

News, Staff & Profit  
by Bob Papper

Another growth year for TV news and staff ... radio news mostly stands still.

Local TV news grew again in the latest RTNDA/Ball State University Annual Survey.

The average total amount of local TV news time per week set another new record this past year, and the typical TV newsroom grew again.

The total number of TV stations originating local news rose to 777 -- up five from last year and only one behind the all-time high of 778 two years ago. Continuing to soar: the number of local TV stations getting news from one of those 777. That number went up to 202 in the latest survey -- up 69 in the last year, which was up 52 from the year before that.

On the other hand, radio news remains largely unchanged in the last year, with little difference in the amount of news on the air or the size of radio news staffs.

Hours of Local TV News per Day – 2007

	Average weekday	Weekday maximum	Average Saturday	Saturday maximum	Average Sunday	Sunday maximum
All TV news	4.1	18.5	1.5	5.5	1.4	6.0
Big four affiliates	4.3	18.5	1.5	5.5	1.5	6.0
Other commercial	4.3	6.5	0.8	1.0	0.8	1.0
Market size:						
1-25	3.8	8.0	1.8	5.5	1.8	6.0
26-50	5.1	18.5	1.7	5.0	1.8	4.5
51-100	4.4	10.5	1.8	5.0	1.8	5.0
101-150	3.9	18.0	1.2	3.5	1.1	3.0

151+	3.2	5.0	0.8	1.5	0.8	2.0
Staff size:						
Staff 51+	5.5	10.5	2.5	5.0	2.6	5.0
Staff 31-50	4.0	6.0	1.6	4.0	1.5	5.0
Staff 21-30	3.9	18.5	1.1	2.0	1.0	2.0
Staff 11-20	3.3	18.0	0.8	1.5	0.7	2.0
Staff 1-10	2.0	12.5	0.2	1.0	0.1	1.0
Affiliation:						
ABC	3.8	6.5	1.6	5.0	1.6	5.0
CBS	4.6	18.0	1.5	5.0	1.4	5.0
Fox	4.4	8.0	0.9	3.0	1.1	3.0
NBC	4.4	18.5	1.8	5.5	1.7	6.0
Other commercial	4.3	6.5	0.8	1.0	0.8	1.0
PBS	1.1	3.0	0.1	0.5	0.2	1.0

The average amount of local weekday TV news set a record again this year -- up 18 minutes from last year's record high. This is the first time the weekday average has passed four hours a day. Saturday remained the same, but Sunday dropped by 6 minutes. Every market size increased except the biggest (1-25), which is lower due to the number of smaller and independent stations in the largest markets. All network affiliates rose. Stations in the Northeast and South run the most news (4.7 hours per weekday) compared to the Midwest and West (3.7 hours per weekday).

#### Amount of News Changes ... the past year

	Increase	Decrease	Same
All TV News	46.5%	1.6%	51.9%
Big four affiliates	47.5	1.4	51.2
Other commercial	75.0	0	25.0
Market size:			
1-25	28.9	5.3	65.8
26-50	42.5	0	57.5
51-100	50.9	1.8	47.3
101-150	53.5	0	46.5
151+	48.7	2.6	48.7

The record amount of local news on TV is reflected in the percentage of stations reporting an increase in the amount of news on the air: 46.5% reported an increase -- up more than 10% from last year's 36.0%. Just over half the news directors (51.9%)

reported running the same amount of news -- down by more than 10% from a year ago.

All market sizes reported an increase in adding news and a drop in staying the same except the biggest markets. There was no meaningful variation by size of newsroom, network affiliation or region.

#### Amount of News Planned ... the next year

	Increase	Decrease	Same	Not sure
All TV news	37.0%	0.8%	54.7%	7.4%
Big four affiliates	37.3	0	55.3	7.4
Other commercial	75.0	0	25.0	0
Market size:				
1-25	31.6	0	60.5	7.9
26-50	42.5	0	52.5	5.0
51-100	36.4	0	50.9	12.7
101-150	39.4	1.4	57.7	1.4
151+	33.3	2.6	51.3	12.8

These numbers are almost identical to last year's expectations. Stations in the South and West were most likely to expect increasing the amount of news.

#### TV Staff Size – 2007

	Avg full-time	Median full-time	Maximum full-time	Avg part-time	Median part-time	Maximum part-time	Avg total staff	Median total	Maximum total staff
All TV	35.8	32.0	182	5.2	3.0	133	39.9	34.0	203
Big four affiliates	38.3	34.0	182	5.2	3.0	133	42.5	37.0	203
Other commercial	30.5	28.0	65	3.5	3.5	7	34.0	34.0	65
Market size:									
1-25	52.8	49.0	182	9.4	5.0	40	60.5	56.0	203
26-50	46.6	49.0	92	4.4	3.0	17	50.4	53.5	92
51-100	42.8	42.0	110	4.6	4.0	23	46.1	46.0	110
101-150	26.0	29.0	51	5.2	2.0	133	30.1	30.0	152
151+	18.6	18.5	42	3.3	2.0	18	21.2	21.5	43

The average staff size in TV fell by 0.6 from a year ago, but the median staff size rose by 2.0. That puts the average staff size as the third highest -- behind 2000 at 37 and last year at 36.4. But, at 32, the median -- or typical -- staff size is at the highest level ever recorded. What's happening is a small drop, overall, in newsroom personnel in the

larger markets (50 and up) -- led by smaller, commonly independent news operations -- but significant growth in both average and median sizes in all other markets. So while the biggest markets got a little smaller, the smaller markets got bigger. Both median and average staff size grew for network affiliates; independent and non-commercial station staff sizes brought the averages down. Overall, differences among network affiliates were not large; stations in the Northeast were noticeably larger than stations elsewhere. Overall, the use of part timers was stable in the last year.

#### Staff Size Changes ... the past year

	Increase	Decrease	Same
All TV news	41.3%	13.2%	45.5%
Big four affiliates	42.6	12.5	44.9
Other commercial	50.0	25.0	25.0

Reversing what took place a year ago, stations in the largest markets (1-25) were the least likely to increase staff this last year. Major market newsrooms were slightly more likely to have decreased staff and most likely to have stayed the same. About 40-50 percent of all TV stations, except the very smallest (staff size 1-10), actually increased staff in the last year, while only 14.3% of those smallest stations increased staff. All of the network affiliates were in the 40 percentile range for increasing staff -- except NBC affiliates at 35.7%. As usual, stations in the South and West were most likely to increase staff, and stations in the Northeast were least likely to grow.

#### Planned Staff Changes ... the next year

	Increase	Decrease	Same	Not sure
All TV news	28.3%	5.0%	60.8%	5.8%
Big four affiliates	29.4	5.6	59.8	5.1
Other commercial	50.0	0	50.0	0

As usual, most news directors expect no changes in staff size in the next year, but only 5% expect a decrease. Still, news directors are a little less optimistic than a year ago. The percentage expecting an increase in staff dropped from a third last year (33.2%) to

28.3% this year. There are no consistent differences based on market size or staff size. News directors at Fox affiliates were far more optimistic about increasing staff (44.4%) than news directors at other affiliates (27.1%), and news directors in the Northeast were less optimistic about adding staff (23.3%) than news directors anywhere else (29.5%).

#### TV News Budget ... the past year

	Increase	Decrease	Same	Don't know
All TV news	53.8%	8.4%	31.9%	5.9%
Big four affiliates	56.5	7.9	29.9	5.6
Other commercial	66.7	33.3	0	0
Market size:				
1-25	38.9	13.9	36.1	11.1
26-50	51.3	10.3	35.9	2.6
51-100	55.6	11.1	27.8	5.6
101-150	58.6	5.7	30.0	5.7
151+	59.0	2.6	33.3	5.1

For the first time since 2004, the majority of local TV news budgets increased over the year before. The number saying the budget increased rose by 8% -- about half coming from a drop in the number of stations reporting a decrease and about half from a decrease in the stations reporting budget stagnation. Budget growth was more likely to be in stations outside of the top 25 markets and far less likely to be in the very smallest newsrooms. There were no meaningful differences based on network affiliation or region.

#### TV News Profitability ... 1997 to 2007

	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997
Showing profit	56.2%	57.4%	44.5%	58.4%	55.3%	54.9%	56%	58%	57%	63%	62%
Breaking even	11.5	8.1	24.2	10.4	13.6	11.6	13	11	9	11	6
Showing loss	6.4	10.0	12.1	9.2	9.2	11.2	10	11	11	10	8
Don't know	26.0	24.4	19.2	22.0	21.9	22.3	21	20	23	16	24

TV newsroom profitability remained in the mid 50 percentile range -- where it has almost always been over the last decade. At 6.4 percent, the percentage reporting a loss is at the lowest level we've ever reported since we started asking the question this way 11 years ago.

#### TV News Profitability ... by Size and Affiliation - 2007

	Showing profit	Breaking even	Showing loss	Don't know
Market size:				
1-25	42.9%	11.4%	17.1%	28.6%
26-50	63.2	7.9	2.6	26.3
51-100	60.4	15.1	5.7	18.9
101-150	52.9	10.0	4.3	32.9
151+	61.5	12.8	5.1	20.5
Staff size:				
51+	69.0	9.5	0	21.4
31-50	63.8	13.0	2.9	20.3
21-30	59.6	9.6	5.8	25.0
11-20	50.0	11.1	8.3	30.6
1-10	10.0	10.0	25.0	55.0
Affiliation:				
ABC	57.9	14.0	3.5	24.6
CBS	66.7	11.1	1.4	20.8
Fox	70.4	11.1	0	18.5
NBC	50.9	9.1	5.5	34.5
Big four affiliates	60.7	11.4	2.8	25.1
Other commercial	33.3	0	66.7	0

Stations in the largest markets report the lowest level of profitability; that's because that's also where the smallest, independent stations are located, and they bring the percentage down quite a bit.

#### Percentage of TV Station Revenue Produced by News - 2007

	Average	Median	Minimum	Maximum	Not sure
All TV news	42.0%	42.0%	1.0	75.0%	77.7%
Market size:					
1-25	37.0	41.5	3.0	60.0	75.8
26-50	35.1	40.0	1.0	52.0	78.4
51-100	44.3	48.0	19.0	70.0	69.4
101-150	45.9	44.0	25.0	75.0	79.4

151+	43.6	40.0	33.0	60.0	87.9
Staff size:					
51+	43.5	45.0	25.0	64.0	56.4
31-50	45.4	48.0	19.0	75.0	75.4
21-30	43.5	41.0	25.0	65.0	80.4
11-20	37.8	37.5	25.0	60.0	88.2
1-10	3.0	3.0	3.0	3.0	90.5
Affiliation:					
ABC	42.7	45.0	25.0	64.0	69.1
CBS	47.4	43.5	25.0	75.0	80.6
Fox	28.6	30.0	1.0	48.0	72.0
NBC	46.1	48.0	19.0	65.0	83.3
Big four affiliates	42.6	42.0	1.0	75.0	76.8
Other commercial	26.5	26.5	3.0	50.0	66.7

The average and median percentages both fell by 2-3 percent from a year ago, but both numbers are well within the range (low to mid 40s) that we've seen for more than a decade. Note that three-quarters of TV news directors do not know the percentage of station revenue that news brings in.

## Radio

More than three-quarters (76.2 percent) of radio station news directors said there was a centralized newsroom for all or most of their stations that air local news. That's up another 6 percent from a year ago -- and the number has risen fairly steadily with consolidation. The average centralized newsroom supplied news to 3.4 stations within the local market (the median was 3.0) and 0.4 stations somewhere else. Those figures are essentially unchanged from a year ago.

### Average Minutes of Locally-Produced Radio News - 2007

	All radio	Major market	Large market	Medium market	Small market
Weekdays:					
AM drive	21.5	23.5	27.5	18.1	22.0
Midday	7.9	14.1	5.8	6.2	10.0

PM drive	8.2	12.7	6.8	7.4	9.0
Night	2.5	9.2	2.7	2.3	1.0
Total weekday	40.1	59.5	42.8	34.0	42.0
Saturday:					
AM drive	6.3	6.5	8.7	4.2	7.5
Midday	3.1	6.2	2.1	2.2	4.2
PM drive	1.6	4.4	1.4	1.0	1.8
Night	1.2	4.2	1.4	0.9	0.6
Total Saturday	12.2	21.3	13.6	8.3	14.1
Sunday:					
AM drive	3.3	6.1	4.3	2.8	2.5
Midday	1.9	5.9	1.7	1.4	1.6
PM drive	1.4	4.4	1.0	0.8	1.6
Night	1.1	4.2	1.2	0.9	0.6
Total Sunday	7.7	20.6	8.2	5.9	6.3

The average amount of weekday news in major markets rose, but everything else stayed mostly the same as a year ago, resulting in a very small overall increase in the amount of news. A larger staff generally meant more news but not consistently so, and the number of stations in a market had no relationship to the amount of news on the air. Group or independent ownership had no role in the amount of news; stations in the Northeast generally ran more news than stations anywhere else.

#### Radio Staff Size - 2007

	Avg. full-time	Median full-time	Max full-time	Avg part-time	Med part-time	Max part-time	Avg total staff	Med total staff	Max total staff
All radio news	2.5	1.0	60	1.3	1.0	17	3.8	2.0	60
Market size:									
Major	8.6	5.0	60	1.0	0	6	10.2	6.0	60
Large	3.3	2.5	10	1.9	1.0	8	5.2	4.0	17
Medium	1.8	1.0	6	1.2	1.0	17	3.0	2.0	21
Small	1.3	1.0	5	0.9	0	10	2.2	2.0	13

The average staff size in radio news edged up from 2.0 last year to 2.5 this year, but the median (or typical) number remained at 1.0. We received surveys from more large operations in major markets this year than usual, and that brought the average up, but



most stations in most other size markets remained static. There's no consistent relationship between the number of stations operated within a market and the number of news staff. Nor is there any relationship between group or independent ownership and staff size. Stations in the Northeast tended to have larger news staffs, but the difference was small.

Changes in Radio News, Staff and Budget in the last 12 months and planned for the future – 2007

	Increase	Decrease	Same	Not sure
Amount of news the past year	15.3%	10.2%	73.9%	0.6%
Plan to change amount of news next year	13.0	0.6	79.7	6.8
Total news staff the past year	34.5	3.4	62.7	0
Plan to change amount of staff next year	26.6	1.1	67.2	5.1
Change in news budget from the year before	16.0	7.4	61.7	14.9

Only half as many stations increased the amount of news they run (15.3 percent) compared to a year ago (32.1 percent) -- with almost all of that difference moving over to the "same" category. The stations most likely to increase news were non-commercial, with the largest staffs, in markets of 1 million or more and in the Northeast. But stations in the Northeast in the largest markets were also the most likely to decrease how much news they ran. Ownership made no difference.

Fewer than half as many stations plan to increase news in the next year compared to what they said a year ago. The stations most likely to say they'll increase the amount of news are the biggest stations in the biggest markets in the Northeast.

Twice as many stations reported an increase in staff compared to a year ago, although almost two-thirds say they're the same size. Those most likely to have increased staff include non-commercial stations and news operations with the most stations in a market, in the biggest cities and group-owned.

Twice as many stations say they plan to increase staff as a year ago, although, again, almost two-thirds say they expect to remain the same. Only 1.1 percent expect to decrease staff size. Non-commercial stations are a little more likely to say they expect to increase staff. Beyond that, the biggest stations are more likely to say they expect to get bigger -- as do the largest groups in the largest markets.

News budgets were mostly unchanged from a year ago. Commercial stations were a little more likely to have seen budget increases than non-commercial stations. Stations in the biggest markets and independent stations were also a little more likely to have experienced higher budgets for news, but stations in the biggest markets were also the most likely to have seen budget cuts.

#### Radio News Profitability ... 1997 to 2007

	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997
Showing profit	29.1%	18.1%	19.6%	22.5%	25.2%	15.2%	17%	25%	19%	22%	23%
Breaking even	13.1	17.6	14.4	17.1	13.8	13.9	17	15	18	14	20
Showing loss	8.6	6.4	3.1	7.2	2.4	7.3	0	7	6	6	6
Don't know	49.1	58.0	62.9	53.2	58.6	63.6	66	53	57	58	51

The latest figures represent a huge jump in radio news profitability -- most of which came from more news directors saying that they knew whether the station made money on news. We'll have to see if the 2007 numbers hold up over time or if it's just a statistical anomaly. Larger groups and stations with larger staffs were more likely to have made money on news -- as were stations in the Northeast. Market size and group ownership made no difference.

### Radio News Profitability by Market Size - 2007

	Showing profit	Breaking even	Showing loss	Don't know
Major market	26.7%	6.7%	0	66.7%
Large market	29.4	8.8	11.8	50.0
Medium market	28.4	11.9	10.4	49.3
Small market	30.5	18.6	6.8	44.1

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.

### Number of Stations Where the Radio News Director Oversees the News – 2006

No. of Stations	Percentage
One	18.2%
Two-three	43.2
Four	14.8
Five-Six	17.6
Seven-Eight	6.3
Overall	Number
Average	3.4 (locally) +0.4 elsewhere
Median	3.0
Maximum	9

These numbers are virtually unchanged from a year ago.

### What Else Radio News Directors Do – 2007

Fewer radio news directors reported also having other station responsibilities than a year ago -- dropping 10% from last year's record 77.3 percent to this year's 67.4 percent.

Other job	Percentage
Announcing (including sports and weather)	43.1%
Program Director	22.5
Talk show host	20.6
Public Affairs	18.6
Operations	14.7
General Manager	13.7
Sales	11.8
Production	7.8

Other	18.6
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Moving up from a year ago: announcing, public affairs and operations. All the rest were largely unchanged.

***Bob Papper is professor of journalism at Hofstra 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 University. This research was supported by the Department of Telecommunications at Ball State University and the Radio Television News Directors Association. This fall, the research becomes the RTNDA/Hofstra University Annual Survey.***

### About the Survey

The RTNDA/Ball State University Survey was conducted in the fourth quarter of 2006 among all 1,596 operating, non-satellite television stations and all 11,942 radio stations for which we could gather complete data. Valid responses came from 974 television stations (50.9 percent) and 225 radio news directors and general managers representing 740 radio stations. Data for the number of TV stations originating local news and getting it from others is based on a complete census and is not projected from a smaller sample.

### Sidebars & other material:

#### Percentage of TV News Departments Providing Content to Other Media – 2007

	Another local TV station	TV in another market	Cable TV channel	Local radio	Station website	Other website	Other
All TV	37.0%	9.0%	15.2%	49.2%	80.3%	5.7%	10.2%
Big four affiliates	25.7	9.6	16.1	50.5	82.1	6.0	11.5
Other commercial	50.0	0	0	100.0	75.0	0	0
Market size:							
1-25	18.4	13.2	15.8	28.9	71.1	7.9	13.2
26-50	35.0	5.0	12.5	50.0	90.0	2.5	12.5
51-100	26.8	7.1	17.9	48.2	85.7	5.4	14.3
101-150	23.9	8.5	16.9	60.6	76.1	8.5	5.6
151+	17.9	12.8	10.3	48.7	79.5	2.6	7.7

There's been steady and significant growth in the percentage of stations supplying news to another TV station. We can't compare the 9 percent of stations saying they supply a

TV station in another market because we've never asked the question before. The percentage supplying news to a radio station is up about 5 percent from a year ago, but the percentage supplying content to their own or other websites is unchanged.

## **Convergence**

While it looked like a growing trend a few years ago, the percentage of TV news directors saying they're involved with something they consider convergence has been largely unchanged (around 40 percent) for the three years we've asked the question. And the percentage saying that they work with a newspaper has dropped almost 10 percent in the last year, from 59.8 percent to 50.0 percent.

Type of Convergence Partner	Percent of the stations of those involved in convergence
Newspaper(s)	50.0%
Web site(s)	46.2
Radio station(s)	29.5
Other television	9.0
Cell phone	12.8
Other	7.7

## **News Director Age and Tenure ... 2007**

TV news directors ranged in age from 25 - 66 ... with an average age of 43.8 and a median age of 44. That's virtually identical to a year ago -- and the year before that. As usual, there was no meaningful variation based on market size, staff size, network affiliation or geography.

Radio news directors ranged in age from 19 - 69 ... with an average of 45.9 and a median of 48.5. That's little different than a year ago, and as with TV, there were no differences based on any station grouping.

In radio, news directors averaged 11.5 years with that station, with a median tenure of 8 years. Interestingly, there was no variation based on region, ownership, market size, staff size or commercial/non-commercial, but there was a difference based on the number of stations supervised. The more stations overseen, the shorter the tenure -- going from an average 13.1 years for one station down to 6.6 years for seven or more stations. The median also dropped from 11.5 years to 4.5 years.

We didn't ask TV news directors about time on the job this year, but last year we reported that TV news directors were not nearly as nomadic as they once were. The average number of years as news director at the same station rose to 7.4 years, and median to 5 years.

### **One Man Bands**

There appears to be a widely held view that TV newsrooms are using more and more one man bands. This year, we decided to find out. Because we've never asked the question before, we can't look at trends, but we now have a benchmark against which we can compare in the future, and we have a picture of where news directors think the industry is going.

Percentage of TV Newsrooms Reporting Using One-Man-Bands

	Yes, Mostly Use OMB	Yes, Use Some OMB	Yes, But Not Much Use	No, Do Not Use
All TV	22.3%	26.9%	22.3%	28.6%
Market size:				
1-25	22.2	19.4	11.1	47.2
26-50	10.0	22.5	20.0	47.5
51-100	3.7	35.2	31.5	29.6
101-150	24.3	28.6	25.7	21.4
151+	57.9	23.7	15.8	2.6
Staff size:				
51+	0.0	13.3	31.1	55.6
31-50	4.3	30.0	30.0	35.7
21-30	21.6	47.1	13.7	17.6
11-20	58.3	19.4	19.4	2.8
1-10	61.9	28.3	9.5	4.8

Not surprisingly, the use of one man bands generally increases as market size drops ... and absolutely increases as staff size shrinks.

But it's hard to argue that there's an increasing trend toward the use of one man bands.

The same percentage reported using fewer one man bands as reported using more compared to the year before, and more than three-quarters say it's been the same.

#### Use of One-Man-Bands in the News Department Last Year Compared to the Year Before

	Used More	Used Less	About the Same
All TV	10.5%	11.0%	78.5%
Market size:			
1-25	11.1	11.1	77.8
26-50	9.7	16.1	74.2
51-100	9.8	14.6	75.6
101-150	9.4	9.4	81.3
151+	13.5	5.4	81.1
Staff size:			
51+	3.0	12.1	84.8
31-50	13.6	13.6	72.9
21-30	11.6	11.6	76.7
11-20	8.8	5.9	85.3
1-10	15.0	10.0	75.0

On the other hand, more than a quarter of news directors (27.7 percent) expect to increase the use of one man bands in the future. More than 70 percent expect no change in the next year. Again, the expected use of one man bands increases as market size and staff size fall.

#### Expected Use of One-Man-Bands in the News Department Next Year

	More	Less	About the Same
All TV	27.7%	2.0%	70.3%
Market size:			
1-25	18.5	7.4	74.1
26-50	22.6	0.0	77.4
51-100	41.9	0.0	58.1
101-150	28.1	3.1	68.8
151+	21.6	0	78.4
Staff size:			
51+	23.5	2.9	73.5
31-50	33.9	1.7	64.4
21-30	29.5	2.3	68.2
11-20	20.6	0	79.4
1-10	30.0	0	70.0

## Sports

Much has been written about the decreasing amount and focus on sports within TV newscasts. At the risk of injecting facts into the mix, we decided to find out.

There is no evidence that there has been an overall decrease in sports coverage in the past year -- with slightly more stations reporting an increase (15.5 percent) than a decrease (13.5 percent). More than 70 percent say the time devoted to sports coverage remained the same. There were few discernible patterns within the numbers, but the smallest markets were more likely to have increased sports coverage, and there was a general trend toward more sports coverage as total staff size fell.

#### Amount of Time Devoted to Sports Coverage Compared to a Year Ago

	More Than Last Year	Less Than Last Year	About the Same
All TV	15.5%	13.5%	71.0%



Market size:			
1-25	7.1	10.7	82.1
26-50	22.9	14.3	62.9
51-100	13.5	15.4	71.2
101-150	10.0	11.7	78.3
151+	28.1	15.6	56.3
Staff size:			
51+	7.9	21.1	71.1
31-50	11.1	12.7	76.2
21-30	16.7	12.5	70.8
11-20	19.4	16.1	64.5
1-10	31.3	0	68.8

There's also no real evidence of a trend heading one way or the other into the future. About 10 percent of news directors expect to devote more time -- and less time -- to sports, with about 80 percent saying it will be about the same.

#### Expected Amount of Time Devoted to Sports Coverage Next Year

	Expect More Time	Expect Less Time	Expect About the Same
All TV	9.3%	10.8%	79.9%
Market size:			
1-25	7.1	3.6	89.3
26-50	11.1	11.1	77.8
51-100	13.5	11.5	75.0
101-150	3.5	12.3	84.2
151+	12.9	12.9	74.2

There may be slightly less money available for that sports coverage, however, with 5 percent more news directors saying that the sports budget is less than a year ago than saying it had grown. But almost three-quarters say it's unchanged.

#### Has the Budget for Sports Coverage Changed Compared to a Year Ago?

	More	Less	About the Same
All TV	10.4%	15.8%	73.8%
Market size:			
1-25	7.1	17.9	75.0
26-50	8.3	16.7	75.0
51-100	10.2	26.5	63.3
101-150	10.5	8.8	80.7
151+	15.6	9.4	75.0

## New Technologies

Periodically, we ask about new technologies and what stations are using and planning to use in the newsroom. Based on what the news directors say, about a quarter of all TV newsrooms will broadcast in high definition by the end of the year.

### Technologies Used on a Daily Basis in the Newsroom

	Percent Using Now	Percent Planning to Use in the Next 12 Months
Nonlinear editing	76.7%	50.0%
Desktop nonlinear Editing	28.0	30.5
Digital field cameras	56.5	38.6
Digital studio cameras	35.3	20.7
Digital playback in master control	38.8	26.8
Digital archive system	30.2	43.1
Virtual news set	18.5	9.5
Broadcast news in high definition	7.8	16.8
News service to small screen devices like mobile phones	23.2	32.5
SNG truck	44.8	21.9
Helicopter	19.8	14.5

We also wanted to learn more about whether and how stations are using their digital channels.

Does your station broadcast on more than one digital channel?

	Percent Yes	Average Number of Additional Channels
All TV	51.5	1.6
Market size:		
1-25	34.3	1.7
26-50	62.5	1.8
51-100	56.4	1.3
101-150	52.2	1.6
151+	47.4	1.5

Staff size:		
51+	60.0	1.2
31-50	55.1	1.5
21-30	51.0	1.6
11-20	41.7	1.7
1-10	40.0	2.9

Fox affiliates were noticeably less likely to broadcast on more than one digital channel, 33.3 percent for Fox versus 54.6 percent for the other three network affiliates. Stations in the South were a little more likely to broadcast on more than one digital channel than stations elsewhere.

For those stations broadcasting on another digital channel, weather was the top choice for programming -- followed by another network.

What programming runs on the additional channels?

Type of Programming	Percent
Weather	47.2
Other Network	34.3
News	16.5
Music Videos	10.2
Other	18.5

More than a third of TV news directors said they have plans to broadcast on another digital channel in the next 12 months.

Are there plans to broadcast on additional digital channels in the next 12 months?

	Percent Yes
All TV	34.7
Market size:	
1-25	24.2
26-50	31.4
51-100	42.0
101-150	32.8
151+	41.2

There was no relationship to staff size (which commonly translates to size of station) or geography. Again, Fox affiliates, at 26.9 percent versus 38.0 percent for the other net

affiliates, are noticeably lower in planning to broadcast on additional digital channels in the next year.

Weather was also the winner among planned programming for new channels, but news was listed by over 30 percent of the news directors.

What programming will you run on planned additional channels?

Type of Programming	Percent
Weather	49.0
News	30.6
Other Network	18.4
Music Videos	0
Other	24.5