

Who Owns the Media in Harrisburg?

*The Harrisburg, Pa., area is the nation's 41st-largest TV market and and 79th-largest radio market. Like most markets of its size, Harrisburg is dominated by just a handful of companies. **Just four companies control 79 percent of the local news in Harrisburg.***

Tell the FCC to Stop Media Consolidation

The official public hearing in Harrisburg on Feb. 23 is your opportunity to speak out. Visit StopBigMedia.com for more information.

STOP BIG MEDIA

Television

Harrisburg's full-power commercial TV stations are owned by large conglomerates such as **Clear Channel**, **Hearst-Argyle** and **Tribune Company**, none of which is based in Pennsylvania. The only locally owned station is WGCB-TV 49 (a religious and home shopping station), which is owned by Red Lion Broadcasting. Clear Channel owns WHP-TV 21, the area's CBS affiliate — one of 37 full-power TV stations it owns nationwide — and also operates WLYH-TV 15 (a CW affiliate) under a local marketing agreement with Nexstar Broadcasting. No full-power commercial TV stations are owned by women or racial and ethnic minorities in the Harrisburg market.

Radio

Clear Channel, **Cumulus Broadcasting** and **Citadel Communications** are the three national conglomerates that dominate the Harrisburg radio market, with Clear Channel owning six stations, Cumulus owning four, and Citadel owning three. Together, these three giants — which own a combined 1,600 radio stations across the country — control 60 percent of all the commercial radio stations in the market and 92 percent of the market revenue. (Clear Channel alone controls nearly half of the market revenue.) Clear Channel controls the only commercial news radio station in Harrisburg. There are no commercial radio stations owned by racial and ethnic minorities in the Harrisburg market, and just a single female-owned radio station (WADV-AM 940).

Newspapers

The *Patriot-News*, owned by New Jersey-based giant **Advance Publications** (owner of 82 newspapers), is the dominant newspaper in the area, with an average distribution of more than 100,000 copies per day and a market share of nearly 90 percent. *The Sentinel*, owned by Iowa's **Lee Enterprises** (owner of 68 newspapers), is Harrisburg's other daily but has just over one-tenth the circulation of the *Patriot-News*. The *Press & Journal*, Harrisburg's locally owned free weekly, has a circulation of 35,000.

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

Racial and ethnic minorities comprise over 10 percent of the population in the Harrisburg television market, nearly 14 percent of population in the Harrisburg radio market, and nearly 70 percent of the population in the city of Harrisburg. Despite the level of racial and ethnic diversity in the Harrisburg area, there are no minority-owned radio or TV stations serving the citizens in this part of Pennsylvania.

FCC Deregulation Would Devastate the Area's Few Independent Voices

According to an analysis by the Consumer Federation of America, the Harrisburg media market is already highly concentrated, with four-firms controlling nearly 80 percent of the area's local news market, and the top outlet controlling nearly 40 percent of the market. If the FCC eliminated its rule that prohibits a local area's dominant newspaper from being owned by a local broadcaster, then a single owner could possibly control over 60 percent of the Harrisburg area news market.