**MMJ Growth is Slowing Down**

**by Bob Papper**

Call them one-man-bands, multimedia (MMJ) or backpack journalists -- their use has continued (mostly) to edge upward. I’ve been tracking the growth of MMJs for about a decade now, and watched the mostly relentless 2 to 3 point-per-year increase in their use. But this year’s RTDNA/Hofstra University Survey shows a change.

**Percentage of TV Newsrooms Reporting Using One-Man-Bands - 2018**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, Mostly Use OMB | Yes, Use Some OMB | Yes, But Not Use Much  | No, Do Not Use |
| All TV | 56.6%  | 28.5%  | 8.2%  | 6.8%  |
| Market size: |  |  |  |  |
| 1-25 | 22  | 39  | 22  | 17.1  |
| 26-50 | 19.5  | 46.3  | 19.5  | 14.6  |
| 51-100 | 59.7  | 32.5  | 3.9  | 3.9  |
| 101-150 | 77.3  | 18.2  | 1.5  | 3  |
| 151+ | 80.4  | 14.3  | 3.6  | 1.8  |
| Staff size: |  |  |  |  |
| 51+ | 29  | 39.1  | 20.3  | 11.6  |
| 31-50 | 56.7  | 35.8  | 1.5  | 6  |
| 21-30 | 83.9  | 12.5  | 3.6  | 0  |
| 11-20 | 84.8  | 12.1  | 3  | 0  |
| 1-10 | 80  | 10  | 0  | 10  |

That relentless 2 to 3 point increase fell to just 1 point this year. I don’t know if that’s a trend, but a number of news directors have told me over the last year that they’re looking at cutting back on the use of MMJs. We’ll see.

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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.