



**Web Sites Continue to Grow ... but Many Stations Struggle with Working Across Multiple Platforms**

by Bob Papper

The latest RTNDA/Hofstra University Survey shows both TV and radio web sites growing in complexity. Stations are also producing news on more stations and on more platforms than ever before. At the same time, only 38 percent of news directors say they're comfortable that their stations are really on top of new technology and where they're headed.

**Who Has Web Sites? 2009**

All TV	99.1%	All Radio	93.1%
Market Size		Market Size	
1 - 25	100.0	Major	100.0
26 - 50	100.0	Large	100.0
51 - 100	100.0	Medium	94.6
101 - 150	96.4	Small	88.6
151+	100.0		

We found two, small Fox affiliates without web sites; otherwise, every station had a web site -- at least among those stations that run local news.

Radio rose slightly from a year ago, with all large and major market stations (that run local news) with a web site.

Major markets are those with 1 million or more listeners. Large markets are from 250,000 to 1 million. Medium markets are 50,000 to 250,000. Small markets are fewer than 50,000.

## How Many Web Sites Include Local News? 2009

All TV	97.7%	All Radio	74.2%
Market Size		Market Size	
1 - 25	100.0	Major	100.0
26 - 50	97.1	Large	87.5
51 - 100	97.8	Medium	71.4
101 - 150	94.5	Small	68.4
151+	100.0		

In TV, as in the past, only the newsrooms with the smallest staffs don't include local news. In radio, all market sizes rose from last year, but there are still a quarter of radio stations that don't include local news on their web site.

## Elements of Local News Web Sites 2009

TV	Text	Still Pics	Audio	Strmng Audio	Live Cam	Nws Vid	Live Nwscsts	Rcrded Nwscsts	Blogs	Pdcsts	Assmble Own Nwscsts
All TV:	92.2%	91.1%	50.0%	40.3%	53.2%	92.7%	33.9%	30.6%	55.6%	12.1%	8.1%
Markets 1 - 25	94.7	94.7	57.9	63.2	68.4	89.5	47.4	26.3	73.7	21.1	10.5
Markets 26 - 50	95.0	90.0	65.0	55.0	80.0	95.0	30.0	40.0	75.0	20.0	5.0
Markets 51 - 100	100.0	96.0	44.0	36.0	52.0	96.0	40.0	16.0	56.0	20.0	8.0
Markets 101 - 150	93.8	93.8	50.0	37.5	43.8	96.9	31.3	25.0	40.6	3.1	9.4
Markets 151+	92.3	80.8	38.5	19.2	30.8	84.6	23.1	42.3	46.2	0	3.8

Radio	Text	Still Pics	Audio	Strmng Audio	Live Cam	Nws Vid	Live Nwscsts	Rcrded Nwscsts	Blogs	Pdcsts	Other
All Radio:	90.3%	56.5%	41.9%	35.5%	4.8%	16.1%	6.5%	21.0%	14.5%	22.2%	1.9%
Major Market	100.0	100.0	100.0	100.0	0	100.0	50.0	100.0	50.0	100.0	0
Large Market	90.0	60.0	70.0	70.0	30.0	30.0	30.0	30.0	30.0	30.0	0
Medium Market	92.3	61.5	42.3	30.8	0	11.5	0	11.5	7.7	15.4	0
Small Market	88.0	48.0	28.0	24.0	0	8.0	0	20.0	12.0	16.0	4.0

Generally, TV news web sites got more complex, but the rate of growth has slowed considerably from the past. That's not really surprising as station web sites mature. The most recent numbers show substantial increases in live newscasts and audio streaming.

Recorded newscasts actually dropped from a year ago. Most other areas either edged up or stayed about the same.

After a few years of varying complexity, radio took a big jump this past year. All elements rose – many substantially -- including pictures, audio, streaming audio, video and podcasts.

### What Do Users Want From the Station Web Site?

Rank	All TV - 2009	All TV - 2008	All Radio - 2009	All Radio - 2008
1	Local news	Local news	Local weather	Local news
2	Local weather	Local weather	Local news	Local weather
3	Local sports	Headlines	International news	Local sports
4	Headlines	Local sports	National news	Other information
5	National news	Other information	Headlines	Bios of on-air talent
6	Bios of on air talent	Education	Sports elsewhere	National news
7	Other information	Weather elsewhere	Consumer news	Entertainment news
8	Entertainment news	Entertainment news	Education	Traffic
9	Health	Sports elsewhere	Health	International news
10	Weather elsewhere	National news	Bios of on-air talent	Weather elsewhere
11	Consumer news	Live cameras	Entertainment news	Headlines
12	Traffic	Traffic	Weather elsewhere	Sports elsewhere
13	Live cameras	Health	Live cameras	Health
14	Money	Food	Local sports	Education
15	Education	International news	Food	Money
16	Food	Consumer news	Money	Consumer news
17	Sports elsewhere	Money	Traffic	Live cameras
18	International news	Bios of on-air talent	Other	Food

For TV, local news and weather led the list – for the eighth straight year. There were few large changes. Moving up: national news, bios of talent, health and consumer news. Moving down: education and sports elsewhere.

In radio, local weather and news took the top spots – as usual -- although the order reversed (as it has before). Moving up: international news, sports elsewhere, consumer news, education and health. Moving down: bios of talent, entertainment news, local sports and traffic.

### How Many People Work on the Web? 2009

	Full-time	Part-time	Total
All TV	2.3	3.7	6.0
Markets 1-25	2.8	0.8	3.6
Markets 26-50	2.5	4.2	6.7
Markets 51-100	2.7	4.5	7.2
Markets 101-150	1.1	3.4	4.5
Markets 151+	2.7	4.7	7.4
All Radio	1.4	1.0	2.4
Major Market	2.7	1.0	3.7
Large Market	1.6	1.4	3.0
Medium Market	1.2	1.1	2.3
Small Market	1.2	0.8	2.0

Overall, in TV, full time staffing rose by about half a person and part time rose by more than 1. All market sizes reported an increase in web staffing over a year ago. The smallest newsrooms in the biggest markets skew the data and make the biggest markets look smaller, but, overall, there are not many staffing differences among stations with more than 10 full time employees in news. Fox affiliates tend to have fewer full timers working on the web and more part timers, but otherwise, there are few meaningful differences.

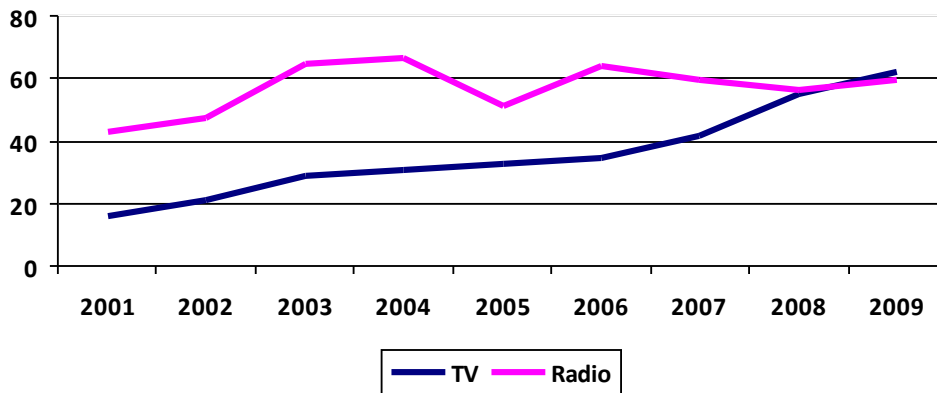
Stations reported a small staffing increase in radio, but our numbers actually show a small staffing decrease from a year ago. That can happen because we ask stations to tell us about staffing now and a year ago, but we also have the numbers we collected from (in many cases different) news directors a year earlier. Staffing at group owned stations was almost double that at independents.

### Do Other Staffers Help on the Web? 2009

All TV	59.7%
Markets 1-25	52.0
Markets 26-50	53.4
Markets 51-100	58.7
Markets 101-150	59.9
Markets 151+	68.7
All Radio	62.4%
Major Market	67.8
Large Market	92.6
Medium Market	62.8
Small Market	47.4

Year after year, the percentage of news staffers who help on the web continues to grow and differences based on market size have continued to flatten out. That's true for both radio and television. Other than small market radio and the smallest TV newsrooms, a majority of staffers at all staffing levels and all network affiliates in both radio and TV help with the web.

Percentage of stations where staff has web responsibilities 2001-2009



I first asked this question in 2001, and the percentage of news directors saying that station staff had at least some web responsibilities has risen steadily ever since, from 16 percent in 2001 to 59.7 percent now. Radio, in contrast, has varied over the years.

### News Director Role with the Web Site 2009

	In Charge	In Charge of News	No Management Role/Other
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	Overall	Content Only	
All TV	19.9%	74.8%	5.3%
Markets 1-25	40.0	51.4	8.6
Markets 26-50	15.6	78.1	6.3
Markets 51-100	10.9	82.6	6.5
Markets 101-150	23.1	73.1	3.8
Markets 151+	12.2	85.4	2.4
All Radio	23.7%	59.8%	16.5%
Major Market	50.0	50.0	0
Large Market	25.0	62.5	12.5
Medium Market	31.7	58.5	9.8
Small Market	10.8	62.2	27.0

In TV, the changes were relatively small, but there was some growth in the percentage of news directors who say they have no management role at all in the station web site. Those percentage points all came from slippage in the percentage of news directors who say they're in charge of news content only. Interestingly, the percentage of news directors who say they're in charge overall rose about 9 points among top 25 market news directors.

Radio news directors are more likely to be in charge overall at independent stations, but they're also more likely to have no management role at all in that group.

### TV Station Website Traffic During the Past 30 Days

	Page Views (in millions)	Unique Visitors (in thousands)
All TV	2.3	275.1
Market Size		
1-25	4.5	504.0
26-50	2.4	330.4
51-100	1.3	219.3
101-150	3.5	375.8
151+	0.5	62.5

Total TV page views are down slightly this year, but that's because more news directors at smaller stations knew the web traffic. Many TV news directors still do not.

Too few radio news directors report web traffic, so I still don't consider the numbers to be reliable enough to report.

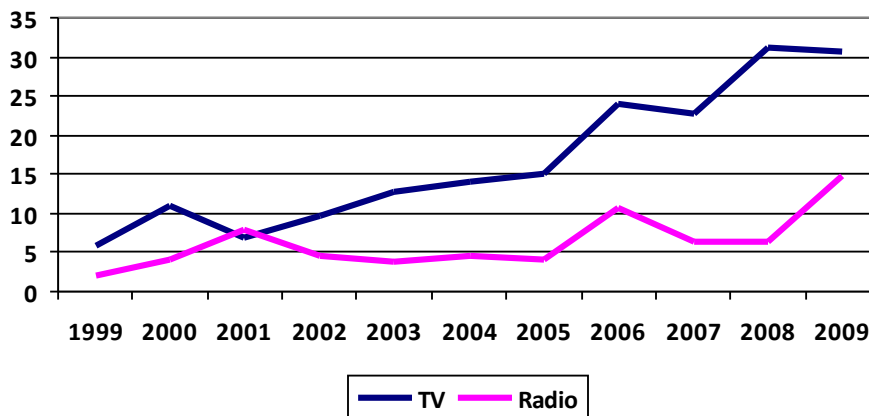
## Making Money? 2009

	Profit	Breaking Even	Loss	Don't Know
All TV	30.7%	10.1%	17.1%	42.1%
Markets 1-25	36.4	9.1	18.2	36.4
Markets 26-50	40.0	6.7	16.7	36.7
Markets 51-100	31.1	15.6	13.3	40.0
Markets 101-150	33.3	7.8	13.7	45.2
Markets 151+	15.0	10.0	25.0	50.0
All Radio	14.7%	16.0%	9.3%	60.0%
Major Market	33.3	0	0	66.7
Large Market	20.0	20.0	0	60.0
Medium Market	16.7	13.3	16.7	53.3
Small Market	7.1	17.9	7.1	67.9

The TV numbers are remarkably similar to last year. The bigger markets (1 - 50) are up, and the smaller markets are down. The bigger the staff, the more likely the station makes money on the web. There were no other meaningful differences.

Radio stations owned by groups, stations located in the South and the biggest operations were the most likely to make a profit on the web, but a very high percentage of radio news directors simply don't know the answer.

### Profitability of station websites over time



Note that over the past decade, TV has gone almost steadily up in profitability even as radio has generally moved up and down. This year marks radio's high point.

### Percentage of TV News Departments Providing Content to Other Media – 2009

	Another local TV station	TV in another market	Cable TV channel	Local radio	Station website	Other website	Other
All TV	33.3%	10.6%	15.2%	44.7%	90.2%	9.8%	18.2%
Big four affiliates	33.9	10.6	15.0	44.7	90.6	9.8	11.0
Other commercial	33.3	33.3	33.3	33.3	100.0	0	0
Market size:							
1-25	45.0	20.0	30.0	35.0	85.0	15.0	25.0
26-50	30.4	4.3	21.7	34.8	95.7	17.4	17.4
51-100	28.6	3.6	14.3	46.4	89.3	10.7	10.7
101-150	25.0	6.3	9.4	53.1	87.5	3.1	6.3
151+	40.7	22.2	7.4	48.1	92.6	7.4	3.7

There's a 10 point increase this year in the percentage of stations providing content to another station in the same market, and an even bigger jump in the "other" category.

Much of that involves mobile. As usual, stations with the biggest news staffs are most likely to supply news to another station. There are relatively small differences based on affiliation or geography.

### Who in the TV newsroom stays on top of online/digital news trends

	News director ... who keeps staff up to date	Staff member ... who keeps staff up to date	Staff member ... but not sure about any others	Hope they stay up to date	Don't Know
All TV	44.8%	29.1%	6.9%	13.8%	5.4%
Market size:					
1-25	46.9	40.6	9.4	0	3.1
26-50	62.5	25.0	6.3	3.1	3.1
51-100	54.5	27.3	4.5	11.4	2.3
101-150	38.5	26.9	9.6	17.3	7.7
151+	30.0	27.5	2.5	30.0	10.0
Staff size:					

51+	49.1	38.2	7.3	3.6	1.8
31 – 50	54.9	27.5	5.9	7.8	3.9
21 – 30	31.4	31.4	7.8	23.5	5.9
11 – 20	35.7	10.7	7.1	32.1	14.3
1 – 10	57.1	28.6	0	0	14.3

Most commonly, the responsibility for staying up to date on new technology falls to the news director, but it's also clear that there are a lot of fingers crossed and winging it going on out there – especially in the smallest markets.

### What is your TV station doing with social networking?

	Covering the topic in newscasts	Incorporating it into storytelling	Integrating it on the website	Nothing
All TV	32.0%	29.7%	40.6%	35.9%
Market size:				
1-25	36.8	36.8	63.2	21.1
26-50	42.9	33.3	57.1	19.0
51-100	44.0	32.0	44.0	44.0
101-150	20.0	31.4	28.6	37.1
151+	23.1	19.2	23.1	53.8
Staff size:				
51+	48.5	39.4	60.6	21.2
31 – 50	40.0	40.0	42.9	25.7
21 – 30	23.5	20.6	29.4	47.1
11 – 20	7.1	21.4	21.4	57.1
1 – 10	40.0	0	0	60.0

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

### Percentage of TV newsroom staff trained, educated and interested in producing news across multiple platforms

	Most of the staff is on top of it	A long way to go	Mostly winging it
All TV	38.2%	48.0%	13.7%
Market size:			
1-25	30.3	66.7	3.0
26-50	40.6	50.0	9.4
51-100	50.0	40.9	9.1
101-150	35.2	37.0	27.8
151+	34.2	52.6	13.2

Staff size:			
51+	38.6	50.9	10.5
31 – 50	41.2	47.1	11.8
21 – 30	35.3	41.2	23.5
11 – 20	30.8	57.7	11.5
1 – 10	28.6	57.1	14.3

Clearly stations have a long way to go.

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