

FCC Peer Review

"Out of the Picture: The Lack of Racial and Gender Diversity in TV Station Ownership," by S. Derek Turner and Mark Cooper (Study 11)", submitted by Consumers Union.

(1) Are the methodology and assumptions employed reasonable and technically correct?

This study examined ownership data on television stations derived from public documents. Having worked in the same area of research, I deem the methods employed entirely appropriate.

(2) Are the methodology and assumptions consistent with accepted economic theory and econometric practices?

I do not consider this an economic study per se. That said, the methods employed are commensurate with the questions asked by the study.

(3) Are the data used reasonable and of sufficient quality for purposes of the analysis?

FCC data makes it difficult to answer the questions asked in this study because the quality of the data is so poor. Although the question of ownership, minority status, and gender appear to be straightforward variables, the quality of the data does not make the determination easy. The authors have done as well with the data as possible.

(4) Do the conclusions, if any, follow from the analysis.

Yes, clearly.

"Questioning Media Access: Analysis of FCC Women and Minority Ownership Data, 2006," by Carolyn M. Byerly, Ph.D. (Appendix A), submitted by the United Church of Christ, Inc.

(1) Are the methodology and assumptions employed reasonable and technically correct?

The description of methods employed is overly brief. One has to read the entire report to determine the reasonableness of the methods employed. Based on a reading of the report, the methods employed appear reasonable.

(2) Are the methodology and assumptions are consistent with accepted economic theory and econometric practices?

I do not consider this an economic study per se. However, the study analyzes data of the kind that an economist would collect. In that sense, the methods and assumptions of the study are appropriate.

(3) Are the data used reasonable and of sufficient quality for purposes of the

analysis?

The questions asked in this study are of significant importance to the public's interest, as well as to public policy. However, the data kept by the FCC contains gaps that require considerable effort on the part of the researcher. In this case, the researcher deserves to be commended for working carefully with the data.

(4) Do the conclusions, if any, follow from the analysis.
They do.