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# Branding Television News in a Multichannel Environment: An Exploratory Study of Network News Brand Personality



Sylvia M. Chan-Olmsted and Jiyoun Cha  
University of Florida

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*Adopting the construct of “brand personality,” this article examines the perceived differences among various television news brands, investigates the distinction between cable and broadcast news brands, and explores the applicability of brand personality in this market. CNN was found to possess the most distinct, positive personality, whereas CBS news had the least differentiated brand personality. Fox News was seen as the most dynamic and conservative. Overall, broadcast network news was perceived to be more traditional and liberal than cable network news. Three modified dimensions—competence, timeliness, and dynamism—were found to represent the personality facets of the television news product.*

The market of television network news has changed dramatically since 1980 when CNN transformed the news-viewing universe through the introduction of its 24-hr news channel. With the addition of Fox News Channel (Fox News hereafter) and MSNBC in 1996, as well as the arrival of television news streaming on the Internet, audiences today are presented with abundant video news choices. The entry of more market contenders means that the competitive dynamics of television news have moved from the old oligopolistic preoccupation of mutual dependency to the propensity toward differentiation in a monopolistically competitive environment.

Providers of television news have long sought to differentiate their products on the basis of functional attributes such as content features and presentation. However, the proliferation of media outlets and fragmentation of audiences have made it more difficult to develop competitive advantages solely on the basis of product attributes. Brand consultants pointed out that the importance of branding increases as television networks shift earnings from per share to long-term share holder value. Branding is bigger than programming in that the value of a successful brand lasts longer and bigger than a program (Ryan, 1999). In fact, distinctive and meaningful “news brand images” are becoming more critical in the race of ratings supremacy in this media market.

Under the premise that brand management is practiced when there is a need for differentiation in a competitive marketplace (Chan-Olmsted & Kim, 2002; McDowell, 2004), this study attempts to examine television network news as consumer brands and assess the perceived differences among the news brands. Specifically, the construct of brand personality is used to study the perceived brand characteristics of network news. Television networks are in need of differentiating themselves from other channels of programming by creating a distinct personality (Freeman, 1999). Researchers have suggested that for many product classes, the factor of brand personality plays an important role in understanding brand choice (J. L. Aaker, 1997; Plummer, 1984). Considering the importance of television network news in the democratization process and the consequential monetary contribution of well-perceived news programs to a media firm’s bottom line, a better understanding of network news images and value may enhance the industry’s ability to fulfill its consumers’ needs while achieving its financial goals. This study may also contribute to the literature in television news by infusing it with established consumer-based marketing constructs that reflect the reality of today’s news marketplace.

## Literature Review

### The Network News Market

The network news industry has witnessed great changes over the past decade. First, the overall audience for

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Address correspondence to Sylvia M. Chan-Olmsted, Department of Telecommunication, College of Journalism and Communications, University of Florida, Gainesville, FL 32611. E-mail: chanolmsted@jou.ufl.edu

broadcast news has dropped significantly. A report on news media conducted by the Pew Research Center (2004) found that the percentage of Americans who regularly tune to nightly broadcast network news declined from 60% in 1993 to 34% in 2004. The trend seems to continue as the three broadcast evening newscasts received a combined ratings record of only 18.9% in November 2005 (Project for Excellence in Journalism [PEJ], 2006). Second, cable news channels appear to be gaining ground on their broadcast counterparts. The increase in the number of viewers for cable news channels has been pervasive since 2002. The overall audience of cable television news (38%) exceeded that of broadcast television news (34%) in 2004 (Pew Research Center, 2004). The collective ratings of cable news continue to grow, gaining 2.8% from 2004 to 2005 with Fox News as the driving force behind the increase (PEJ, 2006). Third, CNN no longer holds a predominant position in the cable news business in terms of ratings and the number of viewers. An annual report on American journalism indicates that Fox News became cable news's undisputed leader in 2002. Fox News's average audience in prime time as a leader was 1.5 million viewers in mid-2005. CNN remained in second place with 721,000 prime-time viewers, whereas MSNBC averaged 310,000 viewers during the same time period (Greppi, 2005).

Because credibility is such a salient issue in news consumption, it is beneficial to review the competitive positions of the network news from this perspective. Of the six broadcast and cable network news outlets, CNN stands out as the most believable news outlet in public perception. The report on news media conducted by the Pew Research Center (2004) shows that 32% of the respondents rated news on CNN as believable compared to 24% for ABC news, CBS news, and NBC news; 25% for Fox News; and 22% for MSNBC. Overall, credibility ratings for the major broadcast and cable television outlets have fallen somewhat in recent years (Pew Research Center, 2004).

To combat the ever-increasing competition and audience fragmentation, both the broadcast and cable industries have embraced brand management (Bellamy & Traudt, 2000; Chan-Olmsted, 2001; Galbi, 2001; McDowell & Batten, 1999). In a marketplace where products are highly similar to each other, differentiating brands are in need for survival (McDowell, 2004). Broadcast and cable news brands appear to build point of differentiations (PODs) in several ways. The three broadcast networks tend to rely on their "star power." Peter Jennings, Tom Brokaw, and Dan Rather represented the three broadcast network news outlets for many years. Differentiating news programs by the news hosts seems to have been relatively successful in the past. Brokaw of NBC's *Nightly News* and Jennings of ABC's *World News Tonight* once attracted an average of 34.7 million unique

viewers. That was more than 10 times the 3.2 million people watching CNN, Fox News, and MSNBC (Hickey, 2003). It has even been suggested that the personality of the hosts of the program often mirrors the personality of a broadcast network news program (McDowell, 2004).

As for PODs in cable network news, Bae (2000) pointed out that the three cable news networks were different with respect to news story emphases. CNN was more likely to cover human interest, health and welfare, and science and technology news, whereas MSNBC was more likely to focus on government and politics, business and economics, and arts and entertainment news. Fox News covered more crime-court, diplomacy-foreign relations, accident and disaster, and social conflict news. ADT Research's (2002) report on the content of the three cable news networks concluded that whereas CNN is viewed as a newsgathering brand, Fox News is considered an opinion-oriented brand. MSNBC presents a mixture (ADT Research, 2002). It seems that CNN and Fox News have adopted divergent marketing emphases. To position itself differently from the then-leading cable news outlet—CNN—Fox began as a niche, more tabloid-style, "edgy" brand, seeking to avoid direct confrontation with CNN's journalistic image. Specifically, Fox News tends to offer flashier television: brighter graphics, crisper presentation, and more opinionated and combative personalities (Farhi, 2003).

## Brand Personality Construct

Brand personality is defined as "the set of human characteristics associated with a brand" (J. L. Aaker, 1997, p. 347). Many studies in brand management have proposed that a brand can acquire distinctive personalities (D. A. Aaker, 1996; J. L. Aaker, 1997; de Chernatony & Riley, 1997), which may serve as a means of differentiation and shaping consumer preferences. In fact, very often attributes of a product alone may not be sufficient to build a strong brand (D. A. Aaker, 1996; Keller, 1998). Building a unique personality is necessary to differentiate brands with similar product attributes (Phau & Lau, 2001). The emphasis on brand personality stems from the fact that established brand personalities, like human personalities, are regarded as enduring and relatively difficult to imitate (D. A. Aaker, 1996). It has been suggested that consumers embrace brands that have strong, positive personalities because of their tendency to anthropomorphize nonhuman objects (Freling & Forbes, 2005). An established brand personality may result in consumers having stronger emotional connections to the brand and greater trust and loyalty (Johnson, Soutar, & Sweeney, 2000).

J. L. Aaker (1997) developed a brand personality scale, which was generated from the combinations of

personality scales from psychology, personality scales used by marketers, and a free-association task undertaken by the author. Using a rigorous set of procedures, J. L. Aaker (1997) empirically tested a set of personality traits on 59 brands in various product categories, aiming to establish a standard, universal way of measuring brand personality. J. L. Aaker (1997) finally identified five underlying dimensions of brand personality: sincerity, excitement, competence, sophistication, and ruggedness. Specifically, the five facets and their traits are down-to-earth, honest, wholesome, and cheerful for sincerity; daring, spirited, imaginative, and up-to-date for excitement; reliable, intelligent, and successful for competence; upper class and charming for sophistication; and outdoorsy and tough for ruggedness. The scale has been shown to be stable across product categories and samples of consumers in the United States (Alvarez-Ortiz & Harris, 2002).

It has been suggested that personality traits are most directly associated with a brand through the transferring of the personalities of the people associated with the brand (e.g., its users or its product endorsers; see McCracken, 1989). Considering the fact that television news content is always delivered by anchors or reporters, there are ample opportunities for a television news outlet to cultivate brand personality. Television news also can build brand personality on the basis of their target audiences. Govers and Schoormans (2005) proposed that people prefer products with a product personality that matches their self-image. In other words, the greater the congruity is between the consistent and distinctive human characteristics of an individual (either actual or perceived) and those of a brand, the greater will be the preference for the brand. Researchers have argued that brand personality includes demographic characteristics such as gender and class (Levy, 1999), along with personality characteristics. Former NBC executive, Garth Ancier, defined the NBC brand as the program source for adults 18 to 49 who are a little upscale and a little smarter than the viewers of other networks (Schneider, 1999, p. 3). In contrast, Fox's brand has been described by one of its top executives as a cutting edge, irreverent broadcast network that gave teens and young adults a rebellious voice they had never had before (Chernin, 1998, p. 9). Because personality traits are also indirectly developed through associations with product-related attributes (Batra, Lehmann, & Singh, 1993), the way a news program is packaged and presented also provides opportunities for personality development.

This study seeks to incorporate the construct of brand personality in empirically exploring a media consumer's perception of television network news products with the following research questions:

1. What are the brand personalities for the six major television news brands in the United States?
2. Are there personality differences between broadcast and cable news brands?

An examination of the perceived brand personalities among these top television news sources may validate cable's relative ability to differentiate in comparison to its broadcast counterpart.

3. How applicable is the construct of brand personality on television news?

Our goal here is to investigate the applicability of brand personality for the news market and, if applicable, utilize J. L. Aaker's (1997) brand personality dimensions to identify key points of differentiation among the leading network news brands.

## Research Method

### Data Collection Procedure

To assess the brand-related characteristics of television network news as perceived by the audience, we adopted the survey research method for this study. The initial survey instrument was first pretested on a group of 14 undergraduate students to examine whether the individual brand personality items suggested by J. L. Aaker (1997) are suitable for television network news. As a result, some of the brand personality items were eliminated, and some network news-specific terms were added to the questionnaire (see details in the following section). Data were then collected through a national mail survey and a student survey. Using a random sample of U.S. consumers obtained from a leading mailing list company (i.e., a randomly selected list of consumers from a database of 184 million U.S. consumers), a national mail survey of 1,000 adults was conducted in January 2006. A cover letter assuring anonymity was sent to the participants along with the survey instrument. No follow-up mail was sent due to the financial restraint of the study. Excluding 11 nondeliverable and 10 replied but incomplete questionnaires, a total of 113 surveys were used for the analysis. The response rate from this national mail survey was 12.44%. To examine whether there is a difference of the brand personality of television news between the national sample and students, a sample of students aged 18 to 24 was further employed because the younger generation was known to have different news habits from the older generation (Pew Research Center, 2004). A student survey was also administered to a convenient sample of 173 undergraduate students from two

introductory communications classes at a large south-eastern university in February 2006. A total of 165 valid responses from the sample were used for the analysis.

### Measure of Brand Personality for Television News

Three cable network news brands (MSNBC, CNN, and FOX News) and three broadcast network news brands (CBS, NBC, and ABC) were selected for this study because they are the top three television news outlets in each television news category (Pew Research Center, 2004; PEJ, 2005). Note that the study focuses only on commercial news networks because the financing mechanism of public television and thus its marketing strategies are quite different from those of their commercial counterparts. Adopting J. L. Aaker's (1997) brand personality scale, a closed-ended questionnaire was designed to measure a television viewer's perceived brand personality of the six television network news outlets.

A two-step personality traits selection process was implemented to apply the brand personality construct and scale to the product of television news. First, because J. L. Aaker (1997) utilized a free-association procedure to ensure that the list of personality traits was complete, meaningful, and familiar to the target population in the study, we also incorporated a list of news brand images reported by McDowell (2004) from his free-association brand perception study of three news networks to capture the news-specific traits for our study. Seventeen news-specific terms identified in the McDowell study were added to the 42 original personality traits proposed by J. L. Aaker (1997). A total of 59 traits were included in a pretest questionnaire to assess the traits' applicability in a television news context. In particular, these traits were measured on a 5-point scale ranging from 1 (*not at all descriptive*) to 5 (*extremely descriptive*) to the extent each trait describes NBC news, CBS news, ABC news, CNN, Fox News, and MSNBC. For the sake of parsimony in the final instrument, the list of personality traits was reduced by consulting the means and standard deviations of the six news brands from the pretest. In general, taking the characteristics of a news product into consideration, if a brand personality item showed a mean below 3.0 and standard deviation below 0.2 for all six television network news outlets, the item was removed from the final questionnaire. A total of 28 brand personality items were kept for the final questionnaire (see Table 1).

### Statistical Analyses

Analyses of variance (ANOVAs) with repeated measurements were conducted to examine the differences for

**Table 1.** Initially Tested Measures of News Brand Personality Dimensions and Corresponding Traits

<i>Brand Personality Dimensions</i>	<i>Brand Personality Traits</i>
Competence	Reliable Hardworking Secure Intelligent Technical Successful Leader like Confident
Excitement	Daring Spirited Up-to-date Contemporary Trendy
Ruggedness	Masculine
Sincerity	Friendly Family oriented Honest Real
Sophistication	Upper class Sophisticated
News-specific characterization	Traditional Analytical Dramatic Serious Conservative Experienced Liberal Reputable

*Note.* Five-point scale ranging from 1 (*not at all describing it*) to 5 (*describing it extremely well*).

brand personality among the six television news brands and between broadcast network news and cable network news. To identify the applicable brand personality dimensions for the news product, we conducted a principal component factor analysis using a varimax rotation. Because our objective was to address brand personality dimensions that are applicable for news product, the average scores of brand personality traits for the six news brands were used for the exploratory factor analysis.

## Results

### Sample

As indicated, we analyzed national (113) and a student (265) samples, respectively. Comparatively, the national household sample had more male respondents (54.9%) than the student sample (26.7%). The national sample was also older as 69.1% of those surveyed were at least 45 years old; whereas, understandably, 97% of the student sample was between 18 and 24 years old. Furthermore, the national respondents were very educated with 77.9% having completed at least college. Logically, the

national sample had more married respondents (76.1% vs. 1.8%) and a higher income level with an average income of \$54,300, whereas the average income for the student sample was \$28,600. In terms of political ideology, the student sample had more self-identified Democrats than the national sample (41.2% vs. 31.9%). Although the student sample had more basic cable (60.0% vs. 42.5%) and pay cable subscribers (27.3% vs. 22.1%), the national sample had a higher rate of digital cable (30.1% vs. 21.8%) and satellite TV subscription (24.8% vs. 10.9%). The younger generation, on the other hand, had a higher level of broadband Internet subscription (63.0% vs. 44.2%). Comparatively, the national sample and student sample had somewhat different media and news usage patterns. The rankings of media usage frequency for the national respondents were television, radio, the Internet, and newspaper ( $M = 4.12, 3.62, 3.45, 3.29$ , respectively). The rankings for the student sample were the Internet, television, radio, and newspaper ( $M = 4.71, 3.85, 2.85, 2.65$ , respectively). Logically, the two groups also had different preferences for news media. Whereas the national sample used television most frequently as a news source ( $M = 4.19$ ), the students got their news most frequently from the Internet ( $M = 4.11$ ). The students' dependency on the Internet for news was consistent with the findings from previous news studies (Diddi & LaRose, 2006; Parker & Plank, 2000; Stempel, Hargrove, & Bernt, 2000). Although the national respondents next went to newspaper, radio, and then the Internet for their news, the students next used television, newspaper, and then radio for their news sources. It is evident that the two groups were divergent in their media preferences when it came to the Internet as a medium or news source. As for the consumption of specific network news, Fox News, NBC, and ABC (in that order) were the top three network news outlets used by the national sample. The student respondents, on the other hand, preferred CNN, NBC, and ABC. Although the two groups identified different cable network news brands as their top news choices, they preferred the same top broadcast network news outlets.

### Brand Personality of Television Network News

**Comparison of individual brand personality traits among television network news.** One-way ANOVAs with repeated measurements were performed to examine the differences in brand personality among the six television news outlets. The appendix shows the means and standard deviations of the measured personality traits for the six TV news brands and results of ANOVAs. In the national and student samples, 25 (national) and 28 (student) out of 28 brand personality traits resulted in statistically significant differences among the networks ( $ps < .05$ ). Bonfer-

roni simultaneous 95% confidence intervals were used to make joint comparisons.

### National Sample

Of the 28 brand personality traits, 25 brand personality items show statistically significant differences among the six television news brands ( $ps < .05$ ). Three items—technical, honest, and upper class—do not have statistically significant differences among the brands. Based on Bonferroni simultaneous 95% confidence intervals, Table 2 shows the comparisons of paired network brands on the significant personality traits. Whereas NBC, ABC, CNN, and Fox News succeed in building strong brand personalities, CBS news and MSNBC do not exhibit any specific comparative differences with other networks, except that they were considered more liberal than Fox News.

NBC news was perceived to be more reliable, successful, conservative, leader-like, spirited, contemporary, real, friendly, experienced, and reputable than CBS news. NBC news was also considered more traditional, friendly, masculine, family-oriented, and experienced than MSNBC. Finally, NBC was regarded as more traditional than CNN.

In terms of ABC news, it was thought to be more reliable, up-to-date, real, serious, friendly, conservative, and reputable than CBS news. It was also perceived as more family-oriented, friendly, experienced, and traditional than MSNBC. ABC news was considered to be more traditional than CNN.

CNN was perceived to be more daring than NBC news. CNN was also considered as more hardworking, secure, intelligent, analytical, successful, leader-like, confident, trendy, spirited, up-to-date, contemporary, sophisticated, dramatic, serious, real, and reputable than CBS news. CNN was thought to be more trendy and daring than ABC news and more hardworking, secure, successful, leader-like, confident, spirited, up-to-date, dramatic, serious, and experienced than MSNBC.

Fox News was perceived to be more daring than NBC news. Fox News was also considered to be more analytical, daring, trendy, spirited, successful, up-to-date, and contemporary than CBS news and more daring, trendy, and spirited than ABC news. Fox News was thought to be more daring, contemporary, successful, masculine, family-oriented, friendly, and spirited than MSNBC. Finally, Fox News was perceived to be the most conservative and the least liberal among the six television news brands.

### Student Sample

All 28 brand personality traits show statistically significant differences among the brands ( $ps < .05$ ). As depicted

**Table 2.** Comparisons of Brand Personality Traits (National Sample)

News	NBC News (-)	CBS News (-)	ABC News (-)	MSNBC (-)	CNN (-)	Fox News (-)
NBC (+)		Reliable*, successful**, conservative*, leader-like*, spirited*, contemporary*, real*, friendly**, experienced*, reputable*		Traditional**, friendly*, masculine*, family-oriented*, experienced**	Traditional**	<i>Liberal**</i>
CBS (+)		Reliable*, up-to-date*, real*, serious*, friendly**, conservative**, reputable*		Family-oriented*, friendly**, experienced**, traditional**	Traditional*	<i>Liberal**</i>
ABC (+)						<i>Liberal**</i>
MSNBC (+)						<i>Liberal**</i>
CNN (+)	Daring*	Hardworking*, secure*, intelligent**, analytical*, successful**, leader-like**, confident*, trendy*, spirited**, up-to-date**	Trendy*, daring*	Hardworking*, secure**, successful**, leader-like**, confident**, spirited*, up-to-date*, dramatic*, serious**, experienced**		<i>Liberal**</i>
		Contemporary**, sophisticated*, dramatic*, serious**, real*, reputable*				
Fox (+)	<i>Conservative**</i> , daring*	<i>Conservative**</i> analytical*, daring*, trendy*, spirited**, successful**, up-to-date**, contemporary**	<i>Conservative**</i> , daring*, trendy*, spirited*	<i>Conservative**</i> , daring*, contemporary*, successful**, masculine*, family-oriented**, friendly**, spirited**	<i>Conservative**</i>	

Note. Only brand personality traits with statistical significance were reported in the table; technical, honest, and upper class were not included in the table. A plus sign indicates superiority to the brands across the row with respect to the listed brand personality traits; a minus sign indicates inferiority to the brands across the column with respect to the listed brand personality traits; italics indicate the superlative degree.

\* $p < .05$ . \*\* $p < .01$ .

in Table 3, NBC news was perceived to be more reliable, hardworking, technical, successful, leader-like, confident, trendy, honest, up-to-date, family-oriented, friendly, and upper class than CBS news. NBC news was also thought to be more successful, leader-like, confident, masculine, technical, up-to-date, and upper class than ABC news. The students reported that NBC news was more traditional, successful, leader-like, spirited, family-oriented, friendly, and experienced than MSNBC. NBC news was more family-oriented than CNN. It was also considered to be more hardworking, secure, traditional, family-oriented, friendly, intelligent, sophisticated, and experienced than Fox News.

CBS news was perceived to be more traditional and family-oriented than MSNBC, and more family-oriented than CNN. CBS news was considered more traditional, family-oriented, friendly, and experienced than Fox News. ABC news was thought to be more family-oriented and friendly than CBS news. ABC news was also considered to be more traditional, family-oriented, and friendly than MSNBC, and more family-oriented and friendly than CNN. ABC news was seen as more traditional, intelli-

gent, family-oriented, friendly, and experienced than Fox News. MSNBC was perceived to be more analytical, up-to-date, and upper class than CBS news. It was considered more daring, up-to-date, and upper class than ABC news, and more intelligent and sophisticated than Fox News.

CNN was thought to be more masculine, daring, and upper class than NBC news. It was considered to be more successful, leader-like, confident, masculine, daring, trendy, honest, up-to-date, upper class, and reputable than CBS news. CNN continued to be seen as more successful, leader-like, confident, masculine, daring, honest, reputable, up-to-date, contemporary, upper class, and experienced than ABC news. CNN was also perceived to be more traditional, successful, leader-like, confident, masculine, daring, and experienced than MSNBC. Finally, CNN was considered more traditional, successful, leader-like, up-to-date, upper class, and experienced than Fox News. On the other hand, Fox News was seen as more masculine, daring, and dramatic than CBS news and ABC news. It was also perceived to be more spirited and dramatic than MSNBC. Whereas CNN was perceived to be the most reliable, hardworking,

**Table 3.** Comparisons of Brand Personality Traits (Student Sample)

News	NBC News (-)	CBS News (-)	ABC News (-)	MSNBC (-)	CNN (-)	Fox News (-)
NBC (+)		Reliable*, hardworking**, technical*, successful**, leader-like**, confident**, trendy*, honest**, up-to-date**, family-oriented*, friendly**, upper class*	Successful**, leader-like**, confident**, masculine**, technical*, up-to-date*, upper class*	Traditional**, successful*, leader-like**, spirited*, family-oriented**, friendly**, experienced**	Family-oriented**	Reliable**, honest**, real**, liberal**, reputable**, hardworking**, secure**, traditional**, family-oriented**, friendly**, intelligent**, sophisticated*, experienced**
CBS (+)				Traditional**, family-oriented**	Family-oriented**	Reliable**, honest*, real**, liberal**, reputable*, traditional**, family-oriented*, friendly*, experienced**
ABC (+)		Family-oriented*, friendly*		Traditional*, family-oriented**, friendly**	Family-oriented**, friendly**	Reliable**, honest**, real**, liberal**, reputable*, traditional**, intelligent*, family-oriented**, friendly**, experienced**
MSNBC (+)		Analytical*, up-to-date**, upper class**	Daring*, up-to-date*, upper class**			Reliable**, honest**, real**, liberal**, reputable**, intelligent**, sophisticated**
CNN (+)	Reliable*, hardworking**, secure**, intelligent**, technical**, analytical**, sophisticated**, serious**, masculine* daring**, upper class**	Reliable**, hardworking**, secure**, intelligent**, technical**, analytical**, sophisticated**, serious**, successful**, leader-like**, confident**, masculine**, daring**, trendy**, honest**, up-to-date**, upper class**, reputable*	reliable**, hardworking**, secure**, intelligent**, technical**, analytical**, sophisticated**, serious**, successful**, leader-like**, confident**, masculine**, daring**, honest**, reputable*, up-to-date**, contemporary*, upper class**, experienced*	Reliable**, hardworking*, secure*, intelligent*, technical*, analytical*, sophisticated**, serious**, traditional**, successful**, leader-like**, confident**, masculine**, daring**, experienced**		Reliable**, honest**, real*, liberal*, reputable**, hardworking**, secure**, intelligent**, technical**, analytical**, sophisticated**, serious**, traditional**, successful**, leader-like**, up-to-date*, upper class**, experienced**
Fox (+)	Conservative**	Conservative**, masculine*, daring**, dramatic*	Conservative**, masculine**, daring**, dramatic*	Conservative**, spirited*, dramatic**	Conservative**	

Note. A plus sign indicates superiority to the brands across the row with respect to the listed brand personality traits; a minus sign indicates inferiority to the brands across the column with respect to the listed brand personality traits; italics indicate the superlative degree.

\* $p < .05$ . \*\* $p < .01$ .

secure, intelligent, technical, analytical, sophisticated, and serious among the six television news outlets, Fox News was considered the least reliable, honest, real, liberal, and reputable among the six television news brands. Finally, Fox News was seen as the most conservative among all news brands examined.

It is interesting that both the national and student samples show CBS news as having the least distinctive personality among all six television news brands. This is especially apparent in the national sample. Table 2 also points to the fact that CBS news and MSNBC did not have any brand personality traits stronger than the other four television news brands except for the brand personality item of liberal when compared to Fox News. Another interesting observation when both samples are compared side by side is that brand personalities for CNN and Fox News appear to be more polarized in the student sample than in the national sample. In essence, the students considered CNN to be superior to all other news brands with respect to the traits of reliable, hardworking, secure, intelligent, technical, analytical, sophisticated, and serious. At the same time, the students seem to have very negative perceptions of Fox News, considering it the least reliable, honest, real, liberal, and reputable. In the national sample, the polarization of CNN and Fox News is not as obvious.

**Comparison of brand personality between cable and broadcast network news.** To compare the brand personality between broadcast and cable network news, one-way ANOVAs with repeated measurements were performed. In the national sample, there are statistically significant differences for 10 brand personality traits including traditional, analytical, successful, confident, daring, trendy, spirited, contemporary, conservative, and liberal between broadcast network news and cable network news ( $ps < .05$ ). Broadcast network news was perceived to be more traditional ( $M=3.48$  vs.  $M=3.10$ ) and liberal ( $M=3.46$  vs.  $M=3.16$ ) than the cable network news. On the other hand, cable network news was considered to be more analytical ( $M=3.16$  vs.  $M=2.90$ ), successful ( $M=3.58$  vs.  $M=3.29$ ), confident ( $M=3.50$  vs.  $M=3.30$ ), daring ( $M=3.07$  vs.  $M=2.77$ ), trendy ( $M=3.34$  vs.  $M=2.99$ ), spirited ( $M=3.24$  vs.  $M=3.01$ ), contemporary ( $M=3.44$  vs.  $M=3.26$ ), and conservative ( $M=3.01$  vs.  $M=2.85$ ) than the broadcast network news. Between broadcast network news and cable network news, there are no statistically significant differences for the traits of reliable, hardworking, secure, intelligent, technical, leader-like, masculine, honest, up-to-date, family-oriented, sophisticated, dramatic, serious, real, friendly, upper class, experience, and reputable.

In the student sample, 17 of the 28 brand personality traits have statistically significant differences between broadcast network news and cable network

news ( $ps < .05$ ). Broadcast network news was perceived to be more traditional ( $M=3.67$  vs.  $M=3.37$ ), family-oriented ( $M=3.60$  vs.  $M=3.06$ ), sophisticated ( $M=3.70$  vs.  $M=3.29$ ), friendly ( $M=3.74$  vs.  $M=3.34$ ), experienced ( $M=4.01$  vs.  $M=3.85$ ), and liberal ( $M=3.34$  vs.  $M=3.02$ ) than the cable network news. On the other hand, cable network news was thought to be more technical ( $M=3.69$  vs.  $M=3.50$ ), analytical ( $M=3.64$  vs.  $M=3.43$ ), confident ( $M=4.00$  vs.  $M=3.85$ ), masculine ( $M=3.56$  vs.  $M=3.31$ ), daring ( $M=3.53$  vs.  $M=3.26$ ), trendy ( $M=3.42$  vs.  $M=3.25$ ), up-to-date ( $M=3.98$  vs.  $M=3.84$ ), contemporary ( $M=3.74$  vs.  $M=3.60$ ), dramatic ( $M=3.63$  vs.  $M=3.50$ ), upper class ( $M=3.78$  vs.  $M=3.53$ ), and conservative ( $M=3.42$  vs.  $M=3.02$ ) than the broadcast network news. There are no statistically significant differences for the brand personality traits of reliable, hardworking, secure, intelligent, successful, leader-like, honest, spirited, serious, real, and reputable between the broadcast and cable network news.

It is noteworthy that both the national and student samples agree that broadcast network news was more traditional and liberal than cable network news. They also both considered cable network news to be more analytical, confident, daring, trendy, contemporary, and conservative than broadcast network news.

### Brand Personality Dimensions for Television Network News

A principal component factor analysis using a varimax rotation was used to identify the dimensions of brand personality for the six television news brands. The factor analysis was conducted separately for the national and student samples. A Bartlett's test of sphericity was performed first to assess the appropriateness of variables for factor analysis. The results of Bartlett's test of sphericity showed that the overall correlations for the brand personality items from the national and student samples are both significant ( $p < .01$ ). In the initial process of factor analysis, five traits (conservative, liberal, friendly, family-oriented, and sophisticated) were omitted from both samples according to the criterion of deleting variables with several high loadings across the factors (Hair, Anderson, Tatham, & Black, 1995).

The factor analysis of the national sample extracted three factors explaining 76.20% of the variance (see Table 4). To ensure that the traits that loaded on each dimension were internally consistent, each group of personality traits was tested for reliability. All reliabilities were acceptable with Cronbach's alphas ranging from .73 to .96. Based on the characteristics of the traits included, the resultant factors are named *competence*, *timeliness*, and *dynamism*.



**Table 4.** Factor Analysis for News Brand Personality Dimensions

	National Sample			Student Sample		
	1	2	3	1	2	3
Factor 1: Competence ( $\alpha = .96$ )				Factor 1: Competence ( $\alpha = .90$ )		
Intelligent	.86	.31	.15	Intelligent	.78	.27
Honest	.83	.30	.25	Honest	.62	.17
Reliable	.83	.32	.15	Reliable	.85	.27
Traditional	.79	.15	.15	Traditional	.74	.14
Analytical	.76	.25	.25	Analytical	.76	.23
Technical	.73	.29	.14	Technical	.71	.38
Secure	.83	.28	.22			
Hardworking	.81	.36	.17			
Factor 2: Timeliness ( $\alpha = .87$ )				Factor 2: Timeliness ( $\alpha = .75$ )		
Up-to-date	.31	.85	.16	Dramatic	-.05	.68
Contemporary	.31	.73	.38	Contemporary	.33	.75
Experienced	.33	.73	.19	Experienced	.39	.59
Factor 3: Dynamism ( $\alpha = .73$ )				Factor 3: Dynamism ( $\alpha = .76$ )		
Masculine	.22	.11	.85	Masculine	.31	.34
Trendy	.14	.20	.82	Trendy	-.10	.24
				Daring	.35	-.02
				Leader-like	.38	.32
Variance explained	62.95	7.96	5.28	Variance explained	53.86	7.87
Eigenvalue	14.48	1.83	1.21	Eigenvalue	12.39	1.81

Factor 1 (competence) has an eigenvalue of 14.48 and explains 62.95% of the common variance. The competence dimension includes eight brand personality traits—intelligent, honest, secure, reliable, hardworking, traditional, analytical, and technical. This factor contains many of J. L. Aaker’s (1997) competence items such as intelligent, secure, reliable, hardworking, and technical along with some news-specific characteristics such as analytical and traditional derived from the news brand association study. Factor 2 (timeliness) has an eigenvalue of 1.83 and explains 7.96% of the variance. Items loaded heavily on this factor include time-related items such as up-to-date, contemporary, and experienced. The traits of up-to-date and contemporary were part of J. L. Aaker’s (1997) “excitement” brand personality dimension, whereas experienced was a news-specific item derived from the new brand association study. It is logical that, because of the nature of news as a time-sensitive product, the element of “time” would depict more than J. L. Aaker’s (1997) original “excitement” personality. In a sense, the traits of up-to-date, contemporary, and experienced collectively represent an important underlying quality of news; one that describes the seasoned presentation of timely news content. Factor 3 (dynamism) has an eigenvalue of 1.21 and explains 5.28% of the variance. This factor includes the personality traits of trendy and masculine, both in J. L. Aaker’s (1997) original brand personality dimensions. Whereas trendy is part of J. L. Aaker’s (1997) original excitement personality, masculine, in the context of

news, might symbolize an underlying dimension of “ruggedness”; one that denotes the perceived gender predispositions of aggressiveness, competitiveness, and adventurousness in Western culture as suggested by sociologists, psychologists, and political scientists (e.g., Hofstede, 1991; McClelland, 1975; Best et al., 1977). In essence, the dynamism personality dimension captures the active, exciting characteristics of news products.

The results of the factor analysis for the student sample resemble that of the national sample, extracting three factors and explaining 67.29% of the variance. All reliabilities from the student sample were acceptable with Cronbach’s alphas ranging from .75 to .90. Similar to the national sample, the resultant three factors are *competence*, *timeliness*, and *dynamism*. Factor 1 (competence) has an eigenvalue of 12.39 and explains 53.86% of the common variance. Excluding the items of secure and hardworking, the competence dimension from the student sample has the same set of competence personality traits as that of the national sample. Factor 2 (timeliness) has an eigenvalue of 1.81 and explains 7.87% of the variance. Items loaded heavily on this factor include time related items such as contemporary and experienced. The trait, dramatic, was less relevant in this regard and diverted from the timeliness dimension in the national sample. Factor 3 (dynamism) has an eigenvalue of 1.28 and explains 5.57% of the variance. In addition to the items of masculine and trendy, the dynamism dimension here also includes daring and leader-like.

J. L. Aaker (1997) asserted that “ruggedness tends to glamorize American ideals of Western, strength, and masculinity” (p. 353). Although the brand personality traits of daring, masculine, leader-like, and trendy were classified into different dimensions in J. L. Aaker’s (1997) brand personality dimensions, all these traits have in common the characteristics of energy, aggressiveness, ambition, and strength. Cultural scales like “aggressiveness,” “ambitious,” and “competitive” were often used to measure masculinity (Hofstede, 1984). Trendy and daring also show some commonality in J. L. Aaker’s (1997) brand personality study as she used daring as the representative facet for three traits—daring, trendy, and exciting—in the facet identification process during the original factor analysis. It seems that the dynamism dimension from both samples illustrates the qualities of energy, aggressiveness, ambition, and strength in news products.

To assess the stability of the brand personality dimensions extracted, we further ran factor analysis for three subsamples: (a) the combination of the national and student sample ( $n = 278$ ), (b) men ( $n = 106$ ), and (c) women ( $n = 172$ ). The factor structures from these three subsamples were found to be similar to the results of the two national and student samples.

### Differences in Brand Personality Dimensions Among the News Brands

To gauge the differences in brand personality dimensions among the six networks, we constructed a set of summated scales (i.e., a composite value for a set of variables in each factor by taking the average of the variables in the scale; Hair et al., 1995). A criterion that specified the loading conditions to be at least  $\pm .5$  on one factor (Chin, 1998; Hair, Anderson, & Tatham, 1995) and no higher than  $\pm .4$  on the other factors was used to evaluate the significance of the items on each factor (Nunnally, 1978). One-way ANOVAs with repeated measurements were performed to compare the mean differences of the network news outlets on the three personality dimensions. Bonferroni simultaneous 95% confidence intervals were used to make joint comparisons among the six news outlets (only statistically significant comparisons are reported here).

In the national sample, our findings indicate that there are statistically significant mean differences for all three dimensions: competence,  $F(5, 95) = 3.19, p < .05$ ; timeliness,  $F(5, 92) = 6.64, p < .01$ ; and dynamism,  $F(5, 86) = 4.98, p < .01$ . In the national sample, NBC news ( $M = 3.20$ ) and ABC news ( $M = 3.26$ ) were perceived to be more competent than CBS news ( $M = 2.95$ ). As for the timeliness dimension, NBC news ( $M = 3.52$ ), ABC news ( $M = 3.51$ ), CNN ( $M = 3.71$ ), and Fox News ( $M = 3.64$ ) were

perceived to be superior to CBS news ( $M = 3.21$ ). CNN ( $M = 3.71$ ) was also considered to have better timeliness quality than MSNBC ( $M = 3.31$ ). As for the dynamism dimension, Fox News ( $M = 3.30$ ) was thought to be more dynamic than CBS news ( $M = 2.90$ ), ABC news ( $M = 2.93$ ), and MSNBC ( $M = 2.96$ ).

In the student sample, there are statistically significant differences for the three brand personality dimensions among the six news brands: competence,  $F(5, 164) = 21.67, p < .01$ ; timeliness,  $F(5, 161) = 4.93, p < .01$ ; and dynamism,  $F(5, 164) = 15.15, p < .01$ . In terms of the competence dimension, CNN ( $M = 3.91$ ) was perceived to be most competent among the six brands, whereas Fox News ( $M = 3.18$ ) was regarded as the least competent. NBC news ( $M = 3.66$ ) was considered more competent than CBS news ( $M = 3.48$ ), ABC news ( $M = 3.50$ ), and Fox News ( $M = 3.18$ ). With respect to timeliness, NBC news ( $M = 3.80$ ) was perceived to be superior to CBS news ( $M = 3.66$ ) and ABC news ( $M = 3.66$ ). CNN ( $M = 3.87$ ) was considered to be superior to CBS news ( $M = 3.66$ ), ABC news ( $M = 3.66$ ), and MSNBC ( $M = 3.65$ ). There is also a significant difference for the dynamism dimension in the student sample. NBC news ( $M = 3.47$ ) was perceived to be more dynamic than CBS news ( $M = 3.27$ ); ABC news ( $M = 3.26$ ). CNN ( $M = 3.73$ ) was thought to be more dynamic than NBC news ( $M = 3.47$ ), CBS news ( $M = 3.27$ ), ABC news ( $M = 3.26$ ), and MSNBC ( $M = 3.38$ ). Fox News ( $M = 3.51$ ) was considered more dynamic than ABC news ( $M = 3.26$ ).

### Discussion and Conclusion

It is evident that the six news outlets have distinct brand personalities, both in individual traits and the identified personality dimensions. Overall, CNN seems to have acquired the most positive and differentiated personality traits in comparison to the other news brands, which is consistent with the earlier Pew Research Center (2004) findings. On the other hand, CBS news and, to a lesser degree, MSNBC were generally regarded as the less distinctive news brands. Among all broadcast news brands, NBC had the most differentiated and positive personality images, associating with traits such as successful, reliable, and leader-like. Note that NBC news has also been the leader in broadcast network news viewership (PEJ, 2006). There appears to be a positive linkage between superior brand images and viewership in this product market.

By and large, both the national and student respondents strongly perceived Fox News to be the most conservative news brand, as reflected by a report from the Pew Research Center (2004). Fox News has become much more conservative and more Republican. By contrast,

the regular audience for CNN is somewhat more Democratic than the general public and almost identical to the public in terms of ideology (Pew Research Center, 2004). Specifically, the Pew Research Center found that 35% of Republicans say they are regular Fox News viewers, compared with just 21% of Democrats. On the other hand, 28% of Democrats are regular CNN viewers, whereas only 19% of Republicans say they watch it regularly (Pew Research Center, 2004). In addition, the student sample, which typically preferred the Internet as a news medium and turned to CNN as its top television news source, seems to have extremely polarized view of Fox News and CNN. This audience viewed CNN as the most reliable, hardworking, secure, intelligent, technical, analytical, sophisticated, and serious news brand, while regarding Fox News as the least reliable, honest, real, liberal, and reputable news brand. The young audience also perceived CNN to be the most competent and Fox News to be the least competent. Fox News was likely to be seen as superior only along the J. L. Aaker (1997) personality dimension of excitement such as daring, dramatic, masculine, and spirited. On the other hand, the national sample, which typically preferred television as a news medium and turned to Fox News as its top television news source, did not exhibit the same level of negative perception toward Fox News. In fact, Fox News was considered superior to CBS and MSNBC in many traits such as analytical, successful, and contemporary. The national sample clearly regarded Fox News as the news brand that contains the most excitement-related personality traits. Our findings in personality dimensions also suggest Fox News to be the most dynamic news brand among all examined.

In general, cable news brands were perceived more positively than their broadcast counterparts. Although broadcast news outlets were considered more traditional and liberal, cable news brands were seen as more analytical, confident, daring, trendy, contemporary, and conservative. Besides the political connotation of conservatism versus liberalism, cable news brands seem to have established more excitement related traits than the broadcasters. Cable news brands were also considered more dynamic than the broadcast news brands. A plausible explanation of the relatively more positive cable brand personalities over broadcast news is that, as Bellamy and Traudt (2000) suggested, "the broadcast networks remain relatively homogeneous as brands because of the need to attract large audiences" (p. 129). By contrast, cable news are easier to differentiate themselves in branding than broadcast news because their programs are more specialized and have narrow targets (Bellamy & Traudt, 2000). It is also important to note that no significant differences exist between the broadcast and cable news brands in the traits of reliable, hardworking, reputable, secure, intelligent, leader-like, honest, serious,

and real. In other words, many more PODs are still available for the broadcast news brands to adopt.

It is evident that the five conventional personality dimensions proposed by J. L. Aaker (1997) are not quite applicable for the television news market because many of the personality traits failed to adequately describe the news product. Instead, this study suggests a three-facet brand personality for television network news. The personality dimension of competence represents the perceived capability of news product creation (e.g., intelligent, honest, reliable, traditional, analytical, and technical), whereas the timeliness dimension depicts the "timing" and "seasonedness" of news product delivery. Finally, the dynamism dimension symbolizes the lively energy of a news product. J. L. Aaker's (1997) personality dimension of competence is probably the most transferable personality measure for the news product market, especially for the traits of reliable, intelligent, and technical. Findings from this exploratory study also suggest that, for news products, sincerity traits such as honesty are regarded as an integral part of the competence composition. Our findings also point to the importance of time-related qualities and liveliness for a news product (the former was absent from the J. L. Aaker, 1997, study and the latter was only partially captured by her excitement dimension). This study corroborates with the suggestions of various news scholars who identified the factors such as expertise, currency, and dynamism as sources to establishing news credibility (Abdulla, Garrison, Salwen, Driscoll, & Casey, 2002; Infante, 1980).

Our findings confirmed the need of adaptation in personality trait measurement for the television news product. The differences in perceived personality traits between the national and student samples also point to the importance of various antecedents such as age, political affiliation, income, media usage, and news sources in affecting brand personality perceptions. Nevertheless, the findings of this study should be interpreted with caution as an exploratory study due to the low response rate for the national sample. The study also relied on the pretest from a student group and a previous free-association news study in selecting the personality traits to examine. Thus, only face validity of these traits was verified in the process. Furthermore, because the participants were asked to rate a long list of personality traits, there might be a risk of fatigue in their responses toward these questions. Future research in this area may explore the relation between news brand personality and the actual news consumption behavior, expand on the list of news outlets to include local television news, and compare news brands across different media platforms (e.g., newspaper, radio, and television). It will also be interesting to examine the perceived differences in brand personality, if any, of particular

news brand between its offline and online outlets (e.g., *The Wall Street Journal* and *The Wall Street Journal Online*). Investigations of other factors that contribute to the development of brand personality for a news brand would also provide marketing utilities for commercial news organizations. For example, in addition to the typical audience antecedents of demographic and media characteristics, studies might assess the role of firm antecedents such as CEO and anchor images, product antecedents such as presentation styles and features, and promotion antecedents such as advertising messages in shaping the brand personality of a news outlet.

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## Appendix

Comparison of Brand Personality Traits of Television Network News

Brand Personality Traits	National Sample				Brand Personality Traits	Student Sample			
	F	Brands	M	SD		F	Brands	M	SD
Reliable	3.22*	NBC news	3.26	1.15	Reliable	21.14**	NBC news	3.73	0.97
		CBS news	2.88	1.16			CBS news	3.52	1.02
		ABC news	3.25	1.11			ABC news	3.57	1.00
		MSNBC	3.04	1.25			MSNBC	3.64	1.12
		CNN	3.28	1.25			CNN	4.01	1.04
Hardworking	3.56**	FOX News	3.37	1.39	Hardworking	17.06**	FOX News	3.06	1.34
		NBC news	3.38	1.08			NBC news	3.82	0.98
		CBS news	3.14	1.11			CBS news	3.58	0.99
		ABC news	3.43	1.06			ABC news	3.73	0.95
		MSNBC	3.20	1.27			MSNBC	3.70	1.06
Secure	3.63**	CNN	3.57	1.21	Secure	14.39**	CNN	4.14	0.89
		FOX News	3.53	1.24			FOX News	3.46	1.23
		NBC news	3.15	1.14			NBC news	3.63	1.00
		CBS news	2.87	1.12			CBS news	3.49	0.97
		ABC news	3.18	1.12			ABC news	3.53	0.98
Traditional	5.72**	MSNBC	2.95	1.24	Traditional	12.98**	MSNBC	3.48	1.08
		CNN	3.27	1.24			CNN	3.93	1.00
		FOX News	3.30	1.32			FOX News	3.24	1.24
		NBC news	3.59	1.17			NBC news	3.75	1.00
		CBS news	3.31	1.16			CBS news	3.67	0.96
Intelligent	2.57*	ABC news	3.55	1.18	Intelligent	18.90**	ABC news	3.59	0.97
		MSNBC	3.01	1.17			MSNBC	3.30	1.08
		CNN	3.08	1.19			CNN	3.66	1.11
		FOX News	3.31	1.31			FOX News	3.11	1.34
		NBC news	3.21	1.22			NBC news	3.71	1.02
Technical	1.82	CBS news	2.98	1.24	Technical	11.66**	CBS news	3.55	1.00
		ABC news	3.25	1.13			ABC news	3.54	0.97
		MSNBC	3.10	1.26			MSNBC	3.70	1.00
		CNN	3.40	1.30			CNN	4.08	1.02
		FOX News	3.33	1.39			FOX News	3.19	1.42
		NBC news	3.22	1.02			NBC news	3.66	0.96
		CBS news	2.93	1.00			CBS news	3.44	0.91
		ABC news	3.21	0.93			ABC news	3.43	0.98
		MSNBC	3.13	1.17			MSNBC	3.68	1.01
		CNN	3.25	1.19			CNN	3.96	0.94
		FOX News	3.26	1.18			FOX News	3.45	1.21

(Continued)

Appendix (Continued)

National Sample					Student Sample				
Brand Personality Traits	F	Brands	M	SD	Brand Personality Traits	F	Brands	M	SD
Analytical	3.66**	NBC news	2.90	1.56	Analytical	12.11**	NBC news	3.54	1.00
		CBS news	2.70	1.09			CBS news	3.36	0.94
		ABC news	2.99	1.15			ABC news	3.41	0.93
		MSNBC	2.91	1.27			MSNBC	3.64	1.06
		CNN	3.13	1.33			CNN	3.97	1.04
Honest	2.06	FOX News	3.22	1.41	Honest	18.48**	FOX News	3.33	1.31
		NBC news	3.16	1.23			NBC news	3.58	1.14
		CBS news	2.84	1.27			CBS news	3.36	1.13
		ABC news	3.13	1.21			ABC news	3.45	1.06
		MSNBC	3.04	1.26			MSNBC	3.54	1.12
Family oriented	4.78**	CNN	3.12	1.29	Family oriented	21.64**	CNN	3.79	1.15
		FOX News	3.28	1.39			FOX News	2.96	1.44
		NBC news	3.12	1.18			NBC news	3.65	1.00
		CBS news	2.87	1.17			CBS news	3.46	0.99
		ABC news	3.10	1.17			ABC news	3.69	1.05
Successful	8.90**	MSNBC	2.78	1.09	Successful	13.67**	MSNBC	3.02	0.95
		CNN	2.88	1.20			CNN	3.04	0.95
		FOX News	3.26	1.26			FOX News	3.13	1.23
		NBC news	3.44	1.12			NBC news	4.10	0.96
		CBS news	3.06	1.20			CBS news	3.78	1.01
Leader-like	4.88**	ABC news	3.41	1.16	Leader-like	14.63**	ABC news	3.79	1.02
		MSNBC	3.15	1.21			MSNBC	3.84	1.03
		CNN	3.72	1.19			CNN	4.33	0.84
		FOX News	3.77	1.19			FOX News	3.80	1.27
		NBC news	3.34	1.21			NBC news	3.76	1.11
Confident	4.38**	CBS news	2.99	1.24	Confident	9.12**	CBS news	3.43	0.99
		ABC news	3.22	1.18			ABC news	3.41	1.02
		MSNBC	3.00	1.31			MSNBC	3.42	1.08
		CNN	3.58	1.18			CNN	4.06	1.05
		FOX News	3.44	1.29			FOX News	3.38	1.32
Spirited	9.41**	NBC news	3.38	1.11	Spirited	3.66**	NBC news	4.02	0.96
		CBS news	3.14	1.20			CBS news	3.75	0.96
		ABC news	3.31	1.18			ABC news	3.82	0.98
		MSNBC	3.19	1.25			MSNBC	3.87	1.02
		CNN	3.59	1.17			CNN	4.21	0.88
Up-to-date	6.33**	FOX News	3.59	1.19	Up-to-date	8.09**	FOX News	3.96	1.19
		NBC news	3.10	1.08			NBC news	3.71	0.98
		CBS news	2.76	1.09			CBS news	3.52	0.95
		ABC news	3.03	1.11			ABC news	3.55	0.93
		MSNBC	2.91	1.10			MSNBC	3.41	0.98
Contemporary	8.01**	CNN	3.26	1.19	Contemporary	2.91*	CNN	3.60	0.98
		FOX News	3.54	1.28			FOX News	3.73	1.22
		NBC news	3.51	1.16			NBC news	3.99	0.99
		CBS news	3.19	1.25			CBS news	3.74	1.02
		ABC news	3.55	1.16			ABC news	3.79	1.02
Serious	5.03**	MSNBC	3.38	1.30	Serious	12.54**	MSNBC	4.01	0.98
		CNN	3.79	1.21			CNN	4.14	1.03
		FOX News	3.79	1.19			FOX News	3.80	1.28
		NBC news	3.25	1.09			NBC news	3.70	1.02
		CBS news	2.92	1.13			CBS news	3.53	1.01

(Continued)

Appendix (Continued)

National Sample					Student Sample				
Brand Personality Traits	F	Brands	M	SD	Brand Personality Traits	F	Brands	M	SD
Real	3.60**	CNN	3.66	1.24	Real	12.93**	CNN	4.20	0.93
		FOX News	3.55	1.25			FOX News	3.63	1.23
		NBC news	3.31	1.21			NBC news	3.86	1.04
		CBS news	2.99	1.30			CBS news	3.71	1.02
		ABC news	3.34	1.21			ABC news	3.79	1.02
		MSNBC	3.13	1.37			MSNBC	3.78	1.05
Upper class	1.73	CNN	3.45	1.33	Upper class	10.79**	CNN	3.98	0.99
		FOX News	3.44	1.38			FOX News	3.34	1.35
		NBC news	3.26	1.11			NBC news	3.68	1.03
		CBS news	2.98	1.18			CBS news	3.46	0.98
		ABC news	3.27	1.10			ABC news	3.46	0.93
		MSNBC	3.13	1.23			MSNBC	3.80	1.02
Experienced	5.67**	CNN	3.28	1.17	Experienced	14.18**	CNN	4.00	1.04
		FOX News	3.24	1.17			FOX News	3.53	1.27
		NBC news	3.80	1.05			NBC news	4.10	0.93
		CBS news	3.54	1.16			CBS news	3.99	0.91
		ABC news	3.79	1.10			ABC news	3.94	0.91
		MSNBC	3.33	1.17			MSNBC	3.77	1.03
Reputable	3.30*	CNN	3.83	1.09	Reputable	10.85**	CNN	4.18	0.87
		FOX News	3.51	1.13			FOX News	3.61	1.18
		NBC news	3.44	1.25			NBC news	3.80	1.05
		CBS news	2.99	1.36			CBS news	3.69	1.01
		ABC news	3.43	1.24			ABC news	3.71	1.01
		MSNBC	3.14	1.29			MSNBC	3.75	0.97
Masculine	4.05**	CNN	3.50	1.31	Masculine	9.55**	CNN	3.94	1.05
		FOX News	3.34	1.37			FOX News	3.35	1.30
		NBC news	3.02	1.11			NBC news	3.43	1.05
		CBS news	2.93	1.16			CBS news	3.31	0.93
		ABC news	2.92	1.08			ABC news	3.20	0.95
		MSNBC	2.73	1.04			MSNBC	3.40	1.06
Daring	6.73**	CNN	2.92	1.06	Daring	11.41**	CNN	3.67	1.08
		FOX News	3.21	1.15			FOX News	3.62	1.21
		NBC news	2.78	1.15			NBC news	3.35	1.02
		CBS news	2.74	1.13			CBS news	3.21	0.99
		ABC news	2.82	1.15			ABC news	3.18	0.97
		MSNBC	2.79	1.25			MSNBC	3.40	0.97
Trendy	5.23**	CNN	3.12	1.20	Trendy	3.80**	CNN	3.68	0.96
		FOX News	3.31	1.33			FOX News	3.64	1.27
		NBC news	3.02	1.05			NBC news	3.35	1.08
		CBS news	2.87	1.04			CBS news	3.13	1.00
		ABC news	2.93	1.02			ABC news	3.26	1.03
		MSNBC	3.21	1.12			MSNBC	3.30	1.10
Sophisticated	3.18*	CNN	3.28	1.15	Sophisticated	14.76**	CNN	3.51	1.07
		FOX News	3.40	1.17			FOX News	3.45	1.30
		NBC news	3.07	1.21			NBC news	3.79	0.99
		CBS news	2.84	1.27			CBS news	3.71	0.98
		ABC news	3.11	1.21			ABC news	3.60	0.99
		MSNBC	2.97	1.29			MSNBC	3.78	1.01
Friendly	4.73**	CNN	3.32	1.24	Friendly	14.02**	CNN	4.12	0.92
		FOX News	3.22	1.37			FOX News	3.41	1.29
		NBC news	3.46	1.10			NBC news	3.84	1.01
		CBS news	3.07	1.11			CBS news	3.60	1.02
		ABC news	3.44	1.10			ABC news	3.77	1.01
		MSNBC	3.04	1.06			MSNBC	3.42	0.98
Dramatic	3.85**	CNN	3.22	1.10	Dramatic	5.38**	CNN	3.41	0.97
		FOX News	3.49	1.29			FOX News	3.21	1.36
		NBC news	3.34	1.11			NBC news	3.58	1.03
		CBS news	3.09	1.19			CBS news	3.45	1.01
		ABC news	3.27	1.10			ABC news	3.48	0.98

(Continued)

Appendix (Continued)

National Sample					Student Sample				
Brand Personality Traits	F	Brands	M	SD	Brand Personality Traits	F	Brands	M	SD
Conservative	14.70**	MSNBC	3.15	1.16	Conservative	38.33**	MSNBC	3.45	1.03
		CNN	3.53	1.15			CNN	3.66	1.05
		FOX News	3.45	1.18			FOX News	3.79	1.23
		NBC news	2.97	1.15			NBC news	2.97	1.02
		CBS news	2.68	1.23			CBS news	3.07	0.94
		ABC news	3.02	1.18			ABC news	3.02	0.97
Liberal	13.79**	MSNBC	2.74	1.14	Liberal	48.77**	MSNBC	3.17	1.01
		CNN	2.92	1.20			CNN	2.98	1.25
		FOX News	3.72	1.25			FOX News	4.10	1.23
		NBC news	3.47	1.05			NBC news	3.33	0.93
		CBS news	3.37	1.21			CBS news	3.35	0.90
		ABC news	3.44	1.05			ABC news	3.32	0.90
		MSNBC	3.31	1.14			MSNBC	3.32	0.92
CNN	3.59	1.05	CNN	3.53	1.12				
		FOX News	2.57	1.29			FOX News	2.22	1.36

\* $p < .05$ . \*\* $p < .01$ .



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