**Little Change in Web Staffing … Both TV and Radio**

**by Bob Papper**

The latest RTDNA/Hofstra University Survey found that, overall, full time web staffing slipped slightly in **TV** in the last year, with all market sizes under the top 25 going down 0.1 to 0.3 points. Part time rose a bit, so total web staffing actually went up even as full time staffing slid back. **Radio** web staffing is virtually unchanged from a year ago.

**How many people work on the digital side? 2018**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Full-time | Part-time | Total |
| **All TV** | 2.8  | 1.3  | 4  |
| Markets 1-25 | 5.7  | 1.4 | 7.1 |
| Markets 26-50 | 3.6  | 0.8  | 4.6  |
| Markets 51-100 | 2.8  | 1.8  | 4.6  |
| Markets 101-150 | 1.9  | 1.6  | 3.2  |
| Markets 151+ | 1  | 0.6  | 1.4  |
|  |  |  |  |
| **All Radio** | 0.8  | 0.8  | 1.6  |
| Major Market | 1.9  | 0.8  | 2.7 |
| Large Market | 1.1  | 1.2  | 2.2  |
| Medium Market | 0.5  | 0.6  | 1.1  |
| Small Market | 0.5  | 0.8  | 1.3  |

The **TV** staffing *totals* are up for every market size except the smallest (151+), but that disguises a surprising pattern in employment: Almost all market sizes are actually down in full time people but up in part-timers. The exception is the biggest market group (1 to 25) which is up a full person full time and up in part time as well.

Major market **radio** web staffing went back up this year, after dropping a year ago. Large market web staffing generally held steady with medium and small markets slipping back. Non-commercial stations have a slight edge in web staffing over commercial stations.

**Do other staffers help on the web? 2018**

|  |  |
| --- | --- |
| **All TV** | 78.1%  |
| Markets 1-25 | 65.9  |
| Markets 26-50 | 68.3  |
| Markets 51-100 | 76.3  |
| Markets 101-150 | 82.8  |
| Markets 151+ | 90  |
|  |  |
| **All Radio** | 72.7%  |
| Major Market | 85.2  |
| Large Market | 77.8  |
| Medium Market | 65.3  |
| Small Market | 75.4  |

**TV** news staff participation in the web edged up a point and a half from last year … with all market groupings moving up except the smallest (151+), which dropped slightly.

**Radio** reversed last year’s drop, moving up overall by two points. Every category went up except medium markets, which slid down slightly. Type of station and geography made no meaningful difference.

In radio, 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.