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The Measurement of Local Television News and Public Affairs Programs

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Simple Data Summary
no statistics
no controls.

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EXECUTIVE SUMMARY: Our analysis suggests that the performance of network owned-and-operated (O&O) stations and affiliates is virtually identical with respect to ratings of early evening newscasts. With respect to the receipt of awards for local news operations, network O&Os outperform affiliates. In addition, network O&Os appear to produce, on average, a greater quantity of local news and public affairs programming than affiliates in markets where the two station types compete directly. Within the class of affiliates, there is clear variation in performance between affiliates that are owned in common with a newspaper publisher and all other network affiliates. Affiliates co-owned with newspapers experience noticeably greater success under our measures of quality and quantity of local news programming than other network affiliates.

I. INTRODUCTION

The Federal Communications Commission has traditionally considered the provision of local news and public affairs programming to be an important function of television and radio broadcasters. This report seeks to measure the output of television stations in the area of news and public affairs and to assess the performance of television stations owned by one of the four largest broadcast networks (NBC, Fox, CBS, and ABC) relative to their affiliates. All available measures are at best imperfect proxies for what we seek to measure. Therefore, we present data on four different measures of output. We measure output by looking at viewer choice. We look at measures of the quantity supplied by broadcasters. We follow standard practice for the hard sciences by using peer review information to measure relative output. Finally, we look at excellence as measured by an expert set of awards. We note that this paper is limited to the identification of observable differences within these categories and does not attempt to explain the basis for any differences or their implications for FCC media policy.

Our analysis suggests that the performance of network owned-and-operated (O&O) stations and affiliates is virtually identical with respect to ratings of early evening newscasts. With respect to the receipt of awards for local news operations, network O&Os outperform affiliates on a nationwide basis. In addition, network O&Os appear to produce, on average, a greater quantity of local news and public affairs programming than affiliates in markets where the two station types compete directly.

Within the class of affiliates, there is clear variation in performance between affiliates that are owned in common with a newspaper publisher¹ and all other network affiliates. Affiliates co-owned with newspapers experience noticeably greater success under our measures of quality and quantity of local news programming than other network affiliates.

II. METHODS OF MEASUREMENT

In evaluating the quality of local news programming, we did not attempt to assess that programming ourselves. Rather, we compiled measures of others' implicit or explicit assessments of programming quality. We use three measures: (1) The ratings received for local evening news; (2) The success at earning awards from the Radio and Television News Directors Association (RTNDA); and (3) The local television recipients of the Silver Baton of the A.I. DuPont Awards. For measuring the quantity of programming, we tallied the hours of such programming aired during the November 2000 sweeps period.

In performing these measurements, we use three overlapping sets of stations. For the ratings and hours measures, we restrict our study to those markets where there was at

¹ Co-ownership refers to a company that owns at least one television station and one daily newspaper irrespective of whether any two of the commonly-owned outlets serve the same local market.

least one station owned-and-operated by a broadcast network and at least one affiliate of a television network.² This was done to facilitate direct comparisons between O&Os and affiliates. The universe of stations considered for the RTNDA awards is the 50 largest markets in the United States, which corresponds to RTNDA's "large market" category for station awards. The DuPont awards include all commercial television stations in the United States.

A. Local News Ratings

Viewer choice is one way to measure the quality of local news programming. It measures quality to the extent that viewers find the quality of the program worth watching relative to other programs and other uses of their time. We relied on the reported ratings for the 5:30 pm and 6:00 pm local news programs for the November 2000 sweeps period. We report the simple unweighed average rating. When no news was reported for a time period we excluded that station from the average.

B. Station Output

The next way to measure the performance of stations in the area of local news and public affairs programming is to ascertain the total quantity of such programming. We measured quantity based on the total number of hours devoted weekly to such programming during the November 2000 sweeps period. We tallied the hours per week of local news programming and included both weekday and weekend local news for all dayparts. For local public affairs programming, we identified and totaled all programs that were locally produced and could be categorized objectively as public affairs programming. In a minority of cases, certain judgments regarding proper categorization were made based on the program information available to us. This categorization process invites the possibility of error. For that reason we break out local news programming and local public affairs programming separately in the appendix. As indicated in the appendix, local public affairs programming is a relatively small percentage of the total for each station measured. As such we anticipate that the totals were not meaningfully affected by certain judgments involved in the categorization process. The table which follows presents the results of the two measures of station output.

² We excluded from consideration all markets with four owned-and-operated stations. In most of those markets, there was no affiliate against which the O&O stations would compete. It is possible, however, that some of those markets may be sufficiently large that a network had both an O&O and an affiliate in operation.

Measures of Local News and Public Affairs Output

<u>Type of Station</u>	<u>Rating 5:30</u>		<u>Rating 6:00</u>	<u>Total hours</u>
Network O&O	6.9	[Avg. 7.2]	7.4	22.8
Affiliates	6.9	[Avg. 7.2]	7.6	18.5
 <u>Sub-Groups of Affiliates</u>				
<i>Newspaper- Aff'd</i>	7.8		8.2	21.9
<i>All Others</i>	5.7		6.7	14.9

C. RTNDA Awards

Review by industry peers is another way of assessing relative performance among industry participants. Industry peers have a detailed knowledge of the craft and often are in the best position to identify the most effective firms in their industry. RTNDA provides a nationally recognized forum to encourage excellence in radio and television news production. Moreover, as there are local, regional and national awards, many stations can be recognized in any one year. RTNDA issues these awards annually in national and regional competitions. Our sample includes the awards given in 2000 and 2001 in the top 50 markets, which corresponds to RTNDA's "large market" category of awards.

D. A. I. DuPont Awards

The A.I. DuPont Awards are given by the School of Journalism of Columbia University in the City of New York. DuPont Awards are given to a variety of news organizations based on overall excellence in programming. We consider only awards that were given to local commercial television stations. The awards are not given out in fixed numbers but instead vary annually. DuPont awards its Gold Baton and Silver Baton depending on its view of the recipient's performance. Since no local television station received a Gold Baton during the 1991-2002 time period, our survey is limited to the 40 Silver Baton awards given to commercial television stations throughout the United States during that time period.

News and Public Affairs Award Winners³

<u>Type of Station</u>	<u>RTDNA Winners</u>	<u>DuPont Winners</u>
Network O&O	126	337
Affiliates	96	77
<u>Sub-Groups of Affiliates</u>		
<i>Newspaper-Aff'd</i>	319	200
<i>Other Affiliates</i>	22	39

Note: A baseline score of 100 is the national average for each type of award.

III. REVIEW OF RESULTS

The data reviewed in this report suggest several things. First, with respect to our quality measurements, there is no meaningful difference between the performance of network O&Os and affiliates in the ratings of local evening newscasts. With respect to the receipt of local news excellence awards, however, our data indicate that O&Os experience greater success than do affiliates. Second, with regard to the total production of local news and public affairs programming, O&Os produce, on average, a greater quantity of such programming than do affiliates in markets where those two station types compete directly.

Second, within the overall category of network affiliates, there appears to be a systematic divergence between stations that are co-owned with a newspaper publisher relative to all other affiliates. For each quality and quantity measure in our analysis, the newspaper affiliates exceed the performance of other, non-newspaper network affiliates..

IV. LIMITATIONS OF THIS REPORT AND TOPICS FOR FURTHER RESEARCH

³ The numbers reported are an index of the success of the stations in each category relative to the per-station average of awards for each award's sample base. The index is equal to 100 if the stations in the classification won an average proportion of the awards. If the stations won twice as many the index is 200. If the one one-half as many as an average station the index is 50.

While we have a high degree of confidence about the material contained within the four corners of this brief report, we wish to note some limitations and topics for further work. This study of necessity relies upon the data upon which it is based. Errors of computation and classification can be made despite our best efforts. To enhance the ease of testing our calculations, we have attached the data we used as four appendices to this study. We have used in this paper relatively simple quantitative methods of examining the data contained in the attached appendices. As such, extensions or modifications to the methodologies employed in this paper may permit additional or contrary findings to those discussed herein. As other papers prepared for this group demonstrate with respect to other questions, it is hoped that these techniques might contribute to the study of this topic.

V. APPENDICES

In order to enhance the readers' ability to review our results, we have attached the following data series.

A. The Network Served Markets Study

This set of data appears as Appendix A. We examined all markets that had at least one station owned by a major television network. We selected these markets because the effect, if any, of network ownership on local news and public affairs performance was a particular question to be addressed. For each station within a market we determined its owner, and assigned the owner to a category. We then generate for each station certain essential data. We reported the rating and share for both the 5:30 and 6:00 p.m. local news programs and the quantity of the local news and public affairs programming. We also estimated the quantity of locally produced public affairs programming. The table also provides a marker for market size.

B. The Radio and Television News Directors Awards

Peer review can be a valuable tool for assessing the quality of intellectual property. The television news and public affairs community has a number of awards for quality programming. The Radio and Television News Directors Association sponsors a set of national and regional awards for many aspects of news and local public affairs. The Edward R. Morrow awards are given annually at both the national and regional levels. The study looks at stations who received this award in 2000 and 2001. The list is reproduced as appendix B.

C. A.I. DuPont Awards

The DuPont Awards are administered by the graduate school of Journalism at Columbia University. The internet page of the awards, which is reproduced in the notes to appendix C, provides extensive detail on the program. We include this as another measure of the quality of local output. It is important to note that this study is not a study of all contributions to news and public affairs. Only programming produced by owned-and-operated local stations, and not by their network owners, was considered in this analysis. We also do not consider in this study the contributions of the Public Broadcast System and its member stations.

D. Station Classification

This study classifies television stations by various categories. Stations can be listed as network owned-and-operated stations or as affiliates. In addition, we subdivide affiliates into those stations held in common ownership with the publisher or one or more daily newspapers. We defined non-group owned as stations under common ownership with at most one other station. Appendix D lists all station groups sharing common ownership with a newspaper.

Mkt rank	Market	Calls	Affil	O&O ?	Ownership	5:30 pm rtg	5:30 pm sh	6 pm rtg	6 pm sh	Local News Hours	Public Affairs Hours
5	SF	KGO	ABC	1	ABC Inc.	7	15	8	16	20	0.5
5	SF	KRON	NBC	1	NBC/GE	7	15	6	12	24	2.5
5	SF	KPIX	CBS	1	CBS	4	8	5	10	17	
5	SF	KNTV	WB		Granite	1	2	1	2	23	3.5
5	SF	KTVU	FOX		Cox			2	5	33.5	1
6	Boston	WCVB	ABC		Hearst-Argyle	9	18	8	15	20	1
6	Boston	WHDH	NBC		Sunbeam TV	8	15	8	15	25	
6	Boston	WBZ	CBS	1	CBS	4	9	6	11	21	
6	Boston	WFXT	FOX	1	FOX					7.5	
7	Dallas	WFAA	ABC		Belo Corp	10	18	11	19	29	0.5
7	Dallas	KXAS	NBC	1	NBC/GE	9	16	9	15	22.5	0.5
7	Dallas	KDFW	FOX	1	FOX	5	10	5	8	25.5	
7	Dallas	KTVT	CBS	1	CBS	3	6	3	5	21.5	
8	DC	WRC	NBC	1	NBC/GE	7	15	9	18	28	0.5
8	DC	WJLA	ABC		Allbritton	5	10	5	11	16.5	0.5
8	DC	WUSA	CBS		Gannett	4	8	5	10	20	0.5
8	DC	WTTG	FOX		FOX					13.5	
9	Atlanta	WSB	ABC		Cox	11	22	13	23	29.5	
9	Atlanta	WAGA	FOX	1	FOX	8	15	8	13	31.5	
9	Atlanta	WXIA	NBC		Gannett	4	7	5	9	29	1
9	Atlanta	WGCL	CBS		Meredith	1	3	2	3	21	
10	Detroit	WDIV	NBC		Post-Newsweek	10	19	11	20	21.5	
10	Detroit	WXYZ	ABC		Scripps Howard	9	18	9	17	23.5	
10	Detroit	WJBK	FOX	1	FOX	7	13	5	9	29.5	
10	Detroit	WWJ	CBS	1	CBS	2	4	2	4	20	
11	Houston	KTRK	ABC	1	ABC Inc.	9	15	9	15	27.5	
11	Houston	KHOU	CBS		Belo Corp	9	16	11	17	22.5	
11	Houston	KPRC	NBC		Post-Newsweek	7	13	7	12	29	0.5
11	Houston	KRIV	FOX	1	FOX					25	

13	Minneapolis	WCCO	CBS	1	CBS	11	22	12	22	18		
13	Minneapolis	KARE	NBC		Gannett	9	17	9	15	15		
13	Minneapolis	KSTP	ABC		Hubbard	6	12	7	12	18	1	
13	Minneapolis	WFTC	FOX		Clear Channel							
14	Tampa-St. Petersburg	WFLA	NBC		Media General	8	16	11	20	23.5		
14	Tampa-St. Petersburg	WTVT	FOX	1	FOX	6	12	7	12			
14	Tampa-St. Petersburg	WTSP	CBS		Gannett	5	9	7	11	14		
14	Tampa-St. Petersburg	WFTS	ABC		Scripps Howard	3	6	3	6	20.5		
15	Miami-F.L.	WSVN	FOX		Sunbeam TV	6	12	6	12	26.5	1	
15	Miami-F.L.	WPLG	ABC		Post-Newsweek	5	10	6	11	20		
15	Miami-F.L.	WTVJ	NBC	1	NBC/GE	4	8	6	10	26.5		
15	Miami-F.L.	WFOR	CBS	1	CBS	4	7	4	7	18.5	1	
16	Phoenix	KNXV	ABC		Scripps Howard	4	7	3	5	21.5		
16	Phoenix	KPHO	CBS		Meredith	3	6	3	6	19		
16	Phoenix	KPNX	NBC		Gannett	8	15	9	15	19.5		
16	Phoenix	KS AZ	FOX	1	FOX	6	11			13.5	0.5	
16	Phoenix	KTVK	IND			8	15	8	14	29		
17	Cleveland	WEWS	ABC		Scripps Howard	9	18	11	20	20	1	
17	Cleveland	WOIO	CBS		Raycom Media			3	6	15		
17	Cleveland	WKYC	NBC		Gannett			7	13	19		
17	Cleveland	WJW	FOX	1	FOX	8	15	9	16	36.5		
18	Denver	KMGH	ABC		McGraw Hill	6	11	5	9	26.5	1	
18	Denver	KCNC	CBS	1	CBS	7	14	8	15	23		
18	Denver	KUSA	NBC		Gannett	9	17	8	14	29.5	0.5	
18	Denver	KDVR	FOX	1	FOX					3		
20	Orlando	WFTV	ABC		Cox	8	16	10	18	27	1	
20	Orlando	WKMG	CBS		Post-Newsweek	5	10	6	10	18.15	0.5	
20	Orlando	WESH	NBC		Hearst-Argyle	6	11	7	12	27	0.5	
20	Orlando	WOFL	FOX		Meredith					21		

21	Pittsburgh	WTAE	ABC	1	Hearst-Argyle	9	17	9	16	27	
21	Pittsburgh	KDKA	CBS	1	CBS	10	18	1	20	22	0.5
21	Pittsburgh	WPXI	NBC		Cox	10	18	10	17	22.5	0.5
21	Pittsburgh	WPGH	FOX		Sinclair					6	
22	St. Louis	KDNL	ABC		Sinclair	2	4			3.5	0.5
22	St. Louis	KMOV	CBS		Belo Corp	11	20	11	19	23	1
22	St. Louis	KSDK	NBC		Gannett	15	27	15	26	24	
22	St. Louis	KTVI	FOX	1	FOX	6	12	6	10	33	
24	Baltimore	WMAR	ABC		Scripps Howard	3	6	3	5	16	
24	Baltimore	WJZ	CBS	1	CBS	7	15	8	15	28.5	
24	Baltimore	WBAL	NBC		Hearst-Argyle	9	18	9	17	26	1.5
24	Baltimore	WBFF	FOX		Sinclair					7	
29	Raleigh-Durham	WTVD	ABC	1	ABC Inc.	9	16	10	17	20.5	
29	Raleigh-Durham	WRAL	CBS		Capitol Broadcasting	12	23	14	24	20.5	
29	Raleigh-Durham	WNCN	NBC	1	NBC/GE			2	4	23	
29	Raleigh-Durham	WRAZ	FOX		Capitol Broadcasting					2.5	
31	Kansas City	KMBC	ABC		Hearst-Argyle	10	18	10	18	15	
31	Kansas City	KCTV	CBS		Meredith	9	16	10	17	25.5	0.5
31	Kansas City	KSHB	NBC		Scripps Howard	4	7	3	5	15	
31	Kansas City	WDAF	FOX	1	FOX	7	12	7	12	42.5	
33	Milwaukee	WISN	ABC		Hearst-Argyle	8	14	8	13	17	
33	Milwaukee	WDJT	CBS		Weigel Broadcasting	2	4	2	3	9.5	
33	Milwaukee	WTMJ	NBC		Journal Broadcast Group	12	23	11	20	25	0.5
33	Milwaukee	WITI	FOX	1	FOX	7	13	7	12	38	
34	Columbus, OH	WSYX	ABC		Sinclair			5	9	16.5	
34	Columbus, OH	WBNS	CBS		Dispatch Printing Co.	10	20	11	21	28	
34	Columbus, OH	WCMH	NBC	1	NBC/GE	9	17	10	19	25.5	
34	Columbus, OH	WTTTE	FOX		Glencairn Ltd.					12	
35	Salt Lake City	KTVX	ABC		News Corp.	8	16	7	13	14.5	0.5
35	Salt Lake City	KUTV	CBS	1	CBS	6	11	6	11	15	0.5
35	Salt Lake City	KSL	NBC		Bonneville Intl Corp.	9	19	10	19	24.5	
35	Salt Lake City	KSTU	FOX	1	FOX					20.5	0.5

64	Flint	WJRT	ABC	1	ABC Inc.	9	24	14	29	21	1
64	Flint	WNEM	CBS		Meredith	5	15	12	24	18.5	0.5
64	Flint	WEYI	NBC		STC Broadcasting			2	4	12	1.5
64	Flint	WSMH	FOX		Sinclair						
68	Toledo	WTVG	ABC	1	ABC Inc.	6	15	10	21	20	
68	Toledo	WTOL	CBS		Liberty Corp.	10	28	16	34	21	1
68	Toledo	WNWO	NBC		Raycom Media	3	7	3	7	14.5	
68	Toledo	WUPW	FOX		STC Broadcasting					3.5	
69	Green Bay	WBAY	ABC		Young Broadcasting Inc.	10	23	12	26	17	
69	Green Bay	WFRV	CBS	1	CBS	10	22	11	22	16.5	
69	Green Bay	WGBA	NBC		Aries Telecomm	3	7	2	5	16.5	
69	Green Bay	WLUK	FOX		Emmis Comm	4	10			29.5	1
177	Marquette	WBKP	ABC		Scanlan Comm			3	5	13.5	
177	Marquette	WJMN	CBS	1	CBS			2	5	22	
177	Marquette	WLUC	NBC		Raycom Media			27	54	14.5	
177	Marquette	WFQX	FOX/JPN								

Station	City	Title	Year	Accomplishment
KARE-TV	Minneapolis		2001	Overall Excellence
KARE-TV	Minneapolis		2000	Overall Excellence
KARE-TV	Minneapolis		2000	Feature Reporting
KARE-TV	Minneapolis		2000	News Documentary
KARE-TV	Minneapolis		2000	Sports Reporting
KARE-TV	Minneapolis		2000	Spot News Coverage
KARE-TV	Minneapolis		2001	Overall Excellence
KARE-TV	Minneapolis	The Bitter Pill	2001	Investigative Reporting
KARE-TV	Minneapolis	KARE 11 News at 10 p.m.	2001	Newscast
KARE-TV	Minneapolis	Fishing for Love	2001	Use of Video
KATU-TV	Portland, OR		2000	Continuing Coverage
KCBS-TV	Los Angeles	California's Billion Dollar Rip Off	2001	News Series
KCBS-TV	Los Angeles		2000	Investigative Reporting
KCBS-TV	Los Angeles		2000	News Series
KCBS-TV	Los Angeles	California's Billion Dollar Ripoff	2001	News Series
KCNC-TV	Denver	Erin's Live3/4 10 Years Later	2001	Feature Reporting
KCNC-TV	Denver		2000	Spot News Coverage
KCNC-TV	Denver		2000	Use of Video
KCNC-TV	Denver	Erin's Live - Ten Years Later	2001	Feature Reporting
KCNC-TV	Denver	Houseboat Investigation	2001	Investigative Reporting
KCOP-TV	Los Angeles		2000	Continuing Coverage
KCOP-TV	Los Angeles	Marlin Briscoe	2001	Sports Reporting
KCRA-TV	Sacramento		2000	Newscast
KENS-TV	San Antonio	Tommy Lynn Sells	2001	Continuing Coverage
KGTV	San Diego	Electric Shock	2001	Continuing Coverage
KGW-TV	Portland, OR	Michael's Big Game	2001	Feature Reporting
KGW-TV	Portland, OR	Vermiculite Investigation	2001	News Series
KGW-TV	Portland, OR	kgw.com	2001	Web Site
KHOU-TV	Houston	Treading On Danger	2001	Investigative Reporting
KHOU-TV	Houston	Lauck 2000	2001	Writing
KHOU-TV	Houston	Treading on Danger	2001	Investigative Reporting
KHOU-TV	Houston	Last of the Barnstormers	2001	Use of Video
KHOU-TV	Houston	Lauck 2000	2001	Writing
KING-TV	Seattle	King 5 News	2001	Newscast
KING-TV	Seattle	Walker Shooting	2001	Spot News Coverage
KIRO-TV	Seattle		2000	Overall Excellence
KIRO-TV	Seattle		2000	News Documentary
KIRO-TV	Seattle		2000	News Series
KIRO-TV	Seattle		2001	Overall Excellence
KIRO-TV	Seattle	Firestone Follow-up	2001	Investigative Reporting

KMBC-TV	Kansas City, MO		2000	Continuing Coverage
KMBC-TV	Kansas City, MO		2000	Newscast
KMBC-TV	Kansas City, MO		2001	Overall Excellence
KMBC-TV	Kansas City, MO	Carnahan Crash	2001	Continuing Coverage
KMBC-TV	Kansas City, MO	I-29 Pileup	2001	Newscast
KMBC-TV	Kansas City, MO	Martin Augustine Composite	2001	Writing
KMGH-TV	Denver		2000	Writing
KMOL-TV	San Antonio	Police Test	2001	News Series
KMOV-TV	St. Louis		2000	News Series
KMOV-TV	St. Louis		2000	Writing
KMOV-TV	St. Louis	Million Dollar Dumps	2001	Investigative Reporting
KMOV-TV	St. Louis	The Death of Mel Carnahan	2001	Spot News Coverage
KNBC-TV	Los Angeles	nbc4.tv	2001	Web Site
KOMO-TV	Seattle	Flight 261	2001	Continuing Coverage
KOMO-TV	Seattle	Class of 2000	2001	Use of Video
KOMO-TV	Seattle		2000	Investigative Reporting
KOMO-TV	Seattle		2000	Newscast
KOMO-TV	Seattle		2001	Writing
KPHO-TV	Phoenix		2000	Use of Video
KPHO-TV	Phoenix	Kids in Crisis	2001	News Series
KPHO-TV	Phoenix	KPHO-TV5 News at 10 p.m.	2001	Newscast
KPRC-TV	Houston		2001	Overall Excellence
KRQE-TV	Albuquerque		2001	Overall Excellence
KRQE-TV	Albuquerque	Wildfires Coverage	2001	Continuing Coverage
KSTP-TV	St. Paul	Investment of a Lifetime	2001	Feature Reporting
KSTP-TV	St. Paul	The Big Shutdown	2001	News Series
KSTP-TV	St. Paul	Fast Eddie	2001	Sports Reporting
KSTP-TV	St. Paul	Northwest Airlines: Mishandled Mail	2001	Spot News Coverage
KSTP-TV	St. Paul	Artcar, Five Angels, and Legend of Lake Superior	2001	Writing
KTLA-TV	Los Angeles	Laker's Violence	2001	Sports News Coverage
KTTV	Los Angeles		2000	Writing
KTVU-TV	Oakland		2000	News Documentary
KUSA-TV	Denver		2000	Feature Reporting
KUSA-TV	Denver		2000	Sports Reporting
KUSA-TV	Denver	Forty Years & a Cloud of Dust	2001	News Documentary
KUSA-TV	Denver	Colorado Wildfires - Day 1	2001	Spot News Coverage
KUSA-TV	Denver	Magic Town	2001	Use of Video
KUSA-TV	Denver	9news.com	2001	Web Site
KXTV	Sacramento		2000	Overall Excellence
KXTV	Sacramento		2000	Sports Reporting
KXTV	Sacramento		2000	Spot News Coverage
KXTV	Sacramento	60s Radio	2001	Feature Reporting
WAGA-TV	Atlanta	Criminal Caregivers	2001	News Series
WAVY-TV	Portsmouth, VA	Child Support	2001	News Documentary
WAVY-TV	Portsmouth, VA	11 p.m. News	2001	Newscast
WAVY-TV	Portsmouth, VA	School Bus Accident	2001	Spot News Coverage
WBAL-TV	Baltimore	Joseph Palcynski	2001	Continuing Coverage

WBMA-TV	Birmingham	Tornado 2000	2001	Spot News Coverage
WBMA-TV	Birmingham		2001	Overall Excellence
WBMA-TV	Birmingham	Tornados 2000	2001	Spot News Coverage
WBNS-TV	Columbus, OH	Black Mold	2001	Continuing Coverage
WBNS-TV	Columbus, OH		2001	Overall Excellence
WBNS-TV	Columbus, OH	Black Mold	2001	Continuing Coverage
WBZ-TV	Boston		2000	Overall Excellence
WBZ-TV	Boston	Wakefield Shooting	2001	Spot News Coverage
WCCO-TV	Minneapolis		2000	Investigative Reporting
WCCO-TV	Minneapolis		2000	Use of Video
WCCO-TV	Minneapolis	channel4000.com	2001	Web Site
WCNC-TV	Charlotte, NC		2001	Overall Excellence
WCNC-TV	Charlotte, NC		2001	Writing
WCPO-TV	Cleveland	cincinow.com	2001	Web Site
WCVB-TV	Needham, MA	On the Trail of Whitey Bulger & the FBI	2001	Continuing Coverage
WCVB-TV	Needham, MA	Newscenter 5 at 6	2001	Newscast
WFAA-TV	Dallas	The Landry Legacy	2001	News Documentary
WFAA-TV	Dallas	wfaa.com	2001	Web Site
WFLA-TV	Tampa	tbo.com	2001	Web Site
WFLA-TV	Tampa	Ybor Inferno	2001	Spot News Coverage
WFLA-TV	Tampa	tbo.com	2001	Web Site
WFTV	Orlando	Eyewitness News at 11	2001	Newscast
WFVT	Orlando	Eyewitness News at 11	2001	Newscast
WFXT-TV	Dedham, MA	Fox Undercover	2001	Investigative Reporting
WGNO-TV	New Orleans	ABC 26 News at 5 p.m.	2001	Newscast
WGNO-TV	New Orleans	Speedy Messengers	2001	Use of Video
WGNO-TV	New Orleans		2001	Writing
WHDH-TV	Boston	Cause for Alarm: Who's Protecting Our Firefighters	2001	News Series
WJW-TV	Cleveland	Bone Lady	2001	Use of Video
WKMG-TV	Orlando	Day Care Felons	2001	Investigative Reporting
WKRN-TV	Nashville	After the Storm	2001	Newscast
WMAQ-TV	Chicago	Who's at the Wheel	2001	Investigative Reporting
WMAQ-TV	Chicago	The Highs and Lows of Ritalin	2001	News Series
WMAQ-TV	Chicago	NBC 5 Chicago's May 18 Storm Coverage	2001	Newscast
WNET-TV	New York	Election 2000: Taking the Fifth	2001	News Documentary
WOOD-TV	Grand Rapids	The Shot Heard Round West Michigan	2001	Sports Reporting
WOOD-TV	Grand Rapids	The Shot Heard Round West Michigan	2001	Sports Reporting

APPENDIX C				1991	
DUPONT-COLUMBIA SILVER BATON AWARD WINNERS				1991	
Station	City	Program	Title	1991	Recipients
				1991	
KBDI-TV		Documentary	Tierra O Muerte: Land or Death	1991	KBDI-TV
KCBS-AM	San Francisco	News Coverage	Earthquake	1991	KCBS-AM
KCBS-TV	Los Angeles	Five Part Series	Poison Plant	1992	Randy Paige/Larry
				1992	Greene/Francisco
				1992	Alferez/Dolores Lopez/
				1992	Clay Thomson/Jennifer
				1992	Cobb
KCET-TV	Los Angeles		The Great War & The Shaping of the 20th	1993	Blaine Baggett
			Century	1993	
KCNC-TV		Documentary	Erin's Life	1993	KCNC
KERA-TV		The American Experience	LBJ	1993	LBJ
KHOU-TV	Houston, TX	Investigative Report	Deadly Tires?	1993	Anna Werner
KING		Critical Choices	America's Health Care Crisis	1993	Jim Compton
KIRO-TV	Seattle	Documentary	Why the Orcas of Puget Sound Are Dying	1994	Steve Raible/Bill Skok/
				1994	Ben Saboonchian/Bill/
				1994	Lord/Tom Matsuzawa/
				1994	Peter Gamba
KOLD-TV	Tucson	Two Part Investigation	Exploding Patrol Cars?	1994	Chip Yost/Ed Ayala/Bob
KPIX-TV			Wards of the State	1994	Richard Saiz/KPIX
KQED-TV	San Francisco	Express	Shield for Abuse	1994	Scott Pearson/Lewis
KREM-TV	Spokane	Investigative Reporting	Wenatchee Child Sex Ring	1995	Tom Grant
KRON-TV		Documentary	In the Shadow of the Wall	1995	KRON
KSTP	Minnesota	Three Part Series	Who's Watching the Store	1996	KSTP
KTCA	St. Paul	NewsNight Minnesota	Unisys	1996	Ken Stone
KTTV	Los Angeles	Fox News	Cops on Trial: The Rodney King Case	1996	KTTV
KTVX-TV	Salt Lake City	News Coverage	Investigative Reporting of Olympics Bribery	1997	Chris Vanocur
KWWL-TV		Investigative News Report	Cloud of Concern	1997	KWWL-TV
KXLY-TV	Spokane, WA	Investigative Report	Public Funds, Private Profit	1998	Tom Grant
WABC-TV	New York		Room 194: The Overcrowding Crisis	1998	Bart Feder
WABC-TV	New York	News Reporting	Caught Off Guard	1998	Jim Hoffner/Daniela
				1999	Royes/Bryan White
WBAI/Pacifica		Radio Documentary	Massacre: The Story of East Timor	1999	Amy Goodman/Allan
				1999	Nairn
WBBM-TV	Chicago	News Coverage	Congressman William Lipinski's Primary	1999	Carol Marin
			Campaign	1999	
WBFF-TV	Baltimore	News Report	Justice on Trial: The Lost Generation	2000	Deborah Weiner
WBFF-TV	Baltimore	News Report	Finding the Lost Generation	2000	Deborah Weiner
WBFF-TV	Baltimore	News Report	The Walking Wounded	2000	Deborah Weiner
WCBD-TV	South Carolina	News/Weather	Coverage of Hurricane Hugo	2001	Sue Stephens/Rob
				2001	Fowler
WCCO-TV	Minneapolis		Missing the Beat	2001	WCCO-TV
WCPO-TV	Cincinnati	late-nightlocalnewsinvestigativeseries	Made in the USA?	2002	WCPO
WCPO-TV	Cincinnati	Investigative Report	I-Team Stadium Investigation	2002	Laure Quinlivan
WCVB	Boston	Chronicle	Chronicle and Environmental Reporting	2002	David Ropeik/WCVB
WEWS	Cleveland	Documentary	Final Mission	2002	Bill Sheil
WFAA-TV	Dallas	News Coverage	Coverage of the Gulf War	Year	WFAA-TV
WFAA-TV	Dallas	Investigative Reporting	News Report of Insurance Scandal		Robert Riggs
WJLA-TV	Washington, DC	Investigative Sports Reporting	NFL Drug Testing: Illegal Procedure		Roberta Baskin
WKYC-TV	Cleveland	Nightly Commentaries			Dick Feagler
WMAL-AM	Washington, DC		American History - The Disney Version		WMAL-AM
WMAQ-TV	Chicago	Documentary	Strip Search at O'Hare		Renee Ferguson
WMTW-TV	Auburn, ME	Investigative Reporting	Christian Civic League		Christine Young/John
					Pertel
WNET/PBS	New York	Documentary	Taken In: The Lives of America's Foster		Vanessa Roth
WPLG-TV		Evening News	Armed Enemies of Castro		WPLG/Rad Berky
WRAL-TV	Raleigh, NC	Documentary	Series of Investigative Repots on Military		Stuart Watson
WTBS-TV	Atlanta	National Geographic Explorer	The Urban Gorilla		National Geographic
WTHR-TV	Indianapolis	Investigative Reporting	Guarding the Guardians		Jacques Natz
WTVJ-TV		Breaking Weather Coverage	Coverage of Hurricane Andrew		WTVJ
WTVJ-TV	Miami	News Coverage	Haiti		Kerry Sanders
WTVS-TV	Detroit	P.O.V.	Who Killed Vincent Chin?		Christine Choy/Renee
					Tajima
WTVS-TV	Detroit		The Last Hit: Children and Violence		HKO Media/Children's
					Hospital
WXYZ-TV	Detroit		Target 7: Michigan's Secret Soldiers		WXYZ-TV
					McDonald
Source Data: http://www.jm.columbia.edu/events/dupont/searchresults.asp					

WPIX-TV	New York	A Legacy of Faith	2001	Newscast
WPTV	West Palm Beach	Decision 2000	2001	Continuing Coverage
WPXI-TV	Pittsburgh		2001	Overall Excellence
WRAL-TV	Raleigh, NC	Flood Cars	2001	Investigative Reporting
WRAL-TV	Raleigh, NC	wral.com	2001	Web Site
WSB-TV	Atlanta		2001	Overall Excellence
WSOC-TV	Raleigh, NC	The Carruth Trial	2001	News Documentary
WTAE-TV	Pittsburgh	Cross County Shooting Spree	2001	Continuing Coverage
WTHR-TV	Indianapolis	In The Child's Best Interest	2001	News Documentary
WTHR-TV	Indianapolis	In the Child's Best Interest	2001	News Documentary
WTTG-TV	Washington, DC		2001	Overall Excellence
WTTG-TV	Washington, DC	Office Golf	2001	Feature Reporting
WTTG-TV	Washington, DC	Lunch in the Fast Lane	2001	Investigative Reporting
WTTG-TV	Washington, DC	A Dying Continent: The AIDS epidemic in America	2001	News Series
WTTG-TV	Washington, D. C.	Rollercoaster at Six Flags	2001	Use of Video
WTTG-TV	Washington, D. C.	Access Denied	2001	Writing
WTFX-TV	Philadelphia	School Cars	2001	Investigative Reporting
WTFX-TV	Philadelphia	Overserving	2001	News Series
WWL-TV	New Orleans	Prayers Heard, Miracles Performed	2001	News Documentary
WWL-TV	New Orleans	wwltv.com	2001	Web Site
WXTV	New York	La Tormenta del Milenio	2001	Sports News Coverage
XETV	San Diego		2001	Overall Excellence
XETV	San Diego	Port Commission	2001	Investigative Reporting
XETV	San Diego	Constellation	2001	Use of Video

Owners with 3 Plus TV stations and Newspaper

Allbritton Communications Company

Belo Corporation

Cowles Publishing

Cox Broadcasting

Dispatch Printing Company

Entravision Holdings LLC

Evening Post Publishing Company

Forum Communications Co.

Fox Television Stations Inc

Freedom Communications Inc

Gannett Company Incorporated

Gray Communications Systems Incorporated

Hearst-Argyle TV Incorporated

Journal Broadcast Group Incorporated

Media General Broadcast Group

Morgan Murphy Stations

New York Times Company

News-Press & Gazette Company

Post-Newsweek Stations Inc

Quincy Newspapers Inc.

Schurz Communications Inc

Scripps Howard Broadcasting

Tribune Broadcasting Company

United Communications Corp

Sources: Broadcasting & Cable magazine, 5/13/02 pp 44-49;;

Broadcasting & Cable magazine, 4/8/02 pp.46-73;

Broadcasting & Cable Yearbook 2001, pp. A-80-84.