**Radio Staffing Largely Stable … As Usual**

**by Bob Papper**

The latest RTDNA/Lawrence Herbert School of Communication - Hofstra University Survey shows the typical (median) radio news operation had a full-time news staff of one -- the same as it's been since I started doing these surveys 26 years ago.

All told, 80.6% of all multi-station local groups operate with a centralized newsroom. That’s virtually identical to a year ago.

**Radio staff size – 2020**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Average  full-time | Median  full-time | Max  full-time | Average  part-time | Median  part-time | Max  part-time | Average  total staff | Median  total staff | Max  total staff |
| All Radio | 3 | 1 | 76 | 1.7 | 1 | 34 | 4.8 | 3 | 79 |
| Market size: |  |  |  |  |  |  |  |  |  |
| Major | 8.9 | 4 | 76 | 3.3 | 2 | 34 | 12.7 | 8 | 79 |
| Large | 3.3 | 2 | 22 | 1.6 | 1 | 13 | 5 | 4 | 35 |
| Medium | 1.8 | 1 | 12 | 1.4 | 1 | 13 | 3.2 | 2 | 13 |
| Small | 1.1 | 1 | 7 | 1.3 | 1 | 10 | 2.4 | 2 | 11 |
|  |  |  |  |  |  |  |  |  |  |
| Commercial | 1.7 | 1 | 38 | 1.4 | 1 | 18 | 3.2 | 2 | 56 |
| Non-comm | 5.6 | 2 | 76 | 2.4 | 1 | 34 | 8.1 | 5 | 79 |

Usually, we go from year to year in radio news staffing with little to no change. Until last year. The median – or typical -- number of radio news people at a station remained at 1. That’s the same number it’s been for the quarter century plus that I’ve been doing this survey. But the average number of radio news people (per station) in last year’s survey soared from 2 to 3.1 That’s a huge jump. And while we see that jump at its most pronounced at major market stations, every market category went up. This year, two of the four market sizes went down slightly; one stayed the same; and one rose modestly. But the average full-time staff held at 3.

How did that happen?

First, the number of really large radio newsrooms participating in the Survey has continued to remain high. You can see that in the size of the maximum number of staff reported. Three of the four market sizes went up, with the biggest, major market radio newsroom jumping from 30 people two years ago to 50 last year to 79 this time around. The biggest large market radio newsroom went up to 35.

I break down radio numbers in a variety of ways, but the sharpest overall contrast in radio news is between commercial and non-commercial stations. And the differences have become sharper and deeper year after year.

Interestingly, the number of stations in a local cluster makes no difference in how many news people the stations have. Whether there are one, two, three, four, five or six or more local stations running local news, the median number of news people remains at one. Even the average number of news people doesn’t move with the number of stations. Nor does geography make any difference.

As usual, the larger the market, the larger the news staff is likely to be.

**Changes in radio staff in the last 12 months (2019) and planned for the future – 2020**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Increase | Decrease | Same | Not sure |
| Total news staff the past year (2019) | 14.5% | 10.6% | 74.2% | 0.7% |
| Plan to change amount of staff next year (2020) | 11.9 | 1.7 | 75.2 | 11.2 |

The percentage of stations increasing staff fell by 4 points in the past year; the percentage decreasing staff rose by 2. The bigger the staff and the bigger the market size, the more likely that the station added staff. Number of stations and geography made no difference. Non-commercial stations were almost three times more likely to add staff than commercial ones. In fact, commercial stations increased and decreased staff at just about the exact same level … with 80% staying the same.

Predictions for this year are almost exactly the same as they were a year ago. The bigger the staff and the bigger the market, the more likely for the station to expect to increase staff. Non-commercial stations are more than four times as likely to expect to increase staff as commercial stations.

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/Lawrence Herbert School of Communication - Hofstra University Survey was conducted in the fourth quarter of 2019 among all 1,702 operating, non-satellite television stations and a random sample of 3,427 radio stations. Valid responses came from 1,313 television stations (77.1%) and 673 radio news directors and general managers representing 1,996 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.