**What Does the Staffing Look Like for an “Average TV Station”?**

**by Bob Papper**

In real life -- or even in a newsroom -- it’s not easy to divide people into fractions. Thankfully, it’s no problem on paper. This is what the latest RTDNA/Hofstra University Survey says the “average” local TV news department of 40.4 people looks like:

|  |  |
| --- | --- |
| News Director | 1 |
| Assistant News Director | 0.6 |
| Managing Editor | 0.3 |
| Executive Producer | 1.3 |
| News Anchor | 5.4 |
| Weathercaster | 3.2 |
| Sports Anchor | 1.5 |
| News Reporter | 3.7 |
| MMJ | 4.9 |
| Sports Reporter | 0.5 |
| Assignment Editor | 1.3 |
| News Producer | 5.4 |
| News Writer | 0.2 |
| News Assistant/AP | 0.2 |
| Photographer | 6.2 |
| Video Editor | 1.9 |
| Graphics Specialist | 0.3 |
| Digital Content Manager | 0.7 |
| Social Media Producer/Editor | 0.4 |
| Web/Mobile Writer/Producer | 1.2 |
| Other | 0.2 |

There are few big changes from last year. Digital went up from 2.1 last year to 2.3 this year. News reporters fell by 0.4 and MMJs rose by 0.7, but that could just represent more precise reporting since I split the two jobs a few years ago. Generally, the bigger the newsroom, the more of everything they had … and the more likely that they had at least one of the fractional positions. Reporters edged out MMJs in the top 50 markets and the largest newsrooms (51+), but MMJs won out in all other newsroom markets and sizes. Network affiliation and geography made no difference.

***Bob Papper is Emeritus Distinguished Professor of Journalism at Hofstra University and has worked extensively in radio and TV news. This research was supported by the Lawrence Herbert School of Communication at Hofstra University and the Radio Television Digital News Association.***

**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.