

Female Ownership of Broadcast Stations

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EXECUTIVE SUMMARY

The purpose of this study was to determine, through a sampling of stations, female ownership of U. S. radio and television broadcast stations. Data were gathered from a total of 1,922 broadcast stations: 925 AM stations, 709 FM stations, and 288 television stations. These three random samples represent approximately 20 percent of all commercial radio stations and 40 percent of all commercial television stations operating in the United States.

The primary data source was the Ownership Report (FCC Form 323) which must be filed annually by corporate owners of broadcast entities having more than 50 stockholders. All other owners must file Form 323 whenever the form on file has been made obsolete through changes in owners.

Form 323 does not contain all the information that this study required. For example, the gender of owners is not reported. When owners were listed by initials or by names commonly used by both sexes, telephone calls were placed to the licensees and/or the stations in order to determine gender.

The majority of broadcast stations are owned by corporations. Form 323 requires corporations to list the officers of the corporation and their stock holdings, if any; the members on the boards of directors and their stockholdings, if any; and the stockholders and their holdings. However, if a corporation has over 50 stockholders, it must list only those stockholders having one percent or more of voting stock. Consequently, all the stockholders of large corporations are not reported, rendering impossible a report on 100 percent of ownership. Also, fair amounts of corporate stock are held by banks and investment companies for clients who are not reported on Form 323. The figures shown report the information available from the Commission's ownership records only.

This study defines as owners of broadcast entities sole proprietors, voting partners in partnerships, owners of corporate stock, officers of corporations and members of corporate boards of directors, trustees of trusts containing corporate voting stock, and executors/executrices of estates which own a broadcast license. An indication of women's participation in broadcast stations, stemming from their status as owners as well as from their status as board members, results from such a definition.

Of the over 2,500 women identified as owners of radio stations, just over 50 percent of them actually own stock while just under 50 percent hold positions on boards of directors while holding no ownership. In the TV sample, just under 50 percent of the nearly 1,100 women actually hold ownership; the remainder serve on the boards of directors without holding any ownership.

The major findings of the study are:

Majority Ownership

Majority ownership is defined as 50 percent or more of the station being collectively held by women.

- Women are majority owners of 8.6 percent of AM stations;
- Women are majority owners of 9 percent of FM stations;
- Women are majority owners of 2.8 percent of television stations.

Stations with Female Owners

- 68.8 percent of the AM stations report females participating in ownership.
- 69.4 percent of the FM stations report females participating in ownership.
- 87.8 percent of the TV stations report females participating in ownership.

Type of Ownership

- 87.4 percent of AM stations are owned by corporations, 4.8 percent by partnerships, 7.0 percent by sole owners, and 0.8 percent by some other form of ownership. Of the 65 stations in the AM radio sample owned by sole proprietorships, 4 are solely owned by women.
- 89.0 percent of FM stations are owned by corporations, 5.8 percent by partnerships, 4.8 by sole owners, and 0.4 percent by some other form of ownership. Of the 34 stations in the FM sample owned by sole proprietorships, two are owned by women.
- 98.3 percent of TV stations are owned by corporations, 1.4 percent by partnerships, and 0.3 percent by some other form of ownership. No TV stations in the sample were solely owned.
- Corporations have the highest number of women owners (stockholders and memberships on boards of directors) per station in each of the three samples; an average of 1.69 for AM stations (average of 5.30 men), an average of 1.71 for FM stations (average of 6.74 men), and an average of 3.73 for television stations (average of 18.85 men).

- Women hold the greatest percentage of ownership when they are involved in partnerships; an average of 17.64 percent for AM stations, 15.88 percent for FM stations, and 25.00 percent for TV stations.

Class of Service

- AM and FM stations have approximately the same average number of women owners per station (across all types of ownership): 1.55 for AM and 1.58 for FM. By comparison, there are an average of 4.96 male owners per AM station and 6.30 male owners per FM station. For TV stations, there are an average of 3.69 women owners and 18.64 men owners.
- Women own an average of 14.40 percent in AM stations, 12.66 percent in FM stations, and 23.53 percent in TV stations. This includes sole proprietorships, partnerships, and corporations (both stock and directorships).

Market Size

- The average number of women owners per AM and FM stations ranges between one and two across various market sizes. For TV stations, the average number of women owners ranges between three and four across all sizes of ADI's. For men, larger markets tend to have more male owners per station: in AM stations, the range is from 4 to 14, in FM stations, the range is from 4 to 16, and in TV stations the range is 11 to 26.
- The average percent of female ownership increases as the market size decreases. ✓

Spectrum Position

- The average number of female owners per VHF station is 3.99 and 3.03 for UHF stations. The average number of male owners per VHF station is 21.01 and 13.42 in UHF stations.
- The average percent of ownership for females in VHF stations is 24.66 percent and 21.08 percent in UHF stations.

Familial Relationship

- 50 percent of the women owners are wives of other owners for AM stations, 43 percent of the women owners of FM stations are wives of other owners, and 27 percent of the women owners of TV stations are wives of other owners.

-- Women owners who are wives, sisters and mothers to other station owners hold a higher percentage of ownership than owners who are not related to any other owners, across all classes of broadcast service.

Female Ownership by Market Size	30
Analysis by Group Ownership, Network Affiliation, Spectrum Position	38
Majority Ownership	45
Familial Relationship	46
Community Property	48
BIBLIOGRAPHY	53
APPENDIX A	54
Sampling Error and Confidence of Results	57
APPENDIX B	
Coding Form	60
APPENDIX C	
FCC Form 323	

LIST OF TABLES

<u>TABLE</u>		<u>PAGE NUMBER</u>
1	Sample Stations by Class of Service	13
2	Sample Stations by Type of Ownership and Class of Service	14
3	Sample Stations by Group Ownership and Class of Service	15
4	Sample AM and FM Stations by SMSA Rank	16
5	Sample Television Stations by ADI Rank	17
6	Sample Television Stations by Affiliation Status	17
7	Sample Television Stations by Spectrum Position	17
8	Sample Stations by Presence of Female and Male Owners by Class of Service	19
9	Female Owners by Ownership of Stock by Class of Service	20
10	Female and Male Ownership Statistics by Class of Service	22
11	Female and Male Ownership Statistics by Type of Ownership for AM Radio Stations	24
12	Female and Male Ownership Statistics by Type of Ownership for FM Radio Stations	26
13	Female and Male Ownership Statistics by Type of Ownership for Television Stations	28
14	Female and Male Ownership Statistics for AM Stations by SMSA Rank	32

INTRODUCTION AND PURPOSE

The purpose of this study was to assess female ownership of broadcast stations in the United States. Broadcast stations, in this case, include standard broadcast or AM radio stations, FM radio stations, and television stations. The question which provided the basis for the study is: To what extent are women owners of commercial broadcast radio and television stations in the United States?

The primary data source was the Ownership Report (FCC Form 323) which must be filed annually by corporate owners of broadcast entities having more than 50 stockholders. All other owners must file Form 323 whenever the form on file has been made obsolete through changes in owners.

The majority of broadcast stations are owned by corporations. Form 323 requires corporations to list the officers of the corporation and their stock holdings, if any; the members on the boards of director and their stockholdings, if any; and the stockholders and their holdings. However, if a corporation has over 50 stockholders, it must list only those stockholders having one percent or more of voting stock. Consequently, all the stockholders of large corporations are not reported, rendering impossible a report on 100 percent of ownership. Also, fair amounts of corporate stock are held by banks and investment companies for clients who are not reported on Form 323. The figures shown report the information available from the Commission's ownership records only.

This research report presents the results of an analysis of FCC Form 323. The station and market information was used to cross-tabulate the ownership information. The research was directed by the following questions:

- (1) What types of ownership are reported for broadcast stations in the United States?
- (2) To what extent are women owners of broadcast stations in the United States? How many stations have female owners and how many owners are women? In comparison, how many owners are men?
- (3) What percentage of broadcast media do women own?
- (4) What is the average number of women owners per station in the United States? What is the average number of male owners per station?
- (5) What is the average percentage of ownership per station by women?

- (6) In instances where women are participating in the ownership of a station, what is their familial relationship, if any, to other parties with ownership interest?

The report is divided into three sections. Following the introduction, the second section provides a description of the methodology used. The third section presents the results.

METHOD

This section describes the method used to sample, analyze, and tabulate the information contained on FCC Form 323, the Ownership Report, which the FCC requires each AM, FM, and TV licensee to file on an annual basis. Additional station and market information was also coded in a separate set of procedures. A set of definitions is also included in this section.

Sampling

Stations were the units of analysis; therefore, the sampling universe consisted of commercial radio and television stations operating as of June 30, 1980. Public broadcasting stations, translators, and foreign broadcasting stations were not included as a part of the sampling universe. Two different sampling procedures were used, one for commercial AM and FM radio stations and one for commercial television stations. These sampling procedures are described below.

Radio Sampling Procedures

As of June 30, 1980, there were 4,557 commercial AM and 3,216 commercial FM stations on the air. (1) Commercial AM and FM radio stations were treated as separate populations. Twenty percent of all AM stations and 20 percent of all FM stations were sampled from each of these populations using simple random sample procedures. In a simple random sample, each element or sampling unit (in this case an AM or FM station) has an equal, calculable, and non-zero probability of appearing in the sample.

ELRA Group utilized separate computer printouts of all AM and FM stations on the air as of June 30, 1980. These printouts were supplied to ELRA Group by the Federal Communications Commission. Each commercial AM station in this listing was assigned a number ranging from 0001 to 4557. Similarly, each commercial FM station was assigned a number ranging from 0001 to 3216. A random number generator was employed to produce 1,000 numbers ranging from 0001 to 4557 and 850 numbers ranging from 0001 to 3216. The sample of numbers exceeded the 20 percent needed because a pretest determined that it was not always possible to locate a station's ownership report in the FCC files, due to use by other FCC offices. (2) Over-sampling was also necessary, because the random number generator produces a small proportion of duplicate numbers.

(1) Broadcasting, August 4, 1980, p. 67.

(2) There is no a priori reason to expect these missing stations to be unrepresentative regarding female ownership.

A different sampling design was used for the commercial television station population. The sampling units were the 726 commercial TV stations operating as of June 30, 1980.

The commercial broadcast television industry is built upon the concept of a market. The widely accepted definition of a market is the Area of Dominant Influence (ADI) or Designated Market Area (DMA). ADI, or market, rank is determined by the number of television households in the ADI. ADI is a geographic market design which defines each television market exclusive of another based on measurable viewing patterns. The ADI is an area that consists of all counties in which the home market station receives a preponderance of viewing. Each county in the U.S. is allocated exclusively to one ADI. There is no overlap. The ADI, used by Arbitron, and the DMA, used by Nielsen, have become the standard definitions of TV markets.

In 1980, Arbitron defined 212 ADI's. For the sampling design, these 212 markets were divided into four strata according to ADI rank as follows: 1-50, 51-100, 101-150, 151-212. These strata correspond to groups of interest to both the FCC and the television industry, such as the top 50 markets, top 100 markets, etc. Within each of the four strata, a simple random sample of 40 percent of the total TV stations in the stratum was selected. For example, of the 263 stations in markets 1-50, 40 percent, or 105 were randomly selected using a procedure similar to that described for sampling radio stations. The same procedure was followed for each of the four strata.

The above sampling procedure is called a proportionate stratified random sample, since a uniform sampling fraction (two-fifths) is applied to each of the four strata and a random sample is selected from within each stratum. The final sample consisted of 288 TV stations.

The three samples in this study cannot be combined into one sample of AM, FM, and TV stations because there is no rationale for assigning weights (equal or unequal) to these three different populations.

The estimates of sampling error for the three samples and the estimates of the confidence of the results are contained in Appendix A.

Definitions

The following is a list of terms used in this study:

Ownership -- attributed to a person who meets one or more of the following qualifications:

- owns 100 percent of the interest in a license;
- is a voting partner in a partnership agreement which owns the license;
- holds shares of common, voting stock in the license;
- is an officer of the corporation which owns the license;
- sits on the board of directors of the corporation which owns the license;
- is a director of a non-stock corporation which owns the license;
- is the trustee for common, voting stock in the corporation which owns the license;
- is the executor/executrix of an estate which involves ownership of a license;
- is a voting stockholder, director or officer of a corporation which has 25 percent or greater direct or indirect ownership interest in the license.

Types of Ownership -- determined from Form 323 for the licensee as follows:

sole proprietorship (or solely owned) -- 100 percent of the interest in a license is held by an individual; a licensee completes only page one of Form 323, lists nothing in paragraphs 2, 4 and 5, and often indicates that he/she is the sole proprietor in the Certificate section of the form.

For example, if on Form 323, Jane S. Doe is indicated as being the sole owner of a broadcast AM, FM, or TV station in the sample, 100 percent of the ownership is attributed to her. In terms of the number of owners, Ms. Doe would count as one (1) owner.

partnership -- a legal agreement in which two or more persons share interest in the license; a licensee completes only page one of Form 323, and completes paragraph 5 of the form.

In paragraph 5 of Form 323, the permittee or licensee states the extent of interest of each partner in the partnership. If, for example, three partners are listed in paragraph 5, two of whom are women, then two (2) persons were counted as women owners. If each of the two women were listed as owning $33 \frac{1}{3}$ percent of the ownership, then 33 percent was attributed to each of the women owners. Standard rounding procedures were used in all cases, such that one-half percent or more was rounded up to the next whole percent and less than one-half percent was rounded down to the next lowest percent.

corporation -- a legal entity with officers, a board of directors, and issued stock which holds interest in the license; a licensee completes pages 1-3 of Form 323, generally includes articles of incorporation under paragraph 6 (contracts), lists capitalization, and officers and directors on page 2.

For example, if the licensee is owned by a single corporation then the licensee lists the officers and directors on Form 323. Some licensees not only indicated the number of shares of stock, but also listed the percentage of stock ownership for each individual. In these cases, the percentages listed by the licensee were used as the measure of the percentage of ownership, following the rounding procedures noted above for fractional proportions of ownership. If the licensee did not list the percentage of ownership but simply indicated the number of shares of stock owned by an individual, then the number of shares of stock was divided by the number of shares of stock that were listed as "issued and outstanding" and this proportion was then multiplied by 100 to derive the percentage of stock owned by each stockholder. The number of shares of

stock issued -- corporation is contained in paragraph 1(a) of Form 323. If officers and directors were listed as having no ownership of stock, these persons were still counted as owners and the percentage of ownership was coded as zero (0). Only stockholders owning 1 percent or more of voting stock are reported for corporations with 50 or more stockholders. Corporations with less than 50 stockholders report the percent of stock held by all stockholders.

subsidiary corporation -- the corporation which owns the license, directly or indirectly, at least 25 percent, by another corporation (referred to as the parent corporation); a licensee completes pages 1-3 of Form 323, including paragraph 2 which lists "the name of any corporation or other entity having a direct or indirect ownership interest in the license or permit"; additional cross-listings are included in the licensee's folder by the FCC staff.

If a licensee is owned by another corporation the licensee indicates such an arrangement in paragraph 4 of Form 323. In these cases, the female owners (those who own stock and those who serve on boards of directors and own no stock) were counted from the primary Form 323 and also those listed as being owners of stock in the corporation which owns at least 25 percent or more of the licensee.

other -- a catch-all category which includes non-stock corporations, non-profit organizations (such as schools and churches), or trustees of colleges which hold the license; a licensee indicates such peculiarities of ownership on Form 323, usually on page 2, paragraph 7a.

Group ownership -- a category included for analysis in the crosstabulation of the data; determined by the listing of an individual or corporation that holds interest in three or more radio stations and/or two or more television stations in Broadcasting Year-book.

Market Size -- a category included in the crosstabulation of the data; for radio, six strata were established based on the Standard Metropolitan Statistical Area (SMSA) rank of the community of license; for television, four strata were established based on the Area of Dominant Influence (ADI) rank of the community of license.

SMSA -- a unit derived by the U.S. Census Bureau, that consists of a metropolitan area with a population of 50,000 or more, and includes counties that are contiguous to it and economically integrated with the metropolitan area. Coders found the county in which the community of license was located, then found the SMSA to which the county was assigned, and then assigned a rank to the SMSA according to population.

ADI -- a unit derived by Arbitron in its television audience analyses and listed in Broadcasting Yearbook. The ADI is a standard TV market definition that consists of all counties in which the home market stations receive a preponderance of viewing. Every county in the U.S. is allocated exclusively to only one ADI. Arbitron ranked its 212 ADI's in 1980 according to their population, and it was this ranking that was used to determine TV market size.

Ownership statistics -- data in this report -- tables that include the following four statistics:

average number of females/stations with female owners -- determined by dividing the total number of female owners in a particular category by the number of stations in that category that had female owners; a measure of female ownership among stations that had female owners.

average percent of stock held by women/stations with female owners -- determined by adding the percent of ownership for women in a station, summing this total across all stations in a category, and dividing by the number of stations in that category that had female owners; a measure of the percentage of ownership all women held in the average station based on stations that had female owners.

average number of females/stations in the sample -- determined by dividing the total number of female owners in a particular category by the number of stations in that category that were in the sample; a measure of female ownership among all stations in the sample, and therefore can be used to draw generalizations about the population from which the sample was drawn.

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Data
The data were collected and tabulated from FCC Form 323 by trained and supervised coders during November and December, 1980. Data were collected only on weekends (Saturdays and Sundays), with an FCC employee on duty, to avoid disrupting the regular office work of the FCC staff members located in the office containing the completed Form 323's.

The following information was collected for each station in the sample:

- (1) Station call letters
- (2) Station location (city and state)
- (3) Class of service (AM, FM, TV and whether the station is UHF or VHF, if TV)
- (4) Whether the station is group owned
- (5) SMSA rank, if any, for AM and FM radio stations
- (6) ADI rank, for television stations
- (7) Network affiliation or independent status of stations for TV
- (8) Type of ownership (corporation, partnership, individual, other)
- (9) Whether the corporation which is the station licensee is owned by another corporation
- (10) Whether there are female owners of the stations
- (11) The number of female owners
- (12) The number of male owners
- (13) The number of persons for whom the gender could not be determined from the name
- (14) The names and addresses of all female owners and persons for whom the gender could not be determined
- (15) The percentage of ownership for all female owners and persons for whom the gender could not be determined
- (16) The familial relationship of female owners to other owners, both male and female.

The coding sheet on which the above information was tabulated is contained in Appendix B.

Form 323 does not contain all of the above variables. The data for the following variables were collected in separate operations from other sources: (1) group ownership, (2) UHF or VHF status for TV stations, (3) affiliation status for TV, (4) ADI rank for TV, and (5) SMSA rank for radio.

Information on group ownership was collected from the 1980 Broadcasting Yearbook, listing the same definition that the Yearbook uses for group ownership. (1) The UHF/VHF status, affiliation status, and ADI rank for TV status were also obtained from Broadcasting Yearbook. In a few cases the stations were so new that they were not listed in the Yearbook. In these cases telephone calls were placed to the stations.

The SMSA rank for radio was determined using the following sources:

- (a) U.S. Census Bureau. Current Population Reports: Population Estimates, Series P-25, Nos. 791-820, 1977.
- (b) U.S. Census Bureau. 1970 Census of Population Characteristics of the Population.
- (c) U.S. Census Bureau. Statistical Abstract of the U.S., 100th Edition.
- (d) U.S. Department of Commerce, Bureau of the Census, County and City Data Book, 1977: A Statistical Abstract Supplement.
- (e) SMSA's 1975, Revised Edition.

(1) 1980 Broadcasting Yearbook, p. A-36. This definition is as follows: "Individuals and companies controlling three or more radio stations and/or two or more television stations."

Ownership type was determined from information provided on Form 323 itself. For example, sole proprietorships and partnerships are not required to complete pages 2 and 3, designating stock issues and officers of the corporation. Partnerships must complete paragraph 5, indicating percentage of control. Corporations usually list by-laws in paragraph 6 under contracts. In addition, corporations are required to indicate officers and board members and stockholders, holding one percent or more of the voting stock, if 50 or more stockholders(1).

Form 323 also requires the licensee to indicate whether another corporation holds stock in the station. In instances in which stations were owned by corporations that were subsidiaries of other corporations (that is, owned totally or partially--25 percent or more--by the parent corporation) the ownership report filed by the parent corporations was located. Since in these instances it is the parent corporation that owns the station, female stockholders listed by the parent corporation were coded

(1) Corporations with 50 or more stockholders which are either licensees of broadcast stations or parent companies of corporations which are licensees, are required to file Form 323 Ownership Reports annually. These annual reports list stockholders who hold one percent or more of common voting stock, as well as banks, depositories and investment companies which hold five percent or more of the corporation's stock for themselves or for their clients. It should be noted that the cut-off requirement of one percent for listing stockholders means that the Form 323 does not present complete information for these corporations. Also, the fact that fair amounts of these corporations' stocks are held by banks and investment companies for clients means that the actual persons who own corporation stock are not always identified by Form 323.

Across the three samples of stations, 92 corporations filed annual reports, accounting for 214 stations. Analyzed by type of service, 43 AM stations, 45 FM stations and 126 TV stations were included. An examination of these annual reports revealed that 100 percent of the stock was accounted for in the case of 24 corporations (13 AM stations, 12 FM stations, and 24 TV stations). For the remaining 68 corporations, blocks of stock representing between 8 and 80 percent of common voting stock issued and outstanding were not accounted for by listings of individuals on Form 323. The average amount of stock unaccounted for per corporation was 36.2 percent for AM stations (30 or 3.2 percent of the sample); 34.9 percent for FM stations (33 or 4.7 percent of the sample), and 33.6 percent for TV stations (102 or 35.4 percent of the sample).

were coded as station owners. For example, WMAQ-TV in Chicago is owned by the National Broadcasting Company. A notation in WMAQ's Form 323 refers the reader to WNBC-TV's form, as the flagship station of the NBC network. However, since NBC is a solely owned subsidiary of the Radio Corporation of America, the reader is also referred to RCA's annual ownership filing. Thus, annual ownership files for corporations were consulted and coded whenever such a corporation owned 25 percent or more of the licensee.

The determination of whether an owner was a female or not was made by reference to the name of the owner since the sex of owners is not specifically requested on Form 323. In instances in which owners were listed only by initials or names that are commonly used by both sexes (Pat, Lynn, Terry, Chris, etc.), the persons were listed on the coding sheet as "questionable" since the coder was uncertain whether the owner was, in fact, a female.

In many cases, it was possible to identify the "questionable" owner as being either male or female through the "remarks" section of Form 323. For example, the licensee would indicate that Terry Smith is the wife of Bob Smith. In these cases, Terry would be coded as a female owner. In other cases, Terry would be included in the "questionable" category since there was no reference to his or her gender in any of the Form 323's filed for the station.

The remarks section of Form 323 was also helpful in the determination of familial relationships among owners. If the licensee's documentation seemed complete, and some women owners had not been included in the discussion of relationships, these women were assumed to be unrelated to other owners and coded accordingly as no relationship. Sometimes, however, the licensee included no familial relationship data, or incomplete data, and the female owners' relationships were coded as "don't know." This was done in many cases involving large corporations with long stockholder lists, when, for example, Jane Doe was listed below John Doe as a stockholder, with the same address, but without a reference to family relationship.

Telephone calls were placed to the licensees and/or stations to determine the gender of those persons for whom it could not be identified from the information contained on Form 323.

Pretest

In October, 1980 a pretest was conducted with 60 randomly selected AM, FM and TV stations. The purpose of the pretest was to determine if the coding scheme was appropriate for the tabulation of the Form 323 data. It was also useful for identifying problems encountered by coders in the coding process.

This section presents the results of the study of female ownership of broadcast stations. It is divided into two parts: a description of the samples in terms of various descriptive variables; and a discussion of the number of stations in the samples with female owners, the total number of male and female owners in the samples, and the average percentage of ownership held by female owners.

Sample Description

Data were gathered from a total of 1,922 broadcast stations: 925 AM stations, 709 FM stations, and 288 television stations. Complete information was not available for one AM radio station due to the inability to contact the station by telephone. The analysis was performed using packaged statistical procedures in the SPSS (Statistical Package for the Social Sciences) program run on a CDC Cyber 170 computer. Table 1 presents a summary of the sample stations by class of service.

TABLE 1. Sample Stations by Class of Service

	AM	FM	TV
Complete Ownership Information As Contained on Form 323	924 (99.9)*	709 (100.0)	288 (100.0)
Sex of One or More Owners in Question	1** (0.1)	---	---
TOTAL	925	709	288

*Column Percents.

**No listing for radio station, so telephone contact could not be made.

Type of Ownership

Almost 90 percent of the AM and FM stations are owned by corporations and about five to six percent are owned by partnerships. Seven percent of the AM stations are owned by individuals while 4.8 percent of the FM stations are owned by individuals. Less than one percent of the radio stations are owned by other entities, such as universities or non-stock, non-profit corporations. (See Table 2)

By contrast, almost all (98.3%) of the television stations in the sample are owned by corporations, over half of which are subsidiaries of other corporations. These data are contained in Table 2.

TABLE 2. Sample Stations by Type of Ownership and Class of Service

TYPE OF OWNERSHIP	CLASS OF SERVICE		
	AM	FM	TV
Corporation	808 (87.4) *	631 (89.0)	283 (89.3)
A. Solely-owned	655	494	127
B. Subsidiary	153	137	156
Partnership	44 (4.8)	41 (5.8)	4 (1.4)
Sole Ownership	65 (7.0)	34 (4.8)	0 (0.0)
Other	7 (0.8)	3 (0.4)	1 (0.3)
TOTAL	924	709	288

*Column Percents.

Group Ownership

Sample stations were divided into categories according to group ownership. This division is presented in Table 3 and cross-tabulated by class of service. About 75 percent of AM and FM radio stations in the sample are independently owned, while about 25 percent are held by a group owner. In the television sample, two-thirds (67.4%) of the stations are group-owned and one-third (32.6%) are independently owned. (See Table 3)

TABLE 3. Sample Stations by Group Ownership and Class of Service

	CLASS		
	AM	FM	TV
Number of Stations Not Owned by a Group	712 (77.1)*	531 (74.9)	94 (32.6)
Number of Stations Owned by a Group	212 (22.9)	178 (25.1)	194 (67.4)
TOTAL	924	709	288

*Column Percents.

Market Size

The sample stations were also analyzed by market size. Standard Metropolitan Statistical Area (SMSA) rank was the index of market size for radio. For television, the index of market size was the Area of Dominant Influence (ADI) rank. Table 4 presents the number of AM and FM stations in six SMSA strata, divided according to SMSA rank. (1) Table 5 presents the market size data for the sample television stations by ADI rank.

TABLE 4. Sample AM and FM Stations by SMSA Rank

	SMSA RANK						TOTAL
	1-10	11-25	26-75	76-150	151-263	Not In SMSA	
No. of AM Stations	50 (5.4)*	51 (5.5)	127 (13.7)	123 (13.3)	81 (8.8)	492 (53.2)	924
No. of FM Stations	50 (7.1)	42 (5.9)	85 (12.0)	83 (11.7)	77 (10.9)	371 (52.3)	709

*Row Percents.

(1) These data correspond to metropolitan areas with the following population ranges:

SMSA Rank	Population (000)
1-10	2,779,000-9,266,000
11-25	1,455,000-2,700,000
26-75	520,000-1,413,000
76-150	518,000-246,000
151-263	245,000-66,000
Not In SMSA	Under 66,000

TABLE 5. Sample television stations

	ADI RANK				TOTAL
	1-50	51-100	101-150	151-212	
No. of TV Stations	108 (37.5)*	77 (26.7)	61 (21.2)	42 (14.6)	288

*Row Percents.

Television Network Affiliation Status and Spectrum Position

Of the 288 television stations in the sample, 243 (84.4%) are network affiliates, while 45 (15.6%) are independents. In terms of spectrum position, 198 (68.8%) are VHF and 90 (31.2%) are UHF. (1) (See Tables 6 and 7)

TABLE 6. Sample Television Stations by Affiliation Status

	Independent	Affiliate	TOTAL
Number and Percent	45 (15.6)	243 (84.4)	288

TABLE 7. Sample Television Stations by Spectrum Position

	VHF	UHF	TOTAL
Number and Percent	198 (68.8)	90 (31.2)	288

(1) According to the 1980 Broadcasting Yearbook, there were 613 (84.4%) network affiliates and 113 (15.6%) independent stations on the air in 1980. Of these stations, 69.1% were VHF stations and 30.9% were UHF stations.

Female Ownership

The analyses of ownership that follow include all owners, whether they be stockholders, officers, directors or some combination of these categories. Ownership of broadcast stations by women is reported in terms of six statistics for each sample (AM, FM, and TV) and cross-tabulated with various variables: (1) number of female owners; (2) number of stations with female owners; (3) average number of women owners per station, based only on those stations that have women owners; (4) average number of women owners per station, based on the total number of stations in the sample; (5) the average percentage of ownership per station attributed to women based on the number of stations with women owners; and (6) the average percentage of ownership per station attributed to women, based on the total number of stations in the sample. Statistics 5 and 6 were computed by summing the percentages of ownership recorded for each woman owner listed for a station, then totalling these sums across all stations and dividing by the appropriate sample base.

Number of Stations with Female and Male Owners

Table 8 contains data on the number and percent of stations with and without female and male owners according to class of service of the stations. About 70 percent of the AM and FM stations have one or more women owners (68.8% of AM stations and 69.4% of FM stations); and nearly 90 percent (87.8%) of the TV stations have one or more female owners. Less than 1 percent (0.5%) of the sample stations have no male owners. (See Table 8)

Male Owners by Class of Service

	CLASS		
	AM	FM	TV
No. of Stations with No Female Owners	288 (31.2)*	217 (30.6)	35 (12.2)
No. of Stations with Female Owners	636 (68.8)	492 (69.4)	253 (87.8)
TOTAL	924	709	288
No. of Stations with No Male Owners	5 (0.5)	3 (0.4)	1 (0.3)
No. of Stations with Male Owners	919 (99.5)	706 (99.6)	287 (99.7)

*Column Percents.

Number of Female Owners by Ownership Type

For the purposes of this study, ownership was defined (see pg. 4) as holding shares of stock in the licensee or serving as an officer or member of the board of directors of a corporation or partnership which is the station licensee. The analyses of ownership which follow include all owners, whether they be stockholders, officers, directors or some combination of these categories. However, for the sake of completeness, Table 9 presents a crosstabulation of female owners according to their type of ownership for each class of broadcast service.

For both AM and FM radio stations in the sample, just under 50 percent of the women owners (46.5% for AM; 49.4% for FM) are officers and directors without stock ownership. Owners in this group could own less than 1 percent of stock in the licensee and be recorded as owning nothing due to rounding. For example, a stockholder with 0.4 percent ownership was rounded to zero. In both radio samples, about 50 percent of the female owners are actually stockholders of the licensee (53.4% for AM; 50.6% for FM).

In the television sample, just over half (52.9%) of the female owners listed on Form 323 serve on boards of directors but own no stock. Some owners in this group could own less than 1 percent of stock in the licensee and be recorded as owning nothing due to rounding. Table 9 presents these results in summary form.

TABLE 9. Female Owners by Ownership of Stock by Class of Service

	CLASS		
	AM	FM	TV
Total Number of Female Owners	1434	1118	1063
Female Owners on Boards with No Stock Ownership	667 (46.5)*	552 (49.4)	562 (52.9)
Females Who Own Stock	767 (53.4)	566 (50.6)	501 (47.1)

*Column Percents.

Number of Female Owners

There are 1,434 female owners recorded for AM stations, or an average of 2.25 female owners per station with one or more female owners, and an average of 1.55 women per station in the total sample. FM stations have 1,118 female owners, or 2.27 women per station with any female ownership and 1.58 women per station overall. (See Table 10)

The results for the television sample are substantially different from the radio samples. The study identified 1,063 female owners, or an average of 4.20 women per TV station with any female owners and 3.69 women per station overall.

The data show that the percentage of ownership held by women is the average station is greatest for TV stations (23.53%) and least for FM stations (12.66%). If only stations that have women listed as owners are used for the basis of comparison, television stations are owned 26.79 percent by women, AM stations 20.92 percent, and FM stations 18.24 percent. While these data suggest that women hold more ownership in television stations than in radio stations, it should be remembered that there are more women owners per television station, which means the percentage of ownership held by a single women television owner is actually less (6.38%) than that held by her AM (9.29%) or FM (8.01%) counterpart. Table 10 presents a summary of these results.

About one-fourth (23.8%) of all owners of AM stations are female. One-fifth (20.0%) of all owners of FM stations are female. For TV stations, 16.5 percent of all owners are female.

Number of Male Owners

The average number of male owners of AM stations is about five and the average number of male owners of FM stations is slightly greater than six. For TV stations, the average number of male owners per station is nearly 19. These owners either own stock or are members of boards of directors.

TABLE 10. Female and Male Ownership Statistics by Class of Service*

	CLASS		
	AM	FM	TV
No. of Female Owners (Range = 1-35)	1434	1118	1063
No. of Stations With Female Owners	636	492	253
Average No. of Female Owners/Stations With Female Owners	2.25	2.27	4.20
Average No. of Female Owners/Stations in Sample	1.55	1.58	3.69
Average Percent of Stock Owned by Females/ Stations with Female Owners	20.92	18.24	26.79
Average Percent of Stock Owned by Females/Stations in Sample	14.40	12.66	23.53
No. of Male Owners**	4584	4470	5368
No. of Stations With Male Owners	919	706	287
Average No. of Male Owners/Stations With Male Owners	4.99	6.33	18.70
Average No. of Male Owners/Stations in Sample	4.96	5.30	18.64

*See page 8 to review how percentages were calculated.

**This study reports the number of male owners only to provide a context for evaluating the number of female owners. The average percentage of stock owned by males was not computed and cannot be derived from these data.

Analysis by Type of Ownership

An analysis of the data according to various types of ownership was performed for each class of broadcasting service. In the AM radio sample, stations owned by corporations made up 87.7 percent of the total sample. These stations have an average of 2.25 women owners per station among those stations with women owners; an average of 1.69 women owners per station overall; and an average percent ownership per station of 14.84. Women who are partners in ownership of AM stations, which make up 4.8 percent of the sample, hold 17.64 percent of the station's ownership. There were four AM stations owned by four individual women. In stations with other forms of ownership (non-profit organization, non-voting trust), women held 27.71 percent of the ownership.

AM radio stations owned by corporations had an average of 5.30 men owners per station. Partnerships had 4.18 males per station. There were 61 stations which were sole proprietorships owned by men. Stations with other types of ownership had an average of 7.71 men per station. Table 11 summarizes these data.

The analysis for FM stations was similar. Stations owned by corporations accounted for the largest part of the sample (89.2%); women held the largest percent of ownership in partnerships (15.88%). There were 2.27 women owners per station for corporation-owned stations, based on stations with female owners; 1.71 women owners per station based on all stations. Two FM stations were sole proprietorships held by women, 32 stations were solely owned by individual males. Statistics for FM stations are presented in Table 12.

An even greater number of television stations were owned by corporations (98.6%) than were radio stations. There were only three partnerships, all of which involved women, no sole proprietorships and one non-profit organization owner (Loyola University of New Orleans). As was the case in the radio samples, women held the greatest percentage of ownership in partnerships (25.00%). There are an average of 4.24 women per station among those stations with women owners owned by a corporation; an average of 3.73 women per station overall. These women hold 23.34 percent of the ownership in television stations. The data for both male and female ownership statistics are presented in Table 13.

TABLE 11. Female and Male Ownership Statistics by Type of Ownership for AM Radio Stations (1)

TYPE OF OWNERSHIP

	CORPORATION	PARTNERSHIP	INDIVIDUAL	OTHER	TOTAL
No. of Female Owners	1362 (94.9)*	54 (3.8)	4 (0.3)	14 (0.9)	1434
No. of Stations with Female Owners	605 (95.1)	22 (3.5)	4 (0.6)	5 (0.8)	636
Average No. of Female Owners/ Stations with Female Owners	2.25	2.45	1.0	2.8	2.25
Average No. of Female Owners/ Stations in Sample	1.69	1.23	0.06	2.0	1.55
Average Percent of Stock Owned by Females/Stations with Female Owners	19.82	35.27	100.00	38.80	20.92
Average Percent of Stock Owned by Females/Stations in Sample	14.84	17.64	6.15	27.71	14.40
No. of Male Owners	4285 (93.5)*	184 (4.0)	61 (1.3)	54 (1.2)	4584
No. of Stations with Male Owners	806 (87.7)	44 (4.8)	61 (6.6)	7 (0.8)	919

(1) Ownership is defined as ownership of corporate stock, partnerships, sole ownership, and memberships on boards of directors.

TABLE 11. Female and Male Ownership Statistics by Type of Ownership for AM Radio Stations, Continued

	TYPE OF OWNERSHIP				TOTAL
	CORPORATION	PARTNERSHIP	INDIVIDUAL	OTHER	
Average No. of Male Owners/ Stations with Male Owners	5.32	4.18	1.00	7.71	4.99
Average No. of Male Owners/ Stations in Sample	5.30	4.18	0.94	7.71	4.96

*Row Percents.

TABLE 12. Female and Male Ownership Statistics by Type of Ownership for FM Radio Stations(1)

	TYPE OF OWNERSHIP				TOTAL
	CORPORATION	PARTNERSHIP	INDIVIDUAL	OTHER	
No. of Female Owners	1071 (95.8)*	37 (3.3)	2 (0.2)	8 (0.7)	1118
No. of Stations with Female Owners	472 (95.9)	16 (3.3)	2 (0.4)	2 (0.4)	492
Average No. of Female Owners/ Stations with Female Owners	2.27	2.31	1.00	4.0	2.27
Average No. of Female Owners/ Stations in Sample	1.71	9.90	0.06	2.67	1.58
Average Percent of Stock Owned by Females/ Stations with Female Owners	17.18	40.69	100.0	6.50	18.24
Average Percent of Stock Owned by Females/ Stations in Sample	12.88	15.88	5.88	4.33	12.66
No. of Male Owners	4248 (95.0)*	163 (3.6)	32 (0.7)	27 (0.6)	4470
No. of Stations with Male Owners	630 (89.2)	41 (5.8)	32 (4.5)	3 (0.4)	706

(1) Ownership is defined as ownership of corporate stock, partnerships, sole ownership, and memberships on boards of directors.

TABLE 12. Female and Male Ownership Statistics by Type of Ownership for FM Radio Stations, Continued

TYPE OF OWNERSHIP

	CORPORATION	PARTNERSHIP	INDIVIDUAL	OTHER	TOTAL
Average No. of Male Owners/Stations with Male Owners	6.74	3.98	1.00	9.00	6.33
Average No. of Male Owners/Stations in Sample	6.74	3.98	0.94	9.00	6.30

*Row Percents.

TABLE 13. Female and Male Ownership Statistics
Ownership for Television Stations(1)

	TYPE OF OWNERSHIP				TOTAL
	CORPORATION	PARTNERSHIP	INDIVIDUAL	OTHER	
No. of Female Owners	1055 (99.2)*	4 (0.4)	0	4 (0.4)	1063
No. of Stations with Female Owners	249 (98.4)	3 (0.1)	0	1 (0.4)	253
Average No. of Female Owners/ Stations with Female Owners	4.24	1.33	-	4.00	4.20
Average No. of Female Owners/ Stations in Sample	3.73	1.00	-	4.00	3.69
Average Percent of Stock Owned by Females/Stations with Female Owners	26.52	25.00	-	0.00	26.79
Average Percent of Stock Owned by Females/Stations in Sample	23.34	25.00	-	0.00	23.53
No. of Male Owners	5335 (99.4)*	11 (0.2)	0	22 (0.4)	5368
No. of Stations with Male Owners	283 (98.6)	3 (1.0)	0	1 (0.3)	287

(1) Ownership is defined as ownership of corporate stock, partnership, sole ownership, and memberships on boards of directors.

TABLE 13. Female and Male Ownership Statistics by Type of Ownership for Television Stations, Continued

	TYPE OF OWNERSHIP				
	CORPORATION	PARTNERSHIP	INDIVIDUAL	OTHER	TOTAL
Average No. of Male Owners/ Stations with Male Owners	18.85	3.67	-	22.00	18.70
Average No. of Male Owners/ Stations in Sample	18.85	2.75	-	22.00	18.64

*Row Percents.

Female Ownership by Market Size

Female ownership was also analyzed, controlling for the size of the market, for each of the three samples. Standard Metropolitan Statistical Area ranks were used to determine six market strata for the AM and FM samples and ADI television market rankings were used to determine four market strata for television stations.

Table 14 contains data on female ownership for AM radio stations by SMSA rank. Comparative data are also included for male owners of these AM stations.

In general, for AM stations, there are more female owners per station in the larger SMSA's than in the smaller SMSA's, but more ownership is held by women in the smaller SMSA's. The average female owner of an AM station in the top 10 SMSA's owns 6.24 percent of the station, while the average female owner of an AM station licensed to a community not in an SMSA (53% of the sample) owns 10.62 percent of the station.

Similarly, for males, in the larger SMSA's there are more male owners per station. Table 14 presents complete statistics for ownership of AM stations by males and females, controlling for SMSA rank.

FM stations follow this same trend, when analyzed by market size. While stations in the largest SMSA's have the most women owners (2.97 on the average for stations with female owners; 2.26 for stations overall), these women each hold less ownership than a woman owner of a station in a smaller community. This compares with stations in the smallest communities in the sample, with an average of 2.00 women per station based on stations with females, 1.41 women per station overall.

Stations in the largest communities also have the most male owners (about 16 on the average). In the smallest communities, there are about four male owners per station. A tabled summary of these results is found in Table 15.

Analyzed according to ADI market rank, television stations fall into a similar pattern in terms of number of women owners and in percentage of ownership. Stations in the top 50 markets average 4.09 female owners per station among stations with female owners; 3.75 women per station overall. This average number of women increases as the markets become smaller, except for the smallest markets (4.51/3.99 women owners per station in the second 50 markets; 4.42/3.84 women per station in markets 101-150; and 3.55/2.79 women per station in the smallest 62 markets). Women hold the largest percentage of ownership in stations in markets 151-212 (30.79%) and the smallest percentage in stations in markets 51-100 (19.83%). In terms of the individual female owner of a television station, the most ownership is in stations in the smallest markets (11.04%) and the least in markets 51-100 (4.97%).

the number per station
(about 26 male owners per station in the top 50; about
smallest 62 markets). Table 16 is a complete presentation of
these results.

SMSA RANK

	1-10	11-25	26-75	76-150	151-263	Not In SMSA	TOTAL
No. of Female Owners	96 (6.7)*	100 (7.0)	205 (14.3)	193 (13.5)	160 (11.2)	680 (47.4)	1434
No. of Stations with Female Owners	36 (5.7)*	40 (6.3)	83 (13.1)	89 (14.0)	62 (9.7)	326 (51.3)	636
Average No. of Female Owners/ Stations With Female Owners	2.67	2.5	2.47	2.17	2.58	2.09	2.25
Average No. of Female Owners/ Stations in Sample	1.92	1.96	1.61	1.57	1.98	1.38	1.55
Average Percent of Stock Owned by Females/Stations with Female Owners	16.64	19.73	21.46	20.40	17.95	22.11	20.92
Average Percent of Stock Owned by Females/Stations in Sample	11.89	15.47	14.02	14.76	13.74	14.65	14.40
No. of Male Owners	699 (15.2)	506 (11.0)	680 (14.8)	536 (11.7)	434 (9.5)	1729 (37.7)	4584
No. of Stations with Male Owners	50 (5.4)	51 (5.5)	125 (13.6)	123 (13.4)	80 (8.7)	490 (53.3)	919

(1) Ownership is defined as ownership of corporate stock, partnerships, sole ownership, and memberships on boards of directors.

TABLE 14. Female and Male Ownership Statistics for AM Stations
 By SMSA Rank, Continued

SMSA RANK

	1-10	11-25	26-75	76-150	151-263	Not In SMSA	TOTAL
Average No. of Male Owners/ Stations with Male Owners	13.98	9.92	5.44	4.36	5.43	3.53	5.00
Average No. of Male Owners/ Stations in Sample	13.98	9.92	5.35	4.36	5.36	3.51	4.97

*Row Percents.

SMSA RANK

	1-10	11-25	26-75	76-150	151-263	Not In SMSA	TOTAL
No. of Female Owners	113 (10.1)*	83 (7.4)	146 (13.1)	140 (12.5)	113 (10.1)	523 (46.8)	1118
No. of Stations with Female Owners	38 (7.7)*	30 (6.1)	59 (12.0)	59 (12.0)	44 (8.9)	262 (53.3)	492
Average No. of Female Owners/ Stations with Female Owners	2.97	2.77	2.47	2.37	2.57	2.00	2.27
Average No. of Female Owners/ Stations in Sample	2.26	1.98	1.72	1.69	1.47	1.41	1.58
Average Percent of Stock Owned by Females/Stations with Female Owners	16.26	13.97	16.24	16.20	16.32	20.26	18.24
Average Percent of Stock Owned by Females/Stations in Sample	12.36	9.98	11.27	11.52	9.32	14.30	12.66
No. of Male Owners	821 (18.4)*	517 (11.6)	860 (19.2)	398 (8.9)	461 (10.3)	1413 (31.6)	4470
No. of Stations with Male Owners	50 (7.1)*	42 (5.9)	84 (11.9)	83 (11.8)	77 (10.9)	369 (52.3)	706

(1) Ownership is defined as ownership of corporate stock, partnerships, sole ownership, and memberships on boards of directors.

TABLE 15. Female and Male Ownership Statistics for FM Stations
by SMSA Rank, Continued

	SMSA RANK					Not In	TOTAL
	1-10	11-25	26-75	76-150	151-263	SMSA	
Average No. of Male Owners/ Stations with Male Owners	16.42	12.30	10.24	4.80	5.99	3.83	6.33
Average No. of Male Owners/ Stations in Sample	16.42	12.30	10.12	4.80	5.99	3.81	6.30

*Row Percents.

ADI RANK

	1-50	51-100	101-150	151-212	TOTAL
No. of Female Owners	405 (38.1)*	307 (28.9)	234 (22.0)	117 (11.0)	1063
No. of Stations with Female Owners	99 (39.1)*	68 (26.9)	53 (20.9)	33 (13.0)	253
Average No. of Female Owners/ Stations With Female Owners	4.09	4.51	4.42	3.55	4.20
Average No. of Female Owners/ Stations in Sample	3.75	3.99	3.84	2.79	3.69
Average Percent of Stock Owned by Females/Stations with Female Owners	22.84	22.46	32.04	39.18	26.79
Average Percent of Stock Owned by Females/Stations in Sample	20.94	19.83	27.84	30.79	23.53
No. of Male Owners	2784 (51.9)*	1289 (24.0)	856 (15.9)	439 (8.2)	5368
No. of Stations with Male Owners	107 (37.3)*	77 (26.8)	61 (21.3)	42 (14.6)	287

(1) Ownership is defined as ownership of corporate stock, partnerships, sole ownership, and memberships on boards of directors.

TABLE 16. Female and ...
by ADI Market Rank, Continued

	ADI RANK				TOTAL
	1-50	51-100	101-150	151-212	
Average No. of Male Owners/Sta- tions with Male Owners	26.02	16.74	14.03	10.45	18.70
Average No. of Male Owners/Sta- tions in Sample	25.78	16.74	14.03	10.45	18.64

*Row Percents.

Analysis by Group Ownership, Network Affiliation, Spectrum Position

Ownership patterns for television stations were also analyzed by whether or not they were owned by a group, were network affiliates or independents, and by spectrum position. Group-owned stations have more women owners per station on the average (4.47 using stations with female owners as a base; 4.01 overall) than do stations which are not group-owned (3.61/3.03). Women owners of non-group owned stations, on the other hand, hold a higher percentage of ownership (30.05%) than their counterparts at group-owned stations (20.38%). This is also true on an individual owner basis (9.92% versus 5.08%).

There are also more male owners per station at group-owned stations than at non-group owned (about 23 males on average at group-owned and 11 at non-group owned stations). Table 17 contains a summary of these results.

Network affiliated television stations have more women owners per station (4.25/3.72) than do independent stations (3.95/3.51). The female owners at network affiliated stations also hold more ownership (24.16%) than their independent station counterparts (20.18%). This holds true at the individual level as well (6.50% for affiliates, 5.75% for independents).

There are more male owners at network affiliated stations than at independent stations (about 20 males at network affiliates and approximately 14 males at independent stations on the average). Table 18 contains the comparative results for females and males.

Table 19 presents data for television stations according to their spectrum location. VHF stations have more women per station in both averages (4.51/3.99) than do UHF stations (3.50/3.03). The percentage of ownership per station held by women is slightly higher for VHF stations than it is for UHF stations (24.66 for VHF versus 21.08 for UHF). However, on an individual owner basis, the owner of a UHF station holds slightly more ownership (6.96%) on the average than the owner of a VHF station (6.18%). There are more male owners, on average, at VHF stations than at UHF stations (21 versus 13).

TABLE 17. Female and Male Ownership
by Group Ownership(1)

	NO GROUP	GROUP	TOTAL
No. of Female Owners	285 (26.8)*	778 (73.2)	1063
No. of Stations With Female Owners	79 (31.2)*	174 (68.8)	253
Average No. of Female Owners/Stations With Female Owners	3.61	4.47	4.20
Average No. of Female Owners/Stations In Sample	3.03	4.01	3.69
Average Percent of Stock Owned by Females/Station With Female Owners	35.76	22.72	26.79
Average Percent of Stock Owned by Females/Stations in Sample	30.05	20.38	23.53
No. of Male Owners	992 (18.5)*	4376 (81.5)	5368
No. of Stations With Male Owners	93 (32.4)*	194 (67.6)	287
Average No. of Male Owners/Stations With Male Owners	10.67	22.56	18.70

(1) Ownership is defined as ownership of corporate stock, partnerships, sole ownership, and memberships on boards of directors.

by Group Ownership, Continued

	NO GROUP	GROUP	TOTAL
Average No. of Male Owners/Stations in Sample	10.55	22.56	18.64

*Row Percents.

TABLE 18. Female and Male Ownership Statistics by Affiliation Status(1)

	INDEPENDENT	AFFILIATE	TOTAL
No. of Female Owners	158 (14.9)*	905 (85.1)	1063
No. of Stations With Female Owners	40 (15.8)*	213 (84.2)	253
Average No. of Female Owners/Stations With Female Owners	3.95	4.25	4.20
Average No. of Female Owners/Stations In Sample	3.51	3.72	3.69
Average Percent of Stock Owned by Females/Stations With Female Owners	22.70	27.56	26.79
Average Percent of Stock Owned by Females/Stations in Sample	20.18	24.16	23.53
No. of Male Owners	616 (11.5)	4752 (88.5)	5368
No. of Stations With Male Owners	45 (15.7)*	242 (84.3)	287
Average No. of Male Owners/Stations With Male Owners	13.69	19.64	18.70

(1) Ownership is defined as ownership of corporate stock, partnerships, sole ownership, and memberships on boards of directors.

TABLE 18. Female and Male Ownership Status
by Affiliation Status, Continued

	INDEPENDENT	AFFILIATE	TOTAL
Average No. of Male Owners/Stations in Sample	13.69	19.56	18.64

*Row Percents.

TABLE 19. Female and Male Owners by Spectrum Position (1)

	VHF	UHF	TOTAL
No. of Female Owners	790 (74.3)*	273 (25.7)	1063
No. of Stations With Female Owners	175 (69.2)*	78 (30.8)	253
Average No. of Female Owners/Stations With Female Owners	4.51	3.50	4.20
Average No. of Female Owners/Stations in Sample	3.99	3.03	3.69
Average Percent of Stock Owned by Females/Stations With Female Owners	27.89	24.22	26.79
Average Percent of Stock Owned by Females/Stations in Sample	24.66	21.08	23.53
No. of Male Owners	4160 (77.5)*	1208 (22.5)	5368
No. of Stations With Male Owners	197 (68.6)*	90 (31.4)	287
Average No. of Male Owners/Stations With Male Owners	21.12	13.42	18.70

(1) Ownership is defined as ownership of corporate stock, partnerships, sole ownership, and memberships on boards of directors.

TABLE 19. Female and Male Ownership Statistics for TV Stations
by Spectrum Position, Continued

	VHF	UHF	TOTAL
Average No. of Male Owners/Stations in Sample	21.01	13.42	18.64

*Row Percents.

Majority Ownership

The average amount of ownership per station held by women ranges from a low of 12.66 percent in FM radio stations to a high of 22.53 percent in television stations. (See Table 10) It is informative to determine the number of stations in each sample that have women owners who have 50 percent or more ownership. More FM stations (9.03%) have women owners with 50 percent or more ownership than do AM stations (8.55%). Only eight television stations (2.78%) reported women who have a majority of ownership. Table 20 presents these data in summary form.

TABLE 20. Number and Percent of Stations with Female Owners Holding 50 Percent or More of Ownership by Class of Service

	CLASS		
	AM	FM	TV
No. of Stations With Female Owners Holding 50% or More of Ownership	79	64	8
Total No. of Stations in Sample	924	709	288
Percent of Stations With Women Holding 50% or More of Ownership	8.55	9.03	2.78

Familial Relationship

Where possible, the familial relationship of the women owners to other owners (both male and female) of the station was coded and analyzed. Table 21 summarizes these data. The familial relationship of 19.9 percent of the owners could not be determined because the information was incomplete on Form 323. (1) In the AM radio sample, 25.1 percent of women owners are not related to other owners; 50.1 percent of women owners are wives of other owners. FM radio stations have 27.4 percent of their female owners unrelated to other owners, with 43.4 percent of the female owners being married to other station owners. In the television sample, 36.0 percent of the women owners are unrelated, and 27.4 percent are married to other owners. Table 21 presents the complete data for the family relationship variable.

(1) These 19.9 percents were excluded only from this analysis of family relationships. They were included in all other analyses discussed earlier in this report.

Licensees are required on Form 323 to "give full information as to any family relationship between one or more officers, directors, or stockholders of the licensee and any other officer, director, or stockholder who is the subject of this report." This information was not always easy to locate on the form or was not present on the form at all. When a coder could not determine from the comments given if a relationship existed, he/she recorded a "don't know". It is likely that some owners in this "don't know" category were not related to other owners, but it is not possible to verify this point. Contrast this situation with one in which the licensee gave a complete and thorough list of relationships for some women owners and not for others. In this latter case, it was assumed that the other women listed had no relationship to other owners. The form does not require the licensee to explain who is not related, so if relationships were given for some and not for others, the assumption was that the others were not related.

In addition, the family relationships were rarely included in stockholder lists of parent corporations, such as RCA, General Electric, Westinghouse, and corporations having 50 or more stockholders. These corporations are required to list only those individuals owning one percent or more of the voting stock. Most of these lists provided names and numbers of shares of stock, but made no mention of addresses or relationships. However, from the similarity among names on many lists it is probable that the majority of owners in this category were related to other owners.

Of the 19.9 percent, the net effect seems to be that no relationship owners cancel the owners who are related. An 80 percent response rate on this variable is still highly acceptable in survey research.

An analysis was also performed that looked at owners who held ownership, and were not merely officers and directors without ownership, in the licensee and who are related to other station owners. The results are presented in Table 22. No dramatic changes in the distribution of owners among various familial relationship categories are noted when comparisons are made with Table 21. However, in all three station samples, the number of owners who hold ownership and who are unrelated to other owners decreased at least 6 percent for AM and FM stations, and 15 percent in the television sample. Hence, women owners who hold ownership are more likely to be related to other owners--male or female--than all women owners in the study.

An analysis was performed to determine how much ownership was held by each woman who was related to another owner. A parallel analysis for those women owners who hold ownership and are related to other owners was also tabulated. (See Table 24) As expected, extracting women who have no ownership from those who do, substantially raised the average percent of ownership for those women who do hold ownership.

It is difficult to draw definitive conclusions from the analysis, since some of the cell sizes are so small. In general, wives and mothers of other owners hold the greatest amount of ownership, followed by aunts and sisters. Tables 23 and 24 present the data in summary form.

Community Property

Selected states have community property laws in which a spouse of an owner could legally be considered to be an owner of a broadcast property even though the spouse is not listed as an owner on the FCC's Annual Ownership Report. It is not possible to identify which owners are married, if any, from information on Form 323. An analysis was performed to determine those states that have community property laws.

For purposes of this analysis, a community property law is defined as one which provides that a husband and wife as a matter of law share a joint estate in earnings produced by either of them during their marriage, while property owned by either of them at the inception of the marriage or property acquired by gift, bequest, devise, distribution or descent during the marriage remains the separate property of each spouse. A community property statute provides that anything which is earned by either spouse is a part of the community without regard to the identity of the spouse to whom the earnings accrued.

As of July 1, 1980 each of the following states had valid community property statutes in effect:

Arizona
California
Idaho
Louisiana

Nevada
New Mexico
Texas
Washington

TABLE 21. Number and Percent Relationships to Other Station Owners by Class of Service*

	CLASS		
	AM	FM	TV
No Relationship	289 (25.1)**	252 (27.4)	297 (36.0)
Wife	577 (50.1)	417 (43.4)	226 (27.4)
Sister	50 (4.3)	39 (4.2)	86 (10.4)
Daughter	148 (12.8)	125 (13.6)	142 (17.2)
Mother	51 (4.4)	35 (3.8)	32 (3.9)
Aunt	3 (0.3)	1 (0.1)	4 (0.5)
Niece	6 (0.5)	7 (0.8)	4 (0.5)
Grandmother	2 (0.2)	0 (0.0)	2 (0.2)
Cousin	1 (0.1)	5 (0.5)	10 (1.2)
Other	25 (2.2)	38 (4.1)	21 (2.4)
TOTAL	1152	919	824
DK	282	199	239

*Except for wives, these owners are related to both male and female owners.
 **Column percents are based on number of owners whose family relationship is known.

TABLE 22. Number and Percent of Female Owners Who Hold Ownership With Familial Relationships to Other Station Owners by Class of Service*

	CLASS		
	AM	FM	TV
No Relationship	115 (18.9)**	89 (17.3)	90 (21.3)
Wife	306 (50.2)	211 (41.1)	100 (23.6)
Sister	40 (8.2)	22 (4.3)	76 (18.0)
Daughter	91 (14.9)	67 (13.0)	81 (19.1)
Mother	36 (5.9)	23 (4.4)	27 (6.4)
Aunt	2 (0.3)	0 (0.0)	4 (0.9)
Niece	4 (0.7)	4 (0.8)	2 (0.5)
Grandmother	1 (0.2)	0 (0.0)	2 (0.5)
Cousin	1 (0.2)	5 (1.0)	8 (1.9)
Other	14 (2.3)	26 (5.1)	1 (2.6)
TOTAL	610	514	423
DK	282	199	239

*Except for wives, these owners are related to both male and female owners.

**Column percents are based on number of owners whose family relationship is known.

TABLE 23. Average Percent of Ownership by Female Owners
with Familial Relationships to Other Owners
by Class of Service*

	CLASS		
	AM	FM	TV
No Relationship	4.6	3.9	0.8
Wife	10.5	9.5	2.8
Sister	11.4	9.2	4.2
Daughter	3.7	2.5	2.9
Mother	16.5	14.5	12.0
Aunt	13.7	--	10.5
Niece	4.2	5.3	8.3
Grandmother	--	--	--
Cousin	3.0	3.1	2.3
Other	2.1	1.1	0.2

*Except for wives, these owners are related to both male and female owners.

TABLE 24. Average Percent of Ownership of Stock with Familial Relationships to Other Owners by Class of Service*

	CLASS		
	AM	FM	TV
No Relationship	13.5	16.5	2.6
Wife	34.3	20.2	7.3
Sister	14.4	22.5	5.6
Daughter	10.0	4.8	5.6
Mother	25.7	23.9	16.8
Aunt	18.5	--	14.0
Niece	9.3	17.8	33.0
Grandmother	--	--	--
Cousin	3.0	6.2	4.6
Other	8.5	2.0	3.0

*Except for wives, these owners are related to both male and female owners.

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APPENDIX A

APPENDIX A

SAMPLING ERROR AND CONFIDENCE OF RESULTS

Sampling error is a term that refers to the difference between the result obtained with a sample, and the result that would be obtained by an attempted complete census of the population. The way in which sampling error is assessed is by using a universally accepted measure of the margin of error in a survey result that is attributable to sampling. This measure is called standard error. Properly interpreted with the aid of the theory of probability, the concept of standard error enables one to calculate the risks or probabilities of errors of various magnitudes attributable to sampling. According to probability theory, the chances are only about 5 percent that an estimate is in error, in either direction, by more than two standard errors. Stated in other words, one can be 95 percent confident that the real value of a variable in the population is within two standard errors in either direction from the estimate of the variable in the sample.

Probability theory provides a formula for the calculation of standard error for a variable involving a dichotomous response. The formula contains three factors: the parameter, the sample size, and the standard error. The formula is:

$$S.E. = \sqrt{\frac{(PQ)}{N}}$$

where: P and Q are the proportions of the population for the binomial

N is the number of cases in the sample

S.E. is the standard error

The sampling errors of the estimated percentages for the three samples used in this study, using the 95 percent confidence level (or two standard errors), are as follows:

AM Radio Sample

$$\text{Sampling Error} = 2\sqrt{\frac{(PQ)}{N}} = 2\sqrt{\frac{(.50)(.50)}{924}} = +/-3.3\%$$

FM Radio Sample

$$\text{Sampling Error} = 2\sqrt{\frac{(PQ)}{N}} = 2\sqrt{\frac{(.50)(.50)}{709}} = +/-3.8\%$$

TV Sample

$$\text{Sampling Error} = 2\sqrt{\frac{(PQ)}{N}} = 2\sqrt{\frac{(.50)(.50)}{288}} = +/-5.9\%$$

An illustration should make the application of the concept of sampling error clearer. If the study found that 50 percent of the 924 AM radio stations in the sample had female owners and 50 percent did not, then, in the sampling error formula P would equal .5, Q would equal .5 and N would equal 924. Since the analysis of the results is being conducted at the 95 percent confidence level, two standard error units are required for interpretation. According to the formula, then, the range of error due to sampling is plus or minus 3.3 percent. This means that the true population value for the percentage of all AM radio stations which have women owners, estimated from the sample data at 50 percent, actually lies in an interval between 46.7 and 53.3 percent. Stated another way, 95 percent of all samples drawn from the AM radio population would yield results within this interval.

APPENDIX B

STATUS

- () Information Complete -- Male
- () Station Questionnaire
- () Owner Questionnaire

COLS.

Coding Sheet
 Form 323
 Female Ownership of Broadcast Media Study

ID: _____

(1-4)

1. Station Call Letters: _____

(5-8)

2. Location.....City: _____

(9-20)

.....Address: _____

(21-22)

.....State: _____

3. Class of Service: 1 = AM 2 = FM 3 = TV

(23)

4. Station combination? 0 = No 3 = FM-TV
1 = AM-FM 4 = AM-FM-TV
2 = AM-TV

(24)

Group-Owned: 1 = Yes
 0 = No

(25)

RADIO: Population of Community ()

(26-29)

SMSA Rank ()

(30-32)

TV: ADI Number ()

(30-32)

VHF = 1

(33)

UHF = 2

Independent = 1

(34)

Network Affiliate = 2

Owners: _____

5. Type of ownership: (check paragraphs 2 and 5)

1 = corporation

2 = partnership

3 = individual

4 = other

(35)

6. Owned by another corporation? (See paragraph 4) 1 = Yes

(36)

0 = No

IF YES: Name: _____

7. Female owners? (Check paragraphs 2, 5, and/or 7b) 1 = Yes

0 = No

(37)

9 = DK

8. Number of woman owners? _____

(38-39)

APPENDIX C

United States of America
Federal Communications Commission
Washington, D. C. 20554

OWNERSHIP REPORT

NOTE: Before filling out this form, read instructions printed on the back of Page 3.

Section 310(b) of the Communications Act of 1934 requires that consent of the Commission must be obtained prior to the assignment or transfer of control of a station license or construction permit. This form may not be used to report or request an assignment of license or transfer of control (except to report an assignment of license or transfer of control made pursuant to prior Commission consent).

I certify that I am _____
(Official title, see Instruction 9)

of _____
(Exact legal title or name of licensee or permittee)
that I have examined this report; that to the best of my knowledge, information, and belief, all statements of fact contained in said report are true and the said report is a correct statement of the business and affairs of the above named respondent in respect to each and every matter set forth herein.
(Date of certification must be within 90 days of date shown in Item 1 when box 1(a) is checked and in no event prior to form 1 date.):

(Signature of respondent)

Any person who willfully makes false statements on this report may be punished by fine or imprisonment. U. S. Code, Title 18, Section 1001 (formerly Section 90).

1. All of the information furnished in Items 1-5 is reported as of _____ 19_____. (Date must comply with Section 1.613(e) when box 1(a) below is checked)
This report is filed pursuant to instruction (check one)
1(a) Renewal 1(b) T.C., A.L. or C.P. 1(c) Change of prior report
for the following stations:

Name and post office address of licensee or permittee:

Call letters	Location	Class of service

2. Give the name of any corporation or other entity having a direct or indirect ownership interest in the licensee or permittee (see Instruction 4).

4. Name of corporation, if other than licensee or permittee, for which report is filed (see Instruction 4):

3. Show the interest in any other broadcast station of the licensee or permittee, or any of its officers, directors, stockholders, or partners. (Corporations having more than 50 stockholders need answer this only with respect to officers and directors, or stockholders having 1% or more of voting stock.)

5. If permittee or licensee is a partnership, state the extent of interest of each partner.

6. List all contracts and other instruments set forth in Section 1.613 of the Commission's Rules and Regulations

Description of contract or instrument	Name of person or organization with whom contract is made	Date of execution	Date of expiration

FCC Form 223

7(c) Capitalization:

Class of stock (preferred, common or other)	Voting or non-voting	If par, show par value	If no par, show stated value or value assigned	Number of shares			Unissued	Number of shares
				Authorized	Issued and outstanding	Treasury		
								MORE THAN 50 HOLDERS OF VOTING STOCK <input type="checkbox"/> YES <input type="checkbox"/> NO MORE THAN 50 HOLDERS OF NON- VOTING STOCK <input type="checkbox"/> YES <input type="checkbox"/> NO

7(b) Officers, directors and stock held by each: (See Instructions 3, 4, 5, 6, 7 and 8.)

Name and residence of officers and directors	Chairmanship	Office or directorship		Number and class of stock			Percentage of voting stock held	Name of person related, if any
		Office held and date elected	Director - date elected	Common	Preferred	Other		

Remarks concerning family relationships, qualifying shares, etc.: (See Instructions 5 and 6.)

2. List transactions concerning the ownership of stock. (If transaction includes more than one class of stock, the following should be answered with respect to each class.)

NOTE: (Read carefully) The numbered items below refer to line numbers in the following table. Lines 1 thru 17 should be filled out completely when this form is filed to report stock transaction pursuant to instruction 1(c). Lines 1 thru 8, inclusive, should be filled out when the form is used to report ownership after receipt of original construction permit, or consummation, pursuant to Commission consent, of a transfer of control, or assignment of license, pursuant to instruction 1(b). Lines 1 thru 8, inclusive, should be filled out when the form is used to report pursuant to instruction 1(a). Use one column per stockholder. (Attach additional pages if necessary.)

1 — Name and residence of transferee, purchaser, or workholder (if other than an individual also show name, address, and citizenship of natural person authorized to vote the stock acquired.)

2 — Citizenship

3 — Number of shares

4 — Number of votes

5 — Class of stock (Common CM, Preferred PF, Other)

6 — Par or stated value

7 — Total consideration paid (if other than cash, describe fully.)

8 — Date of acquisition

9 — Number of shares of stock held by purchaser or transferor prior to this transaction

10 — Percentage of issued stock in corporation held by purchaser or transferor prior to this transaction

Line 11 — Total number of shares of stock held by purchaser or transferee subsequent to this transaction

12 — Percentage of issued stock in corporation held by purchaser or transferor subsequent to this transaction

13 — From whom stock acquired

14 — Number of shares of stock held by seller or transferor prior to this transaction

15 — Percentage of issued stock held by seller or transferor prior to this transaction

16 — Number of shares of stock held by seller or transferor subsequent to this transaction

17 — Percentage of issued stock held by seller or transferor subsequent to this transaction

1	(a)	(b)	(c)
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			

Remarks: (See instructions 1, 7 and 8.)

NOTE: The purpose of the above compilation is to assist the issuer or recipient in determining whether the transaction in question involves a transfer of control. If such is the case, the transaction cannot be authorized until prior Commission consent has been obtained.

INSTRUCTIONS
(To accompany Ownership Report (FCC FORM 323))

1. This report is to be filed by Standard, FM, International or Television broadcast stations as follows (See §1.615):

- (a.) By licensees with the application for renewal of station license.
- (b.) By licensees or permittees within 30 days after the consummation, pursuant to Commission consent, of a transfer of control, or an assignment of license or the grant of an original construction permit.
- (c.) By licensees or permittees within 30 days after any changes in the information called for by this form.
- (d.) File one copy with the Federal Communications Commission, Washington, D.C. 20554. If information submitted is equally applicable to each station above-listed, one report may be filed for all such stations; otherwise a separate report shall be filed for each station.
- (e.) Partnerships and individuals are to fill out Paragraphs 1, 2, 3, 5 and 6. Corporations and associations are to fill out Paragraphs 1, 2, 3, 4, 6, 7 and 8.
- (f.) This form is to be filled out completely when filed pursuant to (a) and (b) above. When filled out pursuant to (c), changes only need be noted.

2. Any contract or modification of contract relating to the ownership, control, or management of the licensee or permittee or its stock must be filed with the Commission, as required by Section 1.613 of the Rules. Attention is directed to the fact that Section 1.613 requires the filing of all contracts of the types specified and is not limited to executed contracts but includes options, pledges, and other executory agreements and contracts relating to ownership, control, or management.

3. This form should be used to report all types of transactions concerning stock, agreements, voting control, trusts, etc., including an acquisition or sale by a corporation of its stock:

- (a) Where a corporation sells its own stock an explanation of the character of the shares sold (such as authorized but unissued, treasury stock, etc.) should be given under "Remarks", Paragraph 8, Page 3.
- (b) Where a corporation acquires its own stock an explanation of the disposition made or proposed (such as cancelled, held as treasury stock, etc.) should be given under "Remarks", Paragraph 8, Page 3.

4. If the licensee or permittee is directly or indirectly controlled by another corporation, or, if another corporation has a 25% or greater ownership interest, direct or indirect, in such licensee or permittee (whether or not such interest constitutes control of the licensee or permittee), a separate Form 323 should be submitted to report changes in the officers, directors, or stockholders of such corporation or corporations.

5. Whether report is required as to stock interest, it should include beneficial as well as legal interests. In reporting the beneficial interests of a person not a stockholder of record or who has any other direct or indirect interest in the licensee or permittee, use the space provided for "Remarks", Paragraph 7, Page 2, or separate sheets to give a full explanation.

6. Under "Remarks", Paragraph 7, Page 2, give a full information as to any family relationship (e.g. father-son, man-wife, brothers, sisters, uncle-nephew, cousins, etc.) or as to any business association (e.g. partners in other business enterprises, etc.) between one or more officers, directors, or stockholders of the licensee or permittee and any other officer, director, or stockholder who is the subject of this report.

7. Where information is required with respect to stockholders in corporations having more than 50 stockholders, such information need be filed only with respect to stockholders who are officers and directors or who have 1% or more of the stock of the corporation.

8. **THIS FORM IS NOT TO BE USED TO REPORT OR REQUEST A TRANSFER OF CONTROL OR ASSIGNMENT OF LICENSE OR CONSTRUCTION PERMIT** (except to report a transfer of control or assignment of license made pursuant to prior Commission consent). The appropriate forms for use in connection with such transfers or assignments are FCC Forms 314, 315 and 316. It is the prime responsibility of the licensee or permittee to determine whether a given transaction constitutes a transfer of control or an assignment. However, for purposes of example only, and for the convenience of interested persons, there are listed below some of the more common types of transfers concerning which doubt exists in the minds of many broadcasters.

A transfer of control takes place when:

- 1) An individual stockholder gains or loses affirmative or negative (50%) control. (Affirmative control consists of control of more than 50% of voting stock; negative control consists of control of exactly 50% of voting stock.)
- 2) Any family group or any individual in a family group gains or loses affirmative or negative (50%) control. (See also Instruction 6.)
- 3) Any group in privity gains or loses affirmative or negative (50%) control.

The following are examples of transfers of control or assignments of licenses requiring prior Commission consent:

- 1) A, who owns 51% of the licensee's or permittee's stock, sells 1% or more thereof to B. A transfer has been effected.
- 2) X corporation, wholly owned by Y family, reduces outstanding stock by purchase of treasury stock which results in family member A's individual holdings being increased to 50% or more. A transfer has been effected.
- 3) A and B, man and wife, each own 50% of the licensee's or permittee's stock. A sells any of his stock to B. A transfer has been effected.
- 4) A is a partner in the licensee. A sells any part of his interest to newcomer B or existing partner C. An assignment has been effected.
- 5) X partnership incorporates. An assignment has been effected.
- 6) Minority stockholders form a voting trust to vote their 50% or more combined stockholdings. A transfer has been effected.
- 7) A, B, C, D and E each own 20% of the stock of X corporation. A, B and C sell their stock to F, G and H at different times. A transfer is effected at such time as C sells 10% or more of his stock. In other words, a transfer is effectuated at such time as 50% or more of the stock passes out of the hands of the stockholders who held stock at the time the original authorization for the licensee or permittee corporation was issued.

9. The official title of the respondent must be the individual licensee or permittee, a partner in the licensee or permittee partnership, or an officer in the licensee or permittee corporation.