Salaries Soar

While real wages remain slightly below the high watermark of 2000, salaries surged across the board in 2003.

By Bob Papper

After two down years, the latest RTNDA/Ball State University Annual Survey found double-digit increases in both television and radio news salaries at the end of 2003. Television news salaries rose 10 percent, and radio news salaries were up 11.8 percent from a year ago. The increases weren’t uniform—some positions rose considerably more than others, and certain market sizes fared better than others. But with inflation a low 1.9 percent for the year, real wages (salary minus inflation) in broadcast news recovered all of the losses of the past couple years. Salaries peaked in the fourth quarter of 2000. The latest figures are up 2.2 percent from that all-time high. On the other hand, with inflation at 5.9 percent since 2000, real wages remain below that high watermark.

### Television News Salaries

<table>
<thead>
<tr>
<th>Position</th>
<th>Average</th>
<th>Median</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Director</td>
<td>$78,900</td>
<td>$68,000</td>
<td>$9,000</td>
<td>$260,000</td>
</tr>
<tr>
<td>Assistant News Director</td>
<td>64,000</td>
<td>60,000</td>
<td>22,000</td>
<td>170,000</td>
</tr>
<tr>
<td>Managing Editor</td>
<td>59,100</td>
<td>53,000</td>
<td>23,000</td>
<td>133,000</td>
</tr>
<tr>
<td>Executive Producer</td>
<td>51,500</td>
<td>46,000</td>
<td>17,000</td>
<td>125,000</td>
</tr>
<tr>
<td>Assignment Editor</td>
<td>33,200</td>
<td>32,000</td>
<td>16,000</td>
<td>70,000</td>
</tr>
<tr>
<td>News Producer</td>
<td>31,000</td>
<td>28,000</td>
<td>16,000</td>
<td>80,000</td>
</tr>
<tr>
<td>News Anchor</td>
<td>72,200</td>
<td>59,500</td>
<td>10,000</td>
<td>400,000</td>
</tr>
<tr>
<td>Weathercaster</td>
<td>58,700</td>
<td>50,000</td>
<td>10,000</td>
<td>215,000</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>51,600</td>
<td>40,000</td>
<td>10,000</td>
<td>200,000</td>
</tr>
<tr>
<td>News Reporter</td>
<td>33,700</td>
<td>28,000</td>
<td>10,700</td>
<td>125,000</td>
</tr>
<tr>
<td>News Writer</td>
<td>29,700</td>
<td>27,000</td>
<td>14,000</td>
<td>80,000</td>
</tr>
<tr>
<td>News Assistant</td>
<td>22,700</td>
<td>21,000</td>
<td>5,500</td>
<td>55,000</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>32,600</td>
<td>28,000</td>
<td>16,000</td>
<td>125,000</td>
</tr>
<tr>
<td>Photographer</td>
<td>28,900</td>
<td>25,000</td>
<td>8,500</td>
<td>70,000</td>
</tr>
<tr>
<td>Tape Editor</td>
<td>26,700</td>
<td>23,000</td>
<td>7,000</td>
<td>65,000</td>
</tr>
<tr>
<td>Graphics Specialist</td>
<td>30,200</td>
<td>30,000</td>
<td>13,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Internet Specialist</td>
<td>34,800</td>
<td>34,500</td>
<td>7,000</td>
<td>65,000</td>
</tr>
</tbody>
</table>

In television, the salaries rose for all positions except news assistant and photographer. The biggest jumps went to Internet specialist, graphics specialist and news anchor, with weathercaster and managing editor not far behind. As a group, managing editor fell quite a bit last year, so much of this year’s increase made up for last year’s drop. There were also strong salary gains for sports anchor and sports reporter. All other groups rose 6 to 9 percent. With inflation a low 1.9 percent, most positions experienced noticeable or strong real wage growth.

### Radio News Salaries

<table>
<thead>
<tr>
<th>Position</th>
<th>Average</th>
<th>Median</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Director</td>
<td>$36,800</td>
<td>$35,500</td>
<td>$18,000</td>
<td>$110,000</td>
</tr>
<tr>
<td>News Anchor</td>
<td>30,100</td>
<td>30,000</td>
<td>15,000</td>
<td>45,000</td>
</tr>
<tr>
<td>News Reporter</td>
<td>24,200</td>
<td>25,000</td>
<td>2,000</td>
<td>40,000</td>
</tr>
<tr>
<td>News Producer</td>
<td>29,400</td>
<td>25,000</td>
<td>18,000</td>
<td>43,000</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>31,000</td>
<td>30,000</td>
<td>18,000</td>
<td>60,000</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>18,600</td>
<td>20,000</td>
<td>10,000</td>
<td>25,000</td>
</tr>
</tbody>
</table>

At an overall 11.8 percent increase, radio news salaries rose even more than television news salaries. News director and sports anchor saw the biggest jumps; news anchor was the only group to grow below inflation’s modest 1.9 percent.
### Median TV News Salaries by Market Size

<table>
<thead>
<tr>
<th>Role</th>
<th>1–25</th>
<th>26–50</th>
<th>51–100</th>
<th>101–150</th>
<th>150+</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Director</td>
<td>$100,000</td>
<td>$120,000</td>
<td>$80,000</td>
<td>$60,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>Assistant News Director</td>
<td>100,000</td>
<td>75,000</td>
<td>55,000</td>
<td>47,800</td>
<td>35,500</td>
</tr>
<tr>
<td>Managing Editor</td>
<td>80,000</td>
<td>60,000</td>
<td>50,000</td>
<td>42,000</td>
<td>32,000</td>
</tr>
<tr>
<td>Executive Producer</td>
<td>72,500</td>
<td>62,000</td>
<td>45,000</td>
<td>40,000</td>
<td>29,000</td>
</tr>
<tr>
<td>Assignment Editor</td>
<td>42,000</td>
<td>36,500</td>
<td>32,000</td>
<td>28,000</td>
<td>21,000</td>
</tr>
<tr>
<td>News Producer</td>
<td>48,000</td>
<td>38,000</td>
<td>28,000</td>
<td>22,000</td>
<td>20,000</td>
</tr>
<tr>
<td>News Anchor</td>
<td>115,000</td>
<td>107,500</td>
<td>65,000</td>
<td>47,300</td>
<td>30,000</td>
</tr>
<tr>
<td>Weathercaster</td>
<td>88,000</td>
<td>85,500</td>
<td>59,000</td>
<td>42,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>85,000</td>
<td>80,500</td>
<td>46,000</td>
<td>32,000</td>
<td>26,000</td>
</tr>
<tr>
<td>News Reporter</td>
<td>52,500</td>
<td>41,300</td>
<td>30,000</td>
<td>23,000</td>
<td>20,000</td>
</tr>
<tr>
<td>News Writer</td>
<td>37,000</td>
<td>25,000</td>
<td>20,800</td>
<td>20,000</td>
<td>20,000</td>
</tr>
<tr>
<td>News Assistant</td>
<td>34,500</td>
<td>28,000</td>
<td>19,000</td>
<td>16,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>42,000</td>
<td>40,000</td>
<td>28,000</td>
<td>22,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Photographer</td>
<td>44,000</td>
<td>34,500</td>
<td>25,500</td>
<td>20,000</td>
<td>19,000</td>
</tr>
<tr>
<td>Tape Editor</td>
<td>40,000</td>
<td>27,500</td>
<td>20,000</td>
<td>18,200</td>
<td>17,100</td>
</tr>
<tr>
<td>Graphics Specialist</td>
<td>33,000</td>
<td>29,000</td>
<td>30,000</td>
<td>25,500</td>
<td>17,500</td>
</tr>
<tr>
<td>Internet Specialist</td>
<td>52,500</td>
<td>43,000</td>
<td>31,000</td>
<td>29,000</td>
<td>24,500</td>
</tr>
</tbody>
</table>

The bigger the market, the bigger the salary. At the same time, salaries for the Top 25 markets probably understate top salary levels because some of the biggest stations in that category did not fill out the salary data. Those omissions have little effect overall but will understate market 1–25 data in this table. The table also shows that in broadcast as well as other areas, it’s the rich who tend to get richer. By far, the largest salary growth came in Top 25 markets, followed by markets 26–50. All other groups were in single digits, with the smallest markets actually having a slightly larger gain than markets 101–150, followed by markets 51–100.

### Median TV News Salaries by Full-Time Staff Size

<table>
<thead>
<tr>
<th>Role</th>
<th>51+</th>
<th>31–50</th>
<th>21–30</th>
<th>11–20</th>
<th>1–10</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Director</td>
<td>$126,000</td>
<td>$75,500</td>
<td>$57,000</td>
<td>$49,000</td>
<td>$39,000</td>
</tr>
<tr>
<td>Assistant News Director</td>
<td>76,000</td>
<td>52,500</td>
<td>42,000</td>
<td>38,000</td>
<td>22,000</td>
</tr>
<tr>
<td>Managing Editor</td>
<td>65,000</td>
<td>50,000</td>
<td>34,000</td>
<td>33,000</td>
<td>*</td>
</tr>
<tr>
<td>Executive Producer</td>
<td>62,000</td>
<td>45,000</td>
<td>40,000</td>
<td>31,500</td>
<td>*</td>
</tr>
<tr>
<td>Assignment Editor</td>
<td>40,000</td>
<td>32,500</td>
<td>27,500</td>
<td>23,000</td>
<td>25,000</td>
</tr>
<tr>
<td>News Producer</td>
<td>40,000</td>
<td>27,000</td>
<td>21,500</td>
<td>21,000</td>
<td>28,000</td>
</tr>
<tr>
<td>News Anchor</td>
<td>110,000</td>
<td>60,000</td>
<td>40,000</td>
<td>30,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Weathercaster</td>
<td>89,000</td>
<td>50,000</td>
<td>32,000</td>
<td>30,000</td>
<td>19,800</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>86,500</td>
<td>40,500</td>
<td>30,000</td>
<td>25,000</td>
<td>17,500</td>
</tr>
<tr>
<td>News Reporter</td>
<td>45,000</td>
<td>27,000</td>
<td>22,000</td>
<td>20,000</td>
<td>19,500</td>
</tr>
<tr>
<td>News Writer</td>
<td>30,000</td>
<td>21,500</td>
<td>18,000</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>News Assistant</td>
<td>28,000</td>
<td>18,000</td>
<td>9,000</td>
<td>13,000</td>
<td>22,000</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>40,000</td>
<td>27,000</td>
<td>20,000</td>
<td>20,000</td>
<td>28,000</td>
</tr>
<tr>
<td>Photographer</td>
<td>37,000</td>
<td>25,000</td>
<td>21,500</td>
<td>19,500</td>
<td>21,000</td>
</tr>
<tr>
<td>Tape Editor</td>
<td>29,000</td>
<td>20,000</td>
<td>16,000</td>
<td>16,600</td>
<td>18,000</td>
</tr>
<tr>
<td>Graphics Specialist</td>
<td>32,500</td>
<td>28,000</td>
<td>20,000</td>
<td>17,000</td>
<td>27,500</td>
</tr>
<tr>
<td>Internet Specialist</td>
<td>38,500</td>
<td>31,000</td>
<td>24,500</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

Staff size may be a cleaner determinant of salary than market size; there were few exceptions to the rule that the larger the staff, the higher the salary. Most of the exceptions involved the smallest staff size, because that includes both very small staff at small market stations along with independents with small staffs in big markets. Interestingly, despite the strong upward salary trend, almost all the positions at the smallest staff level dropped in salary from a year ago. Most network affiliates showed similar salaries, although Fox stations were a little higher, and PBS stations were a lot lower. Regionally, stations in the Northeast paid the most, followed by the West and South, with the Midwest trailing the others—as it has the past several years.

*Insufficient data
### Median Radio News Salaries by Market Size

<table>
<thead>
<tr>
<th>Role</th>
<th>Major</th>
<th>Large</th>
<th>Medium</th>
<th>Small</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Director</td>
<td>$51,000</td>
<td>$41,500</td>
<td>$32,000</td>
<td>$25,000</td>
</tr>
<tr>
<td>News Anchor</td>
<td>40,000</td>
<td>35,000</td>
<td>25,000</td>
<td>21,500</td>
</tr>
<tr>
<td>News Reporter</td>
<td>33,000</td>
<td>24,000</td>
<td>23,000</td>
<td>20,000</td>
</tr>
<tr>
<td>News Producer</td>
<td>38,000</td>
<td>20,000</td>
<td>24,000</td>
<td>32,000</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>*</td>
<td>45,000</td>
<td>35,000</td>
<td>21,000</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>*</td>
<td>25,000</td>
<td>15,000</td>
<td>19,000</td>
</tr>
</tbody>
</table>

The biggest overall salary growth came in large and small markets, with medium and major markets lagging well behind. Major markets are those with 1 million or more listeners. Large markets are those from 250,001 to 1 million, medium markets are from 50,000 to 250,000, and small markets have fewer than 50,000 listeners.

*Insufficient data

### Median Radio News Salaries by Full-Time Staff Size

<table>
<thead>
<tr>
<th>Role</th>
<th>One</th>
<th>Two</th>
<th>Three or More</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Director</td>
<td>$30,000</td>
<td>$26,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>News Anchor</td>
<td>*</td>
<td>32,500</td>
<td>30,000</td>
</tr>
<tr>
<td>News Reporter</td>
<td>*</td>
<td>20,000</td>
<td>28,000</td>
</tr>
<tr>
<td>News Producer</td>
<td>*</td>
<td>40,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>*</td>
<td>25,000</td>
<td>32,500</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>*</td>
<td>20,000</td>
<td>19,000</td>
</tr>
</tbody>
</table>

As in the past, when radio stations have three or more full-time news staff members, salaries generally go up.

*Insufficient data

### Median Radio News Salaries by Ownership

<table>
<thead>
<tr>
<th>Role</th>
<th>Group-Owned</th>
<th>Independent</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Director</td>
<td>$32,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>News Anchor</td>
<td>26,500</td>
<td>40,000</td>
</tr>
<tr>
<td>News Reporter</td>
<td>24,000</td>
<td>26,000</td>
</tr>
<tr>
<td>News Producer</td>
<td>25,000</td>
<td>32,000</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>30,000</td>
<td>29,000</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>19,000</td>
<td>20,000</td>
</tr>
</tbody>
</table>

As with every year since we started asking, radio news salaries for the top three positions (news director, news anchor and news reporter) are actually lower at group-owned stations than at independents. This year, only sports anchor deviated from that pattern—and only barely.

*Insufficient data

### Median Radio News Salaries by Number of Stations Served/Supervised

<table>
<thead>
<tr>
<th>Role</th>
<th>One</th>
<th>Two</th>
<th>Three or More</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Director</td>
<td>$38,000</td>
<td>$40,000</td>
<td>$32,000</td>
</tr>
<tr>
<td>News Anchor</td>
<td>28,500</td>
<td>38,500</td>
<td>25,000</td>
</tr>
<tr>
<td>News Reporter</td>
<td>30,000</td>
<td>24,000</td>
<td>24,000</td>
</tr>
<tr>
<td>News Producer</td>
<td>*</td>
<td>32,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>*</td>
<td>38,500</td>
<td>25,000</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>*</td>
<td>20,000</td>
<td>19,000</td>
</tr>
</tbody>
</table>

News directors who supervise one or two stations make more than those who supervise three or more stations. Last year was the one and only time that wasn’t the case. Note that salaries are generally higher where there are one or two stations rather than three or more.

*Insufficient data
### Median TV News Salary Comparisons Over Time

<table>
<thead>
<tr>
<th>Position</th>
<th>2004</th>
<th>1999</th>
<th>5-Year Percentage Change</th>
<th>1994</th>
<th>10-Year Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INFLATION</strong></td>
<td></td>
<td></td>
<td>+12.4%</td>
<td>+23.1%</td>
<td></td>
</tr>
<tr>
<td>News Director</td>
<td>$68,000</td>
<td>$56,000</td>
<td>+21.4%</td>
<td>$52,800</td>
<td>+28.8%</td>
</tr>
<tr>
<td>Assistant News Director</td>
<td>60,000</td>
<td>50,000</td>
<td>+20.0%</td>
<td>45,000</td>
<td>+33.3%</td>
</tr>
<tr>
<td>Managing Editor</td>
<td>53,000</td>
<td>47,500</td>
<td>+11.6%</td>
<td>42,600</td>
<td>+24.4%</td>
</tr>
<tr>
<td>Executive Producer</td>
<td>46,000</td>
<td>40,000</td>
<td>+15.0%</td>
<td>37,500</td>
<td>+22.7%</td>
</tr>
<tr>
<td>Assignment Editor</td>
<td>32,000</td>
<td>29,300</td>
<td>+9.2%</td>
<td>27,400</td>
<td>+16.8%</td>
</tr>
<tr>
<td>News Producer</td>
<td>28,000</td>
<td>24,000</td>
<td>+16.7%</td>
<td>22,900</td>
<td>+22.3%</td>
</tr>
<tr>
<td>News Anchor</td>
<td>59,500</td>
<td>44,000</td>
<td>+35.2%</td>
<td>54,300</td>
<td>+9.6%</td>
</tr>
<tr>
<td>Weathercaster</td>
<td>50,000</td>
<td>40,000</td>
<td>+25.0%</td>
<td>44,900</td>
<td>+11.4%</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>40,000</td>
<td>33,000</td>
<td>+21.2%</td>
<td>44,400</td>
<td>-9.9%</td>
</tr>
<tr>
<td>News Reporter</td>
<td>28,000</td>
<td>24,000</td>
<td>+16.7%</td>
<td>24,200</td>
<td>+15.7%</td>
</tr>
<tr>
<td>News Writer</td>
<td>27,000</td>
<td>24,000</td>
<td>+12.5%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>News Assistant</td>
<td>21,000</td>
<td>20,000</td>
<td>+5.0%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>28,000</td>
<td>22,000</td>
<td>+27.3%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Photographer</td>
<td>25,000</td>
<td>23,000</td>
<td>+8.7%</td>
<td>21,600</td>
<td>+15.7%</td>
</tr>
<tr>
<td>Tape Editor</td>
<td>23,000</td>
<td>22,000</td>
<td>+4.5%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Graphics Specialist</td>
<td>30,000</td>
<td>24,000</td>
<td>+25.0%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Internet Specialist</td>
<td>34,500</td>
<td>26,000</td>
<td>+32.7%</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Inflation has grown by 12.4 percent in the past five years and by 23.1 percent in the past 10 years. So growth (or loss) in real wages in those periods is the difference between inflation and the change in percentage. For the past five years, most positions rose beyond inflation, led by Internet specialist and news anchor. Others lost ground, particularly assignment editor, photographer, news assistant and tape editor. But some of those numbers don’t tell the bigger story: The past decade has seen only modest salary gains. Over the past 10 years, sports anchor is actually down 9.9 percent—the only group to drop over that period. In the past decade, only three positions saw growth in real wages: assistant news director, news director and managing editor—all management positions.

### Median Radio News Salary Comparisons Over Time

<table>
<thead>
<tr>
<th>Position</th>
<th>2004</th>
<th>1999</th>
<th>5-Year Percentage Change</th>
<th>1994</th>
<th>10-Year Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INFLATION</strong></td>
<td></td>
<td></td>
<td>+12.4%</td>
<td>+23.1%</td>
<td></td>
</tr>
<tr>
<td>News Director</td>
<td>$35,500</td>
<td>$25,000</td>
<td>+42.0%</td>
<td>$23,200</td>
<td>+53.0%</td>
</tr>
<tr>
<td>News Anchor</td>
<td>30,000</td>
<td>23,000</td>
<td>+30.4%</td>
<td>23,100</td>
<td>+29.9%</td>
</tr>
<tr>
<td>News Reporter</td>
<td>25,000</td>
<td>24,000</td>
<td>+4.2%</td>
<td>16,400</td>
<td>+52.4%</td>
</tr>
<tr>
<td>News Producer</td>
<td>25,000</td>
<td>26,000</td>
<td>-3.8%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>30,000</td>
<td>24,000</td>
<td>+25.0%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>20,000</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Overall, radio salaries have done well in the past five and 10 years—at least for those remaining in the business. News director, news anchor and sports anchor all came in well ahead of inflation over the past five years. News reporter has gained little in that period, and news producer has dropped. Over the past decade, all three positions for which we have figures (news director, news reporter and news anchor) increased well above the inflation rate.
Radio Newspeople Under Contract and Non-Competes

<table>
<thead>
<tr>
<th>Role</th>
<th>Under Contract</th>
<th>Under Non-Compete</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Director</td>
<td>21.1%</td>
<td>55.0%</td>
</tr>
<tr>
<td>News Anchor</td>
<td>27.5</td>
<td>36.4</td>
</tr>
<tr>
<td>News Reporter</td>
<td>16.7</td>
<td>50.0</td>
</tr>
<tr>
<td>News Producer</td>
<td>20.0</td>
<td>66.7</td>
</tr>
<tr>
<td>Assignment Editor</td>
<td>25.9</td>
<td>81.0</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>13.0</td>
<td>66.7</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>18.2</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Unlike television, the vast majority of radio newspeople are not under contract, although almost all categories rose noticeably from a year ago. That’s the second straight year of across-the-board growth in the use of contracts in radio.

About the Survey

The RTNDA/Ball State University Annual Survey was conducted in the fourth quarter of 2003 among all 1,295 operating, nonsatellite television stations and a random sample of 1,482 radio stations. Valid responses came from 838 television stations (64.7 percent) and 133 radio news directors and general managers representing 437 radio stations.

Bob Papper is professor of telecommunications at Ball State University and has worked extensively in radio and TV news. Data entry and tabulation were done by the Bureau of Business Research at Ball State. This research was supported by the Department of Telecommunications at Ball State University and the Radio-Television News Directors Association.

TV Newspeople Under Contract and Non-Competes

<table>
<thead>
<tr>
<th>Role</th>
<th>Under Contract</th>
<th>Under Non-Compete</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Director</td>
<td>33.0%</td>
<td>81.8%</td>
</tr>
<tr>
<td>Assistant News Director</td>
<td>46.6</td>
<td>85.4</td>
</tr>
<tr>
<td>Managing Editor</td>
<td>46.8</td>
<td>75.9</td>
</tr>
<tr>
<td>Executive Producer</td>
<td>58.1</td>
<td>77.1</td>
</tr>
<tr>
<td>Assignment Editor</td>
<td>25.9</td>
<td>81.0</td>
</tr>
<tr>
<td>News Producer</td>
<td>61.9</td>
<td>80.5</td>
</tr>
<tr>
<td>News Anchor</td>
<td>90.4</td>
<td>85.4</td>
</tr>
<tr>
<td>Weathercaster</td>
<td>86.2</td>
<td>85.7</td>
</tr>
<tr>
<td>Sports Anchor</td>
<td>84.4</td>
<td>85.5</td>
</tr>
<tr>
<td>News Reporter</td>
<td>77.1</td>
<td>86.5</td>
</tr>
<tr>
<td>News Writer</td>
<td>2.6</td>
<td>100.0</td>
</tr>
<tr>
<td>News Assistant</td>
<td>1.8</td>
<td>66.7</td>
</tr>
<tr>
<td>Sports Reporter</td>
<td>56.5</td>
<td>87.5</td>
</tr>
<tr>
<td>Photographer</td>
<td>11.9</td>
<td>78.3</td>
</tr>
<tr>
<td>Tape Editor</td>
<td>0.9</td>
<td>66.7</td>
</tr>
<tr>
<td>Graphics Specialist</td>
<td>8.9</td>
<td>80.0</td>
</tr>
<tr>
<td>Internet Specialist</td>
<td>10.0</td>
<td>62.5</td>
</tr>
</tbody>
</table>

The latest numbers return to the general trend of an increasing percentage of newspeople under contract in television. Last year, the numbers were stable or down slightly. This year, almost all categories are up. The biggest jumps were among on-air staff and executive producer. Most people who have contracts have non-compete agreements, but non-competes are not legal in all states.