

Who Owns the Media in Tampa?

The Tampa, Fla., area is the nation's 12th-largest TV market and 19th-largest radio market. Though large, Tampa is still dominated by just a handful of media companies. Just four companies control 73 percent of the Tampa area's local news market. Media General, owner of the Tampa Tribune and WFLA-TV, controls nearly one-third of the local news market for the entire Tampa area.

Tell the FCC to Stop Media Consolidation

The official public hearing in Tampa on April 30 is your opportunity to speak out. Visit StopBigMedia.com for more information.

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Television

Large conglomerates, such as **Media General, Sinclair, CBS** and Rupert Murdoch's **News Corporation** dominate the Tampa TV market. Media General and News Corporation together control half of the revenue in the market. WCLF, the local Christian Television Network affiliate, is the only locally owned and operated full-power commercial TV station in the Tampa market. There are no full-power commercial TV stations owned by racial and ethnic minorities in the Tampa market. WWSB, the ABC affiliate that primarily serves the Sarasota area, is the only station in the greater Tampa area that is owned by women. The station — controlled by the three daughters of the late Stanley W. Calkins, founder of Pennsylvania-based Calkins Media — airs the program *Black Almanac*, the longest-running locally produced public affairs program in the Southeastern United States.

The market's top station, Media General-owned WFLA, came under fire in 2003 when it was revealed that its program *Daytime* was airing segments about local businesses without revealing that the businesses had paid thousands of dollars for the airtime. Sen. John McCain (R-Ariz.) called *Daytime* a "sham" program and urged FCC action. WFLA began labeling the segments as paid advertising and defended the practice, calling the program "entertainment" rather than news, despite the fact that it aired between the *Today Show* and the midday local news. But in 2006 the station was again caught airing "fake news" when it was revealed that they ran a segment about a new drug treatment, paid for by the drug manufacturer but presented by the station as if it were a regular news story.

Radio

Clear Channel, CBS and **Cox Enterprises** are three national conglomerates that dominate the Tampa radio market, with Clear Channel owning eight stations (including WFLA-AM 970, the dominant news radio station), and CBS and Cox each owning six. Together, these three companies own 48 percent of all the commercial radio stations in the market and control nearly 90 percent of the revenue share. Nationwide, Clear Channel owns more than 1,000 radio stations, CBS owns 140, and Cox owns 79. Non-local owners control nearly 80 percent of Tampa's commercial radio stations.

There are four minority owners in the market, controlling a total of six stations. WTMP-AM 1150 and WTMP-FM 96.1 are both locally owned by African-American-controlled Tama Broadcasting. Radio Tropical Incorporated, a locally owned Latino company, operates WQBN-AM 1300. Texas-based and Latino-owned Norman A. Quintero Ministries controls WDCF-AM 1350 and WZHR-AM 1400. ZGS Broadcast Holdings, a Latino-owned company based in Arlington, Va., owns WGES-AM 680 and WAMA-AM 1550. Tampa has six radio stations owned by women, all controlled by Atlanta-based Cox Enterprises: WDUV-FM 105.5, WHPT-FM 102.5, WPOI-FM 101.5, WSUN-FM 97.1, WWRM-FM 94.9, and WXGL-FM 107.3.

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Continued from front

Newspapers

The Tampa-St. Petersburg area is one of the few markets in the country with two viable major daily newspapers, enabled in part by the area's unique geography and the fact that one of the papers is a nonprofit venture. The *St. Petersburg Times* and the *Tampa Tribune* both serve the metro area, with the *Times* reaching the areas north of the Bay and the *Tribune* serving the areas east of the Bay. The *St. Petersburg Times* has a daily circulation over 320,000 and is locally owned by the nonprofit Poynter Institute for Media Studies, based in St. Petersburg. The *Tampa Tribune* has a daily circulation over 230,000 and is owned by Virginia-based Media General, which also owns the area's dominant TV news outlet. This cross-ownership is permitted because the combination was formed prior to 1975. Media General also owns the local dailies in Sebring and Brooksville, as well as the *Suncoast News*, the largest free weekly paper in the Tampa area.

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

Racial and ethnic minorities comprise 24 percent of the population in the Tampa TV market; 26 percent of population in the Tampa radio market; and 48 percent of the population in the city of Tampa. Just 13.2 percent of the area's commercial broadcast stations are minority-owned. Women also own 13.2 percent of commercial stations, despite comprising over half the population.

FCC Deregulation Would Devastate the Area's Few Independent Voices

According to an analysis by the Consumer Federation of America, the Tampa media market is already highly concentrated, with four-firms controlling 73 percent of the area's entire local news market, and Media General controlling nearly one-third. If the FCC eliminated its few remaining ownership protections, then the top four firms would likely increase their share to nearly 85 percent of the Tampa area news market.

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