An introductory note, if you will. 2019 marks my 25th year conducting the

RTDNA (before that, RTNDA) Annual Survey. First at Ball State University and now at Hofstra University. It has been my privilege to do this, and I want to thank RTDNA, Ball State and Hofstra for the support and opportunity to keep this going. Most of all, I want to thank all of you who spend what I know is way too much time poring over the way too many questions that I ask on this survey. Thank you.

- Bob Papper

**A Shocking Development: A Small Increase in Local TV Newsrooms … and a Record Amount of Local News**

**by Bob Papper**

The latest RTDNA/Hofstra University Survey found that the number of TV stations originating local news actually went up by three in 2018 to 706. Over the last decade and more, consolidation had the number of local TV newsrooms dropping at an average of seven per year. Two years ago, the number went down by nine. But last year, the decline slowed to just two … down to 703. And this year, it’s up to 706. I don’t see this as a trend, and we don’t yet know what the Nexstar purchase of Tribune, the Gray/Raycom merger and purchase of United Communications and the Scripps purchase of Cordillera will mean. Stay tuned.

Those 706 TV stations run news on those and another 363 stations. That latter number is actually down by six from a year ago … as a number of stations dropped out of the news business entirely. All had been marginal news players to begin with.

That puts the total number of stations running local news at 1,069, and that’s down by three from last year’s all-time high.

For those keeping score by affiliation, here's how those 706 newsrooms break down:

* 182 NBC affiliates … up 2 after last year’s increase by 3
* 169 CBS affiliates … same
* 168 ABC affiliates … same
* 77 Fox affiliates … same
* 35 Univision affiliates … down 1
* 26 Telemundo affiliates … up 1 after being up 2 last year
* 17 Independents (four of which are Hispanic) … same
* 14 PBS affiliates … up 1
* 7 CW affiliates … same
* 5 Youtoo America … same
* 2 This TV affiliates … same
* 2 MyNet … same
* 1 EstrellaTV … same
* 1 FamilyNet … same

Most affiliates stayed the same, but, as usual, there is at least some movement:

Up from last year: NBC, Telemundo and PBS.

Down from last year: Univision

And here's how those 363 stations that get news from another station break down:

* 94 Fox affiliates … up 1, reversing last year’s 6 down
* 61 CW affiliates … up 2 … following last year’s 6 station jump
* 44 MyNetworkTV affiliates … down 1 after being up 4 last year
* 39 CBS affiliates … up 1 … for the second year in a row
* 33 ABC affiliates … same
* 27 NBC affiliates … down 2 after being up 2 a year ago
* 21 Independents … down 2 following last year’s 3 up
* 14 Telemundo affiliates … up 3 following last year’s increase of 1
* 9 UniMás … down 7 from a year ago
* 9 Univision affiliates … up 1 after a 1 station increase last year
* 3 MeTV affiliates … same
* 1 PBS affiliates … same
* 2 Retro TV affiliates … same
* 1 Canal de las Estrellas … same
* 1 ThisTV … same
* 1 Accuweather … same
* 1 FamilyNet … same
* 1 America Teve … down 1
* 1 Azteca America … same

Not a lot of big changes in this list, but the number of UniMás stations carrying local news dropped significantly while Telemundo stations went up again. CW affiliates continue adding local news (unlike MyNet affiliates), and a significant majority of Fox affiliates continue to get their local news from another station.

Without getting into the whole list, I show no daily (at least weekday) local news on the following affiliates:

* 158 PBS affiliates … same
* 61 ion stations … up 1, again
* 42 MyNet affiliates … down 1, following 5 down last year
* 30 CW affiliates … up 1, after dropping 13 over the previous 3 years
* 15 UniMás affiliates … up 9 from a year ago
* 8 Univision affiliates … down 1, again
* 6 Telemundo affiliates … down 1, again
* 5 Fox affiliates … down 1, after dropping 1 the year before
* 4 CBS affiliates … same
* 2 ABC affiliates … same
* 2 NBC affiliates … same

The amount of local news on TV hit a record high – on average – and tied the record based on the median. After sliding 12 minutes a year ago, the average amount of local news rose 18 minutes to 5.9 hours per weekday; the median remained at 6 hours per weekday. Weekend numbers stayed exactly the same.

**Hours of local TV news per day – 2019**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Average weekday | Median weekday | Weekday maximum | Average Saturday | Median Saturday | Saturday maximum | Average Sunday | Median Sunday | Sunday maximum |
| All TV news | 5.9  | 6  | 33  | 2.2  | 2  | 8  | 2.2  | 2 | 8  |
| Big four affiliates | 6.3  | 6  | 33  | 2.3  | 2  | 7  | 2.3  | 2  | 7  |
| Other commercial | 4  | 3  | 16  | 2  | 1  | 8  | 1.9  | 1  | 8  |
| Market size: |  |  |  |  |  |  |  |  |  |
| 1-25 | 6.3  | 6  | 16  | 2.9  | 3  | 8  | 2.8  | 2  | 7.5  |
| 26-50 | 7.2  | 7  | 11.5  | 3.5  | 4  | 8  | 3.6  | 4  | 8  |
| 51-100 | 6.4  | 6  | 33  | 2.5  | 2.5  | 6.5  | 2.6  | 2.5  | 7  |
| 101-150 | 5.6  | 5  | 17  | 1.8  | 1.5  | 6  | 1.7  | 1  | 6  |
| 151+ | 4.6  |  4.3 | 22  | 1  | 1  | 3  | 0.9  | 1  | 2  |
| Staff size: |  |  |  |  |  |  |  |  |  |
| Staff 51+ | 8.6  | 8  | 33  | 3.9  | 4  | 8  | 3.9  | 4  | 8  |
| Staff 31-50 | 6  | 6  | 10.5  | 2.3  | 2  | 5.5  | 2.1  | 2  | 5.5  |
| Staff 21-30 | 5.1  | 5  | 17  | 1.3  | 1  | 4  | 1.2  | 1  | 4  |
| Staff 11-20 | 4.1  | 4  | 22 | 0.9  | 1  | 4  | 0.8  | 1  | 3  |
| Staff 1-10 | 1.2  | 1  | 2  | 0.1  | 0  | 1  | 0.1  | 0  | 1  |
| Affiliation: |  |  |  |  |  |  |  |  |  |
| ABC | 5.7  | 6  | 10.5  | 2.2  | 2  | 6  | 2.2  | 2  | 5.5  |
| CBS | 6.4  | 6  | 22  | 2.2  | 2  | 5.5  | 2.1  | 2  | 6  |
| Fox | 8.2  | 9  | 14.5  | 2.9  | 3 | 6.5 | 3.2  | 3  | 6  |
| NBC | 6.1  | 5.8  | 33  | 2.3  | 2  | 7  | 2.2  | 2  | 7  |
| PBS | 0.9  | 1  | 1.5  | 0  | 0  | 0  | 0  | 0  | 0  |

All market sizes went up except the biggest ones. All staff sizes rose except the smallest ones. Overall, all network affiliates went up. Generally, the bigger the market and the bigger the news staff, the more news a TV station is likely to run. As always.

**Amount of TV news changes … the past year (2018)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Increased | Decreased | Same | Not sure |
| All TV News | 28.2%  | 1%  | 69.7%  | 1%  |
| Big four affiliates | 26.4  | 0.8  | 72  | 0.8  |
| Other commercial | 44  | 0  | 52  | 4  |
| Market size: |  |  |  |  |
| 1-25 | 42.9  | 0  | 54.8  | 2.4  |
| 26-50 | 31.8  | 0  | 65.9  | 2.3  |
| 51-100 | 30  | 1.2  | 67.5  | 1.2  |
| 101-150 | 17.1  | 1.4  | 81.4  | 0  |
| 151+ | 25.9  | 1.7 | 72.4  | 0  |

Staying the same was the runaway winner -- with more than two-thirds of all stations. That’s usually the case. The biggest markets and the biggest staffs were the most likely to increase the amount of news. Network affiliation made no difference, but stations in the Northeast and then the South were more likely to add news than stations in the West or Midwest.

**Changes in TV newscasts in the past year (2018)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Added a newscast | Cut a newscast | Both added and cut | No change |
| All TV news | 24.5%  | 1.8%  | 1.4%  | 72.3%  |
| Big four affiliates | 23.2  | 2  | 1.2  | 73.6  |
| Other commercial | 41.7  | 0  | 4.2  | 54.2  |
| Market |  |  |  |  |
| 1 – 25 | 38.1  | 2.4  | 7.1  | 52.4  |
| 26 – 50 | 23.3  | 0  | 0 | 76.7  |
| 51 – 100 | 28  | 0  | 1.3  | 70.7  |
| 101 – 150 | 12.7  | 1.6  | 0 | 85.7  |
| 151+ | 23.6  | 5.5  | 0  | 70.9  |
| Staff size |  |  |  |  |
| 51+ | 34.8  | 1.4  | 4.3  | 59.4  |
| 31 – 50 | 19.2  | 0  | 0  | 80.8  |
| 21 – 30 | 14.3  | 4.1  | 2  | 79.6  |
| 11 – 20 | 25.7  | 5.7  | 0  | 68.6  |
| 1 – 10 | 11.8  | 0  | 0  | 88.2  |

Clearly, most stations neither added nor cut back on newscasts in the past year. But beyond that, stations were about 20 times more likely to add newscasts as cut them. Other commercial stations were more likely to add newscasts than any other group, but network affiliation made no difference. Stations in the Northeast and South were more likely to add than stations in the West or Midwest.

The table above shows the relative (percentage) distribution of newscasts added. Weekend morning also got a fair number of votes; weekend evening less so.

There were so few newscasts cut – and all of them scattered across days and times – that it’s not worth cataloguing them.

**Amount of TV news planned … the next year - 2019**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Increase | Decrease | Same | Not sure |
| All TV news | 24.7%  | 0.3%  | 63.2%  | 11.7%  |
| Big four affiliates | 21.7  | 0.4  | 67.4  | 10.5  |
| Other commercial | 56  | 0  | 24  | 20  |
| Market size: |  |  |  |  |
| 1-25 | 40.5  | 0  | 33.3  | 26.2  |
| 26-50 | 34.9  | 0  | 60.5  | 4.7  |
| 51-100 | 20.3  | 1.3  | 70.9  | 7.6  |
| 101-150 | 14.5  | 0  | 76.8  | 8.7  |
| 151+ | 24.1  | 0  | 60.3  | 15.5  |

Historically, this table has been a pretty good predictor of what the next year will look like. Markets 51 and smaller are all less likely to predict growth in news than they did a year ago, but markets 1 through 50 are markedly higher in expecting to be running more news. As usual, Fox affiliates are most likely to predict more news. So are other commercial stations and stations in the Northeast.

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**About the Survey**

The RTDNA/Hofstra University Survey was conducted in the fourth quarter of 2018 among all 1,685 operating, non-satellite television stations and a random sample of 3,481 radio stations. Valid responses came from 1,310 television stations (77.7%) and 645 radio news directors and general managers representing 1,938 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.