

By Bob Papper and Michael Gerhard

The 1990s ended on a strong note for TV ... with another solid gain in salaries. Not so for radio.

The industry may have had a great year, but that didn't show up in paychecks as radio salaries barely rose from a year ago. And beyond salaries? Well, that may be a very different story

“Any company can be a great place to work if the management puts its mind to it. That includes broadcasters,” says Robert Levering, co-author of *Fortune* magazine’s “100 Best Companies to Work For in America.” Although the top 100 list included a wide range of companies, from manufacturing to service to retail, not a single broadcasting company made the list. Entry to the list is based on surveys conducted among more than 33,000 randomly selected workers. “No employees from any broadcast companies felt their company should be on the list,” says Levering.

“In an ultratight labor market, companies primp to woo and retain talent. They offer perks and amenities like concierge services, unheard of until recently. They listen to employee input, adjust schedules to suit family obligations, provide training, and cut workers into stock-purchase, stock-option, and stock-award programs formerly reserved for the management elite.” At least that’s what Levering and *Fortune* found among the nation’s best employers.

They didn’t do badly on the business side either. Share prices of the 58 publicly traded companies rose an annualized 37 percent over the last three years – 50 percent more than the

typical S&P 500 company. “Better workplaces tend to perform better as business,” says Levering.

But broadcasters did even better over the same period. According to brokerage firm A.G. Edwards, television industry stock rose an annualized 51 percent over the last three years, and radio industry stock soared an annualized 82 percent over the last three years.

Levering says he doubts broadcasters would rate among the worst employers in the country. “There are some genuine sweatshops that pay no higher than the minimum wage out there,” says Levering. “I doubt that broadcasters are really that bad.”

Salaries ... Television

Overall, television news salaries grew 3.1 percent in the latest RTNDA/Ball State University Survey. That represents a small growth in real wages above the 1999 cost of living (inflation) increase of 2.7 percent. Over the last 5 years, the overall salary growth in TV news has been 10.3 percent. Not everyone has shared equally in that growth. Top news management has done the best. News directors, assistant news directors, and executive producers have all seen more than 20 percent growth in their salaries in the last 5 years. Managing editors, photographers, and news producers are next—all with increases in the mid-teens. At the bottom of the list: news reporters and news anchors. Both are up less than 5 percent in the last 5 years.

Jennifer Rigby, news director at WPXI-TV in Pittsburgh, PA, says salaries at her station have been rising about 3 percent a year.

“They get 3 percent and 3 percent and 3 percent, and they’re doing okay,” says Scott

McIntyre, news director at WTRF-TV in Wheeling, WV. Nearly everyone at the station is union, and McIntyre says the lowest AFTRA pay for a full time reporter is \$7.67 an hour (\$15,954/year). “We’re in a quandary with the salary issue,” says Lee Polowczuk, news director at WHNS-TV in Asheville/Greenville/Spartenburg, SC. “I think all managers would like to see salaries increase just so that they can keep their people, but competitive pressures force salaries to the level at which they remain.”

At least partly because of salary, Polowczuk says it took almost four months to fill his last photographer position.

“I can safely say that the starting salaries for photographers and reporters are only 30 to 40 percent higher than they were when I started in the business 20, 21 years ago,” says Polowczuk. “Unless you can make it to a top 25 market, supporting a family on a photographer’s salary or a reporter’s salary is challenging. But, if you love the business, with all respect to my banker friends, it’s better than working in a bank.”

Salaries ... Radio

The latest RTNDA/Ball State University Survey shows radio salaries just barely ahead of last year (0.1 percent)—thanks to gains in major and large markets slightly overcoming flat or even lower salaries in medium and small markets. But the last 5 years have been good in radio, overall, with salaries up 21 percent. Most of that growth came in 1997 and 1998.

“Salary has not improved that much,” says Jon Kent, news director at WACV-AM in Montgomery, AL. “We are paid in the mid to upper 20s. The rate of growth, salary-wise, I

don't believe has kept up with salary growth in other businesses.”

“We haven't seen a real wage increase in the business ever since I've been in--27 years,” says Mark Allen, news director at KYMN-AM in Northfield, MN. “About five years ago, I was working in Little Rock and making 26, 27 grand a year, and I read I was in the upper 8 or 9 percent nationwide for radio news people. I had a friend who was assistant manager of a convenience store who made more money.”

Life is much easier in the AFTRA shop at KIRO-AM in Seattle, WA. “For the most part, reporters are making in the 40s,” says news director Steve Knight. Producers and assistant producers are in the 30s. Knight says no full timers are below that.

Beyond Salary ... Television

“I'm told that Meredith [Corporation] studied the industry because it wanted to match or better the benefits offered in the industry,” says Polowczuk. “It's always been one of those industries that you kind of have to love to stay in because the salary level just seems to be constantly held back, so the easiest way to help employees along is to offer some additional benefits and some additional perks.”

According to the latest National Association of Broadcasters report on television salaries and benefits, most stations offer a typical list of benefits. That includes at least a couple choices in medical plans, although only 19 percent of stations picked up the full cost for the employee; 77 percent shared the cost in some form, and rest either made the employee pick it up or didn't offer health care at all. A dental plan was a little less common, and less than half offered some sort of

vision benefit. Two-thirds of the stations offered life insurance, accidental death, and disability.

Fewer than half had a pension fund, but more than two-thirds shared expenses with employees in a 401(k) program and another 13 percent reported company-paid 401(k) plans.

Along with the basics, at Belo Corporation stations, the company will match \$20 a week toward day care. “There’s a general trend in the population for more single parents and working moms,” notes Jeff Lamb, Vice President Administration at Belo, “and we need to be family friendly.”

At Media General’s 26 television stations, employees get a certain amount of credit based on age, dependent status, and salary. Employees then use that credit to pick and choose which benefits they want. “Someone might have some of these things covered (through a spouse), and instead they could raise their life insurance to six times salary,” says Rick Roberts, Vice President of Human Resources. “If they’re young and single, they could take less in benefits and get more money in the paycheck.” All employees must have a minimum catastrophic medical plan and a base level of life insurance. The plan went into effect a year ago January, and Roberts says employees like putting together their own plan to meet their own needs. He also notes that the new plan costs the company no additional money.

Although Wheeling, WV is market #138, most of the newsroom employees at WTRF-TV are either in AFTRA (American Federation of Television and Radio Artists) or NABET (National Association of Broadcast Employees and Technicians), and union contracts prescribe pay and benefits.

Employees get 10 sick days a year and can bank them from one year to the next. Once they’re gone, employees can get half pay for another 30 sick days. Everyone gets clothing.

Photographers and technicians get rain gear, shirts, and assorted outerwear, and all full-time AFTRA members get at least a \$700 clothing allowance, “even the overnight producer.”

Polowczuk says that as publisher of *Ladies Home Journal* and *Better Homes & Gardens*, Meredith Corp. is “very entrenched into a family values system.” The benefits on the publishing side are similar to broadcast, but they’re not the same. The company offers three weeks of vacation starting in the third year of employment. That’s common to both sides—and unusually generous by industry standards. The NAB study found that most stations give two weeks vacation until employees have worked for five years; then it moves to three weeks. On the other hand, employees on the publishing side also get five personal days off a year—compared to two on the broadcast side.

The company also sponsors quarterly lunches for the employees to get together and talk, and it budgets for and encourages all employees to attend conferences, workshops, and training sessions. Company news directors get together twice a year: once at the RTNDA convention and once at one of the stations. “They’re heavy duty think sessions,” says Polowczuk, “planned and organized. Researchers come in, marketing people come in, corporate people come in, and you just get a heck of a lot out of them.”

Desiree [NOTE TO EDITOR: DESIREE HAS AN ACCENT MARK OVER THE FIRST E] Landers, news director at WVLT-TV in Knoxville, TN, says Gray Communications Systems offers typical benefits, although the company just added a new one. There’s now a hotline that employees can call, 24 hours a day, 7 days a week, with free access to a registered nurse.

Landers especially likes the direct stock purchase and dividend reinvestment for Gray stock. The company also has a bonus plan every quarter.

“When I’m hiring people, it’s never really about the benefits,” notes Landers. “There are some people who are worried, if I work part time, will I have them? That’s the question. As far as new full time people go, they just care about the bottom dollar unless they have a pre-existing condition or something like that.”

Rigby says the benefits at Cox stations are similar to Media General—an allotment of money you spend on services based on what fits best.

“The benefits here are good,” says Rigby. “Your younger candidates, not so long out of college, sort of glaze over when you say these things to them. They don’t really fully appreciate the value of a benefit. When you start talking to candidates who have families and who have children, and who have maybe worked for a couple stations and you start telling them the benefits, then it does start to mean something. When I tell them that there’s a company match 401(k), and there is a pension, they understand the value of that. The interest is still in the salary. That’s still the bottom line. What’s the salary and what hours am I working?”

Beyond Salary ... Radio

Beyond salary, radio is enormously variable. Interestingly, while the NAB surveys television stations on salary and benefits, the radio version covers only salary.

Pat Roden, Director of Human Resources for Bonneville International Corporation’s one TV station and 14 radio stations (and other media-related businesses), says benefits are uniform throughout the company. Beyond the usual benefits, managers get 3 weeks vacation right from the beginning, and non-managers get 3 weeks starting in year three. The company also

encourages employees to continue their education, with up to \$2,500 educational assistance per employee per year.

Most of the bigger radio companies appear to offer traditional benefit packages. Among the more interesting ones is Susquehanna.

Along with the usual benefits, Susquehanna started offering a new employee stock option plan a year ago. “We didn’t really think people had a sense of value in the pension plan, especially the younger employees in radio,” according to Pam Zerba, Manager of Employee Benefits. “It just wasn’t relevant to them. Now, they get a [stock option] certificate every year, it’s tangible. People are a lot more comfortable with it. With the stock option plan, it’s more in tune with the times, and after 5 years, it’s yours, even if you move on. People share in the rewards. It has gone over very well.”

Also, as everyone at Susquehanna will quickly point out, you get big discounts on the parent company’s Pfaltzgraff dinnerware.

Judi Morningstar, Business Manager at WNNK-FM, WTPA-FM, WNCE-FM, and WTCY-AM in Harrisburg, PA, has watched their “five or six owners in 6 years” tinker with assorted benefits packages. Recently, the group became part of AMFM and is now among the 830 radio and 19 television stations owned by Clear Channel Communications. She says the benefits are “a little better” than they’ve been in the past, including the traditional medical and insurance coverage.

“I get zero benefits where I work,” says Kent. “Zero benefits. They are available if I want to pay full price for them. For instance, Blue Cross/Blue Shield is close to \$400 a month—my cost. My company does not participate, except by providing their name as the

employer. Retirement? No.”

A local company owns four stations in Montgomery and employs two newspeople. Kent is 59 years old and has been in the business “since time was a pup.” Kent’s wife gets medical and other benefits where she works.

“I couldn’t afford it even if I didn’t have two teenage boys,” says Kent. “On Blue Cross/Blue Shield alone, I would be paying approximately 20 percent of my net salary for just health insurance.”

Matt Murphy is the afternoon anchor and reporter and just moved over from the Cumulus-owned station in town. He says he got benefits there, but he likes the working conditions here better, and he’s making about \$1,000 a year more. He’s 26—and his wife gets medical coverage where she works.

Allen is in the same situation. He’s been in and out of radio since 1972.

“I love the business, and I can’t get out,” says Allen, “but as it relates to a financial future, I wouldn’t recommend it. You can’t work in radio without another income.” Allen’s wife not only works, her job also supplies all their health and other benefits. Allen gets nothing.

“Realistically, if my wife were not very gainfully employed, I probably could not afford to do it,” says Allen. “Probably end up selling something. That’s what I’ve done in the past in between gigs and in the last couple of years in particular. I’ve sold beds; I’ve sold cars. Before long, you can always work your way into making more money than you can in radio.”

Penny Preston was convinced she’d have to leave the business. Not because of money as much as changing priorities. After 24 years in radio and TV news, she followed her husband to Cody, WY, where he’s curator of a new museum at the Buffalo Bill Historical Center at

Yellowstone National Park. She had already quit her job in Colorado Springs television. “I was driving an hour and a half each way from Denver because my husband was working there. They were considering me for main anchor, but that career move, onwards and upwards, would mean that I wouldn’t spend evenings with my husband, and after 20 years of sacrifice for this business, it just wasn’t worth it any more.”

A change in local ownership led her to the Big Horn Radio Network and news director at KZMQ AM-FM, KODI AM and KTAG-FM.

“I get to do this and live in a place I absolutely love and have weekends off, evenings off to be with my husband,” says Preston. “At this time in my life, it doesn’t get any better than this.”

With a salary in the 20s, she says that on top of everything else, she’s making more money than she did in Colorado Springs television. She has medical coverage, insurance, two weeks vacation, and she takes off on holidays. Preston says the company is slated to put in a new retirement plan--something she’s never had.

“We live 30 miles out of town,” says Preston, “so we get up together at 5 am. We get into town at 5:30 am. Our two hour news block runs from 7 am to 9 am. Keep in mind, in Cody, WY (population 7,500), you don’t have a traffic jamb. Generally, a person’s drive here is either from 7:30 am to 8 am or 7:45 to 8 am. In the morning, we see more deer and elk and eagles and hawks than we see cars when we drive back and forth.”

Steve Knight, news director at the various Entercom stations in Seattle, figures he has it made. He has a full time and part time news gathering staff of 26 and works for a company that pays relatively well and provides good benefits,

Along with standard benefits, Knight says employees can buy discounted stock in the publicly traded company.

“They went public a little over a year ago, and the stock opened at 20 something, and it’s now at 60 something,” says Knight. “Everybody complains about what’s happening in the radio industry itself with consolidation, and true, there is a down side to that. But for those of us fortunate enough to work for really good companies and really good stations, it’s benefitting us, because we can buy stock in the station, and the better the station gets, the more money we make.”

Knight says he thinks benefits play an important role in recruiting and keeping people. “That’s the other part of the compensation people get. That’s part of their pay,” says Knight.

“I don’t know that anybody is really in this business for the money,” says Knight. “Most people who are in radio and are good could probably make more money doing something else. But nothing I could ever do is as much fun as this. Well, nothing I could do and get paid for. You go places that most people don’t get to do, and you get to tell stories about interesting things that happen, and then you get to put them on the radio, and then they pay you money. What more could you ask for?”

SIDEBAR:

Benefits for Domestic Partners

The National Lesbian and Gay Journalists Association figures there are as many as 60 news media companies and unions offering at least some benefits for domestic partners. That’s

up from 10 in 1994 and 26 in 1997.

“I think in the last decade, a number of companies and a lot of our society has come to see this as a fairness issue,” says Sherry Boschert, NLGJA board member and chair of the domestic partners benefits committee. “As long as we are not allowed to marry, and as long as benefits are based on marriage, there’s inequity in the workplace. The U.S. Chamber of Commerce estimates that, on average, benefits account for 39 percent of payroll, so we’re talking about a major inequity here. It’s the principle of equal pay for equal work.”

Boschert says high tech and entertainment industries are most likely to offer DP benefits with the news media in the “middle of the pack” and broadcast a bit behind print.

Boschert says ABC was the first of the group back in 1994. Fox, CNN, and PBS offer DP benefits. CBS, she says, “only came on board as part of the merger [with Viacom],” and NBC does not offer it.

Companies that offer DP benefits include:

ABC (a division of Disney), including ESPN and all owned radio and television stations.

CBS (this year, as part of the merger with Viacom), including all owned television stations, cable operations, and Infinity radio properties.

Cox Enterprises radio and television stations – as of this year.

Fox Entertainment Group, including television stations.

Hearst-Argyle offers DP benefits at some of its stations.

McGraw-Hill television stations.

National Public Radio

New York Times stations – for non-union employees (union employees are handled

separately).

Public Broadcasting Service

Public Radio International

Time Warner – DP benefits at CNN

Washington Post Company – DP benefits at almost all stations

AFTRA contracts at many stations provide for DP benefits.

See the complete list and more details at the Web site: www.nlgja.org

SIDEBAR:

Contracts and Non-competes

The latest RTNDA/Ball State University Survey found about three-quarters of the anchor desk under contract, followed by news reporters—at just over 50 percent—and news producers—at just under 50 percent. About a third of news managers are under contract.

Over three-quarters of those contracts are—or include—non-compete agreements. AFTRA and some other groups have been battling non-competes in various state legislatures. California banned most non-competes in all industries years ago, although there are exceptions to the law. According to Greg Hessinger, AFTRA Assistant National Executive Director, Massachusetts recently banned all new non-compete agreements but left existing ones in place. Maine recently banned all broadcast non-competes, including existing contracts. A bill banning non-competes is pending in West Virginia, but the issue now appears dead in Missouri.

Non-competes fall within individual state contract law, and while some state courts have struck down specific cases, most have upheld the concept of a non-compete.

“As a general rule, the briefer the period of time for the non-compete, the more likely for a court to say it’s reasonable,” according to Mark Carlin, who practices employment law in the Washington, DC area, including Maryland and Virginia with the law firm of Sherman, Meehan, Curtin & Ain. “The smaller the geographic area, the more likely for a court to say it’s reasonable, and the narrower the strictures, the more likely the court is to uphold it, but there’s no hard and fast rule.”

The employee has to receive consideration for the non-compete, but, at least in Washington, Maryland, and Virginia, “It could be simply the opportunity to be employed or to continue to be employed,” according to Carlin.

At WVLT-TV in Knoxville, TN, all anchors and some reporters, producers and even photographers have contracts and six month non-competes.

At WHNS-TV in Greenville, SC, all anchors are under contract and everyone who’s on the air has a non-compete. “We’ll try it this way and see if it works,” says Polowczuk. “The anchors you have to have under contract because of all the promotional dollars you invest in them.”

“Almost everyone is under contract,” says Jennifer Rigby at WPXI-TV in Pittsburgh. “I do feel strongly about that.” Contract length varies from two to five years, but most are for three years, and all have non-competes.

“There is a sense of security and a commitment on both parties,” says Rigby. “We’ve made a commitment, you’re making a commitment, and I think that whole issue of, ‘Well, should

I go out and look for another job? Should I see what's happening across the street?' I think that goes away, and to me that's just distracting. It also stops your competition across the street from trying to raid you."

SIDEBAR:

Beyond Benefits ... Perks

"Perks are given out if the people have significant value to the station and if other people are interested in that same person when the contract comes up," says Alfred Geller of Geller Media Management, Inc. in New York City.

The most common perks probably involve personal care: clothing, hair, and make-up. They're fairly common among anchors, a little less so among reporters. There also appears to be a trend away from it. Part of that involves growing resistance by stations; part of it is by choice. "Most of my clients feel that they want the money in their pocket, and they'll go out and buy whatever perks they need," says Geller.

That would be fine with Jennifer Rigby at WPXI-TV in Pittsburgh who's philosophically opposed to clothing allowances.

"If you're merely a general assignment reporter, it's unlikely that you'll get anything more than moving expense," notes Conrad Shadlen of The Conrad Shadlen Corporation in New York City.

"Moving expenses are part of negotiating," says Desire'e Landers at WVLT-TV in Knoxville, TN. "If you want them, ask before you get here. If you don't, then you've really

lost your leverage.”

Clothing can range from a few shirts the station trades for advertising to \$10,000-\$20,000 a year at the network level. At WTRF-TV in Wheeling, WV, everyone gets clothing: \$700 is the AFTRA minimum, and some get more. And \$100 a year for dry cleaning, too. At WVLT-TV in Knoxville, TN, clothing allowances can run \$1000-\$2000 every six months.

Other perks include country club and health club memberships, airline and cruise tickets, attendance at professional conferences (and time off to attend them without taking it out of vacation time), amount of vacation (and when someone qualifies), the start of health care benefits, contract outs, sports and event tickets, and cars (which everyone agreed is rare these days).

“I also see perks for bragging rights,” says Geller. “Well, I got in my contract what you didn’t get in your contract.’ Most of the perks that stations are prepared to give are reasonably worthless.”

The most unusual perks? “The station wanted the client to wear a toupe,” noted Rick Gevers of Rick Gevers & Associates in Indianapolis. “Apparently it’s like 40 bucks every two weeks just to get it re-affixed.” That doesn’t include the initial cost and periodic replacement.

I just negotiated the right of a client to take off and be in Tonga for the beginning of the Millenium. Right in the contract,” said Shadlen. And there was the client who had to have a full case of Coca-Cola in the office every day. Whatever was used up the day before had to be replaced.

“A Weber grill,” said Geller. “I mean a \$5000 grill that you can sleep in, with cabinetry and so forth. Obviously, it’s a major player that’s going to get that thing.”

Sue Kawalerski, president of TV People, Inc. in Miami, Florida, represents what she terms, “the under-represented or the never represented,” including producers, program producers, news directors, and general managers.

“Internet companies are draining off a lot of good people,” says Kawalerski, “so the stock of good people within traditional television has risen quite dramatically.”

She’s aiding that drain. Her new firm, Content People, Inc. is designed to place people in new media and Internet companies. “The up front money in the new media area can be significantly less than in traditional television,” says Kawalerski, “but the benefits are potentially greater because there are all kinds of stock options that are being offered.” The risk, of course, is that not all stock options wind up having any value.

Among the possible perks for news directors: signing bonuses (beyond moving expenses), bonuses tied to ratings increases (a fairly common perk), cars (a less and less common perk), laptop computer, cell phone, extra vacation, and membership in organizations like RTNDA.

At WTRF-TV in Wheeling, WV, the news director used to get a car. He doesn’t get one any more. No car at WVLT-TV in Knoxville, TN, either, but Jennifer Rigby at WPXI-TV in Pittsburgh gets a Ford Explorer.

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About the Survey

The RTNDA/Ball State University Survey was conducted in the fourth quarter of 1999 among all 1,349 operating, non-satellite television stations and a random sample of 1,045 radio stations.

Valid responses came from 773 television stations (57.3 percent) and 295 radio news directors and general managers representing 602 radio stations.

Table 1: 1999 Local TV News Salaries (in thousands) All Stations

	Mean	Median	Minimum	Maximum
News Director	67.2	59	18	280
Asst. News Director	59.7	54	20	140
Executive Producer	50.6	49	15	110
Managing Editor	54.4	50	23	150
News Producer	28.7	25	14	85
Assignment Editor	30.9	30	15	85
News Anchor	66.8	45	14	950
Sports Anchor	50.6	35	15	300
Weathercaster	51.3	40	15	450
News Reporter	31.0	24	10	325
News Writer	34.3	30	18	70
News Assistant	21.4	21	6	45
Sports Reporter	27.7	23	9	113
Photographer	26.3	23	14	75
Tape Editor	25.6	24	6	65
Graphic Specialist	30.9	30	5	75
Internet Specialist	32.5	30	19	45

Table 2: 1999 Median TV News Salaries (in thousands) by Market Size (DMA)

	1-25	26-50	51-100	101-150	151+
News Director	115.0	90.0	70.0	50.0	42.0
Asst. News Director	88.8	67.5	49.0	32.0	31.5
Executive Producer	75.0	55.0	43.0	28.5	27.0
Managing Editor	76.8	52.0	45.0	37.0	56.0
News Producer	41.6	33.5	25.5	20.0	18.8
Assignment Editor	40.0	30.3	29.0	25.0	25.0
News Anchor	118.0	83.0	54.0	30.9	26.6
Sports Anchor	116.5	65.5	40.0	29.0	24.3
Weathercaster	100.0	67.5	45.0	30.0	25.4
News Reporter	60.8	35.0	27.5	21.0	17.5
News Writer	35.0	23.0	20.0	12.0	10.0
News Assistant	30.0	22.8	21.0	15.6	11.0
Sports Reporter	46.0	35.0	25.0	20.5	18.0
Photographer	40.0	30.0	24.0	19.0	18.0
Tape Editor	35.0	25.0	20.0	17.0	17.0
Graphic Specialist	40.0	20.8	27.5	23.0	29.0
Internet Specialist	40.0	28.0	30.0	26.0	34.0

Table 3: 1999 Median TV News Salaries (in thousands) by Staff Size

	51+	31-50	21-30	11-20	1-10
News Director	132.5	75.0	50.0	44.1	40.5
Asst. News Director	79.0	50.0	45.0	29.5	32.5

Director					
Executive	70.0	45.5	30.0	26.5	43.0
Producer					
Managing Editor	66.5	50.0	40.0	31.0	55.0
News Producer	39.0	26.5	20.5	20.0	26.0
Assignment Editor	36.0	30.0	26.0	22.0	21.0
News Anchor	120.0	60.0	39.8	30.0	36.3
Sports Anchor	95.0	42.0	30.0	25.0	33.5
Weathercaster	79.5	48.0	35.0	26.4	25.0
News Reporter	50.0	28.2	20.0	18.0	22.0
News Writer	32.0	23.0	20.0	18.0	18.0
News Assistant	27.0	18.3	18.0	14.2	24.0
Sports Reporter	35.0	24.5	19.5	19.0	18.0
Photographer	36.5	26.0	19.0	18.0	25.0
Tape Editor	32.0	20.5	17.5	14.6	17.0
Graphic Specialist	40.0	25.0	19.0	20.0	28.0
Internet Specialist	39.0	30.0	27.0	26.0	25.5

Table 4: 1999 Median TV News Salaries (in thousands) by Region

	West	Northeast	Midwest	South
News Director	60.0	50.0	53.0	60.0
Asst. News Director	63.5	64.0	55.0	50.0
Executive Producer	61.0	44.0	40.0	48.5
Managing Editor	52.5	52.5	37.0	52.0
News Producer	30.0	25.0	25.0	24.0
Assignment Editor	30.0	27.0	26.0	30.0
News Anchor	52.3	50.0	40.0	45.0
Sports Anchor	38.3	32.0	32.0	35.0
Weathercaster	40.0	31.0	39.0	40.0
News Reporter	29.3	25.0	23.0	23.5
News Writer	32.0	21.0	35.0	30.0

News Assistant	25.0	20.0	20.5	18.0
Sports Reporter	23.0	21.0	23.0	24.5
Photographer	29.0	25.0	21.9	22.0
Tape Editor	25.0	29.0	20.0	24.0
Graphic Specialist	35.0	28.0	22.8	30.0
Internet Specialist	30.0	38.0	32.5	29.0

Table 5: 1999 Median TV News Salaries (in thousands) by Affiliation

	ABC	CBS	NBC	FOX	Four Major Network s	Other Comm. Stations	PBS
News Director	57.7	55.0	60.0	70.0	60.0	64.0	40.0
Asst. News Director	51.5	62.0	55.0	72.0	55.0	50.0	37.0
Executive Producer	45.0	46.0	48.0	50.5	47.5	60.0	41.0
Managing Editor	47.5	53.5	45.0	50.0	50.0	62.5	*
News Producer	23.0	25.0	22.0	28.8	25.0	40.0	27.3
Assignment Editor	26.0	30.5	30.0	28.0	28.0	34.0	*
News Anchor	42.0	42.0	40.0	52.5	45.0	55.0	29.8
Sports Anchor	31.0	35.0	32.0	40.0	34.8	52.5	*
Weathercaster	35.5	35.0	40.0	40.0	38.0	57.5	*
News Reporter	22.5	26.0	24.0	27.0	24.0	30.5	22.0
News Writer	30.0	30.0	24.5	27.5	26.0	35.0	*
News Assistant	18.0	23.5	23.3	20.0	20.0	26.5	*
Sports Reporter	24.0	21.5	21.0	30.8	23.0	23.0	*
Photographer	20.0	24.0	22.0	24.0	22.0	31.5	26.0
Tape Editor	19.0	25.0	20.0	22.0	21.5	28.0	42.0

Graphic Specialist	20.0	35.0	30.0	25.0	29.0	40.0	*
Internet Specialist	30.5	27.0	30.0	29.0	30.0	36.0	*

Table 6: Percentage of Local TV News Departments with Employees Under Contract - 1999

	Percent Under Contract	Percent with Non-Compete Clause
News Director	32	70
Asst. News Director	31	58
Executive Producer	39	78
Managing Editor	33	74
News Producer	48	84
Assignment Editor	26	92
News Anchor	74	100
Sports Anchor	71	81
Weathercaster	74	82
News Reporter	54	84
News Writer	7	50
News Assistant	5	67
Sports Reporter	39	89
Photographer	10	77
Tape Editor	2	50
Graphic Specialist	12	98
Internet Specialist	12	67

Table 7: 1999 Local Radio News Salaries (in thousands) All Stations

Mean Median Minimu Maximu

			m	m
News Director	27.7	24	10	100
News Anchor	34.1	28	15	123
News Reporter	24.5	20	12	65
News Producer	28.3	26	17	50
Sports Anchor	26.0	25	10	60

Table 8: 1999 Median Radio News Salaries (in thousands) by Market Size

	Major	Large	Medium	Small
News Director	43.5	33.5	22	21
News Anchor	38	29	19	20.5
News Reporter	34	20	19.25	18.25
News Producer	35	21	26	*
Sports Anchor	39	20	22.5	25

Table 9: 1999 Median Radio News Salaries (in thousands) by Full-Time Staff Size

	One	Two	Three+
News Director	23	22.5	33.5
News Anchor	25	21	30
News Reporter	*	18.5	21
News Producer	*	*	26
Sports Anchor	*	*	25

Table 10: 1999 Median Radio News Salaries (in thousands) by Type of Station

AM Only	FM Only	Two-station Combo	Three or more
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News Director	25	24.5	21.5	27
News Anchor	*	34.5	*	28
News Reporter	*	33	19.5	20
News Producer	*	26	*	25
Sports Anchor	*	*	22.5	25

Table 11: 1999 Median Radio News Salaries (in thousands) by Number of Stations

	News Director Supervises		
	One	Two	Three or more
News Director	25	22.5	23.5
News Anchor	28	30	26.5
News Reporter	28	19.75	19.5
News Producer	*	*	26
Sports Anchor	25	21.25	25

Table 12: 1999 Median Radio News Salaries (in thousands) by Region

	South	West	Midwest	Northeast
News Director	24	24	24	23.75
News Anchor	29	*	25	21
News Reporter	18	20	20	29.5

News Producer	*	28	22	27.5
Sports Anchor	25	*	24	27

Table 13: 1999 Median Radio News Salaries (in thousands) by Ownership Status

	Group	
	Owned	Independent
News Director	24	24
News Anchor	28	32
News Reporter	20	33
News Producer	26	*
Sports Anchor	25	20

Table 14: Percentage of Radio Station News Departments with Employees

	Under Non-Compete Agreement
All Stations	15
<i>Market Size</i>	
Major	25
Large	29
Medium	12
Small	10