

Who Owns the Media in Portland?

The Portland, Maine area is the nation's 74th-largest TV market and 167th-largest radio market. And like most medium-sized markets, Portland is dominated by just a handful of media companies. Four companies control 86 percent of the Portland area's local news market.

Tell the FCC to Stop Media Consolidation

The official public hearing on June 28 is your opportunity to speak out.

Visit StopBigMedia.com for more information.

STOP BIG MEDIA

TELEVISION

Large conglomerates, such as **Hearst-Argyle**, **Sinclair** and **Gannett** dominate the Portland TV market. Gannett and Sinclair together control nearly two-thirds of the market's revenue. There are no locally owned and operated full-power commercial TV stations in Portland. There are also no Portland TV stations owned by racial and ethnic minorities, and no stations are owned by women.

All three of the major network affiliates in Portland were locally owned until fairly recently. The market's top station, WCSH-6 (NBC), was locally owned by Maine Broadcasting System from its inception in 1953 until 1998, when Virginia-based Gannett purchased the station along with its sister station in Bangor, WLBZ-2. The local ABC affiliate, WMTW-8, was controlled by female-owned and Auburn, Maine-based WMTW-LLC until its purchase by New York-based Hearst Argyle in 2004. Guy Gannett Communications (no relation to the national Gannett chain) owned the local CBS affiliate, (WGAN, now WGME-13) until its acquisition by Sinclair in 1998.

RADIO

Citadel Communications, **Saga Communications** and **Nassau Broadcasting Partners** are the three national conglomerates that dominate the Portland radio market, with Saga and Nassau each owning six stations (including WGAN-AM 560, the market's only news format radio station), and Citadel owning four. Together, these three companies own 62 percent of all the commercial radio stations in the market and control over 93 percent of the revenue share. Nationwide, Citadel owns more than 200 radio stations, Saga owns 89, and Nassau owns 52. There is only one local commercial owner in the Portland market, **Atlantic Coast Radio**, which controls six stations. In total, non-local owners control nearly 80 percent of Portland's commercial radio stations. None of Portland's 26 commercial radio stations are owned women or people of color.

NEWSPAPERS

Like many U.S. cities, Portland has only one daily newspaper. The *Portland Press Herald* has a daily circulation over 70,000 and is owned by **Blethen Maine Newspapers**, a subsidiary of **The Seattle Times Company**. The chief executive and publisher of The Seattle Times Company, Frank Blethen, has been an outspoken opponent of media consolidation. Portland's free weekly, *The Portland Phoenix*, is owned by Boston-based **Phoenix Media/Communications Group**.

Media Ownership in Portland Doesn't Reflect the Diversity of its Population

Racial and ethnic minorities make up approximately 12 percent of the population in the city of Portland. However, none of the area's commercial full-power broadcast stations are minority-owned. Women make up over half of Portland's population, but also own none of Portland's full-power commercial broadcast stations. There are no female general managers at any of the 26 Portland radio stations, and no female general managers at any of Portland's full-power commercial TV stations.