

TV and Radio and Social Media

Of course, the number of social networking initiatives soared since last year.

What is your TV station doing with social networking? 2010

	Covering the topic in newscasts	Incorporating it into storytelling	Integrating it on the website	Nothing
All TV	66.9%	58.3%	76.3%	8.6%
Market size:				
1-25	71.4	65.3	67.3	10.2
26-50	74.2	64.5	80.6	3.2
51-100	75.0	65.8	85.5	5.3
101-150	50.8	55.7	68.9	13.1
151+	66.7	39.6	77.1	10.4
Staff size:				
51+	81.7	74.6	87.3	1.4
31 – 50	67.7	69.4	82.3	8.1
21 – 30	66.0	51.1	74.5	10.6
11 – 20	53.7	34.1	56.1	17.1
1 – 10	30.8	23.1	53.8	38.5

Other than, perhaps, mobile devices, nowhere in the survey do we see more difference from last year than in what stations are doing in social media. A year ago, almost 36 percent said they were doing nothing with social media. This year, that number is below 9 percent.

Everything went up and went up substantially. Just about double in most cases.

Neither geography nor network affiliation made any meaningful difference.

Stations offered 157 examples of what they were doing with social media. Most talked about interacting with viewers and using Twitter (124 noted), Facebook (116 noted) and MySpace (8 noted) to promote newscasts or station activity. Several dozen also noted using Twitter, Facebook and the station website to help develop tips, story leads and contacts. Most of the stations said that most reporters and many of the anchors tweeted, and quite a few stations said that not only did they have a Facebook page, but so did individual newscasts. More than a dozen news directors noted efforts to get viewer feedback and comments, and several also noted requests for viewer pictures. Seven news directors talked about staff members who blog, and three noted live chats for viewer feedback.

Percentages add up to more than 100 percent because news directors could check all that apply.

Does the station or newsroom have a Facebook page?

	Station only	Newsroom only	Both	No
All TV	19.9%	39.1%	27.1%	13.9%
Market				
1 - 25	8.2	36.7	34.7	20.4
26 - 50	12.9	35.5	35.5	16.1
51 - 100	26.3	43.3	25.0	5.3
101 - 150	24.6	37.7	21.3	16.4
151+	20.8	39.6	22.9	16.7
Staff size				
51+	46.2	23.1	15.4	15.4
31 - 50	31.7	29.3	9.8	29.3
21 - 30	12.8	46.8	19.1	21.3
11 - 20	17.7	41.9	35.5	4.8
1 - 10	16.9	39.4	38.0	5.6

Note that having one or more Facebook pages is not a function of market size or staff size, although market and staff sizes do appear related to the approach the station takes to Facebook. Bigger markets and smaller staff sizes appear more likely just to have station Facebook pages. Network affiliation made no difference, other than a lower rate of Facebook involvement for non-network affiliates. Geography made relatively little difference, although stations in the Northeast were a little less likely to be involved in Facebook than others.

Is the newsroom actively involved with Twitter?

	Constantly	Daily	Periodically	No
All TV	36.1%	35.3%	16.1%	12.5%
Market				
1 - 25	32.6	34.8	17.4	15.2
26 - 50	32.1	42.9	17.9	7.1
51 - 100	50.7	38.4	11.0	0
101 - 150	30.0	30.0	20.0	20.0
151+	27.7	34.0	17.0	21.3
Staff size				
51+	46.4	39.1	14.5	0
31 - 50	41.0	37.7	16.4	4.9
21 - 30	35.6	40.0	11.1	13.3
11 - 20	25.6	25.6	23.1	25.6
1 - 10	0	15.4	7.7	76.9

Involvement with Twitter is less a function of market size -- at least directly -- than staff size. The bigger the station, the more likely that the newsroom will be involved with Twitter ... and the more likely that it will be more involved with Twitter.

Radio and Social Networking

Clearly, radio news is lagging way behind TV in social networking.

What is your radio station doing with social networking? 2010

	Covering the topic in newscasts	Incorporating it into storytelling	Integrating it on the website	Nothing
All Radio	15.8%	9.9%	26.6%	61.1%
Market size:				
Major	25.8	19.4	32.3	61.3
Large	10.3	3.5	27.6	69.0
Medium	13.7	11.0	27.4	57.5
Small	15.9	7.3	21.7	62.3

The results on social networking depend a lot less on market size and a lot more on how many news people the station has. The big jump in social networking came with stations with three or more news people. Group-owned stations were noticeably more likely to be involved in social networking than independent stations.

Radio station news directors offered 45 examples of what they're doing. More than half noted both Facebook and Twitter. Just a few noted blogs and MySpace.

Does the station or newsroom have a Facebook page?

	Station only	Newsroom only	Both	No
All Radio	58.1%	0.9%	4.3%	36.8%
Market				
Major	68.4	0	5.3	26.3
Large	50.0	0	16.7	33.3
Medium	75.0	0	0	25.0
Small	43.2	2.3	2.3	52.3

There were no consistent differences based on staffing, number of stations or ownership.

Is the newsroom actively involved with Twitter?

	Constantly	Daily	Periodically	No
All Radio	7.0%	7.0%	13.4%	72.5%
Market				
Major	26.3	0	10.5	63.2
Large	5.3	5.3	10.5	78.9
Medium	4.3	15.2	8.7	71.7
Small	3.5	3.5	17.5	75.4

Overall, there was far less use of Twitter in radio than TV. Stations with large staffs were more likely to use Twitter, as were group-owned stations, but the vast majority in all cases used Twitter sparingly if at all.

Only one radio station in six (16.7 percent) said it was doing anything involving convergence. Non-commercial and stations with larger staffs were more likely to say yes.

Most common examples cited: efforts on the station's web site; working with a local TV station; working with a local newspaper; then a tie between mobile applications and public radio consortiums.