

7. I have reviewed Bloomberg's confidential complaint to the FCC, Comcast's Answer to the Complaint, and three confidential declarations (Mr. Egan, Mr. Kreiling, and Dr. Israel).

8. In what follows, I explain my opinion that groupings with as few as four news channels in a block of five consecutive channel positions on many Comcast channel lineups constitute "news neighborhoods."

9. Neighborhooding is not a new practice, although the term is new to me since I identified the same practice as "clustering." In the first (1981) edition of the Eastman book *Broadcast Programming*, cable system strategies were barely mentioned – just two pages in the overview introductory chapter – where cable operators were described as acting "merely as relayers of programming." In the second (1985) edition of the book entitled *Broadcast/ Cable Programming*, however, Dr. Eastman added three new chapters on cable, thanks in part to the "more than 50" cable networks that arose in the intervening years between editions. In a section of the chapter titled "Cable System Programming," the book includes a section labeled "Dial Placement" in which Dr. Eastman introduces the term "content clustering" to describe the clustering of different genres of cable programming that would be "easy to promote" for the cable operator and "easy to remember" for the subscriber (p. 231). In the third (1989) edition, Dr. Eastman revised the term to "clustering by content" with a more specific example: "placing news and information services" into clusters that "make immediate sense to subscribers" (p. 276).

10. Thus, neighborhooding is a standard way that cable lineups have evolved from the days of relatively few channels to the digital cornucopia of today. Just as groceries arrange their aisles and shelves by the type of food or merchandise, cable systems present their products in familiar patterns of shelf space. In fact, shelf space is a long-time metaphor in programming textbooks like the one Dr. Eastman and I have written.

11. Competing textbooks targeting programming strategies also describe this clustering practice, labeled neighborhooding by the FCC: Perebinosoff, Gross & Gross published the second edition (2005) of their book *Programming for TV, Radio and the Internet* in which they state: “Cable systems frequently make changes in their channel lineup. Often, however, the only thing that is changed is the channel number. MTV may be switched from channel 12 to channel 26. The reasons for this are many. Sometimes the system rebuilds to add channels and is then able to add more services. But rather than lumping all the new ones at the end, the system may want to give some rhyme or reason to channel numbers. For example, it may want to group all music services . . .” (pp. 280-281). The authors conclude: “Systems are often wary of communicating exact details if the change involves eliminating some service. There are always people who will kick and fuss when something is taken away. What cable systems often do is send subscribers an innocent-looking channel card with their monthly bill. This lists the new lineup without indicating what has been eliminated.” (p. 281). From this, I conclude that other experts agree with me, that clustering channels is commonplace and that no one specifies a percentage or number of channels that “must” appear in a grouping to qualify it as a neighborhood. Furthermore, the view of other experts demonstrates that cable systems can change their lineups with relative ease.

12. Channel changing, once known as channel surfing until the web popularized that verb metaphor, and now better known as flipping or grazing, has been the subject of many empirical studies. The book *Cableviewing* (1989) by Carrie Heeter and Bradley S. Greenberg summarizes many baseline studies in audience behavior with regard to cable channels. Citing a study by psychologists Shiffrin and Schneider in 1977, Heeter labels different strategies for searching channels (pp. 14-15). Specifically, elaborated search is contrasted with a terminating search. In the first case, viewers must search hundreds of channels to exhaust the possibility that a better choice could be made. In the second case, viewers look until they are satisfied with a channel and then stop

looking. I conclude that news neighborhoods encourage viewers to shorten a tedious search by settling for the comfort of a familiar set of channels in a well-tended neighborhood of popular choices. It is my view that many viewers welcome news neighborhoods to assist them with their search strategy.

13. Also in *Cableviewing*, Greenberg reinforced the notion that viewers are creatures of habit (p. 98). His research is consistent with my own observation that most people want a relaxing time with television, not a memory test with too much to recall.

14. Heeter notes from her research that only 23 percent of subscribers can identify the channel number of more than half of all available channels (p. 22). Yet her findings were published when there were only 36 channels instead of hundreds. Surely viewers are even more pleased when their channel options are arranged in convenient clusters of genres. Heeter also identifies “viewer awareness [of channel choices]” as an important element of program choice, which gives me reason to conclude that channels excluded from news neighborhoods are at a disadvantage to included channels.

15. With regard to grazing, if a channel-up strategy used by many viewers leads them to graze through three consecutive religious channels, followed by three pop music video channels, the viewers will readily assume that there will be no more religious channels to follow. If the next sequence of channels is four or five news channels, followed by Disney and Nickelodeon, then the same viewers cannot be blamed for thinking they are done with the news channels. I conclude from this that channels excluded from news neighborhoods are disadvantaged by the way viewers are conditioned by neighborhoods that already exist “now.”

16. I believe that Bloomberg’s definition of a news neighborhood meets a common-sense standard, where the most popular channels are grouped together on the channels with the

lower numbers of the channel lineup, generally channels under 70. The FCC's definition incorporates the same common sense of neighborhoods. Viewers expect news channels to be reasonably adjacent, just as they expect over-the-air signals to be among the first 13 numbers on the channel lineup. [Numerous other neighborhoods exist: shopping, digital music, children's, lifestyle, movies, pay channels.] Digital channels have not changed the audience's expectations. The existence of more niche channels above channel 70 only reinforces the notion that lower numbered channel positions constitute the most worthy standard-definition signals. If neighborhoods made no difference, then cable systems would just mix digital audio channels in with the video channels, instead of separating them above Channel 900.

17. No one in the MVPD industry would be shocked to visit friends in another city where similar-genre channels were grouped along the channel lineup. Neighborhoods vary, but they are instantly recognizable. Akin to Potter Stewart, I know a news neighborhood when I see one. Neighborhoods may not be universal, but they are quite common.

18. I believe four channels is clearly sufficient to constitute a news neighborhood and that exiling a later entrant like Fox Business or Bloomberg TV ("BTV") to a channel position outside of the news neighborhoods identified by Bloomberg in its Complaint is an onerous barrier to entry into the marketplace. As a result, the neighborhoods identified by Bloomberg meet the definition adopted by the FCC, i.e., "placing a significant number or percentage of news and/or business news channels substantially adjacent to one another in a system's channel lineup."¹

19. In contrast, I do not agree with Comcast that a neighborhood generally includes 10 or more channels. That a particular genre might have more than 10 choices does not alter the

¹ See *In the Matter of Applications of Comcast Corp., General Electric Co., and NBC Universal Inc. For Consent to Assign Licenses and Transfer Control of Licenses, Memorandum Opinion and Order*, 26 FCC Rcd 4238, 4358 (App. A, Sec. III 2) (2011).

dominance of the top three or four or five news channels, depending on the competitive prowess of the contenders. For example, Current TV is not in the same league as MSNBC or CNN, as Keith Olbermann has discovered, and his show is on a channel with essentially no other news or information programming. Likewise, I disagree with Comcast's assertion that a customer would need to be convinced that no other news channels exist before determining if a channel grouping is a neighborhood. The significance is not influenced by a lower number if that same lower number represents the most important news channels. Whether the channels became popular because of their positioning or the positioning determined their popularity is a chicken-and-egg question, but the fact remains that the most popular four channels easily constitute a dominant news neighborhood, regardless of the number of other channels of the same genre that one could conjure. Audiences simply do not put that much thought into channel selection when the low-hanging fruit are so accessible on the same adjacent branches.

20. Brand, popularity, or financial success of a channel or channels are all impacted by channel placement and the effectiveness of a neighborhood, For example, on August 25, 2011, Fox News Channel had more total viewers than CNN, MSNBC and CNBC *combined*, yet Fox Business News ("FBN") had only a little over 30 percent of CNBC's audience. News Corporation produces both FNC and FBN, but FNC is typically included in news neighborhooding while FBN (alongside BTV) typically lives in isolation from neighborhoods on a preponderance of MVPDs.

21. Customers for cable TV expect the best channels grouped together, just as they expect Campbell's Soup to be at eye level in the grocery, not down at their ankles. Even when the channels are renumbered from time to time, the relative groupings remain. Based entirely on my 40-plus years of media experience, audiences are creatures of habit. Media consumption is a leisure activity, not bicycle assembly. Viewers resist hard work and prefer being able to find the good stuff

quickly. As a result, it is my opinion that the grouping of four or five channels of the same genre together in a channel lineup is not only a neighborhood but such an effective cluster that it makes it less likely that customers will look for other similar genre programming because products, as in the example above of FBN, require ready access. If viewers want news and also want to check the stock market channel for financial news, and if they need only press the channel-up button two or three times to find CNBC, then they will be far less likely to even remember BTV or FBN, let alone try to remember the 3-digit combination that takes them there. Cable subscribers may have to adjust to channel realignments, because cable systems do them all the time for often unclear reasons, but they cannot adjust their expectations of convenience once they have reoriented their search. This is nothing new. Carrie Heeter described the model in 1985 in a landmark study on how viewers search for channels. [“Program Selection with Abundance of Choice,” *Human Communication Research*, Volume 12, Issue 1, pages 126–152, September 1985].

22. The research is clear that viewers orient themselves to programs through a particular search strategy. Most use an elaborated search, in which they start with familiar or low-numbered channels and run through the lineup until they come to the nearest option that fulfills their search. In the Heeter article mentioned above, she warned against assuming that viewers are perfectly aware of program alternatives (and attributed this situation as being more acute for newer media like cable television). Heeter limited the model to situations involving choice, i.e., where viewers did not turn to television to watch a specific, preselected program. A door-to-door survey of 232 cable households was completed, yielding interviews that averaged 25 minutes. The questionnaire included items on several process variables. The process variables of orienting search (becoming aware of the alternatives to watch) and reevaluation (reconsidering a choice) were found to be positively correlated with channel familiarity and channel repertoire (use of cable channels). Heeter also found gender differences: “Males and females approach program selection quite differently,

with females checking a guide more, and males changing channels (at all times) more, being familiar with and watching more channels, and engaging in less concentrated channel use.” (p. 150).

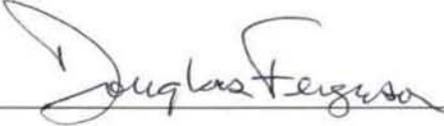
23. I have been asked to opine on whether the presence of more than one grouping of news channels is consistent with the concept of neighborhooding, and I believe it is. If MVPDs create secondary groupings of newer news channels with tiny viewership, it only reveals the inequity of the positioning of the secondary channels themselves. It is similar to the neighborhood we all hope to live in, versus the less desirable one. One is a preferred neighborhood, where viewers are likely to spend quality time (rather than rarely visit).

24. What is the impact of a channel assigned only a channel position above 100? Cable customers know there are channels numbered above 100. With the exception of premium channels and HD channels, however, viewers associate higher-numbered channels with “boutique” programming that appeals to specialized audiences.

25. For all of these reasons, I conclude that Bloomberg’s definition of news neighborhood is accurate. I also conclude that Comcast could readily accommodate BTV’s request for neighborhood positioning. The claims of disruption are greatly exaggerated in my informed opinion.

26. I declare under penalty of perjury that the foregoing is true and correct to the best of my information, knowledge and belief.

Dated: August 29, 2011



A handwritten signature in black ink, reading "Douglas Ferguson", is written over a horizontal line. The signature is cursive and stylized, with a large initial "D" and "F".

Douglas Ferguson

CURRICULUM VITAE

DOUGLAS A. FERGUSON, Ph.D.

Academic Degrees

Doctor of Philosophy in Mass Communication, School of Mass Communication, Bowling Green State University, Bowling Green, Ohio. Dissertation: "Selective Exposure to Television: Predicting Inheritance Effects From VCR and Cable Penetration" (University Microfilms Inc. #DA9034131)
(1987-1990)

Bachelor of Arts (*summa cum laude*) and Master of Arts, both in Speech Communications at The Ohio State University. Thesis: "The First Major Market Cable Television Failure: A Case Study of the 1967 CATV Efforts in Lakewood, Ohio"
(1969-1973)

Academic Positions

Teaching Positions

Professor, Department of Communication, College of Charleston, Charleston, South Carolina.
(1999-)

Associate Professor, Department of Telecommunications, Bowling Green State University (BGSU), Bowling Green, Ohio.
(1995-1999)

Assistant Professor, Department of Telecommunications, BGSU.
(1990-1995)

Instructor, Department of Radio-Television-Film, BGSU.
(1989-1990)

Teaching Fellow, School of Mass Communication, BGSU.
(1987-1989)

Lecturer, Rhodes State College, Lima, Ohio.
(1985-1987)

Administrative Positions

Director of Graduate Studies, Master of Arts in Communication, Department of Communication, College of Charleston.
(2004-2008)

Editor, *Journal of Radio & Audio Media* (formerly *Journal of Radio Studies*), Broadcast Education Association.
(2005-2008)

Chair, Department of Communication, College of Charleston.
(1999-2004)

Chair, Department of Telecommunications, Bowling Green State University.
(1997-1999)

General Manager, WBGU-FM, Bowling Green State University.
(1997-1999)

Assistant Dean for Resources and Planning, College of Arts and Sciences, BGSU.
(1994-1997)

Non-academic Positions

Station Manager, WLIO(TV) [NBC], Lima, Ohio.
(1980-1987)

Program Director and Assistant to the General Manager, WLIO(TV).
(1976-1980)

Promotion Director, WLIO(TV).
(1975-1976)

Director and Film Editor, WLIO(TV).
(1974-1975)

Program Director, Gerity Cablevision, Bay City, Michigan.
(1973-1974)

Salesperson/Radio Announcer, KESM-AM, El Dorado Springs, Missouri.
(1973)

Radio Announcer, WIMA-AM, Lima, Ohio.
(1969-1971)

Sportswriter, *The Lima News*, Lima, Ohio.
(1969)

Publications

Books

Eastman, S. T., & Ferguson, D. A. (2009) [published January 2008]. *Media Programming: Strategies and Practices* (8th Ed.). Boston: Thomson Wadsworth. Also editor/contributor on the 7th edition (2006) and on the 6th edition (2002) and 5th edition (1997) under the title *Broadcast/Cable/Web Programming: Strategies and Practices*. Newest edition includes the following authored chapters:

Ferguson, D. A., & Eastman, S. T. (2009). A framework for programming strategies (pp. 1-38).

Ferguson, D. A., Meyer, T. P., & Eastman, S. T. (2009). Program and audience research (pp. 39-83).

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Eastman, S. T., Ferguson, D. A., & Klein, R. A. (2006). *Media Promotion & Marketing for Broadcasting, Cable & the Internet* (5th Ed.). Boston: Focal Press. Also editor/contributor on the 3rd edition (1999) and 4th edition (2002) under the title *Promotion & Marketing for Broadcasting, Cable, & the Web*. [Korean translation available from Hanul Publishing, Chinese translation available from Huaxia Publishing, and Bulgarian translation from Sluntse Publishers.] Newest edition includes the following authored chapters:

Ferguson, D. A., Eastman, S. T., and Klein, R. A. (2006). Promoting the media: Scope and goals (pp. 1-29).

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Walker, J. R., & Ferguson, D. A. (1998). *The Broadcast Television Industry*. Boston: Allyn & Bacon. Includes the following authored chapters:

Ferguson, D. A. (1998). The economics of broadcast television (pp. 42-63).

Ferguson, D. A. (1998). The national broadcast television industry (pp. 105-120).

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*Ferguson, D. A., & Greer, C. F. (2011). Local radio and microblogging: How radio stations in the U.S. are using Twitter. *Journal of Radio and Audio Media*, 18(1), 33-46.

*Greer, C. F., & Ferguson, D. A. (2011). Using Twitter for promotion and branding: A content analysis of local television Twitter sites. *Journal of Broadcasting & Electronic Media*, 55(2), 198-214. <http://www.tandfonline.com/doi/abs/10.1080/08838151.2011.570824>

*Greer, C. F., & Ferguson, D. A. (2011, forthcoming). Following local television news personalities on Twitter: A uses and gratifications approach to social networking. *Electronic News*, 5(3).

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Ferguson, D. A. (2010). The online editor: Teaching media writing with Google. *Journal of Media Education*, 1(2). <http://www.calameo.com/read/0000917892c917d5d7556>

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*Perse, E. M., & Ferguson, D. A. (1993). The impact of the newer television technologies on television satisfaction, *Journalism Quarterly*, 70(4), 843-853.

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*Smith, K. A., & Ferguson, D. A. (1990). Voter partisan orientations and the use of political television. *Journalism Quarterly*, 67(4), 864-874.

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^Ferguson, D. A. (2003). Remembering a mentor: Joe Foley. In M. D. Murray and R. L. Moore (Eds.), *Mass Communication Education* (pp. 295-296). Ames, IA: Iowa State Press.

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*Greer, C. F., & Ferguson, D. A. (2011, April). Following local television news personalities on Twitter: A uses and gratification approach to social networking. First-place (open competition) paper presented at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

Ferguson, D. A. (2011, March). Technology and social interaction: The growing role of social media in interpersonal communication. Roundtable discussion at the annual meeting of the Southern States Communication Association (SSCA), Little Rock.

*Ferguson, D. A., & Greer, C. F. (2010, April). Local radio and online audience connectivity: How stations in the U.S. are using Twitter. Paper presented at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

*Greer, C. F., & Ferguson, D. A. (2010, April). Using Twitter for promotion and branding: A content analysis of local television Twitter sites. First-place (open competition) paper presented at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

*Greer, C. F., & Ferguson, D. A. (2009, November). Radio audience attitudes toward programming and localism in the decade following the 1996 Telecommunications Act. Competitive paper presented to the Mass Communication Division of the annual meeting of the National Communication Association (NCA), Chicago.

*Greer, C. F., & Ferguson, D. A. (2008, April). Factors influencing the adoption of HD Radio by local radio station managers. First-place (open competition) paper presented at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

Ferguson, D. A. (2008, April). Social media: The engaged audience. Invited panel paper presented at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

*Capps, W. E., & Ferguson, D. A. (2008, April). Cultivation effects of political television advertising in influencing and persuading voters. Paper presented to the annual meeting of the Southern States Communication Association (SSCA), Savannah.

Ferguson, D. A. (2007, October). The online editor: Teaching writing with Google. Invited paper presented to the Convergence and Society: Media Ownership, Control and Consolidation conference, Columbia, SC.

*Ferguson, D. A., Greer, C. F., & Reardon, M. R. (2007, April). Uses and gratifications of MP3 players by college students: Are iPods more popular than radio? First-place (open competition) paper presented at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

Ferguson, D. A. (2007, April). Social networking and the active audience. Invited paper presented at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

Ferguson, D. A. (2007, April). The journal editorial review process and documentary research treatments. Invited paper presented at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

Ferguson, D. A. (2006, November). The use of poster sessions to present student research in the methods classroom. Paper distributed as part of a panel presentation at the annual meeting of the National Communication Association (NCA), San Antonio. (also available at <http://fergusond.people.cofc.edu/posters.pdf>)

*Ferguson, D. A. (2005, April). The value of self-selected samples in new media research. Paper presented within a refereed Communication Technology Division panel (Digital Video Recorders at Five Years: Is the Revolution Still Coming?) at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

*Ferguson, D. A., & Perse, E. M. (2005, April). Length of DVR ownership effects on ad-skipping. Paper presented within a refereed Communication Technology Division panel (Digital Video Recorders at Five Years: Is the Revolution Still Coming?) at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

*Ferguson, D. A., & Perse, E. M. (2004, August). Ad skipping and satisfaction among TiVo users by length of ownership. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto.

Ferguson, D. A. (2004, April). Asynchronous viewing options in the year 2005. Paper presented at the annual meeting of the Southern States Communication Association (SSCA), Tampa.

Perse, E. M., & Ferguson, D. A. (2003, April). Audience activity and the study of the newer media. Paper presented for a refereed Research Division panel (Uses and Gratifications in the Newer Electronic Media) at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

Ferguson, D. A. (2002, November). Asynchronous revenue streams in TV's third generation. A panel presentation for The Dynamics of Convergent Media conference at the University of South Carolina, Columbia.

*Ferguson, D. A., & Benigni, V. L. (2002, November). Relationship strategies in a large Department of Communication. Top-3 competitive paper presented to the Association for Communication Administration (ACA) Division at the annual meeting of the National Communication Association (NCA), New Orleans.

*Ferguson, D. A. (2002, April). A conceptual inventory of three generations of television. Second-place open-entry paper (\$100 cash award) for the Management & Sales division of the Broadcast Education Association (BEA), Las Vegas.

Ferguson, D. A., & Perse, E. M., (2002, April). Audience satisfaction among TiVo users: A comparison of two national samples. Paper for a refereed Management and Sales Division panel (The Impact of TiVo and Other PVRs on the Television Broadcasting Industry) moderated by the lead-author at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

Ferguson, D. A., & Perse, E. M., (2001, November). An exploration of audience behavior with digital video recorders (DVRs). Paper for a refereed Mass Communication Division panel (The "New" Television Viewer: Research on the Influence of New Communication Technologies) chaired by the lead-author at the annual meeting of the National Communication Association (NCA), Atlanta.

*Ferguson, D. A., & Perse, E. M., (2001, August). Enhanced television viewing with digital video recorders (DVRs): Audience satisfaction in an asynchronous television environment. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

*Ferguson, D. A. (2001, April). Online programming. Competitive paper presented to the annual meeting of the Southern States Communication Association, Lexington.

*Perse, E. M., & Ferguson, D. A. (2000, November). Web surfing satisfaction. Top-3 competitive paper presented to the Mass Communication Division of the annual meeting of the National Communication Association (NCA), Seattle.

*Ferguson, D. A. (2000, March). Program promotion on the internet. Competitive paper presented to the annual meeting of the Southern States Communication Association, New Orleans.

*Ferguson, D. A., & Perse, E. M. (1998, November). The World Wide Web as a functional alternative to television. Competitive paper presented to the Mass Communication Division of the annual meeting of the National Communication Association (NCA), New York.

Ferguson, D. A., and Klopfenstein, B. C. (1998, August). How media managers deal with change: The case of HDTV. Panel of the Media Management & Economics division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Baltimore.

*Ferguson, D. A., & Greer, C. (1998, April). Inheritance effects in launching new sitcoms. Competitive paper presented to the Management & Sales Division of the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

*Walker, J. R., and Ferguson, D. A. (1997, July). Changing demographics of mass media industries in the U.S.: The broadcast television industry. Joint refereed panel of the Media Management & Economics and Advertising divisions at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago.

Ferguson, D. A. (1997, April). Broadcast television in a multi-channel world. A panel presentation at the Central States Communication Association annual meeting, St. Louis.

Ferguson, D. A. (1996, May). The World Wide Web from a text author's perspective. Paper presented as part of a Communication & Technology Division panel at the annual meeting of the International Communication Association (ICA), Chicago.

*Perse, E. M., Nathanson, A. I., & Ferguson, D. A. (1995, November). Gender differences in television use: An exploration of the instrumental-expressive dichotomy. Paper presented as part of a refereed panel at the SCA Convention, San Antonio.

*Ferguson, D. A., & Melkote, S. R. (1995, November). The public opinion implications of leisure time and channel repertoire in a multichannel environment. Paper presented at the annual meeting of Midwest Association for Public Opinion Research, Chicago.

*Ferguson, D. A., & Perse, E. M. (1994, March). Viewing television without a remote: A deprivation study. Competitive paper presented to the Research Division of the annual meeting

of the Broadcast Education Association (BEA), Las Vegas.

*Perse, E. M. & Ferguson, D. A. (1992, November). Gratifications and the newer media technologies. Competitive paper presented to the Mass Communication Division of the annual meeting of the Speech Communication Association (SCA), Chicago.

*Perse, E. M., Ferguson, D. A., and McLeod, D. M. (1992, August). Cultivation and the newer media technologies. Top competitive paper out of 24 accepted Communication Theory and Methodology Division papers presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Montreal.

*Ferguson, D. A. (1992, April). Measurement of mundane TV behaviors: Remote control device flipping frequency. Paper presented as part of a refereed panel on "Refining our Measurement of Important Media Variables" for the Research Division of the BEA Convention, Las Vegas.

*Ferguson, D. A., & Perse, E. M. (1992, April). Media structure and audience influences on channel repertoire. Top open-entry paper in the Research Division at the annual meeting of the Broadcast Education Association (BEA), Las Vegas.

*Ferguson, D. A. (1991, November). The history of motion picture colorization. Paper presented as part of a refereed panel at the SCA Convention, Atlanta.

*Ferguson, D. A. (1991, November). Gender differences in the use of remote control devices. Competitive paper presented at the SCA Convention, Atlanta.

*Ferguson, D. A. (1991, May). Channel repertoire in the new media environment. Competitive paper presented at the annual meeting of the International Communication Association (ICA), Chicago.

*Ferguson, D. A. (1991, May). The economics of Caller ID. Paper presented as part of refereed panel (ranked 2nd of 53 panel proposals in the Communication & Technology Division) at the ICA Convention, Chicago.

*Ferguson, D. A. (1991, April). Focus group research as a tool for theory development. Paper presented as part of a refereed panel on "Nonquantitative Approaches to Media Research" for the Research Division of the BEA Convention, Las Vegas.

*Ferguson, D. A. (1991, April). The domain of inquiry for media management researchers. Top debut paper (\$200 cash award) in the Management & Sales Division of the BEA Convention, Las Vegas.

*Klopfenstein, B. C., & Ferguson, D. A. (1991, April). VCR survey meta-research: An application of the propositional inventory. Top open-entry paper in the Research Division of the BEA Convention, Las Vegas.

*Klopfenstein, B. C., & Ferguson, D. A. (1990, November). Setting the VCR research agenda

for the 1990s: A meta-analysis of the first decade of VCR research. Paper presented as part of a refereed panel at the SCA Convention, Chicago.

*Ferguson, D. A. (1990, November). Selective exposure to television: An exploratory study of VCR usage. Paper presented as part of a refereed panel at the SCA Convention, Chicago.

*Ferguson, D. A. (1990, November). Selective exposure to television: Predicting inheritance effects from VCR and cable penetration. Top 5 paper out of 84 competitive Mass Communication Division papers presented at the Speech Communication Association (SCA) Convention, Chicago.

*Klopfenstein, B. C., & Ferguson, D. A. (1990, September). Conducting telephone survey research for student-operated campus radio stations. Competitive paper presented at the Broadcast Education Association (BEA) Radio Only Conference, Boston.

*Klopfenstein, B. C., Spears, S. C., & Ferguson, D. A. (1990, August). VCR attitudes and behaviors by length of VCR presence. Competitive paper presented at the AEJMC Convention, Minneapolis.

*Smith, K. A., & Ferguson, D. A. (1990, August). The portrayal and influence of the personal and professional behavior of prime-time television characters. Competitive paper presented at the AEJMC Convention, Minneapolis.

Smith, K. A., & Ferguson, D. A. (1989, April). Political independents and media use. Paper presented at a regional meeting of the Communication Theory and Methodology Division of the AEJMC, Columbus, OH.

*Smith, K. A., & Ferguson, D. A. (1988, November). Family socialization and public affairs media predictors of partisan orientations. Competitive paper presented at the Midwest Association of Public Opinion Research, Chicago.

Consulting

Gerson Lehrman Group, Member, Tech, Media & Telecom Council.

TV Asahi America (Japanese group owner), report on the future of commercial television in the United States, July 2000.

Globosat satellite network, May 2000, Rio de Janeiro, Brazil. Conducted week-long seminar.

Arab Radio-Television satellite network, August 1999, Avezzano, Italy. Conducted week-long seminar.

Grants

International Radio-Television Society (IRTS) Faculty/Industry Seminar, New York City, (funded by IRTS grant): 2005, 2003, 2000, 1997, 1995, 1991.

NATPE (National Association of Television Program Executives) Conference and Exhibition, New Orleans, January 25-28, 1999 (funded by a \$2000+ NATPE Educational Foundation grant and a travel grant from BGSU).

National Engineering Consortium University Faculty Grant (\$995) to attend the 1992 National Communications Forum, Chicago, October 1992.

Faculty Research Committee Basic Grant (\$3000) from BGSU to study inheritance effects in the new media environment, Summer 1992.

Faculty Development Grant (\$1070) from BGSU to attend the NAB Management Development Seminar for Television Executives, July 19-25, 1992, Northwestern University.

One of five recipients of two grants from the Office of Consumers' Counsel (State of Ohio) for \$21,553 to study arguments in favor of mandatory "caller-ID" blocking from Ohio Bell, June 1990.

Recipient of one of the two 1989 Dowden Center Doctoral Dissertation Grants (\$1000) from the University of Georgia. Presented on May 2, 1990, in a ceremony in Athens, GA.

Selected Honors

Stephen H. Coltrin Award for Excellence in Electronic Media Education, International Radio and Television Society (IRTS) Faculty/Industry Seminar, first-place team award, 1992, 1997, 2003.

Outstanding Ph.D. Student (1988-89) and (1989-90), School of Mass Communication, Bowling Green State University. Chosen from different fields of fifteen doctoral candidates.

Phi Beta Kappa. Ohio State University, 1973.

Teaching

College of Charleston

Introduction to communication
Mass media
Media marketing

Communication research methods
Media history
Communication management

Bowling Green State University

Introduction to mass media
Introduction to film
Radio announcing and production
Introduction to television production
Film production
Applied research in telecommunication
Intermediate television production
Media effects
Advanced radio production
Electronic media management
Television programming
Economics, sales and promotion
Political communication
Sports broadcasting
Broadcast station management
Political communication
Proseminar in mass communication
Analyzing research data with SPSS
Seminar in media management

Rhodes State College

Introduction to robotics
Programmable logic controllers
Electronic interface systems
Digital equipment fundamentals

Thesis and Dissertation Students

M.A. Thesis Committees

Elizabeth Dorrance (member), 2011, "The Language of Clothes: Nonverbal Communication Intention and Misinterpretation"

Mia Fischer (member), 2010, "'Birds of a Feather Flock Together' Reloaded: Homophily in the Context of Web 2.0 in Online Social Networking Sites, Such as Facebook"

Ronald Schlegel (member), 1997, "The Diffusion and Adoption of Microcomputer Platforms in U.S. Organizations: The Establishment of the Microsoft Windows PC as the De

Facto Microcomputing Standard"

Krishna Kandath (member), 1997, "Agenda-Setting Effects of English Press in India: A Case Study in Hyderabad"

Leigh Hallisey (member), 1997, "Decades of Decadence: Aaron Spelling as Television Auteur"

Elizabeth Rogers (member), 1993, "Resisting Patriarchy: The Femme Fatale Image in Four Films Noirs"

Charles Earl (advisor), 1992, "Sources of District Awareness Among Voters"

Michelle Ruggles (advisor), 1992, "The Public Broadcasting Service and Its New Strategy Directions for the Nineties"

Darrin Sutherland (member), 1992, "A Study of the 1990 British Television Broadcasting Bill"

Andrew Daniel (member), 1991, "Telephone Company/Cable Television Cross-ownership: A Critical Examination"

Ph.D. Dissertation Committees

Randyll Yoder (advisor), 1997, "Public Access Producers: The Roles of Genre, Motivation, and Audience in Program Design"

William Covington, Jr. (advisor), 1994, "Systems Theory Applied to the Management of Television Stations in the Midst of a Multichannel Marketplace" (published as Systems Theory Applied to Television Station Management in the Competitive Marketplace by University Press of America, 1997)

Carol Schlagheck (member), 1997, "Newspaper Readership Choices Among Young Adults"

Edward J. Carlin, II (member), 1996, "An Analysis of the Variables Influencing the Potential Adoption of a New Communication Innovation: The Case of the Digital Satellite System"

Stuart Esrock (member), 1995, "Consumer Predispositions Toward the National Information Infrastructure: An Exploratory Study in Perceptions and the Potential Diffusion of the Information Superhighway"

Edward Brewer (member), 1995, "Turning up the Heat: A Study of the Rhetorical Patterns of the American Family Association"

Jeffrey Harman (member), 1995, "Digital Radio Broadcasting Technology Applications: A Delphi Forecast Study"

Sandhya Rao (member), 1992, "Role of Users' Attitudes and Perceptions in the Implementation

of NICNET in Karnataka State, India"

Service

Department

Chair, Curriculum and Enrollment Management Committee, Department of Communication, College of Charleston, 2010-2011.

Member, Curriculum and Enrollment Management Committee, Department of Communication, College of Charleston, 2009-2010.

Chair, Executive Committee, Department of Communication, College of Charleston, 2005-2008.

Graduate Program Director, Department of Communication, College of Charleston, 2004-2008.

Chair, Department of Communication, College of Charleston, 1999-2004.

Chair, Department of Telecommunications, BGSU, 1997-1999.

Acting Director, School of Communication Studies, June 16-20, 1997.

Member, Director's Advisory Committee, School of Communication Studies, 1996-1998.

Member, Assessment Committee, Department of Telecommunication, 1996-1997

Co-presenter, World Wide Web Workshop for Broadcasters, December 8, 1995, and February 9, 1996, day-long sessions held at BGSU for Ohio radio and TV broadcasters.

Member, Chair Evaluation Committee, Department of Telecommunications, Spring 1995.

Acting Chair, Department of Telecommunications, Spring 1994 and Summer 1996.

Acting Graduate Coordinator, School of Mass Communication, BGSU, Spring 1993.

Member, Charter Committee, School of Mass Communication, BGSU, 1993.

Founding co-advisor, BG 24 News, School of Mass Communication, 1992-1993.

Coordinator. School of Mass Communication Computer Network, BGSU, 1992-1995.

Director, Radio-Television Summer Workshop, June 1992 and 1993. Planned week-long

workshop for high school students at BGSU.

Chair, Undergraduate Program Committee, School of Mass Communication, 1992-94.

Chair, TV Faculty Search Committee, Department of Telecommunications, Summer 1993.

Member, Undergraduate Program Committee, School of Mass Communication, 1991-1992.

Member, Undergraduate Appeals Committee, Department of Telecommunications, 1991-1994.

Assistant Director, Radio-Television-Film Summer Workshop, June 1988 - June 1991.

College

Member, Faculty Grievance [Standing] Committee, College of Charleston, 2010-2011.

Member, Faculty Compensation [Standing] Committee, College of Charleston, 2009-2010.

Member, Faculty Senate, College of Charleston, 2002-2004.

Member, Executive Committee, School of Humanities and Social Sciences, College of Charleston, 2009- .

Assistant Dean for Resources and Planning, College of Arts and Sciences, BGSU, 1994-1997.

Participant, "Higher Education Access and Retention: Going Beyond Affirmative Action," joint session among BGSU, Medical College of Ohio, University of Toledo, and Owens Community College, March 28, 1996.

Member, Graduate Council, BGSU, 1996-1997, representing the Dean.

Moderator, "Technology in Higher Education," Ohio Conference of Dean of Colleges of Arts and Sciences, April 1995.

Member, Arts & Sciences Committee, College of Arts & Sciences, BGSU, 1992-1997.

Member, Subcommittee to Study the Role of Part-time Faculty, 1996.

Member, Dean Search Committee, College of Arts & Sciences, BGSU, 1992-1993.

Member, Social Science Committee, College of Arts & Sciences, BGSU, 1992-1993. (Secretary, 1993-1994)

Member, Film Studies Program Committee, College of Arts & Sciences, BGSU, 1992-1994.