AMERICAN LOCAL RADIO JOURNALISM:

A PUBLIC INTEREST CHANNEL IN CRISIS

by

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This study looks at the status of local radio news in the United States in light of

changes in policy, economics, production and distribution technology and the dynamic

media environment. It examines how differences in ownership relate to the amount of

news programming offered on local stations, how those stations are staffed and the

working conditions for today's radio journalists.   Two areas of communication theory

provide the basis for the study, Political Economy of Communication and Localism.

Both offer excellent perspectives for studying the radio broadcasting industry and the

people who work in it. Political economy allows the study to look closely at the impact

of ownership in our capitalist society, how government regulates ownership and

programming, how those factors affect the working conditions for journalists and how

they ultimately impact the public interest.   Political economy is a holistic approach that

also calls upon us to consider a moral philosophy and make recommendations for the good of society. Localism is a long-held policy objective of the Federal Communications Commission that has been a part of the regulatory process relating to ownership and programming of news and public affairs throughout the existence of radio in the United States.

Using a triangulation of both quantitative and qualitative methods, the study documents the news operations of four different types of ownership structures within a single radio market, Salt Lake City, Utah. The primary quantitative method used content analysis to examine a sample of 255 hours of radio programming across the ownership groups. Qualitative methods of in-depth interviews and observation were used to examine how the stations were staffed, the working conditions for local journalists and how the news programming is produced.

The study found the overall amount of local radio news programming to be low, with locally owned stations generally producing more news then those with large, outside corporate ownership. It also found working conditions to vary greatly among ownership groups. Local owners tended to be much more supportive of local journalists and provide better conditions for the production and programming of local radio news.

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DEDICATION

To Terri and Casey, always at my center

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THE RADIO INDUSTRY

Introduction

This study looks at the status of local radio news in the United States in light of

changes in corporate ownership rules, resources, production and distribution technology

and the dynamic media environment. It examines how differences in ownership relate to

the amount of news programming offered on local stations, how those stations are staffed

and the working conditions for today's radio journalists. This first chapter will provide

context for the study by examining important issues such as broadcast regulation and how

it was greatly modified by the Telecommunications Act of 1996. Chapter One will also

examine some common practices in the radio industry such as multiple station operation

in the same broadcast market, the use of automation systems to program local stations

and competitive factors for commercial radio such as satellite radio, internet radio, MP3

audio devices and the emergence of HD radio on the broadcast scene. The chapter will

conclude with the research questions, which are the basis for this study.

Radio is the most mature form of electronic mass media with a history going back

to the 1920s, and yet it remains one of the most popular forms of mass communication.

According to statistics developed by Arbitron (2006), the radio industry rating service, 93

percent of the U.S. population over age 12 listens to the radio at least once a week. Arbitron's *Radio Today, How America Listens to Radio, 2006 Edition*, claims, "No other entertainment or information medium comes close to radio's impressive, multi-venued reach. Radio has strong penetration in the home, at work and in the car." (p. 2) Despite this robust popularity, radio receives much less scholarly attention than many other forms of mass media. In its 2006 annual report on the state of the news media, The Project for Excellence in Journalism noted, "The medium (radio) tends not to receive the level of academic attention or critical study focused on network TV, print or the Internet." (Radio chapter, p. 2) Radio has a great deal of potential to serve the listening audience with news and public information programming. This study looks at how the radio industry is living up to its potential.

The theoretical framework for this study is informed by political economy and the long held concept of localism in US broadcast regulation. Political economy is a holistic approach that also calls upon us to consider a moral philosophy and make recommendations for the good of society. As Wasko (2004) puts it, "Through the studies of ownership and control, political economists document and analyze relations of power, a class system and other structural inequities. Critical political economists analyze contradictions and suggest strategies for resistance and intervention."

The concept of localism has its roots in the very first efforts by the government to regulate broadcasting, and serving local audiences has traditionally played a major role in the policies of the Federal Communications Commission. According to Napoli (2001), localism is a "touchstone value" for the FCC. Napoli argues localism promotes

democracy by encouraging political participation and education among the local audience. He also believes strong local media coverage increases positive feelings about a community, helps to build stronger local communities and also increases local political knowledge and participation. Stavitsky (1994) proposes that localism can be conceptualized in two different ways: as a spatial concept and a social concept. According to Stavitsky, in the early days of radio, the FCC looked at localism as a spatial concept that could be defined by geography or local political boundaries such as towns, counties or regions. The social conception of localism is more closely defined by demographics or psychographics within the audience. The question one needs to ask is, are all groups within the audience being served? The social conception looks to define localism through common interests, tastes and values shared by groups within the audience. From the 1920s, there has been a tension between network and local broadcasts. Until recently, the FCC has consistently promoted the concept of localism as it did in a seminal 1941 ruling that said stations should be "ready, willing and able to serve the local community" (Federal Communication Commission [FCC], 1941, p.57).

Using both quantitative and qualitative methods, this study documents the news operations of four different types of ownership structures within a single market. A quantitative approach, content analysis, is used to access the amount and types of news offered by the various ownership types. Qualitative methods such as in-depth interviews, participant observation, analysis of radio station websites and of on-air programming take a deeper look at how the news is produced, what resources are being utilized by the broadcast organizations and the working conditions for journalists in local radio. By

utilizing these two different methodological approaches, this study produces a much stronger and more robust picture of commercial radio journalism than any single method or approach.

The market chosen for this study, Salt Lake City-Ogden-Provo, is in many ways a microcosm of the radio broadcasting industry in the United States. With twenty-six commercial AM radio stations, thirty-five commercial FM stations and seven non-commercial stations it includes all the major American radio formats. The Salt Lake-Ogden-Provo market provides an interesting cross section of ownership groups. The largest radio corporation in the United States, Clear Channel Communications, owns stations in the market, as do several other major radio corporations, a locally based mid-size radio corporation, locally based small corporations and several single-station operations.

Historical Context

From its origins in the early part of the 20th century to today, the significance of radio journalism has gone through a number of transitions. This section will trace those changes to provide a context for the current state of radio news. One of the first documented instances of radio news came in 1920 on the first licensed commercial station, KDKA, in Pittsburgh. After several years of experimentation, the station's first official program was a broadcast of election returns from the Harding-Cox presidential race (Vivian, 2005). The *Pittsburgh Post* provided those election returns and much of the early news that came from radio was sourced directly from newspapers. As the medium

of commercial radio grew more popular in the 1920s, news developed at a slow but steady pace. That growth was accelerated with the formation of the NBC and CBS networks. The networks provided national audiences with news and information that became an important part of the daily radio programming diet. By 1932, newspapers became aware that radio news might be a competitive threat and the newspaper industry imposed a blackout on radio news. The blackout forced the networks to develop their own sources of news until 1934 when the three major news wire service of the day all agreed to end the boycott and start selling their services to the networks and local stations.

Through the 1930s radio news became an important source of information for a country mired in economic depression. President Franklin D. Roosevelt used radio, through a series of what he called "fireside chats," to keep the nation informed on government programs and to re-build national morale during the dark financial times.

But it was during the World War II that radio news reached the height of its popularity and influence. Reporters like Edward R. Murrow brought news of the war home to a country eager to hear what was happening on the front lines. As Michael Keith (2007) wrote: "News programming during this troubled period matured, while the public adjusted its perception of the (radio) medium, casting it in a more austere light. Radio journalism became a more credible profession."(p. 178-179)

After the war, radio news underwent major changes. With competition from television, the radio networks began to cut back on all types of programming including news. Stations began to focus their news efforts on local events rather than national and

international news. It was also in this time period that the FCC stepped up its emphasis

on localism with its *Blue Book*. The Blue Book, officially titled the *Public Service*

Responsibility of Broadcast Licensees stressed a balance in radio programming with an

emphasis on local needs. According to Head (1956) it asked radio broadcasters to be

responsible and organize programming services around three principles including (1)

sustaining programs, (2) local live programs, and (3) discussions of public issues. As a

part of the Blue Book, news became a programming content category used by the FCC

for station construction permits and license renewals.

In the period from 1955 until the deregulation movement of the Reagan

Administration, local news on almost all radio stations was the norm. In this period,

radio earned a reputation as the first source for local emergency news for many

audiences. As Keith (2007) put it:

> "The majority of Americans first heard of the assassination
> of President Kennedy, the subsequent shooting of Martin
> Luther King, Jr., and Senator Robert Kennedy, over radio.
> In 1965 when most of the Northeast was crippled by a
> power blackout, battery powered radios literally became
> a lifeline for millions of people providing continuous news
> and information until power was restored." (p. 179)

Radio still has the some capacity to get news out fast to local audiences. As we

shall see in upcoming chapters that ability has been lessened by changes in the radio

industry and the general media environment.

Recent Industry and Regulatory Background

In the forward to a recent volume of the *Journal of Radio Studies*, Robert McChesney discussed some of the changes brought on by the shift to corporate ownership and argued that "localized news and production has been dropped for vastly less expensive standardized fare" (2001). Media economist Douglas Gomery testified before the Federal Communication Commission arguing against corporate takeover of media outlets. Gomery believes that when corporations take over local media, the media become both less diverse and less local (Kunkel, 2002).

Changes in the radio ownership rules in the Telecommunications Act of 1996 have caused a massive shift in ownership patterns. According to a report written for the Federal Communication Commission's Media Bureau (FCC, 2003), in 1996, the two largest radio corporations in the United States owned fewer than 65 radio stations each, mostly in small markets. By March of 2003, Clear Channel Communications had become, by far, the largest owner of stations with more than 1,200 AM and FM stations nationwide. Also by 2003, the second largest group, Cumulus Broadcasting had acquired more than 260 stations. The seven-year period from March of 1996 to March of 2003 witnessed the formation, through merger and acquisition, of 12 radio corporations that were all bigger then the largest corporation before 1996. In this seven-year period, the number of commercial stations increased by 5.9 percent, while the number of individual owners declined by some 35 percent. By 2006, the number of radio stations owned by major media corporations had largely stabilized, according to the Project for Excellence on Journalism's 2007 Annual Report. The PEJ report lists the 12 largest radio

corporations as owners of just under 2,700 stations in the U.S. (Note: In November 2006, Clear Channel announced plans to sell off about 450 of its radio stations as a part of its financial restructuring. This section will need to be updated to reflect those changes in the final draft of this dissertation.)

Economics, political considerations and, most especially changes in the way the Federal Communication Commission regulates radio broadcasting have all contributed to what many are calling a crisis in radio journalism. The Telecommunications Act of 1996 radically changed the ownership rules and therefore the ownership structure in the radio broadcasting industry. Mega corporations such as Clear Channel, Cumulus, and Citadel Broadcasting are now free to buy up large numbers of radio stations and apply cost cutting measures that make fiscal sense, but may, according to some media critics, not be in the best interest of the listening audience. In many markets, corporations are now allowed to own as many as eight radio stations. As these large corporations buy up stations, critics such as McChesney (2004) and Kunkel (2002) argue that the number and diversity of local media outlets is being diminished.

The traditional concept of localism in radio is being swept away by a tide of changes in the name of efficiency and increased profitability. This corporate tide has drowned or handicapped local news operations in a number of different ways. According to McChesney, a good local news operation is expensive, and large corporations often don't want to spend the money to provide a service that while, in the public interest, does not contribute to the financial bottom line. Clear Channel founder Lowry Mays made it clear the public interest is a secondary issue for his company in a 2003 interview with

C.Y. Chen of Fortune Magazine. Mays was quoted as saying, "If anyone said we were in the radio business, it wouldn't be someone from our company. We're not in the business of providing news and information. We're not in the business of providing well-researched music. We're simply in the business of selling our customers products." (p. 42)

Even media mogul Ted Turner, the founder of CNN, has been critical of some large media corporations for putting profit ahead of the public interest. In a 2004 Washington Monthly article, Turner wrote, "Large media companies are far more profit-focused and risk-averse. They sometimes confuse short-term profits and long-term value. They kill local programming because it's expensive, and they push national programming because it's cheap, even if it runs counter to local interests and community values." (¶ 10)

Clear Channel has become known in the broadcasting industry for cutting staff and automating local operations to save money. Other large corporations and even small stations have been forced to make similar moves in order to keep their stations economically viable. According to McChesney, one very good example of the ramifications from such moves is the now infamous 2002 incident in Minot, North Dakota. A hazardous chemical spill threatened the town with a cloud of toxic gas. City and state officials tried to get in touch with the local Clear Channel stations to warn the public about the dangerous situation, but allegedly, no one was on duty at the time. While a dangerous cloud of chemicals blew over the city, the automated radio stations played on with the same music that was being featured on a radio station thousands of miles away in New York City. But Clear Channel disputes the charge that it was in any

way responsible for endangering the community of Minot. On its corporate website, under a section labeled "Know the Facts" Clear Channel answers the charges with the following:

> "The public-notification failures connected with the Minot train derailment were a direct result of the local authorities' failure to install their Emergency Alert System equipment. Clear Channel absolutely had staff working that night and Clear Channel employees went above and beyond their professional responsibilities in responding to this serious situation, during and after the incident occurred."

There are signs Clear Channel learned some lessons from the Minot emergency. After the October, 2006 earthquakes in Hawaii, Clear Channel came in for considerable praise from one of the state's leading newspapers. An article in the *Star Bulletin* cited Clear Channel and its KSSK for "getting out the news as quickly as possible to anxious local listeners." (¶ 1) According to the article, Clear Channel put together an emergency network of stations that covered the islands with continuing coverage throughout the day of the quake.

The Telecommunication Act of 1996 and Ownership

As previously noted, it was the Telecommunications Act of 1996 that caused a major regulatory shift in not only radio but also other forms of electronic communication in the United States. Dominick (2007) argues the Act was "the first major overhaul of communications laws in more than 60 years." (p. 366) It not only affected broadcasters but cable companies, Internet service providers and telephone companies as well. In a summary of the more than 335-page legislative action, Dominick lists eight major areas where change came about:

1. The limit on the number of radio stations a single person or organization can own was altered to allow more group ownership in individual markets.[1]

2. It removed the limit on television station ownership except that a single owner cannot own stations that reach more than 35 percent of the TV households in the United States.[2]

3. The term of a broadcast license was changed to eight years.

4. Telephone companies were allowed to enter the cable television business.

5. Cable television companies were allowed to enter the telephone business.

6. The rates for most cable systems were deregulated.

7. Newly manufactured television sets were required to have a system to block unwanted programming via the electronic device known as the V-Chip.

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[1] The revised ownership rules in The Telecommunications Act of 1996 are listed in Sec. 202 under LOCAL RADIO DIVERSITY- (1) APPLICAPLE CAPS. The regulations provide that—

 (A) in a radio market with 45 or more commercial radio stations, a party may own, operate, or control up to 8 commercial stations, not more than 5 of which are in the same service (AM or FM);
 (B) in a radio market with between 30 and 44 (inclusive) commercial radio stations, a party may own, operate, or control up to 7 commercial radio stations, not more of 4 of which are in the same service (AM or FM);
 (C) in a radio market with between 15 and 29 (inclusive) commercials radio stations, a party may own, operate, or control up to 6 commercial radio stations, not more than 4 of which are in the same service (AM of FM);
 (D) in a radio market with between 14 or fewer commercials radio stations, a party may own, operate, or control up to 5 commercial radio stations, not more than 3 of which are in the same service (AM of FM), except that a party may not own, operate, or control more than 50 percent of the stations in such a market.

[2] The percentage of television stations that can be owned by one party was later changed to 39 percent.

8. It required the television industry to come up with a voluntary ratings system that would warn audiences about programming issues such as violence, sex and other potentially indecent materials.

Douglas (1999) characterized the 1996 Act as a complete deregulation of radio station ownership rules, writing, "With the passage of the Telecommunications Act of 1996, the government went whole hog and eliminated restrictions on the number of stations a company could own nationally." (p. 297) She argues that with the changes in satellite distribution systems for radio and the regulatory changes, large parts of the radio industry re-networked and much of the local focus of radio in the U.S. was lost. Douglas contends that the changes allowed large companies such as Clear Channel to be formed as a new vehicle for investors. With the new radio corporations came what she calls the national programming phenomenon of conservative hosts such as Rush Limbaugh and shock programming such as Howard Stern. Douglas also notes that the FCC suspended a 1962 anti-trafficking rule that required radio station owners to hold on to a property for at least three years. With the anti-trafficking law gone, the free market came into play and many stations became commodities to be bought and sold on the open market. Since many investors considered radio stations to be undervalued, the 1996 Act kicked off a frenzy of buying and selling.

An analysis of radio station sales transactions supports the argument that the 1996 Act increased the number of stations being bought and sold. The average price per station also greatly increased in the years following the regulatory change. The Broadcasting and Cable Yearbook (2006), an influential broadcasting trade publication,

reports each year on the number of stations changing hands and the total dollar volume of the transactions. Table 1 lists the radio station transactions just before and just after the passage of the 1996 Act.

Table 1. Station Transactions

Year	# of stations changing hands	Dollar volume of transactions
1992	667	$ 603,192,980
1993	633	815,450,000
1994	494	970,400,000
1995	524	792,440,000
1996	671	2,840,820,000
1997	630	2,461,570,000
1998	589	1,596,210,000
1999	382	1,718,000,000
2000	1,794	24,900,000,000

In the four-year period before the 1996 Act (1992-1995) 2,318 stations changed hands or an average of about 580 stations per year. In the four-year period after the 1996 Act, 3,395 stations changed hands for an average of about 848 stations per year. Those figures represent an increase of 46 percent in the number or stations being bought and sold just before and just after the 1996 Act. The figures on the average value per station changing hands are an even bigger indicator of the change. In the period 1992 to 1995, the total dollar volume of the transactions was $3,996,932,980 and the average price of a station changing hands was $1,724,302. In the period 1997 to 2000, the total dollar volume of the transactions went up more than seven times to $30,675,780,000 and the average price per station changing hands escalated to $9,035,575. That means the

average price of a station increased by more than 524 percent from the four-year period before the 1996 Act to the four-year period just after the passage of the act. It appears the biggest influence on sales and prices in the period just after the passage of the 1996 Act was the building of the Clear Channel radio empire. In just four years from 1997 to 2000, Clear Channel acquired more than 1,100 radio stations. That represents almost a third of all the radio transactions made in the four-year period. The two biggest transactions, which would not have been allowed before 1996, came in 1998 when Clear Channel acquired Jacor Corporation and its more than 400 radio station and in 2000 when Clear Channel got final approval to take over AMFM Inc and its 500 plus radio stations.

In his book, *The New Media Monopoly*, Bagdikian (2004) argues the 1996 Act was promoted by large corporations, namely what he calls the Big Five (Time Warner, Disney, News Corp, Viacom and Bertelsmann). Bagdikian believes these major corporations and others had been manipulating media regulation for years in order to "promote new laws that increase their corporate domination and that permit them to abolish regulations that inhibit their control." (p. 10) As an example, he cites the change in the renewal period for broadcast licenses from three years to eight years. This type of change has made it much harder for community groups to challenge the licenses of existing stations. Bagdikian argues when large corporation gain power, the power of the individual citizen is diminished. He considers media ownership concentration a political constriction that "raises fundamental questions about how and by whom the nature of democracy shall be determined." (p. 11) It is his position that there is an urgent need to either repeal or totally revise the 1996 Act.

Few groups have been more critical of the 1996 Act than the Future of Music Coalition. FMC Executive Director Jenny Toomey submitted testimony to the Senate Committee on Commerce, Science, and Transportation about the 1996 Act. Her testimony was based on a research report entitled *Radio Deregulation: Has It Served Citizens and Musicians?* (2002) The FMC report claimed ten companies, at that time, had come to dominate the U.S. radio spectrum with control over two-thirds of radio listeners and radio revenue. Additionally, Toomey defined an oligopoly as a situation where four companies control more than 50 percent of the market share. She presented information that showed the top two corporations (Clear Channel and Viacom) with control over more than 45 percent of the national radio revenue and more then 40 percent of radio listeners in the U.S. When you add in the number three (Cox) and number four (Entercom) corporations, the top four control more than 52% of the revenue and more than 49 percent of the listeners. See Table 1.1

Table 1.1 Radio Corporation National Share of Revenue and Listeners

Rank	Parent Corporation	Share of National[a] Revenue	Share of National[b] Listeners
1.	Clear Channel	27.5%	27.0%
2.	Viacom	17.6%	15.4%
3.	Cox	3.7%	3.5%
4.	Entercom	3.5%	3.4%
5.	ABC Radio	3.4%	3.3%

[a] Source data: Media Access Pro, BIA Financial Networks, data as of May 16, 2002
[b] Source data: Media Access Pro, BIA Financial Networks, data as of May 16, 2002. The statistic for listeners is known in the radio industry as "Metro Cume Listeners." Generally speaking, the BIA database has metro cume listener figures only for the Top 289 Arbitron-rated markets. Many stations with religious formats do not appear to report listenership or revenue figures to BIA.

Toomey went on to document some of the abuses that hit the radio industry with the consolidation allowed under the 1996 Act. Where large corporations saw the benefit of the economics of scale, Toomey saw local audiences as the losers. When stations are consolidated on a local level, Toomey contends local staffs are cut and "in some cases, radio station groups have further reduced costs by eliminating the local component almost entirely." (p. 13) With automation systems that allow for voice tracking and syndicated programming on a national and regional level, Toomey charged that the stations had been taken out of local control and had become both bland and formulaic. She also charged programming was less diverse and competition among stations had been reduced as a result of the 1996 Act. Toomey and the FMC would like to see the FCC once again view radio as a public resource, not a tool for corporations that just want to maximize profits. The FMC views radio as a part of the American culture and it believes the FCC should do all it can to return to the traditional value of localism, diversity and competition.

Chomsky (1998) is critical of the 1996 Act because he contends its creation was never fully covered in the U.S. news media. He feels what should have been reported as a public interest story was instead only covered as a business story. On the business pages, the issue was not whether the 1996 Act was good for the American people, it was taken for granted that it was good for corporations, and that was enough. The question in the process of creating the 1996 was how many corporations should be favored in the making of this legislation. Chomsky calls this process "worse than the handing over of

decision-making power to private tyrannies, because in this case it's also handing over the things that they're (corporations) going to use for control of the public mind." (p. 189) Schwartzman, Leanza and Feld (2005) found an economic link between coverage of the 1996 Act and large corporation. They traced a direct correlation between newspaper and cable news coverage of the issue and whether the parent corporations of these media outlets had significant income from broadcast properties.

Radio News Economics

Part of the theory base for this study is the Political Economy of Communication. This section examines some of the recent developments in the economics of the radio industry, especially as they relate to news. Specific financial data that can be directly compared from one broadcasting corporation to another is not easy to find, but there are several good measures of the economics of radio and news operations. The *2007 State of the News Media Report* from the Project for Excellence in Journalism says the radio industry is in an economic transition with revenues from advertising flat over the last year. According to a report from the Radio Advertising Bureau, total ad revenue for radio was up about 1 percent in 2006. Even with the small increase, total radio revenue topped $19 billion with more than 80 percent of the revenue coming from local advertisers.

Three of the corporations in this study did report the percentages of revenue that came from news operations. Bonneville International drew the largest portion with 35 percent of its total revenue coming from news programming. The news revenue figure

from Clear Channel was 10.4 percent, while Citadel drew less than 2 percent of its revenue from news in 2006.

An annual report from the Radio and Television News Directors Association looked at newsroom profitability over a ten-year period from 1996 to 2005. It showed the number of newsrooms reporting an annual profit went down from about 22 percent in 1996 to about 18 percent in 2005. Newsrooms reporting a loss stayed about the same at 5 percent. But the biggest category, newsrooms that didn't report profit or loss, rose from 50 percent to about 58 percent over the ten-year period.

The RTNDA report also looked at market size and the profitability of news. In major markets (with one million or more potential listeners) all the stations reporting said they either showed a profit or broke even for the year. In the large markets (from 25-thousand to one million potential listener) about 4 percent of the reporting stations showed a loss. But the biggest losses, in terms of percentages, showed up in the small markets, where about 12 percent of the news operations listed a loss for 2006.

Multiple Station Operations

Operating multiple stations in the same market under one ownership may also be silencing important outlets for journalism within local communities and hurting the amount and quality of radio news in those communities. Where eight stations once had eight different news staffs, in some cases there is just one staff, in many cases just one person, to cover the news for all eight stations. Radio news journalists no longer have the time to generate original stories in their communities. Instead, workers who were once

journalists have become not much more than newsreaders, dependent on wire services and other outside sources to supply them with news of their communities. Fewer local journalists means less original news coverage and the local communities suffer for it.

In many cities, the large radio corporations have set up regional news operations and pass them off to the public as local. The news on many stations is coming from someone hundreds of miles away with little or no connection to, or great concern for, the local communities where they are broadcasting.

In a democratic society, it is assumed that all voices should be heard and that an educated public will make the best choices. Regulating agencies like the FCC should favor the public interest and work to stimulate more debate, not protect the interests of those in power who hold the current broadcast licenses. As McChesney (2004) points out, there is no such thing as deregulation, there is only a change in regulation that favors the interests of one group over another. McChesney and other media critics believe, with few exceptions, the recent FCC decisions have clearly favored corporate interests over the interests of the public. McChesney sees FCC regulations, not as a partisan issue coming from the left or the right, but as a basic issue of democracy and influence in our society. There is no such thing as a free marketplace when spectrum space for radio is limited by government regulation.

FCC Commissioner Michael J. Copps (2005) argues that large corporations have too much control over our music, entertainment and information. According to Copps, they have become the gatekeepers of our civil dialogue with control over what we watch, hear and read. He sees localism, diversity and competition as the ingredients that should

be promoted in our media environment. With control by just a few major corporations, the concepts of localism, diversity and competition are all suffering. Copps believes that the consolidation of ownership by large corporations has led to what he calls an "outrageous concentration of social, cultural and political influence." (p. 119) He writes that in the current ownership structure of broadcasting, we are "skirting perilously close to taking the 'public' out of the public airwaves." (p. 120)

Another important voice in the criticism of corporate ownership of the media is Congressman Bernie Sanders (2005). Sanders blames the media consolidation for the current crisis in journalism. Sanders maintains today's ownership structure has become antidemocratic with a monopoly control over public voices. He believes, "With few exceptions, the mass media now present the American people the perspective of the wealthy and powerful, while largely ignoring the needs of the middle class, working families, and the poor." (p. 65)

Radio Automation Systems

Another major development that has changed the face of commercial radio in the US over the last ten years has been the increased dependence on automated programming. Automation allows owners to operate more stations with smaller staffs through the use of techniques like voice-tracking and private satellite programming feeds. The first crude automations systems were used in the industry starting in the 1970s. The author worked at a radio station in Southern California with one of the first automation systems in 1971. That system consisted of three large reel tape machines and two audio

cart carousels. When properly set up, the automation could provide on-air programming for four and a half hours without having to be re-set. Today's automation systems are based on digital servers and are much more sophisticated. For example, software programs such as the Simian Radio Automation Software can be set up to run the on-air programming for a station up to 30 days without being re-set by an operator. Like many of the current radio automation systems, Simian can do both full automation and what is called live assist. With live assist, an announcer can use a touch screen to play music and commercials during certain parts of the day and let the automation take over the rest of the day. This gives stations the option of having live announcers during the drive periods when the audience is at its peak and using the automation when audience numbers are lower. The automation can also be programmed to take an outside programming source via satellite and insert local commercials for local advertisers throughout the hour. The system produces logs of when commercials are run to verify the information for advertisers, the sales and traffic departments of the radio station.

Another type of automation software, produced by Scott Studios, also allows one operator to serve multiple stations. For example, a traffic reporter in one studio can produce a traffic report and send it to as many as eight stations at the same time. The reports stay on the hard drive of the computer system until the end of the next song or program element for each station and are played back within a few minutes of when they are reported. This allows up to eight stations to have fresh traffic reports, which sound like they are live, from a single traffic reporter.

Automation systems have taken a toll on the number of people working in the commercial radio industry and the opportunities for new announcers and journalists in smaller radio markets. As Stavitsky and Odell (2006) point out, there are many fewer opportunities for employment for young reporters, sportscasters and/or disc jockeys that are coming out of college when there were thirty years ago. The effects of automation will be discussed in much greater detail later in this research.

<u>Other Important Competitive Issues Facing Today's Commercial Radio Industry</u>

Commercial radio today is facing an ever-increasing competition for listeners with an array of new technologies and audio delivery systems. Satellite radio is a mostly commercial-free medium that charges the audience directly for its wide-range of formats and content. The use of iPods, MP3 players, multi-purpose cellular phones and portable podcasting provide the listener with ways to pick and choose content and to customize it for individual tastes and interests. The Internet streaming of audio is growing more popular and some experts believe digital HD radio is on the verge of breaking out as a major audio service in the United States. All this new technology is changing the way we listen to audio and therefore the economics of the industry. This next section will look more closely some of the important challenges facing the commercial radio industry.

<u>Satellite Radio</u>

The Federal Communications Commission granted licenses for two competing satellite radio services in 1997. In the fall of 2001, both XM and Sirius began the roll out

of their services in national campaigns and started to sign up radio subscribers. XM, that has a partnership with General Motors (a deal which gives XM the exclusive rights to be factory installed in GM cars until 2013) grew the fastest and has signed some nearly eight million customers by the start of 2007. Growth for Sirius came much more slowly, but increased rapidly in 2006 with the signing of Shock Jock Howard Stern. The Stern deal cost Sirius a reported $725 million in cash and stock but boosted its subscriber numbers to nearly six million. Still, according to Siklos and Sorkin (New York Times, February 20, 2007) the two companies accumulated losses of $6 billion in their first six years of operation. The cost of doing business is high because the companies looked for every advantage, and in doing so, created a bidding war for high-priced talent and exclusive rights to music and sports programming. XM features some 170 channels of programming with a wide range of audio from most types of music to news to talk to Major League Baseball. The programming on Sirius is just about as diverse with 130 channels and everything from Martha Stewart to Howard Stern to NBA basketball games.

Deep in debt, the two companies announced plans to merge in February 2007. The management of both companies argue that a merger will end the bidding war for talent and provide the public with more programming choices, albeit from a single service. The merger plans were immediately met with questions about whether the new company would be a monopoly and whether the public would really benefit from just one satellite radio service.

In a hearing before a congressional subcommittee, Sirius CEO Mel Karmazin testified that the new company would not raise prices for subscribers and that the radio

receivers from each service would continue to work after the companies are merged. Karmazin argued that merging the two satellite radio companies would not create a monopoly because XM and Sirius are not just competing among themselves, but rather with the larger field of audio providers including commercial radio, Internet radio and devices such as the iPod.

National Association of Broadcasters CEO David Rehr takes a different point of view. He argues that if the FCC allows the merger, the deal would create a "government-sanctioned monopoly" that would "undermine audio content competition, not enhance it"(Broache, C/Net News.com ¶15). When the proposed merger was announced, Rehr and the NAB commissioned a research firm, the Carmel Group, to analyze the proposal. The group produced an 11-page paper with a point-by-point rebuttal of the six main arguments made in favor of the merger by Sirius and XM. The report included a section called a ping-pong chart, which showed how Sirius and XM pushed each other for improvements and innovations that benefit customers through competition. Perhaps the largest section of the Carmel Group report was dedicated to debunking the claim that the FCC should consider other audio providers as part of the competitive mix for satellite radio. The report found no instances where either Sirius or XM acted in a direct competitive manner against the other digital audio providers. A subsequent report by the FCC also found that XM and Sirius are not direct competitors with radio, iPods, Internet radio and other audio sources. In a statement of the FCC report (Radio Ink, 04/02/07), Rehr called the FCC decision, "a dramatic blow to XM/Sirius' presumption of a broader market, and still more evidence that XM and Sirius compete ferociously against each

other in the market for nationwide multichannel mobile audio services, and no one else."
(¶2)

The president of the advocacy group Public Knowledge, Gigi Sohn, called for the implementation of certain conditions before the FCC approves any merger. Sohn wants the merged service to provide a la carte or tiered programming, agree not to raise prices for three years and make 5 percent of its capacity available for independent and educational programming.

Still some critics believe even a merged satellite service may not be able to survive in today's crowded audio marketplace. Michael Rapopart of the Dow Jones News Service (March 7, 2007) points out that XM and Sirius probably would be able to cut their losses enough to stay in business even with the merger. The long-term contracts that both companies have signed for programming will have to be honored by the new company and the cost savings of the merger will not be enough to save the new company. According to Rapopart, the merge will save the new company about $300-million per year in costs and in order to stay in business they would need to save $5 billion to $6 billion. The new company will have to sign up a lot more than the 14-million subscribers they had in early 2007.

iPods, MP3 Players and MP3 Phones

One of the most important competitors for commercial radio in today's marketplace is the portable music player. The first MP3 players began to come on the market in the Fall of 2000. Apple Computer introduced its hugely successful iPod

portable music player in October 2001. According to a news release from Apple (2007), the company has sold more than 100 million iPods, making it the best selling music player in history.

Depending on the model of player, an iPod will hold between 240 and 40,000 songs on a small, lightweight, pocket-sized player. In addition to audio, the many players can hold photos, games, and calendars and with the new, larger models even hours worth of video. Additionally, new devices that combine portable digital players with other communication products are being marketed regularly. Major cell phone manufacturers such as Motorola, Nokia, Sony and Ericsson all offer cell phone and MP3 players that function as multimedia devices. Palm and Blackberry offer products that are not just cell phones and MP3 players but also function as digital cameras and offer access to the Internet.

The invention of the digital players even spawned a whole new form of sharing information called podcasting. While many think the term podcast came from the iPod, other say it is a combination of the phrase "playable on demand" and the word broadcast. Podcasts can be easily posted and downloaded on the Internet, which make it possible for almost anyone with a minimum investment in computer hardware and software to be come a podcaster. Like the portable players themselves, the use of podcasting appears to be growing. A survey done by the Pew Internet and American Life Project (2006) says 12 percent of Internet users have at one time downloaded a podcast. The study also found a growing use of podcasts by broadcast organizations and local broadcast stations.

The growth of iPods and other MP3 players has been steady over the last six years. An Arbitron/Edison (2007) survey, which consisted of 1,855 telephone interviews, looked at digital audio platforms including the use of iPods and MP3 players. The study says 30 percent of Americans 12 years of age or older now own an iPod or MP3 player that is up from 22 percent in 2006 and 14 percent in 2005. IPods and MP3 players are even more popular with younger listeners, the Arbitron/Edison study says more than 54 percent of those 12 to 17 in the survey now own a portable audio player. But according to the Arbitron/Edison study, the news on portable digital players is not all bad for commercial radio. The study reports that fewer than 10 percent of those in the survey said they listen less to commercial AM/FM radio because of time spent with digital audio players. Additionally there was some positive news for news listening trends in the study. Twenty-seven percent of those people who listen to podcasts on their portable digital players said they are "very interested" in downloading national news and 26 percent expressed the same high level of interest in downloading local news and public affairs.

Internet Radio

Arbitron and Edison Media Research (2006) define Internet radio as "over-the-air radio station programming rebroadcast on the Internet or audio programming available exclusively on the Internet." (p. 3) Internet radio began to develop in the early 1990s. Carl Malamud, the founder of the Internet Multicasting Service, is generally given credit for starting the first Internet radio station, which he called Internet Talk Radio. Chris

Kern (2007) claims that the Voice of America was the first broadcast news organization to start an Internet radio operation in 1994. Several broadcast radio stations, among them WXYC-FM, Chapel Hill, North Carolina and KJHK-FM, Lawrence. Kansas began to stream their programming over the Internet in 1994. Radio HK, a service dedicated to promoting the music of independent bands, was perhaps the first Internet-only radio station, going on the net in February 1995.

A big advantage of Internet radio is that once the audio signal is put on a computer server with general access to the Internet, listeners all over the world can pick up the signal. For example, this makes it possible for someone who grew up a baseball fan in Los Angeles to listen live to the broadcast of the Dodger games wherever they happen to live. It also makes it possible for anyone, with a small investment in computer equipment and software, to start an Internet radio station. Many Internet radio stations, especially those that feature audio from commercial broadcast stations are free, others charge a fee for listeners to tune in. Literally, thousands of Internet radio stations, with a multitude of formats are currently available in the Internet. A Google search of the term "Internet Radio Stations" resulted in more than 695,000 potential sites.

Perhaps one of the biggest reasons for the recent growth in Internet radio listening is the increase in the number of people who have broadband Internet access. Broadband allows a higher quality audio signal to be streamed into the homes of Internet radio listeners. A report from the Pew Internet Project puts the number of homes with broadband access in the United States at about 84 million as of March 2006. That is up from 60 million in March 2005.

According to the Arbitron and EMA report cited earlier, the number of people who listen to Internet radio is on the rise. The survey, released in March 2006 says that more than one in five Americans listened to Internet radio at least once a month during the previous year. It puts the monthly Internet radio listening audience at more than 52 million people per month. In terms of age, the most popular category is reportedly 18 to 34 years olds. The survey also says the weekly audience for Internet radio increased by a factor of 50 percent in 2005. However, for commercial AM/FM radio stations, trying to increase the audience reach of their stations, the news is not encouraging. The survey says that only 19 percent of those who are regular Internet radio listeners ever listen to the audio streams of their favorite commercial AM/FM stations. A survey done by Bridge Ratings and Research (2007) puts the number of Internet radio listeners at 72 million monthly. The Bridge report notes that much of the Internet radio listening is being done at the workplace. The report states "Internet radio listening is primarily a work-hour phenomenon, with 75% of all on-line listening occurring between 5AM and 5PM Pacific (8A-8P Eastern) time." (¶ 4)

The dark cloud over Internet radio appears to be the fight over copyright royalty charges for the use of recorded music. A recent decision on royalty charges may put many Internet radio stations out of business. The Internet audio group ClubNetRadio (2007) claims that if recently adopted royalty fees are allowed to go into affect, they will cost station owners $2.3 billon by 2008. According to ClubNetRadio that is more revenue that has been collected by the entire Internet radio industry. On the positive side, more stations and audio services are becoming available everyday. It is worth noting that

both satellite radio services, XM and Sirius, have begun to offer, for a fee, many of the channels they offer as a part of their over-the-air services.

HD Radio

According to the annual *State of the News Media Report* (2007) from the Project for Excellence in Journalism "many radio professionals believe that HD radio is traditional radio's strongest chance to compete with satellite and Internet Radio." (p. 7) Like the current commercial radio system, HD radio is advertiser supported and the programming is free for listeners. A 2007 study done by Bridge Ratings and Research entitled *HD Radio Study – Perceptions of the Medium* states that public awareness of HD radio was still low in the first quarter of 2007, but awareness is picking up. Interest in HD radio was highest in the 12 to 24 age group, where 31 percent of the respondents to the survey said they were "very or somewhat interested" in owning an HD radio. The BRR study lists seven reasons why the public interest in HD radio is increasing, including:

- FM broadcasts have CD-quality sound.
- AM broadcasts will sound as good as today's analog FM stereo.
- Static-free without pops, hiss and fades.
- New data services, such as scrolling text displayed on a radio screen with song titles, artist names, traffic updates, weather forecasts, sports scores and more.
- Opportunity for more advanced data and audio services such as surround sound, more radio stations on the same dial position, on demand audio services, store-

and-replay (so you can store a radio program that airs when you are at work and replay it on your commute home), overlaying real-time traffic information on a navigational map to help you find the shortest route, a 'buy' button for music, sports and concert tickets etc., along with a host of other services.

- No subscription fee. It's FREE for consumers, just like today's analog AM and FM radio.

- Easy transition for consumers. This means you can continue listening to your local AM/FM stations on your existing analog radios as well as your new HD Radio receivers, with the added services and benefits that HD Radio offers.

NAB CEO David Rehr has called the roll out of HD Radio a top priority. Rehr (2007) the annual meeting of the Radio Advertising Bureau that the NAB would be aggressively promoting HD Radio and fight any effort by record labels to impose new copyright fees on HD.

By February 2007 more than 1,200 or about 10 percent of the commercial radio stations in the US had begun broadcasting in HD. In May 2007, the HD Digital Radio Alliance announced that the HD multicast format had been established at stations in the 100 markets across the US. The effort to promote HD Radio was greatly enhanced when the nation's largest retailer Wal-Mart announced that it would start selling HD Radios in its nearly 2,000 stores across the country. In March 2007, electronics giant Best Buy announced that it was partnering with the HD Digital Radio Alliance to offer HD Radios in its 832 stores nationally. Also in the Spring of 2007, major car manufacturers such as BMW, Jaguar and Hyundai all announced that they will be offering HD Radio sets in

their cars. And, HD Radio maker Crutchfield announced a universal add-on HD Radio tuner that can be connected to almost any existing car radio to make it an HD Radio.

One of the major obstacles for HD Radio has been the price of the receivers. The cost of the early receivers was set at about $1,000, but even that is now coming down. In May 2007 a company called Radiosophy began offering an HD radio receiver for $59 online. Samsung announced a new chipset for HD Radios that they say will bring down the price for both home and car receivers. A 2006 survey by Arbitron found that 35 percent of those surveyed would buy an HD Radio if the price was $50 or less. Interest dropped to 21 percent when the radio's cost was $100, to 9 percent at $200 and less than 5 percent at $300.

Research Questions

As was stated in the introduction and will be explained in more detail in the methodology section, this research examines local radio journalism using the technique known as triangulation. According to Patton (2002), "Triangulation strengthens a study by combining methods." (p. 247) Both quantitative and qualitative methods are being utilized in order to explore the topic with both breadth and depth. Denzin (1997) is a proponent of triangulation. In his work he has identified four different basic types of triangulation. This research uses what Denzin calls methodological triangulation, where multiple methods are used to study a single issue or program. Dominick and Wimmer (2003) are also advocates of this type of approach. Although they are primarily proponents of quantitative research methods, Dominick and Wimmer call triangulation a

blending of methods that helps the researcher more fully understand the nature of a research problem.

The qualitative case study approach in this research uses in-depth interviews, participant observation and analysis of radio station websites and on-air programming. These qualitative methods inform the research on a number of different issues facing local radio journalists including:

- Workload and working conditions

- Support from ownership/management

- Professional history of local journalists

- Effects from changes in technology

- Job satisfaction

- Feelings about the future of local radio journalism

The qualitative portion of this research is designed to provide insights into the first overarching research question:

Research Question#1) What are the conditions under which radio news is being gathered, produced and broadcast in local radio markets?

The quantitative portion of the study is based on a content analysis of the news offering in the sample market of Salt Lake City/Ogden/Provo, Utah from four different ownership groups. The research data developed in the quantitative study was collected in the same time period as the qualitative study and provided impetus and inspiration for the material developed using qualitative methods. Over the three-month period of the study,

a total of 265 hours of programming was recorded for analysis in this research. Coding

of the data looked at several aspects of the news programming including:

- How much news programming was offered

- Types of news offered

- Forms in which the news was presented

- Categories of news coverage (news, weather, sports, traffic)

The quantitative data is designed to answer the second research question of the

study:

Research Question #2) Are locally owned radio stations more or less likely to offer news programming than stations with large corporate ownership in the same broadcast market?

The quantitative portion of the research examines links between ownership and

local radio news programming. It looks directly at what and how much news is being

produced at the stations in the sample market on a day-to-day basis. The qualitative part

of the study focuses on the complex nature of producing local radio news. It assumes

that radio news journalists are free-willed, creative and exercise their own judgment in

their jobs. It takes advantage of an opportunity to observe the journalists at work, in their

natural work environment. What do the journalists understand their jobs to be? How

important are issues such as management/ownership support, technical support, resources

and competition?

Chapter Outline

This study uses data developed in a single market to provide a descriptive examination of the commercial radio industry in the United States. It examines how changes in the regulation of ownership have affected the news programming in the study market. It also looks at how the news is produced, by what journalists, and how much news is programmed by the four ownership groups in the chosen for the study. Based on research questions that ask about how the news is produced and how much news is aired, the research is organized into the following chapters.

Chapter 1: This section consists of an introduction to the context of the research by looking at broadcast regulation, common practices in the industry and competitors for radio. It also introduces the research questions, which provide the basis for the study.

Chapter 2: In this chapter, a review of recent literature on local radio journalism is provided and the theory base for the research is introduced. It explains how Localism and the Political Economy of Communication are the basis for the study.

Chapter 3: This chapter describes the multi-methodological approach of triangulation being used in the study. How both qualitative and quantitative methods are being deployed to provide a more complete investigation of the status of radio news today.

Chapter 4: This section begins with a look at how the ownership groups in the study developed from a historical perspective. It also documents the content analysis done on the news programming of the four ownership groups.

Chapter 5: This section introduces the qualitative aspects of the study, which are based on in-depth interviews and on-site observations. It also introduces the radio stations in the study, a look at the newsgathering and production process, profiles of local radio journalists and a discussion of issues important to the journalists.

Chapter 6: This section presents conclusions of the study, looks at there implications for the radio industry and the listening audiences, and provides some suggestions for future research.

Chapter Summary

The aim of this research is to document the state of local radio news in one market using a theory base of political economy and localism, and methods from both qualitative and quantitative methods.

Using triangulation, this research goes beyond an analysis of the structure and practices of radio news and into the area of how radio news people see themselves, how they picture their industry and what they feel the future holds for news on the radio.

CHAPTER II

LITERATURE REVIEW AND THEORICAL FRAMEWORK

Introduction

This study is based on two theoretical perspectives: the concept of localism in broadcasting and the political economy of communication. This chapter begins with a review of literature based on studies relevant to the research. The review provides the perspectives of scholars interested in the concepts of localism, media ownership and regulatory policy. The second section discusses localism, how it is defined, and how it has been part of the policy-making and enforcement efforts of the Federal Communications Commission. In section three, a number of important perspectives on the political economy of communication are discussed and connections between the study and theory are established. The fourth section is an examination of the companies included in the research from a political economy viewpoint.

Review of Literature

Of the recent research on localism and ownership in the broadcast industry, perhaps the most comprehensive is the 2005 book, *The Quieted Voice, The Rise and*

Demise of Localism in American Radio by Robert L. Hilliard and Michael C. Keith. Hilliard and Keith trace the concept of localism from its roots in the Radio Act of 1927 through the changes brought on by the Telecommunication Act of 1996 to what they call the contemporary challenges of "globalism, localism and public interest" (p. 200). They examine how, with regulatory, technological and market changes, radio has been forced to reinvent itself several times since its beginnings in the 1920s and how localism has played a key role in each of those reinventions. They examine the impact of satellite and Internet Radio as well as alternatives such as community radio and pirate (microstation) stations.[3] They argue that localism is a responsibility of broadcasters, and it can be a key to financial success. They document the media reform movement suggested by Robert McChesney and John Nichols that would, among other things, require the FCC to revisit ownership regulations with a greater emphasis on localism, strengthen public broadcasting, eliminate paid political advertising and require stations to provide at least an hour a day of commercial-free news programming. Hilliard and Keith come to the conclusion that there are two factors that will decide both the future of radio and localism:

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[3] Hilliard and Keith define pirate or microstations as very low power broadcasters who reach just a small local area and are not licensed by the Federal Communications Commission. They use as one example a station set up in a public housing development to serve the interests of the Black community in Springfield, Illinois. Black Liberation Radio was set up in 1986 at a cost of $600 and broadcast on 107.1 FM. The station's operator Mbanna Kantako set up the microstation because he believes "the African-American community had a high illiteracy rate, radio would be the best way to reach this community" (p. 193).

"One is the economic bottom line. If audiences tune out of
terrestrial radio and tune in to alternative systems such as
satellite and the Internet, or low-power or pirate stations
that by their nature are very local, the consolidators (current
broadcast owners) will be forced to reorient their programming
to serve the needs of their audiences. The second thing
is political action. The president nominates the members
of the FCC; the senate confirms them. Congress changes
or makes new communication law. Whoever we elect- from
the local level on up- will decide what Congress and the
FCC will do about consolidation and localism. And localism,
it would appear, may turn out to be the only means of
saving terrestrial radio." (p. 211-212)

A recent article by Samuel J. Sauls and Danny Greer (2007) entitled: *Radio and
Localism: Has the FCC Dropped the Ball?* looks at how localism affects radio listeners.
The article reviews the development of localism as a concept, examines the recent
consolation of radio station ownership and focuses on efforts of satellite broadcasters to
provide more localized programming. Sauls and Greer found little evidence that the
current broadcast owners are going to restore cuts in news and community programming
that have taken place since the Telecommunications Act of 1996. They also expressed a
lack of faith that Congress or the FCC will restore localism as a driving factor in
broadcast regulation. Sauls and Greer end their article with the following quote: "With
the FCC showing no indication of revisiting localism in any substantial form, it could
very well be up to the radio industry itself to take the lead" (p. 46).

Sandra Braman (2007) explored the concept of localism as it relates to regulation,
the definition of local communities, media content and political expression. Her article,
The Ideal V. The Real in Media Localism: Regulatory Implications examines localism as

it relates to television news. Braman believes the underlying principle of localism, as the

FCC is currently applying it, was developed in the colonial period and is out of step with

the 21st century media landscape. She argues that the FCC should spend less time with

the geography of localism and more time looking at media content as it applies to

cultural, economic, political and social influences. Braman cites research that

demonstrates that both content diversity and media localism are reduced when the

concentration of media ownership increases within a marketplace. She advocates more

locally produced media, under the control of local people, to resolve local problems in a

more positive way. She also elevates the concept of localism to a constitutional right:

> "Localism is not unique to media policy but, rather
> a constitutionally based principle that has applications
> throughout U.S. law. The goal is the same as that of
> many others of constitutional status: to maximize the
> ability of citizens to effectively participate in
> decision-making about the conditions of their
> own lives." (p. 234)

Lee Hood (2007) did a qualitative research study that looked at localism as it

relates to the outsourcing of local radio news.[4] In *Radio Reverb: The Impact of 'Local'*

News Reimported to Its Own Community, Hood interviewed and observed local radio

station personnel in a Midwest community of 50,000 people that she called Centerville.

Hood believes that news issues and events create bonds within a community and that

those bonds are weakened when local news is not produced by local people, with local

knowledge, and ties to the community. She questions the local authenticity of radio news

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[4] Hood defines outsourced news as: "local radio news that is actually produced and
delivered from a remote location, sometimes hundreds of miles away and often in other
states, as corporations seek to increase cost-efficiency by reducing local staffs and
providing more programming from a central location" (p. 1).

that is not produced by local news professionals, who factor in the community as part of their overall news judgment.

Since the Telecommunications Act of 1996, the FCC has commissioned a number of studies that deal with ownership and localism in all forms of media. In August 2003, then-FCC Chairman Michael Powell announced the formation of a Localism Task Force to "advise the Commission on steps it can take and, if warranted, will make legislative recommendations to Congress that would strength localism in broadcasting (Powell, 2003 p. 1-2). As a part of this announcement, Powell attempted to unlink the concept of localism with ownership rules:

> "It is important to understand that ownership rules
> have always been, at best, imprecise tools for
> achieving policy goals like localism. That is
> why the FCC has historically sought more direct
> ways of promoting localism in broadcasting.
> These include things such as public interest
> obligations, license renewals, and protecting
> the rights of local stations to make programming
> decisions for their communities" (p. 1)

But media critic Robert McChesney (2004) dismissed the Powell initiative on localism as just another attempt by the former FCC chairman to change the rules on ownership in favor of large media corporations. McChesney believes that Powell was much more concerned about media owners than the public interest (2004, p.13) calling Powell "one of the most dishonorable public officials of our times."

Powell's initiative spawned dozens of reports on localism, but many of them were not released to the public until December 2006 when Powell's successor FCC Chairman Kevin Martin (2006) ordered that all studies on media ownership and localism be posted

on the FCC website. When he released the studies, Martin was reacting to requests for their release after a congressional hearing in September 2006.

Among the reports relevant to this research and released by Chairman Martin was a study entitled "*Review of the Radio Industry, 2003.*" It documents the trend toward consolidation of radio station ownership. The review confirmed that the number of commercial radio stations in the U.S. had gone up by almost 6 percent in the seven years after the passage of the 1996 Act. It also stated that the number of owners had gone down by 35 percent in the same period. It documented the growth of Clear Channel Communications to more than 1,200 station and Cumulus to more than 250 stations. It also noted the financial success of the large group owner when they operate multiple stations in a single market stating: "The largest firm in each radio Metro market has, on average, 46 percent of the market's total advertising revenue. The largest two firms in each market have, on average, 74 percent of the market's advertising revenue" (p. 2).

Another study released by Chairman Martin entitled *Do Local Owners Deliver More Localism? Some Evidence From Local Broadcast News*, (2004) looks at the impact of ownership on the amount of news featured on local television stations. Authored by Peter Alexander and Keith Brown the study found: "that local ownership of television stations adds almost five and one-half minutes of local news, and over three minutes of local on-location news" (p. 2). They found an increase in total, local, and local on-location news. They list four factors for why local owners may feature more local content including (1) local owners don't have the economies of scale open to large corporate ownership; (2) local owners may favor local coverage because their community

advertisers favor local coverage; (3) local owner have better physical proximity to actual local events; and, (4) local owners may have additional interests in the community that help to drive local news coverage. Alexander and Brown believe their finding may have policy implications for both Congress and the FCC.

<div align="center">Localism</div>

The Federal Communications Commission has long linked localism through local news and public affairs programming with political institutions in our society (Napoli, 2001). In the first regulatory legislation passed by Congress, the Radio Act of 1927, it was mandated that a "fair, efficient, and equitable radio service"(Radio Act of 1927, Section 9) be granted to all states and communities. As Napoli points out, despite the fact that the word localism does not appear in the 1927 Act or the Communication Act of 1934 (the act that created the FCC) the courts have generally enforced the FCC polices as they relate to localism. To document his point, Napoli cites three cases *Jackson Broadcasting and Television v. FCC, 1960; Jupiter Associates, Inc V. FCC, 1969; and Pasadena Broadcasting Company v. FCC, 1977.* In the years since 1934, the FCC has adopted regulations that support the concept of localism. In their legal analysis of localism, David Silverman and David Tobenkin (2001) list several examples including the FCC's limitations on the power of networks over local affiliates, limits on ownership both nationally and in local markets, providing nonduplication protection for network and sports programming in local markets, requiring at least some non-entertainment programming and putting limits on excessive commercialization. Over the years, some

of the FCC rules based on localism have been eliminated by the courts, but Silverman and Tobenkin argue in those cases the courts were rejecting the specific rules and not the foundation of localism on which they are based.

While the FCC has promoted localism through media regulation, market forces have always played a large role in radio's localism status. As Chambers (2003) points out, radio was largely forced to become more specialized and more local with the coming of television in the late 1940s and 1950s. Stavitsky (1994) notes that the decline of network radio coincided with the adoption of music-driven formats by local stations.

Through the last few years of the 20th century, technology, economics and changes in regulation have come together to damage the traditional concept of localism in radio. As previously cited in this research, the changes in the ownership rules in the Telecommunications Act of 1996 set off a wave of consolidation. Large corporations have used techniques such as central distribution, voice tracking, automation and staff cuts to achieve economies of scale. All of these changes have helped to make radio less expensive to operate, but at what cost to the concept of localism.

But how does one define localism? Napoli (2001) argues that in practice, the FCC has not done a good job of defining localism writing, "the localism principle has been plagued by inconsistency and ambiguity regarding exactly what the principle refers to" (p. 209). According to Napoli the FCC has sometimes applied the point of origin as the standard for localism. In other words, if the programming originates from a local studio it should be identified as local. The FCC has used this point of origin standard from the earliest days of radio in regard to granting licenses. The goal of this

geographically based localism is to ensure that all communities have coverage from a local radio station. It was this local origin standard the FCC had in mind when it defined local programming in 1984:

> "Any program originated or produced by the
> station, or for the production of which the
> station is primarily responsible, employing
> talent for more than 50 percent of the time.
> Such a program, taped, recorded or filmed
> for later broadcast shall be classified local...All
> non-network and non-syndicated news
> programs may be classified as local." (FCC, 1984, P. 171)

The second standard sometimes applied by the FCC looks at program's content. Programming is deemed local only if it deals with the unique needs and interests of the local community. For a time, the Commission used this standard in its broadcast licensee ascertainment policy. Local stations were required to survey the community and civic leaders to identify problems and then address those problems with programming. However, in 1981 the FCC dropped the ascertainment policy for radio believing that competitive market forces would come into play and stations would broadcast in the local interest without oversight from the Commission.

This second standard appears to be close to what Stavitsky (1994) calls the "social conception" of localism. In the social conception of localism, community is defined by the wants, needs and common interests of groups within the community, not by the geography of the community being served. Stavitsky argues that the democratic ideals associated with localism are much better served by considering the demographic make up of the community and its needs, not just where it happens to be located.

However, the current definition of localism being advocated by the FCC appears to be much more the origin-based principle rather than the content-based or social conception standard. Here, in part, is how the Commission defines localism on a consumer fact sheet at the FCC website:

> "Over the years, the FCC has adopted and revised a number of rules designed to ensure that broadcasters serve their communities of license. For example, at the most basic level, the FCC requires that each broadcast station provide service in accordance with certain technical parameters to ensure that members of its community can, in fact, receive the service. The FCC also requires that each broadcast station keep its main studio in or near its community of license and that calls from citizens in the community to the station be toll-free. Both of these requirements serve to facilitate interaction between a station and its community. Such involvement with the community helps to ensure that each broadcast station fulfills the basic FCC requirement that it air programming that responds to the needs and interests of the community." (Broadcasting and Localism Consumer Facts, 2007 p. 1)

Political Economy of Communication

Much of the work in this dissertation draws heavily from the theory area known as the Political Economy of Communication. Like most complex collections of human thought, political economy is not an easy concept to define. At its most general level, Vincent Mosco (1996) defines political economy as "the study of control and survival in social life." (p.26) Mosco continues to refine the concept by bringing in some more distinct characteristics such as political economy's emphasis on moral issues and its concentration on being both descriptive and prescriptive. He goes on to further define political economy as "the study of social relations, particularly the power relations, that mutually constitute the production, distribution, and consumption of resources." (p. 25) Mosco argues that political economy should be a broad collection of ideas centered on issues of social relations, power and control, social processes and the individual ability to resist influence. Drawing from the writings of Murdock and Golding, Mosco identifies four central characteristics or areas of focus for political economy, which are:

(1) Social change and history
(2) Social totality
(3) Moral philosophy
(4) Praxis

Political economy can help us examine *social change and history* by looking at economic cycles and their relation to social transformations or revolutions. The changes brought about by the *Telecommunications Act of 1996* can be viewed from several perspectives. In the largest sense, the act has changed the ownership patterns for the entire radio industry. Those changes have in turn created differences in the employment of radio news journalists and in the amount and depth of radio news coverage that gets to

the listening audience on a daily basis. One example will be how the large radio corporations came into being and how they radically changed the radio broadcasting industry in a few short years. By examining ownership patterns and changes in government regulation, we will see how a company like Clear Channel grew from a single station in 1972, to 43 stations by 1995, to more than 1,200 stations after the change in ownership rules of 1996.

By adopting the concept of *social totality*, political economy cuts across the boundaries of other disciplines to look at the whole of the human experience. This holistic approach will allow the communication process to be seen on a number of different levels. Issues such as career development, job satisfaction and workload can be examined alongside such important concerns as changes in the production, distribution and consumption of radio news. Political economy allows this study to trace the chain of events from changes in broadcast regulation to very different ownership patterns to changes in the employment of radio journalists to what this all means to the audience that is dependent on radio as an important information source.

Using the concept of *moral philosophy*, political economy reflects on social values and social practices. It includes Marx and his ideas, which put an emphasis on satisfying human needs rather than a society based on economics or class power. Golding and Murdock were expressing their belief that political economy sets itself apart from other disciplines by including an emphasis on moral philosophy when they wrote "perhaps most importantly of all, it goes beyond technical issues of efficiency to engage with basic moral questions of justice, equity and the public good." (Golding and

Murdock, 1991, p. 73) Concepts like the ones spelled out in the phrase "the public interest, convenience and necessity" have been a part of the broadcast regulation in this country from the very beginning of radio. The phrase "public interest, convenience and necessity" is repeated 35 times in the Communications Act of 1934. Seen from the perspective of political economy, the public interest is bigger than just the letter of the law in broadcast regulation. It falls squarely into the larger moral questions of justice, equity and public good suggested by Golding and Murdock.

In including the concept of *praxis*, political economy calls out for human action that will change the world for the better. In political economy, praxis takes many forms from review of public policy and important issues in communication to education in the academic community. One of the aims of this research is to not just look at the radio industry and its regulation as it is, but to suggest changes that will benefit the industry and more importantly the listening audience that depends on radio for daily information.

The researcher's interest in political economy stems largely from its ability to look at communication in a way holistic way. Its emphasis on capital and the importance of ownership and on how government regulation affects the marketplace are key components of the research. Political economy also puts an emphasis on action, education and praxis that set it apart from other theoretical approaches. From ownership to control to production and distribution, political economy provides an excellent framework for academic investigation. A framework that not only deals with society as it is, but is committed to taking a moral stand and action to improve society for everyone.

Let us now take a look at some of the areas that are the basis for political economy and how they investigate and serve society.

Ownership, Control and Media Concentration

Why should anyone care who owns the media? Does it really make a difference if Clear Channel or some local company owns your favorite radio station? After all, most people get the music they like with some news, traffic and weather. Why complain? While it may not be easily recognizable by most members of the public, the question, from a political economic standpoint should be, are the public's real interests being served? The problem is the interests of the public and the interests of the owner are often two different things. The vast majority of media owners are capitalists, in the business for profits. This simple distinction throws a monkey wrench into the system, for as Marx (1909) put it, "the aim of capital is not to minister to the certain wants, but to produce profit." (p. 301)

From the perspective of Robert Duboff (1989), this need on the part of capitalists for profit causes two other important effects, the desire for accumulation and monopolization. According to Duboff, accumulation is the process where capitalists gain control over the means of production and exploit the output of production to expand their capital. The goal is to maximize the amount of capital under the private control of the capitalist. The process is somewhat circular because, in a capitalist system everyone is dependent on accumulation, workers need wages, governments need taxes, capitalists need more capital to continue to accumulate. The goal of accumulation becomes

monopoly control over the market, which is driven by competition. Competition means change and potential loss of control so successful capitalists must accumulate more capital to assure their continued control. Skill in competition becomes secondary because those with the most capital can structure and control the market. Duboff argues that the process of accumulation should be looked at over time not just a single business cycle of four to five years. This longer view will also help show the destructive nature of the capitalist system when it is left unchecked by government regulation.

Still others look at capitalism and the need to control from other perspectives. Graham Murdock (1977) has identified two levels of control, operational and allocative. Owners often give operational control, that of the day-to-day operation of the media, over to managers. But the owner holds the more important allocative control. With allocative control, the owner can influence the structure of the media, the scale of activities and most importantly the use of resources.

Yet another perspective on ownership and control comes from Herman and Chomsky in *Manufacturing Consent: The Political Economy of the Mass Media* (1988) and their article *The Propaganda Model Revisited* (1998). They feel that basic changes need to be made in media ownership, organization and purpose to promote and achieve real democracy. They list five factors, including ownership, advertising, sourcing, flak, and anticommunist ideology, that act as filters on media choices. According to Herman, this creates a propaganda system with "its ability to mobilize an elite consensus, to give the appearance of democratic consent, and create enough confusion, misunderstanding, and apathy in the general population to allow elite programs to go forward" (The

Propaganda Model Revisited, p. 194). This propaganda model of communication has been criticized on many levels. Herman answers the criticism by saying "these critics failed to comprehend that the propaganda model is about how the media work, not how effective they are" (The Propaganda Model Revisited, p. 198).

Wasko, in her article *New Methods of Analyzing Media Concentration* (1984) comes at the issue of control from a different direction. She argues we need to look beyond ownership, conduits and consumer choice issues and look at "intercorporate linkages" such as Boards of Directors, banking and financial relationships. She is critical of marketplace and consumers' analysis that often leaves out the concept of the public interest. She believes "we must be concerned with more than just quantity, but the quality and range of content offered"(p. 218).

John Scott (1993) is most concerned with the issue of corporate power and control. He sees the exercise of power in modern corporations to be too complex to be explained by either the liberal theory of management control or the Marxist theory of finance capital. Scott believes corporate control is being exercised by a group of elite families through trusts. He says the groups are difficult to identify but he mapped out their structure in what he calls the "model of an investment trust group." Scott is interested in moving toward a new theory area, which includes the economic and legal aspects of the "sociological theory of business organization."

Ben Bagdikian (2004) argues that media corporations are behind what he calls a "quest of dominance." When they achieve dominance in the marketplace it leads the corporations to their ultimate goals of *money* and *influence*. From Bagdikan's point of

view, corporations don't need to have a monopoly to be dominant and dominant corporations "simply make a higher percentage of profit out of every dollar than less dominant firms" (Bagdikian, 1997 p. 285). By influence, he believes dominant media corporations can have great influence on government because they influence their audiences' perception of life, especially political life. Bagdikian also argues that media corporations have the ability to "promote new laws that increase their corporate domination and that permit them to abolish regulations that inhibit their control" (p. 10). As a prime example of this, Bagdikian cites the 1996 Telecommunications Act.

Commodification

One of the most important concepts of interest to political economists is that of commodification. At its most simple level, commodification is defined as "the process of transforming use values into exchange values" (Mosco, 1996 p.141) Marx believed that commodities could be both physical and cultural along a wide spectrum of needs that were not limited to just survival needs. Political economists generally apply this concept of commodities to media content. In this process, media messages are transformed into marketable products. In the example of a newspaper, one form of labor is provided by the writers. The writer's labor power (a story) leads to the creation of a commodity (the newspaper) that is sold by a capitalist for a profit (surplus value). But in media, commodification takes on another role when you consider that media products create meaning for media consumers and help to shape consciousness. Nicholas Garnham (1979) identified yet another dimension to the process of commodification. He saw the

mass media as "economic entities with both a direct economic role as creators of surplus value through commodity production and exchange and an indirect role, through advertising, in the creation of surplus value within other sectors of commodity production"(p. 216).

Dallas Smythe (1977) took Garnham's idea in another direction and set off a major debate in political economy. Given his background as a former Chief Economist for the Federal Communications Commission, it is easy to see why Smythe put a heavy emphasis on public policy and the process of commodification. His writings speak largely to the policies of communications regulatory agencies and how their decisions affect individual consumers. On public policy matters, Smythe argue political economy should be concerned with three broad areas. First, production policy, which deals with how goods and services are produced and for what specific audiences or consumers. He argues that production policy has a real effect on both the availability of consumer goods and service and on their quality. Second, allocation policy, which considers such things as the pricing of communication products, the influence of advertising on the market and the redistribution of capital moving through the market. Thirdly, the policy on capital, organization and control, which how societies provide themselves with communications services.

But perhaps Smythe's most important single contribution to political economy is the debate he set off over the importance of the concept of commodification. His aim in setting off the debate over commodification was not to minimize the role of communication in the formation of ideology, but to elevate the importance of materialist

analysis in political economy. Smythe wanted to turn the question toward the role mass communication plays in the service of capital. For him, the concept of leisure time is a myth. By using advertiser-supported media, the audience has just become another commodity to be bought and sold by large corporate (capitalist) interests. His argument that commodification is a blindspot in Western Marxist thinking provoked a strong response in the discipline of political economy. Murdock argued that Smythe was creating a blindspot of his own and that when critiquing modern capitalism with a Marxist perspective, one must combine economic, ideological and political dimensions. Murdock took Smythe to task for underestimating the role of the state in regulating communication, for putting too much emphasis on the role of advertising and for underplaying class struggles within the media. Murdock also argued that Smythe went too far in his analysis and that when critiquing modern capitalism with a Marxist perspective, one must combine the economic, ideological and political dimensions and not focus only on economic (or base) concerns. Murdock admitted that the economic analysis of culture and communication in western Marxist is underdeveloped but he cited work by Raymond Williams to show that both ideology and economics are being emphasized. He accused Smythe of "overselling" the economic aspects of critique in his article. Murdock based his comments on three points. He believed that Smythe underestimated the role of the government in regulating communication. That, Smythe put too much emphasis on the role of advertising in communication and not enough on the role of content in reproducing the dominant ideology. And that, Smythe underplayed the struggles and contradictions that are common in the operation of mass media systems.

William Melody (1997) is concerned that information is being commoditized and put up for sale by large corporations and conglomerates. He sees the issue as a public policy challenge to make sure information and communication don't develop along class lines that exacerbate class divisions. He sees academics in a unique position to provide input on public policy decisions. Melody would argue that international media should be declared a public utility and should be subject to increased international regulation.

Patricia Aufderheide (1997) adds her voice to those who are calling for more careful regulation of telecommunications. She argues that public policy makers need to stay up with the fast changing nature of communication in our modern society and promote open opportunities and the closing of resource gaps. Aufderheide believes public policy makers need to be concerned about more than just cheap access to the media, they should be aware of the need to create and maintain a public sphere.

Mosco argues the move toward deregulation in telecommunications is a mistake and that there are many myths about deregulation. He believes that deregulation has little benefit to society as a whole, and among other things, does not lessen the economic role of government and doesn't benefit consumers. Mosco (1990) argues that those who champion deregulation are trying "to advance the transformation of information from a public resource into a marketable commodity and a form of social management and control" (p. 47).

Chapter Summary

This chapter provides a review of relevant literature and scholarly work on the radio industry, as it relates to localism, media ownership and regulatory policies. It defines the concept of localism and examines how it has been used in broadcast regulation. It introduces perspectives from the political economy of communication and how that theory base relates to the research.

CHAPTER III

METHODOLOGY

Introduction

In order to strengthen the quality of this research, a multi-methodological

approach known as triangulation has been employed. Both qualitative and quantitative

methods are being used in order to provide a more comprehensive picture of the state of

radio journalism as it is being practiced in the broadcast industry today. This chapter

documents the advantages of using triangulation, and also looks at how the two different

methods are employed in the research to strengthen the study.

Triangulation

Patton (2002) is a strong advocate for using triangulation in his book, *Qualitative*

Research and Evaluation Methods. Using the work of Denzin, he identifies four

common types of triangulation commonly used in communication research: (1) data

triangulation – where different types of data are compared in a single study; (2)

investigator triangulation – where different researchers look at the same problem; (3)

theory triangulation – where different theory perspectives are used on the same set of

data; and (4) methodological triangulation – the method being employed in this research,

where multiple methods are put to work on a single problem or study. To illustrate the

concept of triangulation, Patton uses the metaphor of a land surveyor. Surveyors use two

known points to accurately measure areas of land and determine boundaries, elevations

and dimensions. In this case, triangulation uses more than one method to produce data

points for a study that will better illuminate the important issues facing radio journalism.

Known mostly as an advocate for qualitative research, Denzin (1978) points to the

importance of triangulation and its logic writing:

> No single method ever adequately solves the
> problem of rival casual factors. Because each
> method reveals different aspects of empirical
> reality, multiple methods of observations
> must be employed. This is triangulation. I now
> offer a final methodological rule the principle
> that multiple methods should be used in every
> investigation. (p. 28)

Patton also compares using multiple methods to using all the tools available to study a

problem and illuminate the questions and issues. Patton warns that researchers should

not expect the findings generated by two different methods to produce a nicely integrated

whole, but he also sees value in identifying inconsistencies and differences in data.

Tashakkori and Teddlie (1998) call triangulation a very pragmatic approach that makes

the best use of methods and provides a better worldview of the problem being studied.

Lindlof and Taylor (2002) argue that when two different methods are employed they can

be used to converge data and eliminate the bias of a single method with the end result

being enhanced validation.

While not specifically addressing the concept of triangulation, Babbie (1986) argues that both qualitative and quantitative approaches have value. In fact, Babbie believes all social science research is primarily qualitative and he describes quantitative data as qualitative data with numbers attached:

> "Serious social researchers should keep both quantitative and qualitative options open in addressing any research questions. To do otherwise would resemble an artist who uses only green paint." (Babbie, p. 91)

However, more than one method or triangulation is not without its critics. Arnold and Wallendorf (1994) believe using different methods can create what they have termed *disjunctures* because different methods are grounded in different realities. According to Arnold and Wallendorf, these disjunctures can lead the researcher to over generalize from the data. Bloor (1997) agrees writing, "all research findings are shaped by the circumstances of their production, so findings collected by different methods will differ in their form and specificity to a degree that will make their direct comparison problematic" (p. 39).

Dominick and Wimmer (2003) suggest the differences between qualitative and quantitative research are best identified as differences in philosophy that they label the positivist and interpretive paradigms. In these two paradigms, different views of reality become a starting point. For the positivist (quantitative) researcher, reality is objective, can be measured and exists for the entire world to see. For the interpretive (qualitative) researcher, no single reality exists and, in a sense, reality is created as a part of the research process. Additionally, the positivist believes that human beings have a lot of

similarities and can be put in specific categories, the interpretive researchers is more

concerned with human differences and finds it difficult, if not impossible, to put people in

neat categories. Thirdly, the positivist aims to generate behavioral laws and predict

behavior or feelings. The interpretive researcher looks for unique explanations for a

given situation or individual. As Dominick and Wimmer point out, the comparison is

sometimes an argument over breadth (positivist) versus depth (interpretive). If the

question is breadth versus depth, perhaps the answer is a combination of both may

provide the best way to understand important questions about society. That appears to be

the argument of Miles and Huberman (1994) when they wrote:

> "It is getting harder to find any methodologies
> solidly encamped in one epistemology or the
> other. More and more "quantitative" methodologies
> are using naturalistic and phenomenological
> approaches to complement tests, surveys, and
> structured interviews. On the other side, an
> increasing number of ethnographers and qualitative
> researchers are using predesigned conceptual
> frameworks and prestructured instrumentation.
> Most people now see the world with more
> ecumenical eyes." (p. 20)

In the case of the research conducted for this study, the qualitative methods of

observation and in-depth interviews took place in the same 90-day time period when the

samples for the quantitative research were being collected. Listening carefully to the

samples recorded from the stations offered a much better feel for the news products of

each station and, therefore, improved the quality of both the observation and the

questioning during the fieldwork. Knowing what the finished news product sounded like

also provided better insight into the production process. In other words, the two methods

complement each other and make the resulting research both wider and deeper in scope. One example of this advantage came in the area of traffic reporting. Recordings of the traffic reports used in the quantitative side of the research indicate all traffic reports are presented to the listeners live as they happen. However, the qualitative observation of the traffic reporting process made it clear that many of the traffic reports are not live, but recorded minutes before they air in order to make it possible for a single traffic reporter to service multiple radio stations. This allows the research to look deeper into the process of creating traffic reports and explains how one reporter can appear on so many quantitative samples almost simultaneously. Familiarity with the radio station personal and voices also made it easier for the coders to code the data during the quantitative process. In these ways, the two methods combined to improve the collection of data on both the qualitative and quantitative side, which led to a better outcome for the entire research project.

The overarching goal of the research is to develop a picture of the current state of radio journalism. The research questions are rooted in both theory and principles the researcher would call the "conditions" and "production" questions. Research Question #1) "What are the conditions under which radio news is being gathered, produced and broadcast in local radio markets?" is best answered using the qualitative methods of observation and in-depth interviews. With this method we will see the local radio news people in their own reality and develop a picture that looks deeper into the conditions under which radio news is produced in a local market. Research Question #2) "Are locally owned radio stations more or less likely to offer news programming than stations

with large corporate ownership in the same market?" calls for a quantitative approach that can draw direct comparisons between stations under different ownership in the same market. The quantitative method reveals what news is being presented and allows the researcher to look for patterns of similarity and difference between the ownership groups. In this approach the news is defined in categories, measured in seconds and the data gathered lends itself to comparison and eventually generalization.

Qualitative Study Method

At its foundation, this project sets out to do what Marshall and Rossman (1999) have described as the three major purposes of qualitative research, which are "to explore, explain, or describe the phenomenon of interest" (p. 33). In that spirit, the qualitative part of this research is based primarily on in-depth interviews and observation at the radio stations in the four ownership groups in the Salt Lake City market. Radio station websites were also used to corroborate the data collected from interviews and observations. All interviews were conducted with the authorization from the University of Oregon Committee for the Protection of Human Subjects/Institutional Review Board. During September 2006, the researcher contacted members of management from the four ownership groups and received written permission to visit the stations and interview employees from three of the four ownership groups. Despite repeated requests, the management of the Clear Channel radio stations in Salt Lake City refused the researcher access to its stations and its employees. Clear Channel's refusal is documented more fully in chapter four of this study.

Marshall and Rossman identify observation as one of the four primary methods used for collecting data in qualitative research. They argue that observation is fundamentally important to qualitative research because it can be reveal complex interactions in natural settings. With the use of field notes, observation can provide detailed and concrete descriptions of the subject being studied. For Patton (2002), observation allows for the personalizing and humanizing of the research process. Observation must be as nonjudgmental as possible with the true beliefs and the feelings of those being observed the primary goal. Direct observation has several advantages including the ability to capture the context in which people interact and the ability to gain information out of routines that even the radio news worker might not be aware. For Lindlof and Taylor (2002), the researcher must abandon both their certainty and expertise and let them be replaced by curiosity and openness to what can be observed. To provide maximum value, observation must have several important characteristics. It must be done over time, researchers must be alert and open to improvisation during the process. Both the professional training and personal instinct of the researcher must be honored. The observation situation must be natural, and the accounts of the observation must be explicit. It was with these principles in mind that the researcher undertook the observation phase of the research.

In the 90-day period beginning October 1, 2006, the researcher made four to eight visits to the radio studios in each of the ownership groups where permission was granted. Initial visits were primarily observation sessions that gave the researcher a chance to familiarize himself with the news broadcasting routines of each group. It is well

documented that the presence of an observer always changes the setting, but the

researcher made every effort to quietly observe the process without a lot of conversation

that might alter the situation. As Babbie (1986) points out the observer and the observed

are inextricably linked but that link also helps create understanding between the two. The

observation provided an excellent opportunity to take field notes and utilize them to

improve the in-depth interviewing process. Extensive field notes were taken on the work

routines of the radio news people, as well as the physical layout of the studios, and the

computer and broadcast equipment used to produce the newscasts. Field notes taken

during the observation phase enhanced the ability of the researcher to ask better questions

during the interviews.

Interviewing is a core element for many research studies including this one. It

allows the researcher to pursue truth in everyday life. As Lindlof and Taylor put it:

> "At its best, the qualitative interview is an event
> in which one person (the interviewer) encourages
> others to freely articulate their interests and
> experiences. Its ability to travel deeply and broadly
> into subjective realities has made the interview a
> preeminent method in communication" (p. 170)

After the initial visits and observations, the researcher began the interviewing

process with a representative cross section of the radio news employees. Interviews were

conducted with a total of 16 people in positions from executive vice president of news

programming to overnight news editor. In conducting the interviews, the researcher used

a technique that Patton (2002) calls the "informal conversational interview"(p. 342). This

type of interview style allowed the researcher maximum flexibility in collecting

information. Rather then following a predetermined set of questions, the information in

the interview flowed spontaneously from the conversation. Lindlof and Taylor call this type of questioning an ethnographic interview, where "the researcher awaits (or creates) the right opportunity to ask questions" (p. 176). While these interviews may seem easy and informal, skill is involved in finding the right moment to ask the right question.

During the course of the conversational interviews, the researcher took great care to allow the free flow of information while covering six issues important to this study. The issues included:

- Workload and working conditions for local journalists

- Effect of technology on production of local news

- Ownership/management support level for local news

- Personal/professional history of the local news journalists

- Job satisfaction

- Feelings about the future of local radio news

No time limits were set on the interviews, which ran as short as seven minutes and as long as one-hour-fifty-three minutes. Interview questions were allowed to evolve with each conversation, but generally began with slight variations on the following two question themes:

- o   What is your background? How did you get into radio news?

- o   Walk me through a typical day for you. What is your routine?

The researcher found these questions to be an excellent starting point that allowed the interviewee to respond in his or her own style and manner, while the questions acted as a springboard for follow up questions on topics important to the study. In this way, follow up questions were personalized, which deepened the conversation and put more intimacy in the interview process.

Another source of data came from the websites of the stations in the four ownership groups. The websites provided information on the overall programming of the stations, the news programming and in may cases biographical information about the people who produce the local radio news.

Like all good qualitative research, this study was designed to draw meaning from the radio journalists who produce the news on a daily basis. The qualitative part of the research focused on the people who produce the radio news and the way in which they do their jobs.

<u>Quantitative Study Method</u>

Along with the other major categories of quantitative research including survey,

longitudinal, and experimental research, Dominick and Wimmer call content analysis one

of the most valuable tools in media research. With roots dating back to World War II,

numerous studies (Moffett & Dominick, 1987/ Cooper, Potter & Dupagne, 1994/ Riffe

and Fretig, 1997) have shown content analysis to be a popular and important method for

media investigation. Walizer and Wienir (1978) define content analysis as any

systematic procedure devised to examine the content of recorded information. Kerlinger

(2000) believes there are three important elements that are required in content analysis

including: (1) it must be systematic, conducted with explicit and consistently applied

rules, (2) it must be objective, as free as possible of biases held by the researcher, and (3)

it must be an accurate representation of the body of material it examines. These

principles of system, objectivity and accuracy provided the guidelines for this research

study.

The quantitative portion of the study is based on a content analysis of four radio

station ownership groups in the Salt Lake City-Ogden-Provo market. Arbitron (2006),

the radio industry's leading rating service, lists the Salt Lake-Ogden-Provo area as the

31st market in the country with an age 12 plus population of 1,554,200. The four

ownership groups chosen for inclusion in the study are:

- Bonneville International Corp. – This corporation owns 30 radio stations nationwide and has its home office in Salt Lake City. The local stations in this group include: KSL-AM & FM, KUTR-AM, KSFI-FM and KRSP-FM.

- Citadel Broadcasting Corp. – In terms of stations, it is the third largest radio corporation in the U.S. with 225 stations nationwide. The local stations in this group include: KKAT-AM & FM, KFNZ-AM, KJQS-AM, KUBL-FM, KBER-FM, KBEE-FM and KENZ-FM.

- Clear Channel Communications – The largest radio station ownership group in the U.S. with about 1,200 stations nationwide. The local stations in this group include: KNRS-AM, KZHT-FM, KJMY-FM, KODJ-FM, KOSY-FM and KXRV-FM.

- KSOP Inc. – An operation owned by the Hilton Family of Salt Lake City. The local stations in this group include: KSOP-AM and KSOP-FM.

For the purposes of this study, KSOP Inc. is considered to be a small, local ownership operation with just an AM & FM holding in a single market. Bonneville International Corp, with its 30 stations is considered a small corporate operation with local corporate headquarters in Salt Lake City. Citadel Broadcasting Corp. and Clear Channel Communications, by virtue of their multiple station ownership and corporate headquarters outside of the Salt Lake City area, are considered large radio corporations

for comparison. Most of the popular formats used in American radio are present in the

Salt Lake-Ogden-Provo Market. Table 3.1 below lists the stations individually by

ownership, frequency and format.[5]

Table 3.1. Station Formats

Owner	Station	Frequency	Format
Clear Channel	KZHT FM	97.1	CHR/Pop
	KJMY FM	99.5	Alternative
	KODJ FM	94.1	Oldies
	KOSY FM	106.5	Adult Contemporary
	KXRV FM	105.7	Classic Hits
	KNRS AM	570	News/Talk
Citadel	KUBL FM	93.3	Country
	KBER FM	101.1	Rock
	KBEE FM	98.7	Adult Contemporary
	KKAT FM	107.5	Classic Country
	KKAT AM	860	Classic Country
	KENZ FM	101.9	Triple A
	KFNZ AM	1320	Sports/Talk
	KJQS AM	1230	Sports/Talk
Bonneville			
	KSL AM	1160	News/Talk
	KSL FM	102.7	News/Talk
	KSFI FM	100.3	Adult Contemporary
	KSRP FM	103.5	Classic Hits
	KUTR AM	820	Christian Music
KSOP Inc.	KSOP FM	104.3	Country
	KSOP AM	1370	Classic Country

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[5] This information on the stations in the study is meant as an introduction. More detailed information on station formats, personnel and audience will follow in chapters four and five.

Riffe, Lacy and Fico (1998) suggest using a stratified random sample is best for

the type of content analysis performed this research. They argue stratified sampling

serves to increase the representativeness of the sample and allow the researcher to focus

on the most important time period under study rather than the entire day. The size of the

sample was determined by guidelines developed by Riffe, Lacy and Fico and by a pilot

study done during the development of this project. In the pilot study, a one-hour sample

was taken of each of the stations involved in the research, and the materials were coded

to check for what kind and how much news the stations in the proposed sample were

programming. The results of the pilot study indicted the sample size would be robust

enough to yield statistically significant results.

According to the Arbitron's *Radio Today* (2006) report, the time period (Monday

through Friday) where the listening audience for radio is the largest is the morning drive

period from 6 a.m. to 9 a.m. A stratified random sample was drawn for the content

analysis using the morning drive period because it is the time when radio audiences are

largest and stations are most likely to offer newscasts. Fifteen days were randomly

drawn from the three-month period of October 2006 through December 2006. The

qualitative interviews took place in the same time period to assure the data was

comparable in terms of the time frame. Each group of stations was airchecked[6] for one

hour during each of the 15 days in a rotation used to assemble the composite week. For

example, each station was airchecked on three Mondays with each Monday aircheck

taken from a different month of the three-month period. The airchecks were taken from 6

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[6] Aircheck is a term used in the broadcast industry. It means to record programming or
check what has gone out over the air by recording the program.

a.m. to 7 a.m., from 7 a.m. to 8 a.m. and from 8 a.m. to 9 a.m. If station "A" was

airchecked from 6 a.m. to 7 a.m. on the first Monday, it was then airchecked from 7 a.m.

to 8 a.m. on the second Monday and from 8 a.m. to 9 a.m. on the third Monday. Those

three hours made up a composite Monday for that station. With all samples taken, each

station was represented for five composite days for a total of fifteen hours per station or a

total of 255 hours for the 17 stations.[7] When simulcasts existed between two stations,

that is to say two frequencies carry the same programming, the two stations (frequencies)

were counted as one for the content analysis purposes. In the station group sample for

this research, there were four simulcast situations where two stations carry the same

program. They are: KSL AM and KSL FM, KKAT AM and KKAT FM, KSOP AM and

KSOP FM plus KFNZ AM and KQSJ AM.

The aircheck samples were recorded using audiocassette recorders and each

sample was transferred to audio CD for analysis by coders. The length of each news

element was measured in seconds for analysis. The audio CD format used for the

samples featured a standard time coding that measures in seconds. The time code can be

read from the disk and was much more accurate then the timing devices used in

audiocassette recorders. Using CDs to code the materials made it easier for coders to get

exact times from each sample for comparison. Coders were trained to categorize news of

any and all kinds featured during the aircheck samples. Coding instructions are listed in

chapter five of the study.

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[7] A chart showing the dates and times each sample was taken is provided in Appendix A
of the study.

News content was coded in four specific categories. In order to be counted for analysis, all stories had to be identified as part of a news, weather, sports or traffic report. If events of the day were discussed by morning disk jockeys, as part of their regular entertainment banter, that was not counted as news, but as entertainment programming.

Category One: Origination analyzed whether the news came from a network feed, services such as Fox Radio News, ABC Radio News, CNN Radio News, or whether it was produced locally and originated from a radio studio in the greater Salt Lake City area.

Category Two: Coverage deals with the geographic focus of the news content. Types included local news, regional news, national/international news and a group for stories that could not be easily put into the first three groups. Local news is defined as any news generated from Ogden in the north to Salt Lake City in the center to Provo in the south and all the communities between. Locally, this area is generally referred to as the Wasatch Front; it follows the eastern slope of the Rocky Mountains from north to south for about 80 miles. Regional news is any news from outside the local area but in the surrounding states of Idaho, Nevada, Arizona, Colorado and Wyoming, as well as the areas of Utah outside the Salt Lake City market. National/International news is any news from outside the region. The fourth group is for stories that clearly do not fit into the first three types. A good example here is a feature story that is used at the end of the newscast where the location of the events is not clearly identified in the story.

Category Three: Presentation included the type of news presentation. Types include: (1) anchor reads, where the story was read by a news announcer and no other

elements are used to tell the story; (2) read/actualities, where the anchor read the story and an actuality or part of an interview was included; and, (3) package reports, where the story was introduced by a news announcer who handed it off to a reporter who told the story from the field or somewhere outside of the main news studio.

Category Four: Story Type dealt with the nature of the news content. It divided the news into four categories including: (1) News, all stories in the newscast that had the aim of informing the audience; (2) Weather, stories about the local weather conditions; (3) Sports, stories that focused on sports including local, national and international sports; and, (4) Traffic, reports about traffic conditions in the local area.

The data gathered for analysis was tested for intercoder reliability and statistical significance using appropriate tests listed in Chapter five of the study.

Chapter Summary

By utilizing the triangulation of both quantitative and qualitative methods, it is the aim of the researcher to have the two methods of collecting data complement each other, while also acting as a check on accuracy and consistency of the data. The content analysis reveals what radio news programming is being produced in the market. The in-depth interviews and on-site observations provide a picture of how the news is being produced. The combination of the two produced a strong, more complete and more reliable research study.

CHAPTER IV

THE FOUR OWNERSHIP GROUPS AND THEIR NEWS PROGRAMMING

Introduction

This chapter begins with a corporate profile for each of the four ownership groups in the study. It is designed to give the reader context on how the companies developed and on some of their structural and philosophical differences. Clear Channel and Citadel are large, national corporations with headquarters outside the Salt Lake City area. While Bonneville owns stations across the country, it is a much smaller corporation that started in Salt Lake City and continues to maintain its headquarters in the local market. KSOP, Inc. has been under the same local ownership since its inception in 1955.

The second section details the quantitative content analysis done for the study. It examines the four ownership groups, in two parts, along eight dimensions. The first part compares news programming for all news, the individual stations with the most news, the individual stations with the least news and news that is locally produced. The second part looks at where the news originates, the geographic types of stories featured, the presentation methods of news production, and overall story type.

The Four Ownership Groups

Clear Channel Communications

While best known as the largest owner of radio stations in the United States, Clear Channel Communications is a good example of what Mosco (1996) calls "cross media concentration." Much more than a radio company, Clear Channel Communications became a giant corporation by investing in an extensive array of interests in other media forms such as live entertainment, outdoor advertising, television stations, international radio and advertising businesses, radio program syndication and representation services for professional athletes. According to the Clear Channel Communications, Inc. Fact Sheet (2006), the company has a very simple mission "To provide outstanding entertainment and information products and services to our communities and effective solutions to advertisers." (¶ 1) The Clear Channel website also lays out the company's purported business philosophy in a statement called the *Clear Channel Creed* (2006). See Table 4.1.

Table 4.1 Clear Channel Creed

The Clear Channel Creed
It's What We Believe!
We are in the business of helping our customers grow their businesses. We do this effectively with our wide variety of media and entertainment products.
We believe in maximizing our customer's satisfaction, we will deserve and will earn their continued loyalty. Our goal is to have long term, mutually profitable relationships.
We believe in providing superior value to customers through high quality, technologically advanced, fairly priced services designed to meet customer needs better than all the possible alternatives.
We believe Clear Channel's people are our most important asset. Our teams make the critical difference in how we perform and their skills, talents and determination separate us from our competitors. We also believe people can achieve their full potential when they enjoy their work, so it is a priority to provide a workplace where growth, success and fun go hand in hand.
We believe we have an obligation for the well being of the communities in which we live. We further believe the future success of our communities and the industries where we do business is dependent upon the responsibility we feel, the high standards we set and the positive impact our actions have.

The creed sets high standards for company performance, but it is interesting to note that most of the creed concentrates on commerce and customer satisfaction. It isn't until the last paragraph that it talks about service to the communities where Clear Channel does business. The creed never mentions the term "public interest," and it also ignores aspects of the public interest as defined by critics like Patricia Aufderheide (1997), who see the public interest as a "Call for fostering public life, encouraging public spaces, promoting a civic culture." (p. 158) Having a creed and following it may be two different things as some of Clear Channel's competitors, as well as some cultural critics, have referred to the company as "the evil empire." These critics say the company fills its

broadcasts "with prefabricated nonlocal programming or with tasteless fare." (New York Times, June 19, 2002, Section C; Page1; Column 5; Business/Financial Desk) Competitors like Marv Nyren of Emmis Communications say Clear Channel is changing the radio business by installing central control and cost-cutting measures that aren't good for the industry. Nyren says "They're all about quantity, not about quality. They've taken the value out of radio and turned it into a commodity." (San Antonio Express-News, October 12, 2003. Section: Business; Pg. 1E) The U.S. Justice Department might also have its doubts that Clear Channel is following its creed. The Justice Department has filed several antitrust investigations of the company's business practices.

As a company, Clear Channel almost died at the starting block in 1972 (San Antonio Express-News 2003). Company founder, Lowry Mays, who was at the time the head of his own investment banking company, made a deal with a fellow investor to buy a local radio station in San Antonio, Texas. But his other investor pulled out and Mays was ready to walk away from the deal until fellow Texas billionaire B.J. "Red" McCombs agreed to pitch in part of the $125,000 cost of the original station. At first, the two men planned to buy up a few stations, sell them for a quick profit and concentrate on their main businesses, which were automobile sales, real estate, ranching and oil. However, with McCombs as the chief investor, Mays bought two more stations in Tulsa, Oklahoma and named his company San Antonio Broadcasting. In 1975, Mays bought a fourth station (WOAI-AM, an FCC designated clear channel station),[8] closed his

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[8] In this case, clear channel means it is the only station nationwide on its designated frequency. The clear channel system was set up by the FCC as part of the national civil defense program.

investment banking firm and became the head of the new company with a new name: Clear Channel Communications. Mays made himself Chairman and Chief Executive Officer of Clear Channel. His son, Mark, became President and Chief Operating Officer and his other son, Randall, became Executive Vice President and Chief Financial Officer. Red McCombs became a Company Director and still holds a major financial position in the company.

In the early 1980s, Mays, a Reagan supporter and life-long conservative Republican, saw the coming of deregulation in the broadcasting industry and set out a plan to expand his radio holdings. In 1986, he took the company public and used the money from the initial public offering to purchase Broad Street Communications Corporation, which increased the number of Clear Channel radio stations to 12 in seven different markets (Clear Channel, Our History 2006). In 1988, Clear Channel bought its first television station; by the end of 1989 it purchased three others. Also in 1989, the company formed a sports division, which owns the rights to broadcast many NCAA sports events. In 1991, the company bought its first radio network, the Kentucky Network, which services 78 radio stations with news, sports and information. Continuing to buy up stations, Clear Channel owned a total of 43 radio stations and 16 television stations by 1995. In 1995, the company made its first major foreign investment, buying up a 50 percent interest in the Australian Radio Network Pty Ltd. In 1995, the Wall Street Journal named Clear Channel the eighth best performing stock of the previous ten years.

Clear Channel and the radio broadcasting industry had a watershed year in 1996. Congress passed the Telecommunications Act of 1996 and removed most of the ownership restrictions on large radio companies. Mostly buying up small companies, Clear Channel purchased 119 radio stations in 1996 and 1997. Meanwhile, the company moved into the outdoor advertising industry with the purchase of Eller Media Company, Universal Outdoor and More Group. With the purchase of these companies, Clear Channel acquired foreign billboard concerns in 25 different countries.

By 1999, Clear Channel was the third largest radio station owner in the United States, but in the 1999-2000 period, the company would move into a position that made it almost six times larger than its nearest competitor in terms of stations owned. In 1999, Clear Channel completed a deal to acquire Jacor Communication and its 400 plus radio stations. In 2000, the company acquired AMFM Incorporated and its nearly 600 stations. The deals pushed Clear Channel over the 1,200 mark for station ownership. Meanwhile, the company continued to buy up interests in outdoor advertising with the purchase of Dauphin, a European company, Donrey Media, Taxi Tops and Ackerley Media.

The year 2000 was also important because it was the period in which Clear Channel moved into the sports representation business and live entertainment. With the acquisition of SFX Entertainment, the company became one of the world's largest promoters, producers and presenters of live entertainment events. The name SFX Entertainment was dropped in favor of the name Clear Channel Entertainment and in 2005, the company spun off 100 percent of its interests in the entertainment division and changed its name to Live Nation. An April 2005 press release from Clear Channel stated

that while the entertainment division was sold to Clear Channel stockholders, the company would not retain any ownership interest. The press release listed the following reason for the spin off move "as a separate and largely unregulated public company, Clear Channel Entertainment will enjoy enhanced flexibility to pursue initiatives that can maximize its strategic and operating potential and will be poised to more effectively enhance shareholder value than under the current structure." (¶ 7, Clear Channel Realignment Press Release) In 2004, the entertainment division generated $2.75 billion in sales across North America, Europe, South America, Asia and Australia.

In 2001, Clear Channel began a management reorganization that split the radio division into geographic regions. Spinning off the entertainment division, reorganizing the radio division and several other cost-cutting moves allowed Clear Channel to reduce its number of employees from 60,000 to just over 30,000 in 2006. Table 4.2 shows the Clear Channel Fact Sheet for 2006.

Table 4.2 2006 Clear Channel Fact Sheet

Clear Channel Communications

Mission:
To provide outstanding entertainment and information products and services to our communities and effective solutions to advertisers.

Founded: 1972
Headquarters: San Antonio, Texas
Employees: More than 30,000
No. of Countries: 66
Stock Symbol: CCU (NYSE)
FY 2005 Revenue: $6.6 billion
FY 2005 Earnings: $936 million ($1.71/share)

Operating Divisions Clear Channel Radio - San Antonio, TX
                        Clear Channel Outdoor - Phoenix, AZ
                        Clear Channel Television - San Antonio, TX
                        Clear Channel International Radio - San Antonio, TX

Management Team:
- Chairman – Lowry Mays
- Chief Executive Officer – Mark Mays
- President & CFO – Randall Mays
- CEO, Clear Channel Radio – John Hogan
- President and CEO, Clear Channel Outdoor – Worldwide – Paul J. Meyer
- President and CEO, Clear Channel Television – Donald D. Perry
- President, Clear Channel International Radio – Robert Cohen

Market Facts

- Reaches more than 154 million people, or 75 percent of the 18+ U.S. population, with the Clear Channel Advantage "Gone from Home" Network.

- Reaches more than 110 million listeners each week with approximately 1,200 locally–operated and locally-programmed radio stations in the U.S.

- With international partners, owns and operates more than 240 radio stations in Australia, Mexico and New Zealand.

- Premiere Radio Networks unit syndicates more than 70 programs to more than 5,000 radio affiliates, including Rush Limbaugh, Dr. Laura, Jim Rome and Carson

Daly.

- Katz Media Group unit represents more than 2,600 radio stations and 400 television stations.

- Operates over 87,000 outdoor advertising displays in more than 50 countries across six continents.

- In the United States, the company operates over 144,000 outdoor advertising displays and has a presence in 45 of the top 50 Designated Market Areas. Adshel ™, the company's international street furniture division, operates more than 3,500 municipal advertising contracts worldwide.

- Operates 655,000 advertising displays in more than 60 countries throughout Europe, Asia, Australia and Africa.

- Owns and/or operates 41 television stations. Affiliations include NBC, ABC, CBS, Fox, UPN, WB and Telemundo.

While publicly traded since 1986, the control of Clear Channel rests in the hands of Lowry Mays and his immediate family. This ownership and control situation fits well into categories defined by Lundberg (1946) when he wrote "in most cases [the largest stockholding] families had themselves installed as the management control or were among the directors." (p. 123) Murdock (1977) would probably call Clear Channel a Type 4 pattern of ownership where owners "confine themselves to formulating general corporate policy and making decisions on the overall deployment of resources and profits." (p. 15) With Lowry as Chairman and his two sons in the next highest management positions and a daughter in a lower management job, stockholders and investors seem happy to let the Mays family run Clear Channel, at least as long as the company continues to grow and produce large profits.

Lowry Mays comes from a middle-class Texas family. He holds a college degree in petroleum engineering and an MBA from Harvard. His current net worth has been set at well over one billion dollars. He has been described by some as the ultimate salesman. Radio manager John Barger has dealt with Mays on a number of occasions and has been quoted as saying "Mays could talk banks out of wads of money." (San Antonio Express-News 2003 *Empire Builder*, Section: Business p. 1E). The former chairman of AMFM (a company Clear Channel took over) Tom Hicks described Mays, saying "Lowry is the guy who has the original strategy, deal making and connections with the kingmakers. He doesn't think of himself as a media titan, but as a frugal investor." (San Antonio Express-News 2003 *Empire Builder* Section: Business p. 1E)

Mays' politics are conservative and Republican. He claims to be on a first name basis with former president and fellow Texan, George H. W. Bush and with the current President George W. Bush. Clear Channel syndicates many of the conservative talk radio voices such as Rush Limbaugh. The corporation has also been accused of staging pro-Iraq war rallies. This is a charge that Mays disputes, saying the rallies were the product of local stations and not a corporate plan (San Antonio Express-News 2003 *Empire Builder*). The Clear Channel website calls these charges a myth, stating:

"**MYTH: Clear Channel organized pro-war rallies.**
FACT: Clear Channel Radio local managers make their
own decisions about programming and community
events – including rallies to thank and support those
in their communities who serve in the armed forces.
At the urging of their listeners, a few (approximately 1%)
of these local managers chose to have their stations
participate in pro-troop rallies. The corporate offices
of Clear Channel Communications were not directly
involved. Other radio groups with stations who
sponsored Rallies for America include: Infinity
Broadcasting (owned by Viacom), Cox Radio,
Federated Media and Susquehanna Media."

Mays also denies charges that the company banned records by the *Dixie Chicks*, after the

group criticized President Bush at one of its concerts. He says it was Cumulus radio that

banned the *Dixie Chicks*. He pointed out that Clear Channel was the promoter of the

Dixie Chicks concert tour, and it would be bad business for the corporation to put a radio

ban on a group they were promoting at live concert venues. Again, the Clear Channel

website calls a *Dixie Chicks* accusation a myth:

**"MYTH: Clear Channel radio stations banned
air-play of the Dixie Chicks after political comments.**

FACT: The radio company that banned the Dixie
Chicks was Cumulus Media, not Clear Channel.
That company also hosted the CD-smashing
ceremony outside its Atlanta, Ga. headquarters,
during which bulldozers crushed the group's CDs.
Simon Renshaw, the Dixie Chicks' manager,
told the U.S. Senate Commerce Committee
in July that Clear Channel Communications
did not ban the group's music and had received
a "bad rap."
　In reality, and in response to forceful
and overwhelming demands from local listeners,
some Clear Channel radio stations increased
airplay of the group's music in the weeks after
Natalie Maines made her comments; other
Clear Channel radio stations temporarily
suspended airplay.
　In fact, according to Mediabase's Airplay Monitor
service, Clear Channel Radio played Dixie Chicks
songs more often - a full 10,069 times - than any
other major radio broadcaster in the two weeks
following the statement by Natalie Maines.
　Clear Channel Radio stations are programmed,
operated and managed locally based on extensive
audience research. Local managers make their
own decisions about programming and community
events."

Clear Channel is famous in the industry for cutting cost and squeezing out jobs

whenever possible. Around the industry and often within the company Clear Channel is

often referred to as "Cheap Channel"(Boehlert 2004). When the company buys up

stations, it almost always fires local personal and sets up a new programming scheme where

stations are programmed from regional centers, often hundreds of miles away. Boehlert

(2001) described the process in an article for Salon:

"Through a process known as cyber-jocking, Clear Channel
has eliminated hundreds, if not thousands, of DJ positions
(and saved tens of millions in salary) by simply having
one company jock send out his or her show to dozens
of sister stations. Thanks to clever digital editing, the
shows still often sound local." (*Radio's Big Bully* ¶ 70)

One prime example of this is the Rick Dees' morning show from KIIS-FM in Los

Angeles. The Dees' show was rebroadcast in Phoenix, Arizona as an allegedly local show.

The labor cost to Clear Channel's KZZP was $6 an hour for a technical operator.

Clear Channel has also been hit with a number of lawsuits from former employees

who claim they were fired unfairly. Jack Cole of WJNO sued after Clear Channel bought

his station, fired him and failed to make good on a $120,000 contract. Cole alleges Clear

Channel also prevented him from working at another station in his market for six months,

effectively reducing his value to other stations.

The Clear Channel Form 10-K[9] for the period ending December 31, 2005 shows

that 53 percent of Clear Channel's total revenue is generated by the radio broadcasting

segment of the company. The company's radio revenues declined by $24.5 million in 2005

compared to the previous year. This 6 percent decline in revenue was blamed on the

company's *Less is More* initiative. The *Less is More* program was designed as a response

to listeners' complaints there were too many commercials being played each hour. It

reduced the number of commercial minutes at each Clear Channel station by an average 15

to 20 percent. The price to advertisers per commercial was raised to offset the loss of

commercial inventory, but there was a net loss to the company. Clear Channel believes the

loss was only temporary and continued the *Less is More* program into 2006. In the Form

10-K, Clear Channel laid out its strategy for the future of the company. A major part of the

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[9] The Form 10-K is an annual report required by the United States Securities and
Exchange Commission pursuant to Section 13 Or 15(d) of the Securities Exchange Act of
1934

strategy is the continued operation of multiple radio stations in a single market:

> "We believe owning multiple radio stations in a
> market allows us to provide our listeners with
> a more diverse programming selection and more
> efficient means for our advertisers to reach those
> listeners. By owning multiple stations in a market,
> we are also able to operate our stations with more
> highly skilled local management teams and eliminate
> duplicative operating and overhead expenses."

In November 2006 Clear Channel announced a plan to take the company private. On September 27, 2007 the company shareholders voted to approve a merger of Clear Channel with a group of private investment firms led by T.H. Lee Partners, L.P. and Bain Capital Partners, LLC. Which will take the company private. As a part of the merger, Clear Channel announced it would sell off its television stations and many of its small market radio stations. Plans call for the private company to retain about 800 radio stations in medium and large size markets.

Citadel Broadcasting

Citadel is the third largest radio broadcasting group in terms of station ownership in the United States. According to the Citadel Corporate History (2007) the company was founded with two radio stations in 1984. By 1996, it had grown to 30 stations, but like Clear Channel and Cumulus, Citadel begin merging and buying up stations to form clusters of stations in multiple, mostly mid-sized markets. By 2006, Citadel owned about 220 AM and FM stations in almost 50 radio markets in 24 states. Until 2006, the Citadel corporate strategy was to own clusters of stations in markets sized 30 to 150 as

defined by the Arbitron Rating Service. The company's website lists seven bullet points

for success in radio:

- operate and develop our stations as clusters in order to increase operating efficiencies and reach a broader audience attractive to advertisers, as well as to compete more effectively with other forms of local media;

- position each station as a distinct "brand" through an emphasis on programming, including developing significant on-air talent and recognizable brand names to enhance the presence, marketability and competitiveness of our stations within each market;

- build geographic, format and customer diversity, reducing our dependence on any particular local economy, market, station, format, on-air personality or advertiser;

- apply aggressive sales and marketing efforts to capture a greater share of advertising revenues;

- participate in local communities to reinforce our position and improve the marketability of our stations to advertisers who are targeting these communities; and

- optimize technical capabilities in order to operate stations with the strongest signals in their respective markets.

Here again we see a company that puts a heavy emphasis on business success but doesn't

mention the public interest as a part of the success of the company.

From the beginning, Citadel has concentrated on clusters of stations in mid-size

markets, but that business philosophy seemed to change in 2006. In February of that

year, Citadel announced plans to merge its operations with Walt Disney Company's ABC

Radio. The new company will be called Citadel Communications. Under the new plan,

as modified in November of 2006, Citadel will take over the management of 24 Disney

owned stations, mostly in very large markets such as Los Angeles, Chicago and New

York. The new company will also run ABC Radio Networks. Disney will own 57

percent of the combined company stock, but Citadel Chief Executive Officer Faird Sulerman will remain as the leader of the new Citadel team.

On March 22, 2007, the Federal Communications Commission gave its approval for the Citadel/Disney transaction. However, in doing so, the FCC took away Citadel's grandfathering rights to continue to own 11 stations in seven different markets. The forced sale of the 11 stations was a critical part of the approval for FCC Commissioner Michael J. Copps. Copps (Copps, 2007) called the deal "Narrowly – quite narrowly in the public interest." (¶ 2) In his statement about the Citadel/Disney deal, Copps wrote "An important element in my approval of this item is that Citadel does not retain ownership of the 11 stations while it searches for a buyer, but rather must transfer ownership immediately to a trust with a legal duty to sell them. Additionally, we strongly encourage the trust to seek bids from 'eligible entities,' as that term is defined by the Small Business Administration, including business often owned by women and minorities." (¶ 2) Copps completed his statement with a promise to watch the sales effort in order to ensure the envisioned results are followed. In his statement on the sale, Commissioner Robert M. McDowell (McDowell, 2007) called the forced sale "a terrific buying opportunity that I hope new entrants and small businesses, including those owned by women and minorities, will be able to take advantage of to increase the diversity of broadcast owners in our country." (¶ 2) Commissioner Jonathan S. Adelstein also found merit in Citadel's agreement to sell off the stations. He (Adelstein, 2007) also praised Citadel for "commandments above and beyond the draft Consent Decree to add significant airtime for local and independent artists, and to adhere to rules of engagement

to improve the ability of emerging artists to get heard on the airwaves." (¶ 3)

Bonneville International Corporation

Bonneville International Corporation has its national headquarters in Salt Lake City, Utah, the market that is the focus of this research. According to Hoovers, a financial reporting company, Bonneville is owned by Deseret Management, which is an affiliate of the Church of Jesus Christ of Latter-day Saints. Bonneville owns about 25 radio stations and one television station in six markets across the country. In January 2007 Bonneville announced it had made a deal to exchange radio stations with Entercom Corporation in three major markets. Under the agreement, Bonneville swapped its three stations in the San Francisco market for four stations in the Cincinnati, Ohio and three stations in the Seattle, Washington. The two companies have begun to operate the stations under a time brokerage agreement and expect to have FCC approval and close the transaction by within months.

While a small company compared to the likes of Clear Channel, Cumulus and Citadel, Bonneville operates in some of the nation's largest markets including Chicago, Washington, D.C., Phoenix and St. Louis. Bonneville claims to be one of the leading companies in the development and deployment of HD radio. It was one of four major radio companies to sign up for Arbitron's Portable People Meter Ratings Service. The portable system is the next generation of ratings measurement for radio. It will feature meters that will be carried by the survey participants much like one would carry a pager. Its news/talk stations in Washington, DC and Salt Lake City are consistently in the top

five in terms of Arbitron rating. On its website, Bonneville (2007) bills itself as a

"values-driven company composed of values-driven people…making a difference

through mass communications." (¶ 2) Listed on its website, the Bonneville Corporation

Mission Statement lists people, public interest and profit as primary objectives for the

company. See Table 4.3.

Table 4.3 Bonneville's Mission Statement and Core Values

Bonneville's Mission Statement and Core Values

Bonneville International…winning with integrity. We are a dynamic media company driven by these passions:

People: We expect top performance from ourselves. We provide the right environment for success and growth. We communicate honestly and sensitively. We have fun.

Communities: Our products and services entertain, inform and lift our audiences. Our communities are better because we get involved and make a difference.

Profit: We meet aggressive financial goals consistently to drive the growth of our business. We create value for our clients. We set the standard for how business should be done.

We're proud to be Bonneville!

Unlike the mission statements for Clear Channel, Cumulus and Citadel, Bonneville

addresses the FCC charge of operating in the public interest more directly.

KSOP, Inc

KSOP, Inc consists of two stations: KSOP-FM, *All of Today's Best Country* and

KSOP-AM, *Gold Country,* headquartered in Salt Lake City. Company founder Henry

Hilton put the AM station on the air on February 1, 1955. The FM station went on the air

in 1973. The Hilton Family owns both stations. Henry Hilton is now retired from the

business, which is run by his sons Greg Hilton, the General Manager of the operations

and Don Hilton, Vice President and Program Director as well as the elder Hilton

daughter-in-law Colleen Hilton, who serves as Office Manager. KSOP does not have a

mission statement, but in its company profile on the station's website it emphasizes its

involvement with the community and its news programming. The company profile

details KSOP's involvement with "over 35 major community and family-oriented events

each year." (¶ 11) It also points out it homegrown local news and stresses the longevity

of its family of on-air personalities, one of which has been with the stations for more than

40 years.

Content Analysis

The content analysis is based on a stratified, random sample of 255 hours worth

of recordings or airchecks of the stations owned by the four ownership groups. The four

groups actually own 21 radio stations in the Salt Lake market. However, eight of the

stations are involved in simulcast programming. A simulcast is when two stations

broadcast the same program, at the same time. The simulcasts among the four ownership

groups are: KSL AM & FM (Bonneville); KKAT AM & FM and KFNZ AM & KJOS

AM (Citadel); and KSOP AM & FM (KSOP, INC).[10] Since the same news programming

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[10] During the period of the research, KSL AM & FM and KKAT AM & FM ran the same
programming 24 hours a day. KFNZ AM & KJOS AM ran the same programming in the
morning and afternoon drive periods (6 a.m. to 9 a.m. and 4 p.m. to 7 p.m.). The rest of

is going out over two stations, at the same time, in the case of a simulcast the two stations are counted as one for this analysis. That means while there are 21 stations, only 17 different programs are being offered, and therefore, counted in the content analysis.

The stratified, random sample of 255 hours represents a composite week of broadcasts for the 17 programs in the Monday through Friday morning drive period 6 a.m. to 9 a.m. The airchecks were recorded in the 90-day period between October 1, 2006 and December 30, 2006. The specific dates for recording the airchecks were selected by blind drawing. Each day of the week, for each month, was put into a box and the date for the sampling was drawn out. For example, all the Mondays from October were put in one box and the October Monday was drawn from that box; all the November Mondays were put in another box and the November Monday was drawn from the box; and, all the December Mondays were placed in the third box and the December Monday was drawn from that box. These three dates made up the composite Monday. The same process was used for drawing the other days of the week. The dates drawn for sampling are listed on Table 4.4.

Table 4.4 Dates the Program Samples were taken

Monday	Tuesday	Wednesday	Thursday	Friday	
Oct 23	Oct 31	Oct 18	Oct 12	Oct 27	
Nov 27	Nov 21	Nov 15	Nov 9	Nov 3	
Dec 18	Dec 19	Dec 6	Dec 7	Dec 22	

the day, they ran local Sports/Talk programming on KFNZ and KJOS ran a national program feed from ESPN Radio. KSOP AM and FM ran *Country Gold* on the AM and *Cowboy Country* on the FM, but the same newscasts were broadcast on both stations.

The stations were grouped for recording by ownership group. The six Citadel stations were all recorded during the same hour, as were the six Clear Channel owned stations. The four stations owned by Bonneville and KSOP were also recorded in the same hour. The names of each of the three recording groups were put into a box, and a drawing was used to establish the start time for each group on the day they were to be recorded. Once the first start time was selected, the groups were rotated to ensure that all hours in the day would be equally represented. For example, the Bonneville/KSOP group was drawn first for the Monday in October. That means the Bonneville/KSOP stations were recorded from 6 a.m. to 7 a.m. on the October Monday. On November Monday, the Bonneville/KSOP group was recorded from 7 a.m. to 8 a.m. and on the December Monday, they were recorded from 8 a.m. to 9 a.m. That means all three hours were represented for the Monday sample. The recording schedule for the samples is listed in Appendix A.

The airchecks were recorded on audiocassette tapes. Since the analysis of the news programming was to be measured in seconds, the audiocassettes were transferred to compact disks. CDs were used by the coders of the programming material because the CD has an embedded time code system that is much more accurate and easier to read than systems used for audiocassettes. In others words, establishing start and stop times for each element in the content analysis was much easier and more accurate with CDs.

Two coders were used to record the data into the content categories for analysis. The coders listened to the aircheck samples and recorded the news content on a standardized spreadsheet designed specifically for the task. The start of each

hour was considered a zero point with the time counter listing seconds and minutes for the hour. Coders were asked to work across the spreadsheet from left to right and record the content. The spreadsheet was divided into five sections, with each section featuring the appropriate number of columns.

The first section on the far left was labeled the **Story** section. It contains four columns with the basic data for each news story. In the **Story** section, the far-left column had boxes to list the start times of each news event being sampled. Next to it was a column with boxes to enter the stop times of each news element. The spreadsheet was designed so once the start and stop data was recorded in the first two columns, the total time, in seconds of each event appeared automatically in the third column of the spreadsheet. In the fourth column, the coder was asked to enter a name identifying each news story.

The second section was entitled **Origin**. It has two columns, one for stories that originated from a network source and one for stories that came from a studio in the Salt Lake market. Coders were asked to put the story time, in seconds, in the appropriate column.

The third section was labeled **Coverage**. It had four columns for coders to enter the type of story coverage for each news story. Coders entered the total time for each story, in seconds, as either local, regional, national/international or other.

The fourth section was labeled **Presentation**, and had three columns to enter data. Here, the coders entered the total time of the story as a read (read by an announcer only),

an act (a story that includes an actuality), or pack (a story that is packaged by a reporter and introduced by a news anchor).

The fifth section was labeled **Story Category,** and it featured four columns. In this section coders were asked to classify the story as news, weather, sports of traffic reporting and enter the total time data in the appropriate column. For an example of the spreadsheet see Table 4.5. The instructions for the coders are listed in Appendix B. A one-hour sample of each of the station's news content is listed in Appendix C.

Table 4.5 Example of coding spreadsheet

KBER				Mon		7am				Oct								
Story						Origin		Coverage				Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
02:55	03:15	00:20	Traffic		20	20				20						20
28:31	28:57	00:26	Traffic		26	26				26						26
48:03	48:23	00:20	Traffic		20	20				20						20

In order to access intercoder reliability a subsample of the data was randomly selected and coded for comparison between the two coders. The use of two coders is within the guidelines of two to six coders suggested by Dominick and Wimmer (2003). A one-hour sample from each of the 17 programs was selected to be independently coded by both coders. That sample represents 6.67 percent of the full random sample in the study, which is within the 5 to 7 percent range recommended by Kaid and Wadsworth (1989) for this type of test. The intercoder reliability was calculated using the formula recommended by Holsti (1969). The results yielded an intercoder reliability coefficient

of 92.15 percent, which is above the minimum reliability coefficient of 90 percent recommended by Dominick and Wimmer. Results of the intercoder reliability test are list on Table 4.6 below.

Table 4.6 Intercoder Reliability

Station	Possible Agreement	Agreement	%
KRSP	75	74	98.66%
KSFI	80	78	97.50%
KSL	315	279	88.57%
KUTR	60	60	100%
KBEE	55	49	89.09%
KBER	15	15	100%
KENZ	10	10	100%
KFNZ	80	75	93.75%
KKAT	50	44	88%
KUBL	100	93	93%
KJMY	30	29	96.66%
KNRS	160	148	92.50%
KODJ	80	70	87.50%
KOSY	15	15	100%
KXRV	150	142	84.66%
KZHT	50	45	90%
KSOP	140	124	88.57%
Total	**1465**	**1350**	**92.15%**

Comparing the Ownership Groups on News Programming

The data developed from the sample was designed to answer Research Question #2) Are locally owned radio stations more or less likely to offer news programming than stations with large corporate ownership in the same broadcast market? In order to develop an answer for the research question, the researcher grouped the data in four

different ways. First, a comparison is made using the mean amount of news

programming from the four ownership groups. The second comparison looks at the

individual station, within each ownership group, that features the most news

programming. The third group compares the individual station, within the four

ownership groups, that features the least amount of news programming. The fourth

comparison examines all locally produced news from the four ownership groups with

network news, sports news, weather and traffic factored out. In each of the four

comparisons, the ownerships groups are compared as four separate organizations and

then as a locally owned group (Bonneville and KSOP) versus a large, corporate

ownership group (Clear Channel and Citadel). In each comparison, a table displays the

amount of news programming for each individual group in seconds. Each grouping was

tested for statistical significance using an ANOVA or analysis of variance procedure and

was found to be within the .05 acceptable significance level suggested by Dominick and

Wimmer (2003).

Comparing for **All News**

Table 4.7 displays the mean amount of **All News**, in seconds[11], for the four

ownership groups for the Monday through Friday, 6 a.m. to 9 a.m. morning drive period.

The **All News** category includes all local and network newscasts, all sports reports, all

weather reports and all traffic reports.

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[11] The mean seconds were rounded to the nearest second.

Table 4.7 **All News**

Day	Bonneville	KSOP, Inc	Clear Channel	Citadel
Mon	1497(100%)	1622(108.4%)	826(55.2%)	562(37.5%)
Tues	1575(100%)	1439(91.4%)	773(49.1%)	513(32.6%)
Wed	1644(100%)	1558(94.8%)	834(50.1%)	571(34.7%)
Thurs	1561(100%)	1394(89.3%)	835(53.5%)	538(34.5%)
Fri	1363(100%)	1350(99.0%)	732(53.7%)	564(41.4%)
Mean per day	1528(100%)	1473(96.4%)	800(52.4%)	549(35.9%)

All figures statistically significant (p <.0001).

In this grouping of the data, Bonneville stations produce, on average, more news than any other group, four out of five days. The only group that produced more on a daily basis was the local single ownership group of KSOP on Monday. Viewed from the weekly mean of means, Bonneville produces more news than any other group in the **All News** category.

If one considers the weeklong means of means, in the **All News** category, the Bonneville stations, as a group, average 55 seconds per day more news in the morning drive period than KSOP, 728 seconds per day more than the Clear Channel stations, and 979 seconds per day more than the Citadel average.

Consider the weeklong mean of means in terms of averages with again Bonneville as the 100 percent standard, which calculates to KSOP producing at a level equal to 96.4 percent of the weekly mean for Bonneville. Using the same equation, Clear Channel

stations produced at an average level of 52.4 percent of Bonneville and Citadel produced at a level of 35.9 percent of Bonneville. On a day-to-day range Monday through Friday, Bonneville out produces all groups with the exception of KSOP on Monday. With Bonneville at 100 percent, as the biggest overall producer of news, the weekly range of means would be: KSOP with 108.4 percent, 91.4 percent, 94.8 percent, 89.3 percent and 99 percent; Clear Channel with 55.2 percent, 49.1 percent, 50.1 percent, 53.5 percent and 53.7 percent; and, Citadel with 37.5 percent, 32.6 percent, 34.7 percent, 34.5 percent and 41.4 percent.

However, if the ownership categories are grouped into locally owned versus large corporations, the disparity becomes even greater. The weeklong mean of means for the two locally owned station groups, Bonneville and KSOP, becomes 3,001 seconds, per day, in the morning drive period. The same figure for the two large corporate groups, Clear Channel and Citadel is 1,349 seconds per day. That meant the local station groups were featuring, on average, 1,652 seconds, per day, more news programming than the large, corporate group. Put another way, the local station group is featuring 2.2 times more news programming than the large corporate stations in the **All News** category.

Comparing for the **Individual Station with the Most News**

Table 4.8 displays the amount of news programming featured on the **Individual Station with the Most News** for the four ownership groups. For this category we considered the individual station within each group that offered the most total news Monday through Friday, 6 a.m. to 9 a.m. For Bonneville, that is KSL, a News/Talk

station, for Citadel, KUBL, a Country music station, for Clear Channel, KNRS, a

News/Talk station and KSOP, also a Country music format.

Table 4.8 **Individual Station with the Most News**

Group Station	Bonneville KSL	Clear Channel KNRS	KSOP, Inc KSOP	Citadel KUBL
Mon	4307(100%)	1731(40.2%)	1622(37.7%)	791(18.4%)
Tues	4484(100%)	1825(40.7%)	1439(32.1%)	851(18.9%)
Wed	4735(100%)	1668(35.2%)	1558(32.9%)	809(17.1%)
Thurs	4260(100%)	1755(41.2%)	1394(32.7%)	819(19.2%)
Fri	3771(100%)	1478(39.2%)	1350(35.8%)	810(21.5%)
Avg.	4311(100%)	1691(39.2%)	1473(34.2%)	816(18.9%)

All figures statistically significant ($p < .0001$).

In this grouping of data, Bonneville/KSL produced more news programming than

any other station all five days of the week. Clear Channel/KNRS was second, KSOP was

third and Citadel/KUBL averaged the least amount of news per day in the **Individual**

Station with the Most News category.

Calculating the weeklong mean of means, in the **Individual Station with the**

Most News category, Bonneville/KSL featured an average of 2,620 seconds more news,

per day, than Clear Channel/KNRS; 2,838 seconds more news, per day, than KSOP; and

3,495 seconds per day more than Citadel/KUBL. Here we the order of finish changed

from the **All News** category with Clear Channel and KSOP swapping places, but the gap

between ownership groups was much wider.

For the weeklong average per day, in terms of corporate/station averages, Bonneville/KSL featured the most news and became the standard for the category. If Bonneville/KSL's news programming is established as the 100 percent figure, Clear Channel/KNRS had an output equal to 39.2 percent of Bonneville/KSL. KSOP's output was equal to 34.2 percent and Citadel/KUBL 18.9 percent. The day-to-day gaps for each day of the week were fairly consistent with Bonneville/KSL at 100 percent and Clear Channel/KNRS posting a range of 40.2 percent, 40.7 percent, 35.2 percent, 41.2 percent and 39.2 percent; KSOP a range of 37.7 percent, 32.1 percent, 32.9 percent, 32.7 percent and 35.8 percent; and Citadel/KUBL with a range of 18.4 percent, 18.9 percent, 17.1 percent, 19.2 percent and 21.5 percent.

Again, when the ownership categories are grouped into locally owned versus large corporations, the gap between the two was sizable. The weeklong mean of means for the two locally owned groups, Bonneville/KSL and KSOP, became 5,784 seconds per day, in the morning drive period. The same figures for the two large corporation groups, Clear Channel/KNRS and Citadel/KUBL was 2,507 seconds per day. That meant the two individual locally owned stations were programming, on average per day, 3,277 more news programming than the two large corporately owned stations. So, for the **Individual Station with the Most News** category, the two locally owned stations featured 2.3 times the amount of news programming on the large, corporately owned stations.

Comparing for **Individual Station with the Least Amount of News**

Table 4.9 displays the amount of news programming featured on the **Individual Station with the Least Amount of News** for the four ownership groups. For Bonneville, that is KSFI, an Adult Contemporary station, for Citadel, KBER an Active Rock station, for Clear Channel, KZHT, a Contemporary Hits or Top 40 station and for KSOP, a Country Music station. Table 5.8 provides a Monday through Friday, 6 a.m. to 9 a.m. comparison of the individual stations in each ownership group offering the least amount of news.

Table 4.9 **Individual Station with the Least Amount of News**

Group Citadel Station KBER	Clear Channel KZHT	Bonneville KSFI	KSOP, Inc KSOP
Mon 196(100%)	378(193%)	508(259%)	1622(828%)
Tues 152(100%)	279(184%)	444(292%)	1439(847%)
Wed 140(100%)	208(149%)	510(364%)	1558(1112%)
Thurs 173(100%)	264(153%)	597(345%)	1394(806%)
Fri 208(100%)	248(119%)	416(200%)	1350(649%)
Avg. 174(100%)	275(158%)	495(285%)	1473(847%)

All figures statistically significant ($p < .0001$).

In this grouping of the data, Citadel/KBER featured, on average, less news than any other ownership group for all five days of the week. Clear Channel/KZHT was

second, Bonneville/KSFI was third and KSOP was fourth in this category of **Individual Station with the Least Amount of News**.

For comparison, we again look first at the weeklong average, per day and find Citadel/KBER offered 1,299 seconds less news programming than KSOP, the individual station that offered the most in this category. Clear Channel/KZHT offered 1,198 less news than KSOP and Bonneville/KSFI 978 seconds less than KSOP.

In this category we considered the weeklong, mean of means, per day with Citadel/KBER setting the standard for the least amount of news programming. With its least news standard set at 100 percent, KSOP produces 847 percent more news than Citadel/KBER. Bonneville/KSFI programs 285 percents more news and Clear Channel/KZHT 158 percent more. Looking at the day-to-day range, Monday through Friday, Citadel/KBER was clearly the individual station with the least amount of news for all the four ownership groups each day. Day-to-day, Citadel/KBER was out produced by Clear Channel/KZHT with a daily range of 193 percent, 184 percent, 149 percent, 153 percent and 119 percent; by Bonneville/KSFI by 259 percent, 292 percent, 364 percent, 345 percent and 200 percent; and by KSOP by 828 percent, 847 percent, 1,112 percent, 806 percent and 649 percent.

When grouped into large corporate ownership versus locally owned stations, again the study found the large corporately owned stations featured less news programming. The weeklong mean of means combination of locally owned stations, KSOP and Bonneville/KSFI offered an average of 1,968 seconds of news, per day, as opposed to the Citadel/KBER and Clear Channel/KZHT figures of 449 seconds per day.

That meant the large corporate radio stations were featuring 1,519 fewer seconds of news per day than the locally owned stations that also featured the least amount of news for their group. In this **Individual Station with the Least Amount of News** category, the locally owned stations featured almost 4.4 times more news than the large corporately owned stations in the same category.

Comparing for **Locally Produced News** without Network, Traffic, Weather and Sports Reports

In this fourth comparison of the data, network news is taken out, as are sports reports, weather reports ands traffic reports. The comparison here is for locally produced news that has information value that lasts longer than the immediate value from traffic, weather and sports reports. In this dimension, the calculation was for the mean[12] amount of locally produced news by each of the four ownership groups without outside network newscasts, sports news, weather reports and traffic updates. Table 4.10 provides a Monday through Friday, 6 a.m. to 9 a.m. comparison of the ownership groups for this grouping.

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[12] The mean seconds were rounded to the nearest second.

Table 4.10 **Locally Produced News without Network, Traffic, Weather and Sports Reports**

Ownership	Bonneville	KSOP, Inc	Clear Channel	Citadel
Monday	601(100%)	668(111.1%)	352(58.6%)	128(21.3%)
Tuesday	607(100%)	523(86.2%)	397(65.4%)	150(24.7%)
Wednesday	500(100%)	564(112.8%)	428(85.6%)	198(39.6%)
Thursday	584(100%)	566(96.9%)	443(75.9%)	161(27.6%)
Friday	551(100%)	472(85.7%)	335(60.8%)	154(27.9%)
Avg.	569(100%)	559(98.2%)	391(68.7%)	158(27.8%)

All figures statistically significant ($p < .0001$).

In this comparison of the data, Bonneville and KSOP were very similar in the amount of local news programmed per day, with Bonneville featuring the most news on Tuesday, Thursday and Friday and KSOP the most on Monday and Wednesday. According to the weeklong mean of means, Bonneville produced 10 seconds more news programming on average per day in this **Locally Produced News without Network, Traffic, Weather and Sports Reports** category. The news programming by Clear Channel and Citadel was clearly much lower than the two local ownership groups in the research. Considering the weeklong mean of means, Bonneville featured, on a daily basis, 178 seconds more news programming than Clear Channel and 411 seconds more than Citadel. Again, if Bonneville was the 100 percent standard, KSOP featured 98.2 percent as much news programming as Bonneville, Clear Channel 68.7 percent and Citadel 27.8 percent. On the range, day-to-day, Bonneville provides the 100 percent

standard with the range for KSOP at 111.1 percent, 86.2 percent, 112.8 percent, 96.9

percent and 85.7 percent; for Clear Channel, the range is 58.6 percent, 65.4 percent, 85.6

percent, 75.9 percent and 60.8 percent; and, Citadel featured the lowest range of news

programming with 21.3 percent, 24.7 percent, 39.6 percent, 27.6 percent and 27.9

percent.

When we grouped the four ownership categories into locally owned versus large

corporations the amount of news featured again produced a wider gap, which is

consistent with the results in the first three comparisons. The weeklong means of means

for the two locally owned station groups, Bonneville and KSOP, became 1,128 seconds,

per day, in the morning drive period. The same figure for the two large corporate groups,

Clear Channel and Citadel was 549 seconds per day. That means the locally owned

station groups featured 579 seconds more locally produced news per day than the large,

corporate ownership station. Put another way, the locally owned stations featured 2.05

times more locally produced news than the large corporation stations in this **Locally

Produced News without Network, Traffic, Weather and Sports Reports** category.

<u>Comparing the Coding Categories</u>

When the aircheck samples were coded, they were put into categories for further analysis. This section looks at the categories for types and patterns of news coverage.

Origin - this category was designed to determine where the news programming in the Salt Lake market originated. The coding sheets showed most of the news in the sample came from the local market. Only Bonneville used an outside network, ABC News. ABC is featured on two Bonneville stations, KSL, the News/Talk station and KUTR, the Christian music station. On KSL, the network newscasts are featured at the top and half hour through the morning drive period. On KUTR, a single network newscast was broadcast each hour. While Citadel did not produce its own news programming, the news they featured did come from within the market, specifically the Metro Networks regional office in Salt Lake City. There was one other item worth noting in this category. KNRS, the Clear Channel News/Talk station promotes itself as *Your 24 Hour Fox News Station.* However, no news identified as coming from the Fox News Network was broadcast during the morning drive period.

Coverage - this category was designed to divide the news into four coverage categories. In it, news was typed as (1) Local, where the story was about events from the local Salt Lake City-Ogden-Provo market; (2) Regional, news from the region surrounding the local market; (3) National/International, news from around the United States and the rest of the world: and, (4) Other, news that did not fit any of the first three categories. Table 4.11 displays the **Coverage** for each of the four ownership groups in terms of percentage.

Table 4.11 Coverage

Ownership	Bonneville	Citadel	Clear Channel	KSOP
Local	59.5%	84.7%	81.5%	70.9%
Regional	01.3%	00.6%	02.9%	03.1%
Nat/Int.	39.2%	14.6%	15%	25.4%
Other	00%	00.1%	00.6%	00.6%

The biggest category for all four ownership groups was **Local** news. Citadel featured the most local news with a percentage of 84.7 percent of its coverage in this category. Bonneville had the least amount of **Local** news in terms of these percentages. The percentage of **Regional** news was relatively small for all four groups, with KSOP featuring the most regional news at 3.1 percent of its total coverage. In **National/International** news, Bonneville had the highest percentage by far at 39.2 percent of its total coverage. This figure can be explained by the fact that Bonneville was the only ownership group to feature network newscasts from outside the market and one can expect more **National/International** news from a network newscast. Citadel and Clear Channel's percentage of **National/International** news were very close to each other at 15 percent for Clear Channel and 14.6percent for Citadel. KSOP features a news mix with 25.4 percent **National/International**.

Presentation – this category types each story for the form in which it was presented. Types include: (1) **Reader**, this was where an announcer read the story with no other production elements; (2) **Actuality**, where the story featured a piece of an audio

interview from a news source; and, (3) **Package**, where the story was introduced by a

newscaster but told by a reporter, usually with interviews and natural sound from the

source of the story. Table 4.12 shows the **Presentation** percentages for each of the four

ownership groups.

Table 4.12 **Presentation**

Ownership	Bonneville	Citadel	Clear Channel	KSOP
Reader	59.7%	92.5%	73.3%	93.8%
Actuality	10.8%	07.1%	17.9%	06.2%
Package	29.5%	00.4%	08.8%	00.0%

The mix of the three types of **Presentation** was greatest with Bonneville, with

59.7 percent **Reader**, 10.8 percent **Actuality** and 29.5 percent **Package**. Bonneville also

featured the highest percentage of **Package** reports. In terms of percentages, Clear

Channel put more emphasis on **Actuality** stories than Bonneville featuring 17.9 percent

Actuality to Bonneville's 10.8 percent. The mix of **Presentation** types was very similar

between Citadel and KSOP.

Story – this category divides the news into four common story types. They are:

(1) **News**, where the story was designed to inform or educate the audience about events of

the day; (2) **Weather**, coverage of weather conditions; (3) **Sports**, where the topic was

sports on a local, national or international basis; and, (4) **Traffic**, news of local traffic

conditions. Table 4.13 shows the **Story** percentages for the four ownership groups.

Table 4.13 **Story**

Ownership	Bonneville	Citadel	Clear Channel	KSOP
News	64.3%	29.1%	48.8%	37.9%
Weather	08.0%	12.1%	19.5%	07.2%
Sports	09.2%	15.0%	04.4%	15.3%
Traffic	18.5%	43.8%	27.3%	39.6%

In terms of these **Story** percentages, Bonneville devotes the most time to **News** with 64.3 percent of its total coverage to 48.7 percent for Clear Channel, 37.9 percent for KSOP and 29.1 percent for Citadel. Clear Channel features the most **Weather** coverage with 19.5 percent of its story mix to 12.1 percent for Citadel, 8 percent for Bonneville and 7.2 percent for KSOP. KSOP and Citadel have the highest percentage of **Sports** coverage at 15.3 percent and 15 percent, followed by Bonneville at 9.2 percent and Clear Channel at 4.4 percent. In terms of overall **Story** percentage, Citadel and KSOP put the most emphasis on **Traffic** coverage with 43.8 percent and 39.6 percent. Clear Channel devotes 27.3 percent of its coverage to **Traffic** and Bonneville 18.5 percent.

Chapter Summary

This chapter provided background information on the four ownership groups in the study. It looked at how Clear Channel and Citadel developed into two of the largest radio corporations in the United States. It also provided a profile of the two local

ownership groups, as well as information on the standards of operation used by all four of the ownership groups.

The content analysis compared the four groups in categories such as all-news programming, the individual stations within each group that programmed the most and the least amount of news, and locally produced news. It also compared the four groups on the origination of news from local facilities, the types of coverage, types of presentation and categories of news.

CHAPTER V

THE LOCAL NEWS JOURNALISTS AND THEIR STATIONS

Introduction

Chapter five discusses the qualitative aspects of this research project. The first

section of the chapter provides a short profile of each of the stations included in the

study. Section two looks at the daily news gathering routines at stations featuring the

most news within each ownership group. Section three provides profiles of the radio

news people interviewed for the study. Section four looks directly at the issues of

importance listed in the methodology section.

The information in the chapter draws upon a number of sources including

interviews, on-the-job observations, 255 hours of airchecks for the stations, and material

included on the radio station's websites. Three of the four ownership groups agreed to

participate in this study and gave the researcher full access to observe the news

production process and interview all those employees who volunteered to be interviewed.

No one from the three groups refused to be interviewed, and all extended professional

courtesy throughout the information gathering process. However, after repeated requests,

the Clear Channel management refused to allow access to either its studios or radio news

people. In telephone conversations and email correspondence, Clear Channel

management listed three reasons for not participating in this project: (1) security concerns after the 911 attacks caused the Salt Lake City stations to adopt a no visitors policy; (2) the news people at Clear Channel were simply too busy to be interviewed; and (3) the management of Clear Channel was just not interested in academic projects of this type. All information on the Clear Channel stations was gathered through listening to the station's airchecks, examining the Salt Lake City Clear Channel websites and other websites such as the Utah Broadcasters Association.

Additionally, once the study got underway the researcher discovered the Citadel ownership group in Salt Lake City outsources most of its news functions to a company known as Metro Networks. Citadel has three part-time employees who handle traffic reports for the stations in the morning (6 a.m. to 9 a.m.) drive period and afternoon (4 p.m. to 7 p.m.) drive period. Some Citadel announcers do weather and sports reports as part of their show responsibilities, but all other newscasts are produced by Metro Networks at the regional headquarters in the Salt Lake City area. Because of this news outsourcing, the researcher chose to observe and interview the traffic reporters at the Citadel studios and the news announcers and editors at the Metro Networks offices. Listeners are led to believe most of the news and traffic reports are done "live" from the Citadel studios, however, the data in this chapter shows how news is actually produced and interviews with local news journalists, found most of the newscasts and many of the traffic reports featured on the Citadel stations are neither "live" nor produced at the Citadel facilities.

Station Format and Staffing Profiles

The following section provides a brief profile of all the stations in this research project. The stations are listed in alphabetical order by ownership group. The profiles are meant to give the reader a basic reference guide to information about the stations and the people who produce local radio news for the Salt Lake City market.

The first line of each profile contains the station's call letters, dial position, format and Arbitron rating[13] for the quarter in which this information was gathered. This line indicates the place on the dial where the station is located, the kind of music or programming featured on the station and a general idea of how popular the station is with the overall audience in the Salt Lake City market. Line two of the profile is the theme or slogan used to promote the station's format. Lines three through six list the morning show announcers and the news, traffic and weather personnel. The last line of each profile lists the number of newscasts, traffic reports and weather reports featured for each station on a per hour basis, for the period 6 a.m. to 9 a.m., Monday through Friday. (The stations are listed in alphabetical order by ownership group).

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[13] The first part of the rating indicates the station's overall ranking in the market. The second part of the rating lists the average share rating for the station, Monday through Sunday 6 a.m. to Midnight. One station in the research, KUTR did not show up in the ratings data due to the fact that it did not garner at least one-tenth of one share point in the Arbitron figures for Fall 2006.

Bonneville Ownership Group

KRSP FM 103.5   Format: Classic Hits   Fall 2006 Rating: 8th/3.6

Slogan: "The Arrow" and "Utah's Classic"

Morning announcers: Jon Carter with Brett Connors

Newscaster: Brett Connors

Traffic: Stevie Davenport (AKA Stevie Blair)

Weather: Grant Waymen (from KSL-TV Morning News Show)

1 newscast/2 traffic reports/2 weather reports per hour

KSFI FM 100.1   Format: Adult Contemporary   Fall 2006 Rating: 2nd/7.5

Slogan: "Soft Hits, Less Talk"

Morning announcers: Brian Foxx and Jill Atwood

Newscaster: Jill Atwood

Traffic: Stevie Blair

Weather: done by morning DJs

1 newscast/4 traffic reports/2 weather reports per hour

KSL AM 1160 & FM 102.7   Format: News/Talk   Fall 2006 Rating: 1st/7.7

Slogan: "KSL Newsradio 1160 and 102.7"

Morning announcers: Grant Nielsen & Amanda Dickson

Newscaster: Grant Nielsen & Amanda Dickson

Traffic: Andy Farnsworth

Weather: Grant Waymen (from KSL-TV Morning News Show)

4 newscasts/6 traffic reports/6 weather reports per hour

KUTR AM 820   Format: Christian Music   Fall 2006 Rating: Not rated

Slogan: "Soft Sunday Sounds" and "Uplifting Music, Always Family Friendly"

Morning announcer: Automated female voice

Newscaster: ABC Network News

Traffic: none

Weather: none

1 ABC Network newscast/ no traffic/ no weather per hour

Citadel Ownership Group

KBEE FM 98.7   Format: Adult Contemporary   Fall 2006 Rating: 14th/2.4

Slogan: "Bee 98.7" & "Your Home for Seven In A Row During Your Workday"

Morning announcers: Todd Fisher and Erin Fisher "Todd & Erin"

Newscaster: Wendy Watts (Metro Networks)

Traffic: Chelsea Earlewine

Weather: done by morning DJs

1 newscast/3 traffic reports/3 weather reports per hour

KBER FM 101.1   Format: Rock Fall 2006 Rating: 10th/3.2

Slogan: "Utah Rock Station"

Morning announcers: Bob and Tom (syndicated national program)

Newscaster: None

Traffic: Chelsea Earlewine

Weather: None

0 newscasts/3 traffic reports/ 0 weather reports per hour

KENZ FM 101.9   Format: Triple A   Fall 2006 Rating: 13th/2.6

Slogan: "101.9 the End"

Morning announcers: Chunga & Mister West

Newscaster: None

Traffic: Chelsea Earlewine (also sits in on the show)

Weather: done by morning DJs

0 newscasts/2 traffic reports/2 weather reports per hour

KFNZ AM 1320 & KJQS am 1230   Format: Sports/Talk   Fall 2006 Rating: 24th/0.8

Slogan: "Utah's Sports Leader"

Morning announcers: Alema Harrington and Riley Jensen

Newscaster: Terry South (also produces and screens calls)

Traffic: Jillian Lewis (also sits in on the show)

Weather: Jillian Lewis

1 newscast & 1 sportscast/2 traffic reports/1 weather report per hour

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KKAT FM 107.5 & AM 860 Format: Classic Country   Fall 2006 Rating: 17th/2.3

Slogan: "Country Legends"

Morning announcer: Country Joe

Newscaster: Debbie Lane (Metro Networks)

Traffic: Rick Shane

Weather: Country Joe

1 newscast & 1 headline report/4 traffic reports/2 weather reports per hour

KUBL FM 93.3   Format: Country   Fall 2006 Rating: 3rd/6.1

Slogan: "The Bull" & "Utah's New Country Leader"

Morning announcers: - Tommy Johnson and Joe Johnson "Johnson & Johnson"

Newscaster: Wendy Watts (Metro Networks)

Traffic: General Gridlock (Metro Networks exclusive for the Salt Lake City market)

Weather: done by the morning DJs

1 newscast & 1 headline report/4 traffic reports/6 weather reports per hour

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Clear Channel Ownership Group

KJMY FM 99.5   Format: Hot Adult Contemporary   Fall 2006 Rating: 12th/2.8

Slogan: "My 99.5"

Morning announcer: Automated (un-named female voice-track)

Newscaster: Abby Bonnell

Traffic: Matt O'Malley (UDOT Traffic Operations Center)

Weather: None

1 newscast at 6 & 7am/3 traffic report/no weather reports per hour

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KNRS AM-570   Format: News/Talk   Fall 2006 Rating: 5th/4.2

Slogan: "Your Family Values Radio Station" and "Your 24 Hour Fox News Station"

Talk Show Host: Bob Lonsberry

Newscasters: Abby Bonnell and Andrew Peters

Traffic: Matt O'Malley (UDOT Traffic Operations Center)

Weather: Marty Skold (KTVX, ABC 4 News/also owned by Clear Channel)

2 newscasts/4 traffic reports/ 4 weather reports per hour

KODJ FM 94.1   Format: Oldies   Fall 2006 Rating: 11th/3.0

Slogan: "Super Hits of the 60s and 70s"

Morning announcers: Dickie Shannon and Angel Shannon

Newscaster: Andrew Peters

Traffic: Matt O'Malley (UDOT Traffic Operations Center)

Weather: Marty Skold (KTVX, ABC 4 News, also owned by Clear Channel)

1 newscast/3 traffic reports/4 weather reports per hour

KOSY FM 106.5   Format: Adult Contemporary   Fall 2006 Rating: 8th/3.6

Slogan: "KOSY 106.5" & "Utah's Lite Rock Favorites"

Morning announcers: Scott & Erica Hansen

Newscaster: Erica Hansen

Traffic: Matt O'Malley (UDOT Traffic Operations Center)

Weather: done by morning DJs

1 newscast/4 traffic reports/4 weather reports per hour

KXRV FM 107.5   Format: Triple A   Fall 2006 Rating: 21st/1.0

Slogan: "The River" & "Quality Music From Then and Now"

Morning announcers: Steve Carlson and Erin Brady

Newscaster: Erin Brady

Traffic: Matt O'Malley (UDOT Traffic Operations Center)

Weather: Marty Skold (KTVX, ABC 4 News, also owned by Clear Channel)

2 newscasts/4 traffic reports/5 weather reports per hour

KZHT FM 97.1   Format: Contemporary Hits/Top 40   Fall 2006 Rating: 7th/3.7

Slogan: "#1 for Today's Hit Music"

Morning announcers: Frankie, Danger Boy (DB) & Jessica

Newscaster: Jessica Ferguson

Traffic: Jessica Ferguson

Weather: done by morning DJs

Occasional newscast (about one per show)/4 traffic reports/4 weather reports per hour

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KSOP Inc

KSOP FM 104.3 & KSOP AM 1370 Format: Country   Fall 2006 Rating: 7th/3.7

Slogan: "The Cowboy" and "Today's Best Country and Your All Time Favorites"

Morning announcer: Bill Buckley

Newscaster: Dick Jacobson

Traffic: Lee West (AKA Lesley Stringham, Metro Networks)

Weather: done by morning DJ

2 newscasts/ 6 traffic reports/ 4 weather reports per hour

News Gathering Process

This section of the study examines the newsgathering process. When the project began, it was the researcher's intent to have the station, within each ownership group, that did the most news represent the newsgathering process for the respective ownership. That plan became somewhat impractical when it was discovered the Citadel ownership group does not produce its own newscasts. Citadel outsources its news programming, with the exception of most traffic and weather, to Metro Networks and their regional facilities located in the Salt Lake City area. This section looks at the station in each ownership group that programs the most news, except when it comes to Citadel. In the case of Citadel, the company's in-house traffic reports and the Metro Networks operation and traffic reporting are included. The Bonneville ownership group is represented by KSL, a News/Talk formatted station. The Clear Channel ownership group is represented by KNRS, also a News/Talk format. The locally owned independent station in the market is represented by KSOP-FM, which is programmed with Country music. Again, the order of presentation will be alphabetical by ownership group.

Bonneville and KSL AM & FM

Facilities: The KSL studios are located in a multi-story, brick and reflective glass structure called the Triad Center, just off downtown Salt Lake City. Both from without and within the buildings, the KSL studios appear to be the most modern and technically up-to-date facilities of the four groups featured in this study. The radio news operation and KSL-TV share most of the first floor of the building. Bonneville's other local radio

stations, the executive, sales and engineering offices take up the second and third floors of the building.

The first floor includes two large television studios, a raised assignment desk area for the TV assignment editors and an open area with desks for about 40 reporters and editors. The south end of the newsroom has several private offices for KSL news management and engineering staff. The east side of the floor is dedicated to KSL radio. It contains an open area with computer workstations for four reporters, a producer's area with feeds from outside news sources and mobile communications, four small studios and a large main studio designed for two announcers and multiple studio guests.

The main studio is designed so two newscasters can sit comfortably behind microphones, sound mixer boards and computer screens, but still face each other to facilitate non-verbal cues and communication between announcers. Opposite the two announcers is a counter with three guest microphones and an area large enough for 10 to 15 people to stand for group interview situations. Large glass windows at the north and south ends of the main studio allow the announcers to see into smaller studios where most of the weather and traffic reports are done. The whole operation is centralized on a computer system that allows reporters to input stories and audio clips, schedule the program events and act as a playback unit for both recorded news audio and commercials. It is apparent to even the casual observer that Bonneville has invested a great deal of time, money and energy in designing a studio facility that is optimized for presenting radio news.

Morning Routine: The news day at KSL radio begins between midnight and 4 a.m., when the overnight editor starts the process of gathering the news for presentation the next morning. This includes looking at news stories from the previous day to see if they are appropriate for follow up on the morning news. Since KSL radio has a sister TV station, the overnight editor has access to sound from the previous 10 p.m. television newscast and may pull sound clips for the morning show. Copy-only stories are updated for morning presentation and edited into radio style, if necessary. The overnight editor also looks at the story feeds available from ABC News and the Associated Press newswire service for stories that have local interest in the Salt Lake City area. Local police and fire emergency channels are monitored throughout the night for possible news events. The overnight editor also voices local stories with sound clips to be included as package reports for the morning news. All stories are recorded digitally and given a five-digit code number and entered into the computer system for easy retrieval during the morning news.

About 3:30 a.m., the morning news producer arrives and begins to develop the morning newscast with the overnight editor. The news producer looks for potential news sources by checking the websites of the local newspapers, important local government agencies and broadcast competitors in the market. After conferring with the overnight editor and checking all available news sources, the news producer decides where to send the two field reporters who file live reports for the morning news. The news producer then begins the process of writing stories, editing sound clips and creating the rundown, which is the blueprint for each news show. The new producer's workstation has multiple

screens which allows him or her to write stories, edit audio, check news feeds and change the rundown all from one desk. Most mornings, some local newsmakers are interviewed live during the 6 a.m. to 9 a.m. period and since ABC News also provides live interview time via telephone for the show, it is the job of the news producer to schedule and coordinate the interview times. On a typical show, a one to three minute live interview is scheduled for each hour of the show. All stories and scheduling information are entered into the computer system, so they can later be accessed from the newsroom or any studio with a computer workstation. The computer system also allows the news producer to update the entire system and can make changes in the newscast as the daily newsbreaks.

About 4:15 a.m., the two reporters who will file live reports during the newscast call in to get their assignments from the news producer. The reporters generally do not report to the station, but are sent directly to the scene of the news event where they will be reporting. Each reporter is equipped with a laptop computer and audio equipment. This gives them the capacity to write, record and produce stories with sound from the field. Each laptop computer has a cellular communications card, which allows it to access the Internet from anywhere it can get a cellular telephone signal. This makes it possible for reporters to report live from the field or file stories via email that can be used at any time during the morning newscast.

By 4:30 a.m., the news producer has prepared a rundown of the first hour of the show, and the two morning hosts arrive. The morning hosts and the news producer meet to fine tune the rundown and prepare for the 5 a.m. start of the newscast. At this time, the morning hosts prepare extra feature material for the newscast to be used in case other

parts of the show don't go as planned or in case of a computer system breakdown. This is also the time period when the Morning Producer meets with the sports, traffic and weather reporters. The sports, traffic and weather reports are planned in advance with specific lengths and times, so the reporters in those areas produce their own segments. Traffic and weather reports are done every ten minutes at :09, :19, :29, :39, :49 and :59 minutes after the hour. Sports reports are :90 seconds long and come at :15 and :45 minutes in each hour.

With the newsroom fully staffed, the typical news program begins at 5 a.m. The first five minutes of each hour is taken up be a national ABC network newscast. The most important local stories follow the national news. A live report from the field is generally featured in the first ten minutes of each hour. The next 20 minutes are filled with local news, traffic, weather, sports, feature stories and commercials. Any live interviews are usually schedule for :20 to :25 minutes into the hour. At the :30 minute mark, a shorter version (three minutes) of the ABC Network News is featured and the cycle of events is repeated with new stories added to the content.

The morning show hosts are a male and female team that trade off announcing stories and introducing the various elements of the show. Both members get paper copies of the news stories they are assigned to read, but both are prepared to read stories directly off the computer screens in front of them, if necessary. The male host controls the playback of commercials for the show, but both hosts can trigger audio events and stories from their individual computer touch screens. The studio allows the hosts to sit opposite one another, which facilitates conversation between the two hosts. Depending on the

nature of the story, the two hosts sometimes ad-lib between stories. The set up also allows them to do group interviews, both with guests in the studio and via telephone. The large glass windows at the north and south ends of the main studio allow the show hosts to see the weather, sports and traffic reporters and to better react to what they have to say during the show. The news producer also has the ability to speak directly to the host's headphones via a dedicated, private line to make last minute changes while the show is on the air.

The morning news block lasts from 5 a.m. to 9 a.m. When the day's show is completed, the news producer and the morning show hosts take a short break. About 9:30 a.m., they meet with the KSL news director and managing editor to critique the show that has just been completed and do advanced planning for the next morning's program.

It should be noted that Bonneville spreads some of the responsibility for its morning news show to its television news operation and even Metro Networks. The weather reports are produced by the same weatherperson who does the early morning television show on KSL-TV. This allows KSL to also do some cross promoting between its radio and television operations during the morning news. The same sportscaster who announces local college football and basketball games on KSL radio does sports reports for the morning news. Bonneville also contracts with Metro Networks for morning traffic reports. Metro News employees do the traffic reports for Bonneville in the KSL studios with traffic information that comes through the Metro Networks regional office. In order to provide up-to-the-minute information on traffic, a Metro Networks pilot flies

an airplane each morning over the Salt Lake area. Under the contract between Bonneville and Metro, the reporter in the traffic plane provides exclusive live reports to KSL radio, but the information he gathers is used by Metro Networks to report on traffic to all its other stations. KSL gets live traffic reports, Metro gets up-to-the-minute data and the two companies share the cost of the traffic airplane. KSL is the only station in the market that splits the local area into three zones and uses a different traffic reporter for each zone. The traffic reporters are all supplied by Metro Networks and do their reporting from the airplane and the KSL traffic studio.

Citadel and Metro Networks

Facilities: The Citadel radio stations are operated out of a single-story brick building located in an industrial park about ten miles south of downtown Salt Lake City. The building houses about 18 individual studios plus offices for executives, sales, promotion and engineering. The building is wired for a computer control network that makes it possible to run any station from any studio or even several of the management offices in the building. However, each station has a main studio with the office of the program director generally located next to the main studio. Most of the larger studios are equipped for multiple announcers and live interviews. Smaller studios are set up for specific tasks such as commercial production, traffic reporting and station automation systems.

Metro Networks is located on the second floor of the National Security Insurance Building in Murray, Utah, about 15 miles southwest of downtown Salt Lake City. The

Metro Networks facilities include six small studios, a newsroom with multiple workstations and two small announce booths, an open area that acts as a center for coordinating traffic reports, and offices for sales and executives. Metro uses the facility to provide news and traffic reports to 35 stations across the region and the country. In additional to producing news and traffic for the Citadel stations, Metro also provides some services to Bonneville, KSOP Inc, about a dozen other stations in Utah, and traffic reports for as far away as Seattle, Sacramento and Memphis.

Each studio has a sign outside the door listing the stations being serviced out of that studio. The whole facility is tied together by a computer network that makes it possible for Metro to service any station in the country from the Salt Lake City regional office. The system also allows the Salt Lake office to supply local and regional stories to the Metro Network's National Headquarters in Phoenix, Arizona. The national office takes audio feeds and written scripts from the Salt Lake office and puts them on a national newswire service that is sold to stations in Salt Lake City and across the country.

Morning Routine: This section will look at two morning routines, first the work of the traffic reporters at the Citadel stations and then the process for producing morning news and traffic reports at Metro Networks.

The morning routine begins at the Citadel stations about 5:30 a.m. with the arrival of the two traffic reporters. Each traffic reporter has his or her own studio with computer systems set up specifically for traffic reporting. They get information from the Utah Department of Transportation and a traffic reporting system owned by Clear Channel Communications. The state system called the *Utah Commuter Link* features a map of the

major roads in the greater Salt Lake area. Icons appear on the map to show construction

zones and where any traffic problems occur. Traffic cameras are set up in areas of

frequent congestion and a second set of icons shows where the traffic cameras are

located. A click on a camera icon reveals a still picture of the traffic conditions. The still

pictures are refreshed on the screen every 5 to 15 seconds, providing an accurate look at

current conditions. The *Clear Channel Traffic Net* website provides similar information

to the state system. Each system updates reports on a regular basis, trying to stay ahead

of the other traffic reporting services. The *Clear Channel Traffic Net* is a fee-based,

private website. Citadel pays for the service, not by cash, but by barter. The sponsorship

for two weather reports broadcast each morning on the Citadel stations are actually sold

by Clear Channel sales. The money from the sponsorships acts as compensation for the

cost of website access, so no cash changes hands between the two companies.

Each traffic reporter at Citadel is responsible for producing and performing traffic

reports for three or four stations. From their individual studios they can report live on

any station or record the report a few minutes ahead of times and send it to the station via

the central computer server. Traffic changes so quickly, traffic reports are almost never

written down on paper. The traffic reporters learn to ad lib the performances reading off

one of the traffic service maps. The maps use a specific color code, which makes it much

easier to ad-lib the reports. Each station has a bed of music that is played underneath the

traffic report. The music beds are :40 seconds long and the traffic reporter knows if they

run out of music, the report is going too long. Management considers the ideal traffic

report to be :30 to :40 seconds, no more. If pre-recorded reports run longer when the :40

second music bed, the traffic reporter is required to re-record them before they go on air. If live reports run long, the traffic reporter terminates the report as quickly as possible. Since Citadel in Salt Lake City has one automated morning show (*The Bob and Tom Show*, which is syndicated from Indianapolis) those traffic reports are always pre-recorded. There are occasional problems with the automation system not playing a report, which causes the station to go silent for :20 to :40 seconds.

In addition to their morning traffic reporting, both of the morning traffic announcers sometimes appear on the Citadel morning programs as featured characters. For example, one traffic reporter appears regularly on KENZ-FM, a Citadel music station. When she's on KENZ, to do either traffic or talk about celebrity gossip, she uses her first name only. When she does traffic on other stations, she either doesn't identify herself or she uses another on-air name. The other regular morning traffic reporter regularly reports on three stations and sits in on the sports talk station to provide a female perspective on sports.

Citadel management does not consider traffic reporting a full-time job. One of the morning traffic reporters does a shift in the morning and one in the late afternoon, but does not put in enough hours to be considered a full-time employee. The other morning traffic reporter works the morning and afternoon shifts and does some daily work with the promotion department in one of the Citadel stations, she is considered full-time employee. A third traffic reporter works as a part-time employee, mostly with afternoon reports and some fill-in during the morning shift.

The news gathering routine begins at Metro Networks with the overnight editor. In the Salt Lake City market, the overnight editor is allowed to record the audio from the local Fox television affiliate and use the sound in the next day's news as long as the story is not labeled as a Fox News exclusive. On a typical night, the overnight editor will draw upon two stories with sound from the Fox newscast, which airs between 9 p.m. and 10 p.m. Just before midnight, the overnight editor checks with local police and fire officials and examines the future file for press releases with current news stories. Next overnight editor looks at the local newspaper websites that usually update a little after midnight and checks the websites of local television and radio outlets. With these available sources checked, the job becomes writing a news summary with six to eight local stories for the next morning's news. The Salt Lake overnight editor only deals with local and regional news, all national news is written and distributed out of the national office in Phoenix. The overnight editor then files the two most interesting stories with the national office to be distributed across the country. All local stories are posted on a local server and the individual news announcers who service the client stations pick and choose what they want to present in the morning newscasts. The local newscasters are also encouraged to check local websites regularly and update stories as the morning progresses.

The morning news announcers all produce a variety of news and traffic reports for a number of stations, so no one has exactly the same duties. The researcher followed the most experienced newscaster at Metro Networks through the morning routine to establish the following timeline. The newscaster arrived at the Metro Networks office at 5:15 a.m. and immediately began a series of morning checks. The first thing on in the studio was a

television set, with the sound turned down, to monitor the local television newscasts.

Checks were made of voice mail, local newspaper websites and then the computer script

files with the stories from the overnight editor were opened. The newscaster then used

the cut and paste function on the computer to assemble three newscasts for KBEE-FM,

one of the Citadel stations. The announcers at KBEE like to record three newscasts first

thing in the morning and then just play them back, one every hour. Since the news

doesn't change much between 6 a.m. and 9 a.m., this usually works unless there is a

breaking story, and the news has to be updated and done live at the later hour. By 5:45

a.m., the morning newscaster had recorded the three short newscasts for KBEE and

moved on to prepare news and traffic reports for other non-Citadel stations. All stories

are read directly off the computer monitor. Paper copies are not printed because that

would take too much valuable time. At about 6:03 a.m., the morning newscaster received

a call from KSOP. After some on-air banter with the KSOP disk jockey, the first traffic

report was done live at about 6:05 a.m. A second traffic live report for KSOP aired about

6:20 a.m. With the second traffic report complete, the morning newscaster recorded a

five-minute newscast for a small station in rural, southern Utah. The newscast was

recorded and then posted to a business-to-business website. The small station

downloaded the newscast from the private website each morning and aired it at 6:30 a.m.

This way, the small station did not have to pay for an audio line between its studio and

the Metro Network's studio, saving the cost of an expensive private audio line. The news

is not live, but the audience usually doesn't know the difference. Between 6:30 a.m.

and 7 a.m., the newscaster produced three more live traffic reports for KSOP and another

morning newscast was posted to the private website for yet a different small radio station in rural Utah. The hours from 7 a.m. to 8 a.m. and 8 a.m. to 9 a.m. are a repeat of the first hour without the reports to KBEE, unless they have to be updated. While the morning news announcers at Metro were presenting the news, a morning traffic producer was constantly updating the morning traffic information and feeding it to all the Metro Network studios and the Metro traffic website. The morning traffic producer monitored the Utah state traffic cameras and got information from the traffic reporter in the airplane shared with KSL. As previously noted, traffic reports on the Citadel stations are done by the Citadel traffic reporters, with one notable exception. On Citadel's KUBL-FM Country music station, a traffic reporter who called himself General Gridlock did the traffic reports from the Metro Network's office. The General liked to think of himself as a traffic personality and he reported the traffic news using comic military terms. Minor accidents were referred to as fender fights and stalled traffic became a problem with a troop movement. It was the kind of delivery that Citadel management felt worked well for a station with a Country music format. The General only did traffic reports, but he also did them for stations in Seattle, Washington and Sacramento, California using the same pseudo-military persona. The General claimed his traffic reports in Seattle and Sacramento are just as reliable as the reports produced locally in those markets because through the Internet he got the same traffic information as the stations in those western markets. Metro Networks charged a premium for the General Gridlock reports and the stations who subscribed appear to be happy to pay it.

<u>Clear Channel Stations</u>[14]

Facilities: Local Clear Channel newscasts appear to originate from the Clear Channel studios in the Decker Lake suburb of Salt Lake City. The Clear Channel website lists the street address as 2801 South Decker Lake Drive but the building carries no sign identifying it as a Clear Channel facility. From the back parking lot, the radio antennas mounted on the roof of the building are clearly visible. Cars and vans decorated with the logos of the local Clear Channel stations are parked in the back parking lot. Doors appeared to have locks that require a security card for entrance.

Morning Routine: From the 90 hours of Clear Channel programming recorded for this research, the Clear Channel station that featured the most news was KNRS-AM, a News/Talk formatted station. KNRS featured two newscasts each hour from 6 a.m. to 9 a.m. with :30 second headline reports at quarter after and quarter until each hour. The newscasts were each five minutes long and were presented at the top and bottom of the hour. The newscasters for KNRS were Abby Bonnell and Andrew Peters. Bonnell was listed by the Utah Broadcasters Association (2006) as the News Director for all the Clear Channel stations in the Salt Lake City market. Bonnell also did a solo newscast for KJMY-FM and Peters did the newscasts for KODJ-FM, both local Clear Channel stations. At the time the data for this research was gathered, Clear Channel also owned the ABC affiliated television station in the market, KTVX. Most of the morning news stories that were packaged with outside audio for KNRS came from reporters also

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[14] Since Clear Channel management refused requests to be a part of this research project, less is known about their Salt Lake City news operations. Information in this section was drawn from listening to 90 hours of local Clear Channel programming and from the websites of the Utah Broadcaster's Association and the Clear Channel stations.

employed by KTVX. Traffic reports on KNRS are identified as coming from the UDOT

Traffic Operations Center, which is owned by Clear Channel and lists the same Decker

Lake address as the Clear Channel studios. A reporter named Matt O'Malley did four

traffic reports an hour on KNRS. O'Malley also did the traffic reports on four other

Clear Channel stations in the market. The weather reporting duties on KNRS were

shared between the radio station's morning talk show host and Marty Skold, the weather

reporter for the morning television news on KTVX. Skold was also featured doing the

weather reports on two other Clear Channel stations in the market.

KSOP AM & FM

Facilities: The KSOP facilities are located in a large open area about six miles

west of downtown Salt Lake City. KSOP is an AM/FM single ownership and its studios,

offices, transmitter and broadcasting tower are all in one location. Built in the 1980s, the

main building is a cinderblock structure with a decorative brick facade on the street side

and a neon cowboy logo with the call letters on the front. Inside there are offices for

station staff, two main studios, three smaller studios and a conference room that doubles

as a studio for large, group interviews. The main AM and FM studios are directly across

a hall from each other with the station's automation system and transmitter across another

hall but within sight of each studio. The proximity of the studios allows an announcer in

the main FM studio to keep a visual check on the AM studio, the automation system and

the KSOP transmitters. Like many single station, local operations the building is much

more functional than stylish and is tucked away down a side road without much traffic.

Morning Routine: The news department at KSOP was a one-person operation. The news director arrived by 4:30 each morning and went directly to his small studio/office to begin selecting the news of the day. KSOP subscribed to the broadcast news services of the Associated Press and the first job was to check the wire service website for world and national news, local news, sports and weather. The first group of stories selected was cut and pasted on a computer screen into a single show script. Once the general script had been assembled, the news director went about the job of editing and re-writing stories for broadcast. The news director's aim in re-writing the stories was to make them more local in emphasis, make them more conversational and change the copy for his personal style of delivery. Newscasts ran on the hour and the half hour. Each newscast generally includes one national story, three local stories, a few sports notes and a feature story for the end of the newscast. The feature story tended to be something unusual in the news and it became a topic for short conversations between the morning disc jockey and the news director at the end of each newscast. The station also had an audio service through Associated Press and one story in the newscast usually had some audio interview element from an important story. Audio clips could be edited in the news director's studio/office and filed on the radio station's central server for playback during the newscast.

Once the first newscast was assembled and re-written, usually about 5:15 a.m., it was printed on an old-style dot matrix printer and each story was put on a different piece of paper. This allowed the news director to add or drop single stories if the news changed at the last minute. Usually about this time, the news director went through the

entertainment section of the newswire to check on what was happening in the Country music industry. The news director didn't use the entertainment material, but rather printed the material and took it to the morning disc jockey for his use all through the morning.

At 5:30 a.m., the news director went down the hall to the main studio and delivered :20 to :30 seconds worth of headlines to preview what would be coming up on the first newscast of the day at 6 a.m. The news director had the capability of performing the newscast from his studio/office, but that was not the way it was usually done. Both the news director and the morning disc jockey said they were more comfortable and felt their performances were better when they worked in the same studio and could pass non-verbal cues back and forth to each other. This became especially important at the end of the newscasts when the two had a conversation about the unusual feature story that ended each newscast.

With the headlines done just after 5:30, the news director went back to his office to check on updates for the 6 a.m. newscast. If no new material was added for 6 a.m., the news director went to work preparing the 6:30 newscast. A few minutes before the 6 a.m. newscast, the news director goes in the KSOP-AM studio and starts a digital recording of the KSOP-FM broadcast. KSOP-AM is automated with voice-tracked local announcers and a format called *Country Gold*, which features music from the 1960s to 1980s. Meanwhile, the morning disc jockey had called Metro Networks and arranged for the live traffic update that comes just before or just after each newscast. With the recording started, the news director steps across the hall into the FM studio and delivers

the news. As soon as the traffic report and newscast are over, the news director goes back into the KSOP-AM studio and stops the recording. He then edits the unwanted material before and after the traffic and news report and then programs the automation system to play them back at the end of the next song. The newscast sounds live on the AM automation, but it is really a delayed recording from the FM side of the operation. So the news goes out live over the FM and is played back several minutes later on the AM station. In effect, the station gets two newscasts for the cost and production of one. With the newscast over, the cycle of writing, producing, announcing and putting the news on the AM automation continues every half hour until the 8:30 a.m. news is presented.

With the daily newscasts completed, the news director took a break and then began production on a nightly public service show that is pre-recorded and played back on the FM at 11:50 p.m. each night. The public service program features interviews with local community service agencies, politicians and public officials. The mini-programs run two to two-and-a-half minutes on topics such as health and safety, crime, drug abuse, family issues, and the environment. The programs run in the late evening slot six days a week and are meant to replace the typical public service programs that run early Sunday mornings on many radio stations.

Profiles of Local Radio Journalists

During the observation phase of this research, the researcher talked with more than 45 people employed by the radio stations that were the basis for this project. From that group, 16 people were selected for in-depth interviews. The 16 represent a cross

section of the people who produce radio news in the Salt Lake City market. The purpose

of these profiles is to introduce the reader to the people who will be included in the next

section of the research on important issues in contemporary radio journalism. Everyone

from a vice-president in charge of news programming to an overnight news editor agreed

to contribute thoughts and feelings about the production and distribution of radio news.

All, except two, agreed to allow the use of their names in the research. The two who did

not want their names included allowed the use of their job titles in lieu of their names.

However, it needs to be noted again that Clear Channel management refused the

researcher access to its newsgathering process and news employees. Therefore, no

current Clear Channel employees were included in this chapter the project. The profiles

in this section are listed in alphabetical order by ownership group.

Bonneville Broadcasting

Rod Arquette – Vice President of News and Operations for KSL Newsradio and the

Bonneville/Salt Lake Radio Group. Arquette got involved with radio as a teenager, doing

the local high school sports broadcasts in his hometown of Potts Dam, New York. He

continued his interest in radio while earning a journalism degree at American

Technological University (now the University of Central Texas). In his first professional

radio job, he worked his way from reporter to News Director at KADQ-FM in Rexburg,

Idaho. From there, he held the position of News Director at KBOI-AM radio in Boise,

Idaho and KWMS-FM in Salt Lake City. In 1981, Arquette left radio to become the

Northern Utah News Bureau Chief for KUTV, the NBC television affiliate in Salt Lake

City. After seven years with KUTV, Arquette joined Bonneville as News Director for

KSL. In 2005, he was named vice president of news and operations with news

programming responsibilities over all five of Bonneville's stations in Salt Lake City.[15]

Arquette claimed his inspiration to get into journalism was Walter Cronkite and the CBS

Evening News. He referred to himself as a social junky, interested in using radio to serve

the community.

Don Brinkerhoff – Overnight Editor, KSL Newsradio. Brinkerhoff started in radio after

graduating from Southern Utah University. He worked in several small radio stations as

a news and production director before coming to a Jacor Corporation station in Salt Lake

City in 1997. At that time, the Jacor station was an all-news formatted competitor to

KSL. After about two-and-a-half years, the Jacor station was taken over by Clear

Channel, which dropped the news format of the station and dismissed Brinkerhoff along

with most of the rest of the news staff. In 2000, Brinkerhoff was hired by KSL for his

current position of Overnight Editor. Brinkerhoff is responsible for the overnight

operation of KSL and for doing much of the preparation work that goes into the morning

news. This job includes writing, reporting, audio editing and technical oversight of the

newsroom computer system.

Amanda Dickson – Co-host of *Utah's Morning News with Grant and Amanda*. Dickson

holds both a BA in English and a Jurist Doctorate from the University of Utah Law

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[15] In April 2007, after the interviews for this research were completed, Arquette was given the new job of programming three stations purchased by Bonneville in Seattle, Washington. The company is asking Arquette to do the same things in Seattle that makes KSL so popular in Salt Lake City.

School. She has worked in Salt Lake radio since the late 1980s, and except for a short hiatus, has been the co-host of the KSL morning news since 1993. She was also the program director for a short-lived women's talk radio station that Bonneville tried in the 2004-2005 period. Dickson practiced law for a short period, inspired by her father a Superior Court Judge, but decided radio was her real passion. She dedicates much of her time as an inspirational speaker at schools and non-profit community groups. As part of her job, Dickson also makes occasional appearances on behalf of the commercial sponsors of KSL.

Kevin LaRue – Director of News and Programming for KSL AM & FM. LaRue is the newest member of the management team at KSL, hired in March of 2006. He holds a degree in broadcast journalism from West Virginia University. His professional experience includes 15 years in both radio and television news including jobs with the Missouri Radio Network and his most recent position, a five year stint as New Director for WFIR, a News/Talk station in Roanoke, Virginia. He came to KSL because of his interest in radio news and for what he calls Bonneville's established reputation for supporting and nurturing news radio programming.

Managing Editor – I agreed not to reveal the identity of this person and only use a job title in this research project. The Managing Editor has a college degree in journalism from the University of Utah, with several major awards for reporting in both television and radio. His/her industry experience extends back almost ten years. The Managing Editor is responsible for assigning stories and the overall coverage by KSL reporters, as

well as coaching reporters and working with the news director and news producers to improve the news products produced by KSL Radio.

Grant Nielsen – Co-host of *Utah's Morning News with Grant and Amanda*. Nielsen is the only member of the KSL news team who did not mention a college degree in his online biography at the KSL website or during the interview. He does, however, have more radio experience than anyone else at KSL and has worked for Bonneville Corporation for more than 30 years. For Bonneville, he has worked for an impressive list of stations including WCLR in Chicago, KBIG in Los Angeles, and both KIRO and KSCA in Seattle. He moved to Salt Lake City in 1993, where he was teamed up with Amanda Dickson to host *Utah's Morning News*. Like Dickson, he works as a motivational speaker with various non-profit community groups. He also makes personal appearances on behalf of several major sponsors for the morning news.

Adam Thomas – Executive Producer, *Utah's Morning News*. The youngest member of the KSL radio news team, Thomas holds a degree in journalism from the University of North Carolina-Charlotte. He won an Edward R. Murrow award for reporting on the damage from an ice storm while at WBTM radio in Charlotte. Thomas has worked as a television assignment editor in North Carolina and as a radio news director for WINK in Fort Meyers, Florida. He claimed it was Bonneville's reputation for good news coverage that brought him to Salt Lake City from the much warmer climate in Florida.

Citadel Broadcasting and Metro Networks

Chelsea Earlewine – Traffic Reporter, Citadel. Earlewine's responsibilities include traffic reports on several of Citadel's local stations, as well as being part of *The Chunga and Mister Morning Show* of KENZ-FM. She came to Citadel as an intern from Salt Lake Community College. Earlewine is well liked by the Citadel staff and they helped her get her first radio job doing traffic reports for Metro Networks. After several months of experience, she returned to Citadel in her current position. In addition to doing traffic reports in the mornings and afternoons, she also works for the promotion departments at two Citadel radio stations. She continues to attend school part-time and aspires to become a television news anchor and reporter.

John Ellsworth – Overnight Editor, Metro Networks. Ellsworth graduated from Brigham Young University in 1970 and worked in radio for KSL and Bonneville Corporation stations for about four years. After working at KSL, Ellsworth left radio to become a stockbroker and continued to work in finance until about three years ago, when he lost his stockbroker position after a client lawsuit. He rejoined KSL for a short period as a traffic reporter and that job lead him to Metro Networks and his current position as overnight editor. He is responsible for gathering local news content and writing it for use in the Salt Lake market and on the Metro Networks national news wire service. His position at Metro is part-time.

Mark Hill (AKA General Gridlock)– Traffic Reporter, Metro Networks. Hill has been doing radio in mostly small markets throughout the mountain west since 1974. Along the way, he has been a disc jockey, program director and radio news anchor. Hill does not

have a college education. He developed the character of General Gridlock at a station in

Albuquerque, New Mexico in 1988. He has been doing traffic reports in the Salt Lake

market since 1996 and he now refers to his radio persona as the *Supreme Allied Traffic

Commander of the Wasatch Front*. He never uses his real name in public. His traffic

reports are featured on the morning program at Citadel's Country music station KUBL-

FM. He also has his own website featuring humor from the Gridlock character and even

selling General Gridlock merchandise. With the aid of several traffic websites, he also

does traffic reporting for stations in Seattle, Washington and Sacramento, California.

Tom Jordan – News Bureau Chief, Metro Networks. Jordan holds a Ph.D. in English

from the University of Michigan and taught for over 20 years at both Michigan and Texas

A&M University. Jordan has worked in television as a film critic for both public and

commercial television stations in Texas. His radio career began at Citadel in Salt Lake in

1995, when he worked for a News/Talk station that changed formats due to poor local

Arbitron ratings. He came to Metro Networks as a reporter in 1997 and was promoted to

News Bureau Chief in 2001, when the newsroom staff at the Salt Lake Metro office was

downsized to two people (Bureau Chief and Overnight Editor). As a journalist, he is

passionate about local politics, economics, the environment and theatre. He is a full-time

employee at Metro.

Jillian Lewis – Traffic Reporter, Citadel. Despite the fact she started doing radio in high

school, in an eight-year career, Lewis has never been able to make a full-time living

working in broadcasting. Her job at Citadel is considered part-time even though she does

traffic reports in both the morning and afternoon. The part of the job she likes most is

sitting-in on the morning sports talk show at KFNZ-FM. Lewis tries to work in entertainment stories for discussion in the morning show, referees the two male announcers and provides a female point of view on an otherwise male dominated morning program.

J.T. Mackenzie – Traffic and News Announcer, Assistant Director of Operations, Metro Networks. Mackenzie's experience in broadcasting includes three years doing traffic for Clear Channel, on-air traffic reporter for the Warner Brothers affiliated television station in Salt Lake City and a year at Metro Networks. She does traffic reports for four Salt Lake radio stations and a station in Memphis, Tennessee. She also announces the news and traffic on a small, independent radio station in Salt Lake. When not working on-air, Mackenzie helps to schedule and coordinate employees in the Salt Lake Office.

Citadel Program Director. This person asked not to identified by name. The Citadel Program Director has a college degree from a Utah public university and has been working in radio for nearly 20 years and is one of management staff responsible for making the programming decisions at the Citadel stations in the Salt Lake City market. Her/his job is one of the top management positions in the Salt Lake operation. He/she has hiring and firing authority and also dictated to Metro Networks what the news formats will be for the Citadel stations in Salt Lake City.

Leslie Stringham –Director of Operations, News and Traffic Reporter, for the Metro Networks Salt Lake City regional office. Stringham started doing traffic reporting for Aero Traffic (the company that would later become Metro News) when she graduated from the University of Utah in 1992. She now runs the Salt Lake office with authority to

hire and fire about 20 local employees, as well as daily on-air traffic and news reporting. She announces the newscasts for one Citadel station, and two independent stations, as well as doing traffic for KSOP in the morning hours.

KSOP Inc.

Dick Jacobson – News Director, KSOP AM & FM. Jacobson's media career began when he attended the U.S. Army's Department of Defense Broadcast School in 1974. He worked various broadcasting and public relations jobs for the army until he was discharged and came to Utah. At that time, he was hired as a reporter/announcer at KSOP, when the independent station had a two-person news staff. In the early 1980s, Jacobson became news director of KSOP and he stayed with the company until 1992, when he took another job doing news at another station in the Salt Lake market. That job lasted for two years and he then came back to KSOP. In 1995, the station made a number of budget cuts and the news department was downsized to single person. At the time of the research interview, Jacobson had been in Salt Lake radio for 29 years with 27 of those at KSOP. Because he is a one-man operation, regular newscasts at KSOP are only done in the morning drive period from 6 a.m. to 9 a.m.

Other Issues of Importance

Workload and Working Conditions for Local Radio News Journalists

With a small number of part-time workers, most of the 38 people who work for

KSL Radio are salaried, full-time employees. While they work in the same building and

large, open newsroom, it is Bonneville's policy to keep the radio and television staffs

separate. The two staffs do share weather reporters and sometimes cross promote each

other's news operation, but their editorial and news judgments are made separately. At

KSL Radio, people are generally not asked to work for multiple stations, but that doesn't

mean their jobs are any less complex or demanding. It appeared, at least from the

observation visits of the researcher, that news workers at KSL genuinely like each other

and they have created an almost family-like bond that lightens the workload and makes

working conditions a little less stressful. Facilities are well maintained and the design of

the studios and workstations make good use of modern ergonomic design.

When it comes to the morning newscast the radio journalists at KSL specialize,

but that does not mean they are asked to do only one job. For example, Overnight Editor

Brinkerhoff is not just an editor but also a writer, a sometimes reporter, a recorder of

network news feeds, a digital audio editor and is in charge of much of the maintenance of

the computer network system used to produce the newscast. Morning show announcers

Nielsen and Dickson host four hours each morning, are assigned to do some news writing

and make story idea contributions at a daily meeting with producers and management.

After the show, they make numerous public appearances for non-profit groups in the

community and on behalf of sponsors, who buy commercial time in the morning news. From time-to-time, the morning show hosts are given special projects. Dickson was made news director for a woman's talk show station owned by Bonneville. The format lasted for 18 months and when the station failed to gain a large enough audience, Dickson's off-show responsibilities were reassigned. For some KSL news workers their jobs extend beyond radio and on to the company's website. News director La Rue claims the website, which is supported by both radio and KSL television, gets an average of 50 million hits a month. LaRue and producer Thomas make regular contributions to the website. As an example, La Rue cites a recent story of some lost hikers that ran on the morning news. In addition to the radio news coverage, materials added to the website included maps of the area where the hikers were lost, photos of the missing hikers and an audio recording made by a KSL field reporter from the base camp of the search efforts.

At Citadel Broadcasting, the employment situation for the three traffic reporters differs in several fundamental ways from KSL. First, the Citadel traffic reporters are paid an hourly wage rather than salaried. One of the traffic reporters is full-time, because she also works for the promotion department at other Citadel stations. The other two traffic reporters are part-time employees.

Each traffic reporter at Citadel gets an individual own studio to use as a base of operation. The studios are well equipped with an audio mixing board, a connection to a central network that serves all the Citadel stations in the building and two separate computer systems with traffic information. Using the central network and an intercom system for communication, it is possible for each traffic reporter to do live reports on any

Citadel station. It is also possible to record reports and file them to the server for playback at a later time on any or all stations. Reporters, who sit in front of the microphone and audio control board, can easily read from a mounted notebook that contains commercial copy for traffic report sponsors. They can also see the computer screens with the traffic information. When the traffic reports are done "live" the reporters do not use paper scripts, but ad-lib the reports based on what they see on the traffic computer screens. One of the screens features text describing traffic problems in the greater Salt Lake City area. The second screen has two possible views, one that shows a map of the area with symbols to show traffic problems and a second screen that features a network of cameras placed in heavy traffic areas around the city. If reporters see a traffic symbol on the map, they can cut to a live camera shot, if there is a traffic camera in the area. When the reports are read, either live or recorded, the traffic reporters use a music bed underneath the report. The music beds are limited to :40 seconds in length. Forty-seconds is what Citadel management considers the maximum length for a traffic report. If the music bed runs out, it is a cue for the reporter that the report is going too long and needs to be cut off, so the station can get back to music programming. Each traffic reporter serves three to four stations and they usually use a different name for each station. Both the morning traffic reporters also appear on the morning shows for other Citadel radio stations. When they appear on the morning shows, they usually leave their dedicated traffic studios to perform live in the morning show studios. In order to be in the morning show studio, they record traffic reports several minutes ahead of time and use the central computer server to send reports to the stations for playback. Most of the

Citadel stations feature four traffic reports per hour in the mornings, so each reporter needs to file 12 to 16 reports each hour. Moving from studio to studio can be hectic and occasionally this causes a traffic report to be missed.

Metro Networks (the company that supplies newscasts and a newswire service for Citadel), has 20 people who work in the Salt Lake City regional office. The director of operations is full-time, as is the news bureau chief and one or two reporters, but most of the local Metro employees are part-time. The Metro offices take up about half of one floor in a modern, four-story business complex, which also houses the Salt Lake offices of a national insurance company. About one third of the floor space at Metro is used for offices on the western side of the building. The rest of the building is dedicated to studio space and areas for the production of news and traffic reports. The east side of the building is a large open room. One side of the room is a taken up by a counter area with computers and equipment used as the center for gathering and inputting the Metro traffic reports. The center has computer screens that show the Utah traffic system maps, the state supported network of traffic cameras can be seen on another screen, emergency scanners are tuned to local police frequencies and the desk also acts as a base station for the radio communications between the office and a traffic reporting airplane that flies over the market during peak traffic hours. Seven small audio studios and the newsroom circle the rest of the main room. Posted outside the door of each studio is the name and logo of the radio stations serviced out that studio. The announcers who work there decorate their own studio. Each studio is equipped with a sound mixing board, a connection to the central server and computers for monitoring traffic and pulling up

information from the Metro Networks wire service. Printers are also available to print scripts, if necessary. Some studios are equipped to receive traffic information from other areas. For example, one traffic reporter does reports for Sacramento and Seattle, as well as Salt Lake City. In this case, the reporter can monitor maps and traffic cameras from those two cities as well as the local area.

News and traffic reports are distributed out of the studios in two different ways. Some stations have a dedicated audio line between the station and the Metro studios and can broadcast the newscast and traffic reports live. But because the audio lines are very expensive, some stations get the newscasts via a private website on the Internet. With the website, the news workers record the newscast in advance, turn it into a digital audio file and post it to the private website. Stations then access the website and play the recorded newscast as if it were live. Formats for the individual newscasts are dictated by the client stations. Most stations require a short newscast featuring a mix of national and local news with no more than four stories and the local weather. The average newscast is usually less than two and a half minutes.

The individual studios are small, but employees are encouraged to customize them as their personal workspace. In a couple of the studios, there are television sets used by the news announcers to monitor local TV newscasts. Most of the studios are decorated with personal photographs, station promotional items and radio station signs.

The newsroom has four workstations and two, small sound booths, used mostly for audio editing purposes. An assignment desk is used by the editors to write scripts, open mail, make telephone calls to potential news sources, and surf the Internet for

information. Audio equipment makes it possible to record stories and interviews on-site or over the telephone for use in the news. Using a central server, the news editors can post stories to all the Metro studios. The editors can also send and receive stories, to and from the national Metro Networks headquarters in Phoenix, Arizona.

Some news workers at Metro Networks are scheduled for a split shift, meaning they come in during the morning drive period from 6 a.m. to 9 a.m. and then come back from 4 p.m. to 7 p.m. for the afternoon drive period. Some work mornings or afternoons only. The director of operations does a morning shift, serving four radio stations with traffic and news reports, and then spends the rest of her day scheduling and managing the local office. The news bureau chief comes in about 10 a.m. and works until about 7 p.m. There are two part-time traffic producers, one for mornings and one for the afternoon. They sit at the traffic center counter and coordinate the local traffic reporting. The traffic producer stays in regular two-way radio contact with the airplane traffic reporter. The producer writes traffic reports into the central computer system, which distributes them to the Metro studios and other stations that subscribe to the traffic reporting service. The airplane traffic reporter supplies information to the producer and also does live reports from the airplane exclusively to KSL, which also uses Metro Traffic services.

At KSOP, a single person staffs the entire news operation. He works from 4 a.m. to Noon and the only live newscasts are featured every half hour in the morning drive period from 6 a.m. to 9 a.m. The one staff member is a full-time employee with what he described as an excellent benefit package. Until 1995, the station had a two-person news staff, but that changed because of budget cuts. At KSOP, the entire operation, including

studios, business offices and transmitter are all located in the same building. The news director works out of a small studio that doubles as a newsroom and office. The studio is equipped with a small, remote soundboard that allows the news to be broadcast from it, when necessary. Most days, the newscaster will work from the main studios except when he or the morning disc jockey has a cold or the flu. The small newsroom/office has a computer system that can be used to access the Associated Press newswire and audio service, to edit audio clips and to write and edit scripts. It is also equipped to record telephone interviews for the news and public service programs. The computer and sound equipment appeared to be the oldest of the four radio station groups in the study. The computer software is at least one or two generations behind any of the systems at the other facilities. KSOP is an AM and FM operation with two separate country music formats. Morning newscasts are performed live on the FM station and recorded for playback within a few minutes on the AM station. The programming on the FM station is live, with the AM featuring an automated music service. It is the responsibility of the newsperson to record the newscast and program it to run on the automated AM a few minutes after it is done live. In this way, the same news plays on both stations, just at a slightly different time.

Job Satisfaction

As a group, the people at KSL appeared to be the news workers with the most job satisfaction. With the most full-time employees, they appeared to be the highest paid group in the study with the best package of worker benefits. To a person, each one

expressed a good deal of satisfaction both with the idea of working in radio and specifically with working for KSL and Bonneville. Amanda Dickson, one of the morning show hosts who has been with KSL since the early 1990s, left the company to practice law but came back. She described herself as "blessed to have a second chance at coming back to a job I loved, but didn't fully appreciate." Her morning show partner Grant Nielson, whose been with Bonneville for 30 years, echoed Dickson's comments in his interview saying "we really do enjoy what we do very much. We just happen to be news broadcasters on a very successful and very well run radio station. It does help to come to work every day and enjoy it." Both of the newest employees, News Director Kevin La Rue and Morning Show Producer Adam Thomas talked about coming to KSL because of its excellent reputation in the industry and how satisfied they were that the things they had heard about the company were true. About the only words of dissatisfaction about KSL came from Overnight Editor Don Brinkerhoff. He said while he loves his job overall, he'd like to be doing something else in the company, like working as a dayside street reporter.

A good part of this high level satisfaction may come from Bonneville's efforts to instill pride in working for KSL. Most of the people interviewed mentioned KSL's number one status as the overall most listened to station in the market. Management posts the radio ratings for everyone to read with memos of support on bulletin boards in the studio areas. Bonneville's mission statement is also displayed around the station with one of its three primary goals being the creation of an environment for workers that promotes success and growth.

The level of job satisfaction is more diverse at Citadel and Metro Networks. The Citadel Program Director expressed a great deal of job satisfaction, as did Leslie Stringham, the Director of Operations for the Salt Lake Metro office. Both have been on the job since the early 1990s and are salaried full-time employee with insurance benefits. Both cited the creative aspects of radio as a major source of their satisfaction. Mark Hill, the Metro Traffic Reporter who calls himself General Gridlock said he loves his job and can't imagine himself doing anything else. Hill, who sees himself as much an entertainer as a traffic reporter, said he enjoys his job so much it feels like he hasn't worked in 19 years. Traffic reporter J. T. Mackenzie expressed similar ideas to Hill's and she added that working with the other creative people at Metro was a major plus for her. News Bureau Chief Tom Jordan said he is very satisfied by the work he performs for Metro, but is not at all happy with the company and its policies with part-time workers. Jordan is financially set and doesn't depend on his Metro salary for all his income. He sees his job as a chance to be well informed and involved in the public discourse. But he also called Metro Network's salaries appalling and said, "it is a terrible career for anyone to go into thinking they are going to make any serious kind of money." Jordan complained that the company looks for people with a college education and good writing skills, but doesn't want to pay them what they are worth. He cited the cases of more than a dozen people who have quit Metro in the last few years because of the low salaries. Overnight Editor John Ellsworth rated his level of satisfaction as extremely low, calling it a job that "sucks." In addition to a low part-time wage and no benefits, Ellsworth feels almost no creative satisfaction from what he does saying "This is a mindless job. Any idiot could

do what I do." While not nearly as low as Ellsworth, the two traffic reporters at Citadel, Chelsea Earlewine and Jillian Lewis also expressed little satisfaction from their jobs. Both complained about having to work split shifts for little money. They find the task of turning out more than a dozen traffic reports an hour grueling. However, both see their jobs as stepping-stones to other opportunities in broadcasting. They each said they very much enjoy the time they spend working as a sidekick for the morning disc jockeys.

At KSOP, the work situation for News Director Dick Jacobson is very different from the other ownership groups. Jacobson rates himself high on job satisfaction. A local family owns his station and with more than 25 years in the same operation, he feels comfortable with what he does. Jacobson says he understands that KSOP is not a news station, but the ownership gives him independence and flexibility in running the news part of the programming. He takes pride in the public service programming he produces for the station and he feels management is willing to listen when he requests extended time for special stories such as the Elizabeth Smart kidnapping and the events of 911.

Ownership/Management Support Level for News

According to Bonneville's Vice President of News Programming and Operations Rod Arquette, KSL has been branded itself as a news station and along with that brand comes a huge commitment to news and the local community. Arquette says the ownership is committed to news not just in the Salt Lake market but also at stations in Washington DC, Phoenix, Arizona and Seattle, Washington. In 2005, KSL took the unusual step of putting its news programming on an FM station as well as the traditional

AM station. Arquette says the corporation made the move because they had been successful doing the same thing with their news station in Washington DC, and because, with the FM station, they are seeking out a younger, more balanced listener demographic. After a year, he claims the experiment is paying off with the second largest demographic group for KSL being age 25 to 34. More women are also listening. Before the move to FM, KSL's gender mix was about 70 percent male and 30 percent female. The latest ratings show that mix has changed to about 60 percent male and 40 percent female. While KSL is committed to serving the local community, the switch to FM is also serving the company's bottom line. Arquette says while it costs more to support a news operation, KSL charges more for its audience than any other station in the market and it is the most profitable station in Salt Lake. Since KSL is a News/Talk station, the company is considering other program changes, but not ones that would affect the news part of the operation. For example, a programming plan is being considered that would have the two stations together for news in the morning and afternoon drive periods, but would split the frequencies during mid-day. The change might feature a conservative talk show host on the AM station and a liberal on the FM.

Other KSL employees interviewed for this research confirmed Bonneville's high level of support for the news operation. Dickson cited the company investment in news saying, "I can't believe the money they invest. I'm blown away by the budget they allow us to carry. And we bring money to the bottom line, don't get me wrong, we certainly do." Nielson said Bonneville shows support by promoting high standards, "this corporation puts a very high value on information, accurate information, news gathering

apparatus, hiring good people, journalists, news broadcasters, writers and the technicians who are necessary to put out a good product." LaRue pointed to staff size as a sign of support noting that with more than three-dozen people in news, KSL has a larger staff than many small TV stations. The KSL Managing Editor added that he/she believes the corporate commitment may be higher for radio than for Bonneville's TV operation.

At Citadel, the program director interviewed for this research believes that Citadel is committed to news, but news coverage must fit the overall programming of each individual station and the demands of the audience in each format. For example, the program director cited the Top 40 station, where most of the audience is 12 to 18, as a place where news programming just doesn't work saying, "it would be completely out of place if they started talking about the appointment of the new Federal Reserve Chairman, the kids would say who cares, push the button and move on." The program director noted that Citadel controls its news coverage by dictating the format for each newscast it purchases from Metro Networks. In this way, Citadel makes sure there is a good mix of news with more emphasis on local coverage. At the same time, the Citadel Program Director added his company is completely committed to news in emergency situations, "Obviously if there is a breaking story, something very urgent that people need to be aware of, we hop in and take care of that." An example is the automatic break-in system Citadel uses for Amber Alerts. The program director also cited Citadel's commitment to traffic reporting as news. The director believes the traffic information service that Citadel gets from Clear Channel is the best in the market and the traffic reporters who work in-house provide excellent coverage for the listeners.

At Metro Networks, News Bureau Chief Tom Jordan feels his company's support for the news operation is withering away. When Jordan started with the Salt Lake office, the news staff had four people, today it is down to Jordan and the part-time overnight editor. He blames the problem on too many bad management decisions made by the New York headquarters of the company, which he believes is out of touch with what is happening in the regional offices. Jordan sees the traffic side as having a viable future, but he is not sure about the news operation saying, "It's (the company) now full of MBA types that are anxious to manage without any understanding of radio." Overnight Editor John Ellsworth also expressed doubt about the future of news reporting at Metro because he doesn't see a supportive management structure. According to Ellsworth, "this whole operation is here to provide traffic reports for broadcast facilities and that is something that will always have a future."

At KSOP, News Director Dick Jacobson sees his one-person news operation as well supported by the management and the local family that owns his station. He's quick to say he'd like to have a larger staff and more news resources, but he is realistic about what a small, single ownership station can do. He sees his job as keeping listeners updated on local news, certainly not as their only news source. Given the overall cost of running the station, Jacobson feels news gets a fair share of the budget. Jacobson says listeners get what they want and there is just not a huge demand for more news on stations like KSOP, "to listen to news, you have to care about what is happening, and I wish more people cared more."

Effect of Technology on Production of Local News

When asked about the affects of technology on their jobs, several of the KSL people referenced the old days when audio editing was done with razor blades on reel-to-reel tape, when just about everything on the radio came from analog audio devices. KSL began the process of becoming digital with their sound about ten years ago. Arquette said the move to digital was accelerated by audience expectations for both the AM and FM stations, "it has forced us to re-think a little our production values and our presentation. Digital just has a higher quality, clearer sound and that is what the audience wants." The move to digital also means more production work can be done in the field. Reporters can carry laptop computers capable of recording and editing sound just about anywhere. Using cellular telephone cards, the laptops can access the Internet and reports can be filed much more quickly and easily. Dickson believes radio has to embrace new technology to stay ahead of the curve. She noted that radio is now competing with devices like the iPod, which have high quality digital sound. Nielsen, who has been with Bonneville for 30 years, sees technology as improving the sound of stations, but he also notes that technological changes have eliminated jobs in radio. While most of those jobs cuts have been at music stations, Nielsen said the same voice-tracked disc jockey, using satellite distribution may show up on as many as 40 stations, especially in small to medium- sized markets. That means jobs in the small markets are being lost and there are fewer qualified people to move up into larger markets like Salt Lake. He also sees the news technologies as giving listeners more choices and creating

new areas of competition, "you see radio stations talking more about their websites, their iPod offerings, and things like that, knowing the consumer is branching out."

Perhaps the biggest change in technology inside the KSL studios is the use of computer networks and servers to tie the operation together and effortlessly move sound from one studio to another. Commercials and news actualities used to be played back on cart tape machines, but those machines are no longer necessary. All sound can be played back from the computer hard drives. A few years ago, most news scripts had to be printed on paper, now many stories are read directly from a computer monitor and stored in memory without ever being on paper. With the I-News system used at KSL each person has an individual space on the server and can share information or choose to keep it private. Except for the live voice, just about everything from scripts to sound feed through the computer network and on to the air. Most of the time the computer systems works well, but not always. Dickson commented, "When the computer goes down, you're in talk radio and you have to keep talking until the computer comes back up, which can be a real challenge."

At Citadel, the computer system for sharing sound between studios is very similar to the network of servers at KSL. But Citadel uses the system to enable fewer people to appear on multiple radio stations. Technology also allows Citadel to outsource its news functions to Metro Networks. The Citadel Program Director agreed that the digital technology makes the stations sound better, but added it also saves the company a lot of money and noted that news organizations are personnel intensive, "when you can find an organization such as Metro that has a functioning news organization in place, then it is

easier for us to go through and use them, than to reinvent the wheel." The director added that in cities where Citadel has a News/Talk station, it usually has a local news staff.

At Metro Networks, the talk on technology followed generally along the lines of Citadel. When asked about the affects of technology, Director of Operations Stringham said, "we're able to accommodate more stations with less people. And that is fortunate and unfortunate. I found being able to do so many things with one person makes it difficult to find additional (well trained) personnel when you need them." Stringham also pointed out Internet technology that allows the company to offer services to far-off stations. The Metro traffic reporting computers allow people in the Salt Lake office to do reports in cities as far away as Seattle, Sacramento and Memphis. The Internet technology also allows for the distribution of newscasts that sound live but can be cheaply transported using MP3 files and a private website. For traffic reporter Hill (General Gridlock), it allows him to transport what he calls his "show biz magic" into other markets. For Hill, it's not the technology that is important but the performance that goes on it. News Bureau Chief Jordan said the biggest change that has impacted his job is email. When asked how technology has changed his job in his seven years with Metro, Jordan replied, "More email, fewer faxes. Beyond that most of the equipment I use is more than ten years old. There hasn't been much change on that."

At KSOP, News Director Jacobson also downplayed the role of new technology on his working conditions. Yes, the station uses all digital audio, but his only outside source of audio comes from Associated Press. Scripts from AP come in via computer rather than the old Teletype printer. Jacobson writes on a computer, but he still prints all

his scripts to read over the air. He noted that perhaps the biggest change for him was the ability to digitally record his newscast and play it back within a couple of minutes on the AM side of KSOP.

Journalist's Feelings About the Future of Local Radio News

When asked about the future of local radio news, the people at KSL were generally upbeat and optimistic. Director of Operation Arquette put the emphasis for KSL's success on local coverage. For him, as long as KSL is producing a strong, local, and community oriented product, it will be successful. At the same time, Arquette thinks the demands of a changing broadcast world will bring changes in how the news is produced:

> "Convergence is very, very important to us. I think we are still in the early stages of trying to figure out what the term convergence means or collaboration means. I think collaboration is a much better term. Can we get to the point someday where one reporter will do a radio version, a TV version and an Internet version of the same story? We're going to have to get there. The question is how because the demands are so different. You'd have to have somebody here 24/7 and you can't do that, so I think the question is going to be how to make that work. How to use those multi-task and multifaceted reporters."

Morning show host Dickson said KSL has had a long history of quality news coverage and that, along with a technological edge, will keep the station successful long into the future, "we are so local in our coverage and so extensive in that coverage, that thus far

has not been duplicated in another form." Morning show host Nielsen believes the technology may be just more bells and whistles. It is the local coverage that counts, "the fact that people want information won't change, that people want to tune-in in the morning to know that the world is still okay. It might be a mess, but it's okay that day."

As discussed in Chapter One, a new technology that is emerging in radio is HD Radio. KSL and Bonneville are betting HD Radio will be a big success. Bonneville, as a corporation, is part of the HD Alliance of Broadcasters and has put a lot of money into the new technology. Arquette believes HD Radio has a future if the price point on radios comes down and people start installing them in their cars. He's not sure what his stations will do with the extra HD channels, but that is a bridge worth crossing when the radios are in more widespread use. News Director LaRue sees HD succeeding as satellite radio fails. He believes satellite radio will fail because the public won't pay for radio channels they will be able to get for free with high-quality HD Radio. Nielsen predicts HD Radio and its new channels will give the radio industry a chance to be creative again, but even with the new forms that he believes will appear, local coverage in news will remain king. At the time the interviews for this research were done, all Bonneville's Salt Lake Stations had gone HD Radio, but only two of them were doing any programming on their second channels.

At Citadel, the future of local news on their radio stations is unclear. The Citadel Program Director expressed the belief that future of radio is in music programming. Citadel tried an all-news radio station affiliated with CNN in the early 1990s, but found it could not compete with KSL in the ratings and gave up on the station after about two

years. Citadel has a much larger news presence in markets where they have successful News/Talk stations and staffs to support them. For the future, the director feels the services provided by Metro Networks complement the music programming on the Citadel stations and they are not likely to change, in any substantial way, in the future. On the subject of HD Radio, at the time of the research interviews, Citadel had no plans to go HD. However, in the summer of 2007, Citadel did begin the process of broadcasting some of the Salt Lake stations in HD.

At Metro Networks, Director of Operations Stringham thinks the future of her operation lies with producing a news product that the audience believes is local, with talented announcers and at a price that makes the news product attractive to radio station, "I think what the radio stations like about Metro is that they can get the talent, they can get that local news without having to go through the time-consuming and money-consuming part to get their own talent." She added that whether local news is a big part of the Metro business or not, the traffic reporting side of the business will continue to flourish. Bureau Chief Jordan agrees that it is local news that people want, "In the business and outside too many people are getting fed up with the homogenization of the programming, but there is nothing that can take the place of the local content we produce." Jordan also believes that public radio will become a more important source of news because he argues that it has become more local and authoritative than the commercial radio news offering. Jordan points out that the largest of the Salt Lake public radio stations, KUER, is a subscriber that uses the Metro Network services that he produces, as well as the Metro national wire service. Jordan thinks the Metro service

complement what the public station does, "People are sort of shocked to hear that KUER doesn't do all their own news, but why not, it allows them to do what people are really listening for, all that detailed, longer form stuff and it means they don't have to waste a salary when they are already under funded." Overnight Editor Ellsworth disagrees with his colleagues at Metro. Ellsworth believes the news operation is not the core business for Metro, and it is more a secondary offering to go with the traffic service. When asked where the Metro news services would be in five years, Ellsworth responded, "Probably dead. Metro Networks as a news bureau will probably struggle along, not unlike what they are doing now, and it will be a give away to the sale of traffic news." For the news and traffic reporters at Metro, the future is mostly in traffic reporting. For Mackenzie, the future may even make traffic on the radio obsolete. She sees the new GPS technology as a way to beam traffic information from satellites directly into cars. For Hill, radio will continue to be the best source of traffic information, "Traffic is the great equalizer in our world. Rich, poor, doesn't matter, traffic sucks, and it's getting worse everyday. So I might be the last live guy on the radio."

On the topics of HD and satellite radio, the people at Metro didn't express strong opinions. There was general agreement that satellite radio doesn't have much of a future and that it will soon fade out of the radio landscape. On HD Radio the feeling is that Metro provides a product with excellent sound quality that will fit on any radio service, AM, FM or HD.

At KSOP, Jacobson feels his type of news operation is going the way of the dinosaur. He predicts that all the one-person news operations, likes his, will soon be

gone. News on the radio will be done by talk and news stations like KSL or through news services like Metro Networks. He is of the opinion that if the public doesn't demand more news from radio, it is just not going to happen. On HD Radio, his company has no plans to make the financial commitment to HD until it is much more widely accepted by the general public. Like most of the others interviewed for this research, Jacobson does not see a bright future for satellite radio.

Chapter Summary

This chapter provided a look at the individual stations that make up the four ownership groups in the study. The first section consisted of profiles that outlined the format, personnel and basic schedule of programming for the stations. Section two examined the newsgathering and production processes for the stations by looking at facilities and the morning routines for producing the newscasts. In the third section, the individual journalists were profiled. In the fourth and closing section, we heard from the local journalists on important issues for the radio industry such as workload, job satisfaction, effects of technology and the future for radio news.

CHAPTER VI

CONCLUSIONS, IMPLICATIONS AND SUGGESTIONS
FOR FUTURE RESEARCH

Conclusions

If the data generated in this study hold true for the wider commercial radio

industry, radio news, as a public interest channel, is in crisis. While several stations in

the sample demonstrated a commitment to the programming of news, most presented

little more than a headline service, with more traffic reporting than news, and some didn't

even perform at that low level. This study looked at the morning drive period (6 a.m. to 9

a.m.), which is traditionally the time when the most news programming is featured in

commercial radio. Little news is programmed outside morning drive, and according to

this study, so little is being programmed within this time period, the question of whether

the public interest is being served takes on even more importance. The station featuring

the most news (including news, sports, traffic and weather reports) programmed about 24

minutes of news per hour in the morning drive period. This gave the audience a news

hour that, on average, was about 40 percent news and 60 percent talk and commercials on

a station that promoted itself as a news authority. The station with the second most news

in the morning drive period provided just under 10 minutes, a decrease of more than 60

percent from number one to number two. The station providing the least news

programming presented about four and a half minutes per hour. When you considered that this station's news content was exclusively traffic reports, any claim of commitment to news must be questioned. In fact, traffic reports appeared to take up a disproportionate amount of news time on all the stations in the market. On average, 32.3 percent of all news in the content analysis was traffic news.

Low news level notwithstanding, the pattern that emerged from the content analysis tended to support the idea that locally owned stations program more news for their communities than the large corporate station owners. All the stations in the sample that were locally owned averaged just over 8.5 minutes worth of news programming per hour in the morning drive period. The stations owned by large corporations featured less than half the amount of news programming, on average, 3.7 minutes per hour.

When one considered the amount of news produced by the local stations, where information value for the audience lasts longer than the immediate value of a traffic, weather or sports report, the amount of news content sank even further. This category took out the network news, traffic, weather and sports reports. The locally owned stations averaged only about 3.1 minutes per hour of in this category, while the large, corporate stations featured less than half that at about 1.5 minutes per hour.

While the total amount of news programming appeared small in the content analysis, it is easy to see why when you compare it to the data gathered from the in-depth interviews and observations in the study. While not all stations participated in the qualitative part of the study (the 6 Clear Channel stations refused) only one station in the sample had a staff large enough to generate original news content on a regular basis. As

the observations and interviews showed, the news operation for KSL was well staffed and well supported by ownership, but that could not be said for any of the other stations in the study. The news director at locally owned KSOP was a veteran newscaster with more than 25 years' experience in the Salt Lake City market, but he was the entire news staff and appeared to be overworked and under equipped for the job. The large, corporate Citadel stations tasked their traffic reporters with providing four reports per hour for as many as four stations a shift or about 16 traffic reports an hour. The daily grind of producing all those reports for little salary, no company benefits, and not much support from ownership made these jobs more like factory work than good journalism. Additionally, Citadel outsourced all its other news programming to Metro Networks, another staff that appeared to be both overworked and complained that they were undervalued by ownership. Metro Networks' roots are in the traffic reporting business and as some of its own employees admitted, they offer news as an ancillary part of their operation. With its practice of serving so many stations with so few news workers, Metro Networks couldn't be considered much more than a headline service at best. For all these reasons, the data generated by this study tended to support the charges of media critics such as McChesney, Sanders and others who report local news programming is being driven out of radio by large, corporate ownership groups in order to increase profits with little regard for the needs and interests of the local audiences. Let us now look at the commitment of each of the four ownership groups to producing and programming local news.

Examining the Research Questions by Individual Ownership Group

Bonneville International Corporation

The data generated by both the qualitative and quantitative methods utilized in this study suggested that Bonneville was the ownership group with the biggest commitment to news programming in the Salt Lake City market. The in-depth interviews and observations reported earlier in the study reveal a number of key factors about the Bonneville station group. All of the Bonneville stations in the market featured newscasts in the morning drive period that went beyond just weather and traffic reporting. With the exception of KUTR AM, which was fully automated and featured only network newscasts, all the Bonneville stations had at least one newsperson at each station whose primary job it was to produce and present local news programming. The staff at Bonneville's KSL AM & FM was by far the largest radio news staff in the market. KSL was the only station in the study that employed field reporters, on a daily basis, to generate local news content. The news journalists who work at the Bonneville stations had more overall combined experience in journalism than the other three ownership groups and more combined experience reporting the news in the local market than the other groups. To a person, the Bonneville journalists expressed a much higher level of job satisfaction and a much more optimistic outlook on the future of radio news than journalists employed by the other three ownership groups in the study. Bonneville appeared to have made the biggest investment in digital technology and state-of-the-art newsgathering equipment to enhance the quality and sound of its news programming. In

the case of KSL, Bonneville's studio facility featured a highly efficient design for news announcing and production as well as in-studio news interviewing. Bonneville was the only ownership group in the study that equipped its field reporting staff with laptop computers and cellular communication devices to allow editing of the news in the field and a quick, efficient way of filing stories for the newscasts.

The in-depth interviews and observations did reveal some aspects of the Bonneville operations that critics might consider troubling. Chief among them, was the KSL policy that required the morning news journalists to produce commercials and make public appearances on behalf of commercial sponsors. Ethical guidelines from journalistic organizations such as the Radio and Television News Directors Association warn that practices such as this can put journalists in potentially compromising situations. From a news programming perspective, Bonneville's KUTR AM didn't fit well with the news emphasis featured on the company's other station. KUTR AM was purchased by Bonneville with the idea that it would be programmed as a women's talk station. That format failed in 2005 and Bonneville didn't appear to know what to do with the station. Since 2005 it had been automated and featured only an ABC Network newscast each hour, no local news, no sports, traffic or weather. The station did not have enough listeners to show up in the Arbitron ratings and just appeared to be in limbo until the company decides to sell it off or try some new programming experiment.

The quantitative data generated for the study was consistent with the qualitative data in suggesting that Bonneville had the biggest commitment to news programming among the four ownership groups. The category of All News, which included all the

news types (network, local sports, weather and traffic) the Bonneville stations, on average, produced 3.6 percent more news than the other local ownership group, KSOP, Inc. However, the gap between groups got much wider in this category when one compared Bonneville's All News production versus the amount of All News programmed by the two, large national corporate groups Clear Channel and Citadel. The 3.6 percent gap between the local groups was small when you consider the gap between Bonneville and the two large corporate groups. Bonneville produced 47.6 percent more news than Clear Channel and 61.1 percent more than Citadel in this category. Put another way, for All News, Bonneville was producing approximately 8.5 minutes worth of news per hour, per station. This compared to 8.2 minutes for KSOP, Inc, 4.4 minutes for the Clear Channel stations and about 3.1 minutes per hour, per station for the Citadel stations.

In a second dimension, the Individual Station with the most news for each group, Bonneville's KSL, a News/Talk station, produced 60.8 percent more news than its Clear Channel News/Talk competitor KNRS, 65.8 percent more than KSOP, which featured a country music format and 81.1 percent more than Citadel's KUBL, which also programmed country music. In terms of minutes, KSL produced, on average, approximately 24 minutes worth of news content per hour compared to 9.4 for KNRS, 8.2 for KSOP and 4.5 for KUBL.

In the category, the Individual Station with the least amount of news, only KSOP featured more news than Bonneville's KSFI. While KSFI only programmed about 2.75 minutes of news per hour in the morning drive period, that was still 2.85 times more news than Citadel's KBER and 1.8 times more than Clear Channel's KZHT.

In the categories looked at for Bonneville, the study considered all news programmed by the four ownership groups. Let us now consider only locally produced news that originates from Salt Lake City studios and excludes any network newscasts, traffic, weather or sports reports. Since Bonneville was the only ownership group to feature network newscasts, its news programming numbers went down somewhat in this category; however, as a group, Bonneville still programmed more news in the morning drive period than the other three groups. In the weekly average for news programming in this category, Bonneville produced 1.8 percent more news than its locally owned competitor KSOP, Inc, 31.3 percent more than Clear Channel and 72.2 percent more than Citadel.

To conclude, the data generated from both the qualitative and quantitative methods in this study indicated that Bonneville was the ownership group with the most commitment to producing and programming news. From the qualitative data, Bonneville employed more news workers, with more experience in the industry, and more experience in the local market than the other three ownership groups. Bonneville also gave its news people the most modern equipment and studio facilities for producing news. Pay and job satisfaction levels appeared to be highest among Bonneville employees. According to the quantitative data, Bonneville programmed more news in the All News, Individual Station with the Most News (KSL) and Locally Produced News categories. In the Individual Station with the Least News category, only KSOP featured more news programming. With the number one, number two and number eight Arbitron

rated stations in the Salt Lake City market, Bonneville found a way to program news, attract a large audience, and make a profit doing it.

Citadel Broadcasting

In almost direct contrast to Bonneville, the Citadel stations appeared to be the ownership group with the least amount of commitment to news. Of the four ownership groups, Citadel was the only one that outsourced its news. When asked why Citadel outsourced its news programming, the Citadel program director replied it was mostly to save money by avoiding the cost of salaries and benefits for journalists. But the program director was also quick to add full confidence in the news programming services of Metro Networks. The Citadel executive went on to describe the Metro News Bureau in Salt Lake City and how it was fully staffed and generated original news content on a daily basis. However, the description was not much like what the researcher found at Metro Networks during the interviews and observations. It led the researcher to conclude the Citadel program director was either misinformed or was trying to justify this company's lack of commitment to news. When asked why Citadel had its own traffic reporters, the Citadel program director replied that it was because in the past, the Metro Networks traffic reporters had sometimes been unreliable and missed reports. The program director then said the company wanted to make sure the traffic reports were produced on schedule because most of them were sponsored and Citadel lost money when traffic reports were missed. It was interesting that Metro Networks was considered reliable when it came to supplying news reports, but not reliable enough for sponsored traffic.

In the content analysis, the Citadel group owned the stations that featured the least amount of news in every category. When news of all types was included, the average Citadel station programmed 3.05 minutes per hour in the morning drive period. Their station with the most amount of news, KUBL, gave its audience a daily average of just over 4.5 minutes of news per hour. Its least amount of news station, KBER, programmed traffic reports only during the syndicated *Bob and Tom Show*. In the mix of story types, 43.8 percent of all the Citadel news coverage was traffic reports. This compared to 29.1 percent for standard news coverage, 15.0 percent for sports and 12.1 percent for weather across the eight Citadel stations in Salt Lake City.

Clear Channel

Clear Channel's commitment to news programming was a little harder to gauge because of its refusal to allow the researcher access to its news worker for interviews or observation. With the exception of Clear Channel, the ownership groups were open, even welcoming, in their participation with the study. As was noted earlier, Clear Channel is the largest station owner in the United States with a reputation for cost cutting and bullying its competition. Clear Channel's refusal to cooperate with this study may be part of its national policies, but timing of the data collection may have also played a role. The interviews and observations for the study took place in the last three months of 2006. It was the same period of time that Clear Channel announced it was taking the company private and would restructure its corporate organization. Rumors among the radio workers in the Salt Lake City market had Clear Channel planning to make massive

changes, which might have included layoffs and further automation of its local radio operations. Several of the radio workers interviewed for the study were former Clear Channel employees or had friends working for Clear Channel. They characterized their colleagues as anxious and fearful, that they (the Clear Channel workers in Salt Lake City) might soon be unemployed. It was understandable that Clear Channel workers and local management might not want to talk to a researcher at a time when their livelihood could be threatened.

As for the content analysis, Clear Channel's commitment to programming local radio news appeared to be third among the four ownership groups. It should be noted that there was a rather sizable gap in the programming of the second place group (KSOP, Inc) and Clear Channel. For example, in the all news category, Clear Channel, on average, programmed 54.3 percent less news than KSOP or about 3.7 minutes fewer minutes per hour. In the stations with the most news programming, Clear Channel's KNRS did program more news than KSOP by about 14.8 percent. However, in the least amount of news category, KSOP programmed 5.4 times more news than Clear Channel's KZHT or about 8.2 minutes of news per hour for KSOP to about 1.5 minutes per hour, on average, for KZHT. In locally produced news, without network, traffic, weather or sports reports, on average, KSOP produced almost 70 percent more news programming than the average Clear Channel station in the content analysis.

KSOP, Inc

From both the qualitative and quantitative data collected in this study, locally-owned, KSOP appeared to be the second most committed ownership group when it came to programming news. While KSOP featured a one-person news staff, that staffing level was much higher than Clear Channel or Citadel (or its agency Metro Networks), the corporate companies that require news journalists to work for more than one station. In many ways, the KSOP operation was a throwback to the 1970s. It featured a single newsperson, supported by a news wire service and enough support from management to produce regular newscasts in the morning drive period only. KSOP did not generate much original news content, but it benefited from the experience of a veteran journalist (Dick Jacobson) who had been producing radio news in the market for more than 25 years.

In the content analysis, KSOP was second in news programming only to Bonneville in the all news category, third in the individual station with most news category and again second only to Bonneville with more news programming than Clear Channel or Citadel, in the stations with the least news category.

Suggestions for Future Research

This study looked at how commercial radio news is produced and programmed by four ownership groups in a single market. This basic research model could be expanded in a number of ways to provide both a wider and deeper understanding of the state of radio news and the public interest.

First, expanding the scope of the research to take in a wider variety of market situations. Arbitron, the commercial radio ratings service, divides the country into 302 markets with a population range of over 15-million people in the largest market (New York City) to about 60-thousand in the smallest (Aspen, Colorado). Salt Lake City was chosen partially for its medium size of just over 1.6 million potential listeners. The question here is whether or not market size is an issue. Does market size make a difference in the amount of news produced per station? Does geography make a difference? Is one region of the country better served than another? It would be interesting to replicate this research across a number of different market sizes and regions to see if the amount of news stays the same under these different conditions.

Second, this study only takes in commercial radio stations. It would be very interesting to expand the scope to include non-commercial and public radio stations. Looking at just the Salt Lake City market, Arbitron lists 11 non-commercial radio stations with a variety of ownership structures from universities to community groups to religious organizations and even a high school. Several of the stations take at least some of their news programming from National Public Radio. One of the public stations buys the services of Metro Networks to help produce its news. Other non-commercial stations have full or part-time news staffs that produce a range of programming from 88-second updates to hour-long blocks of news. It would be interesting to see how a staff of local journalists who are either part or all volunteer produces news. If news is really in the public interest, is it being better served on publicly owned radio stations?

Third, in the Salt Lake City market a significant portion of the listening audience is being left out of this research because it is listening to the radio in another language. Three commercial AM stations and three commercial FM stations now broadcast most, if not all, of their programming in Spanish. Several of the non-commercial stations dedicate large blocks of programming to the Hispanic community. Across the country, Arbitron lists 227 Spanish language stations that program to 9.5 million weekly listeners. Arbitron says the Mexican Regional format nearly doubled in the period 2002 to 2006. It would be interesting to look at how the news was produced and programmed for the Hispanic community and perhaps other ethnic groups across the country. This would also be a way of looking at localism from the perspective of community rather than geography, as is suggested by some media scholars.

Finally, this study looked at radio news produced and programmed only in the morning drive period from 6 a.m. to 9 a.m. Traditionally this is the time period in which the listening audience is largest and when stations are most likely to program some kind of news. What this research found is that the amount of radio news being programmed in the morning drive period is now fairly small. Future studies of this type could look at whether news programming is more or less prominently featured in other parts of the day.

Implications

The issues of broadcast ownership and localism have been the topic of much

debate at the Federal Communication Commission, especially since the

Telecommunications Act of 1996. The data gathered for this study relate directly to both

those concerns. On localism, this study indicates the decline of local radio news in the

sample market. On ownership, it suggests local owners are more likely to program and

support local radio news then large, outside corporate owners. As Napoli and Zhaoxu

Yan (2007) point out in a similar study about television news programming, large

corporations will argue that allowing companies to own large groups of stations will

create economies of scale that permit the stations to produce more local news. Napoli

and Zhaoxu Yan's research found that rationale to be false. This study also disputes that

argument.

In a recent Op-Ed article in the New York Times (December 22, 2007), the deans

of eight of the nation's top schools of communication (University of Texas, Harvard

University, University of Maryland, Columbia University, Northwestern University,

University of Missouri, Syracuse University and University of Southern California)

called upon the FCC to use the agency's regulatory authority to increase the commitment

by owners for more local news reporting. The deans argue that local news is an

important part of our democracy, "we do not believe that the market can be absolutely

trusted to provide the local news gathering that the American system needs to function at

its best."(¶ 7) The deans want the FCC to support local news by being more demanding

in the broadcast license renewal process.

The deans are not alone in their criticism of the FCC and the agency's recent handling of ownership issues. U. S. Senator Byron Dorgan (D-ND) has threatened to push legislation that would overturn recent FCC rulings on broadcast ownership (Radio Ink, December 21, 2007). U.S. Senators Daniel Inouye (D-Hawaii) and Jay Rockefeller (D-WV) are working on legislation that would revamp the FCC and the way the agency handles public comment (Broadcasting and Cable, January 7, 2007). The *Media Access Project* and the *American Federation of Radio and Television Artists* have threatened to sue the FCC over a recent commission vote on ownership. *MAP* and *AFTRA* (Radio Ink, December 18, 2007) want the FCC to do a better job of protecting "diversity of local voices and the public interest." (¶ 6)

At least one of the ownership groups in this study has demonstrated stations can feature local news programming, which is in the public interest, and still draw large listening audiences that lead to profitability. The media landscape may have changed greatly in the digital age, but that doesn't mean the FCC should stop demanding that broadcast owners operate in the public interest. The license to operate a broadcast facility is still part of the public trust and ownership needs to live up to that responsibility.

Some will argue that we need to turn back the clock and return to the media regulatory environment as it was before the deregulation movement that began in the 1980s and accelerated with the 1996 act. In light of changes in the media environment, this notion seems both idealized and outdated, however, a recent report released by the FCC holds some possible solutions to problems on localism. The report, entitled *Report*

on Broadcast Localism and Notice of Proposed Rulemaking, was adopted by the

Commission on December 18, 2007. It calls the idea of reinstating the old license

ascertainment process both unfeasible and unnecessary. In the place of the old

procedure, the Commission is proposing the establishment of a new system of permanent

advisory boards to be set up in the local station markets. The report cites seven instances

where broadcasters have used local advisory boards to improve content and says these

cases:

> "indicate that some broadcasters engage in substantial,
> inventive, and ongoing efforts to identify the needs and
> interests of the members of their communities of license
> as a first step in formulating and airing locally oriented,
> community-responsive programming that will meet those
> needs." (p. 8)

In the seven examples, a variety of representatives have been used to consult on local

issues including community leaders, local politicians, representatives of non-profit and

minority groups, public interest advocates and state broadcasters associations.

Communication with the local representatives has taken place using a variety of methods

including regular meetings, correspondence by telephone and email as well as community

interviews and surveys. As presented in the report, the idea of local advisory boards

shows promise, and, as of this writing, the Commission is asking for public comment on

the proposal.

Like most proposals, the success or failure of local community advisory boards

hinges on important issues such as how they will be created, how they will function and

how much authority they will have to insure that local broadcasters are acting in the

public interest. In the report, the Commission asks for specific public comment on the following:

> "Will such community advisory boards be able to
> alert each broadcaster to issues that are important
> to its community of license? How should members
> of the advisory boards be selected or elected?
> Should the former ascertainment guidelines be a
> starting point to identify those various segments
> in the community with whom the licensees should
> consult? How can the advisory boards be composed
> so as to ensure that all segments of the community,
> including minority or underserved members of the
> community, would also have an opportunity to voice
> their concerns about local issues facing the area?
> How frequently should licensees be required to meet
> with these advisory boards?" (p. 15)

The report goes on to suggest that if a broadcaster has an existing advisory board, it might be enough to satisfy the requirements. However, it also asks for public comment on standards for satisfying goals on localism.

Local communities probably know and understand local problems best, but standards need to be set by the Commission that ensure all local communities implement local advisory boards that truly represent the public interest and not just the interest of the station owners. Care needs to be taken that the FCC is not just shifting responsibility for localism to local boards that could be heavily influenced or controlled by station owners. The local advisory boards would need to have the public interest at heart and the authority to make sure broadcasters live up to their obligations as a public trust.

There are also other ways the FCC can support local news for the benefit of the listening audiences. For example, with the coming of HD radio, new channels of communication will be opened and the Commission could require that some of these

channels be used for news and community service. As it now stands, satellite radio is prohibited from offering local news as a part of its services. Congress and the FCC should consider lifting this ban and allow the satellite services to compete in the local news arena. The FCC could do more to encourage the development of low-power FM stations. Because of their limited power, LPFM stations tend to be more community based and could be an important channel for distributing the work of citizen journalists. Finally, local stations could be encouraged to use their websites as a way of distributing local news. One of the ownership groups in the study is already taking some of its newscasts and turning them into podcasts that listeners can access at any time via the Internet.

With the low levels of news programming documented in this study, it seems clear the public is not being well served by the consolidation of ownership that has taken place with the deregulation of the radio industry. The free market has put a premium on cutting costs and increasing profits, while the obligation for public service is pushed aside. The FCC was created to represent the public, but when it comes to radio news, the Commission seems unwilling or unable to develop and enforce regulations that are clearly in the public interest. The public needs local news programming that does more then just provide traffic and weather information. It needs news journalism that addresses real issues such as health care, the economy, and the environment and public safety. As FCC Commissioner Michael Copps (2008) put it in his recent statement in response to the report on broadcast localism, "we have had a dangerous, decades-long

flirtation with media consolidation. I would welcome a little romance with the public

interest for a change." (p. 7)

APPENDIX A

RECORDING SCHEDULE FOR RADIO AIRCHECK SAMPLES

Monday

Clear Channel	Oct Mon 10/23/06	Nov Mon 11/21/06	Dec Mon 12/19/06
KNRS	8-9	6-7	7-8
KZHT	8-9	6-7	7-8
KJMY	8-9	6-7	7-8
KODJ	8-9	6-7	7-8
KOSY	8-9	6-7	7-8
KXRV	8-9	6-7	7-8
Citadel			
KFNZ/KJQS	7-8	8-9	6-7
KKAT AM/FM	7-8	8-9	6-7
KUBL	7-8	8-9	6-7
KBER	7-8	8-9	6-7
KBEE	7-8	8-9	6-7
KENZ	7-8	8-9	6-7
Bonneville			
KSL AM/FM	6-7	7-8	8-9
KUTR	6-7	7-8	8-9
KSFI	6-7	7-8	8-9
KRSP	6-7	7-8	8-9
KSOP AM/FM	6-7	7-8	8-9

Tuesday

Clear Channel	Oct Tue 10/31/06	Nov Tue 11/21/06	Dec Tue 12/19/06
KNRS	8-9	6-7	7-8
KZHT	8-9	6-7	7-8
KJMY	8-9	6-7	7-8
KODJ	8-9	6-7	7-8
KOSY	8-9	6-7	7-8
KXRV	8-9	6-7	7-8
Citadel			
KFNZ/KJQS	7-8	8-9	6-7
KKAT AM/FM	7-8	8-9	6-7
KUBL	7-8	8-9	6-7
KBER	7-8	8-9	6-7
KBEE	7-8	8-9	6-7
KENZ	7-8	8-9	6-7
Bonneville			
KSL AM/FM	6-7	7-8	8-9
KUTR	6-7	7-8	8-9
KSFI	6-7	7-8	8-9
KRSP	6-7	7-8	8-9
KSOP			
KSOP AM/FM	6-7	7-8	8-9

Wednesday

Clear Channel	Oct Wed 10/18/06	Nov Wed 11/15/06	Dec Wed 12/06/06
KNRS	7-8	8-9	6-7
KZHT	7-8	8-9	6-7
KJMY	7-8	8-9	6-7
KODJ	7-8	8-9	6-7
KOSY	7-8	8-9	6-7
KXRV	7-8	8-9	6-7
Citadel			
KFNZ/KJQS	6-7	7-8	8-9
KKAT AM/FM	6-7	7-8	8-9
KUBL	6-7	7-8	8-9
KBER	6-7	7-8	8-9
KBEE	6-7	7-8	8-9
KENZ	6-7	7-8	8-9
Bonneville			
KSL AM/FM	8-9	6-7	7-8
KUTR	8-9	6-7	7-8
KSFI	8-9	6-7	7-8
KRSP	8-9	6-7	7-8
KSOP			
KSOP AM/FM	8-9	6-7	7-8

Thursday

Clear Channel	Oct Thursday 10/12//06	Nov Thursday 11/09/06	Dec Thursday 12/07/06
KNRS	8-9	6-7	7-8
KZHT	8-9	6-7	7-8
KJMY	8-9	6-7	7-8
KODJ	8-9	6-7	7-8
KOSY	8-9	6-7	7-8
KXRV	8-9	6-7	7-8
Citadel			
KFNZ/KJQS	7-8	8-9	6-7
KKAT AM/FM	7-8	8-9	6-7
KUBL	7-8	8-9	6-7
KBER	7-8	8-9	6-7
KBEE	7-8	8-9	6-7
KENZ	7-8	8-9	6-7
Bonneville			
KSL AM/FM	6-7	7-8	8-9
KUTR	6-7	7-8	8-9
KSFI	6-7	7-8	8-9
KRSP	6-7	7-8	8-9
KSOP			
KSOP AM/FM	6-7	7-8	8-9

Friday

Clear Channel	Oct Fri 10/27/06	Nov Fri 11/03/06	Dec Fri 12/22/06
KNRS	6-7	7-8	8-9
KZHT	6-7	7-8	8-9
KJMY	6-7	7-8	8-9
KODJ	6-7	7-8	8-9
KOSY	6-7	7-8	8-9
KXRV	6-7	7-8	8-9
Citadel			
KFNZ/KJQS	8-9	6-7	7-8
KKAT AM/FM	8-9	6-7	7-8
KUBL	8-9	6-7	7-8
KBER	8-9	6-7	7-8
KBEE	8-9	6-7	7-8
KENZ	8-9	6-7	7-8
Bonneville			
KSL AM/FM	7-8	8-9	6-7
KUTR	7-8	8-9	6-7
KSFI	7-8	8-9	6-7
KRSP	7-8	8-9	6-7
KSOP			
KSOP AM/FM	7-8	8-9	6-7

APPENDIX B

CODING INSTRUCTIONS

The purpose of this coding is to record all news programming on the one-hour CD samples from radio stations in the Salt Lake City market. Please enter the data on the spreadsheets files designed for the coding and save each hour separately. Save the spreadsheet file with the call letters of the radio station and the identity number on each CD.

Entering CD title information:

All CDs will be labeled with the identifying information.

In the name box: Put the call letters of the radio station, the CD number and your initials.

In the day box: Put the day of the recording from the CD label.

In the hour box: Put the time the CD was recorded from the CD label.

In the month box: Put the month the CD was recorded from the CD label.

Once you have input the identifying information on the spreadsheet, put the CD into the CD player. The time code reading on the CD player will read 00:00 at the start. Once you start the player, the time code will read in seconds and minutes until the CD ends at one hour or 1:00:00.

Entering the Data:

Under the heading labeled **Story** there are four columns, here is how you enter the data in those columns. As you listen to the CD, record the start time of each piece of news story in the **Start** column of the spreadsheet. When each news story ends, record the stop time in the **Stop** column. In the column labeled **TT**, the total time for the news story will appear automatically. So of you enter 01:11 as the start time and 01:21 as the stop time, the total time of 00:10 will appear in the TT column. That means the news story is 10 seconds long. Once you have entered the start and stop times, enter a name for the story in the **Story Title** column. Keep the names simple, usually one to three words that describe the story.

The next section on the spreadsheet has two columns with the heading **Origin**. From the way in which the news stories are introduced on the CD, determine if the story originates from one of the local stations or whether it is from a network source outside the Salt Lake

City area. The point of origin will usually be announced at the start of each newscast. Once you have determined the origin of the story, enter the total time in seconds in the column labeled **Net**, for an outside network newscast or **SL** for a newscast that originates in Salt Lake City.

The next section of the spreadsheet has four columns with the heading **Coverage**. In this section you are to determine the nature of the coverage for each story. Use the following definitions to determine in which column you should place the TT for each story.

Local news is defined as any news generated from Ogden in the north to Salt Lake City in the center to Provo in the south and all the communities between. Locally, this area is generally referred to as the Wasatch Front; it follows the eastern slope of the Rocky Mountains from north to south for about 80 miles.

Reg or Regional news is any news from outside the local area but in the surrounding states of Idaho, Nevada, Arizona, Colorado and Wyoming, as well as the areas of Utah outside the Salt Lake City market.

Nat or National/International news is any news from outside the region.

Other is the fourth column and is for stories that clearly do not fit into one of the first three categories. A good example here is a feature story that is used at the end of the newscast, where the location of the events is not clearly identified in the story.

The heading on the next section of the spreadsheet has three columns and is labeled **Presentation**. Here, you record the total time for the news story in the appropriate column following the definitions below:

Read or anchor reads, where the story was read by a news announcer and no other elements are used to tell the story.

Act or read/actualities, where the anchor read the story and an actuality or part of an interview was included.

Pack or package reports, where the story was introduced by a news announcer who handed it off to a reporter who told the story from the field or somewhere outside of the main news studio.

The heading on the last section has four columns and is labeled **Story Category**. In this section you enter the total time for the following categories.

News - all stories in the newscast that had the aim of informing the audience.

Weather - stories about the local weather conditions.

Sports - stories that focused on sports including local, national and international sports.

Traffic - reports about traffic conditions in the local area.

APPENDIX C

ONE-HOUR SAMPLE OF EACH STATION

KRSP01TR			MON			6:00 AM	OCTOBER											
Story				Origin		Coverage				Presentation			Story Category					
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
04:12	04:27	00:15	Nigerian Air Crash		15			15		15			15			
04:28	04:42	00:14	Iraq Death Toll		14			14		14			14			
04:43	04:54	00:11	California Wildfire		11			11		11			11			
04:55	05:09	00:14	Dead baby Utah Co.		14	14				14			14			
05:10	05:25	00:15	Ogden Police Sued		15	15				15			15			
05:26	05:55	00:29	TempleSquare Inn Closed		29	29				29			29			
08:11	08:37	00:26	NFL Scores		26			26		26					26	
08:38	08:54	00:16	BYU vs AirForce		16	16				16					16	
09:07	09:34	00:27	Weather		27	27				27				27		
25:15	25:37	00:22	Traffic		22	22				22						22
53:09	53:34	00:25	Traffic		25	25				25						25
					214	148		66		214			98	27	42	47

KSFI01TS			Mon		6am			Oct								
Story				Origin		Coverage				Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
00:34	01:02	00:28	Dangerous Cities		28	28				28			28			
01:02	01:15	00:13	Cal. Fires		13			13		13			13			
01:15	01:34	00:19	Inn Closed		19	19				19			19			
01:34	01:44	00:10	Weather		10	10				10				10		
13:34	13:56	00:22	Traffic		22	22				22						22
28:45	29:08	00:23	Headlines		23	23				23			23			
29:13	29:37	00:24	Traffic		24	24				24						24
44:10	44:30	00:20	Traffic		20	20				20						20
57:20	57:26	00:06	Headlines		6	6				6			6			
57:30	57:54	00:24	Traffic		24	24				24						24
					189	176		13		189			89	10		90

KSL01TS			Mon	6am		Oct										
Story				Origin		Coverage				Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
00:46	00:56	00:10	Skilling Sentence	10				10		10			10			
00:57	01:08	00:11	Beer Explosion	11				11		11			11			
01:09	01:19	00:10	School Shooting	10				10		10			10			
01:20	02:05	00:45	World Series	45				45				45	45			
02:35	03:24	00:49	Romney		49	49						49	49			
03:28	03:39	00:11	Headlines		11	11				11			11			
03:50	04:32	00:42	Terrorist Software		42	42						42	42			
04:33	04:48	00:15	Magazine Coverup		15	15				15			15			
04:49	05:00	00:11	SL Firebombs		11	11				11			11			
05:01	05:31	00:30	Local Property Crimes		30	30						30	30			
05:32	05:46	00:14	Cache Co Accident		14		14			14			14			
05:47	05:52	00:05	Headline		5	5				5			5			
07:07	07:44	00:37	Traffic		37	37				37						37
07:47	07:58	00:11	Weather		11	11				11				11		
08:35	09:01	00:26	Missing Girl and Baby		26		26					26	26			
09:02	09:18	00:16	Forest Purchase		16		16			16			16			
09:19	10:04	00:45	New Temple		45	45						45	45			
10:05	10:16	00:11	Headlines		11	11				11			11			
12:29	12:48	00:19	BYU and Polls		19	19				19			19			
12:49	13:26	00:37	BYU Offense		37	37					37				37	
13:27	13:41	00:14	NFL Highlights		14			14		14					14	
13:42	13:49	00:07	World Series		7			7		7					7	
16:42	17:32	00:50	Traffic		50	50				50						50
17:36	17:51	00:15	Weather		15	15				15				15		
18:14	18:30	00:16	Headlines		16	16				16			16			
18:33	19:31	00:58	RI Senate Race		58			58				58	58			
19:32	20:26	00:54	Foley Pension		54			54				54	54			
22:30	23:25	00:55	Business News	55				55		55			55			
26:29	27:18	00:49	Traffic		49	49				49						49
27:22	27:31	00:09	Weather		9	9				9				9		
27:55	28:53	00:58	Iraq War	58				58				58	58			
29:04	29:33	00:29	Headlines		29	29					29		29			

29:45	30:22	00:37	Magazine Coverup		37	37						37	37			
30:28	30:38	00:10	Headlines		10	10				10			10			
30:56	31:28	00:32	Cal. Congressional Race		32			32				32	32			
31:29	31:37	00:08	Enron Hearing		8			8		8			8			
31:37	31:48	00:11	Texas Flooding		11			11		11			11			
31:49	31:55	00:06	Pittsburgh Rail Fire		6			6		6			6			
33:08	33:50	00:42	Faith and Family		42	42						42	42			
33:51	34:00	00:09	Gang Firebombs		9	9				9			9			
34:01	34:14	00:13	Missing Girl and Baby		13		13			13			13			
34:15	34:43	00:28	Local Property Crimes		28	28					28		28			
36:03	36:49	00:46	Traffic		46	46				46						46
36:53	37:07	00:14	Weather		14	14				14				14		
37:42	40:04	02:22	Obama Runs		142			142				142	142			
42:49	43:20	00:31	College Football Polls		31			31		31					31	
43:21	43:48	00:27	BYU Injury		27	27					27				27	
43:49	43:56	00:07	MW Wrap		7		7			7					7	
43:57	44:06	00:09	NFL Highlights		9			9		9					9	
44:07	44:12	00:05	World Series		5			5		5					5	
47:02	47:51	00:49	Traffic		49	49				49						49
47:56	48:12	00:16	Weather		16	16				16				16		
48:40	48:56	00:16	Headlines		16	16				16			16			
52:20	53:15	00:55	Business News	55				55		55			55			
55:36	56:22	00:46	Traffic		46	46				46						46
55:23	55:47	00:24	Weather		24	24				24				24		
				244	1308	855	76	621		771	121	660	1049	89	137	277

KUTR01TS				Mon		6am		Oct									
Story				Origin		Coverage				Presentation			Story Category				
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
05:21	06:03	00:42	California Fires	42				42				42	42			
06:03	06:10	00:07	Iraq deaths	7				7		7			7			
06:10	06:44	00:34	Nigeria Crash	34				34				34	34			
06:44	07:01	00:17	Duke rapes	17				17		17			17			
07:01	07:17	00:16	Dangerous cities	16				16		16			16			
08:17	08:58	00:41	Horror Movies	41				41				41	41			
08:58	09:13	00:15	Energy Drinks	15				15		15			15			
				172				172		55		117	172			

KBEE01TR				MONDAY		6 A.M.		DECEMBER									
Story				Origin		Coverage			Presentation			Story Category					
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
00:12	00:19	00:07	Headlines		7	7				7			7			
00:33	00:48	00:15	Suspect		15	15				15			15			
00:49	01:08	00:19	Fire		19	19				19			19			
01:09	01:28	00:19	Cats & idling cars		19	19				19			19			
02:47	03:13	00:26	Traffic		26	26				26						26
13:25	13:36	00:11	Weather		11	11				11				11		
21:20	21:40	00:20	Traffic		20	20				20						20
28:02	28:14	00:12	Weather		12	12				12				12		
39:12	39:28	00:16	Traffic		16	16				16						16
48:09	48:21	00:12	Weather		12	12				12				12		
58:44	58:58	00:14	Traffic		14	14				14						14
59:21	59:31	00:10	Headlines		10	10				10			10			
59:46	59:59	00:13	Snow Storm		13	13				13			13			
00:00	00:24	00:24	School Vouchers		24	24				24			24			
00:25	00:37	00:12	Sub for Santa		12	12				12			12			
					230	230				230			119	35		76

KBER01TS				6am			Dec										
		Story		Origin			Coverage			Presentation			Story Category				
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
24:55	25:28	00:33	Traffic		33	33				33						33
58:21	58:53	00:32	Traffic		32	32				32						32
					65	65				65						65

KENZ01TS			Mon	6am		Dec									
Story				Origin		Coverage				Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
18:34	18:57	00:23	Weather		23	23				23				23		
29:27	29:52	00:25	Traffic		25	25				25						25
38:32	38:49	00:17	Weather		17	17				17				17		
44:14	44:40	00:26	Traffic		26	26				26						26
					91	91				91				40		51

KFNZ01TS			Mon		6am		Dec									
Story				Origin		Coverage				Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
01:01	01:35	00:34	Traffic		34	34				34						34
01:47	02:39	00:52	NFL Scoring Record		52			52			52				52	
02:40	02:53	00:13	NFL Scoreboard		13			13		13					13	
02:54	03:01	00:07	Monday Night Football		7			7		7					7	
16:20	16:52	00:32	Jazz		32	32				32					32	
16:53	17:03	00:10	Iverson Trade		10			10		10					10	
17:28	17:55	00:27	Traffic		27	27				27						27
38:40	39:15	00:35	Saints/Cowboys		25			25			25				25	
39:16	39:30	00:14	Local College BB Wrap		14	14				14					14	
39:41	40:16	00:35	Traffic		35	35				35						35
57:15	57:33	00:18	Weather		18	18				18				18		
58:12	58:53	00:41	Traffic		41	41				41						41
					308	201		107		231	77			18	153	137

KKAT01TS			Mon		6am		Dec									
	Story			Origin		Coverage				Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
01:30	01:58	00:28	Storm Effects		28	28				28			28			
01:59	02:12	00:13	United Way Drive		13	13				13			13			
02:13	02:27	00:14	Bush Iraq Planning		14			14		14			14			
02:28	02:48	00:20	Jazz Lose		20	20				20					20	
03:24	03:54	00:30	Traffic		30	30				30						30
04:19	04:37	00:18	Weather		18	18				18				18		
11:53	11:59	00:06	Weather		6	6				6				6		
18:58	19:27	00:29	Traffic		29	29				29						29
33:10	33:24	00:14	Headlines		14	14				14			14			
33:57	34:39	00:42	Traffic		42	42				42						42
39:25	39:42	00:17	Weather		17	17				17				17		
46:33	46:39	00:06	Weather		6	6				6				6		
50:40	51:11	00:31	Traffic		31	31				31						31
					268	254		14		268			69	47	20	132

KUBL01TR			MONDAY	6 A.M.			DECEMBER									
Story				Origin			Coverage			Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
00:45	01:07	00:22	Headlines		22	22				22			22			
01:08	01:15	00:07	Weather		7	7				7				7		
01:30	01:46	00:16	Sub for Santa		16	16				16			16			
01:47	01:59	00:12	Gateway stabbing		12	12				12			12			
02:00	02:13	00:13	Shuttle check		13			13		13			13			
02:14	02:26	00:12	Movie news		12			12		12			12			
02:39	02:51	00:12	Jazz vs Mavericks		12	12				12					12	
05:15	05:26	00:11	Weather		11	11				11				11		
09:30	09:54	00:24	Weather		24	24				24				24		
10:54	11:28	00:34	Traffic		34	34				34						34
####	22:59	00:10	Weather		10	10				10				10		
23:13	23:39	00:26	Traffic		26	26				26						26
33:08	33:23	00:15	Headlines		15	15				15			15			
33:34	33:42	00:08	Weather		8	8				8				8		
33:55	34:33	00:38	SeaTac Decorations		38			38		38			38			
40:39	40:45	00:06	Weather		6	6				6				6		
41:02	41:34	00:32	Traffic		32	32				32						32
53:54	54:04	00:10	Weather		10	10				10				10		
54:21	54:57	00:36	Traffic		36	36				36						36
					344	281		63		344			128	76	12	128

KJMY01TR			MON				6:00 AM	NOV										
		Story		Origin		Coverage				Presentation			Story Category					
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
26:50	27:14	00:24	Traffic		24	24				24						24
41:17	41:46	00:29	Traffic		29	29				29						29
54:05	54:25	00:20	Taylorsville Stabbing		20	20				20			20			
54:26	54:33	00:07	Cyber Monday		7			7		7			7			
54:34	54:57	00:23	Long Arm Hair		23			23		23			23			
54:58	55:28	00:30	Traffic		30	30				30						30
					133	103		30		133			50			83

KRNS01TR			MON	8AM			NOV									
		Story		Origin			Coverage			Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
00:35	00:47	00:12	Headlines		12	12				12			12			
00:48	01:06	00:18	Traffic		12	12				12						12
01:32	01:50	00:18	Weather		18	18				18				18		
01:51	02:25	00:34	Winter Storm		34	34						34	34			
02:26	03:02	00:36	High Speed Chase		36	36					36		36			
03:03	03:28	00:25	Jail Escape		25		25					25	25			
03:29	03:49	00:20	Greggerson Plea		20	20						20	20			
03:50	04:07	00:17	SLC Smoking Ban		17	17				17			17			
04:08	04:36	00:28	Deadly Bachelor Party		28			28			28		28			
04:37	04:48	00:11	Sports Headline		11	11				11					11	
04:49	04:52	00:03	Weather		3	3				3				3		
10:57	11:13	00:16	Traffic		16	16				16						16
11:20	11:39	00:19	Weather		19	19				19				19		
23:14	23:38	00:24	Headlines		24	24				24			24			
23:44	24:00	00:16	Traffic		16	16				16						16
24:23	24:57	00:34	Weather		34	34				34				34		
31:38	31:47	00:09	Headlines		9	9				9			9			
31:48	32:06	00:18	Traffic		18	18				18						18
32:31	32:49	00:18	Weather		18	18				18				18		
32:50	33:25	00:35	Winter Storm		35	35						35	35			
33:26	33:54	00:28	High Speed Chase		28	28					28		28			
33:55	34:19	00:24	Jail Escape		24		24					24	24			
34:20	34:55	00:35	Knife Fight		35	35					35		35			
34:56	35:21	00:25	White Collar Crime		25	25						25	25			
35:22	35:55	00:33	Bush in Astonia		33			33				33	33			
35:56	36:01	00:05	Sports Headline		5	5				5					5	
36:02	36:12	00:10	Weather		10	10				10				10		
53:52	54:19	00:27	Headlines		27	27				27			27			
54:20	54:38	00:18	Traffic		18	18				18						18
55:00	55:32	00:32	Weather		32	32				32				32		
					642	532	49	61		319	127	196	412	134	16	80

KODJ01TS				Mon		6am			Nov							
Story				Origin		Coverage				Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
01:04	01:19	00:15	Weather		15	15				15				15		
02:18	02:37	00:19	Traffic		19	19				19						19
02:45	03:18	00:33	Weather		33	33				33				33		
04:31	05:06	00:35	Stabbing		35	35				35			35			
05:07	05:27	00:20	Smoking Ban		20	20				20			20			
05:27	05:40	00:13	NATO Summit		13			13		13			13			
05:41	05:59	00:18	Service Jobs		18	18				18			18			
06:00	06:07	00:07	Jazz		7	7				7					7	
06:08	06:20	00:12	BYU Up in Polls		12	12				12					12	
06:21	06:24	00:03	NFL Update		3	3				3					3	
12:20	12:31	00:11	Weather		11	11				11				11		
22:01	22:23	00:22	Weather		22	22				22				22		
27:07	27:31	00:24	Traffic		24	24				24						24
31:50	32:08	00:18	Weather		18	18				18				18		
38:16	38:39	00:23	Weather		23	23				23				23		
43:27	43:53	00:26	Traffic		26	26				26						26
47:09	47:16	00:07	Weather		7	7				7				7		
52:32	52:55	00:23	Weather		23	23				23				23		
					329	316		13		329			86	152	22	69

KOSY01TS			Mon	6am		Nov									
		Story		Origin			Coverage			Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
00:52	01:18	00:26	Weather		26	26				26				26		
04:45	05:06	00:21	Traffic		21	21				21						21
17:23	17:48	00:25	Traffic		25	25				25						25
17:58	18:10	00:12	Weather		12	12				12				12		
25:07	25:17	00:10	Weather		10	10				10				10		
27:46	28:09	00:23	Holiday Travel		23	23				23			23			
28:09	28:31	00:22	Resort Openings		22	22				22			22			
28:31	28:47	00:16	NY Shootings		16			16		16			16			
28:47	29:12	00:25	Eating Out		25			25		25			25			
29:47	30:11	00:24	Weather		24	24				24				24		
33:09	33:31	00:22	Traffic		22	22				22						22
40:10	40:25	00:15	Weather		15	15				15				15		
48:10	48:43	00:33	Traffic		33	33				33						33
58:18	58:34	00:16	Weather		16	16				16				16		
					290	249		41		290			86	103		101

KXRV01TS			Mon	6am		Nov										
		Story		Origin		Coverage				Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
02:53	03:23	00:30	Weather		30	30				30				30		
06:43	07:06	00:23	Traffic		23	23				23						23
07:18	07:28	00:10	Xmas Sales		10			10		10			10			
07:29	07:48	00:19	Party Stabbing		19	19					19		19			
07:49	07:57	00:08	Smoking Ban		8	8				8			8			
07:58	08:08	00:10	BYU 20th		10	10				10					10	
08:09	08:13	00:04	Jazz		4	4				4					4	
08:14	08:27	00:13	NFL Scores		13			13		13					13	
08:28	08:49	00:21	Extreme House		21		21				21		21			
09:18	09:29	00:11	Weather		11	11				11				11		
16:56	17:25	00:29	Weather		29	29				29				29		
22:40	23:04	00:24	Traffic		24	24				24						24
23:15	23:44	00:29	Weather		29	29				29				29		
34:21	34:40	00:19	Traffic		19	19				19						19
34:53	35:12	00:19	Car Chase		19	19					19		19			
35:13	35:22	00:09	Xmas Sales		9			9		9			9			
35:23	35:34	00:11	Taylorsville Stabbing		11	11					11		11			
35:35	35:45	00:10	Gregerson Hearing		10	10				10			10			
35:46	35:56	00:10	BYU 20th		10	10				10					10	
35:57	36:11	00:14	Jazz		14	14				14					14	
36:12	36:21	00:09	NFL Monday Night		9			9			9				9	
36:22	36:32	00:10	Snow Report		10	10				10					10	
36:33	36:53	00:20	Weather		20	20				20				20		
53:11	53:40	00:29	Traffic		29	29				29						29
53:45	54:14	00:29	Weather		29	29				29				29		
					420	358	21	41		341	79		107	148	70	95

KZHT01TS			Mon	6am			Nov									
	Story			Origin		Coverage				Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
00:07	00:18	00:11	Traffic		11	11				11			.			11
05:16	05:36	00:20	Weather		20	20				20				20		
19:23	19:35	00:12	Traffic		12	12				12						12
22:43	22:55	00:12	Weather		12	12				12				12		
34:32	34:40	00:08	Traffic		8	8				8						8
35:02	35:24	00:22	Motel Stabbing		22	22				22			22			
35:25	35:34	00:09	Cyber Monday		9			9		9			9			
35:35	35:43	00:08	Jazz		8	8				8					8	
35:44	36:11	00:27	Ski Resorts Open		27	27				27					27	
36:12	36:19	00:07	Weather		7	7				7				7		
52:06	52:22	00:16	Traffic		16	16				16						16
56:44	57:00	00:16	Weather		16	16				16				16		
					168	159		9		168			31	55	35	47

KSOP01TS			Mon	6am		Oct										
	Story			Origin		Coverage				Presentation			Story Category			
Start	Stop	TT	Story Title	Net	SL	Local	Reg	Nat	Other	Read	Act	Pack	News	WX	Sp	Traf
00:55	01:08	00:13	Runaway girl		13	13				13			13			
01:08	01:56	00:48	IRS Loacl Threat		48	48				48			48			
01:56	02:41	00:45	Poly Trial		45		45			45			45			
02:41	03:23	00:42	Gas Prices		42			42			42		42			
03:23	03:39	00:16	World Series		16			16		16					16	
03:39	04:04	00:25	NFL Scores		25			25		25					25	
04:04	04:16	00:12	BYU Football		12	12				12					12	
04:16	04:34	00:18	Urban Drugs		18			18		18			18			
05:28	05:53	00:25	Traffic		25	25				25						25
06:07	06:15	00:08	Weather		8	8				8				8		
15:13	15:39	00:26	Traffic		26	26				26						26
15:52	15:58	00:06	Weather		6	6				6				6		
26:32	26:58	00:26	Traffic		26	26				26						26
27:10	27:16	00:06	Weather		6	6				6				6		
27:16	27:49	00:33	Romney LDS		33	33				33			33			
27:49	28:05	00:16	Skilling Sentence		16			16		16			16			
28:05	28:17	00:12	World Series		12			12		12					12	
28:17	28:34	00:17	Record Kick		17			17		17					17	
28:34	28:42	00:08	College Polls		8			8		8					8	
28:42	29:11	00:29	Pumpkin Lights		29			29		29			29			
38:11	38:43	00:32	Traffic		32	32				32						32
38:54	39:02	00:08	Weather		8	8				8				8		
48:06	48:35	00:29	Traffic		29	29				29						29
48:44	48:51	00:07	Weather		7	7				7				7		
55:20	55:42	00:22	Traffic		22	22				22						22
55:42	55:49	00:07	Weather		7	7				7				7		
					536	308	45	183		494	42		244	42	90	160

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