

# EMPLOYMENT OUTLOOK IN RADIO AND TELEVISION BROADCASTING OCCUPATIONS



UNITED STATES DEPARTMENT OF LABOR

● BUREAU OF LABOR STATISTICS

in cooperation with VETERANS ADMINISTRATION

OCCUPATIONAL OUTLOOK SERIES

● BULLETIN NO. 958

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MAURICE J. TOBIN, *Secretary*

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EWAN CLAGUE, *Commissioner*

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## Letter of Transmittal

UNITED STATES DEPARTMENT OF LABOR,  
BUREAU OF LABOR STATISTICS,  
*Washington, D. C., April 30, 1949.*

The SECRETARY OF LABOR:

I have the honor to transmit herewith a report on the employment outlook in radio and television broadcasting occupations. This is one of a series of occupational studies conducted in the Bureau's Occupational Outlook Branch for use in vocational counseling of veterans, young people in schools, and others interested in choosing a field of work. The study was financed largely by the Veterans Administration, and the report was originally published as Veterans Administration Pamphlet 7-4.9 for use in vocational rehabilitation and education activities.

The study was prepared, under the supervision of Helen Wood, by Raymond D. Larson, with contributions by John S. McCauley and Cora S. Cronmeyer. The Bureau wishes to acknowledge the generous assistance and cooperation received in connection with the study from the Federal Communications Commission, and from representatives of management and of unions in the broadcasting industry. The cover photograph is by courtesy of Television Station WOIC, Washington, D. C.

EWAN CLAGUE, *Commissioner.*

Hon. MAURICE J. TOBIN,  
*Secretary of Labor.*

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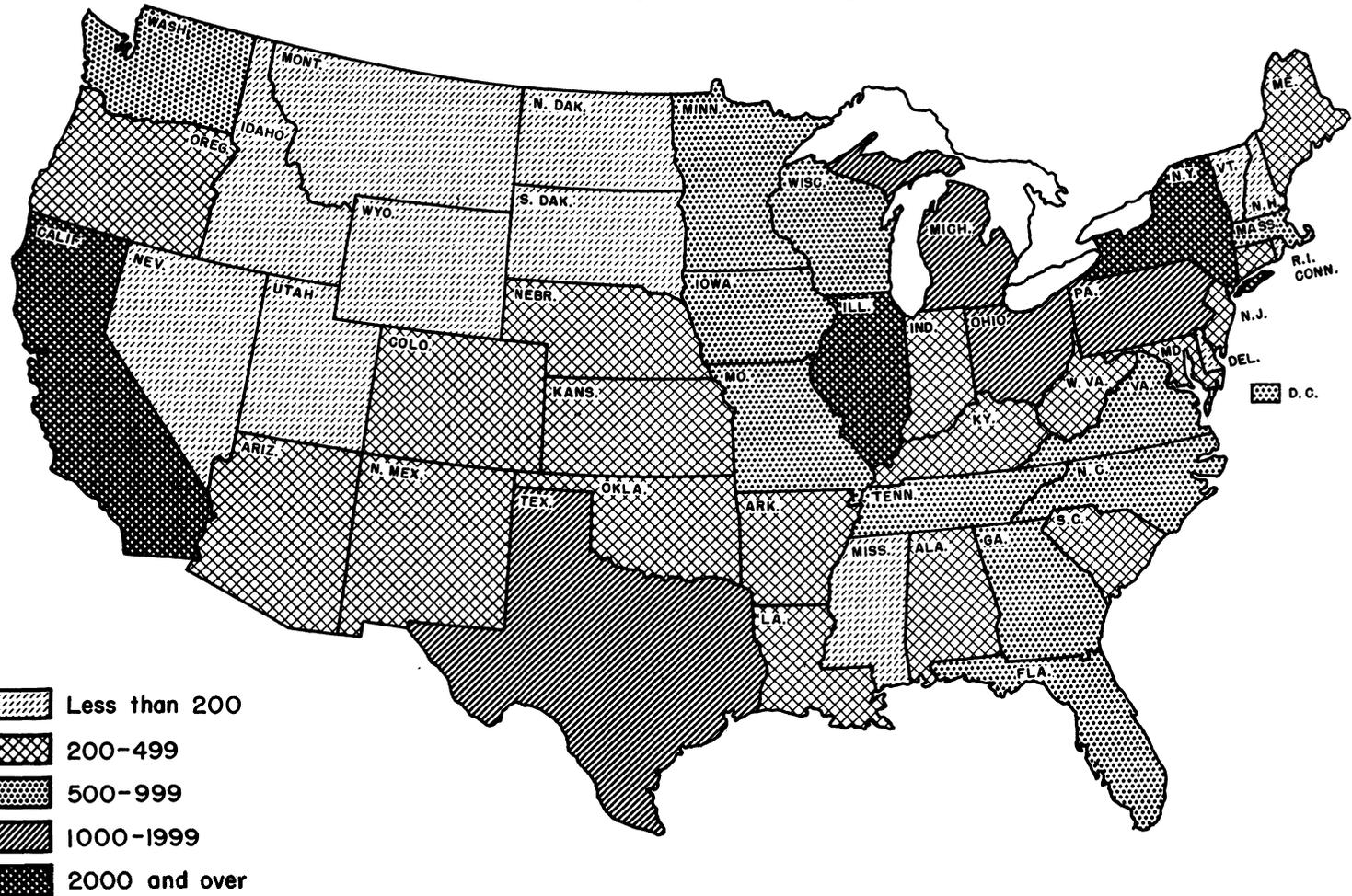
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MAP 1

# BROADCASTING EMPLOYMENT IN 1947

Number of Full-Time Workers Employed by Stations and Networks  
in Week Ending October 11, 1947



UNITED STATES DEPARTMENT OF LABOR  
BUREAU OF LABOR STATISTICS

SOURCE : FEDERAL COMMUNICATIONS COMMISSION DATA

# INTRODUCTION

Radio broadcasting is one of the most dynamic industries in the United States. Twice in the last 30 years it has made a revolutionary change in our way of living. Through sound radio it has brought entertainment and education to almost every home in the country. Now, through the miracle of television, it is transforming the easy chair into a box seat to entertainment and to many of our most important national events.

Thousands of veterans and other young people are attracted by the vision of a job in this fascinating industry. To help them evaluate their chances of getting jobs in radio, they need answers to questions such as: How many people work in broadcasting? How many are in the occupation in which I am interested, in the country as a whole and in my State and nearby States? What training is needed? Are the jobs easy or hard to get at the present time? What will be the prospects when I complete my training 2, 3, or 4 years from now?

The first part of this report presents information on these and related questions for the industry as a whole. Topics discussed include the volume of employment and organization of the industry; the occupational groups employed in broadcasting, the nature of their work and qualifications needed; the employment outlook; and earnings. The second part deals with the outlook for employment and with earnings by States.

## **The Broadcasting Industry and Its Employees**

The radio broadcasting industry in the United States is made up of four Nation-wide networks, three regional networks, and a sizeable number of independent stations. In addition, a number of groups of stations are banded together as networks on a more informal basis. They have no network personnel. By mid-1949, the networks and more than 2,000 affiliated and independent stations will have a total full-time staff of around 45,000 people. All but a few hundred of the stations will be AM (standard broadcast) or combination AM-FM (frequency modulation). There probably will be around 300 separate FM stations and 100 TV

(television) stations, most of the latter operated by the licensees of AM or FM outlets.

Radio stations vary in size from 100-watt stations with a handful of workers to 50,000-watt stations with staffs of well over 100. The Federal Communications Commission classifies AM stations by power as clear-channel (5,000 to 50,000 watts), regional (500 to 5,000 watts), or local (less than 500 watts). In October 1947, when the latest available employment survey was made by FCC, the 77 clear-channel stations reporting (excluding network key stations)<sup>1</sup> had an average of 75 full-time employees per station; the 472 regional stations had an average of 30 employees; and the 700 local stations, an average of only 14 employees each, for a total of about 10,000 workers altogether. Clear-channel stations are generally located in large cities, regional stations in large and medium-sized cities, and local stations mainly in smaller communities, although some are found in larger towns.

About one out of every six workers employed full time in broadcasting was on the staff of one of the Nation-wide networks or of their 10 key stations, in October 1947. These networks and their key outlets also employed many of the free-lance artists working in the industry. The bulk of these employees were in three cities—New York, Los Angeles, and Chicago.

Where are the radio and television broadcasting jobs? The maps in this pamphlet show every television station operating, under construction, or for which an application had been made for a construction permit as of November 1, 1948. The location of AM and FM stations is shown in the maps in VA Pamphlet 7-4.2, Occupational Outlook Information—Long-Range Employment Prospects by State and Region: Radio Repairmen and Other Electronic Technicians.

## **Broadcasting Occupations**

The numbers of workers employed in different occupational groups as reported in the Federal Communications Commission's 1947 survey are

<sup>1</sup> There were 10 stations which in addition to operating as local stations acted as the originating outlets for most network programs.

shown in tables 1 and 2. Table 1 gives figures on employment in a large number of different occupations for the networks and AM stations with 15 or more employees.

At smaller stations, workers frequently "double" in different types of work. Men whose primary duties are in the technical or commercial departments, for example, may spend a few hours a week doing announcing. Or announcers may write program material, operate controls, and sell time. Because of this interchangeability, stations with fewer than 15 employees report employment only by broad occupational groups. Employment at the smaller stations in October 1947 is shown in table 2.

Besides full-time workers, networks and AM stations had about 4,000 nonstaff program employees (those who work on a per-program or contract basis) in October 1947. In addition there were about 4,300 other part-time workers. These part-time workers are included in tables 1 and 2 but not in the tables accompanying the State statements in the second part of this report.

## Program Employees

Program employees either participate in broadcasts or telecasts or are responsible for the preparation of shows.

*Announcers* comprise by far the biggest group of program workers.<sup>2</sup> In October 1947, the industry had roughly 5,000 full-time employees whose only or chief duties were announcing. In addition, there were a few hundred free-lance announcers in the three major centers of the industry.

Most announcers get their first jobs in small radio stations, where, because of limited staffs, announcers are frequently required to perform nearly all duties assigned to program departments. These usually include writing, news casting, and sound effects. In addition, small-station announcers sometimes have to go outside the usual sphere of the "program" department and operate controls or sell time. For this reason, applicants with FCC first-class radio-telephone licenses or a flair for salesmanship have an advantage in getting jobs.

At larger stations the work of announcers is more specialized. Here their duties are generally confined to reading commercials and news flashes,

identifying stations, and acting as masters of ceremonies. The best-known announcers are those who have established themselves in such specialties as sports announcing and newscasting, or are personalities on well-known radio shows.

Almost all announcers are men. The prime requirement for those expecting to become announcers is a good voice. In addition, a well-rounded education and a thorough knowledge of the English language are needed. According to a recent survey by this Bureau of announcers affiliated with the American Federation of Radio Artists, over two-thirds of those in big cities had some college training and about one-third had college degrees. In reply to a question regarding their specific training for this work, only about half reported radio announcing as their major field of training, while 1 out of 5 had specialized in dramatics, and 1 out of 12 in either public speaking, singing, or writing. Many announcers had some training in all these fields.

As essential as a good voice and sufficient education is the ability to deal readily with unusual situations. For jobs in telecasting, announcers must also meet particularly rigid standards as to personal appearance.

*Singers* are a much smaller occupational group. During a week in October 1947, fewer than 800 solo and group singers were employed full or part time by the networks and larger stations (table 1). Only 161 of these singers were employed on a full-time basis; another 56 were part-time staff members. In addition, 548 singers, who were not regular employees, worked for the stations and networks on a "free-lance" or "non-staff" basis at some time during the week. Other singers, who were not included in this count but who appeared on broadcasts during the same week, worked for advertising agencies, transcription companies (which make transcriptions for use exclusively in broadcasting), or radio stars with "package" shows—mostly in New York, Chicago, and Los Angeles. A few sang at stations with less than 15 employees.

The total number of singers who appear on broadcasts during a year is considerably larger than the number who work during a given week, since many singers have radio engagements very irregularly. One out of every two singers in the Bureau's recent survey of radio artists had work on the radio in less than half the weeks of 1947. The proportion which had other employment besides radio broadcasts was also about six out of

<sup>2</sup> For additional information on this occupation, see Occupational Outlook Handbook (U. S. Department of Labor, Bureau of Labor Statistics, Bulletin No. 940, prepared in cooperation with Veterans Administration), 1948, p. 111.

**Table 1.—Number of full- and part-time workers employed by networks and stations with 15 or more employees; week ending Oct. 11, 1947**

Occupation	Number of employees					
	Total		7 networks and 10 key stations		Other stations <sup>1</sup>	
	Full time	Part time	Full time	Part time	Full time	Part time
Total.....	29,338	7,070	5,975	1,651	23,363	5,419
General officers and assistants.....	1,278	343	101	3	1,177	340
Program employees:						
Supervisors.....	1,264	14	167	1	1,097	13
Nonsupervisory:						
Staff:						
Announcers.....	3,506	361	162		3,344	361
Singers.....	161	56	3		158	56
Sound-effects men.....	132	4	107		25	4
Production men.....	487	31	181		306	31
Musicians.....	1,822	567	455	21	1,367	546
Writers.....	1,100	61	87		1,013	61
News personnel.....	1,010	97	143		867	97
Actors.....	39	41	17	5	22	36
Other staff program employees.....	1,105	138	192	13	913	125
Nonstaff:						
Announcers.....		355		84		271
Singers.....		548		163		385
Sound-effects men.....		21		13		8
Production men.....		62		29		33
Musicians.....		1,241		404		837
Writers.....		127		66		61
News personnel.....		258		79		179
Actors.....		848		482		366
Other nonstaff program employees.....		425		92		333
Technical employees:						
Chief engineers or supervisors.....	1,047	46	78	2	969	44
Studio engineers or technicians.....	2,788	145	527		2,261	145
Transmitter engineers or technicians.....	2,271	182	70	9	2,201	173
Research and development engineers.....	138	4	70		68	4
Other technical employees.....	156	28	56	1	100	27
Commercial employees:						
Supervisors.....	509	6	65		444	6
Nonsupervisory:						
Salesmen.....	1,656	86	159	2	1,497	84
Other.....	191	18	36		155	18
Promotion and publicity employees:						
Supervisors.....	269	12	65		204	12
Nonsupervisory.....	516	26	236		280	26
Clerical employees:						
Supervisors.....	572	15	190		382	15
Nonsupervisory.....	5,825	442	2,272	20	3,553	422
Building-service employees.....	1,249	346	465	138	784	208
All other employees.....	247	116	71	24	176	92

<sup>1</sup> The number of stations reporting full-time employees was 706, but only 611 stations reported part-time staff employees or nonstaff program employees.  
Source: Federal Communications Commission, Employee and Compensation Data by Occupational Classification Reported by Standard Broadcast Stations, Nation-Wide Networks and Regional Networks, for the Week Ending Oct. 11, 1947.

**Table 2.**—*Number of full- and part-time employees at 544 AM stations with fewer than 15 employees for the week ending Oct. 11, 1947*

Classification of employees	Full-time employees at 544 stations	Part-time employees at 397 stations
Total.....	5,382	1,283
General officers and assistants.....	541	102
Staff program employees:		
Supervisory.....	366	14
Nonsupervisory.....	1,360	385
Combination.....	214	22
Nonstaff program employees.....		136
Technical employees:		
Supervisory.....	407	17
Nonsupervisory.....	834	172
Combination.....	261	24
Commercial employees:		
Supervisory.....	231	13
Nonsupervisory.....	362	53
Combination.....	77	12
Clerical employees.....	613	96
Building-service employees.....	78	198
Other employees.....	38	39
All employees (excluding general officers and assistants and nonstaff program employees).....	4,841	1,045
Nonstaff program employees.....		136
First-class radiotelephone licensees.....	1,670	-----

Source; Federal Communications Commission data.

seven; and about half of these earned more from another type of work than from radio performing.

*Sound-effects men* are the smallest group of program employees for whom the FCC compiles separate employment figures. (See table 1.) Almost without exception, this technical job is handled by persons with considerable experience in broadcasting and is heavily concentrated in the major network centers.

*Production men* are the directors of radio shows. They also are drawn almost exclusively from among people with much experience in radio. The best way to break into the occupation is through announcing or some other studio job.

Broadcasting requires fairly large numbers of production men. In October 1947, the Nation-wide networks and their 10 key stations had 179 full-time employees of this type; other stations had more than half again as many. There were also a few production men working for broadcasters on a nonstaff basis, and some working for advertising agencies and transcription companies.

Next to announcers, musicians are the largest group of staff program employees. In a week in

October 1947, the larger radio stations (with 15 or more employees) had 1,822 full-time staff musicians, plus 567 who were on their staffs part time and 1,241 who worked for them during the week on a nonstaff basis. In addition, fairly large numbers of musicians worked for advertising agencies and a small number for stations with less than 15 employees.

Almost one-fourth of the full-time staff musicians and one-third of the nonstaff musicians working for the bigger stations were employed by the 4 Nation-wide networks and their 10 key stations. Only one-third of the bigger stations had any full-time musicians. Smaller stations rarely have staff musicians.

Broadcasting provides employment for a small proportion of the musicians in the country. Only those with a high degree of musical ability or other exceptional qualifications can obtain broadcasting jobs with the bigger stations. For radio work, musicians need broad training and adaptability. They should be able to handle both solos and orchestral parts, to play both classical and modern music, preferably on several different instruments, and to follow strange directors easily. Networks and big stations almost always expect musicians to have had a great deal of experience.

Every sizeable radio station employs *writers* to prepare commercial announcements, dramatic scripts, and other material for broadcasting. Writers are spread throughout the broadcasting industry to a greater extent than any other group of program employees except announcers and program supervisors. Three-fourths of the bigger stations employed full-time writers in October 1947. The proportion of small stations with full-time writers is much lower. Where there are no specialized employees of this type, writing assignments are handled by other staff members, usually announcers.

Altogether, the networks and larger stations employed 1,288 writers in October 1947—1,100 full-time, 61 part-time, and 127 nonstaff. Not all radio writers, however, work directly for stations and networks. Major programs paid for by advertisers are generally written by writers working for advertising agencies. Some of the material used by such agencies is written by agency staff members, some by writers who have contracts for a certain number of scripts, and some by free-lance writers who submit scripts and receive pay only if these are used.

Prospective writers should, of course, have a

talent for writing and mastery of the techniques of composition. Generally, college graduates, especially those with radio writing or journalism training, are preferred for entry jobs. Stations sometimes hire inexperienced applicants as clerical workers and promote them to writing jobs after they have learned the business. Working at a small station is one of the best ways of getting experience in writing for radio.

*News personnel* prepare copy for radio broadcasts. Their duties are similar to those of rewrite men and editors in the newspaper business.<sup>3</sup> Broadcasters depend largely on newspapers and press associations for their material; so radio has few men who perform the function of newspaper reporters.

In October 1947, the news personnel of the networks and larger stations included 1,010 full-time employees, 97 part-time staff members, and 258 people working on a nonstaff basis. Like writers, news personnel are employed at a majority of the bigger stations and the news staff is generally very small. Three-fifths of the bigger stations (excluding network key outlets) had full-time news personnel, but an average of only two such employees per station.

A substantial majority of radio *actors* are employed in New York, Los Angeles, and Chicago, where the main studios of the networks which originate most of the live dramatic programs are located. Actors rarely have regular staff jobs. The networks and larger stations had only 39 full-time and 41 part-time staff actors in October 1947. However, they employed 848 actors on a nonstaff basis during the week covered by the FCC employment survey, and hundreds more were employed by advertising agencies, transcription companies, or radio stars with "package" shows.

Only a small proportion of the free-lance actors have contracts for series of broadcasts. The great majority are engaged for single performances only and do not know from week to week whether they will have work. The irregularity of their employment is indicated by this Bureau's recent survey of radio artists. Half the actors included in the survey had work on the radio in less than half the weeks of 1947. Two out of every five earned more in that year from some other type of work than they did from radio performing.

College training is now the usual preparation for acting. Nearly two-thirds of the radio actors, 20 to 40 years of age, in the Bureau's survey had

had some college education, one-third of whom were college graduates. Practically all had had special training in dramatics, either as part of their college course or in a separate dramatic school. In addition, for a job with a network or advertising agency, actors are required to have had considerable experience. Appearance, as well as a good voice, is, of course, important for television programs.

Program departments at television stations have other types of workers in addition to the foregoing groups. Among these are costume designers and make-up artists, whose duties are much the same in TV as in motion pictures and stage productions.

### Technical Employees

Technical employees comprised almost one-fourth of all the full-time workers with radio stations and networks in 1947. Included in the group are:

(1) *Transmitter technicians*, who operate and maintain transmitters and related equipment.

(2) *Studio operators*, who are responsible for the arrangement and operation of studio equipment, including operation of volume controls and "mixers" during broadcasts.

(3) *Maintenance technicians*. At small stations, the technicians frequently handle all three types of work.

Transmitter and maintenance technicians must have first-class radiotelephone licenses from the Federal Communications Commission. No license is needed for studio-operator work, but the majority of these employees have licenses.<sup>4</sup>

The great difference between the staffs of TV stations and AM stations is in the technical departments. Transmitting any type of video program requires many more technicians than transmission of sound broadcasts. A news program, for example, must have a video operator in addition to those taking care of sound, a cameraman, and usually a motion-picture projectionist.

The number of technicians needed for dramatic programs in TV is many times greater than in AM. There are several cameramen, a video operator for each camera, and a video director to decide which picture to transmit. Microphone dolly operators move the mikes to where action is taking place, and stage hands shift scenes and equipment. Before the play is ready for telecasting, scene designers and builders, lighting experts, and other technicians prepare the stages.

<sup>3</sup> See Occupational Outlook Handbook, p. 110.

<sup>4</sup> See Occupational Outlook Handbook, p. 87.

Technicians, like most other broadcast employees, usually get their first jobs at small stations. Large AM and FM stations generally select applicants with radio experience. Television stations have frequently taken men with AM or FM experience and given them special training in television. They also hire workers who have completed a well-rounded course at one of the few technical schools equipped to give good TV training. Many stations desire engineers with college training in electronics for TV work.

### Commercial Employees

Commercial departments are responsible for obtaining the advertising business upon which stations depend for their revenues. Even the tiniest station must have one or more staff members who devote at least part of their time to selling advertising. Large stations, of course, have a number of full-time salesmen. In October 1947, radio stations and networks reported about 3,000 full-time employees in their commercial departments.

The great majority of commercial employees are *time salesmen*, so designated because what they sell is broadcasting time. Like sales personnel in other fields, time salesmen should first of all have pleasing personalities, coupled with the ability to convince prospective advertisers. Big stations ordinarily require applicants to have had experience in selling, a good education, and wide knowledge of the radio industry. Broadcasting, of course, provides a very small proportion of the jobs held by men with selling ability.

*Promotion and publicity employees* are responsible for getting as many people as possible to listen to their stations. This is usually done through advertisements in newspapers, magazines, and other mediums. Employees must be familiar with advertising and selling techniques. Frequently, promotion and publicity is handled by the commercial department. Where the work is done by special departments, there is close cooperation with commercial departments.

### Clerical and Building-Service Employees

Clerical employees comprise about one-fifth of all full-time broadcasting workers. Like announcers, technicians, and time salesmen, clerks are employed in almost every station.

From the viewpoint of persons who seek clerical work of any kind, broadcasting is a very minor source of employment.<sup>5</sup> For people who are interested in careers in broadcasting, however, clerical jobs may represent means of getting a foothold

in the industry. For example, women who wish to become writers, but are unable to break in directly, often take jobs as stenographers or typists. While working in these positions, they may, after a time, be given minor writing assignments and eventually have a chance to become full-fledged staff writers. Because clerical employees are a fairly large group with considerable turn-over, many of the people who choose this method of entering the industry will be able to find jobs.

Employees, such as stationary engineers, janitors, and elevator operators, have much the same duties and qualifications in broadcasting as they have in other industries. AM stations and networks had only slightly more than 1,300 full-time building-service workers in October 1947.

### Outlook

Because the broadcasting industry is small, it provides relatively few job opportunities. In mid-1949, after a spectacular postwar expansion, the industry will still have only around 45,000 full-time workers. This is a low figure indeed compared to the million and a half workers in the railroad industry, the million in automobile manufacturing, the 700,000 in printing, publishing, and allied industries.

Employment in broadcasting will probably continue to rise for at least another year or two, but at a slower rate than since the war. Some of the 522 new sound-broadcasting stations,<sup>6</sup> for which applications were on file with FCC in late 1948, will begin operating in the last half of 1949 and early 1950. Not all of the applicants are likely to receive permits, however, since in many parts of the country most of the available AM frequencies are already in use.

After present applicants who are granted permits complete construction, new stations probably will be added much more slowly. Only about one-third as many applications for new stations were filed in 1948 as the average for 1946 and 1947, and still fewer applications are expected in 1949. Moreover, the number of applicants who can be granted construction permits will tend to become smaller and smaller.

The gains in employment in sound broadcasting in the near future will be mainly in the occupations

<sup>5</sup> For a general discussion of the employment outlook in clerical occupations, see Occupational Outlook Handbook, pp. 147 and 148.

<sup>6</sup> This figure and comparable figures on the numbers of applications in different States given in the second half of this report include only new AM stations and independent FM outlets. Not included are applications for FM channels by existing AM stations, nor requests for AM channels by established FM broadcasters.

characteristic of small stations. The bulk of the new stations planned are of this type and they employ mainly technicians and announcers who handle other duties such as writing or operating studio controls, clerical workers, and time salesmen. Small stations usually give preference to persons who can do two or more kinds of work. (See p. 2.) Actors, singers, sound-effects men, and production men will find very few opportunities at the new stations. Jobs for writers, musicians, news personnel, and studio engineers will be few also, though probably somewhat more numerous than for the types of artists just mentioned.

Besides the opportunities with new outlets, vacancies in a greater variety of occupations will occur from time to time at established stations—owing to turn-over or, occasionally, to expansion in staffs. In the long run, turn-over is expected to provide practically all the openings in staff positions in this branch of the industry. Employment will probably not continue to rise in sound broadcasting after the next year or two. In metropolitan areas, it may even decline owing to competition from television. The development of television has not yet gone far enough to indicate how severe its impact on AM and FM broadcasting will be, but the likelihood is that there will be a long-run downward trend both in staff employment and in the amount of work for free-lance artists at AM and FM stations.

How rapidly is television growing? There were only about 50 operating stations late in 1948, but another 94 companies had been issued construction permits; most of these probably will begin operating sometime in 1949. In addition, around 300 companies had filed applications for permits, about 100 of which, however, were for channels also being sought by other companies.

To provide time to determine whether additional channels at higher frequencies can be made available, the Federal Communications Commission imposed a "freeze" on applications beginning September 1948. No further construction permits will be issued during this period, which is expected to end before July 1, 1949. If no additional channels are made available, there will be room for only around 200 of the present applicants, making probable around 350 stations within a year or two and after that, only a few metropolitan areas would still have space for more stations. On the other hand, if additional channels can be provided, it is likely that there will be frequencies available in most areas for at least the present number of

applicants. Under these circumstances, the total number of telecasting stations on the air might be around 450 by the end of 1950 and probably would go on increasing thereafter. The Chairman of the Federal Communications Commission has estimated that there might be 1,000 stations within 7 or 8 years.

Since no clear-cut pattern of employment has yet developed in television, and there are so many uncertain factors, it is not possible to predict how many jobs will be provided in telecasting. The number of employees per station will vary greatly. The smallest stations, depending exclusively on network programs, could operate on a 28-hour-week schedule with two technicians and a manager. The largest program-originating stations will need dozens of workers of the types now employed at big sound stations, plus many more engineers and other technical workers to handle duties not found at sound-broadcasting stations. It is unlikely that there will be a preponderance of big program-originating stations, however, since live programs are very expensive to produce, much more so than comparable sound programs. In all probability, most telecasters will depend on networks or, possibly, movies for the bulk of their programs.

At many TV stations, much of the work will be handled by the same persons now doing similar types of work at sound stations. A majority of the present telecasters and of the applicants for TV permits also run AM, FM, or combination stations. These companies will be able to handle their TV operations by increasing the size of their present staffs instead of building complete new staffs. In many cases, commercial departments, publicity departments, and clerical forces may only have to be enlarged slightly to handle TV business. Whether or not program departments will have to be substantially bigger will depend on the type of station. Outlets which mostly relay network programs or use films will need few program employees. Those originating programs will need varying numbers of additional program personnel. Regardless of the type of station, however, present operators of sound stations will have to add technical workers. It is clear that technical personnel will be the chief beneficiaries of rapid expansion in the number of telecasters. Whereas at sound stations technicians comprise less than one-fourth of the full-time employees, at TV stations roughly one-half the staff will be technicians.

Taking all occupations together, the total number of people employed in telecasting is extremely

small to date. The number of workers needed will increase as more stations reach the air. But not for many years will employment at TV stations reach the present employment level at sound-broadcasting stations.

In general, competition for program, technical, and commercial jobs in broadcasting is keen and probably will continue to be so, though the degree of competition will vary by size of community, occupation, and other factors. Positions in the great network centers of New York and Los Angeles are hardest to get. In other metropolitan areas the competition is likely to be less intense, but as a rule there is an oversupply of applicants in most occupations. In smaller towns, broadcasting jobs pay less and are easier to get, although even here there is likely to be an abundance of applicants for some positions. New stations going on the air in small towns will need a core of experienced personnel, but most of them will round out their staffs with inexperienced people. This will give a number of young persons a chance to break into broadcasting. Later, when they have gained experience, they may be able to find better-paying jobs with bigger stations in larger communities.

There is considerable difference in the degree of competition in the various occupations. Applicants for announcing jobs, for example, usually far exceed the number of openings. The competition is heaviest for positions at big stations in cities, lightest for jobs in small towns. The latter will continue to provide the best opportunities for prospective announcers. Among actors and singers, competition is extremely stiff in the network centers; other metropolitan areas have few such jobs, and small towns practically none.

Well-trained technicians are perhaps in the best position of all the major occupational groups. Men with operating experience will be needed by new stations, and men especially trained in television-operating will be increasingly in demand as more and more TV stations go on the air. On the other hand, there are many men with FCC licenses but no experience who may have trouble finding jobs, especially in the larger communities.

### Earnings

Earnings in the broadcasting industry have an extremely wide range. They vary with the occupation, the size and location of the station, the ability of the individual worker, and many other factors. Network and key-station staff employees

tend to earn a great deal more than workers in the same types of jobs at smaller stations. The data on average scheduled earnings in major staff occupations in October 1947,<sup>7</sup> shown in table 3, makes it clear why jobs with the networks and their key stations are so ardently sought by broadcasting workers. For every group, scheduled earnings were much higher there than at other stations. Among the nonsupervisory employees, musicians had the highest average scheduled weekly earnings, \$162, followed by commercial-department employees with an average of \$139 per week, and writers with an average of \$135.

Scheduled earnings at other stations with 15 or more employees were much lower. Highest paid among the non-supervisory personnel were the commercial-department employees, with average sched-

<sup>7</sup> "Scheduled" earnings represent the basic pay employees are scheduled to receive for the week for which information is reported. Where compensation is on a commission basis or is not regularly scheduled for some other reason, employers are instructed to give their best estimate of normal weekly compensation.

**Table 3.**—*Earnings of full-time employees in selected occupations with nation-wide networks and AM stations; week ending Oct. 11, 1947*

Occupation	UNITED STATES Average scheduled weekly earnings		
	4 Nation-wide networks and 10 key stations	Other stations with 15 or more employees	Stations with less than 15 employees
Executives .....	\$378	\$173	\$102
Program supervisors .....	181	91	58
Other program staff <sup>1</sup> .....	134	65	43
Announcers .....	120	67	-----
Musicians .....	162	75	-----
News personnel .....	123	70	-----
Production men .....	126	79	-----
Writers .....	135	46	-----
Chief engineers and technicians .....	168	96	64
Other engineers and technicians <sup>1</sup> .....	111	68	49
Studio .....	112	72	-----
Transmitter .....	107	65	-----
Commercial supervisors .....	210	135	74
Other commercial employees .....	139	90	57
Clerical employees .....	45	40	34

<sup>1</sup> Data on particular occupations in this category are available only for networks and stations with 15 or more employees.

Source: Federal Communications Commission, Employee and Compensation Data by Occupational Classification Reported by Standard Broadcast Stations, Nation-Wide Networks and Regional Networks, for the Week Ending October 11, 1947.

uled compensation of \$90 per week. Next were production men, with \$79 per week, then the musicians, with \$75 per week; following them were news personnel, with \$70 per week.

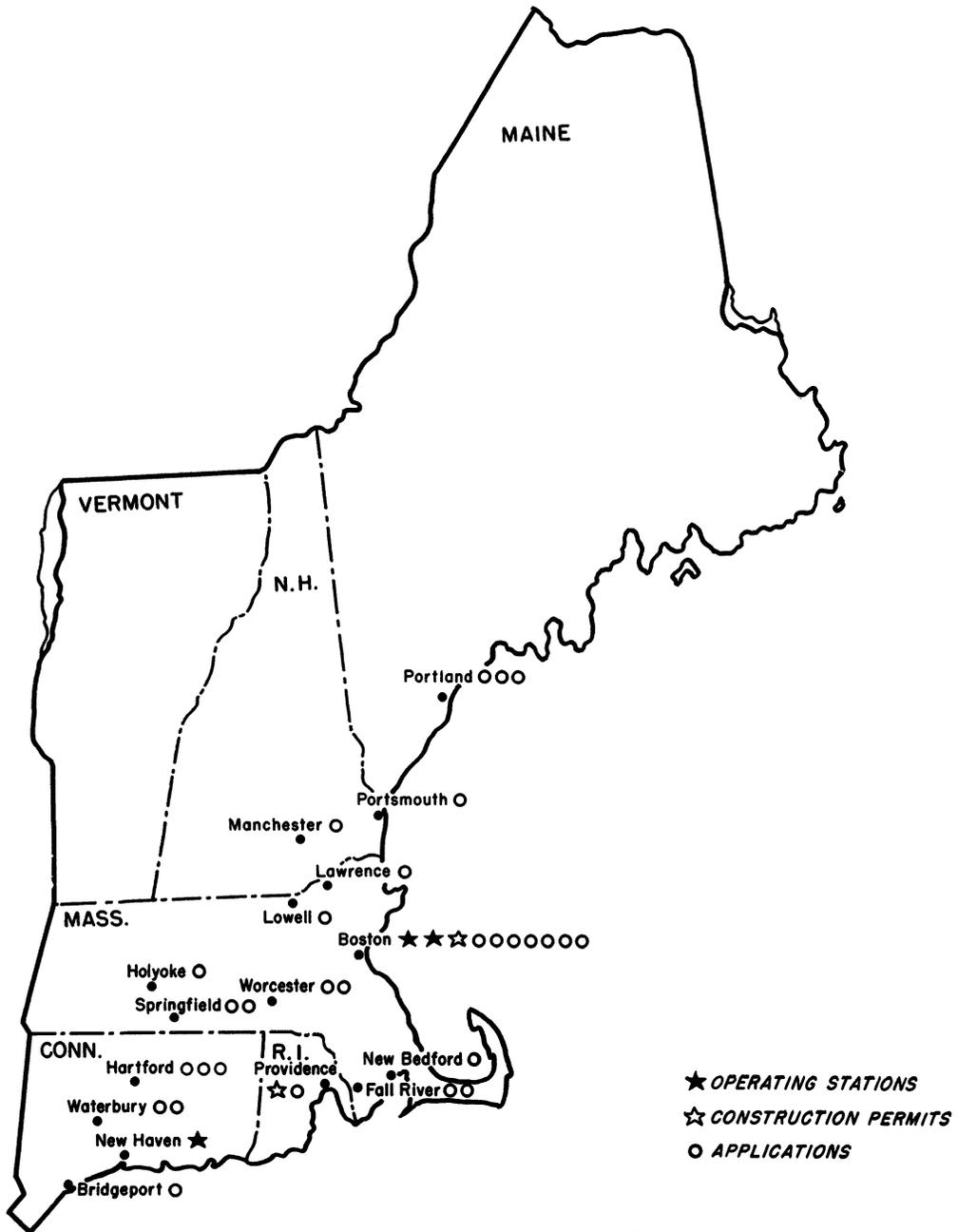
Rates of pay at stations with staffs of less than 15 tended to be still lower. Of the nonsupervisory employees for whom information was available, those in commercial departments once more fared best. Their average scheduled earnings were \$57 per week. Technical employees were next, with an average of \$49, followed by program-department

employees, whose average scheduled compensation was only \$43 for the week.

Because few actors and singers have regular staff jobs, they are not included in table 3, which gives scheduled earnings only for full-time employees. However, figures on the earnings of both staff and free-lance artists for the year 1947, based on this Bureau's survey of radio performers, are given in the statements on the New York City metropolitan area, Illinois, and California, in the second half of this report.

# TELEVISION STATIONS OPERATING, UNDER CONSTRUCTION, OR APPLIED FOR IN NEW ENGLAND

November 1, 1948



★ OPERATING STATIONS  
 ☆ CONSTRUCTION PERMITS  
 ○ APPLICATIONS

UNITED STATES DEPARTMENT OF LABOR  
 BUREAU OF LABOR STATISTICS

COMPILED FROM UNPUBLISHED DATA OF  
 FEDERAL COMMUNICATIONS COMMISSION

# STATE OUTLOOK STATEMENTS

## MAINE

### Employment and Number of Stations

Maine's small broadcasting industry is concentrated in the lower half of the State, where most of the population is located. Of the 16 AM, FM, and combination stations which probably will be broadcasting by mid-1949, all except one, at Presque Isle, will be located in the southern part of the State. It is estimated that the 16 stations will together employ around 250 people on a full-time basis. This will represent only a small gain since October 1947, when a survey of the industry showed total employment to be 201 in the 11 reporting AM stations.

Nearly four-fifths of the full-time personnel were working in the larger stations with 15 or more employees in October 1947. The metropolitan area of Portland provided employment for more than half of all employees in both large and small stations. The largest occupational groups were announcers, engineers and technicians, and clerical workers. (See table 4.) No promotion and publicity employees were employed anywhere in the State, and only eight program employees other than announcers were employed outside of Portland.

No television stations have yet been authorized anywhere in the State.

### Outlook

Few employment opportunities are likely to open in radio in the near future. This is one of the few States in the country which did not have a single application for a new sound broadcasting station pending with FCC in late 1948. Furthermore, there is no prospect of any significant enlargement in the staffs of existing stations. What few jobs do arise will be brought about mostly by turn-over. In the long run, employment in sound radio will probably be fairly stable in most parts of the State, provided general economic conditions remain good.

**Table 4.**—*Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947*

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	4	\$134	11	\$152
Program supervisors.....	2	57	8	75
Other program staff <sup>1</sup> .....	13	33	54	57
Announcers.....			30	64
News personnel.....			9	50
Writers.....			6	48
Chief engineers and technicians	3	66	8	89
Other engineers and technicians <sup>1</sup>	8	48	38	74
Studio.....			17	74
Transmitter.....			18	74
Commercial supervisors.....	1	31	3	98
Other commercial employees.....	4	46	12	77
Clerical employees	4	34	21	42
Nonstaff program employees.....			9	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

While no television stations have yet been authorized, three applications were on file with FCC in late 1948 for the two TV channels assigned to Portland. A large proportion of the limited number of new employees taken on would be technical personnel. In the course of time, television may also be introduced in a few other communities,

with a slight resulting expansion in employment.

### Earnings

Program employees tended to earn less in Maine than in the country as a whole during the week ending October 11, 1947. As is indicated in table 4, the average scheduled earnings of announcers in the larger stations were \$64 as compared to the national average of \$67.<sup>1</sup> Program supervisors and news personnel also earned less than the national averages for those occupations. However,

the \$48 averaged by the writers was slightly above the national figure for that field. Both studio and transmitter engineers employed by large stations averaged \$74; this was somewhat above the national averages for those types of work. Clerical employees at large stations also tended to earn more in Maine than in the country as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## NEW HAMPSHIRE AND VERMONT

### Employment and Number of Stations

The broadcasting industry is very small in New Hampshire and Vermont. Together, these two small States will have only about 20 sound broadcasting stations, with around 350 to 400 full-time employees, by mid-1949. The latest available survey of the industry made in October 1947 showed full-time employment to be 236 in the 13 reporting AM stations. Table 5 shows the numbers employed in each major occupation.

No television stations were operating or under construction in the fall of 1948.

### Outlook

Employment opportunities in the industry are likely to be extremely few in the near future. There were no applications for new sound broadcasting stations on file with the FCC in the fall of 1948. No sizeable increase in the staffs of existing stations is in prospect. Furthermore, there are likely to be only a small number of vacancies owing to turnover, since the total number of people employed in broadcasting is so small in these States. Openings in television will likewise be few in the near future. Only 2 applications for stations had been filed with FCC by the fall of 1948—one for a station in Manchester and one at Portsmouth, New Hampshire. No application had yet been made for a TV station in Vermont.

In the long run, employment in sound broadcasting should remain fairly constant in these States as long as general business conditions are good. Employment in television will be exceedingly small but may rise slowly over a period of years provided there are available channels.

### Earnings

Average scheduled earnings tended to be considerably lower in New Hampshire and Vermont than in the country as a whole during the week

**Table 5.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

#### NEW HAMPSHIRE and VERMONT

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	5	\$94	11	\$133
Program supervisors.....	4	53	10	64
Other program staff <sup>1</sup> .....	11	40	64	49
Announcers.....			31	50
Musicians.....			6	52
News personnel.....			5	66
Writers.....			15	40
Chief engineers and technicians	5	57	6	72
Other engineers and technicians <sup>1</sup>	8	40	27	54
Studio.....			6	63
Transmitter.....			21	52
Commercial supervisors.....	2	100	5	88
Other commercial employees.....	2	52	15	65
Clerical employees	7	29	28	33
Nonstaff program employees.....			7	-----

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

ending October 11, 1947. As table 5 indicates, announcers in the larger stations averaged only \$50 per week as compared to the national figure of \$67.<sup>1</sup>

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

Musicians, writers, and news personnel also tended to receive earnings that were below the national average. Transmitter engineers in large stations averaged only \$52 per week, as compared with

the national average of \$65. Clerical and commercial department employees also received less in New Hampshire and Vermont than in the country generally.

## MASSACHUSETTS

### Employment and Number of Stations

Employment in broadcasting has been growing less rapidly in Massachusetts during the last two years than in many other States. By mid-1949 there will be about 50 broadcasting stations in the State. Employment probably will be around 200 higher than in October 1947 when 30 AM stations reported a total of 966 full-time workers. All but 45 of these workers were at stations with 15 or more employees. Of all broadcasting employees in the 1947 survey for this State, including nonstaff as well as full-time staff personnel, well over one-half were in the Boston metropolitan district. Of the nonstaff program employees, nine-tenths worked in this area.

Massachusetts had a relatively large number of full-time program employees other than announcers. Altogether, 179 such workers were employed in the State in October 1947. (See table 6.) The number of news personnel was unusually high; there were 58 of these employees, 36 of whom worked in Boston.

During 1949, the State's only operating television stations are expected to be those in Boston. Two TV stations were on the air line in that city in late 1948, and one more company had been granted a construction permit.

### Outlook

Broadcast employment probably will expand considerably after mid-1949. In the fall of 1948, about 30 companies were applying for permission to erect new stations (not counting those already issued permits). However, there are already a great many stations in this densely populated region; so it is unlikely that all of the applicants can be assigned space on the AM band. Most of the applications are for low-powered stations, which, if they succeed in getting licenses, probably will take on fewer than 20 employees each. The workers hired will be mostly the types needed by small stations. (See p. 2.) There may also be a few opportunities for technicians at stations adding AM or FM channels, and a small number of open-

ings in practically all occupations at existing stations owing to turn-over.

Over the long run, most opportunities at AM and FM stations will come about as a result of turn-over. Since the greater part of the State will be within range of several television stations, employment at "sound" stations may drop.

**Table 6.**—*Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947*

### MASSACHUSETTS

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	4	\$86	39	\$152
Program supervisors.....	2	61	40	82
Other program staff <sup>1</sup> .....	10	43	318	58
Announcers.....			139	62
Musicians.....			26	52
News personnel.....			58	68
Production men.....			13	90
Writers.....			31	46
Chief engineers and technicians	1	65	35	101
Other engineers and technicians <sup>1</sup>	15	46	187	70
Studio.....			107	73
Transmitter.....			78	66
Commercial supervisors.....	3	74	19	156
Other commercial employees.....	2	45	70	79
Clerical employees	6	31	156	35
Nonstaff program employees.....			91	-----

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

On the basis of construction plans, Massachusetts will be one of the leading States in the number of TV stations. Besides the two stations already operating, and the one holding a construction permit, seven other Boston companies had filed applications for permits by late 1948. In addition, Fall River, Springfield, and Worcester each had two applicants. Holyoke, Lawrence, Lowell, and New Bedford each had one. However, unless more channels are made available, many of the applicants will not get permits. In Boston, for example, four companies are applying for a single channel and three for another. The majority of TV applicants are not at present in the broadcasting field; as these applicants begin operating they will build up complete staffs. Companies that are at present operating broadcast stations may be able to use some of their employees—commercial and clerical workers, for example—for both TV and broadcasting stations, but would have to hire a good many additional people, especially technicians. Over the long run, prospects are bright for continued increasing employment at TV stations, provided more channels can be made available.

## Earnings

Generally, program employees tended to earn less and technical employees more in Massachusetts than in the country as a whole during the week ending October 11, 1947. As table 6 indicates, announcers in large stations had average scheduled earnings of \$62, which was somewhat less than the national average of \$67.<sup>1</sup> Musicians and news personnel also tended to receive less in Massachusetts than in the United States generally. However, the 13 production men averaged \$90 a week, well above the national average of \$79. The earnings of the 31 writers were about as high in Massachusetts as in the country as a whole. Both studio and transmitter engineers fared slightly better in Massachusetts than in the country generally. Clerical and commercial department employees, other than supervisory, earned considerably less in this State than in the country as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## CONNECTICUT AND RHODE ISLAND

### Employment and Number of Stations

These two small, densely populated States had a total of 558 full-time broadcast employees at 22 reporting AM stations in October 1947. More than one-half of these worked in the Hartford-New Britain, and Providence areas; only 40 workers were at stations with less than 15 employees. As table 7 shows, the biggest groups of full-time workers at the larger stations were announcers (with 89), clerical workers (with 75), and transmitter engineers (with 70).

There will be about 35 stations of all types by mid-1949, representing a considerable gain in the last two years. Employment probably will have increased by more than 100 above the October 1947 figure.

The only operating television station in the region is in New Haven. Only one other (in Providence) is likely to reach the air during 1949.

### Outlook

Employment in sound broadcasting will probably continue to increase slowly throughout 1949. Stations which had been applied for in the fall of

1948 but had not yet been granted permits are expected to begin reaching the air in the latter part of the year. There were seven applicants for new stations in late 1948—to be located in Newport and Middletown, Rhode Island, and in Bridgeport, Norwalk, Torrington, West Hartford, and Willimantic, Connecticut. However, it is unlikely that all these applications will be granted, because the AM spectrum is already crowded in this heavily-populated region. Since the bulk of the applications are for small stations, most of those that get licenses will take on small staffs; the occupational groups needed will be those typical of small stations. (See p. 2.)

Over the long run, employment in sound broadcasting may decline. Excellent television service in this region will provide stiff competition for AM, FM, or combination stations. However, openings will continue to arise from turn-over for many years to come.

Telecasting employment will expand moderately in these two States. Besides the one station already operating in New Haven, eight other companies have filed applications with FCC. Of these, only a few will be able to get construction permits

**Table 7.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

CONNECTICUT AND RHODE ISLAND

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	3	\$143	31	\$171
Program supervisors.....	2	52	20	83
Other program staff <sup>1</sup> .....	16	48	180	58
Announcers.....			89	61
Musicians.....			27	43
News personnel.....			23	59
Writers.....			20	66
Chief engineers and technicians	2	43	23	100
Other engineers and technicians <sup>1</sup>	7	58	130	75
Studio.....			58	79
Transmitter.....			70	72
Commercial supervisors.....	3	82	10	125
Other commercial employees.....	1	99	31	97
Clerical employees	6	38	75	37
Nonstaff program employees.....	6		24	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

## NEW YORK CITY-NORTHEASTERN NEW JERSEY METROPOLITAN AREA

### Employment and Number of Stations

This area is the greatest center of broadcasting employment in the country. Here are located the headquarters of the four Nation-wide networks (ABC, CBS, MBS, and NBC), the stations which originate the networks' many New York programs, and a sizeable number of other stations. In October 1947 about 5,000 workers were employed full-time in broadcasting in the area. Nearly three-fourths of them were working for the networks and three key (ABC, CBS, and NBC) stations; the remainder were on the staffs of 16 other stations (including WOR, the MBS affiliate in the area). Besides these full-time employees, the industry had a few part-time staff members, and close to a

unless more channels are made available. One applicant each is in Providence and Bridgeport, three are in Hartford, and two are in Waterbury. As elsewhere, TV stations will have a larger proportion of technicians than are needed at regular broadcast stations. Over the long run, the number of TV stations and employment probably will continue to expand, provided more channels are made available.

### Earnings

Engineers and technicians tended to earn more in these States than in the country as a whole during the week ending October 11, 1947. Table 7 shows that the average scheduled earnings of chief engineers and technicians in large stations averaged \$100. This figure compares favorably with the Nation-wide average of \$96.<sup>1</sup> Studio and transmitter engineers also averaged more than the national figure. However, program employees tended to earn less in these States than in the country generally. Announcers in large stations averaged \$61 a week as compared to the national figure of \$67. The average earnings of program supervisors, news personnel, and musicians were also below the national average. Writers in these States earned considerably more than the national average of \$46. Clerical employees of large stations made an average of \$37 a week, somewhat less than the national figure of \$40.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

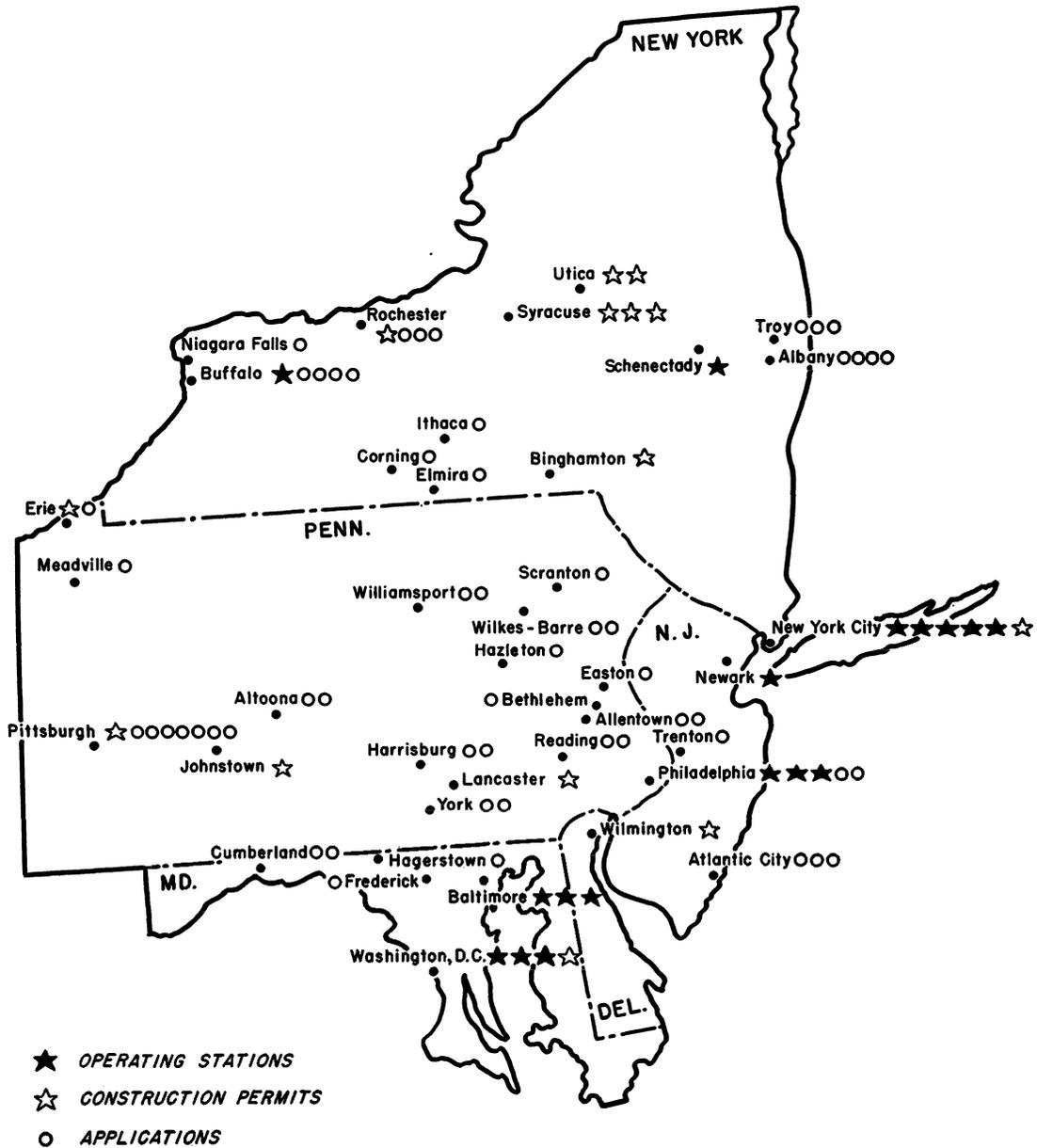
thousand actors, singers, and other program employees who were working for the networks and AM outlets on a nonstaff basis. Many others were employed by advertising agencies or transcription companies or, less often, by stars with "package shows".

Since October 1947, the number of stations in the area has risen sharply. It is expected that nearly 45 AM and FM outlets will be on the air here by mid-1949. The new stations are in general very small, however; their construction has added only a couple of hundred to the number of full-time jobs in sound broadcasting in the area.

Recent gains in employment owing to television have likewise been small, though this is one of the

# TELEVISION STATIONS OPERATING, UNDER CONSTRUCTION, OR APPLIED FOR IN MIDDLE ATLANTIC STATES

November 1, 1948



UNITED STATES DEPARTMENT OF LABOR  
BUREAU OF LABOR STATISTICS

COMPILED FROM UNPUBLISHED DATA OF  
FEDERAL COMMUNICATIONS COMMISSION

Nation's leading TV areas. Five TV stations were operating in New York City and one in Newark in late 1948. An additional New York City station holds a construction permit for television and will probably begin telecasting during 1949. However, all but two of the seven stations are or will be operated in conjunction with established AM outlets, which have had to supplement their staffs only moderately, chiefly with technical personnel, to handle telecasting. The networks have likewise used their existing staffs to a great extent for TV work and have only a very limited number of employees who are assigned full-time to TV operations.

In this great center of the radio industry, relatively large numbers of people are employed in all broadcasting occupations. Employment of clerical workers is particularly sizeable because of the large clerical staffs needed by the main network offices. Program employees—especially musicians, actors, production men, and singers—are also employed in much larger numbers than in any other city.

## Outlook

Extremely stiff competition for a limited number of openings in program and technical occupations is to be expected in this area.

Though employment in the industry will probably tend to increase somewhat in the near future, gains will be slight. Network staffs, which dominate the employment picture here, have remained about the same size from year to year in the recent past; as already noted, comparatively few employees have been added owing to expanding TV operations, and this will probably continue to be true during the next few years. As TV stations increase the number of hours they are on the air, they are likely to need a few additional program and technical workers. Whether there will be further demand for personnel, owing to the opening of new TV stations, will depend on whether more channels can be made available. When the TV outlet now holding a construction permit goes on the air, stations will be operating on every one of the frequencies allocated to the New York City district by FCC.

Besides the openings due to television, there are expected to be a few jobs at new AM and FM stations. Six companies (in addition to those already holding construction permits) had applica-

tions on file with FCC in late 1948—two for independent FM stations in New York City; four for AM stations in White Plains and New Rochelle, New York; Perth Amboy, New Jersey; and Norwalk, Conn. It is likely, however, that by no means all these applications will be granted; and the new stations that are built will generally be very small, probably averaging no more than about 10 workers each. This will, of course, represent a very minor addition to employment, in comparison with the total number of workers in the broadcasting industry's New York City work force.

In the long run, TV operations and employment will probably continue to grow slowly. But the outlook for sound broadcasting is more clouded. Competition from television is likely to force some curtailment of operations in this branch of the industry in New York City; already there are indications that some sponsors may transfer their accounts from AM-FM broadcasting to television. Whether the curtailment will be slight or drastic is a subject on which there is now sharp disagreement among persons with an expert knowledge of the field.

In any event, openings in staff positions above the clerical level will be few and very difficult to obtain in both television and AM-FM broadcasting. The networks and major New York stations have long lists of applicants to choose from whenever they have jobs to fill on their technical, program, or commercial staffs. In general, only outstanding individuals with good experience in radio work have a chance of being hired. In addition, there is and will continue to be great competition for nonstaff program assignments. For announcers, free-lance work in New York is the pinnacle of a radio career, which very few can ever attain. In the case of actors and singers, a sizeable proportion of the opportunities for radio work in the country are in free lancing in this area. However, the occupations are much overcrowded in this Mecca of theatrical performers, and there is a great deal of unemployment. Only about half of the New York actors and singers in this Bureau's recent survey of radio artists had any work on the radio during the week of April 4, 1948, for which information was obtained, and some of these people had only a minimal amount of employment. It is reported to be almost impossible for newcomers to obtain engagements, although on rare occasions a casting director in search of new talent may hire some particularly gifted, well-trained, and fortunate individual.

## Earnings

Broadcasting employees have considerably higher pay in this area than in the country as a whole. Announcers at large New York City stations (excluding network key stations) had average scheduled earnings of \$119 a week in October 1947, as compared with a national average of \$67 for that occupation.<sup>1</sup> Earnings in other occupations (given in table 9) were likewise a great deal higher than the corresponding national averages. Employees of the Nation-wide networks and their key stations have still higher average earnings in most occupations, particularly in the program departments.

The relatively low earnings of many artists, especially actors and singers, and the extremely high pay received by some are not revealed by the FCC figures on average scheduled earnings for full-time work. Not only do rates of pay vary widely, but many free lancers are employed very irregularly. This is shown by the data on earnings for the year 1947 obtained in the Bureau's survey of radio artists, which included people employed as radio performers by advertising agencies and

other program builders as well as by stations and networks.

One out of every four New York City actors in this survey, who had earnings solely or mainly from radio performing, made less than \$1,300 during the year. Of the singers with earnings solely or mainly from this source, one out of four made less than \$1,760. Announcers, who were employed much more regularly, had no such grave problem of low yearly incomes. The lowest-paid fourth of the announcers reported earnings ranging up to \$5,890. Median earnings were \$9,880 for announcers, as compared with \$3,890 for actors and \$3,940 for singers.

Far above the earnings of the average artist were those received by a sizeable group of relatively high-paid people in each occupation. One out of four New York City singers deriving all or most of their earnings from radio performing made over \$7,580 during 1947. The corresponding earnings figure for actors was still higher, \$10,300, and that for announcers was highest of all, \$16,560.

<sup>1</sup> This national average and other averages for employees in the large stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## UP-STATE NEW YORK

### Employment and Number of Stations

Up-State New York has a large broadcasting industry which has grown rapidly during the past 2 years. By mid-1949, the State is expected to have about 90 AM, FM, and combination stations, with nearly 2,000 full-time employees outside the New York City metropolitan area. In October 1947, less than half that number of stations reported a total full-time staff of about 1,400.

Almost 1,000 of these workers were located in the Buffalo-Niagara Falls, Syracuse, Albany-Schenecady-Troy, Rochester, and Binghamton areas. Table 8 shows the numbers of people employed in different occupations in each of these areas for stations with 15 or more employees. Only a small proportion of the broadcasting employees in the State were at stations smaller than this.

Television had already gained a foothold in Up-State New York by the fall of 1948. Two stations were on the air—one at Buffalo and one at Schenectady. Seven others, located at Binghamton, Rochester, Syracuse, and Utica, held construction permits and were expected to go on the air before the end of 1949.

### Outlook

A moderate number of openings can be expected in up-State New York sound radio stations during the next year or so. Fourteen companies (besides those already issued construction permits) had applications on file with FCC in the fall of 1948—for new stations at Buffalo, Dunkirk, Elmira, Huntington, Niagara Falls, Patchogue, Rochester, Saratoga Springs, Scriba, Tonawanda, and Utica. It is unlikely that all these applications will be granted, however, since the spectrum is crowded in many parts of the State. Those stations that are authorized will generally be small, probably averaging around 10 employees per station. They will employ mostly people in occupations characteristic of small stations. (See p. 2.) Other openings in a wider variety of occupations will be created by turn-over. Such vacancies are likely to be more numerous here than in most other States, primarily because the total number of broadcasting workers employed is relatively large. In addition, there will probably be some openings at stations expanding their staffs, owing to increases in power or in time on the air or other fac-

tors. In late 1948, the number of applications for increases in power on file with FCC was greater in up-State New York than in many States.

**Table 8.**—*Employment in selected occupations at AM stations<sup>1</sup> in metropolitan areas in up-State New York; week ending Oct. 11, 1947*

Occupation	Number of employees				
	Albany-Schenectady-Troy	Binghamton	Buffalo-Niagara Falls	Rochester	Syracuse
<b>Full-time employees:</b>					
Executives .....	9	9	11	5	10
Program supervisors	15	3	9	5	8
<b>Other program staff</b>					
Announcers .....	25	15	35	26	23
Musicians .....	1		54	5	25
News personnel	4	2	14	7	11
Production men	8	2	1	4	1
Writers .....	6	4	7	5	4
Chief engineers and technicians .....	9	5	9	8	10
<b>Other engineers and technicians</b>					
Studio .....	27	8	39	23	23
Transmitter .....	20	9	20	19	18
Commercial supervisors .....	3	3	5	3	4
Other commercial employees .....	6	5	12	9	18
Clerical employees .....	37	14	40	21	27
<b>Nonstaff program employees</b> .....	101	1	26	26	

<sup>1</sup> Stations with 15 or more employees.

Source: Federal Communications Commission data.

Moderate expansion in television employment is expected both in the near future and over the long run. Besides companies already granted permits, 18 had applications on file with FCC in the fall of 1948 for TV stations in Albany, Buffalo, Corning, Elmira, Ithaca, Niagara Falls, Rochester, and Troy. However, under FCC's present chan-

nel allocations, it would not be possible to grant permits to all applicants, because there are fewer unassigned channels in these cities than there are applicants. Of the 18 applicants, the majority were already operating sound stations and could use their present staffs to a considerable extent for television work—though all telecasters will have to take on some additional employees, especially engineers and technicians. Even after the new stations are fully staffed, television employment will be small in comparison to sound radio employment. However, it will tend to increase over the long run, particularly if more channels are made available.

The long run trend in sound broadcasting employment, on the other hand, will probably not be upward. In fact, the number of workers in this branch of the industry may decline eventually, owing to competition from the TV stations which will soon reach most of the State's population.

### Earnings

Figures on average earnings in up-state New York's five metropolitan areas are given in table 9, for selected occupational groups at stations with 15 or more employees. Stations of this size in the five areas employed more than two-thirds of all broadcasting workers in up-State New York in October 1947, when the earnings data were compiled. As table 9 shows, scheduled earnings in most occupations were highest in the Buffalo-Niagara Falls district. Program employees had higher average earnings in this area than in the country as a whole. In Albany-Schenectady-Troy, they had the same average pay as in the Nation generally, while in the other three areas, they tended to earn less. For engineers and technicians, average scheduled earnings were greater in Albany-Schenectady-Troy, as well as in Buffalo-Niagara Falls, than in the country as a whole; in the other three areas, these workers tended to make less than the national averages for their positions.

## NEW JERSEY

### Employment and Number of Stations

Northeastern New Jersey is part of the New York City metropolitan area, the greatest radio center in the Nation. This section of the State will have about half of 30 AM, FM, and combination stations expected to be operating in New Jer-

sey by mid-1949. By that time employment probably will be about 200 greater than the 231 full-time workers reported by 12 AM stations in October 1947.

Newark had the only operating TV station in the State in the fall of 1948. No others are expected to reach the air in the near future.

**Table 9.—Earnings of full-time employees in selected occupations at AM stations in New York Metropolitan areas; week ending Oct. 11, 1947**

Occupation	Average weekly scheduled earnings <sup>1</sup>					
	Albany-Schenectady-Troy	Binghamton	Buffalo-Niagara Falls	Rochester	Syracuse	New York City-Northeastern New Jersey
Executives.....	\$203	\$107	\$218	\$219	\$218	\$283
Program supervisors.....	85	89	107	111	103	150
Other program staff.....	65	61	78	53	58	102
Announcers.....	71	65	79	58	72	119
Musicians.....	<sup>2</sup> 24	-----	74	67	47	115
News personnel.....	68	84	73	54	77	88
Production men.....	63	55	<sup>2</sup> 55	50	<sup>2</sup> 36	93
Writers.....	45	55	52	36	46	61
Chief engineers and technicians.....	95	82	114	107	80	138
Other engineers and technicians.....	70	50	82	62	57	103
Studio.....	67	44	82	63	55	106
Transmitter.....	75	56	83	62	59	102
Commercial supervisors.....	88	123	221	149	115	393
Other commercial department.....	46	65	83	78	73	156
Clerical employees.....	46	36	39	40	40	45

<sup>1</sup> Excludes earnings at networks and their key stations.

<sup>2</sup> Scheduled earnings of only 1 employee. (See table 8, p. 19.)

Source: Federal Communications Commission data.

**Table 10.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**  
NEW JERSEY

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	4	\$118	8	\$137
Program supervisors.....	2	58	8	70
Other program staff <sup>1</sup> .....	4	58	72	61
Announcers.....	-----	-----	39	63
Musicians.....	-----	-----	11	77
News personnel.....	-----	-----	8	45
Writers.....	-----	-----	5	47
Chief engineers and technicians.....	3	44	9	95
Other engineers and technicians <sup>1</sup> .....	5	38	42	79
Studio.....	-----	-----	15	99
Transmitter.....	-----	-----	27	68
Commercial supervisors.....	-----	-----	4	286
Other commercial employees.....	1	50	26	105
Clerical employees.....	2	32	29	46
Nonstaff program employees.....	4	-----	4	-----

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

## Outlook

In the months following mid-1949, there will be little increase in broadcasting employment. Only five new stations (all 250-watt AM's) were being applied for in the fall of 1948. Three of these were planned for Atlantic City, and one each for Perth Amboy and Pleasantville. Those which succeed in getting construction permits probably will take on very small staffs. Over the long run, employment in sound broadcasting is not expected to increase much; it may even decline as more and more people buy television sets.

The number of TV stations which have been applied for is likewise very small. In late 1948, the FCC had on file only four applications for permits to build TV outlets—three for stations in Atlantic City and one for Trenton. The long-run development of telecasting will probably be slow also. As in the case of sound broadcasting, the TV stations in the New York City area and in Philadelphia together cover most of the State and offer extremely stiff competition to any prospective New Jersey telecasters. For an indefinite period the State will have only a small number of people working in television.

## Earnings

Earnings of radio-station employees in New Jersey tended to be higher in some occupations and

lower in others than in the country as a whole. Table 10 indicates that, in the week ending October 11, 1947, announcers at the larger stations in the State had average scheduled earnings of \$63 a week, as compared to a national figure of \$67.<sup>1</sup> While musicians and writers earned a little more than the corresponding national averages, production men and news personnel tended to earn much less. For transmitter engineers, average earnings were about the same as in the Nation generally, but for studio

engineers they were much higher (\$99 compared with \$72 in the country as a whole). Both commercial and clerical employees had higher average scheduled pay in the larger New Jersey stations than in outlets of comparable size throughout the country.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## PENNSYLVANIA

### Employment and Number of Stations

Pennsylvania is among the leading States in volume of employment. By mid-1949, Pennsylvania is expected to have well over 100 AM, FM, and combination stations, with over 2,000 full-time employees.

A survey made in October 1947 showed that, in 71 reporting AM stations, full-time employees totaled 1,782. More than half these people worked in Philadelphia and Pittsburgh, each city having more broadcast employees than many States. Scranton-Wilkes Barre with 126 full-time workers and Reading with 57 ranked next in broadcast employment.

In the State as a whole, 5 out of 6 radio workers were in the larger stations with 15 or more employees, a greater proportion than in most States. Pennsylvania, therefore, had relatively large numbers of broadcast employees in occupations such as singer, production man, studio engineer, and publicity man, which are found mainly in large stations.

Television had already made considerable headway in the State by the fall of 1948. Three stations were already on the air in Philadelphia, and four more had been granted construction permits in Erie, Johnstown, Lancaster, and Pittsburgh.

### Outlook

There will probably be a few hundred job openings with AM and FM stations in Pennsylvania during the next few years, taking all occupations together. Openings due to turn-over are likely to be more numerous here than in most other States. There are several reasons for this: The total number of workers employed in broadcasting is comparatively large in Pennsylvania; many new TV stations will be opening, which will tend to absorb AM-FM employees; and one of the two chief broadcast centers in the Nation, New York City, is nearby.

**Table 11.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**  
PENNSYLVANIA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	27	\$119	74	\$201
Program supervisors.....	14	56	72	83
Other program staff <sup>1</sup> .....	74	39	490	58
Announcers.....			235	58
Musicians.....			82	58
News personnel.....			39	71
Production men.....			28	74
Writers.....			50	43
Chief engineers and technicians	21	56	66	96
Other engineers and technicians <sup>1</sup>	43	44	302	64
Studio.....			167	66
Transmitter.....			131	61
Commercial supervisors.....	14	62	28	135
Other commercial employees.....	17	51	73	78
Clerical employees	36	30	295	37
Nonstaff program employees.....	9		122	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

There will be openings at new stations in addition to replacement needs. Twelve applications for construction permits were pending in the fall of

1948. It is unlikely that all of these will be granted by FCC, since the spectrum is crowded in many areas. Even if all of the applicants do receive permits, the new stations probably would provide only a few additional job opportunities. In late 1948, four stations were asking for permission to increase power.

Television should provide a considerable number of job openings in the next year or two. Besides the 4 broadcasting companies which, in late 1948, held permits for TV stations at Erie, Johnstown, Lancaster, and Pittsburgh, 29 concerns had applied for permits for stations in 15 different towns. However, unless more channels are made available, many applicants will not get permits; there are two or more applications for a large proportion of the presently available channels. The majority of the projected stations would be operated in conjunction with existing radio stations, which would probably use their broadcasting staffs to aid in television operations. Some new people, chiefly technical personnel, would have to be added, however. And the few independent TV stations would have to recruit entire staffs.

The postwar boom in establishment of new AM and FM stations has already begun to die down.

## DELAWARE, MARYLAND, AND DISTRICT OF COLUMBIA

### Employment and Number of Stations

This region will have about 40 broadcasting stations, with a total employment of well over 1,000 by mid-1949. In October 1947 when the latest available employment survey was made, 24 AM stations reported 907 full-time employees. Practically nine-tenths of these workers were employed in Washington and Baltimore. Most of them were at stations with 15 or more employees; altogether, only 79 workers were at smaller stations.

The larger stations had 249 full-time staff program employees and 141 nonstaff program employees. (See table 12.) Including both staff and nonstaff workers, there were 138 announcers, 51 musicians, and 61 news personnel. However, only 19 actors and singers were employed during the week, and only 1 of these worked full-time. There were 205 engineers and technicians, 61 sales personnel, and 180 clerical workers.

A number of television stations will also be on the air in 1949. Six were operating at the time this report was prepared in late 1948, and two more had already been granted construction permits.

In view of the anticipated large scale television development, AM-FM employment is expected to decline in this State in the long run. Television employment probably will show continued gains for a good many years, provided additional channels are made available; the large concentrations of population in the State greatly favor the growth of television.

### Earnings

Radio-station employees tended to earn less in Pennsylvania than in the country as a whole during the week ending October 11, 1947. As table 11 indicates, announcers in large stations had average scheduled earnings of \$58 per week in this State as compared with a national average of \$67.<sup>1</sup> Musicians, writers, and production men also averaged less in Pennsylvania than in the entire country, as did studio and transmitter engineers and clerical and commercial-department employees. On the other hand, news personnel had about the same average earnings in Pennsylvania as in the whole United States (\$71 compared with \$70).

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

### Outlook

Employment in sound broadcasting is likely to expand in the near future. About 14 companies, besides those already issued construction permits, have requested permission to erect new stations. However, the AM spectrum is crowded in and around Washington and Baltimore, where many of these new stations were planned, and it is unlikely that all of them will be granted permits. There will not be many jobs for program employees other than announcers, because the bulk of the new stations planned are small and will have typical small-station staffs, probably averaging around a dozen workers. On the other hand, some job opportunities in all occupations will be created by turn-over, and some existing stations may enlarge their staffs.

Over the long run, employment at AM and FM stations may decline. Not many more stations of this type are expected to go on the air after the next year or two, and stations which transmit sound programs only face stiff competition from TV stations in this heavily populated region.

The six operating TV stations in this region al-

**Table 12.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

DELAWARE, MARYLAND, AND DISTRICT OF COLUMBIA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	8	\$103	31	\$198
Program supervisors.....	4	58	35	123
Other program staff <sup>1</sup> .....	25	46	249	82
Announcers.....			113	97
Musicians.....			15	73
News personnel.....			40	85
Production men.....			28	67
Writers.....			12	51
Chief engineers and technicians	6	70	37	124
Other engineers and technicians <sup>1</sup>	15	57	168	84
Studio.....			95	93
Transmitter.....			71	74
Commercial supervisors.....	2	96	11	177
Other commercial employees.....	5	41	50	107
Clerical employees	10	42	180	42
Nonstaff program employees.....			141	-----

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

ready have a total staff which, though not large in absolute numbers, is greater than the TV staff an-

ticipated in the majority of States for at least several years. Moreover, employment will expand somewhat in the near future in this region. Not only have construction permits been granted for an additional station in Washington and one in Wilmington, but four other companies had filed applications for permits in late 1948. All of the latter were in Maryland—one in Frederick, one in Hagerstown, and two companies in Cumberland which were applying for the same channel. As is generally the case, technical personnel will benefit most from gains in TV employment. Over the long run, TV stations and employment are expected to continue to increase, provided additional channels are made available.

**Earnings**

Radio-station employees generally had higher earnings in Delaware, Maryland, and the District of Columbia, than in the country as a whole during the week ending October 11, 1947. As table 12 indicates, the average scheduled earnings of announcers was \$97 per week, which is well above the national average of \$67.<sup>1</sup> The \$123 averaged by program supervisors is far above the national figure of \$91. Writers and news personnel also fared better in this area than in the Nation generally. However, musicians and production men received slightly less than persons holding these same positions in the country as a whole. The \$93 per week averaged by studio engineers is considerably better than the \$72 national figure. Transmitter engineers earned more (\$74) than the \$65 national average for that occupation. All clerical employees, and commercial-department employees in large stations also fared better in this area than in the entire United States.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

**MICHIGAN**

**Employment and Number of Stations**

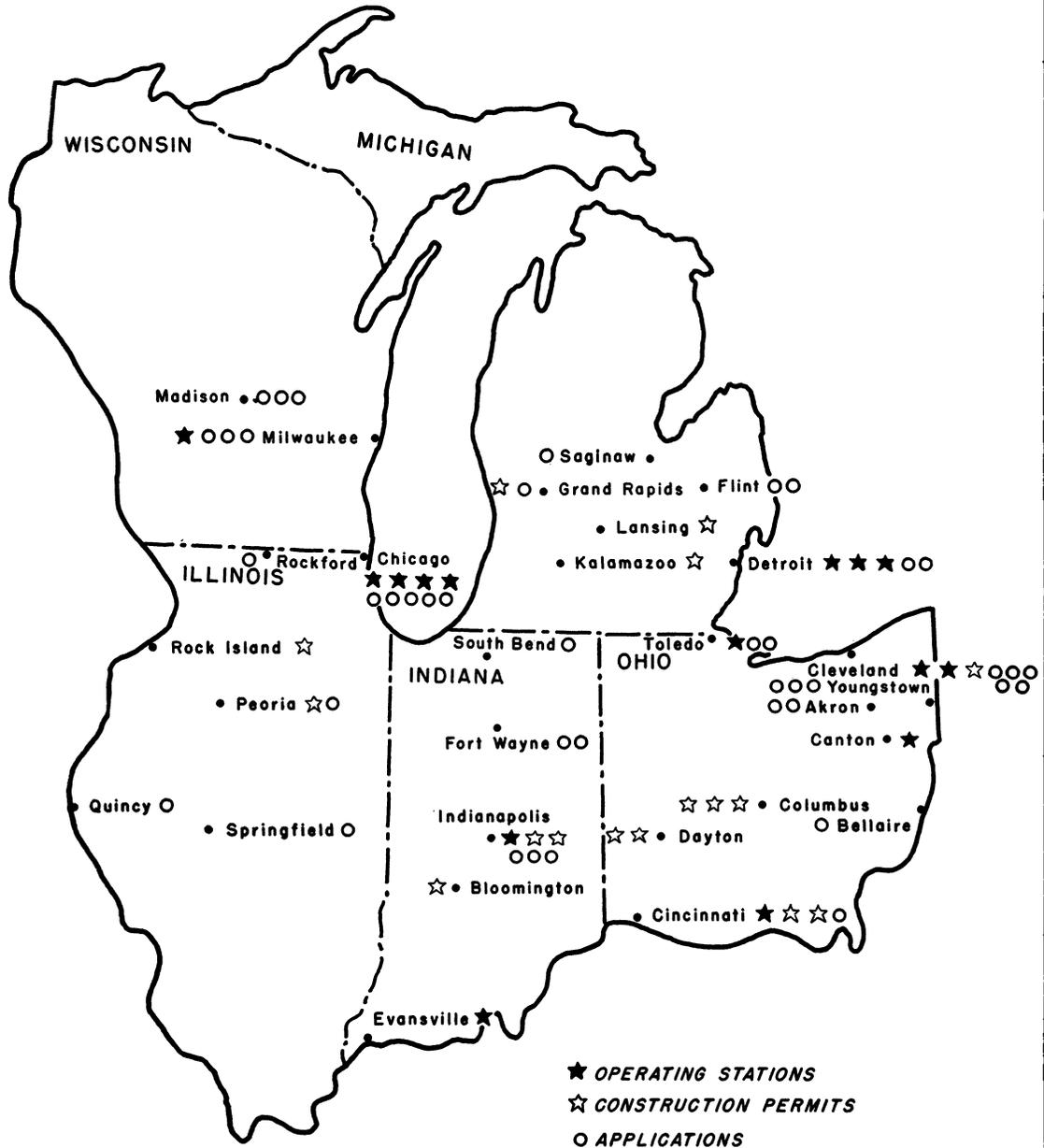
Michigan has a large and growing broadcasting industry. By the middle of 1949 there will be about 70 sound broadcast stations in the State, with around 1,300 full-time employees. In October 1947, when the last available survey of employment was made, the 40 reporting AM stations had a total full-time staff of 1,012. Nearly 9 out of 10 of these employees were found to be working in the larger stations employing 15 or more people. The

survey also showed that about one-half of all broadcast employees in the State were working in Detroit. Nearly all of the actors, singers, production men, and musicians were in that city. Outside the program departments, a much larger proportion of the employees were in other communities.

The State had at least a few of almost every type of broadcast worker. (See table 13.) Production men, news personnel, and studio engineers were employed in larger numbers than in most States.

# TELEVISION STATIONS OPERATING, UNDER CONSTRUCTION, OR APPLIED FOR IN GREAT LAKES REGION

November 1, 1948



UNITED STATES DEPARTMENT OF LABOR  
BUREAU OF LABOR STATISTICS

COMPILED FROM UNPUBLISHED DATA OF  
FEDERAL COMMUNICATIONS COMMISSION

**Table 13.**—*Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947*

MICHIGAN

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	16	\$93	48	\$213
Program supervisors.....	9	52	39	114
Other program staff <sup>1</sup> .....	32	40	301	69
Announcers.....			123	61
Musicians.....			65	91
News personnel.....			26	75
Production men.....			13	89
Writers.....			37	49
Chief engineers and technicians	10	59	33	101
Other engineers and technicians <sup>1</sup>	21	45	153	68
Studio.....			68	72
Transmitter.....			82	64
Commercial supervisors.....	2	58	15	127
Other commercial employees.....	15	62	78	114
Clerical employees	23	30	162	42
Nonstaff program employees.....	2		61	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

As many as six television stations may be on the air in Michigan before the end of 1949. Three were already operating in Detroit in late 1948, and construction permits had been issued for three more stations in other cities.

**Outlook**

A few hundred jobs are likely to open up in the next year or so in new sound stations. In the fall of 1948 there were 27 applications for new stations on file with FCC not counting construction permits already issued.

Most of the new radio stations will be very small and will hire mainly announcers, technicians, and clerical workers. In addition, a good many existing

stations may be expected to increase the size of their staffs, since a sizeable number have applied for increases in power or extension of broadcasting time. There will also be vacancies from time to time owing to turn-over.

In the near future, new TV stations probably will begin operating in several Michigan cities. The three construction permits already issued by late 1948 were for stations at Grand Rapids, Kalamazoo, and Lansing. In addition, six applicants were seeking permits for TV stations in Detroit, Flint, Grand Rapids, and Saginaw. However, unless more channels are allocated, only four of these six applicants will get licenses; in both Detroit and Flint there are two applicants seeking a single channel. Most of the stations under construction or applied for would be operated in conjunction with existing broadcasting stations, which would use their radio staffs for some of the work connected with television operations. However, some new people, chiefly technical personnel, would have to be added.

In the long run, employment in sound broadcasting will probably not continue to increase. It may even decline in areas with television stations, which will be competing for advertising business. Television, on the other hand, offers promise of continued expansion over a long period of time, provided additional channels are made available.

**Earnings**

The average weekly earnings of employees of large stations were higher in Michigan than in the country as a whole, taking all occupations together. As table 13 indicates, staff musicians in large stations had average scheduled earnings of \$91 per week in this State, as compared with a national average of \$75.<sup>1</sup> Writers, production men, and news personnel also fared better in Michigan than in the country as a whole. However, announcers earned an average of only \$61 per week, as compared with the national figure of \$67. Engineers and technicians employed by large stations earned about as much in Michigan as the national averages for those occupations. Commercial department employees in large stations tended to earn considerably more than in the country as a whole. Employees of small stations averaged somewhat less than the national figures for similar positions.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

# WISCONSIN

## Employment and Number of Stations

Wisconsin will have twice as many radio stations in 1949 as it had in 1947. By mid-1949, it will have about 60 sound broadcasting (AM, FM, or combination) stations, employing roughly 900 people on a full-time basis. The latest available survey of the industry, made in October 1947, showed full-time employment to be 568 in the 28 reporting AM stations. The largest occupations were clerical workers and announcers. (See table 14.) There was some concentration of employment in Milwaukee; this was particularly true in the case of studio engineers, musicians, and clerical workers. Large stations with 15 or more workers accounted for three-fourths of all broadcasting employment in Wisconsin.

One television station was in operation in the fall of 1948 at Milwaukee. None were under construction.

## Outlook

There will be a limited number of job openings at new stations in the coming year or so. In addition to construction permits already authorized, 10 companies had filed applications for permits by the fall of 1948 for new stations in Madison, Milwaukee, Richland Center, Sturgeon Bay, Watertown, Wausau, and Whitefish Bay. In all probability, not all these permits will be granted, partly because additional stations would overcrowd the spectrum in some locations. Those new stations that do go on the air will be small, and their staffs will probably average about 10 people each, mostly in those occupations which are characteristic of small stations. (See p. 2.) A few other openings will arise due to increases in power and extension of broadcast time. Turn-over, of course, will provide occasional openings in a variety of occupations.

Television has been slow in gaining a foothold in Wisconsin, but there is promise of future development. In the fall of 1948, six radio stations had filed applications for construction permits. Three of these companies were in Milwaukee, and three, all applying for the one available channel, were in Madison. None of the applicants which get permits are likely to start telecasting before 1950. As all the applicants are now AM station operators, existing staffs would undoubtedly be used to take care of much of the TV work, though some supplementary personnel, chiefly technicians, would have to be taken on.

**Table 14.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	10	\$103	20	\$168
Program supervisors.....	11	74	25	91
Other program staff <sup>1</sup> .....	42	49	145	56
Announcers.....			64	59
Musicians.....			33	61
News personnel.....			11	55
Writers.....			25	41
Chief engineers and technicians	10	62	21	87
Other engineers and technicians <sup>1</sup>	21	44	78	64
Studio.....			45	68
Transmitter.....			33	59
Commercial supervisors.....	3	89	11	109
Other commercial employees.....	16	72	36	83
Clerical employees	19	35	77	39
Nonstaff program employees.....	10		22	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

*Source:* Federal Communications Commission data.

In the long run, employment in sound radio will probably level off and remain relatively stable in the northern part of the State where there probably will be little television for some time. However, in the larger cities of southern Wisconsin, there is a possibility of decline in broadcasting employment owing to competition from television. Employment in this infant branch of the industry will grow gradually as more telecasting is initiated not only in Madison and Milwaukee but also in other large communities, provided additional channels are made available.

## Earnings

Radio station employees tended to earn less in Wisconsin than in the country as a whole during

the week ending October 11, 1947. As table 14 indicates, announcers had average scheduled earnings of \$59 per week as compared with the national average of \$67.<sup>1</sup> Writers, musicians, and news personnel also earned less than the national averages for those occupations. Engineers and technicians in both large and small stations also tended to earn less in Wisconsin than in the country gener-

ally. Clerical employees of small stations earned an average of \$35 per week as compared with the national figure of \$34, while those who worked for large stations earned slightly less than the national average.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## OHIO

### Employment and Number of Stations

Ohio ranked fourth among the States in non-network broadcast employment in October 1947. At that time, 36 AM stations reported a total of 1,669 full-time employees. Only 2 percent of these worked at stations with fewer than 15 employees. (See table 15.) More than 60 percent of all these full-time employees were in Cincinnati, Cleveland, and Columbus. An even greater proportion of the program employees, other than announcers and supervisors, were located in these three cities—about 70 percent of the staff program employees and over 80 percent of the nonstaff program employees.

Since October 1947, employment and stations have increased greatly. By the middle of 1949 there will be around 60 AM-FM or combination stations, and full-time employment probably will have risen to around 2,000. The proportion of workers in each occupation, however, probably will not have changed significantly.

A relatively large number of television stations probably will be on the air in Ohio in 1949. Two stations in Cleveland, one in Cincinnati, one in Toledo, and one in Canton were already operating in late 1948 and eight additional companies had been granted construction permits for stations in Cleveland, Cincinnati (two), Columbus (three), and Dayton (two).

### Outlook

Broadcasting employment probably will increase considerably in the near future. Around 25 companies, in addition to those granted permits by late 1948 and scheduled to begin broadcasting early in 1949, have requested construction permits. Because the AM band is already crowded in many sections of Ohio, it is not likely that frequencies can be found for all of the AM applicants.

A majority of the applications are for low-powered stations in small towns. New stations are planned in such towns as Amherst, Defiance, Dover,

**Table 15.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	3	\$116	80	\$193
Program supervisors.....	1	44	62	95
Other program staff.....	14	42	530	75
Announcers.....			183	71
Musicians.....			84	104
News personnel.....			61	80
Production men.....			15	78
Writers.....			66	51
Chief engineers and technicians	3	70	56	103
Other engineers and technicians <sup>1</sup>	6	45	315	73
Studio.....			157	78
Transmitter.....			129	68
Commercial supervisors.....	2	79	26	135
Other commercial employees.....	3	72	112	106
Clerical employees	4	50	296	38
Nonstaff program employees.....			126	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

Mount Vernon, and Oak Harbor. Small stations which get permits will need personnel capable of handling several jobs, especially for their program departments.

After the stations now planned reach the air,

further growth in the number of AM-FM stations is likely to be slow. Moreover, Ohio seems likely to be well blanketed by TV stations, so in some cities the number of sound stations and employment may decline as a result of competition from the newer medium.

Ohio ranked fourth among the States in the number of authorized or projected TV stations in the fall of 1948. Besides the 13 stations already authorized or operating, 14 more had been applied for—5 in Cleveland, 1 in Cincinnati, 2 in Toledo, 3 in Youngstown, 2 in Akron, and 1 in Bellaire. However, five of the applicants for stations in Akron, Cleveland, and Youngstown will have to be denied permits unless more channels can be made available.

A majority of the companies going into television in Ohio are already operating other types of stations and will be able to draw on existing staffs to man TV stations. The remainder probably will hire people with experience in sound broadcasting for technical and program jobs. As elsewhere, around half of the employees at TV stations are

expected to be technicians. Over the long run, employment will probably continue to rise, if more channels can be made available, although perhaps at a slower rate.

### Earnings

Radio-station employees tended to earn more in Ohio than in the country generally during the week ending October 11, 1947. As table 15 indicates, the average scheduled earnings of announcers in the larger stations were \$71 per week, which is somewhat more than the national average of \$67.<sup>1</sup> The \$104-per-week average for musicians was well over the national figure of \$75. Writers, program supervisors, and news personnel also averaged more in Ohio than in the entire country. However, production men earned slightly less than the national average for that occupation. Engineers, clerks, and commercial-department employees fared better in Ohio than in the country as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## INDIANA

### Employment and Number of Stations

Indiana had a rather small broadcasting industry before the last two years of rapid growth. The employment survey made in October 1947 showed only 472 full-time employees at 20 reporting AM stations. This was only two-thirds as many as were reported in Georgia, for example, a State with a smaller population. By mid-1949, however, the number of stations of all types in Indiana will have jumped to around 60, and total employment probably will be roughly twice greater than that reported in 1947.

A large majority of broadcasting employees worked at the 12 stations that had 15 or more workers, according to the 1947 survey. About one-third of those at the bigger stations were in Indianapolis. Table 16 gives the numbers of people employed in the major occupations at both large and small stations.

Three television stations were on the air in November 1948; two in Indianapolis, one in Evansville. Two others, in Bloomington and Indianapolis, held construction permits.

### Outlook

AM-FM employment in Indiana will continue to increase in the near future. In September 1948,

14 new stations had been applied for, in addition to those for which construction permits had already been granted. The applications were mostly for small stations; so those which succeed in getting licenses probably will have small staffs. Applications had been filed for new stations in the following communities: Frankfort, Gary (four), Hammond, Logansport (two), Muncie, Portland, Valparaiso, and Warsaw. After the next year or two, total employment is expected to level off; eventually it may even decline, especially in areas where there will be strong competition from TV stations.

Employment at TV stations is expected to increase both in the near future and over the long run, provided more channels are made available. In addition to the five companies which held television permits or were already telecasting in November 1948, six had filed applications with FCC—three in Indianapolis, two in Fort Wayne, and one in South Bend. However, only two of the five channels allocated to Indianapolis had not already been assigned. Practically all of the stations would be run by operators of AM or FM stations. The companies which do not already have stations would have to build up complete staffs, while the others would be able to utilize many of their AM-

**Table 16.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

INDIANA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	10	\$91	16	\$157
Program supervisors.....	5	58	15	94
Other program staff <sup>1</sup> .....	32	39	133	62
Announcers.....			64	60
Musicians.....			12	59
News personnel.....			19	83
Production men.....			6	64
Writers.....			25	49
Chief engineers and technicians	6	64	14	93
Other engineers and technicians <sup>1</sup>	15	56	77	61
Studio.....			46	58
Transmitter.....			31	67
Commercial supervisors.....	4	80	8	176
Other commercial employees.....	8	77	27	98
Clerical employees	8	35	64	37
Nonstaff program employees.....	2		4	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

FM employees in TV operations. The latter stations, however, would have to add a number of workers, especially technicians.

**Earnings**

Announcers tended to earn less in Indiana than in the country as a whole during the week ending October 11, 1947. As indicated in table 16, the average scheduled earnings of announcers were about \$60, as compared with the national average of \$67.<sup>1</sup> Musicians and production men also earned somewhat less than the national average. However, writers and news personnel fared better in Indiana than in the country generally.

Studio engineers in this State averaged only \$58 per week, which is considerably below the national average of \$72 per week; transmitter engineers earned an average of \$67 per week, which was slightly higher than the national figure of \$65 for that occupation. Clerical employees in large stations earned somewhat less than the national average of \$40 per week.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

**ILLINOIS**

**Employment and Number of Stations**

Chicago is the third largest radio broadcasting center in the United States. The four Nationwide networks and key stations of the ABC, CBS, and NBC networks had about 900 full-time employees in this city in October 1947. Ten other large AM stations (with 15 or more employees) employed about 600 people on a full-time basis. Since many network programs originate in Chicago, the proportion of program employees is larger there than in any other center except New York and Los Angeles. Approximately one out of every three full-time broadcasting employees in the area was in program work in October 1947, mostly with the

networks and their key stations. Several hundred free-lance actors, writers, and other artists were also working for stations or networks on a nonstaff basis or for advertising agencies or other program builders.

In the rest of Illinois, outside the Chicago area, 380 full-time workers were employed by large AM stations in October 1947; the numbers in the various occupations are shown in table 17. Small stations afforded only a slight amount of additional employment; those with staffs of less than 15 employed a total of only 160 full-time workers in the entire State, including Chicago.

The number of stations on the air in Illinois has

grown rapidly in the last two years. The State will probably have over 85 AM, FM, and combination stations by mid-1949, though only 43 AM stations were included in the October 1947 employment survey. However, most of the new stations are small. Full-time employment at the 85 stations and with the networks will probably total around 2,500.

Chicago was the only city in Illinois which had television in late 1948, when this study was made. Four TV stations were on the air there at that time. Construction permits, however, had been issued for a station in Peoria and another in Rock Island. These two will probably begin telecasting some time in 1949.

### Outlook

A moderate number of openings will probably arise at sound broadcasting stations in Illinois during the coming months. Applications for 23 new AM or FM stations were pending with the FCC in the fall of 1948. Some of these applications will probably be rejected, however, owing to lack of room in the spectrum in certain localities. Most stations that are authorized will be low-powered, local outlets, likely to hire an average of around 10 employees each—in occupations characteristic of small stations. (See p. 2.) Vacancies will also occur from time to time in a wider variety of occupations, as a result of turn-over, and probably there will be some openings at stations expanding their staffs.

The television industry likewise shows prospects of expansion in the near future. In addition to the two companies which hold construction permits, nine others had applications on file—five for stations in Chicago, the other four for outlets in Peoria, Quincy, Rockford, and Springfield. Under FCC's present channel allocations, however, it would not be possible to grant all the Chicago applications, since there are only three unassigned channels there. Furthermore, most of the projected television stations would be operated by companies already engaged in sound broadcasting, which could use their existing staffs for many television activities. Some new employees, mainly technicians, would have to be hired, but the total number of people taken on for TV work would be small.

Television employment will continue to have an upward trend in the long run. Even if no additional channels are made available, several communities outside the Chicago area would still have room for more stations than have been applied for as yet. Employment opportunities are likely to arise also

**Table 17.—Employment in selected occupations at AM stations; week ending Oct. 11, 1947**

### ILLINOIS

Occupation	Number of employees		
	Stations with less than 15 employees	Stations with 15 employees or more	
		Chicago <sup>1</sup>	Outside of Chicago
<b>Full-time employees:</b>			
Executives.....	15	16	19
Program supervisors.....	10	29	20
Other program staff <sup>2</sup> .....	58	259	141
Announcers.....		62	57
Musicians.....		127	19
News personnel.....		15	16
Production men.....		13	4
Writers.....		11	31
Chief engineers and technicians.....	11	26	16
Other engineers and technicians <sup>2</sup> .....	28	118	72
Studio.....		79	31
Transmitter.....		30	41
Commercial supervisors.....	8	8	10
Other commercial employees.....	9	25	35
Clerical employees.....	14	123	53
Nonstaff program employees.....		104	19

<sup>1</sup> Network and key station employees are not included.

<sup>2</sup> See footnote 1 for table 16, p. 29.

Source: Federal Communications Commission data.

as stations increase their time on the air or expand their activities in other ways. Employment in sound broadcasting will probably not continue to rise after the next year or two. It will probably decline eventually in Chicago and other metropolitan areas where competition from television will be most felt.

Competition for any openings which arise at the larger stations in occupations above the clerical level will generally be keen. Staff positions will be most difficult to obtain in Chicago, where the coveted network jobs are located. They will be easiest to get with small stations outside the Chicago area. In the case of free-lance artists, most of the opportunities for employment are in Chicago, where there is and will continue to be considerable competition for work and irregularity of employment, especially among actors. It was found, during this Bureau's recent survey, that only slightly more than half of the radio actors had any work on the radio during the week of May 9, 1948. Singers were found to have somewhat more em-

ployment; over two-thirds of those in the study had radio engagements during the survey week.

### Earnings

Average earnings of radio-station employees were much higher in the Chicago area than in the rest of Illinois. This is shown by the figures on scheduled earnings of employees of large AM stations (excluding network key outlets) given in table 18, for the week ending October 11, 1947. The table also shows that pay tended to be higher in large than in small stations. It was highest of all for personnel of the networks and their key outlets (who are not included in the table).

The special survey of radio artists affiliated with American Federation of Radio Artists, which was recently made by this Bureau, revealed the relatively low earnings of many artists and the extremely high pay received by some. One out of every four Chicago actors in this survey who had earnings solely or mainly from radio performing made less than \$1,550 during 1947; one out of every two made less than \$3,880. Yet the highest paid fourth of the actors earned over \$10,310 during the year. Among announcers, the range in earnings was considerably less. The lowest-paid fourth of the announcers with pay only or mainly from radio performing had earnings ranging up to \$4,750 in 1947; one out of every two made over \$6,670; and the top-paid fourth over \$10,940.

**Table 18.—Earnings of full-time employees in selected occupations at AM stations; week ending Oct. 11, 1947**

Occupation	ILLINOIS		
	Stations with less than 15 employees	Average scheduled weekly earnings	
		Chicago Area <sup>1</sup>	Outside Chicago
Executives.....	\$113	\$192	167
Program supervisors.....	54	132	82
Other program staff <sup>2</sup> .....	47	108	50
Announcers.....		104	52
Musicians.....		114	63
News personnel.....		118	54
Production men.....		105	63
Writers.....		76	41
Chief engineers and technicians.....	65	112	79
Other engineers and technicians <sup>2</sup> .....	54	90	56
Studio.....		92	60
Transmitter.....		89	54
Commercial supervisors.....	60	227	97
Other commercial department.....	51	84	63
Clerical employees.....	35	47	39

<sup>1</sup> Network and key station employees are not included.

<sup>2</sup> See footnote 1 for table 16, p. 29.

Source: Federal Communications Commission data.

## MINNESOTA

### Employment and Number of Stations

Broadcasting employment has been increasing rapidly and spreading out to more small communities in Minnesota during the past 2 years.

There will be around 40 stations operating by mid-1949, with probably about 700 or 800 full-time employees. During October 1947, 20 AM stations reported just over 500 full-time employees. These workers were heavily concentrated in the Minneapolis-St. Paul area; three out of five of them were employed there. Four out of five of the 80 staff program employees, other than announcers and supervisors, were working in this metropolitan district. Only three full-time musicians, seven writers, and five news personnel were employed in the rest of the State. These figures do not include nonstaff program people, of whom the bigger stations employed a moderate number (see table 19).

Television is currently limited to the Minneapolis-St. Paul area. One station was already operating there and two more had been issued construc-

tion permits, in the fall of 1948, when this report was prepared.

### Outlook

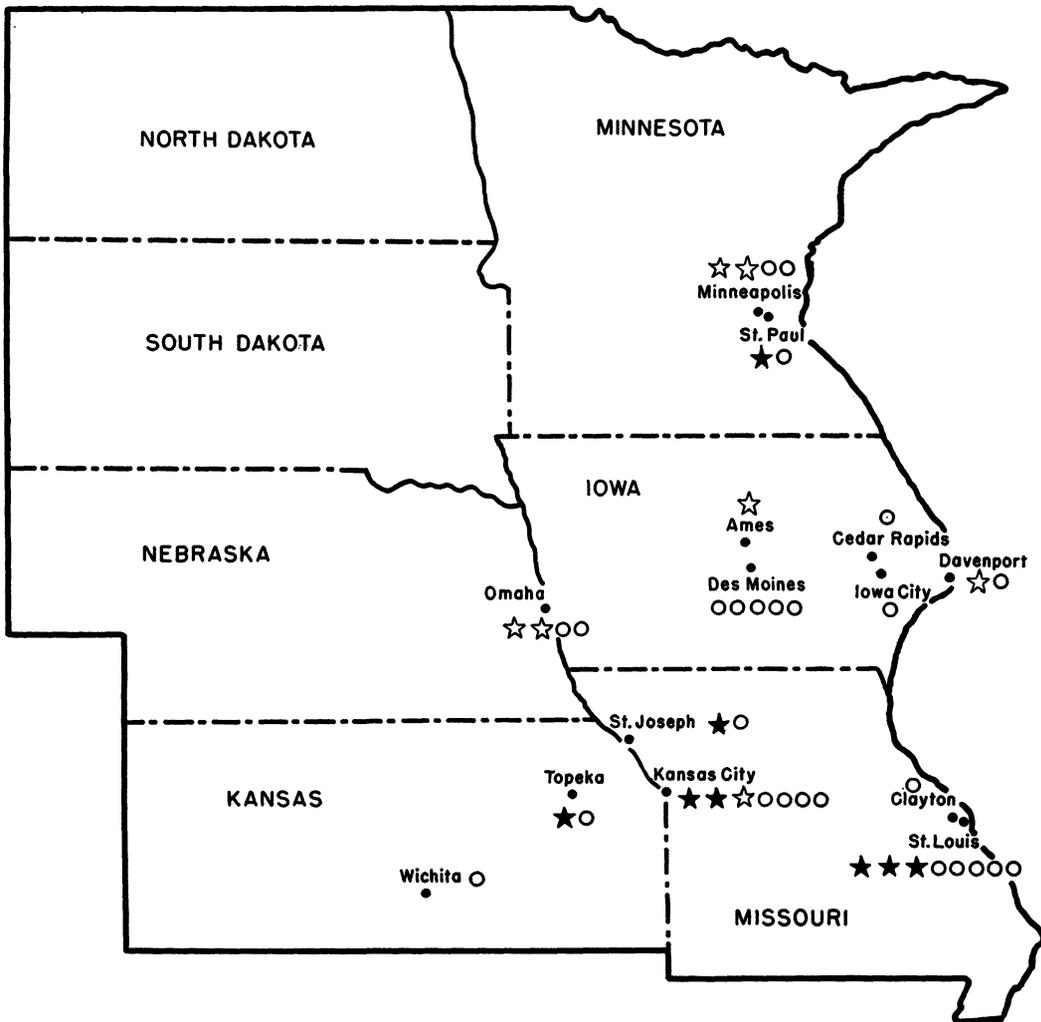
There probably will be a moderate number of jobs created by new stations in the near future. Twelve companies were applying for construction permits in late 1948 (not counting those already granted permits). Because most of the proposed stations would have less than 1,000 watt power, those reaching the air probably will not average more than a dozen employees per station. There will be extremely few opportunities at these small stations for specialized program personnel.

Practically all of the job openings will be in smaller towns. In the Minneapolis-St. Paul district only one small station has applied for a permit. The remaining applicants are in Alexandria, Austin, Ely, Mankato, New Ulm, St. Cloud, and Stillwater.

Over the long run, job opportunities in AM, FM,

# TELEVISION STATIONS OPERATING, UNDER CONSTRUCTION, OR APPLIED FOR IN THE MIDWEST STATES

November 1, 1948



- ★ OPERATING STATIONS
- ☆ CONSTRUCTION PERMITS
- APPLICATIONS

UNITED STATES DEPARTMENT OF LABOR  
BUREAU OF LABOR STATISTICS

COMPILED FROM UNPUBLISHED DATA OF  
FEDERAL COMMUNICATIONS COMMISSION

**Table 19.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

MINNESOTA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	11	\$99	19	\$201
Program supervisors.....	9	66	16	105
Other program staff <sup>1</sup> .....	22	41	137	66
Announcers.....			57	75
Musicians.....			31	70
News personnel.....			18	58
Writers.....			14	44
Chief engineers and technicians	6	69	17	107
Other engineers and technicians <sup>1</sup>	21	45	81	75
Studio.....			39	83
Transmitter.....			37	72
Commercial supervisors.....	5	66	5	191
Other commercial employees.....	5	43	26	90
Clerical employees	12	30	81	35
Nonstaff program employees.....	14		81	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

and combination stations will arise mostly through turn-over. New stations probably will go on the air slowly, and the number of stations may even decrease in areas where there will be strong competition from television. However, in most of Minnesota, sound broadcasting probably will predominate for many years to come.

Employment at TV stations will continue to be concentrated wholly in the Minneapolis-St. Paul metropolitan district in the near future. In addition to the three stations operating or authorized there, three applications were pending in late 1948, of which two were for the same channel. Except for this area and perhaps Duluth, there probably will be few TV stations in Minnesota for many years.

**Earnings**

Some occupational groups tended to make more, some tended to make less, in Minnesota than in the country as a whole during the week ending October 11, 1947. As table 19 indicates, announcers at the larger Minnesota stations had average scheduled earnings of \$75 per week, which compared favorably with the national figure of \$67.<sup>1</sup> However, musicians, writers, and news personnel tended to earn slightly less than the national averages for those occupations. Engineers and technicians in large stations earned considerably more than in the country as a whole. However, clerical employees earned somewhat less in Minnesota than in the United States generally.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

**NORTH DAKOTA AND SOUTH DAKOTA**

**Employment and Number of Stations**

Broadcasting is a very small field of employment in the Dakotas. These two States together will have about 30 sound broadcast stations by mid-1949, employing only around 500 full-time workers.

There was a total of 345 full-time workers in 19 reporting AM stations in October 1947, of which about three-fourths were in larger stations employing 15 or more. The staffs of the bigger stations included a larger proportion of program employees, especially in occupations other than announcer, than was true in most States with an equally small radio industry. However, the actual numbers of workers involved were small. There were, for example, only 33 full-time staff musicians

in the two States and only 10 full-time singers; all of the latter were employed by one North Dakota station. Outside of the program departments, technicians and clerical employees were the largest occupational groups. (See table 20.)

**Outlook**

Little expansion in radio employment is in prospect in these States. Applications for only two new stations were on file with the FCC in the fall of 1948. The projected stations will be small and will provide few jobs. They will be located at Grand Forks, North Dakota, and Mitchell, South Dakota. There is not much indication that existing stations plan to enlarge their staffs; only two stations had applied for increases in power in late

**Table 20.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

NORTH DAKOTA AND SOUTH DAKOTA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	10	\$85	13	\$159
Program supervisors.....	5	56	8	80
Other program staff <sup>1</sup> .....	24	43	121	46
Announcers.....			31	51
Musicians.....			33	42
News personnel.....			11	58
Production men.....			5	52
Writers.....			15	43
Chief engineers and technicians	8	61	9	79
Other engineers and technicians	11	51	37	51
Studio.....			17	49
Transmitter.....			19	51
Commercial supervisors.....	2	62	6	122
Other commercial employees.....	4	61	14	92
Clerical employees	9	33	40	34
Nonstaff program employees.....	1		7	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

1948. Turn-over is not likely to create many openings for radio workers, since total employment is so small in the Dakotas. No television stations were in operation in either State, and no applications for stations had been submitted by the fall of 1948.

The long-run trend of employment in sound radio broadcasting is likely to be rather level in these States. Not much further expansion is anticipated. There will probably be much less competition from television here, however, than in most parts of the country. Sound broadcasting is best suited to regions such as this where population is widely scattered. Television is never likely to gain much foothold; it is doubtful if more than a few of the largest communities will have a TV station for many years to come.

**Earnings**

Radio-station employees earned considerably less in North Dakota and South Dakota than in the United States as a whole during the week ending October 11, 1947. As table 20 indicates, average scheduled earnings of radio announcers were only \$51 per week in the larger Dakota stations, as compared to the national average of \$67.<sup>1</sup> The \$42 averaged by the musicians was well below the national figure of \$75. Writers and news personnel also received lower earnings in North Dakota and South Dakota than in the country generally. Studio engineers in larger stations averaged only \$49; this was well below the national average of \$72. The earnings of transmitter engineers also fell considerably below the national average of \$65 per week for that occupation. Clerical employees also tended to receive less than workers holding similar positions in the Nation as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

**IOWA AND NEBRASKA**

**Employment and Number of Stations**

During the past few years, the number of broadcasting stations and employees have increased rapidly in these States. There will be about 75 stations and at least 1,500 employees in the region by the middle of 1949.

During October 1947, the date of the latest available employment survey, 37 AM stations reported 1,076 full-time employees. The great majority (over 90 percent) of these workers were at the larger stations with 15 or more employees. Nearly

two out of five of them were with nine stations in Des Moines, Omaha, and Council Bluffs.

The larger stations in these States had unusually high proportions of program personnel other than announcers and supervisors. Considerable numbers of staff musicians, news personnel, and writers were employed. Moreover, these types of program employees were not nearly as heavily concentrated in the bigger cities as they were in most other States.

No TV stations were operating in these States

by the end of 1948, but four had been authorized to go ahead with construction.

### Outlook

It is likely that new stations will take on around 100 employees in the near future. Seven companies have applied for construction permits for 250-watt stations. If all go on the air, Davenport and Red Oak, Iowa, will each have one new station, and in Nebraska, Alliance will have two, Beatrice, two, and Broken Bow, one. Announcer, technician, and clerical jobs probably will be most numerous. A small number of additional employees will be needed at a few stations which have requested more hours on the air or greater power.

Employment probably will remain near current levels in communities away from the bigger cities over the long run, but, in metropolitan areas, broadcasting employment may fall off owing to competition from television. However turn-over will continue to create openings.

Within the next few years TV stations in the two States probably will have a fairly large number of employees. Beside the 4 stations with construction permits, 10 others had filed applications for permits by the fall of 1948. If all of these stations were to go on the air, there would be five in Des Moines, four in Omaha, two in Davenport, and one each in Ames, Cedar Rapids, and Iowa City. However, in both Des Moines and Omaha there were two stations seeking a single channel. Since all but one of the applicants already operate AM, FM, or combinations stations, in many cases they will shift employees from "sound" to TV or have them work in both mediums. Over the long run both stations and employment probably will continue to increase, provided more television channels are made available.

### Earnings

The average scheduled earnings of radio-station employees tended to be considerably lower in Iowa and Nebraska than in the country as a whole during the week ending October 11, 1947. For example, table 21 shows that announcers averaged \$56 per week in the States' larger stations, as compared with the national figure of \$67.<sup>1</sup> The \$55 per week averaged by the production men was considerably below the national average of \$79 for that occupation. Musicians, writers, and news

**Table 21.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

#### IOWA AND NEBRASKA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	8	\$92	43	\$144
Program supervisors.....	7	62	46	82
Other program staff <sup>1</sup> .....	22	40	377	51
Announcers.....			132	56
Musicians.....			59	48
News personnel.....			68	61
Production men.....			12	55
Writers.....			53	41
Chief engineers and technicians.....	6	63	37	85
Other engineers and technicians <sup>1</sup> .....	17	40	191	59
Studio.....			96	59
Transmitter.....			87	58
Commercial supervisors.....	3	60	20	115
Other commercial employees.....	5	54	69	74
Clerical employees.....	12	31	151	35
Nonstaff program employees.....			139	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

personnel also earned less in these States than the national average. Moreover, the average of \$59 per week earned by studio engineers was well below the national figure of \$72, while the average of \$58 for transmitter engineers was nearer the Nationwide average of \$65 for that occupation. Clerical and commercial-department employees also tended to earn less in Iowa and Nebraska than in the country as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

# MISSOURI AND KANSAS

## Employment and Number of Stations

The broadcasting industry has grown rapidly in these States during the last 2 years. The two States together will have about 85 AM, AM-FM, and FM stations in the spring of 1949. This will be about twice as many as the 43 AM stations that reported on employment in October 1947, when the latest available employment survey was made. At that time there were about 1,400 full-time broadcast employees in the two States, of whom only 10 percent worked at stations with less than 15 employees. A relatively large number of full-time program employees other than announcers and supervisors (around 360) were employed in the bigger stations. (See table 22.) Of these 360 employees, three-fifths worked in the St. Louis and Kansas City areas. Few other areas in the country (except New York, Los Angeles, and Chicago, the major network centers) had as many workers in these occupations as did these cities.

One television station was operating in St. Louis in late 1948, and one in Kansas City had been granted a construction permit.

## Outlook

Most of the job opportunities at the new sound broadcasting stations expected to open up in the near future will be in small cities or towns. In the fall of 1948, 16 companies were seeking permits for new stations, roughly three-fourths of which would be in communities of under 50,000 population. It is unlikely that all these applicants will be granted permits. Those stations that are authorized will be mostly small local outlets and will provide employment opportunities for perhaps an average of about 10 people each. There will be some jobs for announcers and technicians; few if any for such specialized program personnel as actors and musicians. In addition to employment opportunities at new stations, openings will result from turn-over and from stations enlarging staffs to operate more hours per day.

After a few years, employment at AM-FM stations is expected to level off. Near the big metropolitan areas where there will be a good many TV stations, employment at stations which transmit sound only may decline, but many workers will be able to shift from AM-FM to TV operations, sometimes under the same employer.

Employment at TV stations is likely to increase moderately both in the near future and over the

**Table 22.**—*Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947*

### MISSOURI AND KANSAS

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	13	\$82	49	\$176
Program supervisors.....	10	53	58	84
Other program staff <sup>1</sup> .....	42	40	509	64
Announcers.....			148	75
Musicians.....			145	60
News personnel.....			58	68
Production men.....			12	75
Writers.....			59	42
Chief engineers and technicians	11	58	46	98
Other engineers and technicians <sup>1</sup>	21	43	214	72
Studio.....			120	74
Transmitter.....			87	69
Commercial supervisors.....	5	58	17	121
Other commercial employees.....	9	57	65	78
Clerical employees	16	33	221	39
Nonstaff program employees.....	7		115	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

*Source:* Federal Communications Commission data.

long run. In addition to the stations already operating or authorized, 18 other companies had filed applications for TV stations with FCC by November 1948—6 for stations in Kansas City, 2 in St. Joseph, 7 in St. Louis, 2 in Topeka, and 1 in Wichita. However, some of the applications, particularly in the case of those for stations in St. Louis and Kansas City, will have to be denied unless additional frequencies are found for television stations. About three-fourths of the applicants are already operating sound stations, and, as elsewhere, would use many of their experienced workers in TV operations. Over the long run it is likely that both TV stations and employment will

continue to increase, provided additional channels are made available.

### Earnings

Program employees in small stations tended to earn somewhat less in Missouri and Kansas than in the Nation generally during the week ending October 11, 1947<sup>1</sup>. As table 22 indicates, program staff members in stations with less than 15 employees had average scheduled earnings of about \$40 per week; this was somewhat below the national average of \$43<sup>1</sup>. In larger stations the program staff averaged \$64 per week, about the same as the national figure of \$65. Announcers had

weekly earnings of about \$75, which was somewhat above the national average of \$67. Writers, musicians, and news personnel tended to receive earnings that were lower than the averages for the entire country. However, in large stations, engineers and technicians had higher average earnings in these States than in the country as a whole. Clerical and commercial-department employees tended to earn less in Missouri and Kansas than in the country generally.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## VIRGINIA

### Employment and Number of Stations

The number of broadcasting stations has increased considerably in Virginia during the past two years, though not as rapidly as in the country as a whole. There will be about 55 sound broadcast stations in the State by mid-1949. Employment probably will have approached the 1,000 mark. By comparison, there were 659 full-time employees in 32 reporting AM stations in October 1947. At that time stations employing 15 or more workers accounted for four-fifths of all broadcasting employment in the State. The largest occupational groups in these stations were the announcers, clerical workers, transmitter and studio engineers, writers, and salesmen. (See table 23.) Employment was concentrated in the metropolitan areas of Norfolk-Portsmouth-Newport News, Richmond, and Roanoke. Richmond alone had nearly a third of all radio workers in Virginia.

There was one operating television station in Richmond.

### Outlook

Newly established Virginia stations are likely to supply somewhere between 75 and 150 jobs in sound radio in the latter half of 1949. In the fall of 1948, nine applications were on file for stations in Culpeper, Farmville, Harrisonburg, Mount Jackson, Norfolk, Orange, Radford, and Winchester (not counting construction permits already issued). Some of these applications will probably be dismissed because of lack of room in the spectrum or for other reasons. Most of the new stations which do go into operation will be very small, and their man-power needs will be mainly in the typical small-station occupations. (See p. 2.) In addition, two existing stations have applied for increases

**Table 23.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	13	\$114	37	\$136
Program supervisors.....	11	50	38	62
Other program staff <sup>1</sup> .....	26	38	173	53
Announcers.....			91	56
News personnel.....			18	54
Production men.....			7	120
Writers.....			35	38
Chief engineers and technicians	11	62	26	73
Other engineers and technicians <sup>1</sup>	15	45	117	48
Studio.....			52	45
Transmitter.....			60	52
Commercial supervisors.....	5	95	15	121
Other commercial employees.....	6	52	35	82
Clerical employees	14	35	80	38
Nonstaff program employees.....	8		35	

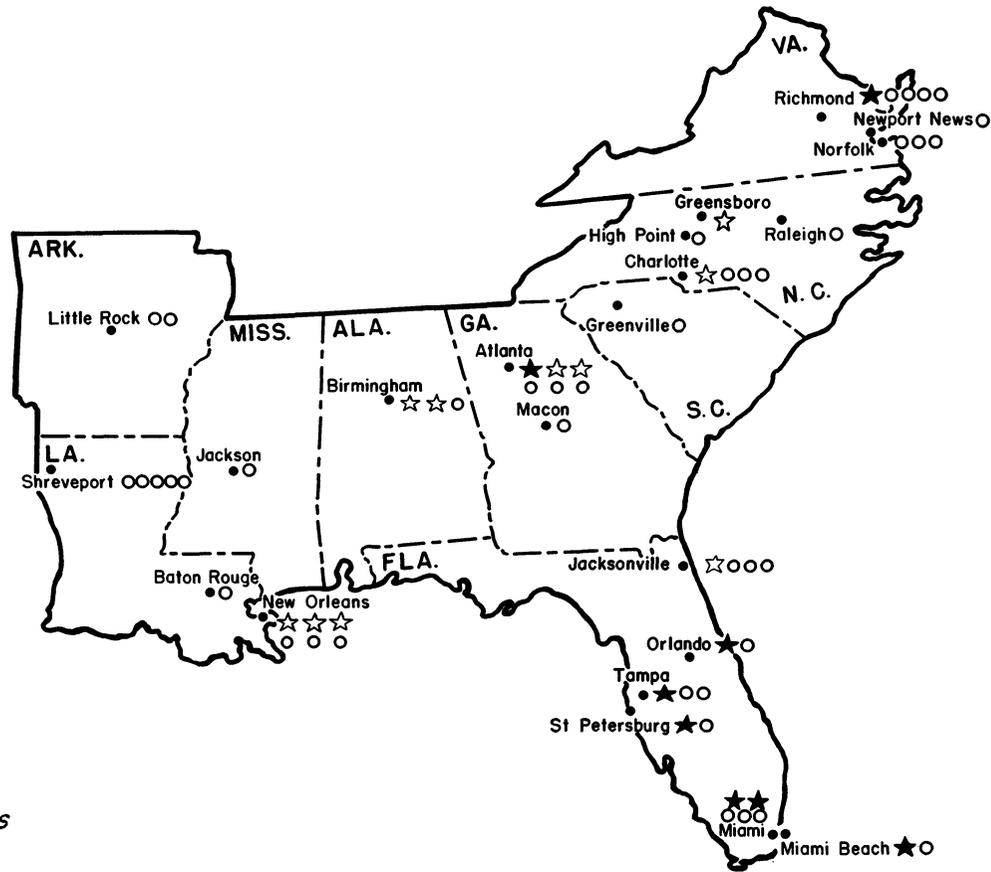
<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

MAP 6

# TELEVISION STATIONS OPERATING, UNDER CONSTRUCTION, OR APPLIED FOR IN SOUTHEASTERN STATES

November 1, 1948



UNITED STATES DEPARTMENT OF LABOR  
BUREAU OF LABOR STATISTICS

COMPILED FROM UNPUBLISHED DATA OF  
FEDERAL COMMUNICATIONS COMMISSION

in power, another two for extension of broadcasting time. Some of these, as well as other established stations, may increase the size of their staffs, creating a few job opportunities. Turn-over, of course, will be another factor creating occasional openings.

In the next year or two, television stations will open up new employment possibilities, chiefly in the technical field. Eight applications for stations in Newport News, Norfolk, and Richmond, only two of which were for the same channel, were pending in the fall of 1948. Since nearly all of these applications were made by sound broadcast stations, the employees added would be those needed to perform television operations which the radio staff could not handle.

The rapid expansion in sound broadcasting which has taken place since the war is not likely to continue much longer. It is possible that, in the long run, broadcasting employment may decline in the larger towns and cities where telecasting stations may take business away from standard broadcast stations. This is most likely to happen in Richmond and Norfolk, where so many television stations are already being planned. However, additional television stations will probably open up in other large communities also in the course of time, and offer an expanding field of employment, especially if enough channels are available.

## Earnings

Radio-station employees tended to earn less in Virginia than in the country as a whole during the week ending October 11, 1947. As is indicated in table 23, average scheduled earnings of announcers in the larger stations were only \$56, as compared with the national figure of \$67.<sup>1</sup> Writers, program supervisors, and news personnel also tended to earn less in Virginia than in the entire United States. However, the seven production men employed by large stations in the State averaged considerably more than the national figure of \$79 for that occupation. It is interesting to note that, contrary to the situation in many States, transmitter engineers had higher earnings than studio engineers; the \$45 a week averaged by Virginia studio engineers was far below the national average of \$72, while the average earnings of Virginia transmitter engineers (\$52) was closer to the \$65 national average for that field. Although clerical employees in Virginia's large stations earned less than the national average of \$40, clerical workers in the smaller stations made slightly more than the corresponding national figure (\$34).

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## NORTH CAROLINA

### Employment and Number of Stations

North Carolina has an unusually large broadcasting industry, considering that the total population of the State is only between 3 and 4 million. There will be about 90 AM, FM, and combination stations, with around 1,200 full-time employees in the State by mid-1949. This represents a marked growth since October 1947, when a survey of the industry showed employment to be 748 at the 47 reporting stations.

North Carolina is characterized by small broadcasting stations, many of them located in small towns. In October 1947, nearly half the workers were in stations with fewer than 15 full-time employees. The largest occupations were announcers, clerical workers, transmitter engineers, studio engineers, and musicians. (See table 24.)

Two television stations, at Charlotte and Greensboro, will probably go on the air during 1949, as they held construction permits when this study was

prepared in late 1948. No stations had begun telecasting at that time.

### Outlook

The opening of new stations in the next year or so is likely to create around 100 to 150 job opportunities in sound radio in this State. In the fall of 1948, 11 companies (not counting those already granted permits) were requesting permission to build new stations at Brevard, Canton, Elkin, Fuquay Springs, Greensboro, Greenville, Laurinburg, Lincolnton, Marion, and Smithfield. Some of these permits may not be granted, partly because the spectrum is already somewhat overcrowded in certain areas. Moreover, most of the new stations will be very small; the majority of their employees will be announcers, technicians, and clerical workers.

In addition to openings at new stations, a few job opportunities will arise as some stations increase the size of their staffs. In late 1948, several

**Table 24.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

NORTH CAROLINA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	29	\$91	34	\$128
Program supervisors.....	26	56	16	69
Other program staff <sup>1</sup> .....	85	41	138	50
Announcers.....			79	53
Musicians.....			16	47
News personnel.....			8	61
Writers.....			22	38
Chief engineers and technicians.....	25	62	21	93
Other engineers and technicians <sup>1</sup> .....	45	47	102	62
Studio.....			42	61
Transmitter.....			57	64
Commercial supervisors.....	18	77	16	105
Other commercial employees.....	11	56	27	64
Clerical employees.....	32	36	55	40
Nonstaff program employees.....	7		48	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

stations were applying to the FCC for permission to increase their power, or to be on the air more hours per week or both; this may necessitate hiring some additional personnel. Vacancies will also arise fairly often owing to turn-over, since the total number of workers employed in broadcasting is relatively large in this State.

Permits for five more TV stations were applied for by late 1948—to be located at Charlotte, High Point, and Raleigh—in addition to those already

authorized in Charlotte and Greensboro. Two of the three applicants in Charlotte sought the same channel. The stations which get permits probably will not be on the air until 1950. Nearly all of these television stations are to be operated in conjunction with AM stations and will not take on complete new staffs. However, some additional personnel, especially in the technical departments, will be required to handle television operations.

In the long run, broadcasting employment is expected to level off. In the larger cities it may even decline since television may cut into the advertising revenues of some sound stations and force them to curtail operations. Though expansion in television is to be expected in the larger communities, especially if additional TV channels are provided, the total number of workers employed will not be large for a long time to come.

### Earnings

The earnings of most groups of radio station employees in North Carolina during the week ending October 11, 1947, were generally below the national average. As is indicated in table 24, the scheduled earnings of announcers in the larger stations averaged only \$53, as compared with the national figure of \$67.<sup>1</sup> The 16 musicians earned an average of only \$47 as compared with \$75 in the entire country. Writers, news personnel, and program supervisors also earned less in North Carolina than in the country generally. Studio engineers in large stations earned an average of \$61 per week which is less than the \$72 average for the United States. It is interesting to note that earnings of North Carolina's transmitter engineers averaged higher than those of studio engineers. In fact, the transmitter engineers earned about as much in this State as the \$65 average for the entire country. The earnings of clerical workers in stations with less than 15 employees tended to be slightly higher in North Carolina than in the United States as a whole.

<sup>1</sup> The national average and other averages for employees in the large stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## SOUTH CAROLINA

### Employment and Number of Stations

The broadcasting industry has expanded rapidly in this State during the past two years. South Carolina will have a total of about 40 independent broad-

casting stations of all types, and employment will be at least 500, by the middle of 1949.

In October 1947, however, only 333 full-time broadcast employees were reported by 19 AM sta-

tions. One hundred of these workers were at stations with less than 15 employees. Employment was concentrated to a considerable extent in big cities here as in most other States; 140 of the 233 full-time workers at the larger stations were in Charleston and Columbia, the State's major cities. Except for announcers and writers, employment of staff program personnel was almost negligible. (See table 25.) During the survey week, three stations employed 23 non-staff musicians. Only three other nonstaff employees worked that week.

### Outlook

Employment will continue to increase in the near future. Fourteen new stations were applied for in the fall of 1948, not counting those which had construction permits and were expected to be on the air by mid-1949. Most of the new stations will be small and will have small staffs. Those which succeed in getting licenses will need, mainly, program workers who can announce and also take over other duties, technicians, clerical workers, and time salesmen. Job opportunities will be scattered throughout the State. There were applicants for stations in Aiken, Easley, Georgetown, Greer, Kingstree, Laurens, Spartanburg, and Union. Anderson and Greenville each had three applicants for new stations. Columbia and Charleston, the cities with the largest number of employees in 1947, had no applicants.

Some openings will result from turn-over at existing stations, but such vacancies will probably not be numerous, since the total number of people employed in the industry is relatively small in this State. Over the long run, broadcast employment is expected to level out and there will be very few openings, except those created by turn-over.

South Carolina is not expected to have more than a few television stations for several years. Since TV stations at present have a range of roughly 50 miles, they are usually built where there are heavy concentrations of population. Charleston, the biggest metropolitan area in South Carolina, had only 71,000 people in 1940. So far, only one station in Greenville has been applied for.

### Earnings

Radio-station employees tended to earn less in South Carolina than in the country as a whole during the week ending October 11, 1947. For

example, as table 25 shows, announcers in the larger stations had average scheduled earnings of \$61 per week, which is below the national figure of \$67.<sup>1</sup> The \$41 averaged by the writers is also below the \$46 national average for that occupation. Contrary to the situation in many States, transmitter engineers received larger earnings than studio engineers. However, the \$53 averaged by transmitter engineers was still below the national figure of \$65. Although clerical employees in small stations earned about as much in South Carolina as in the entire country, those employed by larger stations did not fare as well in this State as did similar employees in the United States as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

**Table 25.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

#### SOUTH CAROLINA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	11	\$83	20	\$131
Program supervisors.....	7	54	12	78
Other program staff <sup>1</sup> .....	27	45	80	52
Announcers.....			45	61
Writers.....			21	41
Chief engineers and technicians	7	65	10	84
Other engineers and technicians <sup>1</sup>	15	47	49	48
Studio.....			20	39
Transmitter.....			29	53
Commercial supervisors.....	6	63	8	111
Other commercial employees.....	9	44	19	78
Clerical employees	8	34	25	37
Nonstaff program employees.....	6		26	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

# GEORGIA

## Employment and Number of Stations

Georgia has a sizeable and growing broadcasting industry. The State will have about 75 radio stations by mid-1949. When the latest available employment survey was made, in October 1947, 48 reporting AM stations had 717 full-time employees, and more than one-third of the broadcasting employees in the State were in Atlanta and Macon. More than half of the staff program employees, other than announcers and supervisors, were in Atlanta, as were about half of the nonstaff workers of this type. (See table 26.)

Atlanta is likely to have the State's only operating television station throughout 1949. The only TV station yet on the air in late 1948 was in that city, and the two others for which permits had been granted were also located there.

## Outlook

Employment in sound broadcasting will probably continue to increase in the near future but at a slower rate than during the past few years. In the fall of 1948 only four companies had applications for new stations pending with FCC. Applicants granted permits probably will begin to operate after mid-1949. The new stations are planned for Brunswick, East Point, Valdosta, and Waycross. Even if all of them are licensed, probably less than 50 persons will be hired. A greater number of openings than this are likely to be created by turn-over at existing stations.

More opportunities in sound broadcasting will probably arise over the long run from turn-over than through the establishment of new stations. The number of stations in Georgia will have almost tripled in the four years since 1945, and it is not likely that many more companies will enter the field. Moreover, competition among sound stations throughout the State and the impact of television in the big cities may bring about a drop in the number of AM, FM, or combination stations.

Employment at TV stations is expected to increase both in the near future and over the long run. In addition to the three stations already operating or authorized in Atlanta, three others had been applied for there in the fall of 1948. However, only four channels had been allocated to Atlanta at that time. One company also filed an application for a station in Macon. All but one of the companies planning stations are already operating on the AM band. This will enable them to use many of their present employees for both me-

**Table 26.**—*Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947*  
GEORGIA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	36	\$85	23	\$151
Program supervisors.....	27	56	17	81
Other program staff <sup>1</sup> .....	62	38	149	62
Announcers.....			72	64
Musicians.....			21	59
News personnel.....			16	70
Writers.....			23	44
Chief engineers and technicians	26	62	18	93
Other engineers and technicians <sup>1</sup>	40	46	83	57
Studio.....			24	62
Transmitter.....			58	54
Commercial supervisors.....	11	70	11	110
Other commercial employees.....	13	49	36	74
Clerical employees	29	32	58	38
Nonstaff program employees.....	3		31	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data

diums. All of them, however, will have to add a considerable number of technicians to their staffs.

## Earnings

The average scheduled earnings of radio station employees tended to be lower in Georgia than in the country as a whole during the week ending October 11, 1947. As table 26 indicates, announcers in the larger stations averaged \$64 per week as compared with the national figure of \$67.<sup>1</sup> Musicians and writers also had lower average earnings in Georgia than in the United States generally. Both studio and transmitter engineers averaged about \$10 per week less than the national figures for those positions. Clerical and commercial employees also tended to earn less in Georgia than in the country as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

# ALABAMA

## Employment and Number of Stations

Alabama will have around 60 broadcasting stations by mid-1949. This will represent a very sizeable increase during the previous 2 years. Only 29 AM stations reported on broadcast employment in a survey made in the fall of 1947. It is estimated that employment will have risen to around 700 in mid-1949 compared to the 416 full-time workers reported in October 1947. On the latter date, 44 announcers at stations with 15 or more employees comprised the biggest occupational group. (See table 27.) In the entire State there were no staff singers, sound-effects men, or actors. Only 10 nonstaff program employees worked during the survey week.

Birmingham is the only Alabama city which will have television during 1949. Two stations were authorized there in late 1948.

## Outlook

Employment will continue to increase in the latter part of 1949 as the new stations, for which applications were made in the fall of 1948 but not then authorized, begin to go on the air. Sixteen applications were filed with FCC in late 1948 for stations scattered throughout Alabama; in Anniston, Atmore, Bessemer, Birmingham (two), Ensley, Fayette, Fort Payne (two), Guntersville (two), Mobile (three), Roanoke, and Russellville. Most of the new stations which get licenses will have staffs of less than 15 and will hire mainly announcers who can also handle other work, technicians, and clerical workers. Some openings in a wider variety of occupations will occur from time to time at existing stations as workers leave the industry or move to jobs with other stations.

After the currently planned stations go on the air, it is likely that employment will level off, as most openings that arise will be due to turn-over. Over the long run, employment in sound broadcasting may decline in the heavily populated communities in Alabama owing to competition from television.

To date, however, Birmingham is not only the one city in Alabama which has television but the sole city where plans for television have gone as far as filing an application with FCC. One company has applied for a construction permit. It

**Table 27.**—*Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947*

ALABAMA				
Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	17	\$100	18	\$208
Program supervisors.....	10	55	13	85
Other program staff <sup>1</sup> .....	30	43	60	62
Announcers.....			44	68
Writers.....			7	41
Chief engineers and technicians	15	76	9	103
Other engineers and technicians <sup>1</sup>	29	53	60	78
Studio Transmitter.....			35	78
			25	78
<b>Commercial</b>				
supervisors.....	6	84	5	94
Other commercial employees.....	9	69	25	98
Clerical employees	22	36	41	40
<b>Nonstaff program employees.....</b>	5		5	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

probably will be many years before TV employment in Alabama even approaches present employment at sound broadcasting stations.

## Earnings

The average scheduled earnings of radio-station employees other than program, were higher in Alabama than in the United States as a whole during the week ending October 11, 1947. As is shown in table 27, announcers in large stations averaged \$68 per week, which is slightly above the national average. Engineers and technicians also fared better in this State than in the country as a whole. However, program supervisors received somewhat less than the national average for that occupation.

# MISSISSIPPI

## Employment and Number of Stations

The broadcasting industry is a very small field of employment in this State. Mississippi will have about 36 sound broadcast stations, employing only around 400 people, by mid-1949. However, these figures represent rapid growth during the past 2 years. In October 1947, 17 reporting AM stations had a total full-time staff of only 194. Only 55 of these employees were in the larger stations with 15 or more workers, while 139 were in stations employing less than 15—contrary to the situation in most States, where the majority of workers are in the larger stations. In all stations only 74 full-time program employees were employed. The next largest group was the technical employees who numbered 52. (See table 28.)

## Outlook

There will be a few job openings (probably around 40 to 60) with new broadcasting stations in the near future. Six applications for permits to build new stations—at Biloxi, Brookhaven, Greenwood, Pascagoula, and Picayune—were on file with FCC in late 1948 (not counting permits already issued). Very little expansion in staffs at existing stations is expected. Only one station in Columbus has applied for permission to make increase in power.

No television stations were on the air and none had yet been authorized in the fall of 1948. However, one independent company was applying for a permit to build a station at Jackson and, if the application is granted, will provide a small number of jobs in the fairly near future.

Employment in AM and FM broadcasting is likely to continue to increase slowly over the long run, so long as general business conditions remain favorable. It is unlikely that there will be much television development in Mississippi for many years, since there are few sizeable cities and average per capita income is lower in this State than in any other in the country.

## Earnings

Program employees tended to earn less in Mississippi than in the country as a whole during the week ending October 11, 1947. As indicated in table 28, the program staff in stations with less

**Table 28.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

### MISSISSIPPI

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	12	\$119	4	\$155
Program supervisors.....	7	58	3	62
Other program staff <sup>1</sup> .....	42	41	19	37
Announcers.....			11	41
Writers.....			6	29
Chief engineers and technicians	12	64	3	62
Other engineers and technicians <sup>1</sup>	27	47	10	44
Transmitter.....			7	42
Commercial supervisors.....	8	109	3	72
Other commercial employees.....	8	66	5	81
Clerical employees.....	12	34	6	41
Nonstaff program employees.....			7	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

than 15 employees averaged \$41 per week, which is slightly less than the national average of \$43.<sup>1</sup> It is interesting to note that even smaller earnings were received by the program staff in stations with 15 or more employees; their earnings averaged only \$37 per week, as compared with the national average of \$65. Engineers also fared better, on the average, in small stations than in larger ones.

Commercial-department workers in small stations tended to earn more in Mississippi than in the country as a whole. The average earnings of clerical workers in this State were just about the same as the national average for these positions.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

# ARKANSAS

## Employment and Number of Stations

Broadcasting employment was small in this State in 1947. The 22 AM stations reporting their employment in October of that year had a total of only 275 full-time workers. The majority of these workers were employed at the 16 stations with less than 15 employees, contrary to the situation in most States where employment was concentrated in the larger stations. Table 29 shows the small numbers of employees in different occupations at both large and small stations.

By mid-1949 there will be about 30 sound broadcasting stations in Arkansas, 8 more than the number of AM stations which reported in October 1947. Employment probably will have increased to about 350.

No television stations have yet been granted construction permits in this State.

## Outlook

In the months following mid-1949, employment will continue to increase. About 11 companies were seeking permits for new stations in late 1948. If most of them eventually reach the air, they would provide jobs for around 100 persons. The new stations are planned for eight different Arkansas communities. Batesville, Hot Springs, and Searcy each had two applicants for permits. El Dorado, Conway, Forrest City, Fort Smith, and Osceola each had one applicant. Since the new stations will have small staffs, prospects for specialists such as singers, actors, and news personnel will continue to be meager. Applicants who can handle combination jobs will have the best chance of being hired.

Some additional jobs will result from turn-over at existing stations and the expansion of staff at a few stations to handle longer broadcast periods or increased power. Over the long run, employment in sound broadcasting is likely to remain near the 1950 level, provided business conditions remain good.

It probably will be many years before television stations in Arkansas will provide more than a small number of jobs. So far, only two companies, both of them in Little Rock, have applied for construction permits. Arkansas is largely rural and has few communities large enough to support television stations, at least until means are discovered for transmitting telecasts greater distances than is possible now.

**Table 29.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	14	\$94	9	\$103
Program supervisors.....	8	59	6	68
Other program staff <sup>1</sup> .....	52	39	38	47
Announcers.....			24	51
Writers.....			5	30
Chief engineers and technicians	10	52	6	73
Other engineers and technicians <sup>1</sup>	21	52	26	43
Studio			12	34
Transmitter			13	52
Commercial supervisors.....	5	85	3	89
Other commercial employees.....	8	51	7	74
Clerical employees	15	30	20	38
Nonstaff program employees.....			8	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

## Earnings

Radio-station employees tended to earn less in Arkansas than in the country as a whole during the week ending October 11, 1947. As table 29 indicates, members of the program staff in stations with less than 15 employees had average scheduled earnings of \$39 a week as compared to the national average of \$43.<sup>1</sup> In larger stations the program staff averaged about \$47 per week, which is considerably below the national figure of \$65. Announcers earned an average of \$51 as compared to \$67 in the country as a whole. Engineers, clerks, and commercial-department employees also tended to earn less in this State than in the country generally.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

# LOUISIANA

## Employment and Number of Stations

Louisiana ranks near the middle in terms of the number of workers employed in broadcasting in each of the States. It will have about 45 broadcasting stations by mid-1949. Employment probably will be greater by around 200 than in October 1947, when 25 AM stations reported 487 full-time employees. Almost four-fifths of these workers were at stations with 15 or more employees. Employment was heavily concentrated in New Orleans and Shreveport. About one-half of the reported employees and a much higher proportion of the program workers other than announcers and supervisors, worked at the bigger stations in these two cities, but altogether there were fewer than 60 of such workers. (See table 30.)

No television stations were operating in late 1948, but three companies in New Orleans had been issued construction permits.

## Outlook

Employment in sound broadcasting will continue to increase in the near future. Approximately 15 companies, in addition to those which already had construction permits, had applications for permits on file with FCC in late 1948. The only two stations of 5,000 watts or over planned were for New Orleans. If licensed, they probably would have fairly large staffs, including a small number of program employees such as writers, musicians, and news personnel. The remaining stations applied for were smaller, and most of those which succeed in reaching the air probably will have staffs typical of smaller stations. (See p. 2.) About half of the new stations are planned for New Orleans and Shreveport, and the remainder for smaller towns in Louisiana. In addition to openings at new stations, turn-over and expansion of staffs at some existing stations will also create a few opportunities from time to time.

Employment in AM-FM broadcasting may decline over the long run. It is not likely that there will be many new stations in the State as a whole and, in and around areas like Baton Rouge, New Orleans, and Shreveport, where employment is concentrated, broadcasting may give way slowly to telecasting.

Employment at TV stations is expected to increase in the near future. In addition to the three companies in New Orleans which had construction permits in the fall of 1948, three others in this city

**Table 30.**—*Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947*

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	11	\$103	24	\$171
Program supervisors.....	8	55	21	80
Other program staff <sup>1</sup> .....	24	35	114	53
Announcers.....			57	56
Musicians.....			14	60
News personnel.....			10	57
Production men.....			6	52
Writers.....			17	45
Chief engineers and technicians.....	6	57	17	83
Other engineers and technicians <sup>1</sup> .....	21	43	77	56
Studio.....			28	56
Transmitter.....			48	56
Commercial supervisors.....	10	58	10	161
Other commercial employees.....	5	47	22	76
Clerical employees.....	9	31	63	39
Nonstaff program employees.....	1		19	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

had applications pending. Five applications for TV outlets in Shreveport and one in Baton Rouge had also been filed. However, there were more applicants than available channels in both New Orleans and Shreveport. A majority of the companies applying for permits were already operating AM, FM, or combination stations and probably would be able to use part of their present staffs for both TV and sound operations. TV employment probably will increase over the long run, especially if additional channels are made available.

## Earnings

Radio-station employees tended to earn less in Louisiana than in the country as a whole during the

week ending October 11, 1947. As table 30 indicates, announcers in the larger stations had average scheduled earnings of \$56 per week as compared to the national average of \$67.<sup>1</sup> Writers, news personnel, and production men also earned less in Louisiana. Both studio and transmitter engineers in large stations averaged about \$56 per week; the national average for studio engineers is

\$72, while the figure for transmitter engineers is \$65. Clerical and commercial-department employees likewise tended to earn less in Louisiana than in the United States generally.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## FLORIDA

### Employment and Number of Stations

Florida ranked in the upper third among the States in broadcast employment in October 1947, when 37 AM stations reported a total of 666 full-time employees. More than two-fifths of these workers were in Miami and Jacksonville. The great majority (513) were employed by the larger stations with 15 or more workers. At the bigger stations, there were 191 full-time program employees, including 89 announcers, 28 writers, 24 supervisors, and 17 musicians. Fourteen of these musicians were in Miami and Jacksonville. There were no full-time singers or sound-effects men and only two full-time actors. In all stations, both large and small taken together, program departments had 246 workers, technical departments 173, and commercial departments 87; the clerical force totalled 78.

About 75 stations will be operating in Florida by mid-1949, almost twice as many as reported on employment in October 1947. The number of workers will not have increased proportionately, however, because the majority of the new stations reaching the air are small.

Three television stations—in Jacksonville, Miami, and St. Petersburg—are likely to go on the air during 1949. All three had been issued construction permits before the end of 1948.

### Outlook

Employment in sound broadcasting will probably continue to increase for at least another year or so. In the latter half of 1949, some of the 12 new stations, for which applications had been applied by the fall of 1948 but had not yet received permits, will begin reaching the air. However, in areas where the AM band is crowded, it is likely that not all applicants will be granted construction permits. Most of the applications are for small stations; only one was for a station of more than 1-kilowatt power. Therefore, most of those that do succeed in getting licenses will have small staffs, probably averaging around 10 to 12 employees.

**Table 31.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	17	\$91	33	\$161
Program supervisors.....	10	59	24	72
Other program staff <sup>1</sup> .....	32	38	167	56
Announcers.....			89	60
Musicians.....			17	40
News personnel.....			8	67
Writers.....			28	48
Chief engineers and technicians	12	63	27	89
Other engineers and technicians <sup>1</sup>	19	46	108	53
Studio.....			43	50
Transmitter.....			65	55
Commercial supervisors.....	6	73	10	136
Other commercial employees.....	8	53	54	90
Clerical employees	20	35	59	46
Nonstaff program employees.....	2		42	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

This means that job seekers who are qualified to do several types of work will get preference, and that there will be very few opportunities for actors, singers, or other specialized types of program employees. In addition to openings at new stations, opportunities in a wider variety of occupations will arise from time to time at existing stations, owing to turn-over and increases in staff. In Flor-

ida, as almost everywhere in the United States, employment at sound stations is not likely to increase much over the long run. Workers are concentrated in metropolitan areas where competition from television stations will be great; so employment may even drop as television gains momentum.

Besides the TV stations to be erected in Jacksonville, Miami, and St. Petersburg, 15 more had been applied for by late 1948. On the basis of these plans, Miami Beach, Orlando, and Tampa, in addition to the cities named above, will have TV stations. Under FCC's present channel allocations, not all the applicants will get licenses, since there are more applicants than available channels in Miami and Miami Beach. A majority of the 18 companies seeking to enter the telecasting field are already operating AM stations; they probably will utilize many of their present employees for both mediums but will have to take on some additional workers, mainly technicians. The trend of employment in telecasting is expected to be up-

ward both in the near future and over the long run, especially if more TV channels are made available. It probably will be many years, however, before telecasting will employ more than a few hundred workers in Florida.

### Earnings

The average scheduled earnings of radio personnel in Florida during the week ending October 11, 1947, were somewhat below the national average. As indicated in table 31, announcers in stations with 15 or more employees averaged \$60 a week, as compared with the national average of \$67.<sup>1</sup> Engineers, musicians, and news personnel also averaged less in Florida than in the country as a whole. However, staff writers and clerical employees fared somewhat better in Florida than in the entire United States.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## WEST VIRGINIA

### Employment and Number of Stations

West Virginia has a rather small amount of radio employment. There will be about 35 sound stations (AM, FM, or combination) in the State by mid-1949, with a total of around 600 full-time employees. In October 1947, the latest available survey of the industry showed employment to be 428 in the 24 reporting AM stations. In the majority of these stations, the only program employees were announcers and writers. There were no staff singers, sound-effects men, or actors, although 13 part-time singers and 16 musicians were hired during the survey week. The largest occupational groups were announcers, transmitter engineers, and clerical workers. (See table 32.)

No television stations were operating by the fall of 1948, although one company in Huntington held a construction permit.

### Outlook

Few employment opportunities in sound broadcasting can be expected in this State in the next year or so. As of late 1948, only four companies, besides those already issued construction permits, had filed requests for new stations—at Logan, Princeton, Weirton, and Wheeling—and some of these applications may be denied. Stations that are authorized will be small and require only a few employees, principally clerical workers, announcers, and technicians. Furthermore, there is not expected to be much expansion of staffs at existing

**Table 32.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**  
WEST VIRGINIA

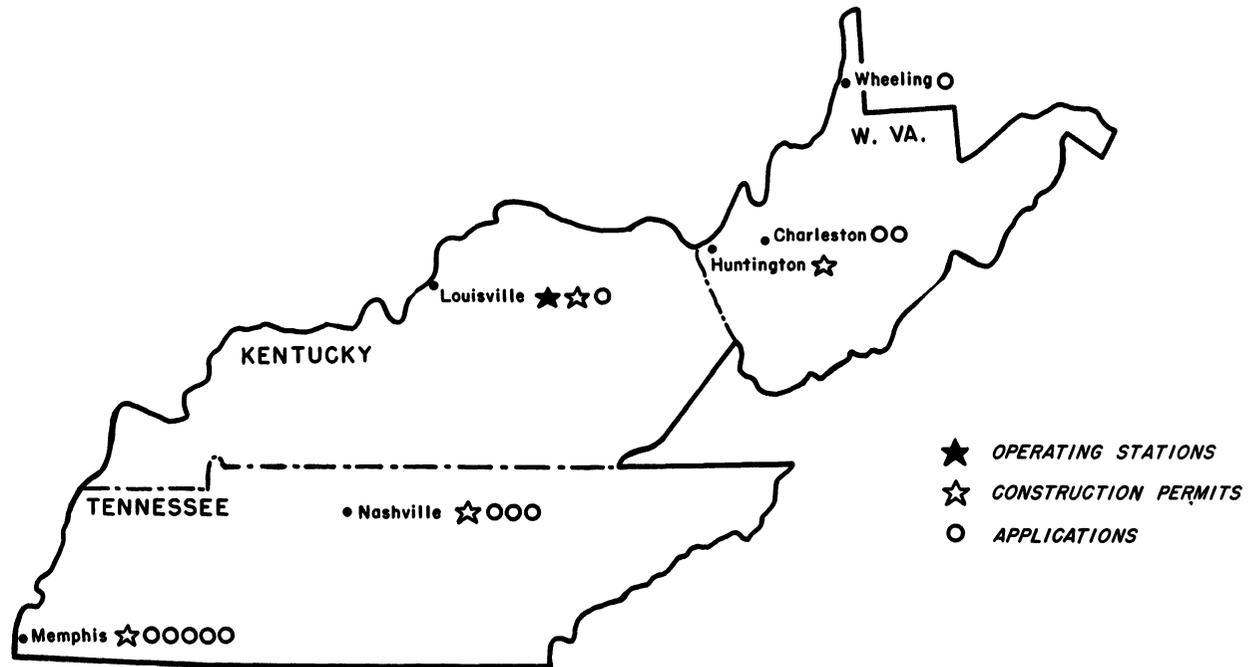
Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	10	\$117	16	\$138
Program supervisors.....	6	83	18	77
Other program staff <sup>1</sup> .....	28	41	104	52
Announcers.....			68	54
Musicians.....			13	44
Writers.....			14	39
Chief engineers and technicians	7	68	14	88
Other engineers and technicians <sup>1</sup>	20	45	77	47
Studio			26	45
Transmitter			48	49
Commercial supervisors.....	1	92	4	119
Other commercial employees.....	10	48	26	80
Clerical employees	9	30	55	34
Nonstaff program employees.....	1		31	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

# TELEVISION STATIONS OPERATING, UNDER CONSTRUCTION, OR APPLIED FOR IN WEST VIRGINIA, KENTUCKY AND TENNESSEE

November 1, 1948



UNITED STATES DEPARTMENT OF LABOR  
BUREAU OF LABOR STATISTICS

COMPILED FROM UNPUBLISHED DATA OF  
FEDERAL COMMUNICATIONS COMMISSION

stations. Turn-over, of course, will provide a few vacancies.

Television employment will be extremely small for several years. In addition to the construction permit held by a Huntington station, only three companies—two at Charleston and one at Wheeling—had applied for permits by the fall of 1948. All but one of these projected stations will be operated in conjunction with existing broadcasting stations and will therefore take on mostly technical people.

Employment in sound radio will probably not continue to show any marked increase in the long run. However, it is less likely to be cut into by competition from television here than in many other States. The television industry is expected to remain small in West Virginia for some time.

### Earnings

Radio-station employees tended to earn less in

West Virginia than in the country as a whole during the week ending October 11, 1947. As is indicated in table 32, radio announcers had average scheduled earnings of only \$54 per week in the larger stations, as compared to the national average of \$67.<sup>1</sup> Writers and musicians also tended to receive less than the national average for those occupations. Nonsupervisory engineers and technicians in both large and small stations received somewhat lower earnings in West Virginia than in the rest of the country. It may be noted that, contrary to the situation in many States, transmitter engineers earned somewhat more than studio engineers. Clerical and commercial-department employees had somewhat smaller average earnings in West Virginia than in the entire country.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations (See p. 8.)

## KENTUCKY

### Employment and Number of Stations

Broadcasting has been growing faster in Kentucky than in many other States. By mid-1949 there will be about 45 sound broadcasting stations employing an estimated 700 people. By comparison a survey made in 1947 showed full time employment to be 485 in the 22 reporting AM stations. The greatest numbers were employed as clerical workers, announcers, and technicians. (See table 33.) Louisville stations were providing work for over half of the total number of full-time employees, and for all the full-time singers and musicians, and all the non-staff program employees.

One radio station in Louisville had begun telecasting by late 1948, while another held a construction permit for television.

### Outlook

A limited number of employment opportunities are expected to open up with new stations in Kentucky in the next year or so. In the fall of 1948, nine companies (in addition to those already holding permits) had applications on file with FCC for outlets in Elizabethtown, Louisville, Middlesboro, Owensboro, Paintsville, Pikeville, Prestonsburg, Princeton, and Richmond. However, some of these applications may be denied, for lack of room on the spectrum or for other reasons. Stations that do go into operation will, as a rule, be very small, employing on the average probably around 9 or 10 people each. They will be looking chiefly for announcers, transmitter operators, and clerical workers. Openings at established stations will

**Table 33.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**  
KENTUCKY

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	13	\$117	20	\$183
Program supervisors.....	7	50	26	79
Other program staff <sup>1</sup> .....	20	45	124	62
Announcers.....			54	71
Musicians.....			21	68
News personnel.....			16	61
Writers.....			16	41
Chief engineers and technicians	9	60	16	98
Other engineers and technicians <sup>1</sup>	14	49	78	71
Studio.....			42	75
Transmitter.....			34	68
Commercial supervisors.....	2	100	6	129
Other commercial employees.....	2	36	22	96
Clerical employees	15	31	62	38
Nonstaff program employees.....	1		20	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

occur occasionally, owing chiefly to turn-over. No sizeable increases in staff are in prospect at these stations, at least in the immediate future.

Television probably will be confined to Louisville in the near future, since no applications have been filed in the rest of the State. In addition to the two authorized stations mentioned earlier, a third AM station there had applied for a television permit by the fall of 1948. They probably will use much of the staff they already have for their television operations. TV stations will need much larger technical staffs than comparable AM stations.

The rapid growth of new stations and employment, which has been taking place since the war, will probably die down in the long run. Employment may even decline a little, especially in Louisville, where competition with television may be keen. Television is likely to continue to grow

over the years, especially in heavily populated areas, especially if additional channels are made available.

### **Earnings**

Engineers and technicians tended to earn more in Kentucky than in the United States generally during the week ending October 11, 1947. Average scheduled earnings of both studio and transmitter engineers in the larger stations exceeded the national figures by about \$3 per week. As shown in table 33, announcers averaged \$71 per week, which compared favorably with the national average of \$67.<sup>1</sup> However, musicians, writers, news personnel, program supervisors, and clerical workers averaged less than similar workers in the country as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## **TENNESSEE**

### **Employment and Number of Stations**

Broadcasting employment has grown considerably in this State since the end of 1947, though not as fast as in the country as a whole. By the middle of 1949, Tennessee will have around 60 separate stations, and full-time employment probably will have risen to more than 1,000. In October 1947, 785 full-time employees were reported by 35 AM stations. Seven out of 10 of these workers were connected with the larger stations (having 15 or more employees) in Chattanooga, Knoxville, Memphis, and Nashville. Employment of program personnel other than announcers and supervisors, was even more concentrated. Of 151 workers in this category almost all worked in these four cities, and more than 2 out of 5 were with Nashville stations. Nashville had an even higher proportion of the non-staff program employees; out of a total of 233 such people, 163, or 7 out of 10, were in this city. Table 34 shows the numbers employed in other major broadcasting occupations in the State in October 1947.

One television station in Nashville and one in Memphis had been granted construction permits by the fall of 1948 and are likely to begin operating during 1949.

### **Outlook**

Eight new sound broadcasting stations, in addition to those already holding construction permits,

had been applied for by late 1948. If all were assigned space on the air, they probably would employ around 100 persons. Most of the planned stations are small and will have typical small-station staffs, with few jobs for specialized program personnel. Three stations will be constructed in Memphis, two in Jackson, and one each in Paris, Sparta, and Springfield. In addition to jobs at new stations, there will be openings at existing stations from time to time, owing primarily to turn-over, though in a few cases to increases in the size of staffs. Over the long run, employment is expected to level off or perhaps decline at sound stations and increase at TV stations.

The number of TV stations in the State probably will increase both in the near future and over the long run, especially if additional channels are made available. Besides the two companies already holding permits, eight others were trying to get into telecasting as of late 1948—five in Memphis and three in Nashville. In Memphis, however, there were only four unassigned channels in late 1948. The TV companies will take on a number of technical personnel, among other workers, but because all of them are already operating broadcasting stations, they probably will be able to use their present staffs to a large extent for both sound and television.

**Table 34.—Employment and earnings in selected occupations at AM stations; week ending**

Oct. 11, 1947

TENNESSEE

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	11	\$85	29	\$193
Program supervisors.....	13	55	27	95
Other program staff <sup>1</sup> .....	44	38	256	59
Announcers.....			105	71
Musicians.....			63	51
News personnel.....			12	64
Production men.....			10	30
Writers.....			36	45
Chief engineers and technicians	14	60	23	87
Other engineers and technicians <sup>1</sup>	26	43	112	62
Studio.....			40	62
Transmitter.....			69	61
Commercial supervisors.....	6	71	10	122
Other commercial employees.....	8	47	41	102
Clerical employees	17	29	98	42
Nonstaff program employees.....	1		236	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

## Earnings

Radio-station employees tended to earn less in Tennessee than in the country as a whole during the week ending October 11, 1947. As table 34 indicates, the program staff of large stations had average scheduled earnings of \$59 per week; this figure is below the national average of \$65.<sup>1</sup> Tennessee's 63 musicians averaged only \$51 as compared to the national figure of \$75. The average earnings of \$30 received by production men in Tennessee was far below the national average of \$79. Writers and news personnel also received lower earnings in Tennessee than in the country generally. However, announcers at large stations earned an average of \$71 per week as compared to the national figure of \$67.

In the engineering departments, earnings of studio and transmitter operators averaged \$62 and \$61 respectively (considerably less than the corresponding national figures—\$72 and \$65). Clerical workers in stations with less than 15 employees earned an average of \$29 per week as compared with the national average of \$34. However, the clerical employees of larger stations tended to receive earnings that were slightly higher than in the country as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## OKLAHOMA

### Employment and Number of Stations

Broadcasting employment in this State is concentrated to a considerable extent in Tulsa and Oklahoma City. In October 1947, when the latest available survey of employment was made, full-time employment in the 26 reporting AM stations amounted to 483. About two-thirds of these people were employed by stations with 15 or more workers, and 8 of the 9 stations in this category were located either in Tulsa or Oklahoma City. Consequently, these two centers accounted for a large proportion of the workers, especially in the kinds of jobs typical only of large stations. In the last two years, both broadcast employment and the number of stations have increased in the State.

By mid-1949, 45 radio stations, with around 700 full-time workers, are expected to be on the air.

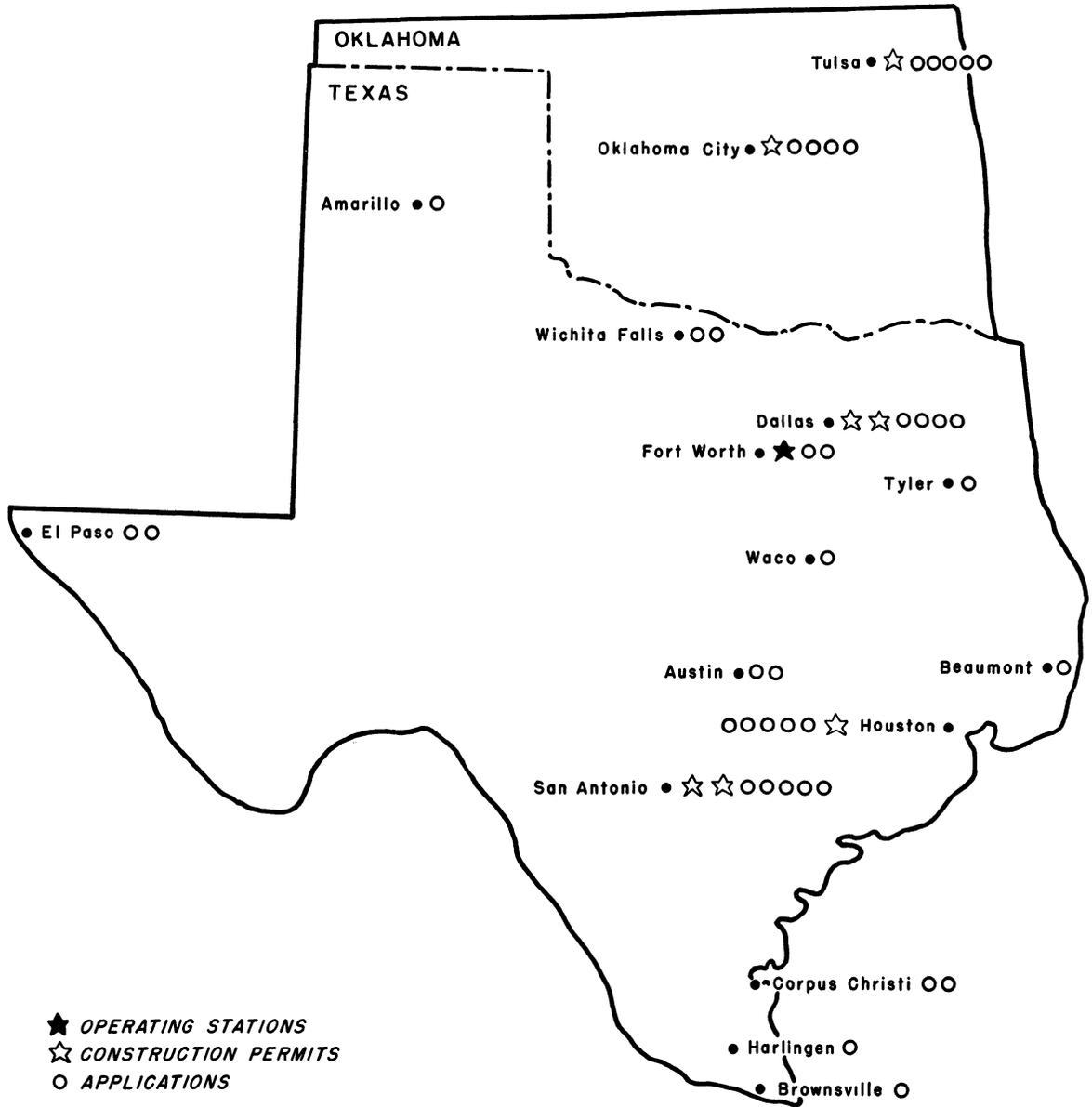
Not more than two television stations will be in operation in Oklahoma during 1949. No station had yet begun telecasting at the time this report was prepared in late 1948. However, construction permits had been granted for a station in Tulsa and another in Oklahoma City.

### Outlook

A few hundred new jobs are likely to become available at new stations in Oklahoma during the next year or so. Eighteen applications for construction permits were on file with the Federal Communications Commission in the fall of 1948 (not counting permits already issued). Owing to

# TELEVISION STATIONS OPERATING, UNDER CONSTRUCTION, OR APPLIED FOR IN OKLAHOMA AND TEXAS

November 1, 1948



UNITED STATES DEPARTMENT OF LABOR  
BUREAU OF LABOR STATISTICS

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crowding of the spectrum in certain localities and other factors, it is likely that some of these applications will be turned down. Their geographic distribution is nevertheless of interest in indicating the extent to which the new stations will be scattered over the State. Three of the applicants are in Tulsa, three in Norman, two in Cushing, two in Enid, and two in Guthrie; the others are in small communities throughout the State. One of the Tulsa applications is for a 50,000-watt station, which probably would need a large staff, including a variety of different occupations. The rest will be small stations and will need mostly announcers, clerical workers, technicians, and people with several skills who can double in the different jobs.

There may be a few openings at the several stations which increase their power or their broadcasting time in addition to the opportunities at new stations. A few job openings will also arise from time to time owing to turn-over.

The two television stations, for which companies held construction permits in late 1948, will probably go into operation during 1949. In addition nine other companies had applied for permits by the fall of 1948 to erect stations in the same two cities. However, only eight channels have yet been assigned these cities, and unless more are allocated only six of the nine applicants can get permits. The majority of these stations will be operated by companies which at present do not have radio stations and will, therefore, have to build up complete new staffs.

The large-scale establishment of new sound broadcast stations, which has been going on since the war, will subside over the long run. Employment will level off; it may even decline, at least in Tulsa and Oklahoma City, where competition from television will be strong. In other parts of the State, there are large areas too sparsely populated to support television, and most of the stations serving these areas should continue to operate as long as general business conditions remain good. Employment in television is expected to rise, first in Oklahoma City and Tulsa, and later, perhaps, in smaller communities. However, employment in telecasting will not be large in absolute numbers in the foreseeable future.

### Earnings

Radio-station employees tended to receive lower earnings in Oklahoma than in the United States as a whole during the week ending October 11, 1947. As is indicated in table 35, announcers had average scheduled earnings of about \$60 per week in the

**Table 35.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

#### OKLAHOMA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	19	\$90	19	\$97
Program supervisors.....	10	46	22	82
Other program staff <sup>1</sup> .....	42	36	107	62
Announcers.....			40	60
Musicians.....			20	63
News personnel.....			15	82
Writers.....			15	49
Chief engineers and technicians.....	12	52	11	83
Other engineers and technicians <sup>1</sup> .....	25	41	62	63
Studio.....			34	61
Transmitter.....			25	62
Commercial supervisors.....	8	69	7	95
Other commercial employees.....	14	44	19	67
Clerical employees.....	19	32	50	39
Nonstaff program employees.....	1		35	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

larger Oklahoma stations, somewhat below the corresponding national average of \$67.<sup>1</sup> Musicians and program supervisors also tended to receive less in Oklahoma than in the country generally. However, writers and news personnel fared somewhat better in Oklahoma than in all States taken together. The \$61 a week averaged by studio engineers was well below the national average of \$72. It is interesting to note that contrary to the situation in many States, transmitter engineers had higher average earnings than studio engineers; their average of \$62 was only slightly below the national figure for that type of work. Clerical and commercial-department employees also tended to receive less in Oklahoma than in the entire country.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

# TEXAS

## Employment and Number of Stations

Texas is expected to have more broadcast stations than any other State in the Union. By mid-1949 almost 190 sound (AM, FM, or combination) stations will be operating in the State, and it is estimated that they will employ around 2,500 people full-time. The latest available survey of employment was made in October 1947. Full-time employees then numbered 1,631 at the 84 reporting AM stations. Nearly four-fifths of these people were working in the 47 larger stations which employed 15 or more. Table 36 shows the numbers employed in different occupations at both large and small stations.

About half of all full-time employees in the broadcasting industry were in the six metropolitan areas of Austin, Beaumont-Port Arthur, Corpus Christi, Dallas, Houston, and San Antonio. The proportion of program employees in these areas was even greater, with Dallas and San Antonio claiming the most. The six centers provided employment for all staff and nonstaff production men and actors, and about two-thirds of the staff and non-staff news personnel, singers, and musicians.

Several television stations probably will be in operation by mid-1949. One company was already operating in Fort Worth in the fall of 1948, while five more held construction permits for stations at Dallas, Houston, and San Antonio.

## Outlook

Prospects are bright for increasing employment in radio during the next few months, owing to the sizeable number of applications on file for new stations and for increases in the power of existing stations. In the fall of 1948, about 50 companies were applying for new stations, in addition to those which already had construction permits. This was a greater number of applicants than in any State except California. Some of the applications are likely to be turned down by FCC, especially in areas where the spectrum is crowded. Stations applied for range in power from 250 to 10,000 watts; they are likely to employ, on the average, around 10 workers each—mostly announcers, technicians, and clerical workers, with perhaps a few writers and salesmen. In addition, there are expected to be some openings in a wider variety of occupations with growing stations. In late 1948, a relatively large number of stations were applying for increases in power, increases in broadcasting time,

**Table 36.**—*Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947*

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	32	\$96	79	\$154
Program supervisors.....	23	55	64	84
Other program staff <sup>1</sup> .....	85	42	436	53
Announcers.....			192	56
Musicians.....			40	50
News personnel.....			55	68
Production men.....			7	72
Writers.....			71	43
Chief engineers and technicians	29	63	64	80
Other engineers and technicians <sup>1</sup>	50	46	268	53
Studio.....			120	53
Transmitter.....			145	53
Commercial supervisors.....	11	74	26	104
Other commercial employees.....	26	39	110	80
Clerical employees	43	32	171	42
Nonstaff program employees.....	4		119	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

or both. Two stations were applying for very large increases in power (from 1 kilowatt to 50 kilowatts and from 5 kilowatts to 50 kilowatts). Turn-over should also add considerably to the sum total of openings, since the total number of people employed in the industry is larger in Texas than most States.

Texas was likewise among the leading States in projected television development. In addition to the 5 authorized stations already mentioned, 29 applications had been filed in the fall of 1948 by companies in Amarillo, Austin, Beaumont, Brownsville, Corpus Christi, Dallas, El Paso, Fort Worth, Harlingen, Houston, San Antonio, Tyler, Waco, and Wichita Falls. However, there are more

authorizations and applicants than presently available channels in Dallas, Houston, and San Antonio. About a third of the projected stations will be operated in conjunction with sound broadcast stations and will use present staffs for many television operations. However, additional staff, chiefly technical personnel, will have to be taken on. The other two-thirds of the stations planned will have to hire all types of people needed for telecasting operations.

The current rate of growth in sound broadcasting is not expected to keep up. In some of the larger towns, competition from television over the long run may even cause a decline in sound radio employment. The total number of people employed in television will be much smaller than the number in sound radio for a considerable period, but telecasting is expected to grow for a long time to come provided channels are made available. Stations already applied for will not reach all the communities which might be able to support television, and the number of such communities is likely to increase, if the population of Texas continues to grow as expected.

## IDAHO AND MONTANA

### Employment and Number of Stations

The broadcasting industry in these States is made up chiefly of small stations, and while approximately 45 AM and FM stations will be on the air by mid-1949, they are expected to employ only about 550 people in all. A survey of the industry in October 1947 showed that stations with fewer than 15 employees accounted for over half of the total of 314 full-time workers at the 28 reporting AM stations. Table 37 gives the numbers of employees in each major occupation at that time.

No television stations were on the air and none had been authorized by the fall of 1948.

### Outlook

A limited number of openings will arise in the near future in sound broadcasting. In addition to construction permits which have already been granted, six applications were on file with FCC in the fall of 1948—for new stations in Moscow and Sandpoint, Idaho, and in Billings and Helena, Montana. However, the stations that are granted permits and go on the air will be small. Their staffs will probably average about 10 employees and will be made up mostly of the types of workers

### Earnings

Radio-station employees tended to earn less in Texas than in the country as a whole during the week ending October 11, 1947. As is shown by table 36, announcers at the larger stations in the State had scheduled earnings that averaged about \$56 a week, as compared with a national average of \$67.<sup>1</sup> Writers, musicians, news personnel, and production men also earned somewhat less than the national averages for those occupations. Both studio and transmitter engineers averaged \$53, an amount considerably below the national averages of \$72 for studio engineers and \$65 for transmitter engineers. Clerical employees in large stations tended to earn slightly more in Texas than in other States. However, in stations with less than 15 employees, clerical workers received an average of \$32 per week, as compared with the national figure of \$34.

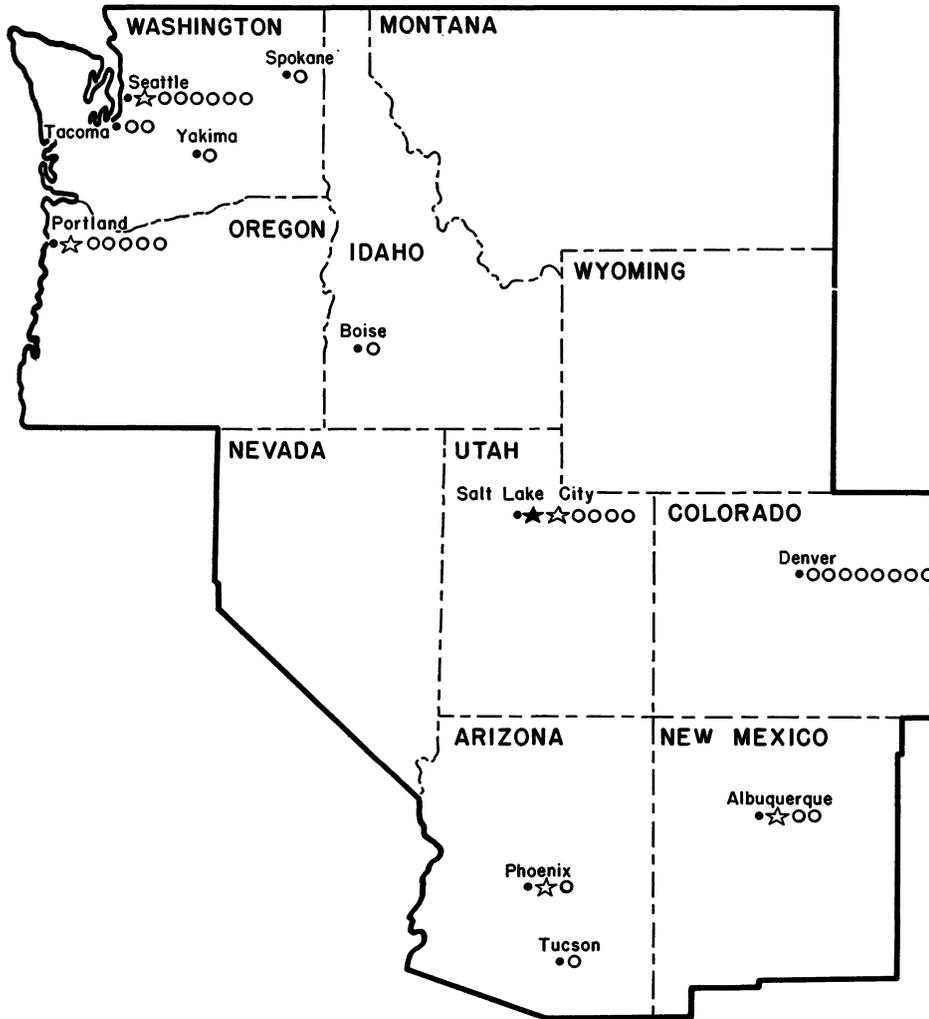
<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

characteristic of the small stations. (See p. 2). A few other openings will arise with growing stations; in the fall of 1948, seven stations were applying for permission to make increases in power and one was asking for an increase in broadcasting time. Turn-over is likely to create only a very limited number of vacancies in these States since the total number of people employed in the industry there is so small.

Television is not expected to have a substantial growth in these States in the foreseeable future, since population is scattered and towns are small. By the fall of 1948 only one company had applied for permission to build a TV station—at Boise, Idaho. The fact that television is not likely to gain much foothold here means that sound broadcasting will be subject to less competition from this source than in most other States. The rapid expansion in AM and FM broadcasting which has taken place since the war will probably not continue after the stations presently planned have been completed. However, employment in this branch of the industry is expected to remain relatively stable over the long run in these States, provided that general economic conditions remain good.

# TELEVISION STATIONS OPERATING, UNDER CONSTRUCTION, OR APPLIED FOR IN ROCKY MOUNTAIN REGION AND PACIFIC NORTHWEST

November 1, 1948



- ★ OPERATING STATIONS
- ☆ CONSTRUCTION PERMITS
- APPLICATIONS

UNITED STATES DEPARTMENT OF LABOR  
BUREAU OF LABOR STATISTICS

COMPILED FROM UNPUBLISHED DATA OF  
FEDERAL COMMUNICATIONS COMMISSION

**Table 37.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

IDAHO AND MONTANA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	20	\$104	8	\$173
Program supervisors.....	10	60	9	93
Other program staff <sup>1</sup> .....	35	45	50	52
Announcers.....			24	57
Writers.....			16	45
Chief engineers and technicians	11	64	7	73
Other engineers and technicians <sup>1</sup>	24	49	18	52
Studio.....				
Transmitter.....			15	50
Commercial supervisors.....	9	74	4	127
Other commercial employees.....	13	47	9	83
Clerical employees	19	37	16	44

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation

Source: Federal Communications Commission data.

## WYOMING, UTAH, AND NEVADA

### Employment and Number of Stations

These States have small numbers of radio stations and employees. There will be only about 40 sound broadcasting stations in the region in mid-1949, employing around 700 full-time workers altogether. A survey of employment made in October 1947 showed the number of full-time employees at that time to be 400 in the 22 reporting AM stations. Table 38 shows the numbers employed in each of the major occupations. Taking all groups together, more than half these people were working in Salt Lake City. Few program employees other than announcers were employed by stations outside of Salt Lake City.

The Rocky Mountain Radio Council is another possible source of employment for Wyoming artists and writers. This organization includes in its membership about 20 colleges and universities and 20 local stations in Colorado and Wyoming. It seeks out and engages acting, writing, and speaking

### Earnings

Average scheduled earnings of program employees and engineers and technicians in large stations were somewhat lower in Idaho and Montana than in the country as a whole during the week ending October 11, 1947. Announcers averaged about \$10 per week less than the national figure. Writers also earned less in these States than in the country generally. As shown in table 37, transmitter engineers averaged only \$50 a week as compared with the national figure of \$65<sup>1</sup>. However, clerical employees in both large and small stations tended to earn more than the national averages for comparable positions.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

talent in the colleges and communities which it covers. The council operates a free-lance program-building and broadcast-recording service in Denver. Some of its programs are broadcast by member stations in Wyoming.

Not more than two television stations will be operating in the region by mid-1949. One was on the air in Salt Lake City in the fall of 1948, and another company in the same city had been granted a construction permit.

### Outlook

Extremely few job openings with broadcasting stations are to be expected in these States in the near future. In the fall of 1948, only one application for a permit to construct a new radio station (a 250-watt station at Murray, Utah) was on file with FCC. Only a few stations had applied for increase in power, which might necessitate taking on some additional program, promotion, publicity,

**Table 38.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

WYOMING, UTAH, AND NEVADA

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	8	\$121	12	\$191
Program supervisors.....	12	63	14	93
Other program staff <sup>1</sup> .....	26	50	95	57
Announcers.....			38	64
Musicians.....			16	53
News personnel.....			9	61
Writers.....			18	50
Chief engineers and technicians	9	67	14	92
Other engineers and technicians <sup>1</sup>	16	51	47	60
Studio.....			20	59
Transmitter.....			23	59
Commercial supervisors.....	9	78	7	138
Other commercial employees.....	11	90	21	69
Clerical employees	16	37	41	43
Nonstaff program employees.....	5		31	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

and other specialized employees of types not usually found in small stations; the station which had applied for the largest increase in power (from 5,000 to 50,000 watts) was in Salt Lake City. Finally, turn-over is not likely to produce many vacancies because total employment in broadcasting is so small in this region.

Television may be expected to furnish a limited number of employment opportunities in Salt Lake City in the near future. Besides the station already operating and the one authorized in late 1948, four

more had applied for permits to build stations there. However, the FCC has allotted only five channels to Salt Lake City.

The long-run trend of employment in broadcasting is likely to be different in Salt Lake City than in the rest of the region. Broadcasting will face increasing competition from television in this city as it is the only sizeable one in these States. It is possible that some radio stations may have to curtail operations and personnel. The population in most of the remainder of the region, on the other hand, is too widely scattered to support television, and the employment trend in sound broadcasting is therefore likely to be relatively stable. The fact that telecasting will probably be concentrated in Salt Lake City for a long time to come also means that growth in this branch of the industry may slow down greatly after the next few years, when stations currently planned have been completed.

**Earnings**

Most groups of broadcasting employees tended to have lower earnings in Nevada, Utah, and Wyoming than in the Nation as a whole in the week ending October 11, 1947. As table 38 indicates, the program staff of large stations had average scheduled earnings of \$57 for the week, which is lower than the corresponding national figure of \$65.<sup>1</sup> The 16 musicians averaged only \$53 per week as compared with the national average of \$76. Announcers and news personnel also earned less in these States than in the country as a whole. However, the 18 writers earned slightly more than the national average for that occupation. Engineers and technicians at large stations earned an average of \$60 per week in these States, as compared to \$68 in the entire country. On the other hand, technical employees at small stations earned slightly more in this region than the national average of \$49 for small-station engineers and technicians. Clerical workers in both large and small stations also tended to earn more in these States than in the rest of the country.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

**COLORADO**

**Employment and Number of Stations**

Broadcasting employment is larger in Colorado than in most of the other Mountain States. A survey of employment made in October 1947

showed that 324 full-time workers were employed at the 17 reporting AM stations in the State. Around two-thirds of these workers and an even larger proportion of the program employees were

employed in Denver. The survey also showed that four-fifths of all employees in Colorado were working in stations which employed 15 or more. The occupations of clerical worker, announcer, and technician (see table 39) employed the greatest number at the bigger stations. Current employment is considerably higher than in October 1947, because the number of stations has increased since then. About 35 AM, FM, or combination stations are expected to be on the air by mid-1949, with a staff of around 600 full-time workers.

Radio artists, writers, and musicians in Colorado work not only for broadcasters but also for the Rocky Mountain Radio Council. This council includes in its membership 20 colleges and universities and 20 commercial stations in Colorado and Wyoming. It seeks out and engages acting, writing, and speaking talent among the colleges and in the communities it covers, and utilizes this talent for a free-lance program-building and broadcast-recording service in Denver.

No television stations were in operation in the State by the end of 1948, and none had been issued construction permits.

### Outlook

A limited number of jobs will open up in this State in the near future. In addition to those already issued construction permits, six companies were applying for permits in the fall of 1948 for stations in Denver, Englewood, Alamosa, Longmont, and Grand Junction. Five of these stations will be small and will likely employ small staffs in the occupations characteristic of small stations. (See p. 2.) The sixth permit, if granted, will be for a Denver station operating at 50 kilowatts until local sunset and 25 kilowatts thereafter; this will employ considerably more people in a wider variety of occupations. A few employment opportunities may arise also at existing stations, owing to turn-over and, in rare instances, increases in staff. In the fall of 1948, a 5-kilowatt station in Denver was applying for an increase in power to 50 kilowatts, a very sizeable increase likely to involve expansion in employment especially in those occupations not commonly found in small stations. In addition, one other station had petitioned for a smaller increase in power and one for an extension of broadcasting time.

Though television has been slow to arrive in Colorado, eight companies had applied for permits, by late 1948, to erect television stations in Denver. However, only five channels had been allocated to

**Table 39.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

### COLORADO

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	5	\$89	11	\$187
Program supervisors.....	1	45	14	76
Other program staff <sup>1</sup> .....	20	42	81	58
Announcers.....			35	55
Musicians.....			9	107
News personnel.....			15	49
Production men.....			9	50
Writers.....			6	42
Chief engineers and technicians	5	57	9	103
Other engineers and technicians <sup>1</sup>	7	43	56	73
Studio.....			21	88
Transmitter.....			34	64
Commercial supervisors.....	5	65	5	110
Other commercial employees.....	5	58	16	71
Clerical employees	5	29	50	42
Nonstaff program employees.....	1		51	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

this city. Since only two of the applications were from companies which already had AM stations, the rest will have to build complete new staffs. Around half of the workers hired will be technicians.

After the sound broadcasting stations currently planned have been completed, employment in this branch of the industry is likely to be relatively stable in most parts of the State, provided that general economic conditions remain favorable. In Denver, however, there is a strong possibility that employment at sound stations may decline, owing to competition from television. The long-run trend of employment in television will probably be slowly upward in the State, though communities other than Denver are not expected to have more

than a few TV stations for many years to come.

### Earnings

Most groups of program employees earned less in Colorado than in the country as a whole during the week ending October 11, 1947. The scheduled earnings of announcers in large stations averaged only \$55 per week in this State, as compared with \$67 in the entire Nation.<sup>1</sup> Writers, production men, and news personnel also received less than in the country generally. However, the nine full-time musicians averaged \$107 as compared with

the national average of \$75. As table 39 indicates, studio engineers fared much better in Colorado than transmitter engineers; the \$88 figure for studio engineers was well above the national average of \$72, while transmitter engineers averaged \$64 in Colorado and \$65 in the Nation as a whole. Clerical employees in large stations earned slightly more in Colorado than the average for the entire country.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## NEW MEXICO

### Employment and Number of Stations

Broadcasting is a very small field of employment in New Mexico, though it has grown rapidly here as in the rest of the country during the past two years. The State will have about 25 AM stations with around 350 full-time employees by mid-1949. In October 1947, however, the 14 reporting AM stations had only 205 full-time employees with clerical workers, announcers, transmitter engineers, and salesmen (table 40) constituting the greatest number. Employment was about equally divided between the large and small stations.

No television stations were on the air in the fall of 1948, but an AM station in Albuquerque had a construction permit for television.

### Outlook

There are likely to be very few employment opportunities in broadcasting in this State in the near future. Only two companies had applications for new sound radio stations on file with FCC in late 1948 (in addition to the few already holding construction permits). These new stations, which are planned for Belen and Clayton, will both be very small and have to hire only a handful of people in typical small-station occupations (see p. 2). From time to time, there may be openings at existing stations owing to turn-over, but these will be few and far between, since the total number of workers employed in broadcasting in the State is so small.

No significant increase in employment in sound radio is expected over the long run. In Albuquerque, employment may even decline in this branch of the industry owing to competition from television.

Telecasting is expected to be an extremely small field of employment in this State for an indefinite

**Table 40.**—*Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947*

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	12	\$94	5	\$152
Program supervisors.....	9	57	6	55
Other program staff <sup>1</sup> .....	33	40	40	45
Announcers.....			21	48
Writers.....			12	38
Chief engineers and technicians	9	60	5	75
Other engineers and technicians <sup>1</sup>	17	46	20	47
Studio.....			5	47
Transmitter.....			15	47
Commercial supervisors.....	3	46	4	60
Other commercial employees.....	4	39	12	54
Clerical employees	6	41	12	46
Nonstaff program employees.....			4	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

period. One company in Albuquerque held a construction permit in late 1948, and two others had applications on file for TV stations at that time. Both these applications, however, were for the same channel in Albuquerque. The remainder of the

State will be able to support few, if any, TV outlets since towns are small and large desert sections are very sparsely populated.

### Earnings

Average scheduled earnings of radio-station employees tended to be considerably lower in New Mexico than in the United States generally during the week ending October 11, 1947. As table 40 indicates, the program staff of large stations averaged only \$45 per week as contrasted with the national figure of \$65.<sup>1</sup> The \$48 averaged by an-

nouncers was well below the national average of \$67. Engineers, writers, and program supervisors also tended to receive lower earnings in New Mexico than in the country as a whole. However, the average of \$46 per week earned by clerical employees in large stations was higher than the national figure of \$40. Clerical workers in stations with less than 15 employees earned an average of \$41 per week as compared with \$34 for the entire country.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## ARIZONA

### Employment and Number of Stations

Arizona has a very small broadcasting industry, despite recent growth in both the number of stations and employment. By mid-1949 there will be around 30 stations in the State, 13 more than reported their employment in a survey made October 1947. It is estimated that employment will be around 125 greater than in 1947, when the 17 reporting AM stations had a total of 285 full-time employees. About one-half of these workers were in Phoenix. As table 41 shows, clerical workers were the largest occupational group at stations with 15 or more employees, though they numbered only 35. The larger stations reported no full-time singers, sound-effects men, musicians, or actors. During the week they employed a total of 23 non-staff program workers.

Arizona had no television stations in the fall of 1948 and only one (in Phoenix) had been authorized.

### Outlook

Fifty to one hundred workers probably will be taken on by a half dozen new AM stations in the months following mid-1949. New outlets are planned for Flagstaff, Glendale, Phoenix (two stations), Tucson, and Winslow. The workers needed will be, as a rule, of the types usually required by small stations; announcers who can do other program work or operate studio controls, technicians, clerical workers, and time salesmen. Very few specialized program personnel will be taken on. Because of the small number of workers, not many openings are likely to arise through turn-over.

While sound broadcasting will predominate in this thinly populated State for many years to come, employment at AM-FM stations is likely to remain low in the long run.

As of late 1948, one TV station was authorized in

**Table 41.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

Occupation	ARIZONA		ARIZONA	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
Full-time employees:				
Executives.....	7	\$90	9	\$136
Program supervisors.....	4	63	10	89
Other program staff <sup>1</sup> .....	21	48	68	58
Announcers.....			34	62
News personnel.....			9	64
Writers.....			17	52
Chief engineers and technicians	5	70	8	87
Other engineers and technicians <sup>1</sup>	12	57	40	59
Studio.....			20	59
Transmitter.....			19	62
Commercial supervisors.....	2	67	5	112
Other commercial employees.....	5	44	31	71
Clerical employees	7	40	35	47
Nonstaff program employees.....	5		23	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

Arizona, and plans were made for one station at Phoenix and one at Tucson. Employment at TV stations will probably tend to increase slowly over

the long run, but it is likely to remain very small indefinitely.

### Earnings

Some occupational groups had lower average earnings and others higher earnings in Arizona than in the country as a whole during the week ending October 11, 1947. As table 41 indicates, announcers in large stations averaged \$62 per week; this compared with a national figure of \$67.<sup>1</sup> The \$64 a week earned by news personnel was also below the national average of \$70 in this field. However,

staff writers received somewhat more than the national figure of \$46. In the case of technicians, those in large stations tended to be less well paid in this State than in all 48 States taken together, but those at small stations had higher average earnings here than in the country generally. Clerical workers also tended to earn more in Arizona than in the Nation as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

## WASHINGTON

### Employment and Number of Stations

Broadcasting employment in Washington is concentrated to a considerable extent in Seattle and Spokane. A survey of the industry in October 1947 showed 691 full-time employees at the 32 reporting AM stations. Well over half these workers were in the two cities mentioned. Moreover, the great majority of them (3 out of every 4) were at the larger stations with staffs of 15 or more. Table 42 shows how many workers were employed in each major occupation and department.

The broadcasting industry has expanded markedly since 1947. Employment will have risen to more than 800 full-time workers by mid-1949, when around 50 AM and FM stations will be on the air.

Only one television station is likely to be on the air in Washington during 1949. None were operating in late 1948, but a construction permit had been granted for a station in Seattle.

### Outlook

A limited number of jobs will open up at new sound broadcasting stations in the next year or so. In addition to the construction permits already issued eight more had been applied for by the fall of 1948 for AM stations in Aberdeen, Hoquiam, Kelso, Kennewick, Long Beach, Puyallup, Seattle, and Spokane. However, some of these permits may not be granted, particularly in localities where an additional station would overcrowd the spectrum. The new stations, being small, will need employees of the types characteristic of small stations (p. 2); probably their staffs will average around 10 employees per station. At existing stations, some openings will arise from time to time owing to turn-over or, occasionally, increases in staff. As of late 1948, a 1,000-watt station in Seattle was asking for permission to increase its power to 50,000 watts,

**Table 42.**—*Employment and earnings in selected occupations in AM stations; week ending Oct. 11, 1947*  
WASHINGTON

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	14	\$132	35	\$149
Program supervisors.....	11	73	26	95
Other program staff <sup>1</sup> .....	30	55	178	63
Announcers.....			74	71
Musicians.....			5	47
News personnel.....			20	73
Production men.....			10	81
Writers.....			36	49
Chief engineers and technicians	13	76	20	84
Other engineers and technicians <sup>1</sup>	20	78	98	75
Studio.....			38	74
Transmitter.....			57	73
Commercial supervisors.....	10	79	11	112
Other commercial employees.....	17	66	43	72
Clerical employees	19	42	97	44
Nonstaff program employees.....	8		90	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

which would make it a large, clear-channel station. Broadcasting outlets of this size usually need program employees of various kinds, promotion and

publicity employees, and other occupational groups that small stations do not ordinarily have.

Television has been slow in getting started in Washington. However, the Seattle station already authorized will probably start telecasting in 1949, and six additional TV outlets in Seattle had been applied for by late 1948. The FCC also had on file applications for two stations in Tacoma, one in Spokane, and one in Yakima. In Seattle, only three channels are available to the six applicants, in accordance with planned channel allocations so far announced by FCC. A majority of the proposed stations would be run by companies not already operating sound stations and would need complete new staffs. As elsewhere, a larger proportion of technical people will be required for television than for sound broadcasting.

Employment in sound broadcasting will probably not continue to increase in the long run. It may even decline in some big cities, especially Seattle, where large-scale television development is expected. Television employment will probably continue to expand in the State for a good many years, particularly if more channels are made available.

## Earnings

Program employees other than supervisors, in large stations tended to earn somewhat less in Washington than in the country as a whole during the week ending October 11, 1947. As is indicated in table 42, average scheduled earnings of the program staff of large stations was \$63 per week, which was somewhat less than the \$65 national average for these positions.<sup>1</sup> However, announcers averaged \$71 per week, somewhat more than the national figure of \$67. Engineers and technicians likewise tended to earn more in Washington than in the country generally. The \$73 averaged by transmitter engineers was well above the national average of \$65 for that occupation. Studio engineers also earned more than the national average of \$72. Clerical workers in both large and small stations had higher earnings in Washington than in the United States as a whole.

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 3.)

## OREGON

### Employment and Number of Stations

The number of stations in Oregon has expanded considerably in the last two years, though less sharply than in the country as a whole. By the middle of 1949, there will be about 40 stations in the State with around 600 full-time employees, as compared with 25 AM stations reporting 461 full-time workers in October 1947. All occupational groups shown in table 43, with the possible exception of staff program employees other than announcers and supervisors, are now somewhat larger than 2 years ago. Employment is heavily concentrated in Portland, which in 1947 had three-fifths of the workers in the State. This city had 6 of the 7 stations with 15 or more employees, and, therefore, the bulk of the workers of types found mainly at bigger stations, such as singers, actors, musicians, production men, and news personnel.

Oregon had no television stations in the fall of 1948, but one company in Portland had been issued a construction permit.

### Outlook

There probably will be only a small increase in broadcast employment in the months following

mid-1949. By the fall of 1948, only four stations had filed applications for construction permits, not counting those which already had permits. Less than 50 workers will probably be needed, few of whom, if any, will be specialized program personnel. Two of the new stations are planned for Portland, one for Astoria, and one for Eugene. Several stations are asking for permission to increase power or hours of broadcasting and, if authorized to do so, probably will take on a few more workers. In addition, of course, some openings will arise from turn-over at existing stations.

Broadcast employment probably will level off and may even decline over the long run, since the greatest concentration of employment is in the Portland area where there will be strongest competition from television. After the next year or two, most job openings that do arise will be created by turn-over.

Television employment is expected to increase for an indefinite length of time. As of the fall of 1948, Portland was the only city which had applicants for TV stations. In addition to the one company with a construction permit, four others had applications pending, two of them for one of

**Table 43.—Employment and earnings in selected occupations at AM stations; week ending Oct. 11, 1947**

OREGON

Occupation	Stations with less than 15 employees		Stations with 15 employees or more	
	Number of employees	Average scheduled weekly earnings	Number of employees	Average scheduled weekly earnings
<b>Full-time employees:</b>				
Executives.....	20	\$125	16	\$151
Program supervisors.....	10	72	21	100
Other program staff <sup>1</sup> .....	24	51	85	68
Announcers.....			31	76
Musicians.....			13	67
News personnel.....			7	75
Production men.....			7	74
Writers.....			11	56
Chief engineers and technicians	10	73	12	105
Other engineers and technicians <sup>1</sup>	18	63	60	74
Studio.....			33	71
Transmitter.....			25	78
Commercial supervisors.....	9	80	4	193
Other commercial employee.....	8	64	24	98
Clerical employees	22	42	43	43
Nonstaff program employees.....	2		62	

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

the remaining channels. It is likely that additional cities in Oregon will have television stations in the future. Sound broadcasting, however, is likely to predominate in rural areas for many years to come.

**Earnings**

Radio-station employees tended to have higher earnings in Oregon than in the country as a whole during the week ending October 11, 1947. As indicated in table 43, announcers in large stations had average scheduled earnings of \$76 per week, as compared with the national figure of \$67<sup>1</sup>. Program supervisors in large stations averaged about \$100 per week, which is above the \$91 average for this occupation in the entire country. Writers and news personnel also tended to receive more in Oregon than in the United States as a whole. However, musicians and production men received somewhat lower earnings in this State than the national average. It is interesting to note that, contrary to the situation in many States, transmitter engineers in large stations earned more than studio engineers. The \$78 a week averaged by the transmitter engineers was well above the national figure of \$65 for that occupation, but studio engineers had about the same average earnings in this State as in all 48 taken together (\$71 compared with \$72).

<sup>1</sup> This national average and other averages for employees in the larger stations throughout the country excludes employees of the networks and their key stations. (See p. 8.)

**CALIFORNIA**

**Employment and Number of Stations**

Los Angeles is the second most important broadcasting center in the Nation. Because of the concentration of broadcasting here and to a lesser extent in the San Francisco-Oakland area, California is second only to Texas in number of stations operating and authorized and to New York in number of broadcasting employees. In the fall of 1947, California had roughly 3,200 full-time broadcasting workers. About 1,200 were employed by the networks and their key outlets; these workers were concentrated in Los Angeles, though a small number were in San Francisco. The remaining

2,000 workers, employed by other stations, were scattered throughout the State, but around a third of them were with stations in Los Angeles. In addition, the State had hundreds of free-lance radio artists, chiefly actors and singers, who were not regularly attached to any station or network. Like network employees, free lancers were heavily concentrated in the Los Angeles area.

The distribution of employees by occupation in 1947 is shown in table 44 for the 83 AM stations included in the FCC survey made in October of that year. Networks and their key\* outlets, which are not included in the table, have greater propor-

# TELEVISION STATIONS OPERATING, UNDER CONSTRUCTION, OR APPLIED FOR IN CALIFORNIA

November 1, 1948



- ★ OPERATING STATIONS
- ☆ CONSTRUCTION PERMITS
- APPLICATIONS

UNITED STATES DEPARTMENT OF LABOR  
BUREAU OF LABOR STATISTICS

COMPILED FROM UNPUBLISHED DATA OF  
FEDERAL COMMUNICATIONS COMMISSION

**Table 44.—Employment in selected occupations at AM stations; week ending Oct. 11, 1947**

CALIFORNIA

Occupation	Number of employees				
	Stations with less than 15 employees	Stations with 15 or more employees			
		Total	Los Angeles area	San Francisco area	Rest of State
<b>Full-time employees:</b>					
Executives .....	40	73	23	15	35
Program supervisors .....	27	60	21	9	30
Other program staff <sup>1</sup> .....	63	470	198	104	168
Announcers .....		189	64	38	87
Musicians .....		104	67	23	14
News personnel .....		58	16	14	28
Production men .....		22	8	9	5
Writers .....		43	12	6	25
Chief engineers and technicians .....	24	69	27	10	32
Other engineers and technicians <sup>1</sup> .....	44	279	104	49	126
Studio .....		134	57	31	46
Transmitter .....		128	40	16	72
Commercial supervisors .....	13	27	8	4	15
Other commercial employees .....	44	117	42	28	47
Clerical employees .....	46	253	114	45	94
Nonstaff program employees .....	9	77	39	19	19

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

tions of program and clerical employees. Because the broadcasting industry in California is relatively large, there are many more employees than in any State except New York in almost every occupation, particularly in program work.

Employment will be considerably higher in mid-1949 than in October 1947. By the middle of 1949, California will have about 170 sound stations of all types (AM, FM, and combination) with about 2,700 workers, excluding those with networks and their key outlets. Regular network and free-lance employment, on the other hand, will not have increased very much, if at all.

Television employment is still small in California. In late 1948, Los Angeles was the only city which

**Table 45.—Earnings of full-time employees in selected occupations at AM stations; week ending Oct. 11, 1947**

CALIFORNIA

Occupation	Average Scheduled Weekly Earnings				
	Stations with less than 15 employees	Stations with 15 or more employees			
		Total	Los Angeles area	San Francisco area	Rest of State
Executives .....	123	\$175	\$194	\$165	\$167
Program supervisors .....	61	95	116	99	80
Other program staff <sup>1</sup> .....	54	79	92	73	67
Announcers .....		73	79	78	66
Musicians .....		88	91	76	90
News personnel .....		80	92	84	70
Production men .....		162	313	78	71
Writers .....		59	71	52	54
Chief engineers and technicians .....	80	107	120	107	97
Other engineers and technicians <sup>1</sup> .....	63	83	95	87	73
Studio .....		86	94	89	74
Transmitter .....		80	91	85	72
Commercial supervisors .....	84	150	203	185	112
Other commercial employees .....	66	110	165	93	72
Clerical employees .....	39	46	46	47	47

<sup>1</sup> Data on particular occupations in this category are available for stations with 15 or more employees and are shown separately only if 5 or more persons were employed in the occupation.

Source: Federal Communications Commission data.

had television. Four stations were operating there at that time, and three more had been authorized. In addition, construction permits had been issued for five more stations in the State—three for San Francisco, and one each for San Diego and Stockton.

**Outlook**

Employment at sound stations in California is expected to increase moderately after mid-1949. About 80 applications for new stations (mostly AM) were on file with FCC in the fall of 1948, not counting those which already had been granted construction permits, but many of the applicants will have to be denied permits because the AM band in and around big cities is already crowded. Applicants who plan to erect stations in small towns away from metropolitan areas probably have the best chance of getting authorizations. It is likely that most of the stations which get permits will be local outlets and will hire small staffs comprised mostly of per-

sons capable of handling several types of radio-station duties.

Employment at sound stations will probably level off over the long run. As television takes hold in large cities, there may be a decline in employment at stations with only sound facilities. However, turn-over will continue to create openings indefinitely.

In both the near future and the long run the California television industry will expand. In addition to the 8 companies which had been granted construction permits as of late 1948, 30 others had filed applications for outlets in the following cities: Bakersfield, Fresno, Los Angeles, San Francisco, Oakland, Sacramento, San Diego, San Jose, San Luis Obispo, Santa Barbara, and Visalia. However, unless more channels are allocated, not all these applicants will get licenses because there are more applicants than available channels. The majority of the stations under construction or applied for will be operated in conjunction with existing broadcasting stations, which can use their present staffs for some of the television work. TV employment is expected to increase over the long run, especially if additional TV channels are made available. Telecasting activity will be spurred when the west coast joins the Nation-wide TV network in the early 1950's.

Despite the expected moderate gains in employment, positions will generally be difficult to obtain in both TV and AM-FM broadcasting. Competition is keenest for jobs with networks and large stations in the Los Angeles and San Francisco areas; only outstanding individuals with good radio experience have a chance of obtaining staff positions there. Jobs with small stations are somewhat easier to get. But many small California outlets, particularly in the Los Angeles and San Francisco areas, have lists of experienced applicants for openings in technical or program work. One reason for the surplus of applicants is the large numbers of people with radio experience who have migrated or wish to migrate to California.

In the Los Angeles area, there is also great competition for non-staff program assignments and much unemployment, particularly among actors. Less than half of the Los Angeles actors and only about half of the singers in this Bureau's survey of radio artists had any work on the radio in the week of May 1948, for which information was obtained. It is extremely difficult for newcomers to secure engagements although casting directors occasionally hire a few outstanding new artists. Performers and

would-be performers are of course drawn to the area by the lure of motion pictures to an even greater extent than by the hope of radio engagements.

### Earnings

Broadcasting employees tend to have considerably higher pay in most occupations in the Los Angeles area than in the rest of California. This is shown by the figures in table 45, which gives average scheduled earnings of employees in AM stations (excluding network key outlets) for the week ending October 11, 1947. In the case of announcers, average scheduled pay was about the same in Los Angeles as in San Francisco (\$79 and \$78 a week, respectively, at stations with 15 or more employees), but in other parts of the State it was lower (\$66). Clerical employees were the only group studied that had about the same average earnings at large stations inside and outside the two major metropolitan districts (\$46 in the Los Angeles area, \$47 in the San Francisco area and also in the remainder of the State). At small stations (with under 15 employees), earnings were below the large-station averages in all occupational groups. On the other hand, network and key-station employees (who are not included in the table) tended to have even higher pay than the averages for employees of other Los Angeles stations with 15 or more workers. (See table 45.)

The low earnings of many artists, especially actors, and the extremely high pay received by some are not shown by the FCC data on average scheduled earnings for full-time work. Not only do rates of pay have a wide range, but free lancers often have very irregular employment. This is shown by the data on earnings of performers in Los Angeles for the year 1947 obtained in the Bureau's survey of radio artists. The survey included people employed as radio performers by advertising agencies and other program builders as well as by stations and networks.

One out of every four Los Angeles actors in this survey, who had earnings solely or mainly from radio performing, made less than \$1,080 during the year. Of the singers, with earnings solely or mainly from this source, one out of four made less than \$2,875. Announcers, who were employed much more regularly, had no such widespread problem of low yearly pay. The lowest-paid fourth of the announcers reported radio earnings ranging up to \$4,080. Median earnings were \$6,010 for announcers, as compared with \$4,720 for singers and \$3,500 for actors.

A sizeable group of relatively high-paid people in each occupation received much more than these median earnings. One out of four singers, deriving all or most of their earnings from radio performing

made over \$8,710 during 1947. The corresponding figure for actors was still higher, \$10,000; and that for announcers was highest of all, \$11,600.

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