

## MMJ Use Rising Again by Bob Papper

They're called one-man-bands, multimedia (MMJ), backpack journalists and other names, and I've tracked their growth through the RTDNA/Lawrence Herbert School of Communication - Hofstra University Survey for more than a decade. After a year of leveling off and another year of decline, MMJ use is back on the rise ... up 1.5 compared to a year ago. "Mostly Use" shot up almost 9 points, while "Use Some" and "Not Much" both fell. The biggest change came in the top 25 markets, where "Use Mostly" MMJs soared from 19% last year to 34.5% this time around ... but all market sizes went up at least some.

### Percentage of TV Newsrooms Reporting Using One-Man-Bands - 2020

	Yes, Mostly Use OMB	Yes, Use Some OMB	Yes, But Not Use Much	No, Do Not Use
All TV	63.6%	21.1%	9.3%	6.1%
Market size:				
1-25	34.5	27.6	20.7	17.2
26-50	25.6	46.2	15.4	12.8
51-100	63.6	21.2	10.6	4.5
101-150	81.5	13.8	1.5	3.1
151+	87.5	6.2	6.2	0
Staff size:				
51+	20.4	50	18.5	11.1
31-50	71.4	20	5.7	2.9
21-30	87.5	8.9	3.6	0
11-20	91.7	4.2	4.2	0
1-10	75	5	5	15

The "do not use" category fell or stayed the same in every market and staff size. Stations in the Northeast and West are a bit less likely to use MMJs than stations elsewhere.

The tipping point for news reporter vs. MMJ is in markets 51 to 100. Bigger markets have more news reporters than MMJs, and markets smaller than that are overwhelmingly MMJs. In 51 to 100, the margin is 65 to 35 in favor of MMJs. That's up 9 points from a year ago.

### 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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