

# **New Media and Localism: Are Local Cable Channels and Locally Focused Websites Significant New and Diverse Sources of Local News and Information? An Empirical Analysis**

**Adam Lynn, S. Derek Turner & Mark Cooper**

## **Abstract**

Supporters of media consolidation argue that rules limiting local ownership of broadcast licenses are no longer necessary to protect the public interest. A justification of this argument is that consumers have access to previously unavailable local news sources, chiefly the Internet and local cable networks. Several comments filed by media companies in the current FCC ownership proceeding argue this point, and cite over one hundred regional cable-only networks and numerous “hyper-local” city-specific web sites to illustrate the non-broadcast local news media available to consumers.

This study, using official FCC reports and industry comments, compiles a comprehensive list of local and regional cable-only networks operating in the U.S. and determines that few of them provide local news and information:

- Almost one-third of the regional cable-only networks are sports networks, airing no local news reporting (39 of the 121 regional cable networks in our sample).
- Nearly half of the regional cable-only stations that do air local news are owned by a traditional local news outlet such as a broadcast television station or a daily newspaper (27 of the 58 regional cable networks that air local news reporting).
- Almost 40 percent of the independent regional cable-only stations that air local news reporting are based in the New York City television market (12 of the 31 stations).
- Nearly all of the 31 independent regional cable-only stations that air local news reporting have operating and cross-promotional relationships with traditional local news operations.

To assess the impact of these cable news operations we compared their staffing to the staffs of the traditional media outlets – daily and weekly newspapers plus local TV news operations. The resources that these cable-only stations bring to reporting local news are minimal.

- Our analysis shows that the local/regional cable-only news staff represents an addition to the local resource pool (newsroom staff) of less than 3 percent in the regions they serve.
- Because these stations serve about one-fifth of the total population, on a national basis they represent an addition to the local news resource base of approximately one-half of one percent.

In order to investigate the influence of city-specific local websites operated by non-traditional media outlets, this study characterizes the content, traffic, and audience composition of 16 different city-specific websites operating in 15 media markets (11 Designated Marketing Areas and 4 sub-markets). The websites of local television and daily newspaper outlets were also analyzed to provide comparisons to the city-specific local websites. Websites were sampled in November 2006 and August 2007

The findings of this study demonstrate the following:

- The city-specific websites cited by NAA do not publish appreciable amounts of original local news content. Only 24 percent of the stories from the city-specific sites in our sample were based on original reporting. However, over half of these stories were on subjects dealing with arts and entertainment, or food related topics.
- Only 3.3 percent of the stories from the city specific sites in our sample contained original reporting on “hard news” topics.
- The city specific websites rely heavily on the original reporting of traditional local news outlets such as daily newspapers or broadcast television stations.
- The city-specific websites have very small audiences. The median number of unique visitors in a single month to the city-specific websites was just 10,000. The median number of unique monthly visitors to the

websites of the local newspapers in the same markets is over 50 times as large. Furthermore, the physical space presence of the traditional media outlets would make their viewership almost two thousand times as large.

- Though the audience size of the city-specific websites increased substantially from November 2006 to August 2007, the level of original hard news reporting on these sites remained unchanged, while the level of original reporting on arts and entertainment and other soft-news topics increased by nearly 60 percent. This suggests that the additional revenue brought by an increased audience size was used to augment reporting on low cost subjects like movie and restaurant reviews.

The results of this study demonstrate that though the Internet and local cable news channels provide additional outlets for the dissemination of local news, these alternatives have yet to actually compete with, or diminish the influence of the traditional newspaper and broadcast news outlets. Indeed, a primary input for these outlets is news produced by traditional print and broadcast media. Thus, the presence of these city-specific local websites and local cable news channels do not provide a compelling reason to remove important ownership protections that maintain citizen's access to a vibrant and diverse local news media.

## **PART I - ANALYSIS OF CITY-SPECIFIC WEBSITES**

### **Background**

In their recent comments to the Federal Communications Commission (FCC), the Newspaper Association of America (NAA) asserts that the Internet has changed the media marketplace to the point where FCC rules barring the common ownership of local newspaper and broadcast properties is no longer in the public interest.<sup>1</sup> NAA claims that “there is now a wealth of local news and information on the Internet that is fully independent from that provided by television and newspaper web sites”. However, the NAA provides absolutely no evidence that the actual *content* of these new independently owned websites is “fully independent” of local television and newspaper outlets.<sup>2</sup> In fact, close review of these city-specific local websites reveals that they rely heavily on the content of traditional local news outlets, with many of their “stories” hyperlinking to content hosted on the websites of local TV and newspaper outlets.

To support its claim of “a plethora of fully independent local news and information sources on the Internet,” NAA describes 12 city-specific websites.<sup>3</sup> However, NAA does not describe the level of original reporting contained on these websites. They do not describe the topical content of these websites. They do not describe the audience size or audience viewing behavior of these websites, and do not describe how this compares to that of the websites of traditional local media outlets. And the NAA does not address what secondary effects media consolidation would have on these independent city-specific local websites.

This study does explore these issues in a systematic and quantitative manner, and demonstrates that these websites are at best a complement to traditional media, relying heavily on the content of local TV and newspaper outlets. Furthermore, the audiences of these city-specific websites are very small and transient, with all but a small percentage of the readers visiting these websites just a single time. These websites do not provide an independent source of local news, and thus do not compete with local broadcast and print news outlets. Their mere existence in no way justifies the abandonment of important FCC ownership rules. This general fact was rightly recognized by the *Prometheus* court in 2003, and has not changed in the three years since.<sup>4</sup> In fact,

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<sup>1</sup> Comments of the Newspaper Association of America, In the Matter of 2006 Quadrennial Regulatory Review—Review of the Commission's Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, MB Docket No. 06-121; In the Matter of 2002 Biennial Regulatory Review—Review of the Commission's Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, MB Docket No. 02-277; In the Matter of Cross-Ownership of Broadcast Stations and Newspapers, MB Docket No. 01-235; In the Matter of Rules and Policies Concerning Multiple Ownership of Radio Broadcast Stations in Local Markets, MB Docket No. 01-317; In the Matter of Definition of Radio Markets, MB Docket No. 00-244, October 23, 2006.

<sup>2</sup> *Ibid.* page 60.

<sup>3</sup> *Ibid.* pages 61-63.

<sup>4</sup> *Prometheus Radio Project v. FCC*, 373 U.S. 372, 406 (3rd Cir. 2004), n. 34.

given that these websites largely repurpose and comment on the original content of traditional local media outlets, consolidation in the mainstream sector would have secondary effects in these independent outlets, resulting in fewer sources of diverse local news available to the editors of these websites to present to their audiences.

## Methodology

All twelve of the city-specific websites listed by NAA were reviewed, and seven additional city-specific websites in an additional six markets were also reviewed. Qualitative observations were made on the ten most recent stories on each website, published as of 3pm on Tuesday November 21<sup>st</sup> 2006, and the ten most recent stories on each website published as of 3pm on Tuesday August 7<sup>th</sup>. We chose to look at the ten most recent stories, as opposed to a one-week or two week interval, because some of the sites had very sporadic updates of new content. Traffic and audience data for each website was gathered from Alexa.com and Quantcast.com, two of the leading traffic monitoring services on the Internet. Data for the websites of local television news stations and local newspapers operating in the same media markets was also gathered from Alexa and Quantcast. Newspaper circulation figures as of September 2006 were obtained from the Audit Bureau of Circulations. Figure 1 details the websites contained in our sample.

## Individual City-Specific Websites Cited by NAA

### *Gothamist*

Gothamist.com is an advertiser supported professional weblog that covers the New York area. Like most weblogs, the site consists of hyperlinks to other websites -- primarily mainstream news websites, press releases, and other weblogs -- with accompanying text and commentary from a gothamist.com editor. The “stories” featured on the site are quite short, usually less than 200 words, and are almost always based on the primary reporting from another source, usually a local New York newspaper, local TV station, or national media outlet. Gothamist’s original content primarily consists of the occasional concert or restaurant review, and there is no regular original “beat” reporting on the site. Only 35 percent of the Gothamist.com stories in our sample contained original reporting, and all were on “soft news” topics like arts and entertainment or food. There were no original hard news stories in our Gothamist sample. For the entire month of November 2006, there were a total of 552 entries on Gothamist.com, or an average of 18.4 stories per day. During the month prior to the August 2007 sample period, there were a total of 627 entries on Gothamist.com, or an average of 20.2 stories per day.

There are several daily newspapers in the New York market, and the websites of four of these were included in our sample: *New York Times*, *New York Post*, *New York Daily News*, and the *New York Sun*. These papers have daily circulations that range from a low of 100,000 (the *Sun*) to a high of over a million (the *Times*). Quantcast traffic data shows that the number of unique monthly visitors (averaged over the two sample periods) to their websites ranges from 150,000 (the *Sun*) to 4,500,000 (the *Times*). Gothamist averaged over 300,000 monthly visitors, an increase from 50,000 in November 2006, to over 500,000 in August 2007. But despite this large increase in readership, Gothamist only increased its original reporting to 35 percent of stories, up from 30 percent nine months earlier.

The lack of original content has not inhibited Gothamist’s success. Of the independent local sites listed by the NAA, Gothamist by far receives the most traffic, ranking approximately 18,000 overall in Alexa.com’s tabulation of most popular websites.<sup>5</sup> The success of the Gothamist formula has led to its parent company, Gothamist LLC, establishing satellite “city-ist” weblogs in metropolitan areas around the U.S. and in several international locations, including Austin, Boston, Chicago, Houston, Philadelphia, San Francisco, Seattle, and Washington.

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<sup>5</sup> A lower number corresponds to a higher ranking, and thus a larger audience.

But these other city-ist weblogs, like Gothamist, also lack much original reporting, following the typical “linking blog” style of the parent weblog. Furthermore, the frequency of new content at these satellite sites is often less than Gothamist.com, and viewership is far below that of the parent site (see below), which itself is quite low in comparison to the readership of the websites of traditional New York media outlets. For the eight other city-specific websites run by Gothamist, the average number of stories per day in the month of November 2006 was 8.4, and 11.2 during the August 2007 sample period. The most prolific outlet was LAist, with 368 November 2006 stories and 797 August 2007 stories. The least output came from Bostonist.com, with a mere 42 stories for the entire month of November 2006, and 142 stories during the month prior to August 7<sup>th</sup> 2007.

The success of Gothamist has not always translated to the satellite websites. The Miami, Florida satellite, miamist.com, recently was taken down after a period of intermittent activity, where days passed before any new posts were added to the site.

**Figure 1: Websites Included in Sample**

Website	Website Type	Source	Media Market (DMA)
austinist.com	City Specific Blog	Austinist	Austin, TX
keyetv.com	Broadcast TV	KEYE-CBS	Austin, TX
kvue.com	Broadcast TV	KVUE-ABC	Austin, TX
kxan.com	Broadcast TV	KXAN-NBC	Austin, TX
myfoxaustin.com	Broadcast TV	KTBC-Fox	Austin, TX
austin360.com	Daily Newspaper	Austin American Statesman	Austin, TX
austinchronicle.com	Weekly Newspaper	Austin Chronicle	Austin, TX
bostonist.com	City Specific Blog	Bostonist	Boston, MA
cbs4boston.com	Broadcast TV	WBZ-CBS	Boston, MA
myfoxboston.com	Broadcast TV	WFXT-Fox	Boston, MA
thebostonchannel.com	Broadcast TV	WCVB-ABC	Boston, MA
wgbh.com	Broadcast TV	WGBH-PBS	Boston, MA
whdh.com	Broadcast TV	WHDH-NBC	Boston, MA
boston.com	Daily Newspaper	Boston Globe	Boston, MA
bostonherald.com	Daily Newspaper	Boston Herald	Boston, MA
chicagoist.com	City Specific Blog	Chicagoist	Chicago
gapersblock.com	City Specific Blog	Gapers Block	Chicago
abc7chicago.com	Broadcast TV	WLS-ABC	Chicago
cbs2chicago.com	Broadcast TV	WBBM-CBS	Chicago
myfoxchicago.com	Broadcast TV	WFLD-Fox	Chicago
nbc5.com	Broadcast TV	WMAQ-NBC	Chicago
chicagotribune.com	Daily Newspaper	Chicago Tribune	Chicago
suntimes.com	Daily Newspaper	Chicago Sun-Times	Chicago
bloggingohio.com	City Specific Blog	Blogging Ohio	Ohio (multiple)
wkyc.com	Broadcast TV	WKYC-NBC	Cleveland, OH
19actionnews.com	Broadcast TV	WOIO-CBS	Cleveland, OH
myfoxcleveland.com	Broadcast TV	WJW-Fox	Cleveland, OH
newsnet5.com	Broadcast TV	WEWS-ABC	Cleveland, OH
cincinnati.com	Daily Newspaper	Cincinnati Enquirer	Cincinnati, OH
cleveland.com	Daily Newspaper	Cleveland Plain Dealer	Cleveland, OH
dispatch.com	Daily Newspaper	Columbus Dispatch	Columbus, OH
houstonist.com	City Specific Blog	Houstonist	Houston, TX
abc13.com	Broadcast TV	KTRK-ABC	Houston, TX
click2houston.com	Broadcast TV	KPRC-NBC	Houston, TX
khou.com	Broadcast TV	KHOU-CBS	Houston, TX
myfoxxhouston.com	Broadcast TV	KRIV-Fox	Houston, TX
chron.com	Daily Newspaper	Houston Chronicle	Houston, TX
laist.com	City Specific Blog	LAist	Los Angeles, CA
abc7.com	Broadcast TV	KABC-ABC	Los Angeles, CA
cbs2.com	Broadcast TV	KCBS-CBS	Los Angeles, CA
myfoxxla.com	Broadcast TV	KTTV-Fox	Los Angeles, CA
nbc4.tv	Broadcast TV	KNBC-NBC	Los Angeles, CA
dailynews.com	Daily Newspaper	Daily News of Los Angeles	Los Angeles, CA
latimes.com	Daily Newspaper	Los Angeles Times	Los Angeles, CA

Figure 1 (continued): Websites Included in Sample

Website	Website Type	Source	Media Market (DMA)
gothamist.com	City Specific Blog	Gothamist	New York
7online.com	Broadcast TV	WABC-ABC	New York
myfoxny.com	Broadcast TV	WNYW-Fox	New York
wcbstv.com	Broadcast TV	WCBS-CBS	New York
wnbc.com	Broadcast TV	WNBC-NBC	New York
nydailynews.com	Daily Newspaper	New York Daily News	New York
nypost.com	Daily Newspaper	New York Post	New York
nysun.com	Daily Newspaper	New York Sun	New York
nytimes.com	Daily Newspaper	New York Times	New York
phillyist.com	City Specific Blog	Phillyist	Philadelphia, PA
cbs3.com	Broadcast TV	KYW-CBS	Philadelphia, PA
myfoxphilly.com	Broadcast TV	WTXF-Fox	Philadelphia, PA
nbc10.com	Broadcast TV	WCAU-NBC	Philadelphia, PA
wpvi.com	Broadcast TV	WPVI-ABC	Philadelphia, PA
philly.com	Daily Newspaper	Philadelphia Inquirer	Philadelphia, PA
sfist.com	City Specific Blog	SFist	San Francisco, CA
abc7news.com	Broadcast TV	KGO-ABC	San Francisco, CA
cbs5.com	Broadcast TV	KPIX-CBS	San Francisco, CA
kqed.org	Broadcast TV	KQED-PBS	San Francisco, CA
kron4.com	Broadcast TV	KRON-MNTV	San Francisco, CA
ktvu.com	Broadcast TV	KTVU-Fox	San Francisco, CA
nbc11.com	Broadcast TV	KNTV-NBC	San Francisco, CA
mercurynews.com	Daily Newspaper	San Jose Mercury News	San Francisco, CA
sfgate.com	Daily Newspaper	San Francisco Chronicle	San Francisco, CA
seattlest.com	City Specific Blog	Seattlest	Seattle, WA
king5.com	Broadcast TV	KING-NBC	Seattle, WA
kirotv.com	Broadcast TV	KIRO-CBS	Seattle, WA
komotv.com	Broadcast TV	KOMO-ABC	Seattle, WA
nwsources.com	Daily Newspaper	Seattle Times/Post-Intelligencer	Seattle, WA
dcist.com	City Specific Blog	DCist	Washington DC
myfoxdc.com	Broadcast TV	WTTG-Fox	Washington DC
nbc4.com	Broadcast TV	WRC-NBC	Washington DC
wjla.com	Broadcast TV	WJLA-ABC	Washington DC
wusa9.com	Broadcast TV	WUSA-CBS	Washington DC
herald-mail.com	Daily Newspaper	Herald-Mail	Washington DC (Hagerstown)
washingtonpost.com	Daily Newspaper	Washington Post	Washington DC
washingtontimes.com	Daily Newspaper	Washington Times	Washington DC
backfence.com	City Specific Blog	Backfence	Washington DC/CA/IL
baristanet.com	City Specific Blog	Baristanet	Northern NJ (not DMA)
nj.com	Daily Newspaper	The Star-Ledger	Northern NJ (not DMA)
westportnow.com	City Specific Blog	Westport Now	Westport, CT (not DMA)
connpost.com	Daily Newspaper	Connecticut Post	Bridgeport, CT (not DMA)
coastsider.com	City Specific Blog	Coastsider	San Mateo, CA (not DMA)
h2otown.info	City Specific Blog	H2O Town	Waterbury, MA (not DMA)

*Gapers Block*

Gapersblock.com, a website covering the Chicago Illinois area is not laid out like the typical weblog, but the range of content is almost identical to that of Gothamist.com and other city-focused websites. The site contains several feature areas that at first glance makes it resemble the website of established print newspapers. It contains a weblog written in the typical fashion, relying on the original reporting of other sources. There is also a calendar detailing local events. What sets this site apart from most city-focused weblogs is the presence of a daily column that involves more long form writing that deviates from the typical link-heavy short-post weblog format. However, most of these long form columns are arts and entertainment reviews or first person opinion pieces accompanied by very little original reporting. Furthermore, as detailed below, Gapers Block, like all of the city focused sites listed by NAA, does not have a significantly sized audience, and over 90 percent of its audience consists of users who visit the site only once in an entire month.

In our sample of Gapers Block blog stories, there were no stories based upon original reporting. One-third of the stories in their long-form daily column were based on original reporting. However, all but one of

these stories were arts and entertainment pieces, with the one remaining being an op-ed with some minimal original reporting. The Gapers Block “Merge” blog averaged 10.6 stories a day during the two sample periods, and their daily “Airbags” section had an average of one story per day.

The Gapers Block audience is small and transient. The site received an average of 17,000 unique monthly visitors during our two sample periods, and only 5.6 percent of these visitors viewed the site between 2 and 30 times per month. This is starkly different from the viewership of the websites of the two major Chicago dailies. Sun-times.com had 850,000 unique monthly visitors, with 27.8 percent viewing 2-30 times per month. Chicagotribune.com had 950,000 unique monthly visitors, 30.6 percent of whom are regular (2-30 times in a month) visitors of the website. Furthermore, the print circulation of these outlets is very high, with the Tribune having a Sunday circulation of nearly one million.

### *Blogging Ohio*

This website, owned by AOL Time Warner’s blog division, Weblogs Inc., is a typical blog, with content consisting of short form pieces primarily based on the original reporting of other local and national news sources. Readers are allowed to post comments to stories, though very few actually do so. The site is also not “local” in the same way more heavily trafficked sites like Gothamist are, as it covers events occurring throughout the entire state of Ohio. The operation folded as of January 2007 (thus it was not contained in our August 2007 analysis). Of the ten bloggingohio stories in our November 2006 sample, only two contained original reporting. One was a real estate story about the website realtor.com, and the other was a weather related story with an original photograph. For the entire month of November 2006 there were 173 entries on bloggingohio.com, or an average of 5.8 stories per day.

Furthermore, blogginohio.com was (as of November 2006) the lowest ranked advertiser supported local website listed by the NAA, with only 2000 unique visitors per month, over 97% of whom only visit the site a single time in a month (see below). This pales in comparison to the operations of the *Cleveland Plain Dealer*, an outlet that only covers a portion of the market supposedly covered by bloggingohio.com. The *Plain Dealer*’s website received (in our two sample periods) an average of nearly 550,000 unique viewers per month, 38 percent of whom are visiting the site between 2 and 30 times per month. The print edition of the paper also has a daily circulation of 341,000 and a Sunday circulation of 454,000.

### *Phoenix Newsvine*

Phoenix Newsvine, like other sites run by newsvine.com, is a news aggregator, consisting of AP wire stories and user-submitted articles that are from other traditional local or national news sources. There is absolutely no original content on this website. The national parent site, newsvine.com, does contain a few blog-post style columns written by “featured writers”, but these posts contain very little original reporting, consisting mostly of op-eds or arts and entertainment reviews. Phoenix.newsvine.com was excluded from the content and traffic analysis sample used in this report because it is a sub-domain of newsvine.com, the parent national website, and the Alexa and Quantcast traffic monitoring services do not provide data for sub-domains. However, it is worth noting that for the entire month of November 2006, there were only two user submitted stories.

### *Metroblogging Atlanta*

Metroblogging Atlanta was excluded from the content and traffic analysis sample used in this report because it is a sub-domain of metblogs.com, the parent national website, and the Alexa and Quantcast traffic monitoring services do not provide data for sub-domains. However a review of the site reveals that it is similar to gothamist.com, and bloggingohio.com. It is advertiser supported with several “editors” providing content, which is overwhelmingly based on the original reporting of traditional news outlets. The site is not “hard news”

focused, consisting primarily of arts and entertainment themed content. Furthermore, the frequency of stories on the site is low, with an average of 1.46 post per day for the month of November 2006.

#### *Backfence Bethesda*

Backfence.com is a user-submitted hyper-local website with sub-domains for several areas in the Washington DC metropolitan area, as well as three domains in California and three domains in Illinois. NAA cited backfence-bethesda, and content analysis was conducted on this sub-domain. Like blogginohio.com, Backfence Bethesda ceased operation between our sample periods, and thus qualitative data is only reported for the November 2006 sample period.

Traffic analysis data was gathered for backfence.com, which includes all sub-domain sites. Thus the traffic data will overstate visits to backfence-bethesda, but is still miniscule and transient. The site only received an average of 8,000 unique monthly visitors during our sample period, with 13 percent of these returning between 2 and 30 times in the month. This pales in comparison to the operations of the *Washington Post*, which have micro-local print inserts and online content for the various areas surrounding DC. The *Post's* website during our sample period had nearly 3 million unique monthly visitors, 31 percent of whom are regular (2-30 time per month) readers, and their Sunday print circulation hovers near 1 million. Even the less-read *Washington Times* vastly outperforms Backfence, with 250,000 unique monthly visitors to its website, 27 percent of whom are regulars, and a daily print circulation of 100,000 copies.

Backfence is like Gapers Block in that the homepage is laid out in a more newspaper type style as opposed to the typical blog style of most other city-specific sites. However, the content at backfence-bethesda remains void of original reporting. None of the backfence-bethesda stories in our sample contained original reporting, and 40% of the stories were weather reports taken from another website. Because backfence does not archive stories, we were unable to tally the total number of November stories. However, in the 14-day period from November 16<sup>th</sup> to November 30<sup>th</sup>, there were a total of 17 stories, or an average of 1.2 stories per day.

#### *Cambridge Civic Journal*

The Cambridge Civic Journal is another hyper-local website cited by NAA, with post in the typical blog-style layout. Unlike most of the websites listed by NAA, this site was actually primarily focused on local political events as opposed to the arts and entertainment fare common on most city-specific websites. However the Cambridge Civic Journal ([www.rwinters.com](http://www.rwinters.com)) is more of a community calendar than a news outlet, with many notices of upcoming council meetings and civic events, listed without comment. Only 10 percent of this website's stories in our sample were based on original reporting, and the frequency of posts was few and far between. Though the posts on the site are not dated (making the counting process difficult), there were no more than five posts for the entire month of November 2006, and fourteen during the August 2007 sample period.

The website's monthly visitor data from Quantcast showed approximately 800 unique viewers in November 2006, with only 8 percent visiting between 2 and 30 times in the month (for August 2007, Quantcast only listed that this site had less than 2000 unique visitors, with no reported visiting pattern data). Though the website focuses on Cambridge (not the entire Boston area), the less-read of the area's two major dailies, the *Boston Herald*, still vastly outperforms rwinters.com. Bostonherald.com had 400,000 unique monthly visitors during the November sample period, a regular viewership of 26.5 percent, and a weekday print circulation of nearly 230,000.

#### *Westport Now*

Westport Now is a hyper-local website focused on the Westport Connecticut area. Unlike all the other websites cited by the NAA, westportnow.com actually employed (as of the November sample period) a reporter that goes out and covers stories and writes original content. Seventy percent of the stories from Westport Now

in our sample contained original reporting. However, these stories were largely on non-hard news topics such as sports or arts and entertainment. Nearly half of the original stories were simply photographs accompanied with a short caption. For the month of November 2006, there were a total of 301 entries on westportnow.com, or an average of 10 stories per day. During the August 2007 sample period, this had declined to 183 stories, or about 6 posts a day, most of which were simple photographs.

Westport Now's largest local news competitor is the Connecticut Post, published in nearby Bridgeport, Connecticut. The paper has a daily print circulation of 74,000 and a Sunday circulation of over 85,000 subscriptions. The Post's website, connpost.com, has approximately 60,000 unique monthly visitors, 28 percent of whom visit between 2 and 30 times per month. Contrast this to westportnow.com, which averages 5000 unique visitors per month, 18 percent of whom visit between 2 and 30 times per month. Westport Now is a welcome addition to the media market of Southeastern Connecticut, but its audience is very small and transient.

### *H2O Town*

H2O town, the hyper-local website that NAA cited from the Boston-suburb, Watertown, Massachusetts, is a typical blog consisting of short entries with links to other traditional news outlets. Only one of the h2otown.info stories in our sample contained original reporting, and the subject was food. Half of the entries were promotions or notices from various community groups -- valuable information to be sure, but most certainly not original reporting and not local news. There was an average of 3.9 stories per day during our sample periods.

### *Coastsider*

Coastsider.com out of San Mateo California is another hyper-local website listed by NAA that is published in the typical blog format. Only a third of the stories from Coastsider in our sample contained original reporting. Many of the sites stories that focused on hard news subjects (like crime or politics) were excerpts from stories written by the *San Mateo County Times* and published on their website, the area's main hyper-local local news outlet. There was an average of 1.9 stories per day published during our sample periods. The site had 2,600 unique monthly visitors, far below the 30,000 evening print daily circulation of the San Mateo County Times.<sup>6</sup>

### *Barista of Bloomfield Ave.*

Barista of Bloomfield Avenue is a blog listed by NAA that covers the northern New Jersey Area. The site is written like a typical blog, frequently linking to other news sources and inviting readers to comment on each story. Of the twenty baristanet.com stories reviewed, seven, or 35 percent contained original reporting. However, only one of these was hard news focused, a story about recent vandalism at a public train station based on a picture of the station taken by a baristanet.com editor. One of the six remaining original stories was a 49-word story with a photo of a crowded parking lot, telling readers that the shopping season had already begun. Another original story was a 146-word story about magnets for sale at a local mall. During our sample periods there was an average of 5 stories per day.

The Northern New Jersey area is also served by the Star-Ledger, a print outlet with a daily circulation of 400,000 and a Sunday circulation of 600,000 copies. The Star-Ledger's website nj.com, received nearly 550,000 unique U.S. visitors a month, compared to 8,000 for baristanet.com. Furthermore, 34 percent of the Star-Ledger's web visitors visit between 2-30 times per month, compared to just 8 percent of baristanet.com's visitors.

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<sup>6</sup> Audit Bureau of Circulations, data as of September 30<sup>th</sup> 2006 (29,391 average evening circulation).



## General Results - Qualitative

A total of 18 local websites were reviewed, with 360 stories total (190 stories for the November 2006 sample, and 170 for the August 2007 sample). Stories in the sample were the ten most recent stories published before 3pm on November 21<sup>st</sup> 2006, and the ten most recent published before 3pm on August 7<sup>th</sup> 2007. The only exception to this was for Gapersblock.com, where ten blog stories and ten daily column stories were reviewed during each sample period.

The median word count per story was 224, far below the typical length of a local newspaper story, which is usually around 500 words.<sup>7</sup> By far the most frequent type of story was arts and entertainment-focused pieces, accounting for nearly a third of all stories reviewed. This indicates that the focus of these local websites is not hard news, but lighter fare. In fact only about a fifth of all stories were classified as hard news (that is, focused on accidents, community governance, crime, labor issues, local politics, national politics, or transportation topics).

Few of the stories reviewed contained original reporting, defined by the typical characteristics such as quotes from anonymous or named sources, presenting conflicting opinions from several sources, reporting from an event attended by the author, and inputting some reporting effort beyond reprinting press releases verbatim. As Figure 2 shows, only 24 percent of the stories in the sample were based on original reporting. However, the majority of these stories were arts and entertainment or food related, accounting for over half of all stories with original reporting. Only 3.3 percent of the entire sample consisted of original hard news reporting. In this count we were very generous in assigning hard news status to some of the posts. For example, one of the stories classified as hard news original reporting was just an amateur video of a city street, accompanied by the sounds of gunfire in the background. There was no additional reporting, such as witness interviews or statements from local police officials.

**Figure 2: Summary of Story Content on NAA-cited City-Specific Websites**

Type of Story on City-Specific Blogs Cited by NAA	Percentage of All Stories in City-Specific Blog Sample		
	Nov. 2006	Aug. 2007	Total
<b>Non-Original Reporting</b>	81.6%	70.0%	76.1%
<b>Original Reporting</b>	18.4%	30.0%	23.9%
Original A&E Reporting	9.5%	12.9%	11.1%
Original Crime Reporting	1.6%	0.6%	1.1%
Original Food Reporting	1.1%	2.9%	1.9%
Original Human Interest Reporting	0.0%	2.9%	1.4%
Original Real Estate Reporting	1.1%	7.1%	3.9%
Original Sports Reporting	1.1%	0.0%	0.6%
Original Weather Reporting	1.1%	0.0%	0.6%
Other Original Reporting	3.2%	5.9%	4.4%
Original Hard News Reporting	2.6%	4.1%	3.3%

## General Results - Quantitative

The online traffic monitoring services Alexa and Quantcast were used to contrast the traffic and audiences of the NAA cited websites with the websites of local print and television news outlets in the same markets. Though these monitoring services are not perfect, they do provide useful information to compare the

<sup>7</sup> <http://www.patriot-news.com/search/faq.php>

NAA-cited websites with the websites of traditional news outlets, many who have been somewhat slow in migrating content to the web-space.<sup>8</sup>

As Figure 3 shows, the websites of local newspapers operating in same markets as the NAA city-specific websites have an average of over 800,000 unique U.S. visitors per month, which is far higher than the 46,000 average monthly visitors to the websites listed by NAA. Local TV stations have been somewhat less effective in migrating to the primarily written-word space of the Internet, given that their product is video, not print, and thus their web content is less of a direct competitor to the city-specific blogs than the websites of local newspapers. However, the local TV websites in our sample had a median of 80,000 unique visitors per month, eight times the amount that visited the NAA-cited city-specific websites.

**Figure 3: Summary of Traffic and Audience Profile for Local News Websites**

Website Type		(Avg. Nov. 2006 & Aug. 2007)					
		Alexa Traffic Rank (3 mo. avg)	Quantcast Traffic Rank	Unique US Visitors per Month	Percent of Audience that Visited Once in a Month	Percent of Audience that Visited 2-30 Times in a Month	Percent of Audience that Visited >30 Times in a Month
City-Specific Blogs	Average Value	598,361	205,499	46,674	84	16	1
	Median Value	167,125	121,870	10,000	92	8	0
Newspaper Websites	Average Value	20,389	6,024	839,461	71	28	1
	Median Value	4,849	2,636	542,166	71	28	1
Broadcast TV Websites	Average Value	259,162	46,068	106,812	77	23	0
	Median Value	70,033	19,669	80,000	77	22	0

Quantcast also provides information about the site viewing/reading habits of the audience of websites. This data provides a very important distinction between the websites of established local media outlets and the websites listed in NAA’s comment. Nearly 85 percent of the monthly audience of the city-specific websites visited the site just a single time in a month, far higher than that of local print and TV websites. This data indicates that the city-specific website audience is very transient, stumbling upon the site once, and never returning (see Figures 4 and 5).

Finally, the reach of the NAA-cited city specific blogs also pales in comparison to the circulations of the print newspapers in the markets where the city-specific blogs are located. As Figure 7 shows, even the circulation of the Hagerstown Herald-Mail Sunday paper (a small print publication serving a community of less than 40,000 persons, located 70 miles north-west of Washington DC, and is technically in the DC media market) is comparable to the number monthly unique visitors to the DCist, the Washington DC blog cited by NAA, a website that ostensibly serves the 8 million metropolitan DC residents.

<sup>8</sup> See Comments of Consumers Union, Consumer Federation of America and Free Press, Part IV, Chapter 9, “Local Media and the Failure of Big Media’s Conglomerate Model, pages 178-180.

Figure 4: Local Website Audience Size and Composition by Media Market<sup>9</sup>

Website Type	Media Market	Average Unique US Visitors per Month	Average Audience Composition		
			Percent Visiting Once per Month	Percent Visiting 2-30 Times per Month	Percent Visiting >30 Times per Month
City-Specific Websites (NAA)		22,583	75.3	23.3	1.0
Local TV Station Websites	Austin, TX	62,609	74.3	25.6	0.1
Local Newspaper Websites		100,274	76.5	23.5	0.0
City-Specific Websites (NAA)		15,420	88.4	11.6	0.0
Local TV Station Websites	Boston, MA	89,817	73.1	26.7	0.3
Local Newspaper Websites		912,178	72.3	26.3	1.5
City-Specific Websites (NAA)		39,933	87.7	11.6	0.7
Local TV Station Websites	Chicago, IL	112,361	80.9	19.1	0.0
Local Newspaper Websites		899,644	69.6	29.2	1.0
City-Specific Websites (NAA)		3,098	98.9	1.1	0.0
Local TV Station Websites	Ohio (multiple)	85,384	72.7	26.8	0.7
Local Newspaper Websites		309,439	65.8	32.9	1.2
City-Specific Websites (NAA)		13,945	81.7	17.9	0.5
Local TV Station Websites	Houston, TX	105,362	72.8	26.8	0.4
Local Newspaper Websites		971,573	72.2	26.9	1.5
City-Specific Websites (NAA)		163,939	86.9	13.1	0.0
Local TV Station Websites	Los Angeles, CA	114,649	78.8	20.9	0.3
Local Newspaper Websites		690,751	73.4	25.8	0.9
City-Specific Websites (NAA)		311,366	79.1	20.4	0.6
Local TV Station Websites	New York, NY	198,492	84.4	15.6	0.1
Local Newspaper Websites		1,489,968	72.5	26.5	1.0
City-Specific Websites (NAA)		7,938	82.3	17.3	0.5
Local TV Station Websites	Philadelphia, PA	113,527	76.3	23.6	0.3
Local Newspaper Websites		702,467	73.2	25.9	1.0
City-Specific Websites (NAA)		47,618	76.4	22.6	1.1
Local TV Station Websites	San Francisco, CA	84,992	83.1	16.9	0.1
Local Newspaper Websites		1,107,960	78.7	20.4	0.6
City-Specific Websites (NAA)		29,135	82.8	16.7	0.5
Local TV Station Websites	Seattle, WA	164,005	72.4	26.9	0.7
Local Newspaper Websites		1,250,000	71.6	26.9	1.6
City-Specific Websites (NAA)		38,556	81.5	18.0	0.5
Local TV Station Websites	Washington, DC	73,190	74.7	24.7	0.6
Local Newspaper Websites		1,049,959	65.2	33.5	1.3

<sup>9</sup> This summary excludes the hyper-local sites in the Boston DMA (h2otown.info and rwinters.com), the hyper-local site in the San Francisco DMA (coastsider.com), and the hyper-local site in the New York DMA (baristanet.com), as these sites do not (ostensibly) serve the entire DMA. The data in this table are averages for each respective media platform in each market, not totals.

**Figure 5: Circulation of Print Newspapers in Markets with City-Specific Websites Cited by NAA**

Paper	Website	Daily Circulation	Sunday Circulation
Austin-American Statesman	austin360.com	180,300	223,900
Boston Globe	boston.com	405,800	628,100
Boston Herald	bostonherald.com	229,100	127,300
Chicago Tribune	chicagotribune.com	590,000	960,600
Chicago Suntimes	suntimes.com	382,800	333,500
Connecticut Post	connpost.com	75,900	85,500
Houston Chronicle	chron.com	517,400	700,400
LA Times	latimes.com	847,600	1,239,400
LA Daily News	dailynews.com	163,200	191,400
New York Daily News	nydailynews.com	698,500	788,300
New York Post	nypost.com	673,100	419,500
New York Sun	nysun.com	100,000	n/a
New York Times	nytimes.com	1,134,300	1,683,200
Cleveland Plain Dealer	cleveland.com	341,100	454,000
Cincinnati Enquirer	cincinnati.com	195,600	291,200
Columbus Dispatch	dispatch.com	231,200	351,000
Philadelphia Inquirer	philly.com	354,100	710,300
San Francisco Chronicle	sfgate.com	381,100	459,400
San Jose Mercury News	mercurynews.com	246,000	270,900
Seattle Times/Post-Int.	nwsourc.com	350,300	438,500
Star-Ledger (New Jersey)	nj.com	399,200	599,900
Washington Post	washingtonpost.com	701,500	963,300
Washington Times	washingtontimes.com	100,000	41,800
Herald-Mail (Hagerstown MD)	herald-mail.com	36,100	39,000
Average		388,925	521,757
Median		352,200	438,500

**The Bottom Line on Traditional Local Media Compared to City-Specific Web Sites**

The previous analysis has shown that the cyberspace presence of the traditional media outlets is much larger than the cyberspace presence of the city specific websites identified by the NAA as providing competition for and alternatives to local media. The physical space presence adds further weight to the traditional media. To gain perspective on the relative size of the audiences of these outlets, we compare the average monthly users of these media by transforming the website and television viewership data in a manner that renders it comparable to the newspaper circulation data (see Figure 6).<sup>10</sup>

Across the eleven markets in this sample, the city-specific web sites had just fewer than 700,000 unique monthly visitors in total. As noted, the vast majority of visitors used the site once a month. A small percentage visited between 2 and 30 times, and almost no one visited more than 30 times. If we assume that all the users who visited more than once visited on each of the 30 days in a month, we estimate a “circulation” of about 4,300,000 per month.<sup>11</sup>

In contrast, the total average *daily* circulation of the newspapers in the specific cities is approximately nine million. Thus, the total monthly circulation is about 270 million.<sup>12</sup> The newspapers in our sample also have a huge advantage in cyberspace visitors when compared to the city-specific websites, with a “circulation” of nearly 9 million, calculated by the methodology described above. Thus, newspapers alone had over 80 times the usage (monthly “circulation” in cyberspace plus circulation in physical space).

<sup>10</sup> These data are market totals for each media platform based on the individual websites, stations, and newspapers in our sample.

<sup>11</sup> For example, only 7.5% of the 4,000 visitors to Ausinist.com visited 2 or more times per month, or 300 visitors. Thus, in our methodology, these 300 visitors account for a circulation of 9,000, or 30 days of a “circulation” of 300. The remaining 3,700 visitors only viewed the site once in the month, so the total monthly “circulation” of Ausinist.com is 12,700, or 9,000 plus 3,700.

<sup>12</sup> Circulation data as of September 30<sup>th</sup> 2006, obtained from the Audit Bureau of Circulations. For each market, the total average daily circulation was calculated for a 28-day month (by multiplying the weekday circulation figure by 20; adding this to the Saturday circulation multiplied by 4; and then adding this subtotal to the Sunday circulation multiplied by 4). To compute the total monthly circulation, this daily average was multiplied by 30. The data are for the newspapers in our sample, not for all newspapers in the market.

**Figure 6: Traditional Media vs. Alternative Outlets**

Media Market	Type	Cyberspace		Physical Space		Combined Physical + Cyberspace Circulation	Ratio TV+Papers/ Alternative Websites
		Total Unique US Visitors per Month	Total Monthly "Circulation"	Total Daily Circulation	Total Monthly Circulation		
Austin, TX	City-Specific Websites (NAA)	22,583	181,398			181,398	74
	Local TV Stations	62,609	528,554	228,000	6,840,000	7,368,554	
	Local Newspapers	100,274	785,095	175,703	5,217,081	6,002,176	
Boston, MA	City-Specific Websites (NAA)	15,420	67,294			67,294	639
	Local TV Stations	89,817	792,043	534,000	16,020,000	16,812,043	
	Local Newspapers	912,178	8,239,699	597,450	17,923,509	26,163,208	
Chicago, IL	City-Specific Websites (NAA)	39,933	182,661			182,661	392
	Local TV Stations	112,361	734,320	967,000	29,010,000	29,744,320	
	Local Newspapers	899,644	8,778,729	1,104,063	33,121,899	41,900,627	
Ohio (multiple)	City-Specific Websites (NAA)	3,098	4,086			4,086	10,344
	Local TV Stations	85,384	764,776	468,000	14,040,000	14,804,776	
	Local Newspapers	309,439	3,366,490	802,949	24,088,479	27,454,969	
Houston, TX	City-Specific Websites (NAA)	13,945	88,150			88,150	486
	Local TV Stations	105,362	937,601	569,000	17,070,000	18,007,601	
	Local Newspapers	971,573	8,945,268	530,185	15,905,537	24,850,805	
Los Angeles, CA	City-Specific Websites (NAA)	163,939	786,741			786,741	103
	Local TV Stations	114,649	820,620	1,495,000	44,850,000	45,670,620	
	Local Newspapers	690,751	6,019,204	987,245	29,617,346	35,636,550	
New York, NY	City-Specific Websites (NAA)	311,366	2,198,552			2,198,552	67
	Local TV Stations	198,492	1,097,187	1,889,000	56,670,000	57,767,187	
	Local Newspapers	1,489,968	13,372,462	2,504,940	75,148,204	88,520,666	
Philadelphia, PA	City-Specific Websites (NAA)	7,938	48,799			48,799	731
	Local TV Stations	113,527	899,562	478,000	14,340,000	15,239,562	
	Local Newspapers	702,467	6,162,041	475,857	14,275,719	20,437,760	
San Francisco, CA	City-Specific Websites (NAA)	47,618	373,512			373,512	119
	Local TV Stations	84,992	502,770	593,000	17,790,000	18,292,770	
	Local Newspapers	1,107,960	7,863,471	612,982	18,389,460	26,252,931	
Seattle, WA	City-Specific Websites (NAA)	29,135	174,460			174,460	208
	Local TV Stations	164,005	1,475,114	428,000	12,840,000	14,315,114	
	Local Newspapers	1,250,000	11,545,000	347,294	10,418,816	21,963,816	
Washington, DC	City-Specific Websites (NAA)	38,556	245,409			245,409	209
	Local TV Stations	73,190	609,919	489,000	14,670,000	15,279,919	
	Local Newspapers	1,049,959	11,635,997	812,267	24,368,001	36,003,999	
Totals	City-Specific Websites (NAA)	693,528	4,351,061			4,351,061	140
	Local TV Stations	1,204,388	9,162,466	8,138,000	244,140,000	253,302,466	
	Local Newspapers	9,484,213	86,713,456	8,950,936	268,474,050	355,187,506	

To estimate the number of physical space viewers of television news (i.e. the comparable “circulation”), we relied on a database of news hour market shares in each of the cities for which we analyzed city-specific web sites (See Figure 7). We assumed that half the viewers during news hours were watching news, reflecting the fact that about half the stations in the nation provide local news. To check this approach we compared our estimate to three cities for which we have actual ratings for news only viewing of the highest rated evening newscasts (see Figure 7).

**Figure 7: Estimated TV News Audience**

<b>Media Market</b>	<b>1/2 News Hour Audience, 2004 (millions)</b>	<b>Highest Rated Evening Newscast (millions)</b>
<b>New York</b>	<b>1.9</b>	<b>2.2</b>
<b>Los Angeles</b>	<b>1.5</b>	<b>1.6</b>
<b>Chicago</b>	<b>1.0</b>	<b>1.1</b>

Thus, our methodology yields a very conservative estimate of news viewing. Across all the cities, we estimate over 8 million daily TV news viewers, or about 245 million monthly viewers. The websites of the TV stations in our sample had a collective monthly “circulation” of approximately 9 million (calculated by the methodology above). Still, television stations in our sample had about 60 times as much usage (viewers plus website “circulation”) as the city specific web sites.

Therefore, we estimate a “circulation” of about 600 million per month to the physical and cyberspace outlets of the traditional media in our 11 market sample, and a “circulation” of 4.3 million for the cyberspace sites of the city-specific web sites cited by NAA in these 11 markets. The cyberspace outlets of traditional media outweigh the sites of the alternative Internet media by a factor of 20, and when considering physical space usage, results in the traditional media outweighing the alternative by nearly 140 to 1. And recall that this estimate is overly friendly to the city-specific websites, as it assumes each of the visitors that visit between 2 and 30 times per month visit the respective sites on a *daily* basis.

This relatively low weight of city-specific websites in comparison to the traditional local media is consistent with our survey research, which shows that the Internet, (more broadly defined than just these city-specific websites), plays a very small role (3 percent of total mentions) as a source of news and an influencer of opinion about local public affairs.

There is little doubt that an open and free Internet provides a space for people to enter into discourse within a larger sphere of discourse. And though it may one day lead to a fundamental shift in the media landscape, this sea change has yet to occur. FCC ownership protections remain vital to ensuring that there is a diverse set of local news and information in every media market across the country. In fact, given that the Internet blogs largely are a platform for distributing and commenting on original reporting by traditional newspaper and broadcast outlets, allowing further consolidation in local media markets would damage their utility. The local websites cited by NAA are merely a complement to the traditional sources of news. They do very little original reporting, and when they do it is usually not on hard news subjects. What’s more, their audiences are very small, and very transient. Given that they produce very little original content, their inclusion in any kind of media market analysis must reflect their small audience and lack of contribution of original content. When they are included, as we did in our analysis, they should be given the proper weight. It would be absurd to conclude that Gothamist.com, the most read city-specific website, with a fraction of the audience and barely a hint of original reporting has the same influence as the New York Times. Failing to take into account the dominance of the traditional mass media was precisely the analytic error that scuttled the FCC’s rule writing exercise the last time.

## PART II - ANALYSIS OF LOCAL CABLE NEWS CHANNELS

### Background

Local cable news networks is an area that has received little attention from the research community compared to national cable news networks or local news on broadcast TV. The substantive work on this issue is as follows. In 1998, David Lieberman wrote an article for the Columbia Journalism Review on the rise of local cable news channels and some of the future challenges facing them.<sup>13</sup> In 1999, Rocky Mountain Media Watch performed a content analysis of twenty-one local cable news channels.<sup>14</sup> The study, entitled *Local News on Cable: 1999* analyzes the newscasts in comparison to previous studies of local newscasts on broadcast stations. The study relied on volunteers for data collection and analyzed only one night of newscasts. The findings of the study were mixed with some stations performing well and others poorly. In 2004, the Radio and Television News Directors Foundation (RTNDF) published a report examining the industry of local cable channels focusing on news channels and state public affairs networks.<sup>15</sup> More recently, the Project for Excellence in Journalism in their 2007 annual report *The State of the News Media* included a brief section on local cable news networks.<sup>16</sup> This smattering of reports studied a variety of aspects of local cable news networks but none looked through the lens of whether these networks constituted a new, independent source of local news within the market. This paper strives to first, present a complete list of local cable news networks, second, utilize this information to determine whether these networks represent a new, independent source of local news in the communities they serve and third ascertain the amount of news resources expended. This analysis became all the more important in light of the fact that in the FCC's ongoing review of media ownership rules, many of the largest media companies specifically noted local cable news networks as significant competitors in their filings.

In separate comments filed by the National Association of Broadcasters, Newspaper Association of America, Media General, Sinclair, Nexstar, NBC Universal, Hearst-Argyle, Cox, Belo, Entravision and KVMD ("NAB et. al."), these commenters suggest that the presence of regional cable networks has altered the media marketplace to the point where FCC broadcast ownership limits are no longer in the public interest<sup>17</sup>:

"Cable has even emerged as a significant source of local news... The Nielsen survey also demonstrated that many (although not all) consumers viewed broadcast television, cable and satellite news channels, daily newspapers and radio all as substitutes for each other in obtaining local or national news" (NAB, page 51).

"In addition to these national programming networks, local cable systems also are providing many regional/local programming networks, 96 of which were identified by the FCC in 2005" (NAB, Attachment A, page 12).

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<sup>13</sup> Lieberman, David. "The Rise and Rise of 24-Hour Local News," Columbia Journalism Review, Available at <http://backissues.cjrarchives.org/year/98/6/tvnews.asp>

<sup>14</sup> Bardwell, Dr. Robert, Klite, Dr. Paul, and Salzman, Jason. "Local News on Cable: 1999," September 9, 1999. Available at <http://www.bigmedia.org/texts7.html>

<sup>15</sup> Radio & Television News Directors Foundation, "A Look at Regional News Channels and State Public Affairs Networks," RTNDF, 2004, Available at <http://www.rtna.org/resources/cable.pdf>

<sup>16</sup> Project for Excellence in Journalism, "The State of the News Media," Local TV: 24-Hour News, 2007, Available at [http://www.stateofthenewsmedia.org/2007/printable\\_localtv\\_24-hournews.asp](http://www.stateofthenewsmedia.org/2007/printable_localtv_24-hournews.asp)

<sup>17</sup> Comments of the National Association of Broadcasters, In the Matter of 2006 Quadrennial Regulatory Review—Review of the Commission's Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, MB Docket No. 06-121; In the Matter of 2002 Biennial Regulatory Review—Review of the Commission's Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, MB Docket No. 02-277; In the Matter of Cross-Ownership of Broadcast Stations and Newspapers, MB Docket No. 01-235; In the Matter of Rules and Policies Concerning Multiple Ownership of Radio Broadcast Stations in Local Markets, MB Docket No. 01-317; In the Matter of Definition of Radio Markets, MB Docket No. 00-244. Also, "Comments of Newspaper Association of America" in the above proceedings; "Comments of Media General Inc." in the above proceedings; "Comments of Sinclair Broadcast Group Inc." in the above proceedings; "Comments of Nexstar Broadcasting Inc." in the above proceedings; "Comments of NBC Universal, Inc. and NBC Telemundo License Co." in the above proceedings; "Comments of Hearst-Argyle Television, Inc." in the above proceedings; "Comments of Cox Enterprises, Inc." in the above proceedings; "Comments of Belo Corp." in the above proceedings; "Comments of Entravision Holdings, Inc." in the above proceedings; "Comments of KVMD License Co., LLC" in the above proceedings; (all footnotes omitted from quotation).

“In addition, it found that there were 84 regional programming networks in 2003, 37 (or 44 percent) of which were regional news networks. These already huge numbers have continued to increase steadily. In 2005, the Commission identified 531 satellite-delivered national programming networks, an increase of 143 networks over the 2004 total of 388 networks. The agency also identified 96 regional networks in 2005, 45 (or 46.9 percent) of which were regional news networks. This represents a 17 percent increase in the number of regional news networks since the agency considered the issue in 2003” (NAA, pages 30-31).

“Scores of national cable networks, whether news or entertainment, are also powerful players. Some 110 regional cable networks have emerged, along with at least 26 local cable news services” (Media General, page 44).

“This dramatic increase in cable penetration has spurred a corresponding growth in program offerings, particularly locally and regionally originated program offerings, by all the different cable systems available in each Media General convergence market. These extensive sources of local and regional information are detailed at length in Appendix 8 (*Note: The channels listed by Media General that were not listed in the FCC’s 2006 MVPD Report were added to our database*)... This locally originated content now competes with sources unheard of in 1975” (Media General, pages 47-48).

“Cable operators offer a wide variety of different national news networks and are also increasingly becoming a separate source of local news” (Sinclair, page 22).

“In some markets, local television stations are competing with cable companies with respect to local news. For example, Time Warner produces local news channels in several of its markets” (Nexstar, pages 7-8).

“Cable companies provide more than a 100 programming channels, are producing local news channels and are competing directly with local television for advertising revenues” (Nexstar, page 20).

“Regional and local cable news channels are also growing in number and viewership. Approximately 40 such channels currently serve at least 17 markets, ranging from top-25 markets such as New York; Chicago; Philadelphia; Boston; Washington, D.C.; Seattle; and Phoenix; to smaller markets such as Norfolk, Virginia; Toledo, Ohio; Albany and Syracuse, New York; and Boise, Idaho. These regional and local cable news outlets are capturing audience share that is growing in most markets” (NBC Universal, page 19).

“A 2004 report from the Radio and Television News Directors Foundation (“RTNDF”) provides details on some 40 local and regional news channels, ranging from New England Cable News, which is provided to some 3 million households in the New England region, to Chicagoland Television News, to Arizona’s News Channel/¡Mas! Arizona in Phoenix. Collectively, these local and regional news channels reach approximately 41% of television households nationwide. The RTNDF report also provides data on some 25 state public affairs networks (with ten more that were to have been launched after 2004), ranging from The California Channel, which reaches 89% of California’s cable households, Pennsylvania Cable Network, which reaches 85% of cable households in Pennsylvania, and Michigan Government Television, which reaches 75% of cable households in that state, to much smaller networks, such as Helena Civic Television in Helena, Montana. In addition to those discussed in the RTNDF report, other such networks exist, such as OPEN/net in North Carolina, which was begun in the early 1980s, and which is available on many cable systems throughout the state” (Hearst-Argyle, page 20).

“An increasing number of cable systems are also offering cable-only news channels. For example, Cox systems carry news channels in ten different markets” (Cox, page 17).



“Thanks in part to the savings achieved by sharing resources between WFAA-TV and The Dallas Morning News, as well as Belo’s television stations in Houston, Austin, and San Antonio, Belo also continues to operate Texas Cable News (“TXCN”), a 24-hour regional cable news network currently serving approximately 1.7 million cable customers with around the clock news gathered from each of Belo’s Texas news outlets” (Belo, pages 14-15).

“As for cable, the quantity and quality of cable-based local news channels has expanded and improved since Prometheus was decided, if somewhat less dramatically than with respect to the Internet. The growing number of cable-based local programming outlets, and their competitive relationship with broadcast as well as Internet media sources, contributes to the abundant supply of non-broadcast substitutes in today's media market” (Entravision, page 9).

“As the Commission record demonstrates, broadcast television stations face fierce competition from various non-broadcast media outlets, including cable, satellite, the Internet and newspapers” (KVMD, page 7).

The central theme to the claims by NAB et. al. is that these regional cable channels offer consumers a plethora of previously unavailable media choices, and that these channels have undermined the audiences of the traditional broadcast and print media outlets.

However, as this study demonstrates, many of the cable channels cited by NAB et. al. do not produce local news reporting. And the majority of those that do are stations owned, affiliated, or have business relationships with local broadcast television news stations or local newspaper outlets. Furthermore, of the few truly independent cable stations that do air local news content, the amount of this content is low, their audiences are small, and the resources they devote to local news is miniscule compared to that devoted by the traditional outlets in the same markets. Finally, the geographic reach of the few independent local cable news stations is low, with much of the country remaining unserved by this alternative.

## **METHODOLOGY**

A list of regional cable networks was compiled using information from the 12<sup>th</sup> Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming (“*2006 MVPD Report*”).<sup>18</sup> In addition to this initial list of 96 stations, we identified 14 additional regional networks not captured by the FCC’s 2006 report, and 13 channels listed by Media General, bringing the total list to 123 regional networks. Using local listings, corporate financial filings, news articles, trade association websites, station websites, and phone interviews, we determined ownership, content information, and where possible, the number of employees for each station. Employee data was compared with employee totals of traditional news outlets using 2003 industry data.<sup>19</sup>

## **RESULTS AND DISCUSSION**

### **Identifying Cable Networks that Air Local News**

Two of the 96 stations listed in the *2006 MVPD Report* were determined to be no longer active (Chicagoland Korean TV and Cowboys TV). Almost one-third of the regional networks are programmed with sports content and lack local news reporting (39 out of the 121 active channels). Seven networks air national-only content, or local entertainment-only content, with no local news programming.

After the exclusion of the two non-operational networks, the sports-only networks, and the non-local reporting channels, 75 networks remain. Seventeen of these 75 are PEG channels

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<sup>18</sup> “Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, Twelfth Annual Report”, MB Docket No. 05-255, Released March 3<sup>rd</sup> 2006 (“*2006 MVPD Report*”).

<sup>19</sup> Bacon’s Information, Inc., *Newspaper Directory: 2003* and *TV Cable Directory: 2003*.

(“public/educational/government”) that do *air* local content such as live city council feeds, but do not *produce* local *news* content (defined as content based on “original reporting”).<sup>20</sup>

Of the 58 stations remaining, 27 are owned by a local broadcast television station or newspaper operating in the same market, and do not constitute an additional diverse source of local news.

Thus there are just 31 independently owned regional cable channels operating in the U.S. that air some form of local news reporting. These 31 stations are owned and operated by 10 unique firms, with just 4 firms owning 25 of the 31 stations. Twenty-eight of these stations are “local”, and operate in 15 different Designated Market Areas (New England Cable News and Comcast Network CN8 are truly “regional” networks, both covering multiple markets in the northeast, with very little local-specific content; Washington Korean TV actually produces one 25-minute broadcast with DC and Chicago-specific local content). Of the 28 local cable news networks, 15 operate in the state of New York, with 12 serving the New York City DMA. Of the 13 remaining networks, 4 are in North Carolina (3 owned by TimeWarner), 6 are in Florida (all owned by Advance/Newhouse), and one each in Austin, TX, Troy, AL, and Boston, MA.

Though these 31 stations are not owned and operated by local broadcast TV or newspaper firms (26 of the 31 are owned by cable operators), nearly every single network has operating and cross-promotional relationships with traditional local media outlets (see Appendix A). This raises concern about whether these networks are actually diverse sources of local news reporting.

Our analysis did not identify specific audience marketshare data for these specific stations, but previous survey results seem to indicate, in general, that cable television is not an important source of local news. In our original comments, we provided survey data from 2004 that showed only 6 percent of respondents reported that cable television was their most important and most often used source for local news.<sup>21</sup>

### **Employment at Local Cable News Networks**

Our analysis of the employment at local cable networks (detailed in Appendix A) shows that there are a small number of cable news networks that bring new resources to the local reporting marketplace, and the geographic reach of these few stations is quite limited. These resources are a welcome addition where they operate, but they are thinly spread across a very large area. In fact, compared to the existing infrastructure of news reporting of the traditional media in the geographic area served by these cable news operations, the new resources brought to the table by cable are minuscule and do not provide a basis to abandon current restrictions on media ownership consolidation.

The analysis focuses in on the specific DMA’s where the cable news operations appear to have bureaus or reporters. Including the regional operations that serve a much broader area would make the cable news operations look even less significant. As shown in Figure 1, we identified 16 designated market areas in which cable operators’ produce news and where news staff numbers could be found. We count less than 500 newsroom staff. This number is quite small when compared to the total number of newsroom staff in the traditional media outlets (daily and weekly newspapers and broadcast television news operations). Because the staff data is from our 2002 database, we also estimate the staff levels of the traditional media assuming a 10 percent decline in the staffing of all three traditional media.<sup>22</sup> Even with this adjustment, we place the newsroom staff of the traditional outlet in the markets at over 16,000.

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<sup>20</sup> PEG channels are of course a valuable community resource, but we do not agree with Sinclair when it states that PEG channels “must also be considered a separate and independent source of local news” (Sinclair, page 22). These channels provide raw information, but do not conduct reporting that constitutes the production of local news. A PEG channel does not compete with a local broadcast news channel, daily newspaper, or other traditional local news media. If these channels are considered to be an independent source of local news, then they should be assigned their appropriate weight based upon their audience share, which is minimal in comparison to traditional broadcast and print media.

<sup>21</sup> See Comments of Consumers Union, Consumer Federation of America, Free Press et. al., Study 7, Exhibit 5, page 130.

<sup>22</sup> The Project for Excellence in Journalism, *State of the News Media 2006: Overview*, p. 10, puts the decline in newspaper jobs between 2000 and 2005 at 7 percent. However, the chapter on *Local Television*, p. 32, shows local TV newsroom staffs actually growing over this period. Similarly, the chapter on *Alternative/Ethnic Media*, shows stable circulation. Thus, an assumed 10 percent decline across the board leads to a very conservative estimate of the number of traditional media staff.

Thus, the cable news staff represents an addition to the local resource pool of less than 3 percent in the markets served. The individual markets range from an increase of less than a percent, to seven percent. Over two-thirds of the pool of newsroom staff are accounted for by dailies and over three-quarters are accounted for by dailies and weeklies combined. In short, there is a vast infrastructure of reportorial resources in local dailies and weeklies, while cable operators try to cover a vast area with a meager staff or by utilizing the work of existing outlets.

These 16 markets constitute one fifteenth of the total number of Designated Market Areas.<sup>23</sup> They have one-tenth of the total number of TV stations providing local news in the country.<sup>24</sup> They represent one-fifth of the national population<sup>25</sup> and about one-quarter of the traditional newsroom staff.<sup>26</sup> Therefore, while cable represents a small (2.5 percent) addition to new resources in a part of the country, from the national perspective their contribution is even smaller, about one-half of one percent.

**Figure 1: Cable News Staff Compared to Staff of Traditional Media**

Area	Households (thousands)	Cable News Staff	Traditional Media News Staff	Cable as a Percentage of Traditional
New York City, Philadelphia	10,422	152	7,063	2.2
Charlotte, Raleigh, Greensboro	2,609	62	2,185	2.5
Albany, Rochester, Syracuse	938	73	1,140	6.4
Austin, TX	583	30	455	6.6
Boston, Springfield, Bangor, Portland, Burlington	3,537	36	5,446	0.7
Tampa, Orlando	2,953	70	2,356	3
<b>Cable Served</b>				
100% of 2002	20,751	423	18,645	2.3
90% of 2002	N/A	423	16,781	2.5
<b>National Total</b>	<b>109,925</b>	<b>423</b>	<b>~75,000</b>	<b>0.6</b>

*Source: Station websites; BLA, 2004; Bacons 2003.*

<sup>23</sup> There are 210 DMAs

<sup>24</sup> *Economic Study A: News and Public Affairs Programming Offered by the Four Top-Ranked Versus Lower-Ranked Television Stations*, Table A1.

<sup>25</sup> BIA Financial, 2004.

<sup>26</sup> Bacons, 2003

## CONCLUSION

This study demonstrates that the presence of regional cable-only networks do not provide justification for the relaxation of important FCC ownership rules that continue to serve the public interest. There are actually a very small number of these networks that air local news reporting, and these stations are concentrated in just a few of the nations' media markets. An overwhelming majority of American citizens do not have access to these traditional media alternatives.

Furthermore, given that many of the few independent regional cable-only networks have partnerships with traditional broadcast and print media, it is questionable whether these sources constitute actual additions to source and viewpoint diversity. Also, even if some of these networks are diverse sources of local news, their audience share is quite small compared to broadcast television and local newspaper outlets. Finally, the resources these networks devote to local news reporting is an extremely small fraction of that devoted by the traditional local news operations.

Any reasonable consideration of these stations contribution to local news diversity should take these factors into account. Currently local cable news networks do not significantly contribute to source or viewpoint diversity, and their limited presence should not be a justification for the elimination of important ownership limits.

## Appendix A

### Qualitative Analysis of Non-Affiliated Local Cable News Channels

To assess the role of the local/regional cable news channels we examined the staffing and functioning of the news operations.

#### Run by Advance/Newhouse:

Bay News 9

Bay News 9 en Espanol

Bay News 9 Travel Weather Now

Central Florida News 13

Central Florida News 13 En Espanol

News 13 Weather NOW

Shown on Bright House Cable systems. The cable systems were previously owned by Time Warner but a deal made in 2003 has Advance/Newhouse taking control of the company's day-to-day operations. Nonetheless, Time Warner retains a stake in the company.<sup>27</sup>

#### Bay News 9 (Tampa-St. Petersburg (Sarasota) DMA)

Bay News 9 partners with a number of newspapers,<sup>28</sup> including a full partnership with the St. Petersburg Times.<sup>29</sup> Tampa Bay Business Journal (owned by Advance Publications) and the St. Petersburg Times have at least one employee who hosts a show on Bay News 9,<sup>30</sup> with the St. Petersburg Times promoting the program in their newspaper.<sup>31</sup> Also, at least one newspaper's reporters participate in broadcasts.<sup>32</sup>

Bay News 9 has a total of 38 newsroom employees. Of these 38, there are 15 reporters, with 4 based in the studio, 4 in Pinellas County, 2 in Manatee County, and one in Citrus, Polk, Hernando, and Pasco Counties.<sup>33</sup> Both Bay News 9 and Central Florida News 13 use the same reporter at the Tallahassee Bureau.<sup>34</sup>

Bay News 9 runs 7 county bureaus. Four are located in the newsroom of a local paper (The Lakeland Ledger, The Citrus County Chronicle, The Bradenton Herald, and the Tampa Bay Business Journal (owned by Advance Publications).<sup>35</sup> The Tallahassee bureau created in February of 2006 (only TV outlet operating a local

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<sup>27</sup> <http://www.bizjournals.com/orlando/stories/2003/03/03/daily51.html>;

<http://www.timewarner.com/corp/newsroom/pr/0.20812.669376.00.html>;

[http://www.bizjournals.com/tampabay/stories/2007/06/18/daily25.html?jst=s\\_cn\\_hl](http://www.bizjournals.com/tampabay/stories/2007/06/18/daily25.html?jst=s_cn_hl).

<sup>28</sup> The Citrus County Chronicle, The Manatee Herald, The Lakeland Ledger, The Tampa Bay Business Journal, and The Bradenton Herald. See

<http://www.multichannel.com/article/CA419872.html#CONVERGENCE%20COVERAGE>;

<http://www.multichannel.com/article/CA6308559.html?display=Special+Report>

<sup>29</sup> <http://sptimes.com/connect/pressroom/pdfs/061011-bn9-pr.pdf>;

[http://www.sptimes.com/2006/10/12/Tampabay/Times\\_Bay\\_News\\_9\\_wi.shtml](http://www.sptimes.com/2006/10/12/Tampabay/Times_Bay_News_9_wi.shtml)

<sup>30</sup> <http://tampabay.bizjournals.com/tampabay/stories/2006/02/27/story9.html?page=3>

<sup>31</sup> <http://www.multichannel.com/article/CA6308559.html?display=Special+Report>

<sup>32</sup> <http://www.theledger.com/apps/pbcs.dll/article?AID=/20061108/NEWS/611080358>

<sup>33</sup> News Reporters-Citrus County-Jonathan Petramala, Pinellas County-Josh Rojas, Summer Smith, Anna Tataris, Dalia Dangerfield, Hillsborough County-Chief Chuck Johnson, Steve Russell, Laurie Davison, Jason Lanning, Polk County-Melissa Sogegian, Hernando County-Ferdinand Zogbaum, Manatee County-Jennifer Anderson, Emily Maza, Pasco County-Michelle Kay. See profile pages at

<http://www.baynews9.com/OurPeople.html>, for Summer Smith see <http://transcripts.cnn.com/TRANSCRIPTS/0610/06/cnr.01.html>.

<sup>34</sup> <http://www.cfnews13.com/Templates/Bio.aspx?id=8752>; <http://www.baynews9.com/content/13/2006/2/2/142227.html>

<sup>35</sup> <http://www.multichannel.com/article/CA6308559.html?display=Special+Report>

news bureau in the state capital) is located in the studios of public TV station WFSU and shared with Central Florida News 13.<sup>36</sup>

### **Bay News 9 en Espanol (Tampa-St. Petersburg (Sarasota) DMA)**

Bay News 9 also broadcasts in Spanish and has 3 newsroom employees; a news producer/sports reporter and two reporters.<sup>37</sup> In 2003, the channel had a 15-minute news wheel with half the content produced specifically for Bay News 9 en Espanol and the other half repurposed from Bay News 9.<sup>38</sup> The channel appears to be available in all the same markets as Bay News 9.

### **Bay News 9 Travel Weather Now (Tampa-St. Petersburg (Sarasota) DMA)**

Bay News 9 Travel Weather Now targets travelers and focuses on travel delays, airport closings, and national weather.<sup>39</sup> The channel partners with the Bradenton Herald, Citrus County Chronicle, Lakeland Ledger, St. Petersburg Times, and WSJT 94.1 FM.<sup>40</sup> The channel looks to use the existing weather staff at Bay News 9.<sup>41</sup>

### **Central Florida News 13 (Orlando-Daytona Beach-Melbourne DMA)**

The channel began as a partnership between the Orlando Sentinel (Tribune owned) and Time Warner, both owning 50 percent. The channel used Orlando Sentinel reporters and editors for some programming, shared stories and news tips.<sup>42</sup> Orlando Sentinel sold their stake in 2003 with the cable channel continuing to reside in a building owned by the Sentinel until late 2005.<sup>43</sup>

Central Florida News 13 partners with the Daytona Beach News Journal for weather and news tips.<sup>44</sup> The Orlando Business Journal (owned by Advance Publications) is also a partner for news tips.<sup>45</sup> Bay News 9 is also a partner.<sup>46</sup>

Central Florida News 13 has 26 newsroom employees. Of these 26, 4 are anchors, 1 is an anchor/reporter, 5 are meteorologists, 3 are sports reporters, 1 is the general manager and the other 12 reporters. Of these 13 reporters, 6 work from the studio with 3 in Volusia County, 1 in Brevard County, and a reporter in Tallahassee who also works for Bay News 9. The other two report on traffic and health and fitness.<sup>47</sup> Central Florida News 13 runs 3 county bureaus: Volusia (Daytona Beach), Brevard (Melbourne), and Tallahassee.<sup>48</sup>

### **Central Florida News 13 En Espanol (Orlando-Daytona Beach-Melbourne DMA)**

Central Florida News 13 En Espanol recently began with the news staff consisting of 4 employees.<sup>49</sup> Of the 4, 2 fill both anchor and reporter roles with the other 2 acting solely as anchors.<sup>50</sup>

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<sup>36</sup> <http://www.bizjournals.com/tampabay/stories/2006/02/27/daily10.html>

<sup>37</sup> Profile pages at <http://www.baynews9.com/OurPeople.html>

<sup>38</sup> <http://www.wsi.com/corporate/newsroom/accolades/media/accolade8.asp>

<sup>39</sup> <http://www.baynews9.com/TravelWeatherNow.html>

<sup>40</sup> <http://www.baynews9.com/Weather.html>

<sup>41</sup> [http://tampabay.mybriighthouse.com/products\\_and\\_pricing/digital\\_cable/programming/exclusives/default.aspx](http://tampabay.mybriighthouse.com/products_and_pricing/digital_cable/programming/exclusives/default.aspx)

<sup>42</sup> <http://www.asne.org/index.cfm?ID=2736>

<sup>43</sup> <http://www.rogersimmons.com/tv/cfn2006/>

<sup>44</sup> <http://www.news-journalonline.com/Scripts/weather/weather.cgi>;

<http://web.archive.org/web/20061010201240/http://www.cfnews13.com/weatherman.aspx>

<sup>45</sup> <http://orlando.bizjournals.com/orlando/stories/2003/12/15/daily26.html>

<sup>46</sup> <http://www.cfnews13.com/>

<sup>47</sup> News Reporters- Karen Castillo (Traffic), Stephanie Coueignoux, Scott Fais, Lauren Johnson, Nancy Gray (health/fitness), Ron Lee, Paul Milliken, Carolyn Scofield, Volusia County-Jennifer Roberts, Saul Saenz, Jackie Shutack, Brevard County-David Waters. See profile pages at <http://www.cfnews13.com/About/OurPeople/Default.aspx>; For General Manager: <http://newschannels.org/Members.html>

<sup>48</sup> <http://www.cfnews13.com/About/OurPeople/Default.aspx>

<sup>49</sup> <http://www.news-journalonline.com/NewsJournalOnline/Business/Headlines/bizBIZ04121806.htm>

## News 13 Weather NOW (Orlando-Daytona Beach-Melbourne DMA)

News 13 Weather NOW appears to just provide “weather all the time...for people on the go”.<sup>51</sup> Nonetheless, Bay News 9 Travel Weather makes a similar pronouncement.<sup>52</sup> The channel looks to use the existing weather staff of Central Florida News 13.<sup>53</sup>

### Run by Time Warner Cable:

Capital News 9

News 10 Now

R News

News 14 Carolina

Charlotte, Raleigh, Triad

News 8 Austin

NY 1 News

NY 1 Noticias

Capital News 9, News 10 Now, and R News operations are merged. The three networks share production facilities as well as content.<sup>54</sup> Capital News 9 and News 10 Now use the same anchors.<sup>55</sup> Also, all of News 10 Now’s six meteorologists work for Capital News 9, with three working for all three channels.<sup>56</sup> The three outlets also share the politics program Capital Tonight.<sup>57</sup> Additionally, all three outlets share news content with NY 1.<sup>58</sup>

The websites of News 10 Now and Capital News 9 integrate a variety of links to Time Warner Cable services into a sidebar displayed on all their web pages.<sup>59</sup>

## News 10 Now (Syracuse DMA)

News 10 Now partners with WKRT, Eagle Newspapers, and Central New York Business Journal.<sup>60</sup> The business headlines for News 10 Now come directly from Central New York Business Journal.<sup>61</sup> The cable channel serves four areas Central New York, Rome/Mohawk Valley, Tompkins/Cortland, and Watertown/North Country. The channel has 30 newsroom employees with one employee listed twice as both an anchor and reporter. Of these 29, 7 are anchors, 6 are meteorologists, 3 are sports reporters, 1 is the news director and the other 12 are reporters. Of these 12, 5 reporters are in the studios in Syracuse, 2 in Watertown, and one in Cortland, Tompkins County (Ithaca), Mohawk Valley, Oswego, and North Country (Potsdam).<sup>62,63</sup> The channel has six regional newsrooms.<sup>64</sup> The Cortland reporter also anchors radio reports on WKRT 920 AM,

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<sup>50</sup> <http://www.cfnews13.com/About/OurPeople/Default.aspx>

<sup>51</sup> [http://cfl.mybriighthouse.com/products\\_and\\_pricing/digital\\_cable/programming/exclusives/default.aspx](http://cfl.mybriighthouse.com/products_and_pricing/digital_cable/programming/exclusives/default.aspx)

<sup>52</sup> [http://tampabay.mybriighthouse.com/products\\_and\\_pricing/digital\\_cable/programming/exclusives/default.aspx](http://tampabay.mybriighthouse.com/products_and_pricing/digital_cable/programming/exclusives/default.aspx)

<sup>53</sup> See the Ask Jeff Day segment, <http://www.cfnews13.com/Weather/Default.aspx>; <http://www.cfnews13.com/About/OurPeople/Default.aspx>

<sup>54</sup> [http://www.navigo.tv/press/press\\_coverage/news\\_archive/2005-10-03\\_bcastcable.php](http://www.navigo.tv/press/press_coverage/news_archive/2005-10-03_bcastcable.php)

<sup>55</sup> [http://news10now.com/content/About\\_Us/Julie\\_Chapman/](http://news10now.com/content/About_Us/Julie_Chapman/); [http://news10now.com/content/About\\_Us/Ryan\\_Peterson/](http://news10now.com/content/About_Us/Ryan_Peterson/)

<sup>56</sup> [http://news10now.com/content/about\\_us/our\\_team/](http://news10now.com/content/about_us/our_team/); [http://www.capitalnews9.com/content/contact\\_us/news\\_9\\_staff/](http://www.capitalnews9.com/content/contact_us/news_9_staff/);

[http://www.rnews.com/profile\\_2006b.cfm](http://www.rnews.com/profile_2006b.cfm)

<sup>57</sup> [http://www.capitaltonight.com/ct\\_channels.asp](http://www.capitaltonight.com/ct_channels.asp)

<sup>58</sup> [http://www.ny1news.com/ny1/AboutNY1/ny1\\_info.jsp](http://www.ny1news.com/ny1/AboutNY1/ny1_info.jsp)

<sup>59</sup> <http://www.news10now.com>; <http://www.capitalnews9.com>

<sup>60</sup> [http://news10now.com/content/about\\_us/our\\_partners/](http://news10now.com/content/about_us/our_partners/)

<sup>61</sup> <http://www.news10now.com/content/business/>

<sup>62</sup> See profile pages at [http://www.news10now.com/content/about\\_us/our\\_team/](http://www.news10now.com/content/about_us/our_team/); News Director <http://newschannels.org/Members.html>

<sup>63</sup> North Country bureau in Potsdam, see [http://news10now.com/content/About\\_Us/Nick\\_Cowdrey/](http://news10now.com/content/About_Us/Nick_Cowdrey/)

<sup>64</sup> [http://www.news10now.com/content/contact\\_us/jobs/](http://www.news10now.com/content/contact_us/jobs/)

based in Cortland.<sup>65</sup> Note that 6 of the anchors and all 6 meteorologists that work from News 10 Now also work for other outlets, as referenced above.

### **Capital News 9 (Albany-Schenectady-Troy DMA)**

Capital News 9 has 37 newsroom employees with three listed twice as anchors and reporters.<sup>66</sup> Of these 34, 6 are anchors, 2 are sports anchors, 8 are meteorologists, 2 are traffic reporters, and 10 are reporters with one covering health. The last 6 make up manager and producer positions.<sup>67</sup> Reporters are located in the Albany studio, Berkshire County, Saratoga County, Mohawk Valley, and North Country.<sup>68</sup> Also, note that all 6 of the anchors and 6 of the meteorologists also work for other outlets, as referenced above.

### **R News (Rochester DMA)**

Along with R News, Time Warner owned a cable only WB channel, WRWB-TV in the Rochester Market. The channel is now owned by Providence Equity Partners, Inc.<sup>69</sup> The station has a news staff of 25. Of these 25, 4 are anchors, 3 are sports reporters, 4 are meteorologists, 13 are reporters, and the last employee the news director.<sup>70</sup> Three of the meteorologists also work for Capital News 9 and News 10 Now, as referenced above.

### **News 14 Carolina (Charlotte DMA; Raleigh-Durham (Fayetteville) DMA; Greensboro-High Point-Winston Salem DMA)**

News 14 Carolina has two web addresses, with one serving the Charlotte segment and Raleigh and Triad on the other. The two addresses bring up the same format web page with a constant link to the other three geographic sections covered by the cable outlet; slight differences outside of the web address exist. The network of cable channels maintains three newsrooms in Triangle (Raleigh), Triad (Greensboro), and Charlotte.<sup>71</sup> The two production facilities are in Charlotte and Raleigh with Triad newscasts going to one of the two.<sup>72</sup> The network has a joint venture partner in Belo.<sup>73</sup> The three outlets have a newsroom staff of 55 with the traffic reporter the same for Triangle and Triad. The three channels use the same anchors, meteorologists, sports reporters, and franchise reporters that total 29 employees.<sup>74</sup> News 14 Charlotte has seven reporters, with one in Salisbury, five in Charlotte and a traffic reporter. News 14 Triad has five reporters with one doing traffic and News 14 Triangle (based in Raleigh) has eleven with four in Raleigh, three in Fayetteville, one in Durham/Chapel Hill, one in Goldsboro/Wilson, a traffic reporter (same as above), and a senior political reporter.<sup>75</sup> The senior political reporter appears to write for all three.<sup>76</sup> The other three employees are the Triad

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<sup>65</sup> [http://news10now.com/content/About\\_Us/Ryan\\_Dean/](http://news10now.com/content/About_Us/Ryan_Dean/)

<sup>66</sup> Julie Chapman, JoDee Kenney, and Ryan Peterson. See [http://www.capitalnews9.com/content/contact\\_us/news\\_9\\_staff/](http://www.capitalnews9.com/content/contact_us/news_9_staff/)

<sup>67</sup> General Manager Alan Marlin, News Director Chris Brunner, Assistant News Director Mary Rozak, Traffic Manager Melissa Preston, Executive Producer Gary Holmes, Executive Producer/Special Projects Alicia Jacobs. See [http://www.capitalnews9.com/content/contact\\_us/news\\_9\\_managers/](http://www.capitalnews9.com/content/contact_us/news_9_managers/)

<sup>68</sup> News Reporters- Studio-Steve Ference, Jaime Kazlo, Jola Szubielski, Sumi Somaskanda, Berkshire County Bureau-Karen Honikel, Saratoga County Bureau-Curtis Schick, Mohawk Valley Bureau-Kathy Young, North Country Bureau-Ken Jubie, Jessica Mokhiber. See profiles at [http://www.capitalnews9.com/content/contact\\_us/news\\_9\\_staff/](http://www.capitalnews9.com/content/contact_us/news_9_staff/)

<sup>69</sup> Time Warner sold the channel to Clear Channel, which gave it a digital sub-channel affiliation through its main station in the market, WHAM-TV. See <http://www.rnyn.com/pr/cw-wham.doc>. Clear Channel has sold all its television stations to Providence Equity Partners, Inc. See <http://www.clearchannel.com/Corporate/PressRelease.aspx?PressReleaseID=1943>

<sup>70</sup> [http://www.rnews.com/profile\\_2006b.cfm](http://www.rnews.com/profile_2006b.cfm)

<sup>71</sup> [http://rdu.news14.com/content/contact\\_us/](http://rdu.news14.com/content/contact_us/)

<sup>72</sup> Phone conversation with receptionist at main phone # (336-856-9497)

<sup>73</sup> <http://www.rtnda.org/resources/cable.pdf> (page 38)

<sup>74</sup> [http://www.news14charlotte.com/content/about\\_us/news\\_14\\_staff/](http://www.news14charlotte.com/content/about_us/news_14_staff/); [http://rdu.news14.com/content/contact\\_us/news\\_14\\_staff/](http://rdu.news14.com/content/contact_us/news_14_staff/)

<sup>75</sup> [http://rdu.news14.com/content/contact\\_us/news\\_14\\_staff/](http://rdu.news14.com/content/contact_us/news_14_staff/)

<sup>76</sup> <http://www.news14charlotte.com/content/politics/?ArlD=130322&SecID=244;>  
<http://rdu.news14.com/content/politics/?ArlD=94883&SecID=480>



and Charlotte news directors, and the general manager.<sup>77</sup> Also, the Raleigh and Triad channels partner with Social the magazine, apparently only as far as links on each other's websites.<sup>78</sup>

### **News 8 Austin (Austin DMA)**

News 8 Austin operates two bureaus, each employing one person and each covering two counties (Williamson & Bell and Hays & Caldwell).<sup>79</sup> Both of these bureaus operate in the local Time Warner Cable offices.<sup>80</sup> News 8 Austin integrates a sidebar into all the websites pages that links to Time Warner Cable offerings.<sup>81</sup> News 8 Austin has a newsroom staff of 30. Of those 30, 3 are anchors, 4 are weather anchors, 4 are sports anchors, and 18 are reporters (8 feature reporters).<sup>82</sup> The last employee is the general manager.<sup>83</sup>

### **NY1 (New York DMA)**

NY1 is a 24-hour news channel that offers some public affairs programs but mostly news in half hour blocks. The outlet has a newsroom staff of 35 with 27 reporters, 2 anchor/reporters, 5 anchors and a general manager.<sup>84</sup> Of these 29 reporters, 3 cover sports and one covers weather. Another 11 cover topics outside standard news.<sup>85</sup> The remaining 14 are general assignment, cover a geographic area, or cover politics.<sup>86</sup>

### **NY1 Noticias (New York DMA)**

While utilizing the staff of NY1, the channel also employs specific reporters covering the New York Latino community for NY1 Noticias.<sup>87</sup> NY1 reporters prepare both Spanish and English versions when the content is relevant to the Spanish language channel.<sup>88</sup> NY1 Noticias has 7 employees with 3 anchors, 3 reporters, and an executive editor.<sup>89</sup> The channel also has at least one politics program shown solely on NY1 Noticias.<sup>90</sup> NY1 Noticias has it's own control room.<sup>91</sup> The channel appears to only be available to digital cable customers.<sup>92</sup>

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<sup>77</sup> <http://newschannels.org/Members.html>

<sup>78</sup> <http://rdu.news14.com>; <http://www.socialthemagazine.com/>

<sup>79</sup> <http://www.austinchronicle.com/gyrobase/Issue/story?oid=oid%3A227255>

<sup>80</sup> [http://www.news8austin.com/content/contact\\_us/contact\\_news\\_8/](http://www.news8austin.com/content/contact_us/contact_news_8/);

<http://www.timewarnercable.com/austin/customer/contactus/default.html>

<sup>81</sup> <http://www.news8austin.com>

<sup>82</sup> [http://www.news8austin.com/content/contact\\_us/news\\_8\\_staff/](http://www.news8austin.com/content/contact_us/news_8_staff/)

<sup>83</sup> <http://newschannels.org/Members.html>

<sup>84</sup> [http://www.ny1.com/ny1/AboutNY1/staff\\_profiles.jsp](http://www.ny1.com/ny1/AboutNY1/staff_profiles.jsp); <http://newschannels.org/Members.html>

<sup>85</sup> Society Reporter-George Whipple, Arts Reporter-Stephanie Simon, Home Reporter-Jill Scott, Health & Fitness Reporter-Kafi Drexel, Transit Reporter-Bobby Cuza, Technology Reporter-Adam Balkin, Police Reporter-Solana Pyne, NY1 For You Reporter-Susan Jhun, Travel Consultant-Valarie D'Elia, Movie Critic-Neil Rosen, "The Call" Host-John Schiumo. See the profiles at

<http://www.ny1.com/ny1/content/index.jsp?stid=37&aid=4169>

<sup>86</sup> News Reporters- Queens Reporter-Ruschell Boone, Inside City Hall Host/Senior Political Reporter-Dominic Carter, General Assignment Reporter-Roger Clark, Political Reporter-Sandra Endo, Staten Island Reporter-Amanda Farinacci, Reporter-Shazia Khan, Bronx Reporter-Dean Meminger, Political Reporter-Rita Nissan, Brooklyn Reporter-Jeanine Ramirez, Anchor/Reporter-Gary Anthony Ramsay, Political Reporter-Josh Robi, Political Reporter-Michael Scotto, Weekend Anchor/Reporter-Kristen Shaughnessy, Manhattan Reporter-Rebecca Spitz. See staff profiles at

<http://www.ny1.com/ny1/content/index.jsp?stid=37&aid=4169>

<sup>87</sup> Conversation with receptionist at 212-379-3311

<sup>88</sup> [http://findarticles.com/p/articles/mi\\_m0DIZ/is\\_2005\\_April\\_4/ai\\_n13653912](http://findarticles.com/p/articles/mi_m0DIZ/is_2005_April_4/ai_n13653912);

<http://www.wsi.com/corporate/newsroom/accolades/media/accolade8.asp>

<sup>89</sup> <http://www.ny1noticias.com/>; [http://www.findarticles.com/p/articles/mi\\_m0DIZ/is\\_2005\\_April\\_4/ai\\_n13653912](http://www.findarticles.com/p/articles/mi_m0DIZ/is_2005_April_4/ai_n13653912)

<sup>90</sup> <http://serrano.house.gov/PhotoGallery.aspx?GalleryID=87>

<sup>91</sup> [http://www.avid.com/resources/articles/050105\\_NY1.pdf](http://www.avid.com/resources/articles/050105_NY1.pdf)

<sup>92</sup> <http://www.timewarnercable.com/InvestorRelations/PressReleases/TWCPressReleaseDetail.ashx?PRID=1&MarketID=0>

## Run by Comcast:

New England Cable News (NECN) (50%), (Hearst 50%)

CN8

## **New England Cable News (NECN) (Boston (Manchester) DMA; Springfield-Holyoke DMA; Burlington-Plattsburgh DMA; Portland-Auburn DMA; Bangor DMA)**

The channel partners with “stations in all New England markets” and with “several of New England’s newspapers”.<sup>93</sup> A Broadcasting & Cable article published in 2000 notes<sup>94</sup>:

“A staple of NECN's early years was a time-shifted replay of partner wcvb-tv's 6 p.m. newscast. Although the time-shift was stopped two years ago, the station frequently relies on partnerships throughout the region to help feed the channel's voracious daily appetite for content. Besides WCVB-TV, NECN has relationships with Hearst-Argyle's WPTZ-TV Burlington, Vt./ Plattsburgh, N.Y. (NBC); Sinclair's WGGB-TV Springfield, Mass. (ABC) and WGME-TV Portland, Maine (CBS); LIN's WTNH-TV Hartford/New Haven, Conn. (ABC); and Clear Channel's WPRI-TV Providence, R.I. (CBS).”

“The most extensive relationship NECN has is with the region's leading newspaper, The Boston Globe. The channel has two robotic cameras and a full-time producer in the Globe's newsroom and does live interviews from the newspaper sets each weekday morning and evening. The partners recently launched an in-depth segment during NECN's midday newscast. Although the Globe has never chosen to break news on NECN, the two news outlets have collaborated on projects and expect to do more in the future.”

Since the time of the article, Hearst has acquired northeast television stations WMTW-TV and WMUR-TV. It is safe to assume these stations also act as partners. NECN’s Portland, ME bureau office is located in the studios of WMTW-TV.<sup>95</sup> Also, the NECN website is operated by the Boston Globe and NECN and imbedded as a section within the Globe’s website.<sup>96</sup> In the past, the channel has produced newscasts for WFXT and WSBK-TV.<sup>97</sup> NECN simulcasts on Boston radio station WBIX 1060 AM.<sup>98</sup> The channel produces news programs throughout the evening. NewsNight is billed “an in-depth news analysis program” and the Chet Curtis Report “a review of the day’s tops stories”.<sup>99</sup> NewsNight host Jim Braude also has a radio show on Boston radio station WTKK 96.9 FM.<sup>100</sup> Available in Massachusetts, Connecticut, New Hampshire, Maine, and Vermont, with access to 3.5 million homes in more than 1,021 communities. NECN operates bureaus in Manchester, NH; Hartford, CT; Worcester, MA; Portland, ME; and Burlington, VT.<sup>101</sup> The Hartford Bureau operates out of the Hartford Courant newsroom (Tribune owned).<sup>102</sup>

NECN has 36 newsroom employees with 10 acting as anchors, 3 covering sports, 3 covering weather, 3 talk show hosts, 16 reporters, and a station manager.<sup>103</sup> Four reporters jobs are to cover digital media/website, traffic, health/science, and business.<sup>104</sup> Also, one reporter is based out of Worcester, MA.<sup>105</sup> However, nothing was found to suggest she also worked with WCTR-TV 3.

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<sup>93</sup> <http://www.broadcastingcable.com/article/CA317526.html?display=People>

<sup>94</sup> <http://www1.broadcastingcable.com/article/CA16184.html>

<sup>95</sup> [http://www.boston.com/ae/tv/articles/2004/02/18/mpr\\_eyes\\_lydon\\_for\\_national\\_radio\\_show/](http://www.boston.com/ae/tv/articles/2004/02/18/mpr_eyes_lydon_for_national_radio_show/)

<sup>96</sup> <http://www.boston.com/news/necn/>

<sup>97</sup> <http://www.theprovidencechannel.com/wsbk/history.htm>; <http://www.regiscollege.edu/about.aspx?id=3110>;

<http://www.bostonradio.org/stations/73982>

<sup>98</sup> [http://www.boston.com/ae/tv/articles/2006/06/29/deal\\_with\\_necn\\_lifts\\_hopes\\_for\\_wbix/](http://www.boston.com/ae/tv/articles/2006/06/29/deal_with_necn_lifts_hopes_for_wbix/)

<sup>99</sup> [http://www.boston.com/news/necn/About/station\\_NEW/](http://www.boston.com/news/necn/About/station_NEW/)

<sup>100</sup> <http://www.boston.com/news/necn/About/bios/braude/>; <http://www.969fmtalk.com/Personalities/EaganandBraude/tabid/62/Default.aspx>

<sup>101</sup> [http://www.boston.com/news/necn/About/station\\_NEW/](http://www.boston.com/news/necn/About/station_NEW/)

<sup>102</sup> <http://www.boston.com/news/necn/About/bios/Burnell/>

<sup>103</sup> <http://www.boston.com/news/necn/About/teambios/>; <http://newschannels.org/Members.html>

<sup>104</sup> Reporters- Studio-Ally Donnelly, Latoyia Edwards, Mont Fennel (Business), Anya Huneke (Health/Science), Alison King, Brad Puffer, Prat Thakkar, Greg Wayland, Scot Yount, Traffic-Scott Montminy, Digital media(website)-Steve Safran, Connecticut Bureau-Brian Burnell, New Hampshire

## WCTR-TV 3 (Cable Channel Only) Worcester, MA (Boston DMA)

### Charter Communications

NECN assists in the production of the evening newscast and 10pm update. The reporters work for both NECN and WCTR-TV.<sup>106</sup> The NECN anchorman and weatherman are used for the local broadcast with reporters segments sent to NECN studios. The producer of the newscast works in NECN studios in Newton, MA and discusses assignments daily with the news crew in Worcester.<sup>107</sup> However, the network also produces Mayor's Forum and Worcester Latino.<sup>108</sup> Worcester Latino is produced in Charter Communications local building.<sup>109</sup> The channel also simulcasts a WTAG radio show.<sup>110</sup>

## CN8- The Comcast Network (See DMA's Below)

Some areas overlap with both NECN and CN8.<sup>111</sup> Aired from Maine to Virginia, the network goes to 9 million homes, in 12 states and 20 television markets. Studios in Baltimore, Boston, Delaware, New York, Philadelphia, and Washington, DC with their headquarters in Moorestown, N.J. CN8's mission is "to cover events that are national in scope but regional and local in impact, with information and experts who explain how the communities CN8 serves are impacted."<sup>112</sup> A Comcast representative has stated the goal of CN8 is "to become Comcast's national network".<sup>113</sup> The programming appears to be the same in all regions (Comcast claims slight differences between programming in Philadelphia and other areas).<sup>114</sup> Nonetheless, in a July AP article a Comcast spokeswoman said, "Now our lineup is consistent wherever we air".<sup>115</sup> Also, CN8 airs the Newsmakers program (interview local leaders). "CN8 has established more than 35 remote production facilities throughout its footprint to make sure that everyone in the CN8 viewing area has equal access to a nearby studio to appear on "Comcast Newsmakers." Many of these facilities are located at area universities, providing students with opportunities to gain practical work experience."<sup>116</sup> The network provides a variety of programs, a couple of which discuss news.<sup>117</sup> The channel dropped its half hour midday newscast and hour-long evening newscast in August 2006. CN8 no longer has a news team after eliminating 40 jobs, including the news director. The channel is said to be moving away from local news and focusing on the region.<sup>118</sup> The CN8 web page still loads but the five stories on the website are from the AP and appear to be updated once a week.<sup>119</sup> One anchor from the cancelled news program now hosts a show that is "an hour-long newsmagazine" called "Art Fennell Reports".<sup>120</sup> The show appears to utilize two reporters, one focusing on consumer issues and the other on "top stories and headlines". However, the show proclaims Art Fennell "tosses out the cold, impartial approach of traditional journalism and replaces it with passion and opinion."<sup>121</sup> Furthermore, since the shows inception in early September 2006, the Center for Media and Democracy has documented the airing of five video news releases.<sup>122</sup> "Your Morning" appears to be a typical morning show, discussing occasional news topics and "One

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Bureau- Chief Greg Navarro, Maine Bureau-Elissa Burnell, Barbara Macleod, Vermont Bureau-Josh McElveen, (See profiles at <http://www.boston.com/news/necn/About/teambios/>)

<sup>105</sup> <http://www.boston.com/news/necn/About/bios/edwardslatoyiaedwards/>

<sup>106</sup> <http://www.boston.com/news/necn/Shows/worcester/>; <http://www.worcestermag.com/archives/2006/04-27-06/cover.html>

<sup>107</sup> <http://www.worcestermag.com/archives/2004/12-09-04/current/cover.shtml>

<sup>108</sup> <http://research.backchannelmedia.com/station/show/WCTR/2007-07-02>

<sup>109</sup> <http://www.telegram.com/apps/pbcs.dll/article?AID=/20061119/NEWS/611190522/1116>

<sup>110</sup> <http://www.worcestermag.com/archives/2004/12-09-04/current/cover.shtml>

<sup>111</sup> See Comcast channel lineup for 06103 and 01062; <http://www.comcast.com/customers/clu/channellineup.ashx>

<sup>112</sup> <http://www.cn8.tv/channel/article.asp?ChannelID=603&ArticleID=4306&subhead=netwrk>

<sup>113</sup> <http://www.philly.com/mld/philly/entertainment/14934200.htm?template=contentModules/printstory.jsp>

<sup>114</sup> <http://www.cn8.tv/channel/channelhome.asp?ChannelID=606>

<sup>115</sup> [http://www.boston.com/news/local/massachusetts/articles/2006/06/30/comcast\\_to\\_unveil\\_revamped\\_cable\\_news\\_channel\\_in\\_september/?rss\\_id=Boston.com+%2F+News](http://www.boston.com/news/local/massachusetts/articles/2006/06/30/comcast_to_unveil_revamped_cable_news_channel_in_september/?rss_id=Boston.com+%2F+News)

<sup>116</sup> <http://www.cn8.tv/channel/article.asp?ArticleID=4325&ChannelID=602&subhead=abtfoot>

<sup>117</sup> <http://www.cn8.tv/channel/article.asp?ChannelID=606&ArticleID=4783&subhead=abtfoot>

<sup>118</sup> <http://www.philly.com/mld/philly/entertainment/14934200.htm?template=contentModules/printstory.jsp>

<sup>119</sup> <http://www.cn8.tv/channel/channelhome.asp?ChannelID=608>

<sup>120</sup> <http://www.philly.com/mld/philly/entertainment/14934200.htm?template=contentModules/printstory.jsp>

<sup>121</sup> <http://www.cn8.tv/channel/article.asp?ArticleID=5388&ChannelID=1022>

<sup>122</sup> [http://www.sourcewatch.org/index.php?title=CN8%2C\\_\(TV\\_Station\)](http://www.sourcewatch.org/index.php?title=CN8%2C_(TV_Station))

on One” interviews a wide range of people some of which come from politics.<sup>123</sup> Another program run on the channel is “On Comcast” described as “a fast paced look into today’s entertainment and how to get the best entertainment value from Comcast.”<sup>124</sup>

### **CN8 TV Markets**<sup>125</sup>

Albany  
Baltimore  
Boston  
Burlington  
Charlottesville  
Hartford-New Haven  
Harrisburg  
Harrisonburg  
Johnston-Altoona  
New York  
Philadelphia  
Pittsburgh  
Portland  
Providence  
Richmond  
Roanoke-Lynchburg  
Salisbury  
Springfield  
Washington, D.C.  
Wilkes Barre-Scranton

According to the AP article referenced above, CN8 will be in a 13<sup>th</sup> state by the end of 2006. We believe that state is North Carolina but could find no Comcast cable system within the state. It could be an agreement such as in New York where CN8 is on Cablevision systems.<sup>126</sup>

These 13 States are: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, North Carolina, Pennsylvania, Rhode Island, Vermont, Virginia, and West Virginia and the District of Columbia.<sup>127</sup>

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<sup>123</sup> <http://www.cn8.tv/channel/article.asp?lArticleID=4575&lChannelID=656&subhead=abtshow>

<sup>124</sup> <http://www.cn8.tv/channel/article.asp?lChannelID=653&lArticleID=4480&subhead=addprgm>

<sup>125</sup> <http://www.cn8.tv/channel/article.asp?lChannelID=603&lArticleID=4306&subhead=netwrk>

<sup>126</sup> Id.

<sup>127</sup> We did not see a market out of the 20 in West Virginia. The following are the WV towns with Comcast systems: Martinsburg, WV(in DMA 8-D.C.), Bluefield, WV, Morgantown, WV, Fairmont, WV, Keyser, WV, Moundsville, WV, Marshall County (Benwood), WV, (none of these currently carry CN8) ([http://radiostationworld.com/Locations/United\\_States\\_of\\_America/West\\_Virginia/](http://radiostationworld.com/Locations/United_States_of_America/West_Virginia/); [http://radiostationworld.com/Locations/United\\_States\\_of\\_America/Virginia/](http://radiostationworld.com/Locations/United_States_of_America/Virginia/))

## **Run by Cablevision:**

News 12

Bronx, Brooklyn, Connecticut, Hudson Valley, Long Island, New Jersey, and Westchester

## **News 12**

Most of the News 12 networks have independent newsrooms, their own editorial staff, studio space, and on-air personalities. However, News 12 Bronx and Brooklyn appear to share a studio, as well as News 12 Hudson Valley and Westchester.<sup>128</sup>

## **News 12 New Jersey (New York DMA; Philadelphia DMA)**

News 12 New Jersey has bureaus in Madison, Oakland, Newark, Trenton, and Wall Township. The channel partners with the Newark Star-Ledger.<sup>129</sup> The New Jersey newsroom staffs 36 employees with 4 anchors, 3 anchors/reporters, 3 meteorologists, 3 sports reporters, a political analyst, a news director, and 21 reporters. One of these reporters covers traffic and another health. Many of the employees also host a show.

## **Other News 12 Outlets (All in New York DMA)**

News 12 Long Island has 16 newsroom employees with 8 anchors, 3 sports reporters, 3 meteorologists, 1 correspondent/anchor, and a president of news. The network partners with Newsday.<sup>130</sup> News 12 Bronx and News 12 Brooklyn have 21 newsroom employees with 3 sports reporters, an anchor, an anchor/reporter, a news director, and 15 reporters including a crime reporter. News 12 Connecticut has 15 newsroom employees with 3 anchors, 3 meteorologists, 1 sports reporter, 4 anchors/reporters, and 4 reporters. One reporter/anchor covers health. The network partners with radio station WNLK and the Connecticut Post.<sup>131</sup> News 12 Westchester and News 12 Hudson Valley have 22 newsroom employees with 4 anchors, 3 meteorologists, 2 sports reporters, 3 anchors/reporters and 10 reporters. News 12 Westchester partners with radio stations WVOX and WFAS.<sup>132</sup> News 12 Traffic and Weather is another channel shown on cable in the area and appears to use the meteorologists and traffic reporters from the news outlets.<sup>133</sup>

## **Small Owners:**

### **TV33 Cleveland Headline News (Cleveland County, NC) (Charlotte DMA)**

TV33 produces three six-minute newscasts each weekday that run twice an hour on CNN Headline News, cover local government meetings, crime, and the business community. On weekends, they add in other cultural and sports information.<sup>134</sup> TV33 also airs a 15-minute newscast Monday thru Friday on a leased access channel that airs four times from 7-9 p.m. with advertisements and PSA's for the other fifteen minutes. The programming is only seen on Time Warner Cable. The programming is owned by Media AdVentures Inc, a locally owned, private corporation. The owners of Media AdVentures Inc are Gregg and Jeannie Tillman who also preside over the programming.<sup>135</sup> The channel has 8 newsroom employees: a news director, an anchor, a

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<sup>128</sup> <http://www.news12.com/Login/about>; <http://www.canarsiecourier.com/news/2005/0616/TopStories/012.html> also see <http://www.news12.com/Home>

<sup>129</sup> [http://www.stateofthenewsmedia.org/2007/printable\\_localtv\\_24-hournews.asp](http://www.stateofthenewsmedia.org/2007/printable_localtv_24-hournews.asp)

<sup>130</sup> <http://www.rtnda.org/resources/cable.pdf> (page 37)

<sup>131</sup> <http://www.rtnda.org/resources/cable.pdf> (page 39)

<sup>132</sup> <http://www.rtnda.org/resources/cable.pdf> (page 38)

<sup>133</sup> For newsroom staff, see <http://www.news12.com> (subscription required); Available at no cost from [http://en.wikipedia.org/wiki/News\\_12](http://en.wikipedia.org/wiki/News_12)

<sup>134</sup> <http://www.cable33.com/About%20Us.htm>

<sup>135</sup> <http://www.clevelandchamber.org/pdf/2005/01-January%202005.pdf> (page 5); <http://www.cable33.com/About%20Us.htm>

business reporter, an entertainment reporter, a faith/religion reporter, a sports reporter, a general manager, and a president.<sup>136</sup>

### **ITV (International Television Broadcasting) (New York DMA)**

Owned by ITV, Inc., ITV claims to have community news targeted for the New York market and more than 60 hours per month of local programming. The channel also claims to place special emphasis on community news and local current affairs programs, among others. The channel is apparently carried exclusively on Time Warner Cable in Brooklyn and Queens.<sup>137</sup> ITV also has a community news contact and a Caribbean community news director.<sup>138</sup>

### **NGTV (National Greek Television) (New York DMA)**

NGTV also owns a magazine, “Eseis”. The channel is only available in the New York market, has an “Electronic News Gathering Van”, and offers live coverage of various events. NGTV appear to do some sort of local news.<sup>139</sup> NGTV is carried on Manhattan Time Warner Cable and offer a basic and premium service.<sup>140</sup>

### **Washington Korean TV (WKTV) (Washington D.C. DMA; Baltimore DMA; Chicago DMA)**

WKTV provides a 25-minute local newscast that covers international news as well as local news in the Washington DC metropolitan and Chicago regions.<sup>141</sup> The network is available to the Baltimore, Washington DC, and Chicago areas.<sup>142</sup> WKTV is based out of Fairfax, VA.<sup>143</sup>

### **TroyVision (Troy University Television) (Montgomery-Selma DMA; Dothan DMA; Columbus DMA)**

The channel is a student run television station that airs a noon and a 5pm news program. Neither news program operates during the summer months or during at least the December break.<sup>144</sup> The extent of the news operation is not known but the content is obviously heavily focused towards students and university life.<sup>145</sup>

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<sup>136</sup> <http://www.cable33.com/newsteam.htm>; see pdf above.

<sup>137</sup> <http://www.itvgold.com/profile/profile.htm>

<sup>138</sup> <http://www.itvgold.com/contact/contact.htm>

<sup>139</sup> See “about us” and “mobile unit” tabs at <http://www.ngtvonline.com/NGTVFrameset.htm>

<sup>140</sup> zip code 10021 channel lineup channel 509, <http://www.timewarnercable.com/Localization/Corporate.ashx>

<sup>141</sup> <http://www.wktvusa.com/images/schedule.pdf>; <http://www.wktvusa.com/jobopportunities.html>

<sup>142</sup> <http://www.wktvusa.com/about.html>, <http://www.wktvusa.com/cablepartners.html>

<sup>143</sup> <http://www.wktvusa.com/contact.html>

<sup>144</sup> <http://wtsu.troy.edu/television/student-news.html>; <http://wtsu.troy.edu/television/index.html>

<sup>145</sup> <http://wtsu.troy.edu/television/videos.html>