

TV Web Staffing Up ... Radio Steady by Bob Papper

The latest RTDNA/Lawrence Herbert School of Communication - Hofstra University Survey found that, overall, full time **TV** web staffing rose half a person from a year ago – all in markets outside the top 25, which slipped from last year. Part time held steady. **Radio** web staffing is virtually unchanged from a year ago.

How many people work on the digital side? 2020

	Full-time	Part-time	Total
All TV	3.2	1.2	4.3
Markets 1-25	3.9	1.4	5.9
Markets 26-50	5.5	1	6.4
Markets 51-100	3.5	2	4.9
Markets 101-150	2.2	1	2.9
Markets 151+	2.1	0.6	3
All Radio	1	0.8	1.8
Major Market	2.2	0.5	2.7
Large Market	0.7	1.2	1.9
Medium Market	0.9	0.8	1.7
Small Market	0.5	0.6	1.2
Commercial	0.8	0.8	1.7
Non-commercial	1.3	0.7	1.9

After a surprising dip in **TV** digital staffing a year ago, the full-time digital staff is up half a person compared to a year ago. Same station comparison puts digital staffing up nearly one full time staffer. Generally, the bigger the market and the bigger the overall staff, the more digital news staff; there are no consistent differences by network affiliation or geography.

Other than a small increase in major markets, digital employment in **radio** news is, again, flat compared to the year before.

Do other staffers help on the web? 2020

All TV	78.5%
Markets 1-25	58.8
Markets 26-50	70.7
Markets 51-100	80.3
Markets 101-150	83.1
Markets 151+	86.3
All Radio	74.7%
Major Market	72.1

Large Market	75.8
Medium Market	74.3
Small Market	75.9
Commercial	72.3
Non-commercial	79.1

TV news staff participation in the web edged back up to where it was two years ago. None of the changes were particularly striking.

Radio fell by nearly 4 points overall with all market sizes except the biggest going down a bit. Both commercial and non-commercial radio fell slightly.

In radio, major markets are those with 1 million or more potential 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.

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.