**Fewer Radio Stations Get News From an Outside Provider**

**by Bob Papper**

The latest RTDNA/Hofstra University Survey found that fewer than one in five radio stations, 18.5%, report getting local news from an outside service. That’s down 3.1 from a year ago, which was down 1.3 from the year before that. Commercial stations were again lower than non-commercial ones (17.6% vs. 21%). The bigger the market, the more likely that a station used an outside news service -- 29.5% in the largest markets down to 12.5% in the smallest. No other variable made any consistent difference, although stations in the Midwest were much lower than all other areas.

**For those who said local radio news came from an outside service, I asked for the name:**

24.5% 24/7 News Source (formerly Metro Networks and Total Traffic Networks) … more than double last year’s figure

17 Various local TV stations … up more than 3 points

15.1 Various local newspapers (clearly with and without some sort of agreement) … down more than 6 from a year ago

11.3 Associated Press … down 10 from a year ago

7.5 Various statewide radio networks … down more than 3 from last year

5.7 VirtualNewsCenter … down slightly

3.8 The internet … up slightly and without noting who online

1.9 Remote News Service … new this year

13.2 Variety of individual places or didn’t know the answer

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.

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**About the Survey**

The RTDNA/Hofstra University Survey was conducted in the fourth quarter of 2017 among all 1,683 operating, non-satellite television stations and a random sample of 3,542 radio stations. Valid responses came from 1,333 television stations (79.2%) and 415 radio news directors and general managers representing 1,110 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.