

Who Owns the Media in Washington, D.C.?

The Washington area is the nation's ninth-largest TV market and eighth-largest radio market. And like most markets, D.C. is dominated by just a handful of media companies. Four companies control 72 percent of Washington's local news market.

TELEVISION

Large conglomerates, such as Rupert Murdoch's **News Corp.**, **NBC/GE** and **Gannett** dominate the Washington TV market. News Corp. and NBC/GE together control over half of the revenue in the market.

Two of DC's 10 full-power commercial TV stations are locally owned and operated: Allbritton's WJLA-TV 7 (ABC) and Gannett's WUSA-TV 9 (CBS). News Corporation owns a duopoly in D.C., controlling WTTG-TV 5 (Fox) and WDCA-TV 20 (MyNetworkTV). NBC owns and operates WRC-TV 4.

There are no full-power commercial TV stations owned by racial and ethnic minorities in the Washington DC market, and no stations are owned by women.

RADIO

Clear Channel, **Bonneville**, **CBS** and **Citadel** are four national conglomerates that dominate the Washington radio market. Clear Channel owns eight stations; CBS owns five; Bonneville owns four, and Citadel owns three. Together, these four companies own nearly half of all the commercial radio stations in the market and control 77 percent of the market revenue.

Nationwide, Clear Channel owns nearly 700 radio stations (having just sold off several hundred of its smaller stations); Citadel owns 227; CBS owns 140; and Bonneville (which is a subsidiary of the Church of Jesus Christ of Latter-Day Saints) owns 29. In total, non-local owners control over 63 percent of Washington's commercial radio stations.

There are 10 local owners in the Washington market who own 16 of the market's 44 commercial stations. There is just a single female-owned station, WFAX-AM 1220, run by locally based Newcomb Broadcasting. There are nine minority owners who control a total of 14 stations, eight of which are locally owned.

NEWSPAPERS

Unlike most U.S. cities, Washington has two competing daily newspapers. The *Washington Post* is owned by Washington Post Co. and has an average daily circulation over 700,000. The Post also publishes a free daily, *The Express*, which is widely read by commuters.

The *Washington Times* is owned by News World Communications (a wholly owned entity of Rev. Sun Myung Moon's Unification Church) and has an average

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daily circulation around 90,000. There is also a free morning tabloid daily, *The Washington Examiner*, owned by Philip Anschutz, who publishes a similar paper in San Francisco.

MEDIA OWNERSHIP IN WASHINGTON, D.C. DOESN'T REFLECT THE DIVERSITY OF ITS POPULATION

Racial and ethnic minorities comprise 72 percent of the population in the city of Washington, 40 percent of the population in the Washington TV market, and 46 percent of population in the Washington radio market. However, only 26 percent of the area's commercial full-power broadcast radio and television stations are minority-owned.

Women make up over half of Washington's population, but own just one of the market's full-power commercial broadcast stations. Only seven of Washington's 44 commercial radio stations have female general managers, and there are no female GMs at any of Washington's full-power commercial TV stations.

FCC DEREGULATION WOULD DEVASTATE THE AREA'S FEW INDEPENDENT VOICES

According to an analysis by the Consumer Federation of America, the Washington media market is already highly concentrated, with four firms controlling 72 percent of the area's entire local news market. If the FCC further relaxed its ownership rules, a single company could control over half of the entire local news market.