* Court's use of intermediate scrutiny to analyze the constitutionality of federal government programs that rely on racial criteria.⁹⁷ That Court held that any federal program using racial or ethnic criteria as the basis for decision making is subject to strict judicial scrutiny. According to the *Adarand* Court, racial classifications used in federal programs "must serve a compelling governmental interest, and must be narrowly tailored to further that interest."⁹⁸

More recently, in the context of broadcast employment, the United States Court of Appeals for the District of Columbia Circuit held in *Lutheran Church-Missouri Synod v. FCC* that the promotion of broadcast diversity does not constitute a compelling government interest.⁹⁹ The court, citing the O'Connor dissent in *Metro Broadcasting*, found that the government's arguments that a nexus exists between minority employment in broadcast stations and greater diversity in broadcast programming had not been

⁹⁶ *Metro Broadcasting, Inc. v. FCC*, 497 U.S. 547, 568 (1990), at 579.

⁹⁷ 515 U.S. 200 (1995).

⁹⁸ *Id.* at 235.

⁹⁹ *Lutheran Church-Missouri Synod v. FCC*, 141 F.3d 344 (D.C. Cir.), petition for reh'g denied, 154 F.3d 487 (D.C. Cir. 1998), petition for reh'g en banc denied, 154 F.3d 494 (D.C. Cir. 1998).

proven, and that the government does not appear to have a compelling interest in fostering such diversity.¹⁰⁰

The Lutheran Church opinion relied heavily on the dissent in *Metro Broadcasting*, which argued that the nexus between ownership and diversity had not been established,¹⁰¹ and that the market controls ownership expression even if a minority owner might prefer to program differently.¹⁰² As a consequence, the Lutheran Church opinion questions the nexus between equal employment opportunity and diversity, and, by implication, the nexus between ownership and diversity as well.

However, because the *Adarand* decision only overruled *Metro Broadcasting* to the extent that it applied intermediate rather than strict scrutiny, the question of whether the diversity interest can survive strict scrutiny has yet to be addressed by the Supreme Court.¹⁰³ For this reason, the FCC has commissioned this study as part of its efforts to develop a factual record that will help determine whether the FCC has a compelling interest in promoting broadcast diversity. Specifically, the FCC, through this study, seeks to begin the examination of whether there is an empirical nexus between the race of station owners and the content of programming on radio and television stations.

In addition to the FCC's reasons for commissioning this study, the researchers note that there are others as well. First, there have been potentially significant changes in the broadcast market

¹⁰⁰ Id. Also see Frank W. Lloyd and Janell F. Coles, D.C. Circuit Overturns FCC Broadcast EEO Rules, Cable TV & New Media Law & Finance, April 1998, Pg. 1.

¹⁰¹ Dissent by Justice O'Connor, with whom the Chief Justice, Justice Scalia, and Justice Kennedy joined. *Metro Broadcasting, Inc. v. FCC*, 497 U.S. 547 (1990).

¹⁰² Id. A number of legal scholars have taken issue with the *Metro* dissent's reasoning. See Rogovin, *The Regulation of Television in the Public Interest: On Creating A Parallel Universe in Which Minorities Speak and are Heard*, 42 Cath. Univ. L. Rev. 51 (1992); Hammond, *Diversity and Equal Protection in the Marketplace: The Metro Broadcasting Case in Context*, 44 Ark. L. Rev. 1063 (1991); and Williams, *Metro Broadcasting, Inc. v. FCC: Regrouping in Singular Times*, 104 Harv. L. Rev. 525 (1990).

¹⁰³ See 515 U.S. at 257-58 (Stevens, J., dissenting).

since Metro Broadcasting was decided based on inter alia the Congressional Research Study in the late 1980's. The Telecommunications Act of 1996 further relaxed the Commission's multiple ownership rules.¹⁰⁴ The radio and television mergers made possible by this Congressionally mandated relaxation, as well as the existence of television Local Marketing Agreements (LMAs),¹⁰⁵ are alleged to have affected the ability of minority and majority broadcasters to compete and maintain their presence in the market.¹⁰⁶ These changed circumstances are problematic in

¹⁰⁴ The Telecommunications Act of 1996 set off a torrent of mergers in the radio industry by relaxing the limits on radio ownership. Subsequently, the diversity and number of owners has decreased. Andrea Adelson, *Minority Voice Fading For Broadcast Owners*, *The New York Times*, May 19, 1997, Sec. D; P. 9; Col. 1. It has been argued that television ownership would be adversely affected in a similar manner. Kim McAvoy and Don West, *The Battle Over Bigness: Broadcasting's Fatal Attraction*; *Broadcasting & Cable*, May 22, 1995, p. 50. Over the years the Commission has established various limits on the number of AM, FM or television stations that could be owned by any one party. See, for example, Report and Order, 7 FCC Rcd 2755 (1992) (radio) and Memorandum Opinion and Order, 100 FCC 2nd 74 (1984) (radio and television).

¹⁰⁵ The Commission's ownership attribution rules permit a television licensee in a local market to have a financial and program supply (LMA) relationship with another television station in the same market. The Commission is considering whether to attribute such relationships for purposes of the television duopoly rule. See MM Docket No. 91-221 and MM Docket No. 94-150.

¹⁰⁶ From 1997 to 1998 the nationwide, percentage of radio stations owned by minorities dropped from 3.1 to 2.8 percent. Fahizah Alim, *Fading Signal*, *Sacramento Bee*, May 6, 1998, p. E1. "The Telecommunications Act of 1996...has opened the door to media concentration. Matt Pottinger, BET President Says Telecom Act Damaging Minority Ownership Prospects, *States News Service*, January 16, 1997, (quoting Debra Lee, President and Chief Operating Officer of BET Holdings, Inc.). Also see Andrea Adelson, *Minority Voice Fading For Broadcast Owners*, *The New York Times*, May 19, 1997, Sec. D; P. 9; Col. 1. In its recent report on minority ownership trends, the National Telecommunications Information Administration has stated that:

If media concentration continues at its current rate, small and less well capitalized minority broadcasters will find it increasingly difficult to compete with group owners and will

that there has been no study to determine whether and/or how they may have affected programming decisions made by minority or majority owned stations and the diversity of programming choices available to the public.¹⁰⁷ There is concern (see, e.g., Scott 1993) that service to minority communities may have suffered as a result.¹⁰⁸ Second, prior studies¹⁰⁹ tended to analyze the diversity of entertainment programming rather than the diversity of news and public affairs programming. Historically the FCC has considered the provision of news and public affairs programming to be essential to the provision of broadcast service in the public interest.¹¹⁰ Consequently, the study provides a

be more likely to sell their stations and exit the industry. Financial barriers, increased competition, and higher station prices, are likely to be significant obstacles to new minority entrants to this marketplace. A significant loss in the number of minority broadcast owners may result in fewer employment opportunities for minorities in broadcasting and less diverse media. Minority Commercial Broadcast Ownership in the United States, August 1998.

¹⁰⁷ Geraldine Fabrikant, Slow Gains by Minority Broadcasters, The New York Times, May 31, 1994, p. D1 (quoting Dr. Rubin). Regardless of the state of empirical analysis, minority communities become concerned when minority talent and minority oriented programming are dropped from a station's format. See Valerie Fields, Leaders taking concerns to FCC, The Dallas Morning News, November 18, 1998, Pg. 1A. Also see Tracy Dingmann, Black Groups Question TV Hiring, Albuquerque Journal, May 30, 1998, Pg. B2.

¹⁰⁸ Matthew S. Scott, Can Black Radio Survive an Industry Shakeout? Black Enterprise, June, 1993, p. 254.

¹⁰⁹ See, e.g., Dubin, Jeff and Matthew L. Spitzer, "Testing Minority Preferences in Broadcasting," 68 Southern California Law Review 841, 1995.

¹¹⁰ See generally, In the matter of the Revision of Programming and Commercialization Policies, Ascertainment Requirements, and Program Log Requirements for Commercial Television stations, 98 FCC2d 1076 (1984); and In the Matter of formulation of Rules and Policies Relating to renewal of Broadcast licenses, Final Report and Order, 43 FCC2d 1, 87-88, (1973). Also see Deregulation Comes to Television, Broadcasting, July 2, 1984, p. 31; Patricia Koza, FCC Deregulates Radio, UPI, April 3, 1981; and Associate Press, FCC. Ends Curbs on Radio

critical opportunity to examine the relationship between ownership and the provision of news and public affairs which the FCC, minority owners and others assert is at the heart of service to communities.¹¹¹

Stations, New York Times, January 15, 1981, p.1.

¹¹¹ Andrea Adelson, Minority Voice Fading For Broadcast Owners, The New York Times, May 19, 1997, p. Also see KJLH-FM's General Manager Says Minorities Want Information that is Relevant to Their Lives; "Our Listeners Hold Us Accountable," Los Angeles Times, March 21, 1993, p. 22. Also see Kim McAvoy and Don West, The Battle Over Bigness: Broadcasting's Fatal Attraction, Broadcasting & Cable, May 22, 1995, p. 50 [Bill Ryan Interview]; Laura Castaneda, Turning Up the Volume; Radio Duopolies Spark a Boom, but Draw Criticism, The Dallas Morning News, January 7, 1995, p. 1F.

APPENDIX II

Methodology

METHODOLOGY

Of the total of 11,475 broadcast stations licensed in the United States in August 1997, 322 (or 2.8 percent) were reportedly licensed by individuals or groups mainly comprising individuals of ethnic or racial minority status. Most - 193 or 1.7 percent of the total - were owned by Blacks. Another 120, or 1 percent, were owned by Hispanics. The remainder fell to Asian or Native American ownership; four stations were listed as being Asian-owned and five, by Native Americans.¹¹²

Sampling the Populations

Minority- and majority-owned broadcast stations were regarded as separate populations for the purpose of this study. The vastly smaller group of minority-owned stations were approached as a census effort. Once the minority list produced a completed interview, one or two majority stations were selected for interview from the same geographical area, an approach that would control for a number of potentially confounding variables such as market demographics and regional economics.

Minority Commercial Broadcast Ownership, produced annually by the United States Department of Commerce National Telecommunications and Information Administration, provides a complete national listing of commercial minority-owned television and radio

¹¹² August 1997 figures are derived from the August 1998 Minority Commercial Broadcast Ownership in the United States, an annual publication of the United States Department of Commerce National Telecommunications and Information Administration.

stations. The listing includes call letters, location and telephone number, and whether the station is television or radio. The August 1997 edition listed 322 such stations, 38 television and 284 radio. This list, upon inspection, contained only 300 usable cases, others dropping out because of duplication within that database or because a station, upon further checking, appeared to be out of business. This initial culling left 265 radio and 35 television stations. All were scheduled for interview.

A sample frame for the majority population - those majority-owned stations existing in markets containing at least one minority-owned station - was created in the following ways: For radio, each minority station's market was identified in the Spring 1996 American Radio, a commercial guide to broadcast stations published annually by James H. Duncan, Jr. (This worked when a station's "location" in the Minority Commercial Broadcast Ownership report was synonymous with its market; that is, when the city in which the station was located was also considered a market in the Duncan guide. When this failed - chiefly the case with smaller or non-rated minority stations - the 1997 Broadcasting and Cable Yearbook was employed to identify each minority station's market.) For television, each station's market could be obtained through this latter source. Through these efforts, a list of all other commercial stations sharing a market with a minority station, along with name and telephone number of each station's news director or public affairs director (if available), was obtained. The majority-owned station sample frame contained 1,554 radio and 163 television stations.

Interviewing Procedure

The study's focus on news and public affairs reporting led to a decision to query not station owners but the people in their employ most likely to have detailed information about programming and audience assessment. News directors or public affairs programming directors thus became the target pool. The Portland, Oregon, survey firm Bardsley & Neidhart began in June 1998 to train interviewers on a Computer Assisted Telephone Interview (CATI) version of the questionnaire, which would take an average of 40 minutes to administer. As they did so, the firm tackled the list of 300 minority-owned stations, calling each to verify names, titles, numbers and probe for interview availability. This process reduced the list to 204 stations - only 28 being television stations - fitting the study's triple criteria of a

station that was still in operation under minority ownership,¹¹³ devoting air time to news or public affairs programming,¹¹⁴ and with a news director who was not already on the list with a sister station.¹¹⁵ Pretesting of the survey instrument then began with respondents at minority-owned stations.

Cost estimates from the survey firm (based on pretest interview length and robust availability of respondents) suggested the possibility of completing 150 interviews with news directors or their equivalents at minority-owned stations. Having obtained approval for the study from the U.S. government's Office of Management and Budget, we directed the survey firm to enter the field on July 15, 1998, to begin augmenting pretest data with some new questionnaire items and to begin interviews from both populations.¹¹⁶

¹¹³ Initially, the study additionally aimed to estimate effect of female and small-business ownership on news and public affairs programming, as all three criteria have historically been used by the FCC to the advantage of such license applicants. However, as no lists of license holders by gender or business status were available, that portion of the project was abandoned.

¹¹⁴ As the study focused on dependent measures surrounding news and public affairs programming, data-gathering focused only on those stations that would provide useful data. Before an interview began, potential respondents were asked about news and public-affairs broadcasting among other screening questions. Potential respondents who indicated no such programming were thanked for their time and the interview was not begun.

¹¹⁵ Ninety-five radio stations shared 43 news directors.

¹¹⁶ Once a minority interview was completed, the survey firm located that minority-owned station in its market and consulted the list of majority-owned stations in that same market. They then selected the subset relevant to the minority station in terms of radio versus television and for radio, a.m. versus f.m.; for example, if the minority interview was with an a.m. radio station, the majority sample frame for the matching interview was reduced to all majority-owned a.m. radio stations in the same market. If that list included more than 10 stations, a subset of 10 was pulled at random and the order then randomized before the list was placed in the CATI system. If the list contained 10 or fewer, that list was likewise randomized before being placed in the system. Interviewers would then begin calling stations for a matching interview; when one was

The survey firm reported few outright refusals - at least in the early days of fieldwork - but a substantial number of potential respondents who could not begin or conclude an interview when called. On Oct. 16, 1998, as completion rates dwindled and expense per interview rose (some completions coming at the cost of nearly 50 attempts), the survey window closed. At that point the data set included interviews from 99 news directors at minority-owned stations and 112 from majority-owned stations in matching markets. Of the interview attempts among minority-owned stations, 29 attempts ended in outright refusals, 12 dead-ended with repeated attempts at contact via answering machines, and another 64 resulted in no data because the survey window ended before willing but busy subjects found time for the interview. Of attempts made to obtain a majority sample, 38 ended in outright refusals, and 73 stations were listed as willing but busy at the time the survey left the field.

As the data from these interviews merged with data from archival sources, discrepancies as to status of minority station owner emerged in several cases. Investigation led to seven cases moving from minority ownership to majority ownership. For the most part, this shift was necessitated by a change in ownership relevant to the time between when the minority list was first reduced and the onset of the survey itself.

Thus, of 197 attempts, 92 interviews were obtained with news directors at minority-owned stations for a response rate of 46.7 percent. Of 230 attempts with majority-owned stations, 119 interviews were completed for a response rate of 51.7 percent.

Dependent Measures

Given the historic tendency of the FCC to focus upon non-entertainment programming when discussing contributions of broadcasters in the public interest, the study operationalized the concept "diversity of programming" strictly along the lines of news and public affairs reporting. Through close to 200 questions, the survey instrument measured many facets of this concept, from descriptions of what a station has chosen to cover in the months preceding the survey to more preliminary issues

completed, the remaining cases were returned to the main list should that market again produce a like minority interview. Occasionally two interviews would be completed from the list when one interview, begun but suspended, was completed after another had been started and successfully concluded.

such as how a station goes about assessing and meeting the needs of its audience. Themes include (See survey instrument, Appendix III):

1. Amount and type of news broadcast (local, state, national, international; produced or purchased by the station);
2. Efforts of a station to find a local news angle within a regional, national or international news story, especially when attempting to meet the needs of a particular audience;
3. How a station distinguishes itself from its perceived primary competition, and whether such efforts are related to meeting the needs of a particular audience;
4. Amount and type of public affairs reporting, and whether this coverage was approached with the needs of a particular audience in mind;
5. How a station defines its intended audience;
6. How the station assesses the needs of its intended audience, including attention paid to direct feedback from audience members;
7. Decision-making processes at the station;
8. Ownership characteristics and involvement of owners in various levels of station activity;
9. Composition of the station's staff, including diversity in terms of gender, ethnicity and race;
10. A station's efforts to compete within its market, with particular attention to audience concerns.

Archival Data

Data on station format, ownership, revenues, market and audience exist in above-mentioned and other databases (including a commercial database produced by the Broadcast Industry Association (1998 version)). These data were gathered for three purposes:

- To create a basis for assessing response bias between

actual respondents and those who refused or were unable to complete an interview;

- To double-check and supplement responses from stations;
- To explore differences that appear in bivariate comparisons of minority- and majority-owned stations on the dependent measures derived from the survey.

APPENDIX III

Survey Instrument

Basic information (interviewer fills in before beginning interview)

Date of interview: _____ Starting time: _____ Interviewer _____

Respondent ID # _____ Station ID _____
Location (city, state) _____Title of respondent: owner station manager news director
 program director other _____If radio, type of format: _____ If TV, network affiliation: _____
 AM FM VHF UHFIntroduction

Hello, my name is _____. I am calling on behalf of researchers at Stanford University and Santa Clara University who are working on a study about news and public affairs programming. We are surveying hundreds of broadcast stations nationwide. We would like to interview you about your station's programming. This interview is voluntary. You have the right to skip any question you prefer not to answer, and to stop at any time. The Federal Communications Commission is one of the funding sources for the study, which has been approved by the Office of Management and Budget. However, your responses will be kept confidential; nothing you say will be connected to you personally or to your station. We foresee no risks associated with participation in this study. The interview takes about 45 minutes. In addition, to thank you for your participation, we will send you, via email, a copy of the results that will be made public at the conclusion of our study. Shall I begin, or do you have questions first?

[Note to interviewer: If at any time during the survey, respondent has questions about his or her rights as a study participant or expresses dissatisfaction with the study, advise respondent that he or she may call the Administrative Panels Office at Stanford University collect at 650-723-4697]

1. *[Note: radio respondents only]*
What is your station's predominant programming format? _____
[All respondents]
2. For how many hours a day is your station on the air? _____
3. Does your station broadcast news of any kind? yes no
-->[If yes, go to Q4]
-->[If no, go to A]
4. Does your station broadcast news about local events?
 yes no
5. Do you broadcast news about events in your state or region that happen outside your community? yes no
6. Do you broadcast news about national or international events? yes no
7. Which of the following best describes how the news is presented? Is it presented in a continuous, or 24-hour news format, on regularly scheduled news programs, or does your station broadcast only brief newsbreaks throughout the day?
-->[If continuous, go to Q11]

-->{If programs or newscasts, go to Q8}

8. About how many hours of local news do you broadcast in a week? ____
9. How about state and regional news? About how many hours of that do you broadcast in a week? ____
10. And about how many hours of national and international news? ____
11. Roughly how much of the news your station broadcasts is produced or created solely by members of your staff? Would you say most of it, some of it, or none at all?
12. Does your station broadcast news produced by any wire services or networks? yes no
- >[If yes, go to Q13]
-->[If no, go to 17]
13. How many wire services does your station subscribe to, 1, 2, 3, or more than that?
14. Does your station localize news from wire services or network feeds? yes no don't know
- >[If yes, go to Q15]
-->[If no/DK, go to 17]
15. Would you say that happens a couple times a month, about once a week, a couple times a week, or more often than that?
16. Are decisions about which stories to localize ever based mostly on the appeal of a story to specific ethnic or minority groups in your audience? yes no don't know
17. What are the call letters for the station you consider your chief competition when it comes to news? _____
18. Can you think of any major news stories in the past three months that your station covered but [*competition*] didn't? yes no
- >[If yes, go to Q19]
-->[If no, go to Q24]
19. About how often in the past three months would you say that happened, once, two or three times, or more often than that?
- >[If once, go to Q20]
-->[If two or more times, go to Q21]
20. What story was that? _____
[SKIP TO Q22]
21. What was the story the most recent time that happened? _____
22. Was your decision to cover that story made with a particular audience in mind? yes no
- >[If yes, go to Q23]
-->[If no, go to Q24]
23. Who was the intended audience? _____
24. In the past three months, has [*competition*] covered a story you didn't, but wished you had? yes no
- >[If yes, go to Q25]
-->[If no, go to Q26]
25. What story was that? _____
26. Can you think of any news stories that you and [*competition*] both covered, but differently? yes no
- >[If yes, go to Q27]

-->[If no, go to Q30]

27. What was the most recent news story you covered differently from [competition]?

28. Was your decision about the approach to take with that story made with a particular audience in mind? yes no [If no, go to Q30]

29. Who was the intended audience? _____

30. Is your mission as news director primarily to broadcast news and public affairs programming that appeals to the widest possible audience, to serve the needs of a particular audience, or do neither of these statements describe your mission?

31. All things being equal, do you think journalists should report events objectively, or provide interpretation of events?

A. Next, I'd like to ask about public affairs programs. The term "public affairs" is sometimes used to describe programs that consist of talk, commentary, discussion, speeches, editorials, documentaries, forums, panels, roundtables or similar programs that deal mostly with local, national or international issues of political or public importance.

32. Would you say that definition includes more types of programs than what you consider to be "public affairs," fewer types of programs, or is it about right?

33. Does your station broadcast any regularly scheduled public affairs shows?

yes no

-->[If yes, go to Q34]

-->[If no, go to Q50]

34. Does your station broadcast any shows about health or medicine? yes

no don't know

-->[If yes, go to Q35]

-->[If no/DK, go to Q37]

35. About how many hours a week are these shows broadcast? ____

36. Are any of the health or medical shows produced by your station? yes

no don't know

37. Does your station broadcast any political or current events show other than the news?

yes no don't know

-->[If yes, go to Q38]

-->[If no/DK, go to Q40]

38. About how many hours a week are these shows broadcast? ____

39. Are any of the political or current events shows produced by your station?

yes no don't know

40. Does your station broadcast any shows about culture, music or the arts designed to appeal especially to certain ethnic or minority groups? yes no

don't know

-->[If yes, go to Q41]

-->[If no/DK, go to Q43]

41. About how many hours a week are these shows broadcast? ____

42. Are any of the culture, music or arts shows produced by your station? yes

no don't know

43. Does your station broadcast any shows about issues of concern to senior citizens?

yes no don't know

-->[If yes, go to Q44]

-->[If no/DK, go to Q46]

44. About how many hours a week are these shows broadcast? ____
45. Are any of the shows for senior citizens produced by your station? yes
 no don't know
46. Are there any other kinds of shows your station broadcasts that you would consider news or public affairs programming? yes no
-->[If yes, go to Q47]
-->[If no, go to Q50]
47. Can you describe in a few words what those shows are about? _____
48. About how many hours of these other shows do you broadcast in a week? ____
49. Are any of these shows produced by your station? yes no
50. Does your station ever air live broadcasts of community events, such as government meetings or parades? yes no don't know
51. Do you broadcast any programs in a language other than English?
 yes no
-->[If yes, go to Q52]
-->[If no, go to Q55]
52. About how many hours of foreign language shows do you broadcast in a week? ____
53. In which other languages do you broadcast? Spanish, Mandarin or Cantonese,
 Tagalog, Korean, Japanese, Vietnamese, French,
 Portuguese, or something else?
54. Are any of the foreign language shows produced by your station? yes no
55. For any of the kinds of programs we've mentioned, does your station use a call-in format, where [viewers/listeners] can ask questions or state opinions? yes no
 don't know
56. Other than providing news and information, does your station participate in community events or projects by, for example, sponsoring events or underwriting scholarships? yes
 no don't know
-->[If yes, go to Q57]
-->[If no or DK, go to Q58]
57. Are any of those events or projects targeted to women or minority groups?
 yes no don't know
58. Stations sometimes broadcast special programming related to holidays or events in addition to any news coverage of those events. In the past year, has your station broadcast any special programming about political or civic holidays, such as President's Day or the Fourth of July? yes no DK
59. How about religious events or holidays? In the past year, did your station broadcast any programs, other than news, related to holidays, such as Christmas or events like religious gatherings? yes no DK
60. Did your station broadcast any programming about holidays or topics of particular interest to Hispanics, such as Cinco de Mayo? yes no DK
61. How about programming about holidays or topics of particular interest to African Americans, such as Black History Month? Anything like that in the past year?
 yes no DK
62. Did your station broadcast any programs about holidays or topics of particular interest to Asian Americans, such as Chinese New Year? yes no DK
63. Did your station broadcast any programs about holidays or topics of particular interest to Native Americans, such as Native American Month? yes no DK
64. And how about programming about holidays or topics of particular interest to women, such as programs dealing with women's health? yes no DK

65. In general, does your station try to attract a particular kind of audience?
 yes no don't know
-->[If yes, go to Q66]
-->[If no or DK, go to Q67]
66. Can you describe that intended audience in a few words? _____
67. Does your station use rating services, such as Nielsen or Arbitron, to help you find out who is in your audience? yes no DK
-->[If yes, go to Q68]
-->[If no, go to Q69]
-->[If DK go to Q73]
68. How often do you look at information from one of these services? Would you say it's once a week, once a month, a couple of times a year, once a year, or less than that?
[GO TO Q73]
69. Do you know any reasons why your station doesn't use rating services?
 yes no
[If yes, go to Q70]
[If no, go to Q73]
70. Is one reason because it is too expensive? yes no
71. Is one reason that the information would not be very useful in making decisions? yes no
72. Is one reason because you feel you know your audience better than anyone else does?
 yes no
73. Does your station conduct formal audience research of its own, such as local focus groups or surveys? yes no DK
-->[If yes, go to Q74]
-->[If no, go to Q75]
-->[If DK, go to Q79]
74. Would you say you do that once a year, more often, or less often than that?
[GO TO Q79]
75. Do you know any reason why your station doesn't conduct its own audience research?
 yes no
-->[If yes, go to Q76]
-->[If no, go to Q79]
76. Is one reason because it is too expensive? yes no
77. Is one reason that the information would not be very useful in making decisions? yes no
78. Is one reason because you feel you know your audience better than anyone else does? yes no
79. How about other market studies, such as government or Chamber of Commerce reports about local income levels and the like? Does your station use that kind of information? yes no DK
-->[If yes, go to Q80]
-->[If no, go to Q81]
-->[If DK, go to Q85]
80. Would you say you use them once a year, more often, or less often than that?
[GO TO Q85]
81. Do you know any reason why your station doesn't use that kind of information?
 yes no
[If yes, go to Q82]

[If no, go to Q85]

82. Is one reason because it is too expensive? yes no
83. Is one reason that the information would not be very useful in making decisions?
 yes no
84. Is one reason because you feel you know your audience better than anyone else does?
 yes no
85. Does your station ever hire consultants to help you decide which programs to air? yes
 no DK
-->[If yes, go to Q86]
-->[If no, go to Q88]
-->[If DK, go to Q92]
86. Would you say you do that once a year, more often, or less often than that?
87. How much would you say you rely on consultants' advice regarding your audience's preferences, a lot, a little, or not at all?
[GO TO Q92]
88. Do you know any reason why your station doesn't use consultants?
 yes no
[If yes, go to Q89]
[If no, go to Q92]
89. Is one reason because they are too expensive? yes no
90. Is one reason that the information would not be very useful in making decisions? yes
 no
91. Is one reason because you feel you know your audience better than anyone else does?
 yes no
92. Aside from call-in shows, do [viewers/listeners] ever call in or write to the station about news or public affairs programs? yes no
-->[If yes, go to Q93]
-->[If no, go to B]
93. Would you say that happens nearly every day, a few times a week, about once a week, a few times a month, or less often than that?
94. Thinking about only news and public affairs programming, which kind of program prompts [viewers/listeners] to call or write the most? Would you say that news or public affairs shows prompt the most response? Don't know
95. Do [viewers/listeners] contact the station to complain about a show's topic or content?
 frequently sometimes rarely not at all don't know
96. Do [viewers/listeners] contact the station to complain about an advertiser? frequently
 sometimes rarely not at all don't know
97. Do [viewers/listeners] contact the station to offer suggestions or ideas for programs?
 frequently sometimes rarely not at all don't know
98. Do [viewers/listeners] contact the station to praise or compliment a program?
 frequently sometimes rarely not at all don't know
99. Do [viewers/listeners] contact the station to seek additional information about a show or show topic? frequently sometimes rarely not at all don't know
100. How often would you say you rely on people writing in or calling the station to form your idea of the audience and what it wants? Would you say you rely on that kind of contact
 frequently sometimes, rarely, or not at all?

B. Now I'm going to list a few ways stations might use to determine what their audiences want. For each one, tell me how much your station relies on it.

101. How often does your station rely on your staff's professional training and judgment to learn about the audience and what it wants, frequently, sometimes, rarely, or not at all?
102. How much does your station rely on information gathered at professional conferences or seminars to learn about the audience, frequently, sometimes, rarely, or not at all?
103. Does your station rely on information obtained from talking to colleagues and competitors frequently, sometimes, rarely, or not at all?
104. How often does your station rely on comments overheard "on the street" to get an idea of who is in the audience, frequently, sometimes, rarely, or not at all?
105. Now I'd like you to think of the news or public affairs show you produce that draws the largest audience. What program would you say this is? _____
[If not clear... Is that a newscast, talk show....? If continuous news is broadcast, ask respondent to consider the time slot that draws the largest audience.]
106. Does that program appeal especially to women? yes no don't know
- 106b. Does that program appeal especially to minorities? yes no don't know
107. How many of your staff regularly appear on this show? ____
- 107b. Of those, how many are women? ____
108. And how many are members of minority groups? ____
109. During the time this news or public affairs program airs, are other stations in your market also airing news or public affairs programs? yes no don't know
110. Are the primary advertisers for your station's show local merchants, regional companies, national chains, or are you not sure?

[Note: Interviewer skips to Q118 if R is at a radio station.]

111. Now think about the children's programming your station broadcasts that is designed to meet the requirements of the Children's Television Act. About how many hours of children's programming that meets these requirements do you broadcast in a week? ____ don't know
112. What programs are these? _____ don't know, skip to Q118.
113. Are any of these programs produced by your station? yes no don't know
114. Do any of these programs feature live actors? yes no don't know
 -->[If yes, go to Q115]
 -->[If no or DK, go to Q117]
115. Are any of the characters or hosts on these shows girls or women? yes no don't know
116. Are any of the characters or hosts members of minority groups? yes no don't know
117. What about the children's shows the station purchases? Who makes the decisions about which programs to buy, the owner the program director, or someone else? don't know
118. Next, we are interested in who is involved in making decisions at your station. First, do owners of the station hold management positions with the station?
 yes no don't know
 -->[If yes, go to Q119]
 -->[If no or DK, go to Q120]
119. Please tell me the job titles for the management positions the owners hold. Are any of them general manager, station manager, program director, news director, music director, producer, or director? *[Interviewer marks all that apply.]*

120. Are you as [*respondent job title*] involved in making decisions about what your station broadcasts on the news and on public affairs shows?

yes no

-->[If yes, go to Q121]

-->[If no, go to C]

121. Would you say you are very involved, somewhat involved, not very involved, or not at all involved in those decisions?

C. I'm going to read a list of other people who might be involved in making decisions about what your station broadcasts on the news and on public affairs shows. For each one, please tell me whether that person is very involved in such decisions, somewhat involved, not very involved, or not at all involved. If there is no one at your station with one of these job titles, just let me know and we'll move on. [*Note: Omit respondent job title from list*]

122. First, the general manager. Is that person very involved, somewhat involved, not very involved, or not at all involved in making decisions about news and public affairs?
 no such job title

123. Is the station manager very involved, somewhat involved, not very involved, or not at all involved in decisions about news and public affairs shows? no such job title

124. Is the program director very involved, somewhat involved, not very involved, or not at all involved in those decisions? no such job title

125. How about the news director? Very involved, somewhat involved, not very involved, or not at all involved no such job title

126. Is the executive producer very involved, somewhat involved, not very involved, or not at all involved in decisions about news and public affairs shows?
 no such job title

127. Is the assignment editor very involved, somewhat involved, not very involved, or not at all involved in decisions about news and public affairs shows?
 no such job title

128. How involved is the news producer? Is that person very involved, somewhat involved, not very involved, or not at all involved in decisions about news and public affairs shows? no such job title

129. Are [*anchors or disc jockeys*] very involved, somewhat involved, not very involved, or not at all involved in deciding what your station broadcasts on news and public affairs shows? no such job title

130. Are reporters or writers very involved, somewhat involved, not very involved, or not at all involved in decisions about news and public affairs shows? no such job title

Now I'm going to read a list of activities related to news and public affairs programming. For each one, tell me how involved the owners of your station are in that kind of activity.

131. How involved are the owners in setting the overall direction of news and public affairs programming, very involved, somewhat involved, not very involved, or not at all involved?

132. How involved are the owners in scheduling news and public affairs programs, very involved, somewhat involved, not very involved, or not at all involved?

133. How involved are the owners in suggesting topics and stories, very involved, somewhat involved, not very involved, or not at all involved?

134. How about doing on-air editorials? Are the owners very involved, somewhat involved, not very involved, or not at all involved?

135. How involved are the owners in daily news meetings, [] very involved, [] somewhat involved, [] not very involved, or [] not at all involved?

136. And how involved are the owners in hiring news and public affairs staff, [] very involved, [] somewhat involved, [] not very involved, or [] not at all involved?

137. Who communicates your station's news values to employees, [] the owner, [] the news director, [] or someone else?

The next questions deal with the composition of your station's staff. If you work at a company that owns more than one station, just answer for the one you, personally, work at.

138. About how many people are employed at your station? _____

139. And about how many of those employees work on news or public affairs programming?

140. About how many of these news or public affairs employees are women? _____

141. About how many of the news and public affairs employees are members of racial and ethnic minorities, for example, American Indian or Alaska Native, Black or African American, Hispanic or Latino, Native Hawaiian or Other Pacific Islander, or Asian? _____

-->[If more than 0, go to Q142]

-->[If none, go to Q149]

142. Are any of the minority news or public affairs employees women?

[] yes [] no

149. Do any of the news or public affairs employees speak a language other than English as their first language? [] yes [] no [] don't know

150. Were any of the news or public affairs employees born outside of the United States?

[] yes [] no [] don't know

151. About how many of the people who work on news and public affairs would you say went to a journalism school or have a degree in journalism or communication? _____

152. Did you, personally, go to a journalism school, or major in communication?

[] yes [] no

153a. What is your ethnicity? [] Hispanic or Latino, or [] Not Hispanic or Latino

153b. What is your race? Are you [] White, [] American Indian or Alaska Native, [] Black or African American, [] Native Hawaiian or Other Pacific Islander, [] Asian, or [] something else?

[Note to interviewers: It's possible for respondents to pick more than one category for Q's 153a and 153b]

Now I'd like to ask you some questions about the ownership of your station.

154. Do you know who owns the station? Is it [] a person, [] a family, [] a small group of individuals, [] a company that owns more than one media outlet, [] a corporation that owns holdings that are both media and non-media, [] or do you not know?

-->[If know, go to Q155]

-->[If don't know, go to E]

155. Thinking just of the person or people at the ownership level who directly control this station, are any of them women?

[] yes [] no [] don't know

-->[If yes, go to Q156]

-->[If no/DK, go to Q157]

156. Do the women owners hold a controlling interest in the station? [] yes [] no

[] don't know

157. Are any of the station's owners members of minority groups? [] yes [] no

don't know

-->[If yes, go to Q158]

-->[If no/DK, go to D]

158. Do minority owners hold a controlling interest in the station? yes no
 don't know

[Note: If respondent is owner, skip to E]

D. Now, thinking about just the owner or owners of your station, tell me how much you agree or disagree with the following statements. Remember, your responses will be kept confidential.

160. The owner's image in the community represents me as well.

Would you say you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with that statement?

161. I have a lot in common with the station owner(s).

Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with that statement?

162. I find it difficult to agree with the owner's policies on important matters.

strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree

163. I find that my values and the values of the owner(s) are not very similar.

strongly agree, agree, neither agree nor disagree, disagree, strongly disagree

164. In general, the owner(s) and I are working toward the same goals.

strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree

E. Now I would like to know about your station's market. I want to reassure you that your answers will be kept confidential, so please try to be as specific as possible when answering. First, some stations compete with rival local stations for each time slot by providing similar programs. Other stations try to capture a specific segment of the audience with specialized programs targeted just to that segment.

165. Which of these strategies describes your station better, the head-to-head competitor approach, the market-segment approach, or is your station's strategy somewhere in-between?

166. Do any stations in your market compete directly with you for listeners or viewers? yes no

-->[If yes, go to Q167]

-->[If no, go to Q171]

167. What are the call letters for those stations? _____

168. What types of programming are those competitors providing? _____

169. Are any of those competitor stations owned by minorities? yes no
 don't know

170. Are any of your competitors owned by women? yes no don't know

171. Do any stations in your market compete directly with you for advertisers?
 yes no

-->[If yes, go to Q172]

-->[If no, go to Q173]

172. What type of programming are those competitors providing? _____

173. Approximately what are your station's total annual advertising revenues? _____

174. Would you say that most of your station's advertising revenue comes from
 national accounts, local accounts, or are you not sure?

175. What is the total amount, approximately, that your station spends on programming in a year, not including salaries? _____

176. About how much is spent just on news and public affairs programming? _____

176b. Are news or public affairs employees offered any financial incentives, such as stock, that are tied to the performance of the station? yes no don't know

177. How does your station's audience compare with the market as a whole in terms of income or wealth? Would you say your audience is about average
 below average, above average, or are you not sure?

178. Do advertisers consider your audience to be different from the overall market in terms of purchasing habits? yes no don't know

-->[If yes, go to Q179]

-->[If no/DK, go to F]

179. Do you think that is a reflection of the audience's income? yes no
 don't know

180. Do you think that is a reflection of the audience's cultural background? yes
 no don't know

181. Do you think that is a reflection of how many women are in the audience? yes no
 don't know

F. Now I'd like to ask about the public inspection files that all radio and television broadcasters maintain. Every quarter, information about the programs a station broadcast dealing with significant community issues is included in the file.

182. What is the job title of the person responsible for compiling the information for the public file? Is it the owner, station manager, program director, news director, a reporter, a producer, someone else, or are you not sure who does the report?

As part of our research project, we'd like to receive a copy of the most recent report from your station's public inspection file. Could you fax or send a copy to the researchers? *[Interviewer: If yes, provide fax number 408-554-4913 or address, Prof. Laurie Mason, Communication Department, Santa Clara University, Santa Clara, CA 95053]*

Conclusion

Thank you, these are all the questions I have. We appreciate your help. Do you have the information you need to send us the latest report from the public inspection file? *[Interviewer: If necessary, again provide fax number 408-554-4913 or address, Prof. Laurie Mason, Communication Department, Santa Clara University, Santa Clara, CA 95053]*

Do you have any questions or comments about the survey?

Thanks again. You've been very helpful to our study.

Ending time _____

APPENDIX IV

Non-Response Bias Analysis

NON-RESPONSE BIAS

When a substantial number of attempted interviews fail to result in completion, the question of response bias - of how representative the sample is of its population - emerges. Put simply, people missed by the survey might have provided a different pattern of answers than those the survey captured.

The 46.7 percent response rate reported above for news and public affairs directors at minority-owned stations is a conservative calculation as it combines 29 outright refusals with 76 cases involving either the ambiguity of unresponsive answering machines or, and for the most part, potential interviewees who plausibly pleaded being too busy yet interested in participating at some later time that, unfortunately, outlasted the survey window.

But even a creative reassessment of non-response without reference to the hard-to-get-but-"willing" and the silent prospects, a tactic that provides a much more satisfactory 76 percent response rate, places the study among those that have prompted public opinion researchers and others to investigate with great concern the potential of distortion to inference inherent in a sample that missed many attempts within its sample frame. The problem, of course, in assessing response bias is that the data needed for such an analysis - the answers from non-respondents to compare with answers from respondents - is missing.

Smith (1990)¹¹⁷ reviews and rejects numerous methods found in the literature to estimate attributes of non-respondents, including:

- * External population checks
- * Geographic/aggregate level data
- * Interviewer estimates

¹¹⁷ Smith, Tom W. "The Hidden 25 Percent: An Analysis of Nonresponse on the 1980 General Social Survey." Public Opinion Quarterly 47:386-404, 1983.

- * Interviewing non-respondents about non-response
- * Sub-sampling of non-respondents
- * Substitution for non-respondents
- * Extrapolation based on difficulty
- * Conversion adjustments

One promising avenue - considering temporary refusals as resembling ultimate refusals more than they resemble immediate completers - was equally soundly rejected by Ellis, Endo and Armer (1970).¹¹⁸ While the literature presents a dismal picture of non-response investigation, this study is in a better position than most in its access to relevant archival data for a respondent/non-respondent comparison. Such data as radio station format, station owner size, market, race and ethnicity for market population, and region of the country in which a station is located are available for respondents and non-respondents alike.

Radio and television differ as media fundamentally, both in terms of technology (sound versus pictures and sound; delivery chiefly through broadcast versus cable; ability to reach large and diverse audiences being less with radio than with television) and how expectations for a medium have shaped choices of station operators (i.e., radio tends to specialize in format while television offers a wider range of programming throughout the broadcast day, typically). Recognizing this circumstance, this study separates the data on this basis and reports findings for radio and television separately.

Minority-Owned Radio Station Non-Response Bias

Little evidence of response bias arose in archival data comparisons between the 71 respondent minority-owned radio stations and the 101 non-respondents from that population.¹¹⁹ The

¹¹⁸ Ellis, Robert A.; Calvin M. Endo; and J. Michael Armer. "The Use of Potential Nonrespondents for Studying Nonresponse Bias." Pacific Sociological Review pp. 103-109, Spring 1970.

¹¹⁹ The statistics that follow will be of two types. A comparison of two categorical variables such as respondent/non-respondent by format requires a Chi-Square statistic (appearing as χ^2 in footnotes) that contrasts the pattern of distribution expected when no relationship exists between the variables with the pattern obtained in the data. When the dependent variable is continuous, such as percent of Asians in a market (which could conceivably range from zero to 100), a t-test is employed to compare the means of the two groups with reference to their sample variance and number of cases. In both cases, significance is reported as a "p" value. Small p values (conventionally, anything less than .05 or five percent) indicate the difference

two groups did not vary with respect to radio station format,¹²⁰ region of the country where station is located,¹²¹ presence or absence of group ownership (where owner owns stations in more

observed between the sample groups is unlikely to be attributable to sampling error but is more likely attributable to a true difference between population groups. Thus, when the report indicates no significant difference between groups on a given comparison, the difference observed between the samples does not rise to the necessary level to be considered statistically significant. Number of cases in a comparison will vary based on a number of factors. Sometimes a question was not put to a respondent because of responses to previous questions. For example, a television station would not have a format, thus the total number of responses to the format question reflects only the radio stations in the survey. In addition, respondents are encouraged to skip any item to which they do not know the answer. Number of cases is reported as "N" in a Chi-Square (see, for example, Footnote 120 shows a statistic concerning 172 cases that produces a small statistical difference (0.139) and a large and insignificant p (.71)). A t-test displays number of cases in terms of degrees of freedom, a number that is either N-2 when group variances are not significantly different from each other according to Levene's test or a lower number when the test needs to accommodate unequal variances (in this case, degrees of freedom are often non-integer). For example, in Footnote 123, based on equal variances, the test involves an N of 172, resulting 170 degrees of freedom producing in this case a small t statistic (0.32) and an insignificant p value (.75)). Footnote 124, presents a t-statistic from an analysis with unequal variance: the test involves 172 cases but only 108.81 degrees of freedom, producing a t-statistic of 1.70 and an insignificant p value of .09.

¹²⁰ $\chi^2(1, N=172) = 0.139, p=.71$. Following the lead set by the Civil Rights Forum on Communications Policy in its January 1999 report ("When Being No. 1 is Not Enough: The Impact of Advertising Practices on Minority-Owned & Minority-Formatted Broadcast Stations," Ofori, Kofi A.), this study categorized program formats as either general market appeal or minority appeal based on categories employed by BIA Research Inc. Specifically, formats denoted as Black, Ethnic, Spanish or Urban were categorized as minority appeal. These general classifications include subcategories (for example, Ethnic encompasses Asian, Greek, Hawaiian, International, Japanese, Korean, Polish, Spanish/Portuguese and Portuguese). All other formats were categorized as general market appeal.

¹²¹ $\chi^2(8, N=172) = 4.86, p=.77$

than one market or three or more within any one market)¹²² (although this comparison approaches a significant relationship with respondents less often working for stations that are owned in conjunction with other stations than do non-respondents), number of stations owned by station's owner,¹²³ or in percent of Asians, Blacks or African Americans, Whites, or Hispanics or Latinos in station's market.¹²⁴

Likewise, no differences emerged between respondent and non-respondent minority-owned radio stations in terms of BIA's "owner rank" - a formula based partly on estimates of an owner's annual revenues¹²⁵ - or 1997 station revenues.¹²⁶ Differences approached but did not achieve significance with respect to Arbitron ranking of stations' markets, with the tendency toward non-respondents working in bigger markets than respondents.¹²⁷

Minority-Owned Television Non-Response Bias

Survey interviewers were instructed to spend the maximum time securing completed interviews with respondents at minority-owned

¹²² $\chi^2(1, N=172) = 3.50, p=.06$

¹²³ $t(170) = 0.32, p=.75$

¹²⁴ $t(108.81) = 1.70, p=.09$; $t(170) = 0.52, p=.61$; $t(170) = 1.16, p=.25$, and $t(170) = .79, p=.43$ respectively. Because of a few outliers, the distribution of percent Hispanics in a market was severely skewed. Normalizing this variable through recoding of all data over 50% to a category of "50% and above" did not produce a significant difference between respondents and non-respondents ($t(170) = .78, p=.44$).

¹²⁵ $t(123) = -0.97, p=.33$; in addition, adjusting for skewness in the data by separating cases into categories at the median (the mid-way point in the data) produced no difference in results: $\chi^2(1, N=125) = 0.83, p=.77$.

¹²⁶ $t(109) = 0.95, p=.34$; This comparison should be viewed with some suspicion, however, as respondents were generally unwilling or unable to provide this data to interviewers, and the BIA database constructs its information using a system of estimates across market over time that leaves many stations without data.

¹²⁷ $t(118.34) = 1.85, p=.07$. Collapsing this rankings into two categories (1-100 = "big" and 101+ = "small") did not change these results: $\chi^2(1, N=120) = 2.83, p=.09$.

television stations as that group (ultimately only 25 in all) was so small. These efforts succeeded in producing 21 completed interviews, leaving insufficient power to evaluate differences between these stations and their four non-respondent counterparts.

Majority-Owned Radio Station Non-Response Bias

A comparison of archival data between the 77 respondents and 80 non-respondents from the majority-owned radio stations produced a similar pattern as the one reported for minority-owned radio stations, above. Format choice was not significantly different across the radio stations within the two response groups,¹²⁸ nor was region of the country where station was located,¹²⁹ presence or absence of group ownership,¹³⁰ number of stations owned by a station's owner,¹³¹ or market racial or ethnic demographics.¹³²

Like the comparison of minority-owned radio stations, rank of majority-owned station owner¹³³ did not differentiate between majority-owned station respondents and non-respondents, nor did station revenues.¹³⁴ But, following the trend in the minority-owned radio station data, Arbitron rank of a majority-owned station's market showed a tendency to significantly vary across response groups, with non-respondents coming from bigger markets more frequently than expected (as was the trend with the minority-owned stations). This relationship misses significance

$$^{128} \quad \chi^2(1, N=157) = .57, p = .40$$

$$^{129} \quad \chi^2(6, N=157) = 6.4, p = .075$$

$$^{130} \quad \chi^2(1, N=157) = 2.58, p = .11$$

$$^{131} \quad t(155) = -.15, p = .88$$

¹³² Percent Asians in the market, $t(155) = -0.97, p = .82$; percent Blacks in the market, $t(155) = 0.20, p = .81$; percent Whites in the market, $t(129.09) = -1.46, p = .15$; percent Hispanics or Latinos in the market, $t(155) = -0.68, p = .50$; percent Hispanics or Latinos adjusted to account for outliers, $t(155) = -1.00, p = .32$.

$$^{133} \quad t(132) = .43, p = .67; \chi^2(1, N=134) = 0.00, p = 1.0$$

$$^{134} \quad t(119) = -0.05, p = .96$$

when the data are collapsed into "high" and "low" market categories, however.¹³⁵

Majority-Owned Television Station Non-Response Bias

The 42 respondent and 31 non-respondent cases in this category provide sufficient data for non-response bias comparisons. These comparisons mirror the trend - absence of significant differences between respondent and non-respondent stations - set in the radio station analyses, above.

Format choice does not apply to television programming. Region of the country where station was located provided no significant differences across response groups,¹³⁶ nor did presence or absence of group ownership,¹³⁷ number of stations owned by a station's owner,¹³⁸ or market racial or ethnic demographics.¹³⁹

Like the above comparisons of minority-owned and majority-owned radio stations, rank of majority-owned television station owner¹⁴⁰ did not differentiate between majority-owned station respondents and non-respondents, nor did station revenues.¹⁴¹ But, following and sharply enlarging upon the trend in the radio station data, market rank (as measured by Nielsen) of a majority-owned television station's market varied significantly across response groups, with non-respondents coming from bigger markets more frequently than expected (as was the trend with the radio stations).¹⁴²

¹³⁵ $t(131.20)=1.98, p=.05; \chi^2(1, N=149)=3.34, p=.068$

¹³⁶ $\chi^2(7, N=73)=7.67, p=.36$

¹³⁷ $\chi^2(1, N=73)=0.20, p=.66$

¹³⁸ $t(71)=-.37, p=.71$

¹³⁹ Percent Asians in the market, $t(71)=-1.57, p=.12$; percent Blacks in the market, $t(71)=-0.17, p=.86$; percent Whites in the market, $t(71)=.86, p=.39$; percent Hispanics or Latinos in the market, $t(71)=-1.09, p=.30$; percent Hispanics or Latinos adjusted to account for outliers, $t(71)=-1.65, p=.10$.

¹⁴⁰ $t(67)=.75, p=.46; \chi^2(1, N=69)=.75, p=.39$

¹⁴¹ $t(62)=-0.37, p=.71$

¹⁴² $t(70.59)=3.21, p<.005; \chi^2(1, N=73)=6.6, p<.05$

Non-Response Bias Summary

For the most part, no significant differences arose between respondents and non-respondents, whether they be from minority-owned or majority-owned radio or majority-owned television stations. This includes comparisons based on market demographics, choice of radio format, region of the country and for ownership characteristics. Only market size appeared to differentiate, sometimes to a point of statistical significance, putting non-respondents consistently in larger markets, on average, than their respondent counterparts.