

## **Appendix J .....Survey Questionnaires**

**( This appendix contains the consolidated responses for the radio and television station surveys. Numbers in spaces for answers represent the percentage of survey respondents that provided a particular response. The absolute number of survey respondents that answered each question is also provided.)**

# THE CIVIL RIGHTS PROJECT, INC.

## CIVIL RIGHTS TELECOMMUNICATIONS FORUM

### ADVERTISING PRACTICES QUESTIONNAIRE

General managers and their sales staff are encouraged to collaborate to provide answers based upon the totality of their experiences at their present and other minority-owned stations. The following questions recognize that there is the possibility of multiple answers. In some instances, we ask that you rank the answers on a scale. A space for open comments is provided on the last page. If you have any questions, please call us at (202) 332-3301.

Please provide: Station Call Letters 34 FM 30 AM (check one)  
Market Rank \_\_\_\_\_ Format \_\_\_\_\_

Urban - 11   Black/Urban - 3   Black Contemporary - 0   Hispanic - 19  
News/Talk - 3   Country - 2   Gospel - 8   Adult Contemporary - 3  
Foreign Language - 0   Urban Adult Contemporary - 15  
Spanish - 14   Tejano - 2   Jazz - 1   R&B Oldies - 1   Christian Contemporary - 0  
Nostalgia - 1   AOR - 0

Is your station targeted to a racial ethnic minority? 61 Yes 3 No (check one)  
Is your station located in an urban 55 or rural 9 market? (check one)

#### PART I—"No Urban Dictates"

Definition: "No urban dictates" is the practice of intentionally not advertising on stations with formats targeted to minority audiences.

1a) Have any of the advertising agencies or advertisers from which you have solicited business had a "no urban dictates" policy at any time? (Check only one)

yes 91% no 9%   64 people responded

1b) If yes, approximately how many of these advertising agencies and advertisers have had a "no urban dictate" policy? (Check only one)

28% a very small minority  
53% some, but less than a majority  
7% a small majority  
12% a large majority  
57 people responded

2) To what extent are "no urban dictates" practices attributable to advertising agencies versus advertisers? (check only one)

53% mostly advertising agencies 20% mostly advertisers 27% evenly

59 people responded

3) On an annual basis, please provide an estimate of the number of "no urban dictate" policies that you encounter. (write in a number)

26 per year (Some respondents provided a percentage: the average was 32%)  
(number)

52 people responded

4) To what extent do the following factors influence an advertiser or advertising agency to adopt a "no urban dictate" policy? (rank **each** answer by circling a number; #1 denotes the highest level of importance)

-format that targets the minority audience    1 2 3 4 5 6 7 8 9 10  
Average Response 2

-station ownership by an ethnic minority    1 2 3 4 5 6 7 8 9 10  
Average Response 6

-audience income    1 2 3 4 5 6 7 8 9 10  
Average Response 4

-audience age    1 2 3 4 5 6 7 8 9 10  
Average Response 6

-other: \_\_\_\_\_    1 2 3 4 5 6 7 8 9 10  
Average Response 13

\_\_\_\_\_  
(describe)

5) How frequently is a “no urban dictate” based upon **the fact that a station is minority owned**; separate and independent of any other factor? (choose only one)

55% rarely  
26% on occasion  
14% frequently  
5% very frequently

58 people responded

6) How frequently is a “no urban dictate” based upon **the fact that the service or product is geared towards the general as opposed to the minority market**, separate and independent of any other factor? (choose only one)

13% rarely  
30% on occasion  
33% frequently  
23% very frequently

60 people responded

7) To what extent are “no urban dictates” based upon the reasons listed below? (rank **each** answer by circling a number; #1 denotes the highest level of importance)

-legitimate reasons based upon evidence that an ethnic-minority market does not purchase the goods or services      1 2 3 4 5 6 7 8 9 10  
Average Response 6

-faulty evidence that there is no ethnic market demand for the goods/services in question;      1 2 3 4 5 6 7 8 9 10  
Average Response 3

-the desire not to have ethnic minorities patronize the goods/services;      1 2 3 4 5 6 7 8 9 10  
Average Response 5

-other \_\_\_\_\_      1 2 3 4 5 6 7 8 9 10  
(describe)      Average Response 9

8) If an advertiser or advertising agency is presented with research that **contradicts** their “no urban dictates” policy which of the following best describes the response? (rank **each** answer by circling a number; #1 denotes the highest level of importance)

-no response	1 2 3 4 5 6 7 8 9 10 Average Response 3
-the research is acknowledged, but the agency or advertiser still refuses to grant the account	1 2 3 4 5 6 7 8 9 10 Average Response 3
-the research is acknowledged, but there is a lapse of a long period before the account is granted	1 2 3 4 5 6 7 8 9 10 Average Response 4
-a recission of the policy and an account is acquired within a short period of time	1 2 3 4 5 6 7 8 9 10 Average Response 7
-other _____ (describe)	1 2 3 4 5 6 7 8 9 10 Average Response 4

#### **PART II—Minority Discounts**

Definition: “Minority discounts” is the practice of buying airtime on a minority-owned station at a rate that is discounted from the price that the station should receive based upon the station’s market share. In some instances the same result is accomplished by **making fewer buys** on minority-owned stations compared to majority stations.

1) **What percent of your sale transactions** are discounted due to “minority discounts”?

61 %

2) On average, **what is the percentage amount** that your spot sales discounted due to “minority discounts”?

59 %

3) In your estimation which of the following factors influence advertisers or advertising agencies to impose "minority discounts"? (rank **each** answer by circling a number; #1 denotes the highest level of importance)

-audience income	1 2 3 4 5 6 7 8 9 10
	Average Response 5
-racial ethnic composition of the audience	1 2 3 4 5 6 7 8 9 10
	Average Response 3
-evenly—audience income <b>and</b> racial ethnic composition	1 2 3 4 5 6 7 8 9 10
	Average Response 4
-ability to reach minority audience via media outlets <b>not</b> targeted to minorities.	1 2 3 4 5 6 7 8 9 10
	Average Response 4

4) Based upon your experience, is a minority-owned station that targets minorities likely to be subject to minority discounts, even though the income of its audience is comparable to non-minorities in the same market? (check only one)

70% Yes 7% No 23% No experience to provide an answer to this question.

61 people responded

5) Based upon your experience, is a minority-owned station *that does not target minorities* likely to be subject to minority discounts? (check only one)

12% Yes 38% No 50% No experience to provide an answer to this question.

60 people responded

6) Based upon your experience, if a "minority discount" is countered with research justifying the full price for a spot, will the buyer pay the full price for the spot?

22% Generally yes 45% Generally no 33% No experience to provide an answer to this question.

60 people responded

### PART III—Impact on Revenue and Access to Capital

1) Based upon your professional knowledge and experience in the media and interaction with other broadcasters, to what extent are “no urban dictates” and “minority discounts” a pervasive problem throughout the industry? (check only one)

8% negligible  
25% minimal  
44% pervasive  
22% very pervasive

59 people responded

2) What percentage of your annual sales revenues do you lose to both “minority discounts” and “no urban dictates”?

63 %

3) To the extent that “minority discounts” and “no urban dictates” are associated with formats targeted to minority audiences -

a) do such practices interfere with the ability to raise capital to acquire minority-formatted stations? (check only one)

5% not at all  
18% minimally  
33% moderately  
44% very much so

55 people responded

b) do such practices detract from the market value of a minority-formatted station when it is being sold? (check only one)

2% not at all  
25% minimally  
29% moderately  
44% by a substantial amount

55 people responded

#### PART IV—The Impact of Local Market Consolidation

For the purpose of this questionnaire, a local market consolidator is defined as owning four or more stations in **your** local market and controlling 30% or more of the **local** radio sales revenues. **If there are no local market consolidators in your market that satisfy this definition, please do not complete this section.**

1a) Are there any “local market consolidators” in your market?    yes 93% no 7%    (do not include your company if it meets the definition)

45 people responded

1b) If yes, how many 3

1c) If yes, how many stations do these local market consolidators (“LMCs”) own (indicate the number of stations owned)

LMC1 5

LMC2 4

LMC3 4

2a) Do minorities own any of the local market consolidators in your market? Yes 9% no 91%  
(include your company if it meets the definition)

44 people responded

2b) If yes, how many 1

2c) If yes, is your company a local market consolidator? Yes 44% No 56%

9 people responded

3a) Do any of the local market consolidators **that are not minority owned** program their stations to target the minority community? Yes 60% no 40% (not including your station)

42 people responded

3b) Does your station target its programming primarily to minorities? yes 97% no 3%

38 people responded



4) Please describe any competitive advantages that local market consolidators have over your station in terms of their ability to solicit spot sales. (rank each answer by circling a number; #1 denotes the highest level of importance)

-none; 1 2 3 4 5 6 7 8 9 10  
Average Response 8

-able to afford undercutting the price of your spot sales 1 2 3 4 5 6 7 8 9 10  
Average Response 4

-able to offer advertisers a wider range demographics than your station. 1 2 3 4 5 6 7 8 9 10  
Average Response 2

-other \_\_\_\_\_ 1 2 3 4 5 6 7 8 9 10  
\_\_\_\_\_ Average Response 6  
(describe)

5) What impact have local market consolidators had upon your station? (rank each answer by circling a number; #1 denotes the highest level of importance)

-no impact 1 2 3 4 5 6 7 8 9 10  
Average Response 6

-taken sales away such that station revenues have significantly declined 1 2 3 4 5 6 7 8 9 10  
Average Response 5

-taken away audience share such that listenership has significantly declined 1 2 3 4 5 6 7 8 9 10  
Average Response 5

-other \_\_\_\_\_ 1 2 3 4 5 6 7 8 9 10  
\_\_\_\_\_ Average Response 6  
(describe)

**PART V—Open Comments**

Have you encountered discriminatory advertising practices that go by a name **different** from “no urban discounts” or “ minority discounts”? Yes 18 No 15 . If so, please use this space to describe them \_\_\_\_\_

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We welcome additional comments that you might have about advertising practices that adversely affect your station: \_\_\_\_\_

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Name of the individual completing this questionnaire: \_\_\_\_\_

(print)

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date:     /     / 97

Please use the return envelope or mail questionnaire to:

The Civil Rights Telecommunications Forum  
ATTN: Kofi A. Ofori  
2040 S Street, N.W.  
Washington, D.C. 20009

## CIVIL RIGHTS TELECOMMUNICATIONS FORUM ADVERTISING PRACTICES QUESTIONNAIRE

General managers and their sales staff are encouraged to collaborate to provide answers based upon the totality of their experiences at their present and previous places of employment. The questionnaire is divided into three sections: (salesforce, programming, and ownership). We hope that you will give each section your full attention. A space for open comments is provided on the last page. If you have any questions, please call us at (202) 887-0301.

Name of Station Owner \_\_\_\_\_.

Are the majority of corporate shares or partnership interests of your station owned by minorities?

Yes 9     No 2

Call Letters: \_\_\_\_\_

Arbitron Market Name: \_\_\_\_\_ Rank: 11.

VHF 4 or UHF 7 (check one)

Independent 0 or Affiliate 11 (check one)

If an affiliate, please circle the appropriate network: ABC, NBC, CBS, FOX, Home Shopping Network, other  
ABC - 4    NBC - 1    CBS - 6    Fox - 2    HSN - 0    Other - 2    Univision - 2 (name).

Is a significant amount of your programming conducted in a language other than English?

Yes 2     No 9

If yes, please specify. Hispanic - 2 (Language).

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### PART I (Minority Sales Staff)

1. Do you believe that the race or ethnic status of a salesperson/account executive representing your station has had any bearing upon the decision of advertisers or advertising agencies to support your station? (please place a check in the box which accurately reflects your response)

Yes 36%     No 64%    11 people responded

Television Questionnaire

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1a. If yes, what percent of cases has the minority race or ethnic background of your sales representative had a **negative** bearing upon decision of an agency or advertiser to place an ad with your station. (check one)

<u>50%</u>	0% to 10%
<u>50%</u>	11% to 30%
<u>0%</u>	31% to 50%
<u>0%</u>	51% to 70%
<u>0%</u>	71% and above

4 people responded

1b. If yes, what percent of cases has the minority race or ethnic background of your sales representative had a **positive** bearing upon decision of an agency or advertiser to place an ad with your station. (check one)

<u>75%</u>	0% to 10%
<u>0%</u>	11% to 30%
<u>0%</u>	31% to 50%
<u>0%</u>	51% to 70%
<u>25%</u>	71% and above

4 people responded

2. Do you know of specific advertisers or advertising agencies that have not supported your station with advertising dollars because your station's salesperson was a minority? (please place a check in the box which accurately reflects your response)

Yes 27%                       No 73%    11 people responded

2a. If yes, please indicate the percentage of instances **during the course of a year** that advertising support is either withheld or substantially discounted because of the minority status of your salespeople?

<u>33%</u>	0% to 10%
<u>67%</u>	11% to 30%
<u>0%</u>	31% to 50%
<u>0%</u>	51% to 70%
<u>0%</u>	71% and above

3 people responded

Television Questionnaire

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3. Has anyone on your station's sales force reported or discussed any encounters with advertisers or their advertising agency representatives which would lead you to believe that the minority race or ethnic background of the salesperson was a factor in **not** obtaining advertising support? (please place a check in the box which accurately reflects your response)

Yes 36%                       No 64%    11 people responded

4. If you answered yes to question #3, at which level in the decision making process do you believe your station's potential to obtain advertising support from advertisers or their advertising agency representatives was impaired due to the minority status of the salesperson? (please place a check next to the option which accurately reflects your response)

\_\_\_\_\_ 0% \_\_\_\_\_ mostly at the advertising agency level  
\_\_\_\_\_ 100% \_\_\_\_\_ mostly from advertisers  
\_\_\_\_\_ 0% \_\_\_\_\_ evenly

4 people responded

5. Give an estimate of sales loss which can be attributed to advertiser or advertising agency perception of minority salespeople representing your station: (please place a check next to the option which accurately reflects your response)

\_\_\_\_\_ 100% \_\_\_\_\_ 0% to 10%  
\_\_\_\_\_ 0% \_\_\_\_\_ 11% to 30%  
\_\_\_\_\_ 0% \_\_\_\_\_ 31% to 60%  
\_\_\_\_\_ 0% \_\_\_\_\_ 61% and above

5 people responded

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**PART II (Programming Targeted to Minorities)**

1. Does your station target more than half of its programming to minority viewers? (please place a check in the box which accurately reflects your response)

Yes 18%                       No 82%    11 people responded

2. If your answer to question #1 is "no", is there another socio-economic audience segment towards which a majority of your programming is targeted?

Yes 11%                       No 89%    9 people responded

If so, please describe: \_\_\_\_\_  
\_\_\_\_\_

## Television Questionnaire

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3. Do you believe that advertisers or their advertising agency representatives engage in practices to withhold advertising support to a station if they perceive the station's programming is targeted to the viewers described in questions 1 or 2? (please place a check in the box which accurately reflects your response)

Yes 18%                       No 82%                      11 people responded

4. Do you believe that advertisers or their advertising agency representatives withhold advertising support to a station because the station's programming is in a non-English language?

Yes 30%                       No 70%                      10 people responded

5. Do you know of specific advertisers or advertising agencies that view your programming and/or audience reached as negative factors which prohibit them from using your station as an advertising vehicle? (please place a check in the box which accurately reflects your response)

Yes 18%                       No 82%                      11 people responded

5a. If yes, please indicate the percentage of instances **during the course of a year** that advertising support is either withheld or substantially discounted because of programming aired by your station that is directed to minorities.

<u>0%</u>	0% to 10%
<u>50%</u>	11% to 30%
<u>0%</u>	31% to 50%
<u>0%</u>	51% to 70%
<u>50%</u>	71% and above

2 people responded

6. Has anyone on your sales force reported or discussed any encounters with advertisers or their advertising agency representatives which would lead you to believe that your station's programming was a negative factor in obtaining advertising support? (please place a check in the box which accurately reflects your response)

Yes 27%                       No 73%                      11 people responded

Television Questionnaire

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7. If you answered yes to question #5, at which level in the decision making process do you believe your station's potential to obtain advertising support from advertisers or their advertising agency representatives was impaired. (please place a check next to the option which accurately reflects your response)

33% mostly at the advertising agency level  
33% mostly from advertisers  
33% evenly

3 people responded

8. Give an estimate of sales loss which can be attributed to advertisers or their advertising agency representatives perception of your station's programming as targeted to viewers described above:

0% 0% to 10%  
50% 11% to 30%  
0% 31% to 60%  
50% 61% and above

2 people responded

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**PART III (Ownership & Control of Station)**

1. Do you believe that advertisers or their advertising agency representatives engaged in practices to withhold advertising support to your station, if they perceive the station's ownership and control is by minorities? (please place a check in the box which accurately reflects your response)

Yes 36%  No 64% 11 people responded

2. Do you know of specific advertisers or advertising agencies that view your station's ownership and control by minorities as negative factors which prohibit them from using your station as an advertising vehicle? (please place a check in the box which accurately reflects your response)

Yes 18%  No 82% 11 people responded

3. Has anyone on your station's sales force reported or discussed any encounters with advertisers or their advertising agency representatives which would lead you to believe that your station's ownership and control by minorities as a negative factor in obtaining advertising support? (please place a check in the box which accurately reflects your response)

Yes 18%  No 82% 11 people responded

Television Questionnaire

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4. If you answered yes to question #3, at which level in the decision making process do you believe your station's potential to obtain advertising support from advertisers or their advertising agency representatives was impaired? (please place a check next to the option which accurately reflects your response)

0% mostly at the advertising agency level  
 50% mostly from advertisers  
 50% evenly

2 people responded

5. Give an estimate of sales loss which can be attributable to advertisers or their advertising agency representatives perception of your station's ownership and control by women:

50% 0% to 10%  
 0% 11% to 30%  
 0% 31% to 60%  
 50% 61% and above

2 people responded

6. To what extent do the following factors negatively influence advertiser or advertising agency decisions to advertise on your station? (rank each answer by circling a number: #1 denotes the highest level of importance)

programming targeted to minority audience	1 2 3 4 5 6 7 8 9 10 Average Response 8
programming targeted to segment described in Part I # 2.	1 2 3 4 5 6 7 8 9 10 Average Response 9
station ownership and control by women	1 2 3 4 5 6 7 8 9 10 Average Response 10
gender of the account executive representing the station	1 2 3 4 5 6 7 8 9 10 Average Response 8
other _____	1 2 3 4 5 6 7 8 9 10

**Part IV (Open question)**

Please describe any form of racial discrimination that your station may have encountered that has not been addressed above: \_\_\_\_\_  
 5 open comments

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Television Questionnaire

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Name of the individual completing this questionnaire: \_\_\_\_\_  
(print)

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ /98

Please use the return envelope or mail questionnaire to:

The Civil Rights Forum  
ATTN: Kofi A. Ofori  
818 18<sup>th</sup> Street, N.W.  
Suite 810  
Washington, D.C. 20006

Tel: (202) 887-0301