

# Station Analysis

## Part 1: Station Research (KTVU Fox 2)

**Mission:** The “Fox Nation” as they refer to themselves state that they first and foremost value the American people and the ideals set forth in the Declaration of Independence and Constitution. They strive to present forth a balanced and unbiased coverage of broadcast media which highlights diversity, talent, openness, and tolerance.

<http://nation.foxnews.com/our-purpose>

**Economics:** Supporters of Fox include but are not limited to: AT&T, State Farm, Kit Kat, Iams, Serramonte Ford, Sleep Train, McDonalds, Honda, Kia, Kaiser, Oakland Coliseum.

**Ownership:** Fox News Channel → Fox Entertainment Group → 21<sup>st</sup> Century Fox (James Murdoch, CEO, son of founder Rupert Murdoch)

**Affiliation:** Bakersfield – KBBX-CD 58, El Centro (Yuma, Arizona) – KECY-TV 9, Eureka – KBVU 28, Indio (Palm Springs) – KDFX-CD 33, Los Angeles – KTTV 11, Oakland (San Francisco) – KTVU 2, Paradise (Chico) – KCVU-TV 30, Sacramento – KTXL 40, Salinas – KCBA 35, San Diego – KSWB-TV 69, Santa Barbara – KKFX-CD 24, Santa Maria – KCOY-DT 12.2, Visalia (Fresno) – KMPH-TV 26

These are the affiliations in California, the complete list is fairly lengthy so I chose to limit this conversation to the immediate locality. As a member of 21<sup>st</sup> Century Fox they obviously parent a

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number of similar entities so it comes as no surprise that each major city presents its own flavor of Fox with a blend of local news and expected programs.

**Involvement:** Bay Area People is a program which KTVU hosts to invite viewers to contribute ideas to the station. Community events may also be submitted as well as photos and videos to be featured during news broadcasts.

## Part 2: Email The Station



**Michael Saltzman** (FOX)

Jan 15, 7:58 PM

Hi Scot,

Thank you for writing in! I'm glad to hear you're so excited for the return of The X-Files! We'll have the most recent 5 episodes of the show, with each episode being uploaded to our site the day after it airs on TV. You'll be able to watch them on [fox.com](http://fox.com) or using the FOX NOW app on a variety of devices.

These policies do change, so your best bet is to visit the page for the specific show (e.g., [www.fox.com/bones](http://www.fox.com/bones) ) to see which episodes are currently available without a TV provider.

If you'd like a bit further clarification, or if there's anything else you'd like me to

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address, please let us know.

Thanks,

Michael

FOX Support Team



**Sjpmatson**

Jan 15, 4:02 PM

Hello!

Just wanted to say that I'm excited for the return of the X-Files this year and hope that the reboot lives up to its legacy.

Are there plans to host episodes on the Fox website after they air? Since I can't schedule my life around a TV show, even one that I am anticipating like the X-Files, it is great to know I am able to catch up on my own time.

And if your allowed to divulge it, will the series be continuing off where the previous series left off? I am currently watching the original series via Netflix for the first time and don't want to spoil anything but watching the new series prematurely.

Thanks!

I did not ask the station about the public file as it was relatively easy to locate with a single Google query "KTVU Public Profile" → <http://www.ktvu.com/about-us/75028016-story>.

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I am happy to report that although my email was sent towards the end of the regular work day (4:02 PM) on a Friday, I received a response later that evening which was answered by a person, not a machine! The first question I asked regarding accessing archived media was answered, however, no reference was made to my second inquiry regarding the overall continuity of the X-Files series during its reboot.

## **Part 3: Media Watchdog Profile (Truth Out)**

**Mission:** Revealing social injustice and providing a platform for transformative ideas. Dedicated to providing independent news free of advertising and corporate backing.

**Economics:** None that I am aware of. The use of sponsorship's goes against the mission of this organization. Funding solely comes from user donations.

**Ownership:** Board Of Directors President: Robert Naiman; Members: Henry A. Giroux, Lewis Gordon, Victoria Harper, Maya Schenwar.

**Affiliations:** None that I can locate. The organization is an independent non-profit.

**Involvement:** Anyone is free to contribute to the proliferation of unbiased credible media on this site assuming they follow the strict guidelines laid forth to ensure credibility, truth, attribution.

<http://www.truth-out.org/about-us/submission-guidelines>

**PICON Definition:** The expectations set forth by this organization is that an undeniable truth shall be reported by the community and for the community, free of personal bias and outside influence. It holds that dissemination of fair and accurate information requires active involvement from every one.

## Part 4: Programming Grid

Time	Title	Description	Target	Impact
12:00 AM	Seinfeld	A show about nothing.	Adults in their 20's and 30's.	Positive impact.  Many of the episodes are based on real events of the creators which others can relate to and find humor in.
12:30 AM	Seinfeld	A show about nothing.	Adults in their 20's and 30's.	Positive impact.  Many of the episodes are based on real events of the creators which others can relate to and find humor in.
1:00 AM	Friends	Six friends living in Manhattan.	Adults in their 20's and 30's.	Positive impact.  Addresses the complicated issues of early adulthood and finding yourself in life.
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		Manhattan.	20's and 30's. Men and women.	Addresses the complicated issues of early adulthood and finding yourself in life.
2:00 AM	Paid Programming: Make \$\$ In Real Estate Locally	Learn to make \$\$ flipping houses locally w/ Than Merrill of A&E's "Flip this House." Call to attend his FREE local real estate event.	Adults. Men and women.	Negative impact. Late night infomercials are filler for cheap and often unattended time slots. Pushes the idea of 'easy money' and will likely have the greatest influence over people that are going through difficult times.
3:00 AM	Paid Programming: Make \$\$ In Real Estate Locally	Learn to make \$\$ flipping houses locally w/ Than Merrill of A&E's "Flip this House." Call to attend his FREE local real estate event.	Adults. Men and women.	Negative impact. Late night infomercials are filler for cheap and often unattended time slots. Pushes the idea of 'easy money' and will likely have the

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				greatest influence over people that are going through difficult times.
4:00 AM	Smile USA	Discover how ClearChoice Dental Implant Centers are leading America's Smile Freedom Movement. Featuring Dr. Mark Adams and other dental professionals discussing the one team, one cost, one location solution to helping you reclaim a healthy smile.	Adults. Men and women.	Negative impact. False science being marketed like snake oil as a one-size-fits-all solution. Fills a low budget time slot for the station during non-peak hours. Likely targets low income families.
4:30 AM	Paid Programming: Make \$\$ In Real Estate Locally	Learn to make \$\$ flipping houses locally w/ Than Merrill of A&E's "Flip this House." Call to attend his FREE local real estate event.	Adults. Men and women.	Negative impact. False science being marketed like snake oil as a one-size-fits-all solution. Fills a low budget time slot for the station during non-peak hours.

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5:00 AM	Cize Dance Workout!	Dance your way to a super lean, super sexy body with Shaun T's dance workout revolution, Cize! With Cize, you don't have to work out – you WANT to! Brought to you by Beachbody.	Adults. Primarily women.	Positive impact.  Likely a cheaper time slot with low viewership. While they are attempting to lure people in to buy the DVD series, I don't see how any early morning fitness marketing is a bad thing. American's need to live healthier lifestyles and this might work for someone.
6:00 AM	Fox News Sunday With Chris Wallace	Local/national news.	Adults. Men and women.	Positive impact.  Informative, but it is important for viewers to be educated of any bias which may exist in broadcast news



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				media.
7:00 AM	KTVU Morning Weekend Edition	Local news.	Adults. Men and women.	Positive impact.  Informative, but it is important for viewers to be educated of any bias which may exist in broadcast news media.
8:00 AM	Fox NFL Kickoff	News and analysis of upcoming NFL games.	14 and up.  Primarily men.	Negative impact. I'm biased, but I don't care for sports. I don't care for the culture, the sexism, the drug use. It is an incredibly profitable industry but personally I feel it offers very little to the advancement of society.
9:00 AM	NFL Playoff Pregame	NFL Pregame interviews and analysis.	“	“
10:00 AM	NFL Playoff:	Football...	“	“

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	Seahawks at Panthers			
1:00 PM	NFL Postgame	NFL post game interviews and analysis.	“	“
1:30 PM	Whacked Out Sports	Professional and amateur sports-related mishaps.	14 – 35 years. Primarily men.	Negative impact. Exploits the misfortunes of others. Encourages society to laugh and ridicule people for making mistakes or being injured.
2:00 PM	You Again	Quirky comedy movie with poor ratings.	14 – 35 years. Primary women.	Negative impact. Promotes holding grudges, immaturity, age regression, and vengeance.
4:00 PM	Raw Travel	Exploring how tourism is helping to boost the economy and celebrate the heritage of an Indian	20's – 40's. Men and women.	Positive impact. Highlights regions in the US to promote local economy and travel. Entices

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		reservation in South Dakota.		viewers to become knowledgeable and hopefully encourages them to venture outside.
4:30 PM	The X-Files: Re-Opened	A preview of the 2016 version of "The X-Files" features interviews with stars David Duchovny and Gillian Anderson, and producer Chris Carter.	20's – 60's (I feel the reboot will entice a lot fans of the original series). Men and women.	Too awesome for words. Definitely a good thing. The truth is out there. (๐ ๓ ๐)
5:00 PM	Modern Family	Documentary style sitcom of modern American family life.	20 – 40. Men and women.	Positive impact. At its foundation it promotes the acceptance of a society where families are no longer a man, woman, and child. Addresses age differences, homosexuality, and interracial relationships.

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5:30 PM	The Big Bang Theory	Sitcom, depicts group of physicists and their social awkwardness.	20 – 40. Men and women.	Positive impact.  While possibly could seem to be derogatory towards educated people as being nerdy and different, I feel that a show about physicists may be inspirational to some as it is not something often seen in mainstream television.
6:00 PM	KTVU Fox 2 News	Local news and weather.	Adults.	Positive impact.  Informative, but it is important for viewers to be educated of any bias which may exist in broadcast news media.
6:30 PM	The Big Bang Theory	Sitcom, depicts group of physicists and their social	20 – 40 years.  Men and women.	Positive impact.  While possibly could seem to be derogatory

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		awkwardness.		towards educated people as being nerdy and different, I feel that a show about physicists may be inspirational to some as it is not something often seen in mainstream television.
7:00 PM	The Simpsons	Long running cartoon sitcom focused around the fictional town of Springfield.	All ages. Men and women.	Positive impact. Traditionally this show highlighted family values and often leveraged pop-culture and classic themes. While the writing has deteriorated over time and there has been some influence by the crudeness of rival shows (e.g., Family

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				Guy), the show still remains accessible and generally has a positive message. It's a cartoon that parents and kids can watch together.
7:30 PM	Bob's Burgers	Cartoon sitcom focused around a restaurateur.	All ages. Men and women.	Negative impact. While the thought of show depicting a family working together to run a business should instill positive values unto others, the writers chose the low road to compete against Family Guy and humor is often cheap and vulgar.
8:00 PM	The Simpsons	Long running cartoon sitcom focused around the	All ages. Men and women.	Positive impact. Traditionally this show highlighted

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		fictional town of Springfield.		family values and often leveraged pop-culture and classic themes. While the writing has deteriorated over time and there has been some influence by the crudeness of rival shows (e.g., Family Guy), the show still remains accessible and generally has a positive message. It's a cartoon that parents and kids can watch together.
8:30 PM	Cooper Barrett's Guide To Surviving Life	Sitcom that highlights life after college.	20-30 years. Men and women.	Negative impact. In theory this show has a lot to offer but often does not meet its potential. Themes are predictable and

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				unintelligent  depicting college  graduates as  incapable and  irresponsible.
9:00 PM	Family Guy	Politically incorrect  cartoon sitcom.	20 – 40 years.  Primarily men.	Negative impact. I  really enjoy Family  Guy, but it is  definitely adult-  oriented and pushes  societal media  boundaries. Humor is  vulgar and shocking.  Elicits comedy by  violating norms.
9:30 PM	Bordertown	Cartoon sitcom  about a family living  near the American-  Mexican border.	20 – 40 years.  Men and women.	Negative impact.  Potentially instills  negative ideals into  people regarding the  tension which exists  between the  American and  Hispanic



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				communities. Not something I would make light of.
10:00 PM	The Ten O'Clock News on KTVU Fox 2	Local late night news and weather.	Adults. Men and women.	Positive impact. Informative, but it is important for viewers to be educated of any bias which may exist in broadcast news media.
11:00 PM	Sports Wrap	An in depth look at sports news, players, games, and events.	Adults. Primarily men.	Negative impact. Once again, I just don't believe that sports in society should be glamorized.
11:30 PM	Raw Travel	Exploring how tourism is helping to boost the economy and celebrate the heritage of an Indian reservation in South Dakota.	20's – 40's. Men and women.	Positive impact. Highlights regions in the US to promote local economy and travel. Entices viewers to become knowledgeable and hopefully encourages

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## Part 5: PICON Argument Analysis

Under the umbrella of 21<sup>st</sup> Century Fox, KTVU Fox 2 provides predictable, formulaic broadcasting on a daily basis in the form of local news, sports, movies, and sitcoms. KTVU is a for-profit advertisement driven station which reports heavily on the community but has limited community contribution. It is difficult to ascertain what level of bias exists as local reporting, while informative, often comes across as sensational and one-sided. Studies show that viewers are often more likely to tune in for prolonged periods of time when controversial topics are drawn out (Ely, Frankel, Kamenica), and after allowing myself to become a participating viewer during this assignment I felt often that KTVU would frequently make use of this “Cliff Hanger” phenomenon while leaving me questioning the other side of a story which often went unreported. Case in point, heavy coverage has been ongoing regarding the Black Lives Matter movement showcasing the extremist left-wing point of views and violent protests but often viewers at home are not exposed opinions of those outside of the movement or the officials being being targeted.

Outside of the news I have found a reasonably diverse lineup of television shows which throughout the week target a variety of audiences including middle-aged adults, the working class, the African American, Caucasian, and Hispanic communities, heterosexuals and homosexuals, and both men and women. Given the extreme diversity found in the San Francisco Bay Area it can be difficult to connect to every race, gender, and lifestyle. The current state of

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representation is far better than it had previously been 30 years ago and will have to continue evolving as we see a continued influx of immigrants from other countries such as Russia, India, and Italy.

KTVU Fox 2 as it stands is imperfect, but as a for-profit network in a capitalistic society it also manages to stand on neutral ground. Broadcasts cast a wide net in efforts to unite a community through local factual reporting and a variety of entertainments. Additionally KTVU remains inclusive as the only requirements to tune-in are a television and an antenna. Given the nature of the region this station operates in and the demands to satisfy the needs of the 7 million inhabitants of the San Francisco Bay Area, I feel that continuing to renew the license of this station is the best course of action as revocation would be a disservice to the community.

## **Works Cited**

1. Ely, Jeffrey, Alexander Frankel, and Emir Kamenica. "Suspense and Surprise." *Journal of Political Economy* 123.1 (2015): 215-60. Print.