
**POLITICAL CHALLENGES TO PUBLIC RADIO
IN THE DIGITAL MEDIA ERA**

THE AMERICAN PERSPECTIVE

American Broadcasting History

- ✘ Mainly commercial broadcasting origins for USA:
- ✘ Radio--1920 to apx. 1970
- ✘ Television--1946 to apx. 1965

- ✘ Small number of "educational radio stations" in the period 1925 - 1970
- ✘ 1946: FCC reserves FM spectrum space for noncommercial stations

American vs. German Broadcasting Systems

- × USA: Commercial radio-TV established first
- × Germany: Public system created post-WW II

- × USA: Federal allocation of licenses (FCC)
- × Germany: State-based media boards allocate licenses (federal allocation of frequencies)

- × USA: Can buy/sell broadcast licenses
- × Germany: Media boards control all transfers

Mass Media Marvels: 1965 - present

- ✘ Public TV and radio in USA, cable TV, non-broadcast channels, FM for automobiles, fax, satellite TV and radio for home, satellite radio for cars, digital TV/radio stations, home video recording/playback, DVD, MP3-iPod players, mobile phones, mobile data/SMS, internet audio/video streaming and on-demand, podcasts, tablet computers (iPad, etc.), home broadband, internet-connected TV....

Commercial Broadcasting Changes fm 1965:

- ✘ TV stations generate huge profits. Public service programming, children's TV switches to selling tool for products (cereals, toys, etc)
- ✘ Commercial radio popularity moves to music-based formats on FM. MW stations left with much smaller audiences. News staffs cut.
- ✘ TV local news generates profits with tabloid-style coverage. “If it bleeds, it leads.”

-
- ✘ **Public Broadcasting** era begins ca. 1970:
 - ✘ 1967-- Corporation for Public Broadcasting (CPB) created to channel federal funds to radio/TV stations and producers and insulate broadcasters from political interference
 - ✘ Federal money allocated for creating/building stations
 - ✘ 1971: NPR news/information programs begin on first national noncommercial network

Public Broadcasting Political Insulation

- ✘ CPB board members must not be all from same political party.
- ✘ Federal funds allocated two fiscal years ahead of current fiscal year (FY)
- ✘ Risks: Partisan CPB board members skew program funds. Political interference from administration officials.

-
- ✘ **1970's**-FM radios appear in automobiles: FM stations--commercial/public see rapid audience growth
 - ✘ Steady public TV audience growth, but limited news programming. Popular children's programs plus cultural offerings—dramas from BBC, music.

 - ✘ **1980-2010** Big increases for NPR/public radio audience, especially NPR daily news programming
 - ✘ Sponsorship/listener contributions--steady growth for radio stations

Growth of Public Broadcasting System

- ✘ 1970 – 1980 Public Radio and TV stations established and spread to cover US population
- ✘ NPR stations grow from 85 in 1971 to 900 by 2010
- ✘ 1982 Satellite multi-channel distribution of radio programming brings greater program diversity

Growth of Federal Funding via CPB

- × 1980: \$152 million
- × 1990: \$ 229.4 million
- × 2000: \$ 300 million
- × 2005: \$ 389 million
- × 2010: \$ 420 million
- × 2012: \$ 445 million

Source: Corporation for Public Broadcasting

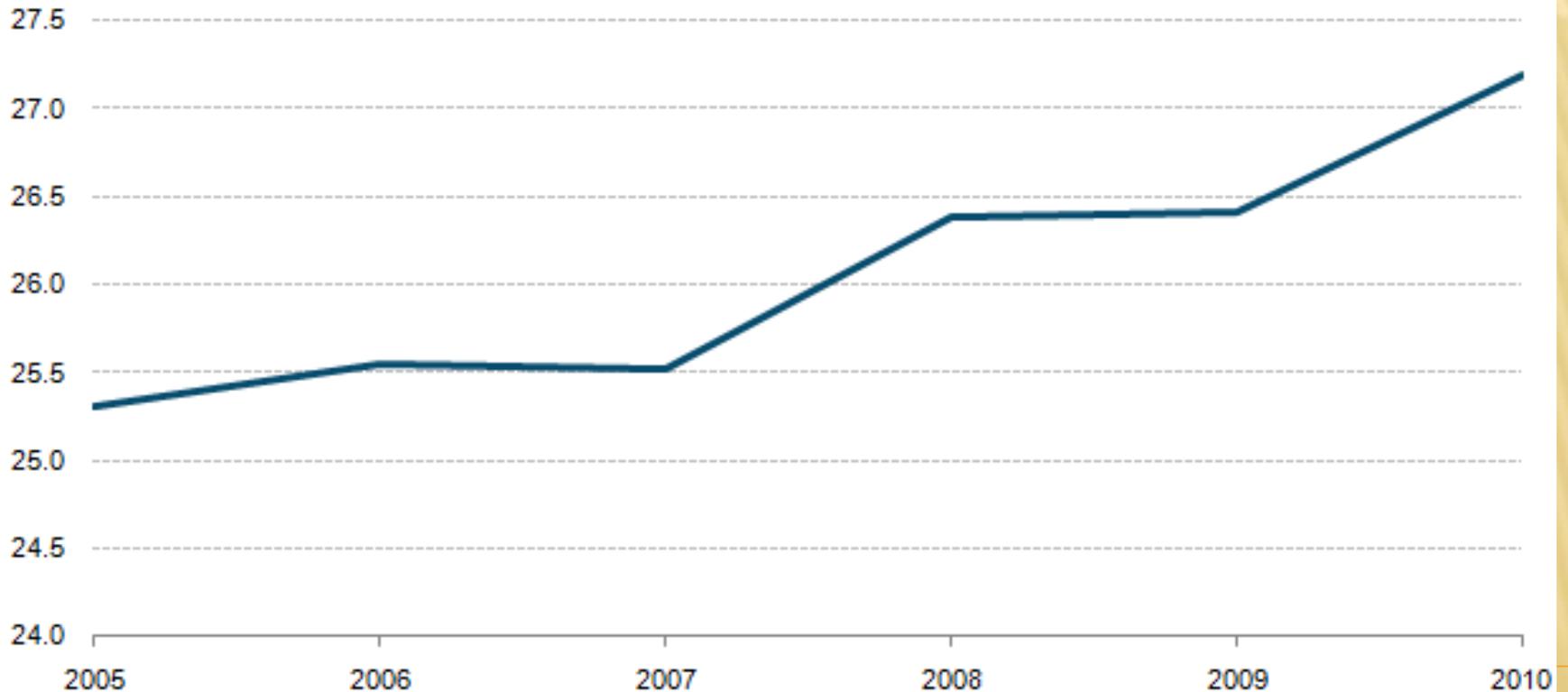
Threats to Public Broadcasting Programming

- ✘ Administration threats to funding—Nixon 1970s
- ✘ Congressional factions seek cuts—Republican conservatives 1990's/2010--
- ✘ Manipulation of CPB Board—political ideology-based program creation—George W. Bush administration 2004

NPR National Audience Growth 2006 - 2010

NPR Audience Continues to Grow in 2010

NPR Weekly Listeners, in Millions



Source: NPR Internal Figures provided to PEJ

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

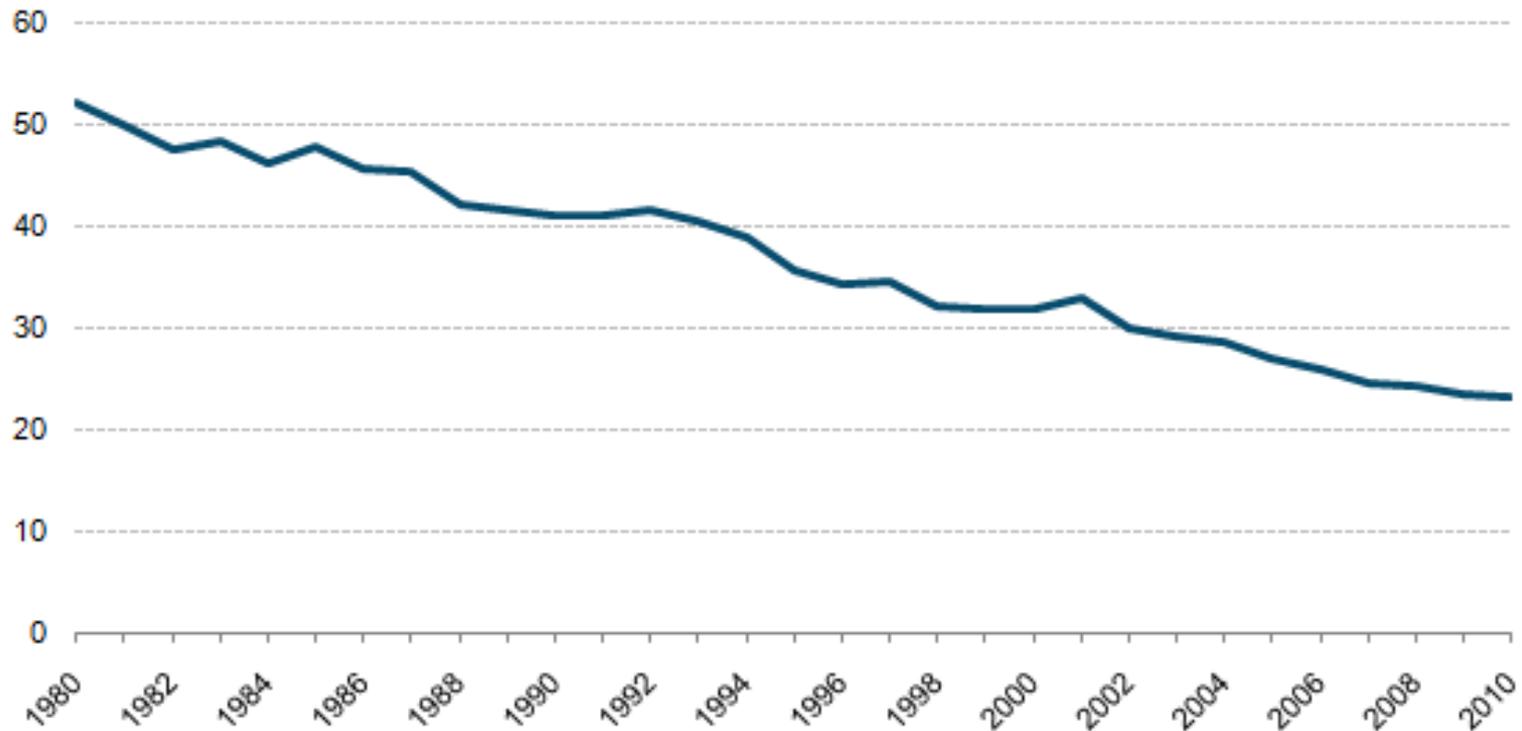
2011 STATE OF THE NEWS MEDIA

Nightly Network TV Newscasts Decline

Evening News Audience Continues a 30-Year Decline

November-to-November Average Viewers per Night

In Millions



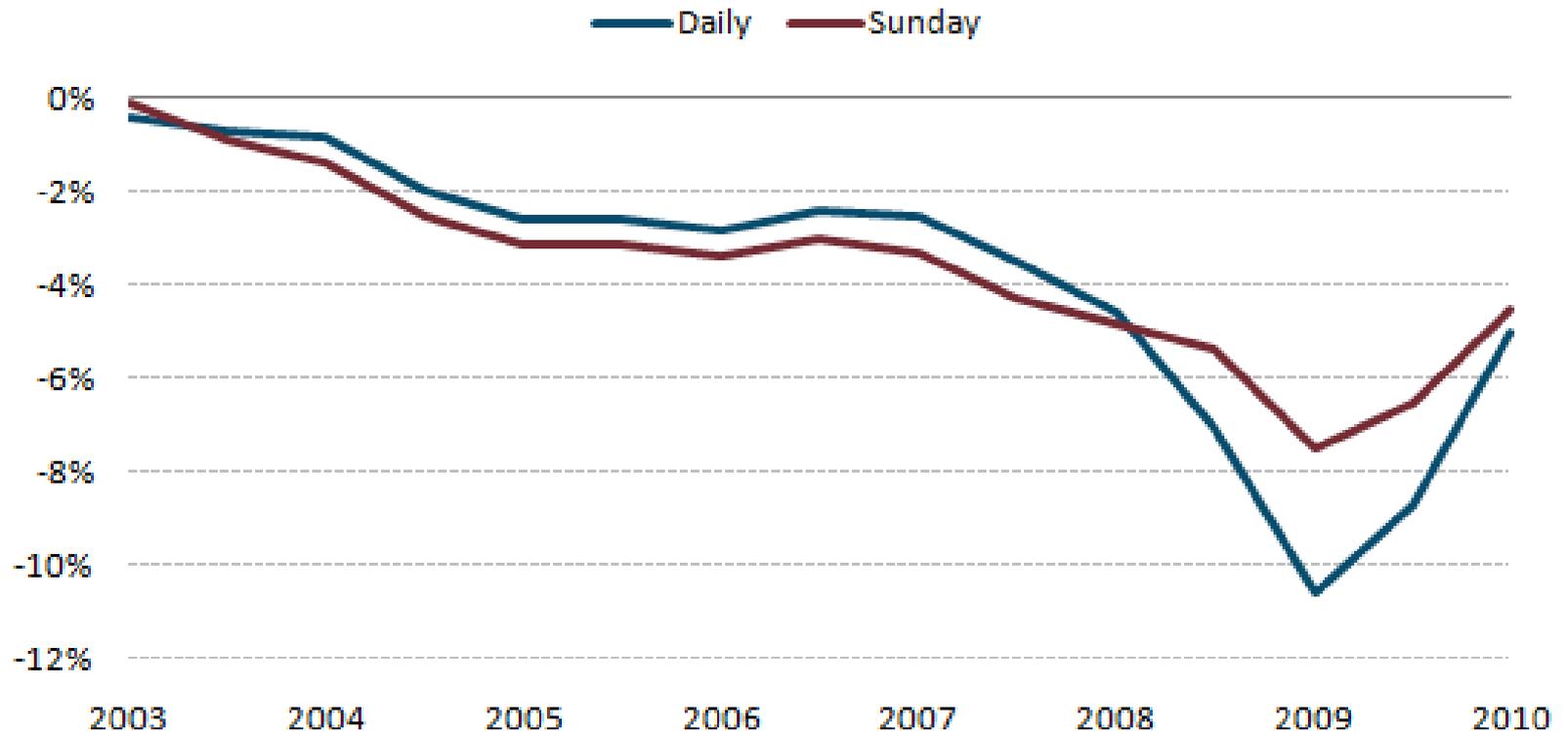
Source: Nielsen Media Research, used under license

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

2011 STATE OF THE NEWS MEDIA

US Newspaper Paid Circulation 2003 - 2010

Newspaper Circulation Declines for 15 Consecutive Periods
Percent Declines in Circulation by Six-Month Period



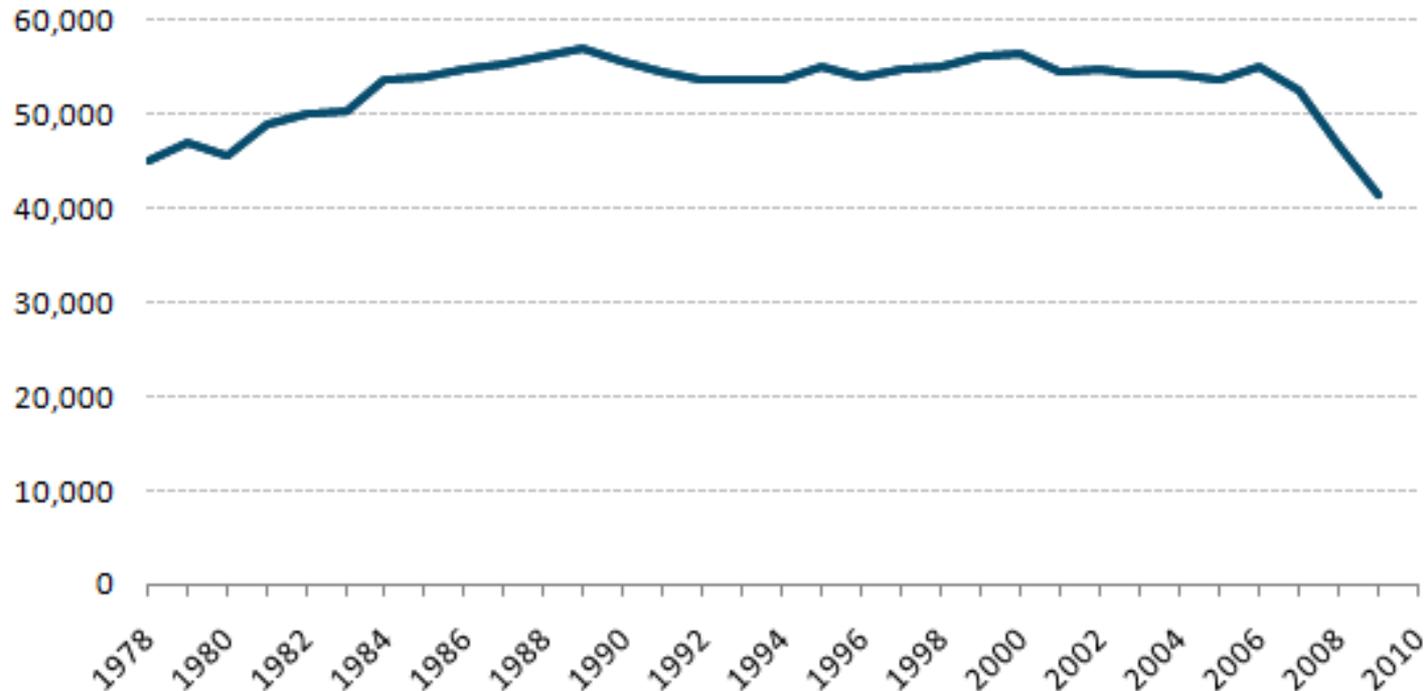
Source: Deutsche Bank Securities and Audit Bureau of Circulations

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2011 STATE OF THE NEWS MEDIA

Newspaper Editorial Staff Face Big Cuts

Newsroom Workforce Continues its Decline

Number of Workers



Source: American Society of News Editors, Newsroom Employment Census, 2009. ASNE dates its data according to the release date. PEJ presents the data according to the year the data were compiled.

Note: Minorities include Native Americans, African Americans, Latinos, and Asian Americans.

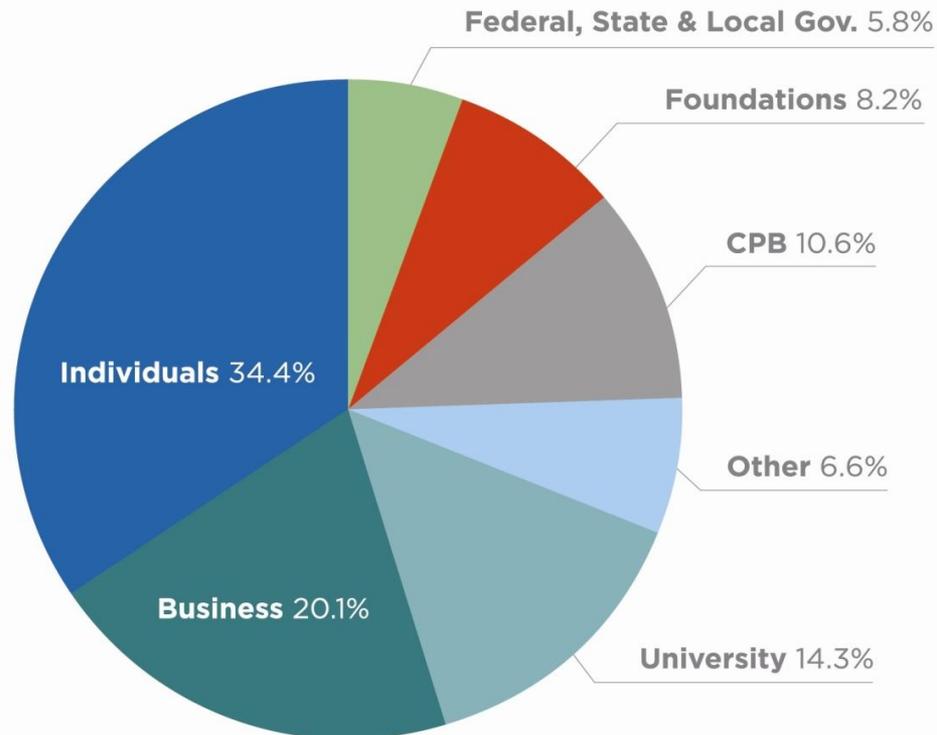
PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2011 STATE OF THE NEWS MEDIA

“Sponsorship” Income for Public Broadcasting

- ✘ Sponsorship announcements set by law
 - ✘ Short “funding credits” run 15 to 20 secs.
 - ✘ No interruption of programs
 - ✘ No qualitative statements or comparisons
 - ✘ Funders must be identified for all programs
-
- ✘ Sponsors seek high-value public radio audiences—education, income, etc.

Income Sources for Public Radio Stations

PERCENTAGE OF PUBLIC RADIO STATION REVENUE BY CATEGORY (FY 09)

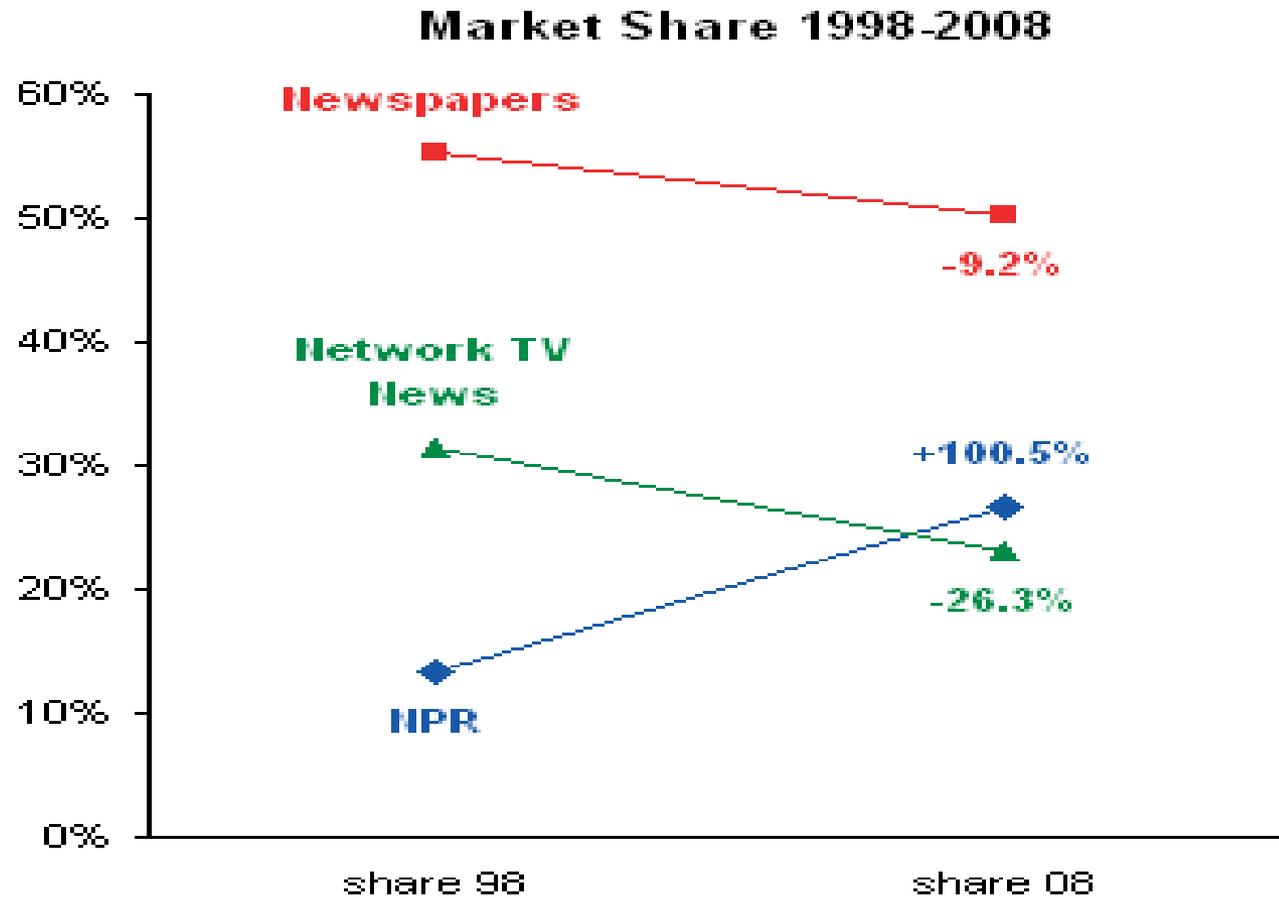


Source: Corporation for Public Broadcasting

NPR Radio Audience Facts (2011)

- ✘ 68% College degree +
- ✘ Median Age 49 yrs
- ✘ 53% Male
- ✘ 47% Female
- ✘ Median Household Income - \$93,100
- ✘ NPR on air - 26.8 million listeners weekly
- ✘ www.NPR.org Online - 15.7 million monthly

NPR Market Share's Steady Rise 1998 - 2008



Power Politics and Public Radio News

- ✘ Personal Politics = ideology, viewpoints. Role of government, etc.

- ✘ Power Politics = Attempts by groups/organizations/industries to influence public opinion and shape news media coverage, to enhance, or shift views on a public policy issue

Monday, September 20, 2010

CAMERA® Committee for Accuracy in Middle East Reporting in America

Sign up here for CAMERA!

FEATURED ARTICLE

- Media Analysis
- Journalists
- Middle East Issues
- Christian Issues
- Women in The News
- CAMERA Authors
- Headlines & Photos
- Events & Conferences
- Film Reviews
- Film Suggestions
- CAMERA Publications
- Be An Activist
- Adopt A Library
- History of CAMERA
- About CAMERA
- Jobs/Volunteer
- Contact CAMERA
- Contact The Media
- Links

Time Magazine Promotes Anti-Jewish Prejudice

September 7, 2010

In its Sept. 13 edition, Time shocked many readers with a cover image of a large Magen David (Jewish star) composed of dozens with the title "Why Israel Doesn't Care About Peace." The article, while not quite as sinister as the cover, nevertheless contains salacious and insidious anti-Semitic stereotypes of Israeli Jews for whom money is allegedly paramount, more important than any concern for "the Arabs who used to live on the land."

War by Other Means:

The Global Campaign to Delegitimize Israel

October 10 & 11, 2010

An International Conference at Boston University

For more information call 202-796-8973 or visit www.camera.com/conferences

THE LATEST

Seven Days in September: The Washington Post's Peculiar Israel, Jewish-Coverage

September 27, 2010

The Washington Post displayed a skewed sense of what's newsworthy about Israel and Jews at Eilat Maschut, the Jewish New Year. Call this year's Post effort "Judaic masochism" or "Wahabist masochism."

September 24th: The Washington Post's Peculiar Israel-Palestinian Commentary

September 27, 2010

The Washington Post ran four Op-Ed columns by pundits on the conflict between September 2 and 7. One was from a Zionist, Israel, Kasher, but by Palestinian supporters of sensitive reports and one that being fact-based and opinion-based was at least non-anti-Israel. Why the imbalance?

Baltimore Sun Connects Direct-Talks Error

September 24, 2010

Baltimore Sun linked Israel with the Palestinians in scribbling on direct talks.

OTHER FEATURES

Support CAMERA's Work!

פרספקטיבה

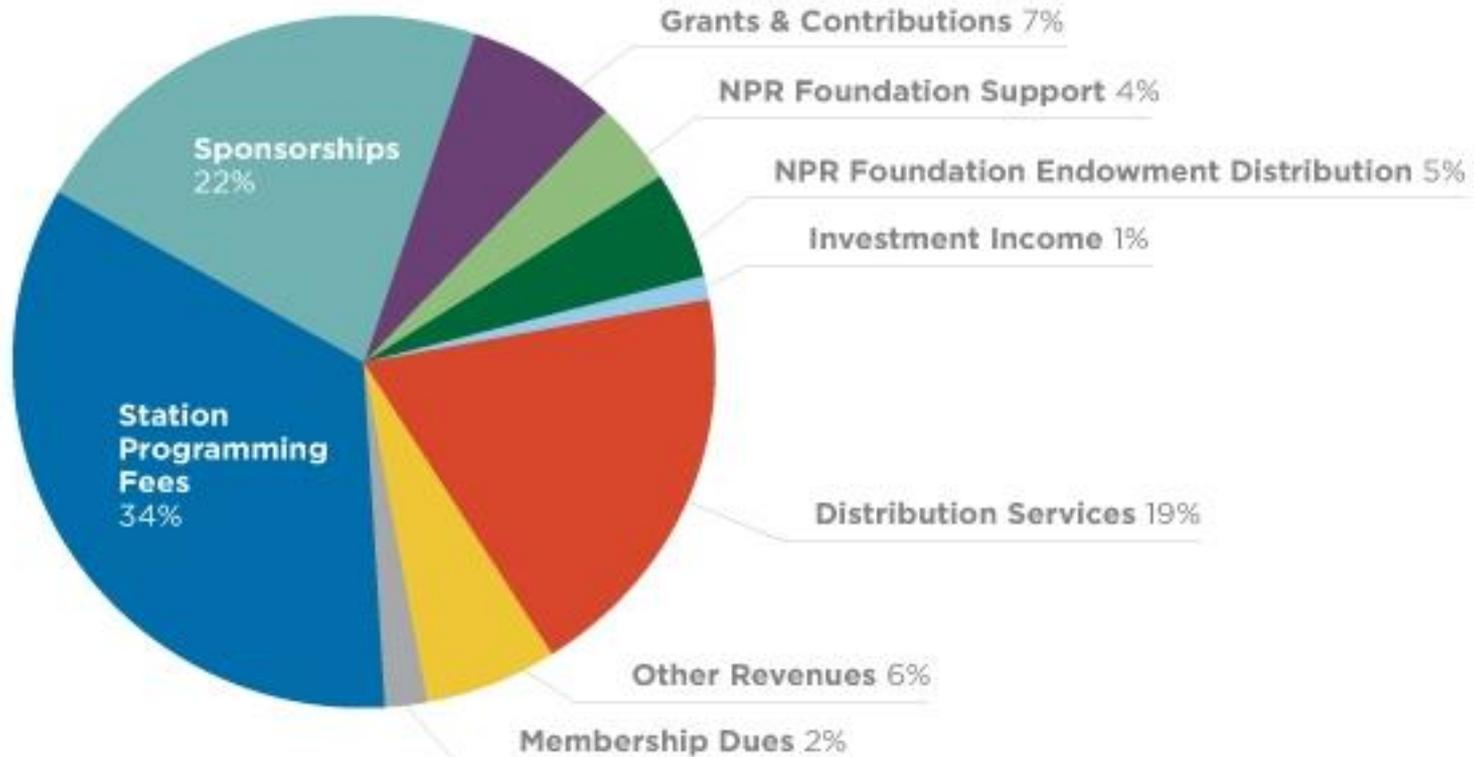
תוכן חסוי © 2010 CAMERA

PRESS-Peelix: Hebrew-Language Media Analysis

Committee for Accuracy in Middle East Reporting in America

NPR Income Sources by Share

NPR'S AVERAGE PERCENTAGE OF UNRESTRICTED REVENUE BY CATEGORY (FY10)

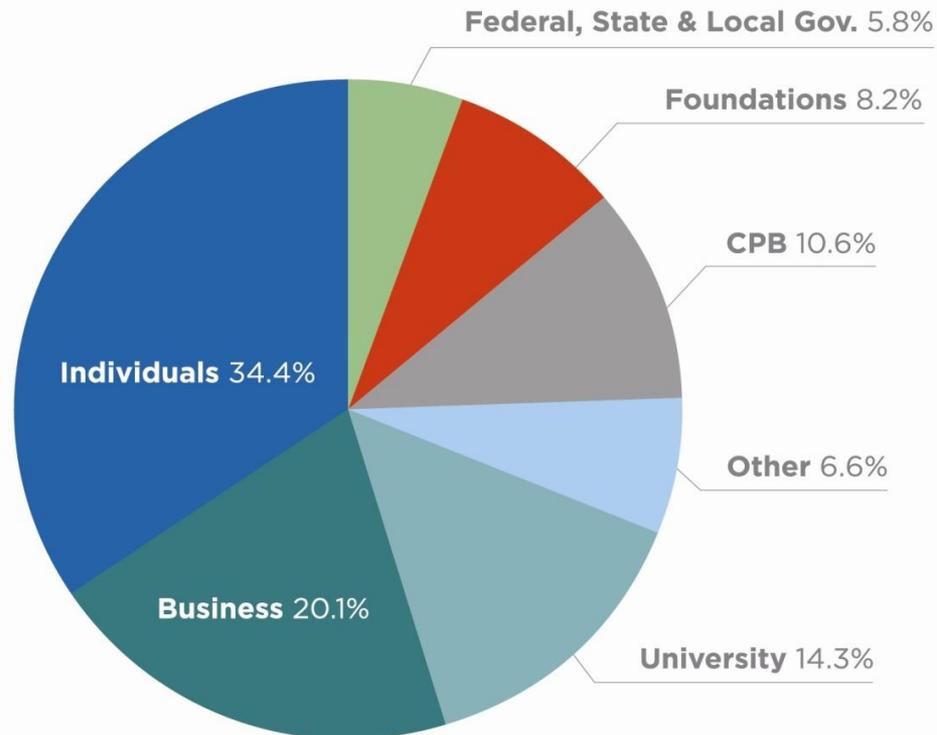


Source: NPR Financial Reporting

✘ Station Program Fees = Largest Source

Income Sources for Public Radio Stations

PERCENTAGE OF PUBLIC RADIO STATION REVENUE BY CATEGORY (FY 09)



Source: Corporation for Public Broadcasting

NPR Editors and Reporters Respond

- ✘ Transcripts/independent reviews added

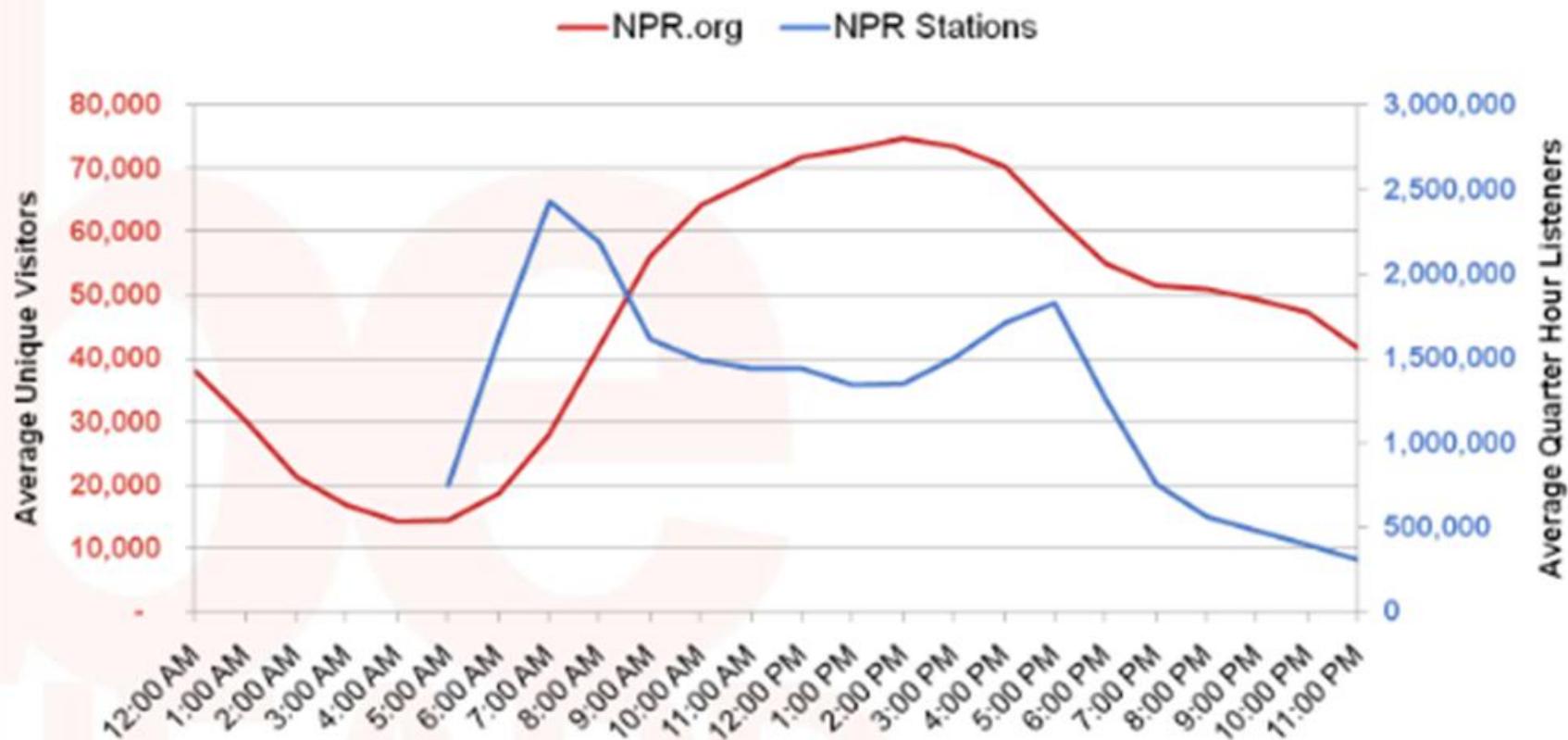


DIGITAL MOBILE APPS



Weekday Audience Throughout the Day

Weekday audiences (hour-by-hour)



Source: NPR.org - Omniture, Average Hourly Unique Visitors by Digital Platform, 7/20/10-8/2/10;

NPR Stations - ACT1 based on Arbitron Nationwide, Fall 2009, Average Quarter Hour Persons, Persons 12+



Jeff Rosenberg

**2011 Franklin Avenue
McLean, VA 22101**

Home: +1 703 241 8892

Cell: +1 703 967 9182

Berlin Mobile: +49 177 730 6969

rougemont@hotmail.com