

New and Replacement Hiring ... TV and Radio by Bob Papper

The latest RTDNA/Lawrence Herbert School of Communication - Hofstra University Survey found that the average **TV** station hired 6.9 replacements during 2019 and 0.9 new, additional positions. Both replacements and new hires are down 0.2 from a year ago. Stations in the South hired the most replacements and new hires; stations in the Northeast hired the fewest replacements and new hires; but none of the differences were large.

The biggest change in replacement hires is the doubling of the percentage of digital hires – from 4.2% of the total a year ago to 8.7% this time around.

Who got hired? These are the top **TV replacement** hires:

1. MMJs ... 21.3% ... up 3 in percentage and up from #2 to #1
2. Producers ... 20.7% ... down a couple points and down from #1 to #2
3. Anchors and anchor/reporters ... 11.8% ... up 3 points and 2 places
4. Reporters ... 9.7% ... down three and a half and down one place
5. Photographers ... 9.1% ... down 3 points and one place
6. Digital ... 8.7% ... including digital content producers, social media and digital managers ... more than double last year and up one notch
7. Weather ... 6.2% ... up a hair but down one place
8. Sports ... 4.7% ... up a half point but still #8
9. Managers ... 2.4% ... including news directors, assistant news directors, executive producers and managing editors
10. Assignment desk ... 1.7%

All other positions totaled 3.2%.

The big story among **new TV** hires is digital – with nearly half of all new hires.

1. Digital ... 43% ... more than double a year ago, including digital content producers, digital-only MMJs, digital managers, digital reporters
2. Producers ... 13% ... down 5 points but up one notch from last year
3. MMJs ... 11% ... less than half of a year ago and down from #1 last year
4. Reporter ... 8% ... up nearly 2 points and one place
5. (3-way tie) Weather, anchor and photographer ... 5% ... photographer is down but anchor and weather are up

Nothing else hits above 2%.

Radio

The average **radio** station hired 0.4 replacement positions and 0.3 new hires. Both replacements and new hires are identical to last year. Nevertheless, the median – or typical -- for both replacements and new hires remained at zero. That's exactly what it's been for the last five years.

The top **radio** replacement position used to be news director, but it came in third last year and slipped to fourth (7.3%) this time around. On top – at 55% -- reporter. Quite a few stations noted specialty reporters: education, political, health and others. Way back, at 12.7% came producer, just ahead of anchor/host at 10.9%. After news director came digital at 5.5% and editor at 3.6%. Everything else is below 2%.

The top **new** position in **radio** again this year was reporter – at 40.5% of new hires. Digital hires – which didn't show up a year ago – came in next at 24.3%. Host/anchor came in at 10.8% and editor and news director tied at 8.1%, followed by producer at 5.4%.

About the Survey

The RTDNA/Newhouse School at Syracuse University Survey, funded in part by the Lawrence Herbert School of Communication at Hofstra University, was conducted in the fourth quarter of 2019 among all 1,702 operating, non-satellite television stations and a random sample of 3,427 radio stations. Valid responses came from 1,313 television stations (77.1%) and 673 radio news directors and general managers representing 1,996 radio stations. Some data sets (e.g. the number of TV stations originating local news, getting it from others and women TV news directors) are based on a complete census and are not projected from a smaller sample.

About Bob Papper

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