

#OaklandVoices: The Facts About Media Inequality in the Bay Area

The Bay Area is the nation's sixth-largest television market and fourth-largest radio market. But just a tiny handful of media companies own almost all of the media outlets in this region.

People of color comprise two-thirds of the Bay Area population — but own just 10 percent of the region's commercial radio and television stations. People of color control just 5 percent of the Bay Area's commercial television stations and only 12 percent of its commercial radio stations.

Women own just 6 percent of the Bay Area's commercial radio and television stations. There is just one female-owned broadcast TV station in the Bay Area, accounting for less than 5 percent of the market's TV stations. The three women-owned radio stations make up just 6 percent of the Bay Area's commercial radio stations.

TELEVISION

Conglomerates like CBS, Comcast/NBCU, Cox and Disney dominate the Bay Area's TV market. CBS and Cox alone control nearly half of the market's revenues. CBS, Comcast/NBCU, Cox, Titan TV and Univision each own two stations ("duopolies"), collectively accounting for half of the market's commercial TV stations.

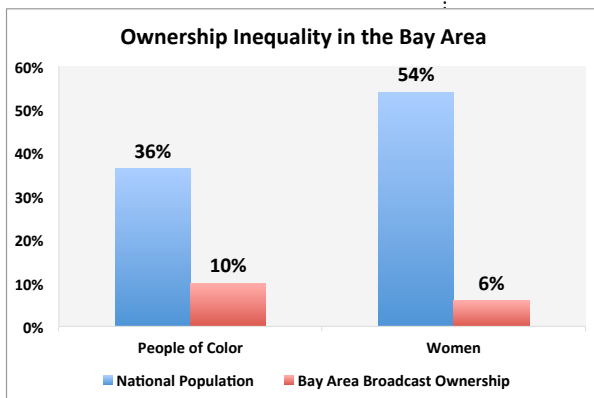
Only two of the Bay Area's 21 commercial TV stations — KTSF and low-power station KAXT-CD — are locally owned and operated. Both stations air a diverse range of foreign-language programming. KQSL, an independent station owned by Beverly Hills businessman Jeff Chang, is the only TV station in the market that a person of color owns a majority stake in. Lincoln Broadcasting's KTSF is the market's only female-owned broadcast TV station.

RADIO

CBS, Clear Channel, Cumulus and Entercom dominate the Bay Area's radio market. These four companies own half of the Bay Area's commercial radio stations, collectively controlling more than 80 percent of the market's advertising revenues. Clear Channel and Cumulus each own seven stations and together control half of the region's radio revenues. Non-local owners control more than 70 percent of the Bay Area's commercial radio stations.

The market's five owners of color control a total of six stations, or about 12 percent of the Bay Area's commercial radio stations. New York City-based Multicultural Broadcasting, an Asian American-owned company, controls KEST-AM 1450 and KIQI-AM 1010; San Francisco-based Marshall Pham Radio Communications, a female-Asian American-owned company, controls KVTO-AM 1400; Oxnard, Calif.-based Lazer Broadcasting Corporation, a Latino-owned company, controls KSRT-FM 107.1; Healdsburg, Calif.-based JYH Broadcasting, a female-Asian American-owned company, controls KNOB-FM 96.7; and Miami-based and Latino-owned Spanish Broadcasting System controls KRZZ-FM 93.3.

Women own only three of the market's radio stations: the aforementioned KNOB-FM and KVTO-AM, as well as KTRB-AM 860, which is under the control of Comercia Bank with Susan L. Uecker acting as receiver in the wake of the former owner's bankruptcy.



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Since Congress and the FCC began to allow massive media consolidation in the late 1990s, owners of color have been crowded out.

In 2013 alone, more than 200 TV stations changed hands.

In nearly half of all U.S. media markets, companies are using outsourcing agreements to evade the FCC's media ownership rules.

About Voices For Internet Freedom

The open Internet is essential to the fight for racial justice. This is why Free Press and the Center for Media Justice launched Voices for Internet Freedom in 2010 – to defend the digital rights of people of color. Led in partnership with ColorOfChange and the National Hispanic Media Coalition, Voices is a network of organizations advocating for communities of color in the fight to protect the Internet from corporate and government discrimination. Through coalition building, rapid-response and strategic communications, Voices ensures the Internet remains an open and nondiscriminatory platform for free speech and assembly. Voices is proud to present #OaklandVoices.

DAILY NEWSPAPERS

The Bay Area is one of the nation's few markets with multiple major daily newspapers, though the number of stand-alone daily papers has declined in recent years. *The San Francisco Chronicle* is the dominant paper in Alameda, Napa, San Francisco and San Mateo counties. *The Chronicle* has a daily circulation over 220,000 and is owned by Hearst Corporation, a conglomerate that also controls a number of other newspaper, cable-TV network and broadcast-TV outlets. Denver, Colo.-based MediaNews Group owns the *San Jose Mercury News*, the flagship newspaper that publishes localized editions under mastheads including the *Contra Costa Times* and the *Oakland Tribune*. Prior to 2010, these papers were published as stand-alone editions. The *Mercury News* and its localized publications have a combined daily circulation of 520,000, making it the Bay Area's largest print outlet. MediaNews Group owns 56 dailies in 12 states.

The San Francisco Newspaper Company-owned *San Francisco Examiner* is the area's major free daily newspaper, with an average daily circulation of over 100,000. It is jointly owned with two of the Bay Area's alt-weekly papers, the *San Francisco Bay Guardian* and *SF Weekly*.

PAY TV

Ninety percent of Bay Area households subscribe to pay-television services, above the national average of 85 percent. Comcast is the Bay's largest pay-TV provider, with 56 percent of the market's subscribers. Satellite providers DirecTV and DISH respectively control 20 and 11 percent of the Bay Area pay-TV market. AT&T, the Bay Area's incumbent telephone company, began offering pay-TV services in parts of the market in 2009 and now has 10 percent of the market's subscribers. However, AT&T's entry has done little to make the market more competitive, as Comcast has consistently raised its pay-TV rates over the past decade, with annual hikes ranging from 5 to 9 percent.

TELECOMMUNICATIONS

AT&T and Comcast are the dominant telecommunications service providers in the Bay Area, though competitive providers like Sonic.net serve small pockets in the North Bay and the peninsula. Broadband adoption in the Bay Area is high relative to the state and national averages. As of June 2011 (the most recent data-reporting period), most portions of the Bay Area had broadband-adoption levels near or above 80 percent of households. But there are numerous neighborhoods in areas like Alameda, Oakland, Richmond and San Jose where broadband adoption is well below the state and national averages. Over the past decade, the California Public Utilities Commission has removed regulations and oversight of the state's major telecom providers. This deregulation was supposed to lower prices and improve consumer choices, but the rates for basic services tripled in just a few short years.

To learn more and to join the movement, visit us online at InternetVoices.org.

