

## TV Drone Use Mostly Stable by Bob Papper

It would be a mistake to say that the TV news goldrush into drones is over, but compare last year's 11 point increase in "already own" to this year's increase of 0.8. More are "planning to buy" and fewer are "not involved" with drones, but most movement was pretty modest.

### Does the TV station have a drone?

	Already own	Planning to buy	Considering	Lease/arrange for one as needed	We just use drone footage from others	No, not involved with drones
All TV	56%	9.2%	7.6%	6.8%	9.2%	11.2%
Market						
1 – 25	53.3	3.3	10	10	6.7	16.7
26 – 50	71.8	7.7	0	10.3	0	10.3
51 – 100	58.8	10.3	5.9	2.9	11.8	10.3
101 – 150	58.5	7.7	9.2	6.2	12.3	6.2
151+	37.5	14.6	12.5	8.3	10.4	16.7
Staff size						
51+	75.9	5.6	0	11.1	3.7	3.7
31 – 50	59.7	8.3	8.3	2.8	11.1	9.7
21 – 30	46.4	14.3	10.7	5.4	10.7	12.5
11 – 20	33.3	12.5	25	8.3	8.3	12.5
1 – 10	20	15	5	5	25	30

Other commercial stations lag well behind the big four network affiliates, and stations in the Midwest are much more likely to own a drone than stations elsewhere; stations in the Northeast are most likely to be shopping now.

### 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

Bob Papper is Adjunct Professor of Broadcast and Digital Journalism at the S.I. Newhouse School of Public Communications at Syracuse University and has worked extensively in radio and TV news.