

Response to FCC Request for Additional Information Regarding MMTC Sponsored Study

The first three information requests ask for the actual responses as well as the call letters and further information associated with these stations. As part of the inducement for responding to the survey of local radio and television stations, we promised confidentiality of the responses. Therefore, we cannot provide the actual responses associated with the responding station requested. However, we can provide enough information from the responses, carefully “masked” to protect confidentiality while also describing the results. Finally, under a protective order, we will provide the call letters, owners, and types of stations contacted.

The other requests for clarification are responded to below.

- A detailed description and explanation of the sampling methodology used.

Answer: The markets where there were cross media owned operations (TV/Newspaper, radio newspaper, Radio/TV) were noted using BIA/Kelsey’s Media Access Pro™ database. Those markets were then compared with the FCC’s database of ownership which details the minority/women ownership of local radio and television stations. The intersection of these two sets of markets provided us with markets in which a cross-owned media operation was and a minority and/or woman owned broadcast station was present. In each of these markets at least one minority and/or woman owned broadcast station was selected to be contacted, and at least one non-minority, non-woman owned broadcast station was selected to be contacted.

A group of markets where there were a minority and/or woman owned broadcast station with **no** cross-media owned operation were also selected as a “super-control” group. In each of these markets, at least one minority and/or woman owned broadcast station was selected to be contacted, and at least one non-minority, non-woman owned broadcast station was selected to be contacted.

- The definition of the terms “minority-owned,” “women-owned,” and “non-minority/non-women owned” as they are used in the study.

Answer: Utilizing the FCC tables of the gender/race ownership status of local broadcast stations, we categorized stations that were minority (Black, Hispanic, Asian, Native American) owned or women owned. Stations that were classified as being owned by White males were classified as “non-minority/non-women” owned stations.

- A definition of the term “market” as it issued in the study. To the extent that different market definitions (e.g., Arbitron and Nielsen DMAs) were used for purposes of the study’s data analysis, an explanation of how those definitions were reconciled. To the extent that an Arbitron market definition was used, an explanation of how stations outside of Arbitron markets were treated.

Answer: For the TV/newspaper cross media owned markets, we utilized the TV market definitions as defined by Nielsen. For the radio/newspaper and radio/TV cross media owned markets, we utilized the radio markets definitions as defined by Arbitron. There were no situations where we selected radio stations that were outside of Arbitron defined markets.

- A definition of the term “medium market” as it issued in the study. To the extent that different market size categories (e.g., small, medium, large) were used for purposes of the study’s data analysis, an explanation and definition of those size categories.

Answer: We generally categorize large markets (for both TV and radio) as markets ranked 1-25, medium markets as markets ranked 26-100, and small markets as markets ranked 101 and above.

- A copy of the initial email that was sent to all survey recipients. The script and/or caller instructions that were used for purposes of the telephone survey. A copy of the online survey that was used as an alternative to the telephone survey, and a copy of the cover email that accompanied the online survey.

Answer: Below is the text of the original email sent to all potential survey recipients:

I am writing to ask for your help in a study we are conducting on the extent of competition in your local market. My colleague, Glenn Marsh, will be calling you in the next few days to conduct this 10-minute interview asking a few questions on the local media you compete with. **ALL RESPONSES WILL REMAIN STRICTLY CONFIDENTIAL.** Only the combined assessments of the participating stations will be reported.

As compensation for participating in this brief interview, you will receive a complimentary market report for your market from the just published Investing in Radio: 2013.

Do you have a preferred time for us to call?

Let me thank you in advance for helping us in this project.

Mark R. Fratrick, Ph. D.
Vice President, Chief Economist

BIA/Kelsey
Office: 703.802.2982
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The script and online survey instrument are attached to this response.

The cover email that accompanied the online survey is presented below:

To: [Email]

From: "mfratrik@biakelsey.com via [surveymonkey.com](https://www.surveymonkey.com)" <member@surveymonkey.com>

Subject: Local Market Competitiveness Survey

Body: We really need your input. Can you help us? You'll be rewarded!

We are studying local market competitiveness and need your input on a short, 3-minute questionnaire. For completing the survey, we will send you a \$100 Amazon gift card.

Just click on the link below. ALL OF YOUR RESPONSES WILL REMAIN STRICTLY CONFIDENTIAL. We are only going to report market level information.

<https://www.surveymonkey.com/s.aspx>

If you have any questions, please do not hesitate to call me at the number below.

Your participation in this study will be very valuable. Thank you in advance.

Please note: If you do not wish to receive further emails from us, please click the link below, and you will be automatically removed from our mailing list.

<https://www.surveymonkey.com/optout.aspx>

- A copy of any survey questionnaire that was used that was not attached to the submitted study (e.g., a questionnaire targeted to television station owners).

Answer: The questionnaire targeting television stations owners is attached to this document.

- The number of respondents who responded to the telephone survey and the number of respondents who responded to the online survey.

Answer: There were two respondents to the telephone survey and 12 respondents to the online survey.

- Any information collected about the person who answered the survey on behalf of the respondents, including his/her title and position and length of employment with the respondent.

Answer: General managers were the target group for responding to the survey. We did not ask any personal information of these individuals.

- A copy of each peer review, whether provided at the design stage or after review of a draft report. If any such reviews were provided orally, a detailed summary of the content of each such peer review.

Answer: Peer reviewer input was obtained in conference calls among the three peer reviewers and Dr. Fratrick. The calls took place at the design stage to consider the draft instrument and sampling methodology, and at the pre-publication stage to consider the draft final report. On the design stage call, the peer reviewers expressed comfort with the instrument and sampling methodology. On the pre-publication call, the peer reviewers concurred that the study should be characterized as a useful piece of evidence, albeit it is not definitive primarily because of the modest number of responses.

SCRIPT FOR EXECUTIVE INTERVIEWS FOR STUDY
ON IMPACT OF CROSS-MEDIA OWNED OPERATIONS

Calls _____ Respondent Name _____

Hello, I am _____ from BIA/Kelsey and I am calling to conduct a brief interview on the status of competition in your local market. The entire interview should last no longer than 10 minutes and involve just general questions on the competition you face in your local market. All of your responses will REMAIN STRICTLY CONFIDENTIAL!

1. What are the radio stations in your market that you compete against most directly? (name all that seem appropriate)

2. Besides other radio stations, what other media outlets in your market do you compete against?

3. What are the most important factors facing your station in its attempt to sell advertising time in the local market?

4. Who do you consider the dominant competitor in the local market?

5. Who do you see as an emerging competitor in your local market?

6. What challenges do you face in selling advertising time in your local market?

7. How many minutes per hour or hours per day, on average Monday –Sunday, of local news do you estimate as providing on your station?

8. What challenges do you face in providing news and information on your station?

9. Who are the competitive local media outlets (both broadcast and non-broadcast) in providing news and information?

SCRIPT FOR EXECUTIVE INTERVIEWS FOR STUDY
ON IMPACT OF CROSS-MEDIA OWNED OPERATIONS –
For Television Stations

Calls _____ Respondent Name _____

Hello, I am _____ from BIA/Kelsey and I am calling to conduct a brief interview on the status of competition in your local market. The entire interview should last no longer than 10 minutes and involve just general questions on the competition you face in your local market. All of your responses will REMAIN STRICTLY CONFIDENTIAL!

1. What are the television stations in your market that you compete against most directly? (name all that seem appropriate)

2. Besides other television stations, what other media outlets in your market do you compete against?

3. What are the most important factors facing your station in its attempt to sell advertising time in the local market?

4. Who do you consider the dominant competitor in the local market?

5. Who do you see as an emerging competitor in your local market?

6. What challenges do you face in selling advertising time in your local market?

7. How many minutes per hour or hours per day, on average Monday –Sunday, of local news do you estimate as providing on your station?

8. What challenges do you face in providing news and information on your station?

9. Who are the competitive local media outlets (both broadcast and non-broadcast) in providing news and information?
