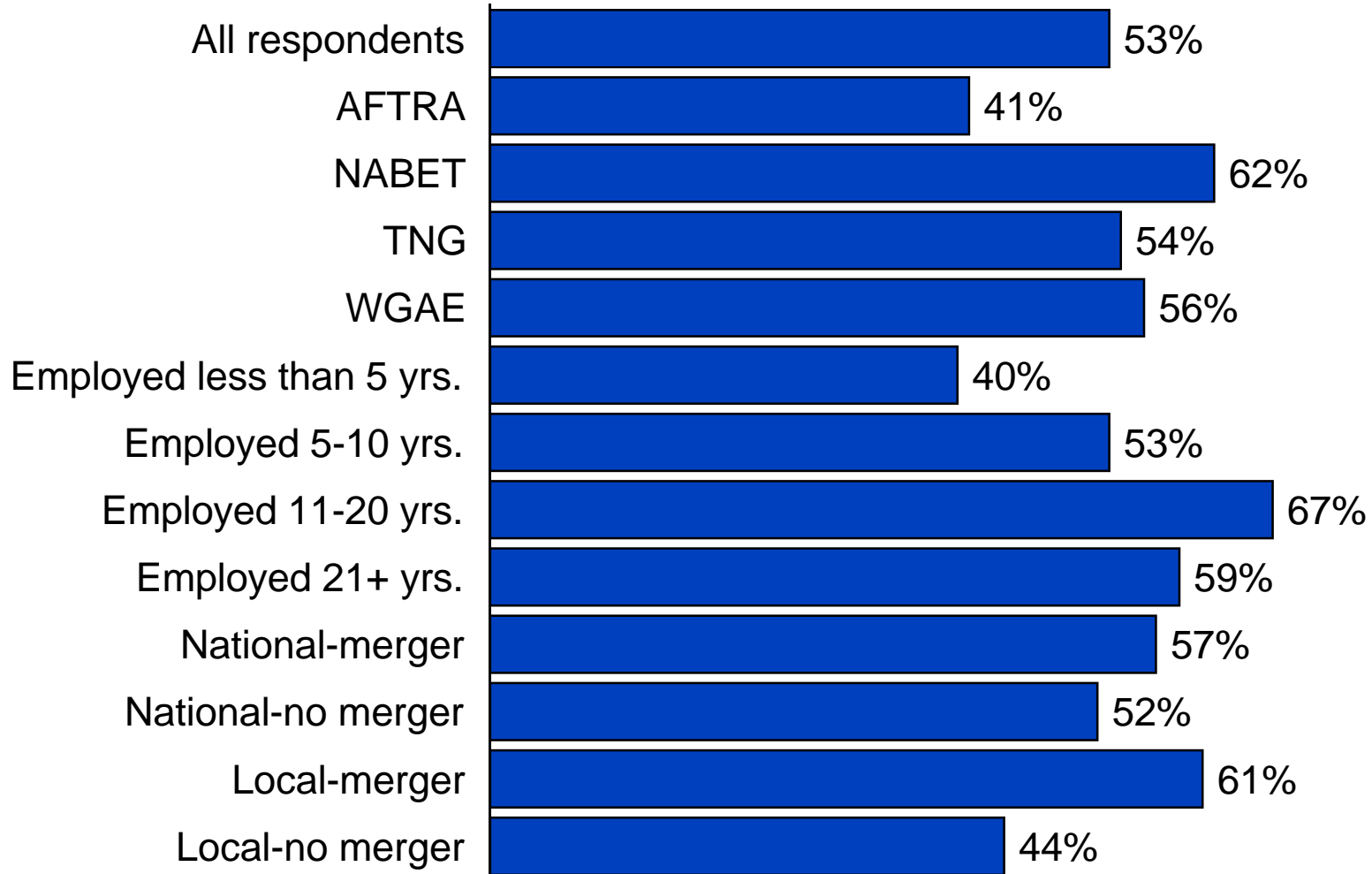


# Chart 1

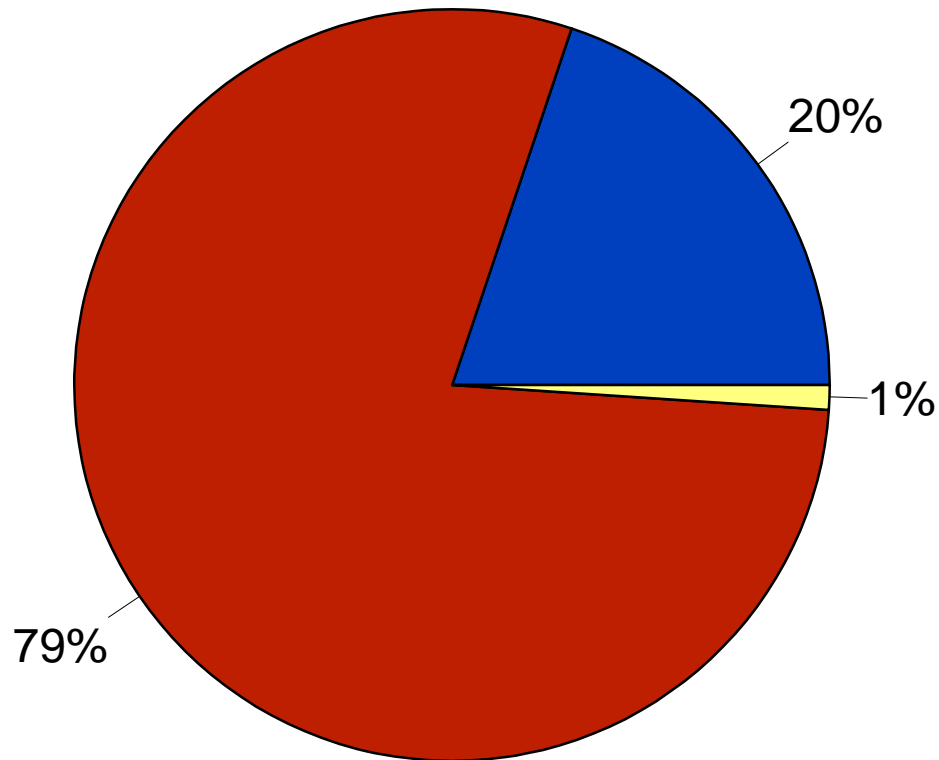
## Q.9 EMPLOYEE MORALE



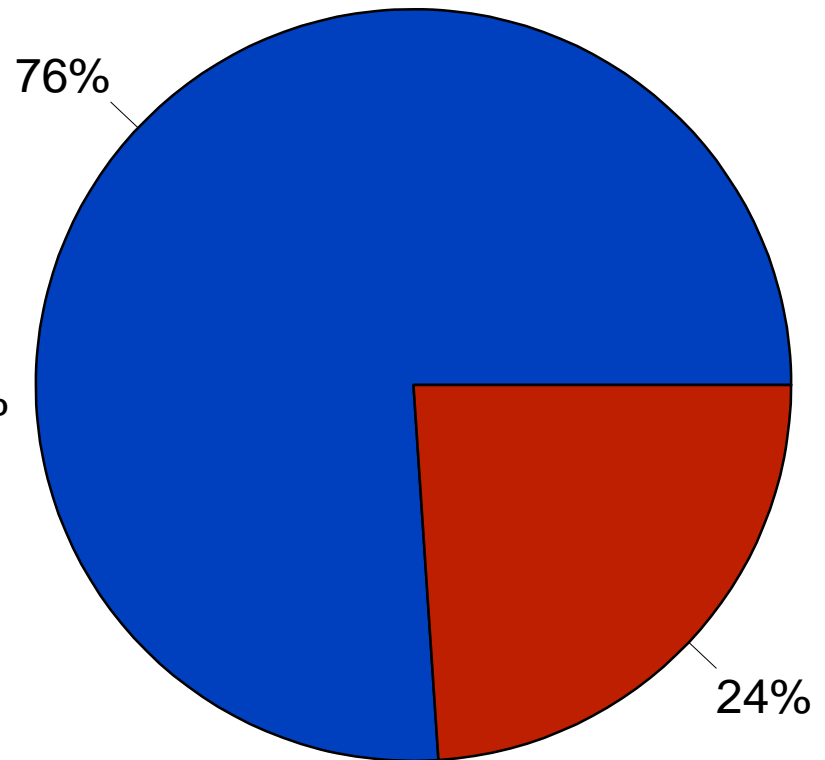
\*Percentage saying employee morale has "declined" at their workplace over the past one or two years. Only 20% say morale has improved.

Chart 2  
Q.19-20 DOWNSIZED/LAID OFF IN  
PAST FIVE YEARS

Personally



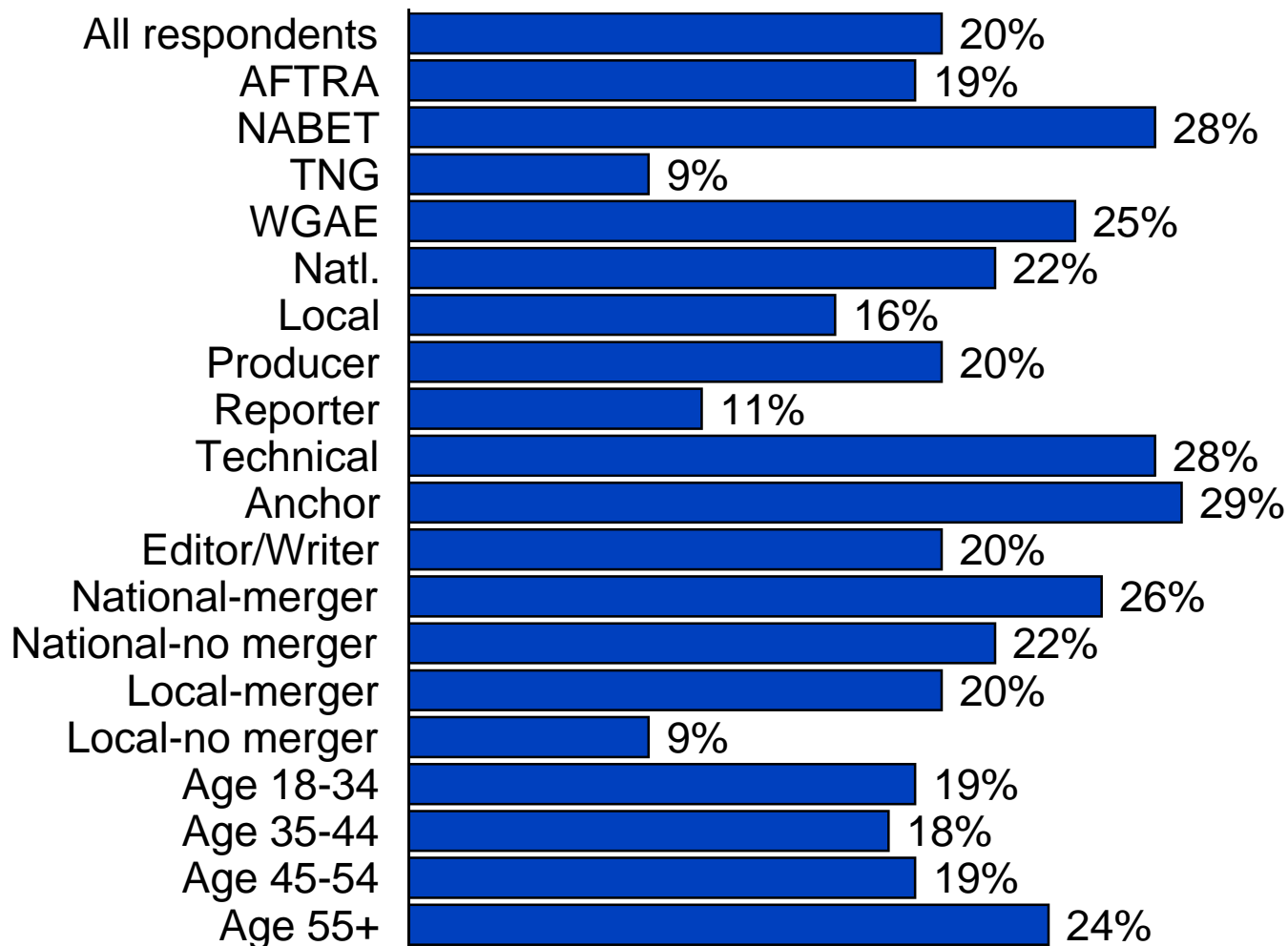
Colleague/Co-worker



Yes No Not sure

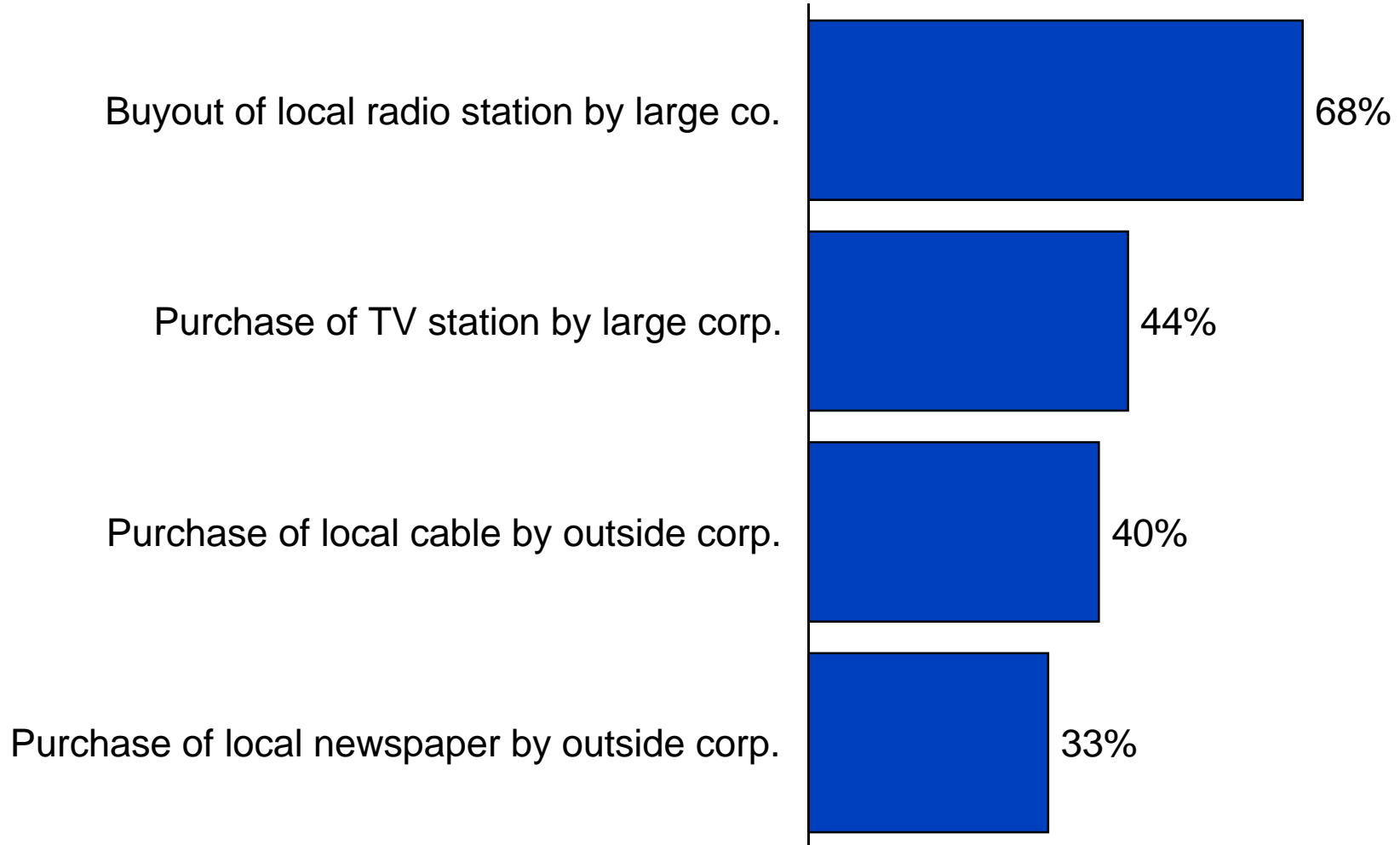
Chart 3

# Q.19 PERSONALLY DOWNSIZED/LAID OFF IN PAST FIVE YEARS



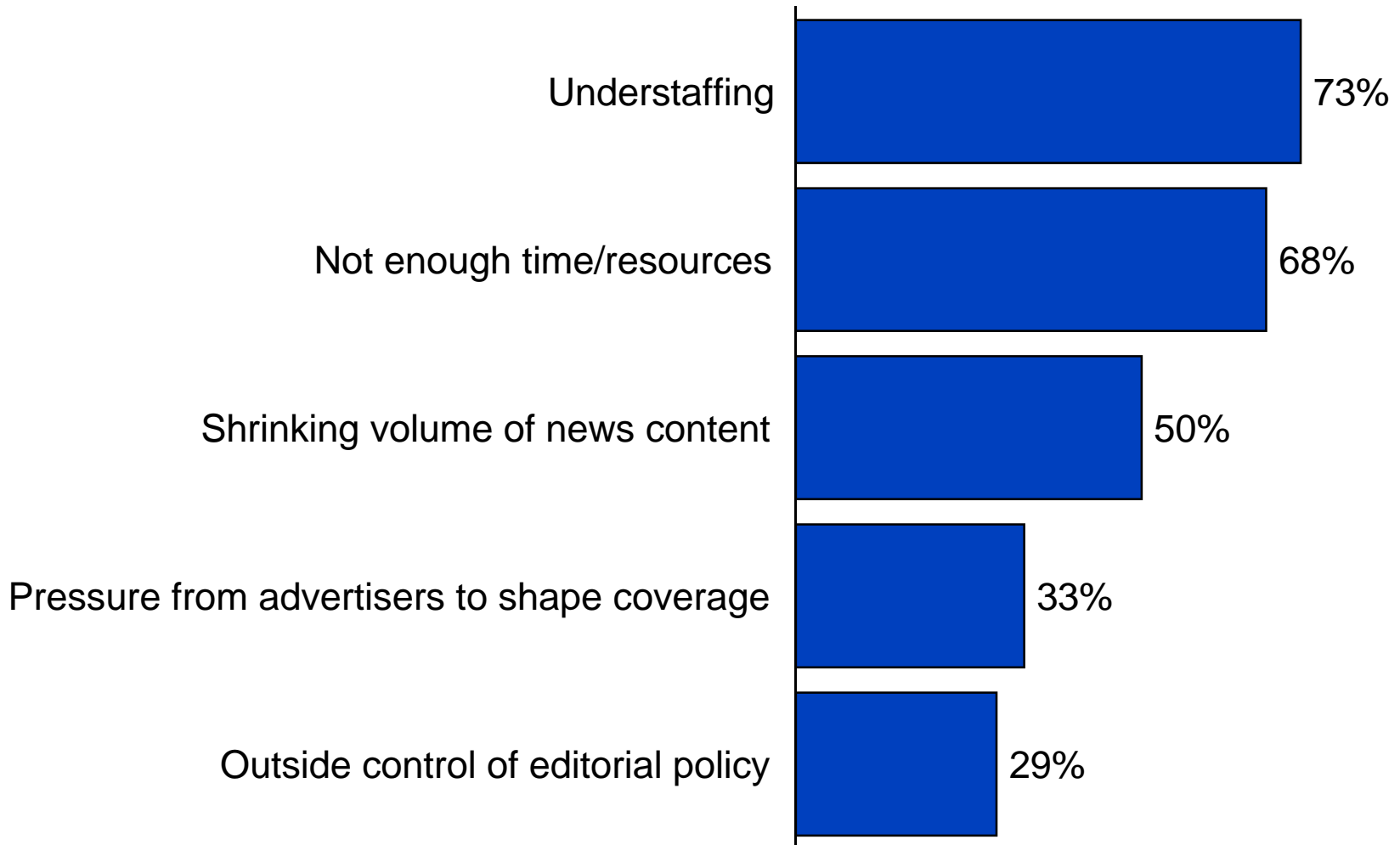
\*Percentage saying they were downsized/laid off in the past five years.

Chart 4  
Q.21-24 CONSOLIDATION ACTIVITIES IN  
LOCAL COMMUNITY



\*Percentage saying each has happened in their local community in the last five years.

Chart 5  
Q.26-30 ADVERSE EFFECTS ON QUALITY OF  
NEWS JOURNALISM



\*Percentage saying each "adversely affects" the quality of news coverage at their organization.

Chart 6  
Q.31-45 MOST SERIOUS PROBLEMS  
FACING THE MEDIA

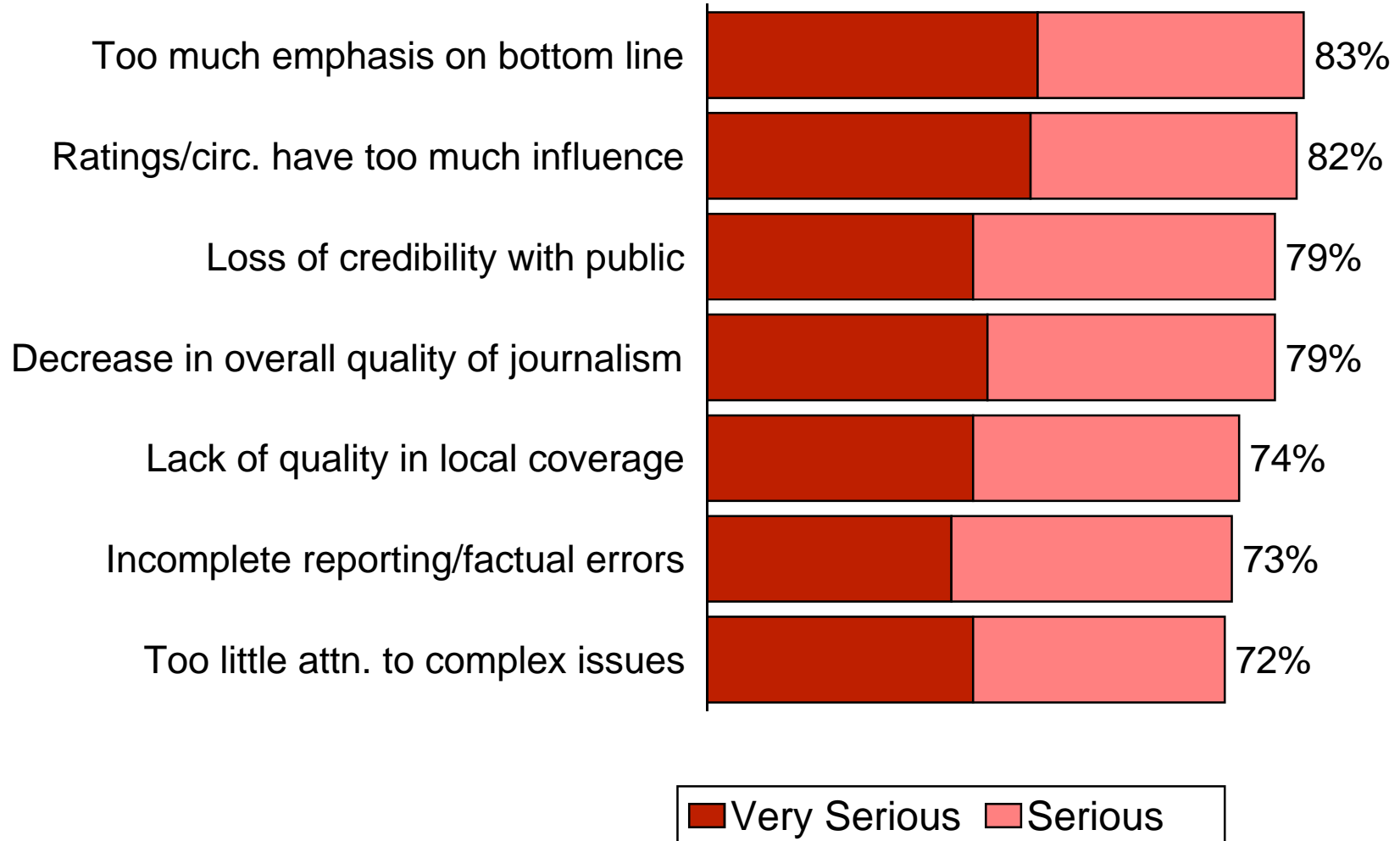


Chart 6 (con't)

## Q.31-45 LESS SERIOUS PROBLEMS FACING THE MEDIA

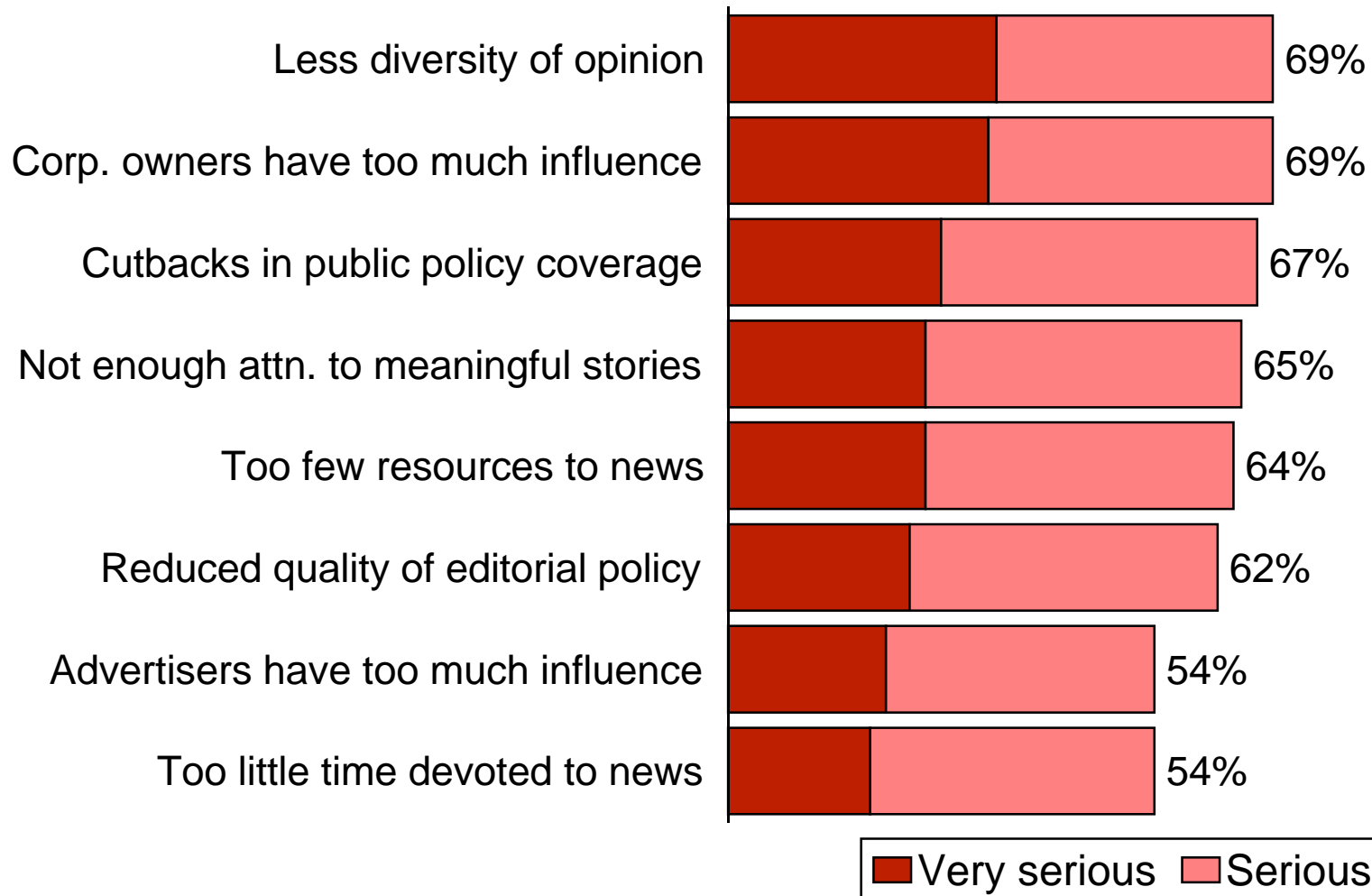
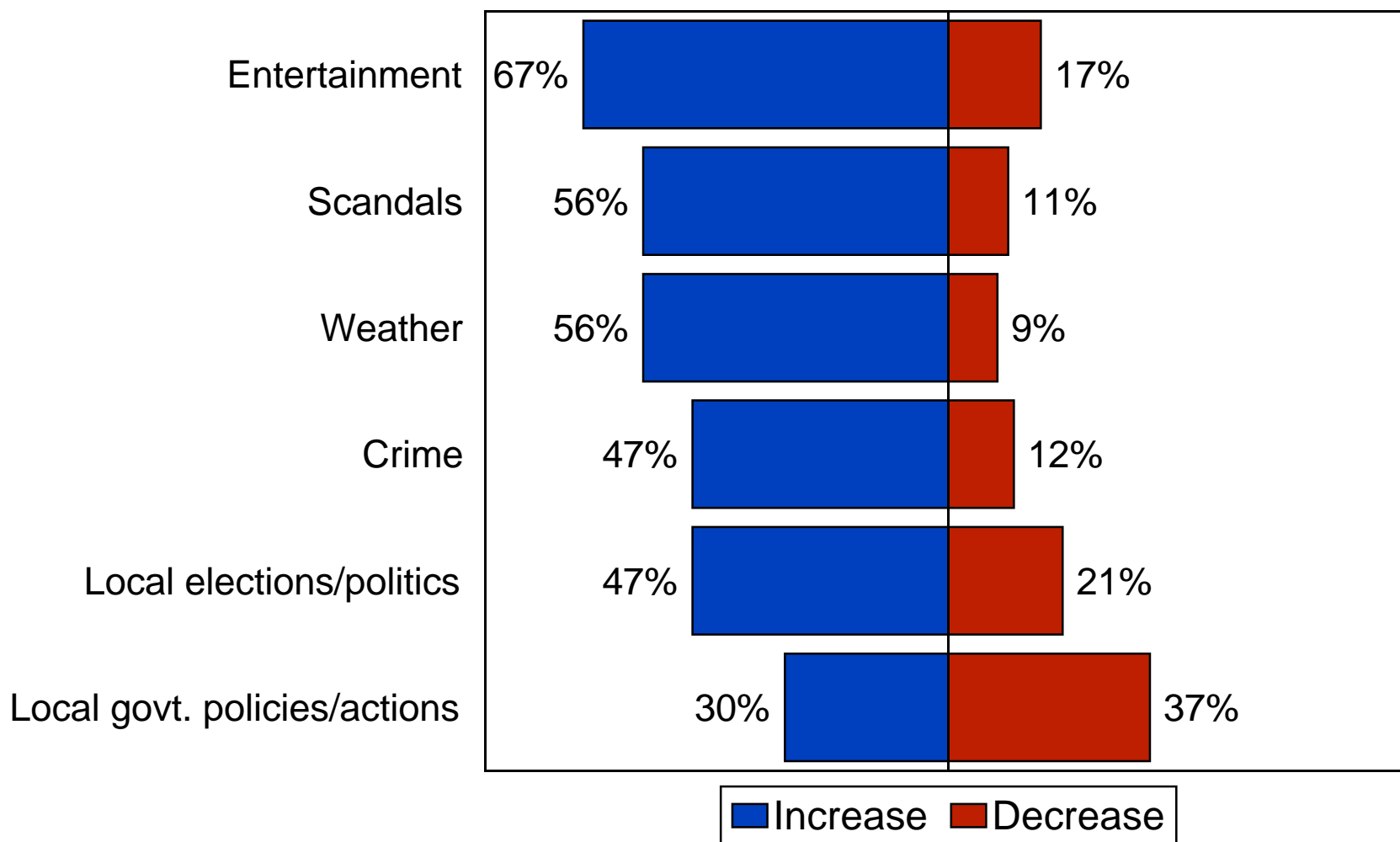


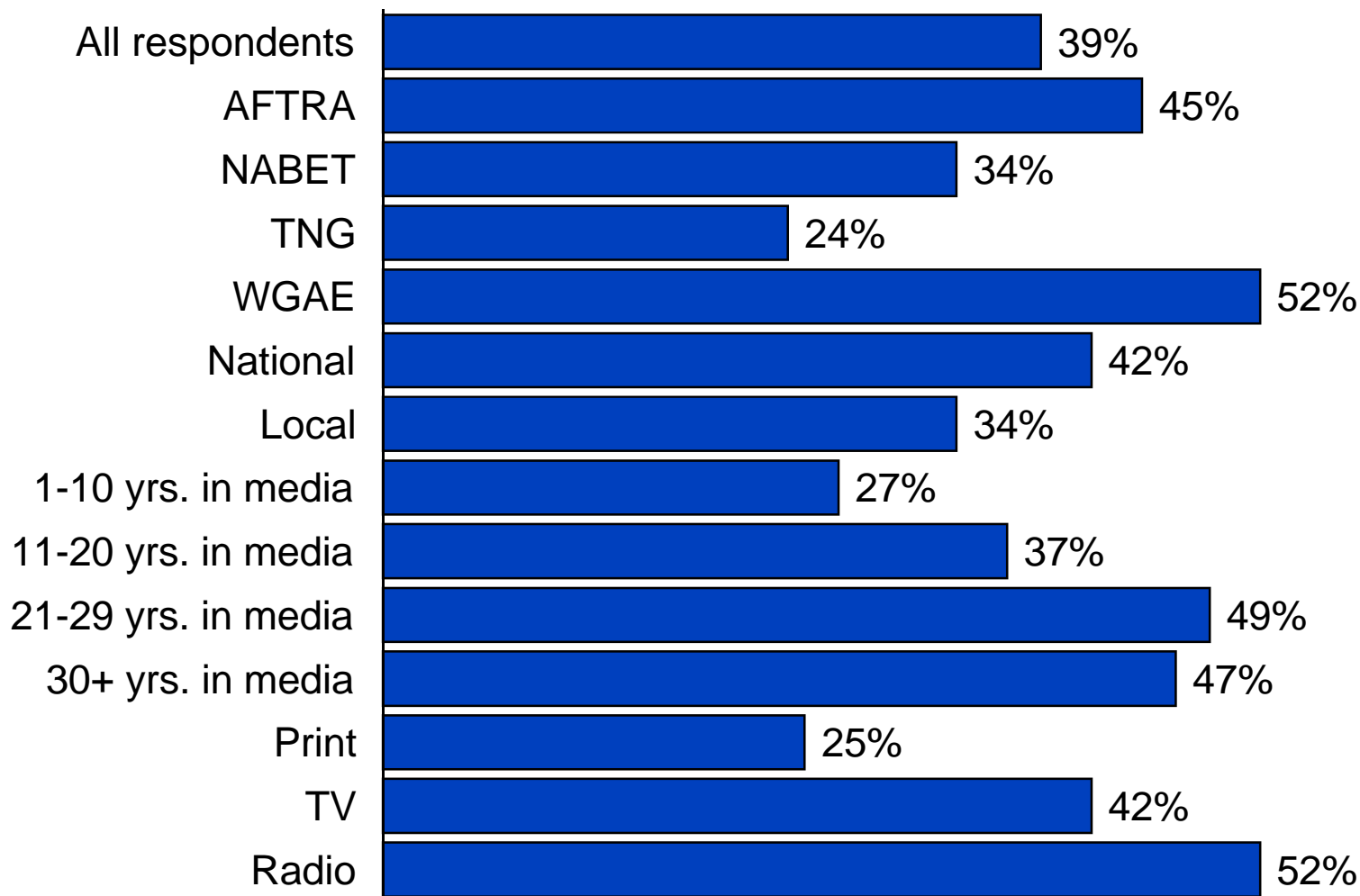
Chart 7

# Q.46-51 CHANGES IN LOCAL COVERAGE OVER "PAST FEW YEARS"



## Chart 8

# Q.10 HEARD ABOUT PROPOSED FCC INCREASE IN MEDIA OUTLET MAX



\*Percentage saying they have heard a "great deal" about the FCC proposal to increase number of outlets one company can own.

Chart 9  
Q.12 STATUS OF FCC MEDIA  
OWNERSHIP PROPOSAL

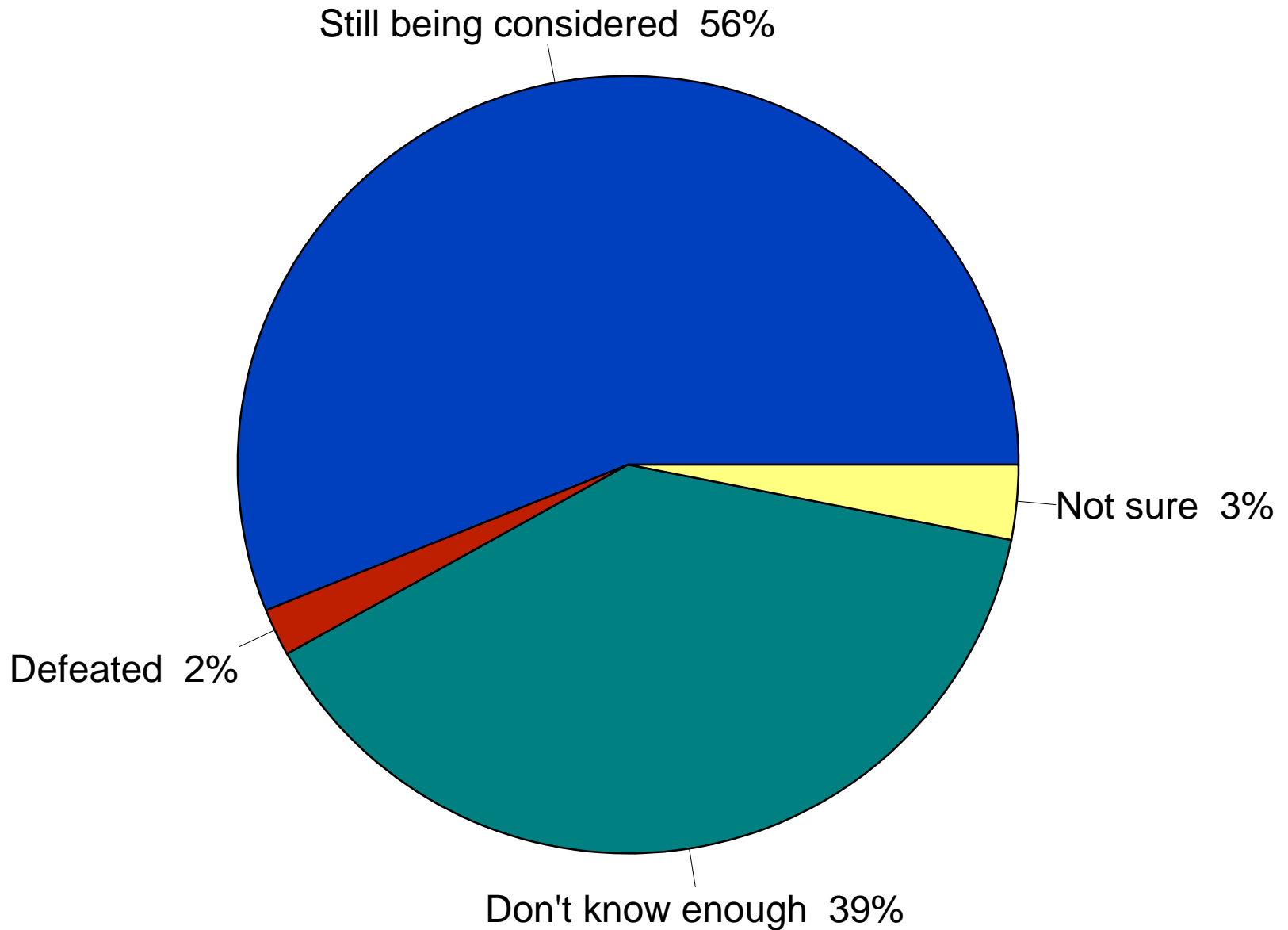
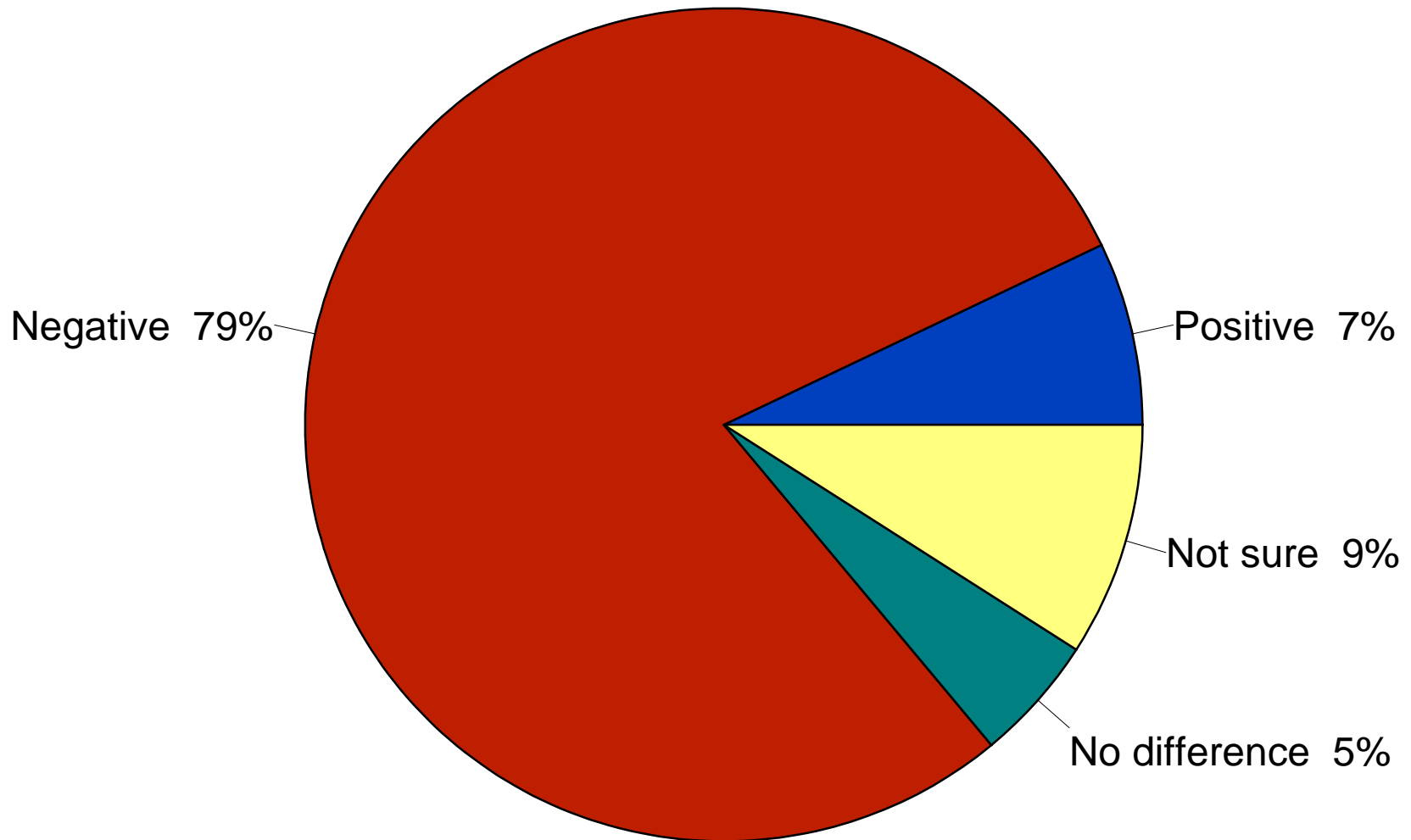


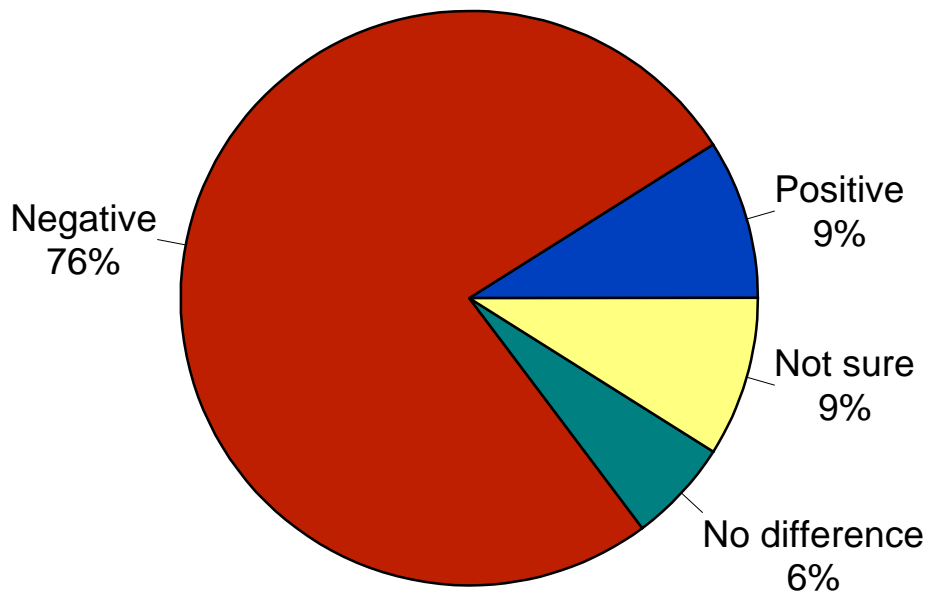
Chart 10

# Q.11 OVERALL IMPACT ON PUBLIC OF INCREASE IN MEDIA OUTLET MAX.

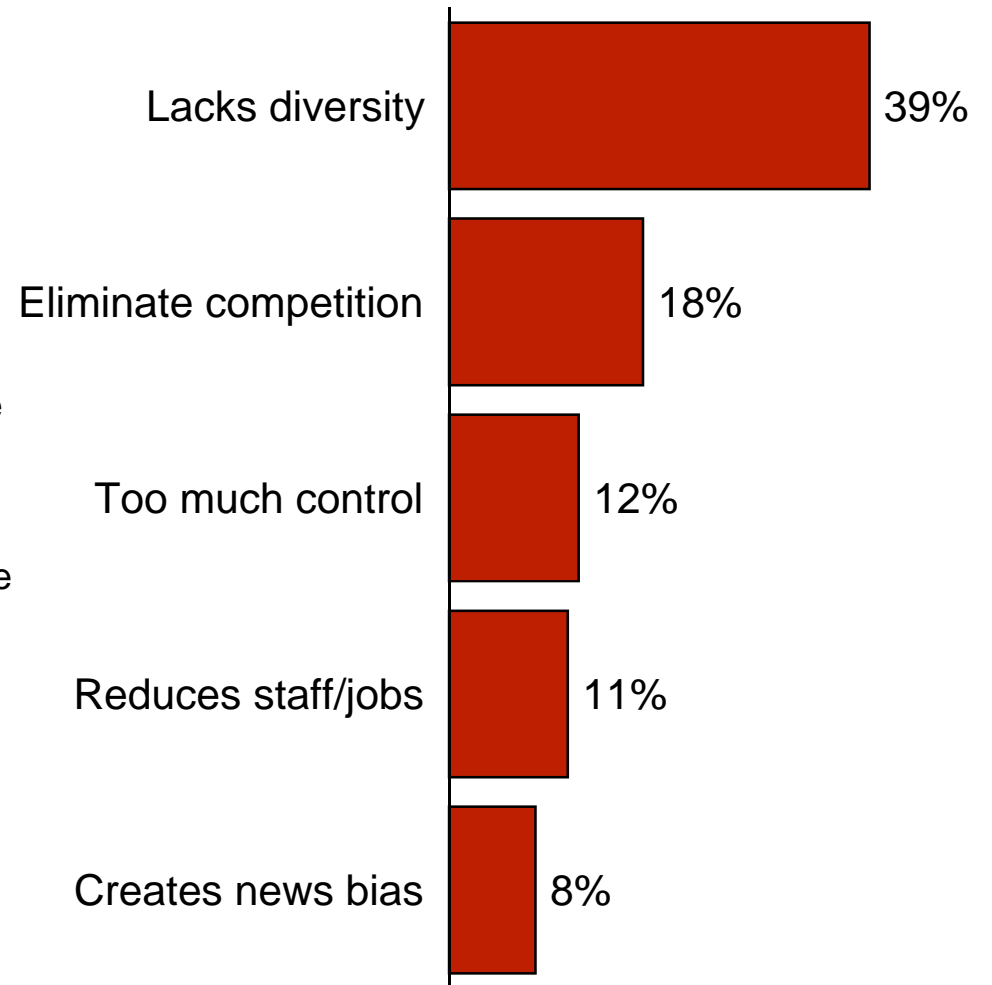


# Chart 11

## Q.13-14 EFFECT OF PRINT/TV CROSSOWNERSHIP

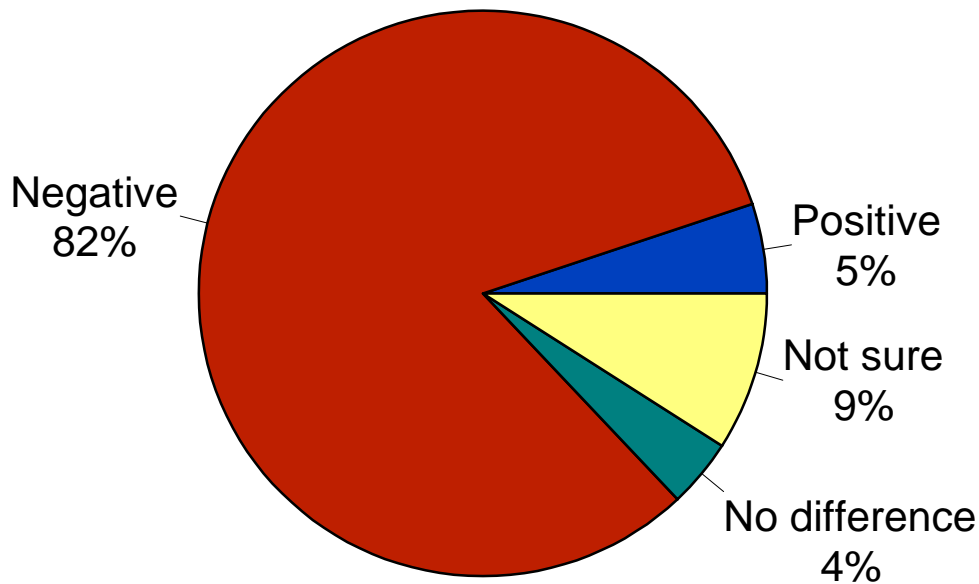


### MOST ADVERSE EFFECTS



# Chart 12

## Q.15-16 EFFECT OF MULTIPLE TV STATION OWNERSHIP



### MOST ADVERSE EFFECTS

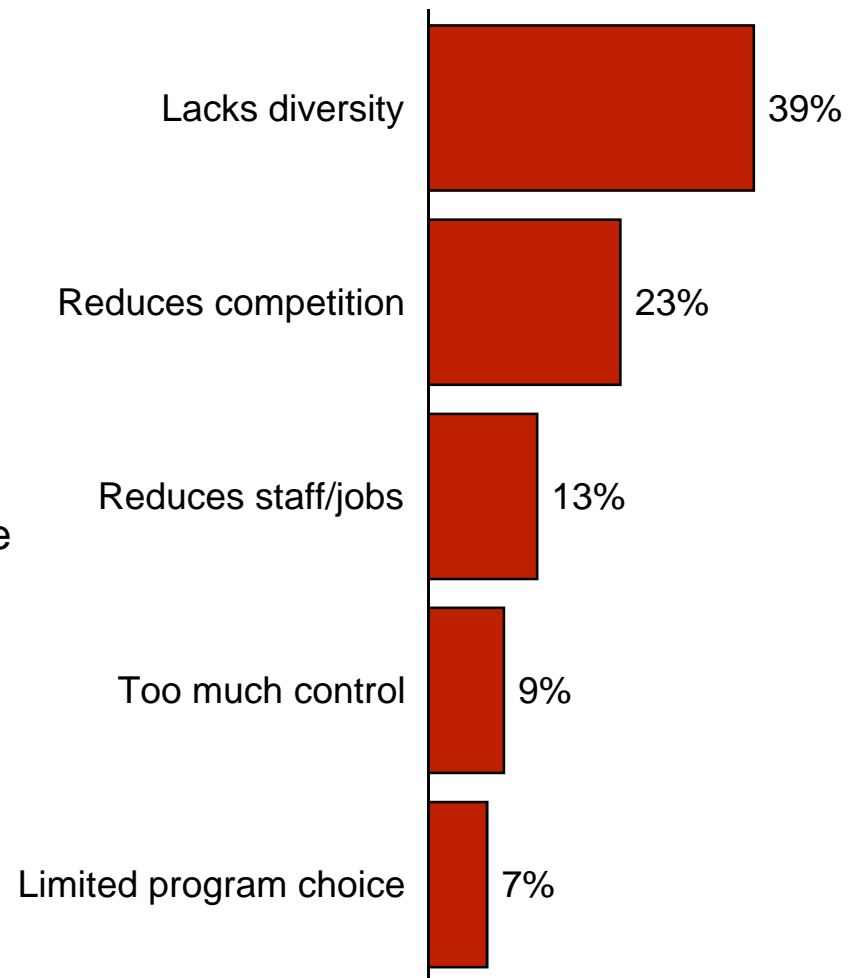
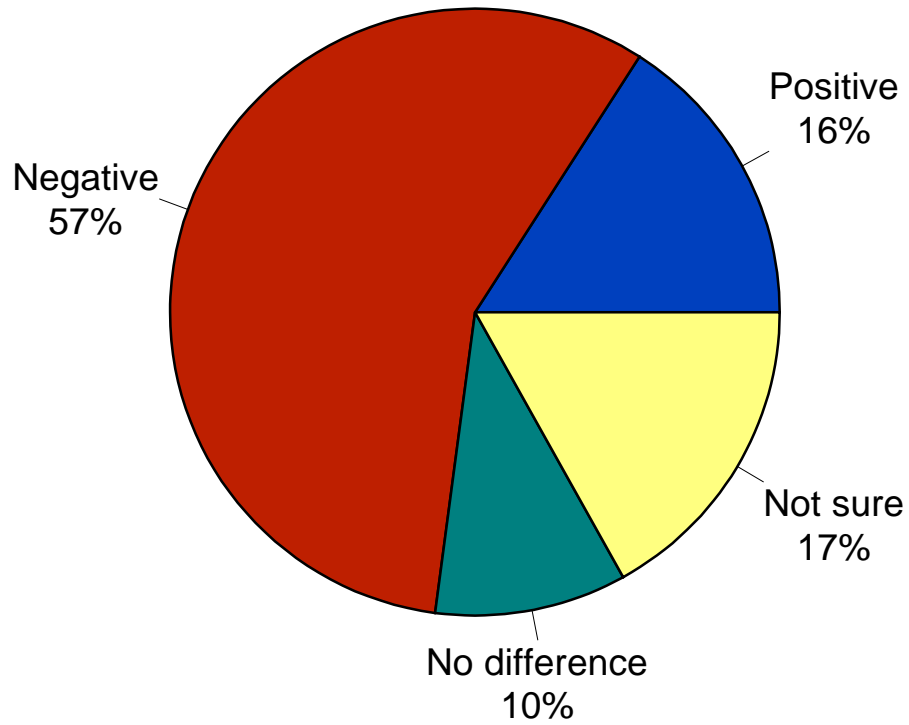


Chart 13

# Q.17-18 EFFECT OF INCREASED TV STATION OWNERSHIP BY NETWORKS



## MOST ADVERSE EFFECTS

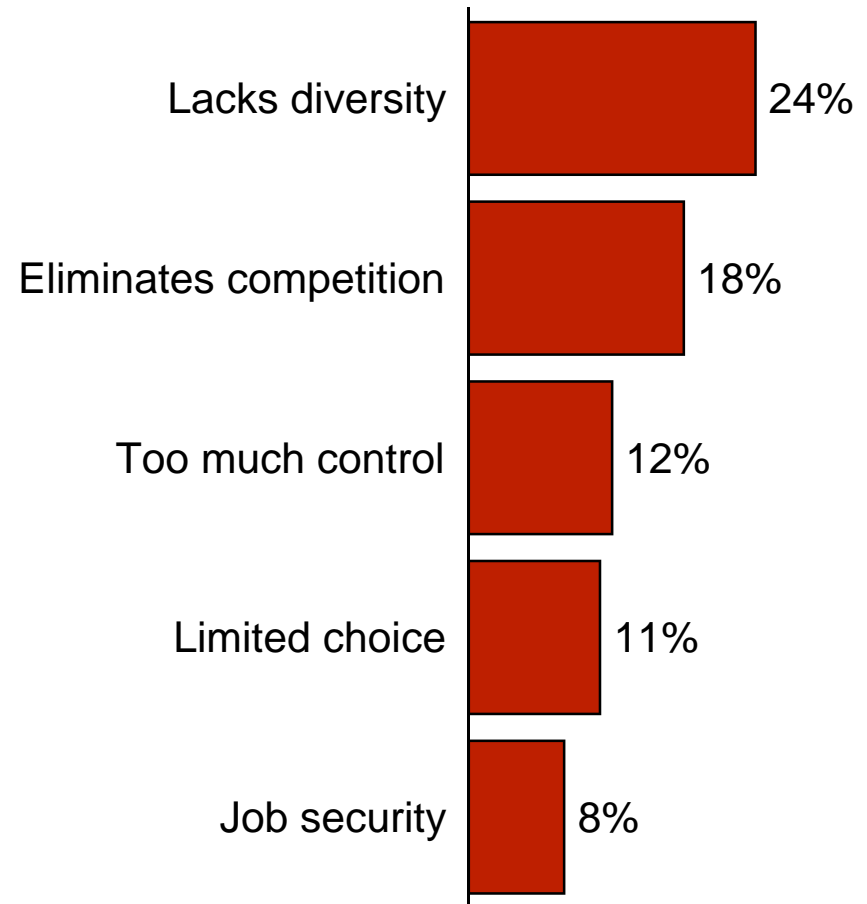


Chart 14

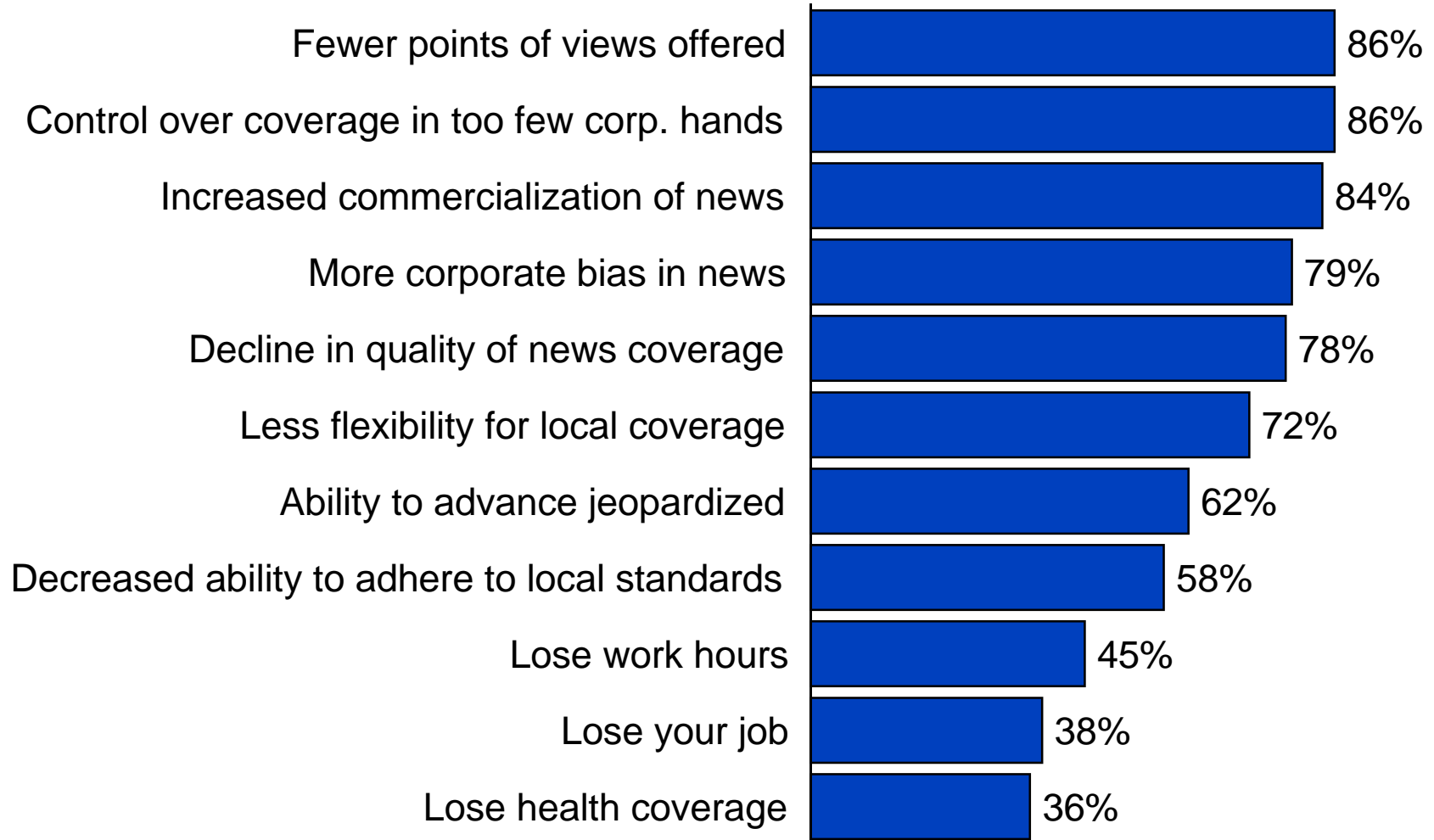
# Q.52 SUMMARY OF NEGATIVE CONSEQUENCES OF FCC PROPOSALS\*

	All respondents	National-merger	National-no merger	Local-merger	Local-no merger
Lacks diversity/variety	40%	35%	34%	47%	38%
Too much control	17	20	16	18	15
Eliminates competition	16	13	20	9	25
Reduces news coverage	15	21	11	12	15
Creates news bias	12	9	14	10	13
Jobs	9	8	7	10	11
Inferior quality	9	13	7	10	7
No local coverage	5	4	7	6	3
Cost	3	2	7	2	1
Service	2	3	1	-	3
Break union	1	-	2	1	-
All other	1	1	2	1	-
Don't know/Refused	10	12	10	10	8

\*Multiple responses accepted. Percentage may be greater than 100%.

Chart 15

# Q.53-63 EFFECT OF FURTHER CONSOLIDATION ON THE MEDIA INDUSTRY



\*Percentage saying each "will happen."

Chart 16

Q. 64 PERCENTAGE DISAGREEING THAT CONSOLIDATION  
WILL BE OFFSET BY CABLE AND INTERNET

