

Who Owns the Media in Seattle?

The Seattle area is the nation's 14th-largest TV market and 14th-largest radio market. And like most markets, Seattle is dominated by just a handful of media companies. Four companies control 51 percent of the Seattle area's local news market.

TELEVISION

Large conglomerates such as **Belo** and **Tribune Company** dominate the Seattle TV market. These two companies each own two stations and together control over half the television market revenue. Belo owns KING-TV 5 (NBC) and the independent KONG-TV 16. Tribune owns KCPQ-TV 13 (Fox) and KMYQ-TV 22 (MyTV).

Three of Seattle's 13 full-power commercial TV stations are locally owned and operated: Fischer Communication's duopoly of KOMO-TV 4 (ABC) and KUNS-TV 51 (Univision), and KHCV-TV 45, a Spanish-language station owned by Northern Pacific International TV.

KHCV, an American Indian-owned station, is the only full-power commercial TV station owned by racial and ethnic minorities in the Seattle market. KIRO-TV 7, the local CBS affiliate owned by Cox Enterprises, is the only TV station in the market owned by women.

RADIO

CBS, **Clear Channel**, **Bonneville** and **Entercom** are four national conglomerates that dominate the Seattle radio market, with Clear Channel owning six stations and CBS owning five. Together, these four companies own nearly one-third of the 55 commercial radio stations in the market and control 67 percent of the market revenue. CBS alone controls three of the market's five top-ranked stations.

Nationwide, Clear Channel owns nearly 700 radio stations, CBS owns 140, Entercom owns 114, and Bonneville (which is a subsidiary of the Church of Jesus Christ of Latter-Day Saints) owns 29.

There are 14 local owners in the Seattle market that own 22 of the market's 55 commercial stations. In total, non-local owners control 60 percent of Seattle commercial radio stations.

There are eight female-owned stations owned by three different companies in the Seattle market. KIXI-AM 880, KKNW-AM 1150, KQMW-FM 92.5, KRWM-FM 106.9, and KWJZ-FM 98.9 are owned by New York-based Sandusky Radio; KSUH-AM 1450 and KWYZ-AM 1230 are locally owned by Jean Suh; and KGY-AM 1240 is locally owned by KGY Incorporated. There are three minority-owned stations in Seattle: the two owned by Jean Suh and KXPA-AM 1540, owned by New York-based Multicultural Radio Broadcasting, an Asian-American-owned company.

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Continued from front

NEWSPAPERS

Unlike most U.S. cities, Seattle still has two competing daily newspapers. The *Seattle Times* is locally owned by the Seattle Times Company and has an average daily circulation over 212,000. The *Seattle Post-Intelligencer* is owned by the Hearst Corporation and has an average daily circulation around 125,000. The *Post-Intelligencer* is operated under a Joint-Operating-Agreement with the *Times*. Nationwide, Hearst owns 12 daily papers, nine weekly papers, two radio stations and 28 full-power commercial TV stations.

MEDIA OWNERSHIP IN SEATTLE DOESN'T REFLECT THE DIVERSITY OF ITS POPULATION

Racial and ethnic minorities comprise 41 percent of the population in the city of Seattle, 19.4 percent of the population in the Seattle TV market, and 28.8 percent of population in the Seattle radio market. However, only 5.9 percent of the area's commercial full-power broadcast radio and television stations are minority-owned.

Women make up over half of Seattle's population, but own just nine of Seattle's 68 full-power commercial broadcast stations, or 13.2 percent. Fifteen of Seattle's 55 commercial radio stations have female general managers (27 percent of stations), and five of Seattle's 13 full-power commercial TV stations have female GMs.

FCC DEREGULATION WOULD DEVASTATE THE AREA'S FEW INDEPENDENT VOICES

According to an analysis by the Consumer Federation of America, the Seattle media market is already highly concentrated, with four firms controlling 51 percent of the area's entire local news market. If the FCC further relaxed its ownership rules, the top four companies could increase their share to 75 percent, with a single company controlling one-third of the entire Seattle local news market.