

Television  
Employee  
**Compensation  
& Fringe  
Benefits**  
Report

1999 Edition

**BCFM**

National Association of  
**NAB**  
BROADCASTERS





1999

TELEVISION

EMPLOYEE COMPENSATION

AND FRINGE BENEFITS

REPORT

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# Table of Contents

|  |    |
|--|----|
| Methods.....   | 1  |
| <b>Compensation and Fringe Benefits Tables</b>   |    |
| Table 1: All Stations, 487 Stations Reporting .....  | 2  |
| <i>All Stations by 1996 Net Revenue</i>  |    |
| Table 2: Net Revenue Over \$50 Million, 27 Stations Reporting .....                                    | 4  |
| Table 3: Net Revenue \$35-\$50 Million, 32 Stations Reporting .....                                    | 6  |
| Table 4: Net Revenue \$20-\$35 Million, 59 Stations Reporting .....                                    | 8  |
| Table 5: Net Revenue \$15-\$20 Million, 51 Stations Reporting .....                                    | 10 |
| Table 6: Net Revenue \$10-\$15 Million, 67 Stations Reporting .....                                    | 12 |
| Table 7: Net Revenue \$8-\$10 Million, 38 Stations Reporting .....                                     | 14 |
| Table 8: Net Revenue \$6-\$8 Million, 62 Stations Reporting .....                                      | 16 |
| Table 9: Net Revenue \$4-\$6 Million, 59 Stations Reporting .....                                      | 18 |
| Table 10: Net Revenue \$2-\$4 Million, 46 Stations Reporting .....                                     | 20 |
| Table 11: Net Revenue Under \$2 Million, 37 Stations Reporting .....                                   | 22 |
| <i>All Stations by Region of the Country</i>   |    |
| Table 12: East (New England, Mid-Atlantic) 52 Stations Reporting .....                                 | 24 |
| Table 13: South (South Atlantic, East South Central, West South Central), 193 Stations Reporting ..... | 26 |
| Table 14: MidWest (East North Central, West North Central), 141 Stations Reporting .....               | 28 |
| Table 15: West (Mountain, Pacific), 99 Stations Reporting .....  | 30 |
| <i>Affiliate Stations (ABC, CBS, Fox, NBC) by DMA Rank</i>   |    |
| Table 16: All Markets, 402 Stations Reporting .....  | 32 |
| Table 17: DMA 1-10, 14 Stations Reporting .....  | 34 |
| Table 18: DMA 11-25, 35 Stations Reporting .....   | 36 |
| Table 19: DMA 26-50, 58 Stations Reporting .....   | 38 |
| Table 20: DMA 51-75, 58 Stations Reporting .....   | 40 |
| Table 21: DMA 76-100, 62 Stations Reporting .....  | 42 |
| Table 22: DMA 101-125, 57 Stations Reporting .....   | 44 |
| Table 23: DMA 126-150, 55 Stations Reporting .....   | 46 |
| Table 24: DMA 151+, 62 Stations Reporting .....  | 48 |
| <i>Affiliate Stations (PAX, UPN, WB) by DMA Rank</i>   |    |
| Table 25: All Markets, 62 Stations Reporting .....   | 50 |
| Table 26: DMA 1-10, 14 Stations Reporting .....  | 52 |
| Table 27: DMA 11-25, 18 Stations Reporting .....   | 54 |
| Table 28: DMA 26+, 30 Stations Reporting .....   | 56 |
| <i>Independent Stations by DMA Rank</i>  |    |
| Table 29: All Markets, 23 Stations Reporting .....   | 58 |
| Table 30: DMA 1-15, 10 Stations Reporting .....  | 60 |
| Table 31: DMA 16+, 13 Stations Reporting .....   | 62 |
| Definitions of Support Staff Positions .....   | 64 |
| Regional Definitions .....   | 65 |



# Methods

Questionnaires requesting salary and fringe benefits information were mailed to all U.S. commercial (non-satellite) television stations in May, 1999. Of these 1,098 stations, 487 stations returned useable questionnaires resulting in a response rate of 44.4%.

From the information collected, 31 tables have been prepared based on revenue categories, station type (affiliated, independent), and DMA rank. Fox affiliates were included with the three traditional networks (ABC, CBS, and NBC) affiliates. Also, we separated PAX, UPN and WB from the other affiliates.

Respondents were given the following instructions to fill out the employee compensation information.

**Fill in only those jobs which exist at your station.** Where duties of two classifications may be combined at your station, classify this person by major responsibility.

**Base Salary.** The base salary for each department head and support staff should be the annual compensation level as of March 31, 1999. For sales personnel only, the annual compensation should be the 12 months of April 1, 1998 to March 31, 1999.

**Starting Annual Salary.** The starting annual salaries are for new employees with little or no experience.

**Bonus.** The bonus paid to each of the department heads should be for the period of April 1, 1998 through March 31, 1999.

**High and Low Total Compensation for Account Execs.** Report the total compensation for the highest and lowest paid account execs. for the 12 months of April 1, 1998 to March 31, 1999.

**Number of Full-Time Employees.** Full-time is defined as employees working 30 hours or more a week. At radio-television stations, employees working in both radio and television will be included only if they regularly work 30 hours or more a week in television.

**Fringe Benefits.** Report fringe benefits offered to majority of employees.

Each table contains the average and median base salary for 15 different department heads as well as their average and median annual bonus. Also included in each table are average annual and average starting salaries for 20 different support staff positions. Definitions of these support staff positions can be found on page 64.

Salary and compensation averages for sales staff as well as the average, high and low total compensation of account executives are also found in each table. The final area covered in each table is fringe benefits information including average number of paid holidays and paid sick days as well as the amount of vacation offered.

Please note that "N/A" signifies that less than two stations responded to a given category.

**Table 1  
All Markets**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 153,016                | 54,988           | 143,026               | 36,129          |
| Asst. General Manager/Station Manager  | 109,545                | 28,969           | 100,000               | 21,294          |
| Operations Manager                     | 55,121                 | 9,140            | 50,000                | 3,500           |
| Program Director                       | 50,482                 | 8,358            | 40,445                | 4,000           |
| Director of Engineering/Chief Engineer | 63,028                 | 7,941            | 58,464                | 5,000           |
| News Director                          | 79,200                 | 9,850            | 70,000                | 6,000           |
| Marketing Director                     | 56,692                 | 8,278            | 50,244                | 6,452           |
| Promotion/Publicity Director           | 47,676                 | 6,462            | 42,000                | 3,750           |
| Production Manager                     | 43,650                 | 4,236            | 40,237                | 2,603           |
| Business Manager/Controller            | 58,220                 | 8,642            | 55,000                | 5,739           |
| Traffic Manager/Supervisor             | 36,587                 | 3,443            | 34,863                | 2,000           |
| Community/Public Affairs Director      | 43,884                 | 5,313            | 37,000                | 3,250           |
| Art Director                           | 42,789                 | 3,364            | 40,538                | 2,332           |
| Research Director                      | 46,841                 | 9,797            | 43,388                | 5,000           |
| Human Resources Director               | 42,280                 | 5,921            | 37,730                | 3,010           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 8                      | 8                            | 26,410         | 20,101          |
| Maintenance Technician | 4                      | 10                           | 36,261         | 27,444          |
| Technical Director     | 4                      | 8                            | 29,807         | 23,599          |
| Floor Director         | 2                      | 10                           | 27,871         | 22,102          |
| Film/Tape Editor       | 3                      | 7                            | 26,967         | 21,416          |
| Film Director          | 1                      | 15                           | 29,790         | 23,531          |
| Weekday News Anchor    | 4                      | 7                            | 83,426         | 45,012          |
| Weekend News Anchor    | 2                      | 4                            | 44,202         | 33,762          |
| News Producer          | 6                      | 3                            | 29,270         | 23,746          |
| News Reporter          | 7                      | 4                            | 33,730         | 25,585          |
| News Photographer      | 9                      | 6                            | 27,144         | 21,278          |
| Weekday Sportscaster   | 1                      | 8                            | 68,926         | 42,069          |
| Weekend Sportscaster   | 1                      | 4                            | 37,204         | 29,901          |
| Weekday Weathercaster  | 2                      | 6                            | 68,481         | 40,358          |
| Weekend Weathercaster  | 1                      | 3                            | 36,489         | 29,647          |
| Assignment Editor      | 2                      | 5                            | 32,368         | 26,252          |
| Production Assistant   | 4                      | 4                            | 20,853         | 17,734          |
| Producer/Director      | 4                      | 8                            | 32,735         | 25,717          |
| Staff Artist           | 2                      | 6                            | 29,709         | 24,519          |
| Traffic Assistant      | 2                      | 6                            | 22,071         | 18,564          |

# All Markets

# Table 1 All Stations

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 94,745  | 39,419             | # of Account Executives: | 7      |        |
| Local Sales Manager     | 74,441  | 30,574             | Total Compensation       |        |        |
| National Sales Manager  | 72,005  | 29,539             | Average                  | High   | Low    |
| Co-op Coordinator       | 40,860  | 23,084             | 65,116                   | 96,638 | 36,244 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 11  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 36% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 64% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 19                         | 3                           | 77                                 | 1               |
|                               | Dependents               | 2                          | 17                          | 79                                 | 2               |
| H.M.O.:                       | Employee                 | 11                         | 2                           | 45                                 | 42              |
|                               | Dependents               | 1                          | 10                          | 46                                 | 42              |
| Dental:                       | Employee                 | 16                         | 13                          | 64                                 | 7               |
|                               | Dependents               | 3                          | 22                          | 67                                 | 8               |
| Vision:                       | Employee                 | 8                          | 9                           | 38                                 | 44              |
|                               | Dependents               | 3                          | 13                          | 38                                 | 45              |
| Accidental Death:             | Employee                 | 61                         | 12                          | 17                                 | 10              |
|                               | Dependents               | 18                         | 25                          | 15                                 | 42              |
| Group Life Insurance:         | Employee                 | 69                         | 4                           | 22                                 | 5               |
|                               | Dependents               | 19                         | 31                          | 18                                 | 31              |
| Disability:                   | Short-term               | 64                         | 8                           | 10                                 | 18              |
|                               | Long-term                | 62                         | 11                          | 16                                 | 11              |
| Pension Plans:                |                          | 41                         | 1                           | 6                                  | 51              |
| 401(k) Plan:                  |                          | 13                         | 14                          | 69                                 | 4               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 25                         | 1                           | 33                                 | 41              |
|                               | Workshops, Seminar, etc. | 78                         | 1                           | 8                                  | 13              |

**Table 2**  
**Net Revenue: Over \$50 Million**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 278,434                | 117,030          | 272,000               | 125,000         |
| Asst. General Manager/Station Manager  | 185,425                | 73,053           | 195,700               | 85,000          |
| Operations Manager                     | 92,380                 | 11,981           | 82,400                | 7,070           |
| Program Director                       | 103,947                | 24,804           | 102,915               | 20,928          |
| Director of Engineering/Chief Engineer | 103,473                | 20,427           | 100,303               | 12,000          |
| News Director                          | 164,235                | 31,734           | 159,000               | 33,000          |
| Marketing Director                     | 102,531                | 15,498           | 90,000                | 9,757           |
| Promotion/Publicity Director           | 90,165                 | 18,680           | 78,277                | 10,000          |
| Production Manager                     | 78,641                 | 11,235           | 73,618                | 4,692           |
| Business Manager/Controller            | 102,189                | 24,627           | 96,093                | 15,000          |
| Traffic Manager/Supervisor             | 60,611                 | 8,782            | 60,000                | 5,175           |
| Community/Public Affairs Director      | 76,868                 | 10,466           | 62,427                | 4,200           |
| Art Director                           | 64,142                 | 6,742            | 62,877                | 5,500           |
| Research Director                      | 68,602                 | 11,586           | 69,763                | 8,675           |
| Human Resources Director               | 68,778                 | 15,257           | 65,000                | 5,250           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 19                     | 14                           | 48,034         | 34,530          |
| Maintenance Technician | 8                      | 13                           | 54,918         | 40,973          |
| Technical Director     | 6                      | 14                           | 53,825         | 48,627          |
| Floor Director         | 3                      | 18                           | 38,482         | 27,128          |
| Film/Tape Editor       | 8                      | 11                           | 45,796         | 33,359          |
| Film Director          | 2                      | 16                           | 46,164         | 38,667          |
| Weekday News Anchor    | 5                      | 10                           | 262,570        | 108,865         |
| Weekend News Anchor    | 2                      | 6                            | 117,316        | 81,021          |
| News Producer          | 12                     | 4                            | 53,450         | 43,462          |
| News Reporter          | 13                     | 7                            | 84,535         | 57,477          |
| News Photographer      | 20                     | 12                           | 50,361         | 37,692          |
| Weekday Sportscaster   | 1                      | 9                            | 237,662        | 114,597         |
| Weekend Sportscaster   | 1                      | 6                            | 94,723         | 76,735          |
| Weekday Weathercaster  | 2                      | 8                            | 191,006        | 88,358          |
| Weekend Weathercaster  | 1                      | 3                            | 81,810         | 63,054          |
| Assignment Editor      | 4                      | 6                            | 46,727         | 37,055          |
| Production Assistant   | 5                      | 5                            | 28,007         | 22,625          |
| Producer/Director      | 5                      | 11                           | 60,908         | 49,533          |
| Staff Artist           | 4                      | 8                            | 42,853         | 33,577          |
| Traffic Assistant      | 4                      | 8                            | 30,486         | 24,821          |

# Net Revenue: Over \$50 Million

**Table 2**  
**All Stations**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            | Total Compensation       |         |        |
| General Sales Manager   | 168,606 | 61,254             | # of Account Executives: | 10      |        |
| Local Sales Manager     | 129,597 | 42,186             | Average                  | High    | Low    |
| National Sales Manager  | 117,357 | 35,440             | 102,481                  | 151,705 | 63,074 |
| Co-op Coordinator       | 64,227  | 47,824             |                          |         |        |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 8   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 16% | Paid Holidays (average): | 9                 |   |   |   |   |    |    |    |
| No:                       | 84% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 4                          | 0                           | 96                                 | 0               |
|                               | Dependents               | 0                          | 8                           | 92                                 | 0               |
| H.M.O.:                       | Employee                 | 8                          | 0                           | 65                                 | 27              |
|                               | Dependents               | 0                          | 8                           | 65                                 | 27              |
| Dental:                       | Employee                 | 19                         | 11                          | 70                                 | 0               |
|                               | Dependents               | 15                         | 19                          | 67                                 | 0               |
| Vision:                       | Employee                 | 15                         | 0                           | 41                                 | 44              |
|                               | Dependents               | 15                         | 4                           | 37                                 | 44              |
| Accidental Death:             | Employee                 | 36                         | 32                          | 32                                 | 0               |
|                               | Dependents               | 14                         | 36                          | 32                                 | 18              |
| Group Life Insurance:         | Employee                 | 70                         | 0                           | 30                                 | 0               |
|                               | Dependents               | 13                         | 42                          | 25                                 | 21              |
| Disability:                   | Short-term               | 72                         | 8                           | 16                                 | 4               |
|                               | Long-term                | 48                         | 7                           | 41                                 | 4               |
| Pension Plan:                 |                          | 72                         | 0                           | 8                                  | 20              |
| 401(k) Plan:                  |                          | 12                         | 12                          | 76                                 | 0               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 23                         | 0                           | 50                                 | 27              |
|                               | Workshops, Seminar, etc. | 92                         | 0                           | 0                                  | 8               |

**Table 3**  
**Net Revenue: \$35-\$50 Million**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 238,716                | 93,253           | 239,720               | 76,700          |
| Asst. General Manager/Station Manager  | 177,844                | 27,216           | 150,000               | 35,520          |
| Operations Manager                     | 73,230                 | 11,124           | 70,783                | 5,000           |
| Program Director                       | 75,787                 | 15,308           | 75,025                | 13,538          |
| Director of Engineering/Chief Engineer | 84,349                 | 10,077           | 82,900                | 10,400          |
| News Director                          | 119,045                | 10,977           | 119,000               | 9,750           |
| Marketing Director                     | 76,453                 | 10,306           | 80,000                | 9,000           |
| Promotion/Publicity Director           | 70,658                 | 10,977           | 68,221                | 6,500           |
| Production Manager                     | 58,111                 | 2,256            | 53,000                | 2,625           |
| Business Manager/Controller            | 85,842                 | 12,584           | 85,000                | 11,318          |
| Traffic Manager/Supervisor             | 48,152                 | 4,222            | 46,800                | 2,625           |
| Community/Public Affairs Director      | 49,982                 | 7,038            | 46,850                | 5,000           |
| Art Director                           | 48,707                 | 3,950            | 48,000                | 5,500           |
| Research Director                      | 48,828                 | 5,914            | 46,350                | 2,550           |
| Human Resources Director               | 45,989                 | 5,224            | 46,712                | 4,000           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 13                     | 11                           | 37,905         | 27,742          |
| Maintenance Technician | 6                      | 12                           | 46,371         | 32,772          |
| Technical Director     | 4                      | 10                           | 40,766         | 29,924          |
| Floor Director         | 5                      | 13                           | 33,067         | 26,577          |
| Film/Tape Editor       | 5                      | 13                           | 33,127         | 26,364          |
| Film Director          | 1                      | 19                           | 35,504         | 29,031          |
| Weekday News Anchor    | 5                      | 8                            | 157,274        | 75,597          |
| Weekend News Anchor    | 2                      | 5                            | 68,641         | 54,719          |
| News Producer          | 10                     | 4                            | 38,244         | 31,162          |
| News Reporter          | 10                     | 6                            | 54,408         | 40,294          |
| News Photographer      | 18                     | 10                           | 39,538         | 28,671          |
| Weekday Sportscaster   | 1                      | 8                            | 115,969        | 70,987          |
| Weekend Sportscaster   | 1                      | 6                            | 63,828         | 45,680          |
| Weekday Weathercaster  | 2                      | 8                            | 113,168        | 65,067          |
| Weekend Weathercaster  | 1                      | 5                            | 56,497         | 45,917          |
| Assignment Editor      | 3                      | 7                            | 37,510         | 30,652          |
| Production Assistant   | 4                      | 5                            | 24,424         | 21,229          |
| Producer/Director      | 4                      | 12                           | 45,951         | 33,240          |
| Staff Artist           | 3                      | 7                            | 36,010         | 30,133          |
| Traffic Assistant      | 4                      | 8                            | 27,108         | 23,043          |

**Table 3**  
**All Stations**

**Net Revenue: \$35-\$50 Million**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 134,318 | 36,041             | # of Account Executives: | 9       |        |
| Local Sales Manager     | 98,296  | 26,958             | Total Compensation       |         |        |
| National Sales Manager  | 93,175  | 25,217             | Average                  | High    | Low    |
| Co-op Coordinator       | N/A     | N/A                | 83,485                   | 145,363 | 52,466 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 10  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 4  | 4  | 5  |
| Yes:                      | 28% | Paid Holidays (average): | 9                 |   |   |   |   |    |    |    |
| No:                       | 72% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 16                         | 3                           | 81                                 | 0               |
|                               | Dependents               | 3                          | 7                           | 90                                 | 0               |
| H.M.O.:                       | Employee                 | 7                          | 3                           | 76                                 | 14              |
|                               | Dependents               | 0                          | 7                           | 79                                 | 14              |
| Dental:                       | Employee                 | 13                         | 13                          | 74                                 | 0               |
|                               | Dependents               | 0                          | 13                          | 87                                 | 0               |
| Vision:                       | Employee                 | 13                         | 16                          | 55                                 | 16              |
|                               | Dependents               | 3                          | 17                          | 62                                 | 17              |
| Accidental Death:             | Employee                 | 42                         | 16                          | 32                                 | 10              |
|                               | Dependents               | 10                         | 33                          | 30                                 | 27              |
| Group Life Insurance:         | Employee                 | 63                         | 3                           | 33                                 | 0               |
|                               | Dependents               | 10                         | 43                          | 37                                 | 10              |
| Disability:                   | Short-term               | 79                         | 0                           | 14                                 | 7               |
|                               | Long-term                | 60                         | 10                          | 23                                 | 7               |
| Pension Plan:                 |                          | 73                         | 0                           | 12                                 | 15              |
| 401(k) Plan:                  |                          | 3                          | 7                           | 83                                 | 7               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 27                         | 0                           | 53                                 | 20              |
|                               | Workshops, Seminar, etc. | 75                         | 0                           | 14                                 | 11              |

**Table 4**  
**Net Revenue: \$20-\$35 Million**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 195,650                | 70,449           | 193,504               | 50,000          |
| Asst. General Manager/Station Manager  | 131,151                | 27,065           | 138,938               | 21,688          |
| Operations Manager                     | 67,806                 | 32,822           | 58,240                | 17,000          |
| Program Director                       | 61,608                 | 8,230            | 57,000                | 4,837           |
| Director of Engineering/Chief Engineer | 76,271                 | 11,285           | 75,000                | 6,350           |
| News Director                          | 102,045                | 11,568           | 97,750                | 8,616           |
| Marketing Director                     | 61,211                 | 9,230            | 60,065                | 8,500           |
| Promotion/Publicity Director           | 61,946                 | 6,327            | 57,118                | 4,250           |
| Production Manager                     | 56,004                 | 4,132            | 56,654                | 3,000           |
| Business Manager/Controller            | 71,741                 | 8,614            | 71,650                | 6,090           |
| Traffic Manager/Supervisor             | 44,064                 | 3,130            | 42,000                | 2,250           |
| Community/Public Affairs Director      | 43,217                 | 3,921            | 40,585                | 2,625           |
| Art Director                           | 45,224                 | 2,825            | 43,200                | 3,000           |
| Research Director                      | 44,007                 | 9,802            | 40,800                | 5,000           |
| Human Resources Director               | 40,961                 | 3,706            | 39,520                | 3,000           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 12                     | 8                            | 30,398         | 22,290          |
| Maintenance Technician | 4                      | 11                           | 41,336         | 32,810          |
| Technical Director     | 4                      | 7                            | 34,453         | 28,569          |
| Floor Director         | 2                      | 9                            | 28,118         | 22,847          |
| Film/Tape Editor       | 4                      | 6                            | 28,923         | 23,298          |
| Film Director          | 2                      | 16                           | 34,202         | 26,500          |
| Weekday News Anchor    | 5                      | 8                            | 109,950        | 68,357          |
| Weekend News Anchor    | 2                      | 5                            | 58,204         | 46,810          |
| News Producer          | 8                      | 3                            | 34,574         | 28,770          |
| News Reporter          | 9                      | 5                            | 42,206         | 33,810          |
| News Photographer      | 13                     | 7                            | 33,510         | 27,359          |
| Weekday Sportscaster   | 1                      | 9                            | 87,345         | 59,553          |
| Weekend Sportscaster   | 1                      | 5                            | 45,711         | 40,169          |
| Weekday Weathercaster  | 2                      | 8                            | 93,454         | 58,195          |
| Weekend Weathercaster  | 1                      | 5                            | 47,358         | 39,780          |
| Assignment Editor      | 3                      | 4                            | 36,145         | 29,657          |
| Production Assistant   | 6                      | 2                            | 22,415         | 19,856          |
| Producer/Director      | 4                      | 8                            | 38,371         | 30,624          |
| Staff Artist           | 2                      | 4                            | 30,616         | 25,834          |
| Traffic Assistant      | 3                      | 6                            | 24,063         | 21,060          |

**Table 4**  
**All Stations**

**Net Revenue: \$20-\$35 Million**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 117,171 | 52,996             | # of Account Executives: | 9       |        |
| Local Sales Manager     | 94,885  | 35,577             | Total Compensation       |         |        |
| National Sales Manager  | 86,248  | 32,557             | Average                  | High    | Low    |
| Co-op Coordinator       | 69,327  | 13,657             | 85,861                   | 114,873 | 45,283 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 17  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 21% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 79% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 12                         | 0                           | 88                                 | 0               |
|                               | Dependents               | 2                          | 7                           | 91                                 | 0               |
| H.M.O.:                       | Employee                 | 10                         | 4                           | 65                                 | 21              |
|                               | Dependents               | 2                          | 10                          | 66                                 | 22              |
| Dental:                       | Employee                 | 9                          | 12                          | 79                                 | 0               |
|                               | Dependents               | 5                          | 14                          | 80                                 | 0               |
| Vision:                       | Employee                 | 9                          | 16                          | 47                                 | 28              |
|                               | Dependents               | 5                          | 14                          | 52                                 | 29              |
| Accidental Death:             | Employee                 | 51                         | 23                          | 19                                 | 7               |
|                               | Dependents               | 9                          | 40                          | 23                                 | 28              |
| Group Life Insurance:         | Employee                 | 64                         | 5                           | 30                                 | 0               |
|                               | Dependents               | 13                         | 37                          | 27                                 | 23              |
| Disability:                   | Short-term               | 69                         | 9                           | 9                                  | 13              |
|                               | Long-term                | 64                         | 16                          | 16                                 | 4               |
| Pension Plan:                 |                          | 58                         | 4                           | 4                                  | 35              |
| 401(k) Plan:                  |                          | 7                          | 7                           | 84                                 | 2               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 25                         | 2                           | 44                                 | 29              |
|                               | Workshops, Seminar, etc. | 88                         | 2                           | 7                                  | 4               |

**Table 5**  
**Net Revenue: \$15- \$20 Million**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 165,480                | 69,742           | 162,179               | 44,500          |
| Asst. General Manager/Station Manager  | 106,923                | 16,671           | 100,588               | 16,934          |
| Operations Manager                     | 63,328                 | 9,495            | 59,880                | 7,500           |
| Program Director                       | 58,740                 | 6,341            | 56,340                | 4,800           |
| Director of Engineering/Chief Engineer | 69,833                 | 7,561            | 66,494                | 5,000           |
| News Director                          | 87,364                 | 8,066            | 85,000                | 5,250           |
| Marketing Director                     | 57,448                 | 7,835            | 50,000                | 7,202           |
| Promotion/Publicity Director           | 53,568                 | 4,214            | 53,500                | 4,000           |
| Production Manager                     | 47,656                 | 3,134            | 44,860                | 2,500           |
| Business Manager/Controller            | 66,529                 | 8,295            | 63,136                | 6,150           |
| Traffic Manager/Supervisor             | 38,883                 | 4,003            | 38,305                | 1,225           |
| Community/Public Affairs Director      | 42,163                 | 2,401            | 37,210                | 1,929           |
| Art Director                           | 36,837                 | 1,622            | 37,524                | 1,250           |
| Research Director                      | 41,424                 | 9,652            | 41,444                | 6,500           |
| Human Resources Director               | 45,263                 | 3,616            | 42,981                | 2,000           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 9                      | 9                            | 26,032         | 19,487          |
| Maintenance Technician | 5                      | 13                           | 38,861         | 29,510          |
| Technical Director     | 5                      | 9                            | 32,118         | 24,207          |
| Floor Director         | 3                      | 9                            | 27,393         | 20,945          |
| Film/Tape Editor       | 3                      | 8                            | 24,827         | 19,842          |
| Film Director          | 1                      | 16                           | 29,732         | 21,750          |
| Weekday News Anchor    | 5                      | 8                            | 83,987         | 42,530          |
| Weekend News Anchor    | 2                      | 5                            | 42,366         | 31,902          |
| News Producer          | 7                      | 3                            | 28,835         | 22,233          |
| News Reporter          | 7                      | 4                            | 33,187         | 24,536          |
| News Photographer      | 10                     | 7                            | 27,739         | 20,610          |
| Weekday Sportscaster   | 1                      | 10                           | 66,383         | 41,830          |
| Weekend Sportscaster   | 1                      | 6                            | 36,545         | 28,089          |
| Weekday Weathercaster  | 2                      | 8                            | 69,590         | 36,912          |
| Weekend Weathercaster  | 1                      | 3                            | 35,587         | 30,640          |
| Assignment Editor      | 2                      | 6                            | 35,487         | 27,255          |
| Production Assistant   | 5                      | 5                            | 21,790         | 18,485          |
| Producer/Director      | 4                      | 10                           | 33,131         | 24,894          |
| Staff Artist           | 2                      | 5                            | 27,965         | 22,520          |
| Traffic Assistant      | 3                      | 7                            | 22,875         | 18,335          |

**Table 5**  
**All Stations**

**Net Revenue: \$15-\$20 Million**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 95,115  | 45,279             | # of Account Executives: | 8       |        |
| Local Sales Manager     | 68,467  | 34,895             | Total Compensation       |         |        |
| National Sales Manager  | 67,621  | 33,088             | Average                  | High    | Low    |
| Co-op Coordinator       | 49,750  | 21,000             | 79,524                   | 102,769 | 38,197 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 11  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 49% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 51% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 23                         | 2                           | 75                                 | 0               |
|                               | Dependents               | 4                          | 19                          | 77                                 | 0               |
| H.M.O.:                       | Employee                 | 16                         | 2                           | 47                                 | 36              |
|                               | Dependents               | 4                          | 16                          | 44                                 | 36              |
| Dental:                       | Employee                 | 18                         | 12                          | 64                                 | 6               |
|                               | Dependents               | 2                          | 28                          | 64                                 | 6               |
| Vision:                       | Employee                 | 6                          | 17                          | 36                                 | 40              |
|                               | Dependents               | 0                          | 21                          | 38                                 | 40              |
| Accidental Death:             | Employee                 | 65                         | 18                          | 10                                 | 6               |
|                               | Dependents               | 15                         | 37                          | 9                                  | 39              |
| Group Life Insurance:         | Employee                 | 86                         | 2                           | 10                                 | 2               |
|                               | Dependents               | 20                         | 37                          | 7                                  | 37              |
| Disability:                   | Short-term               | 55                         | 17                          | 9                                  | 19              |
|                               | Long-term                | 71                         | 10                          | 13                                 | 6               |
| Pension Plan:                 |                          | 39                         | 0                           | 11                                 | 50              |
| 401(k) Plan:                  |                          | 21                         | 4                           | 75                                 | 0               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 25                         | 0                           | 30                                 | 45              |
|                               | Workshops, Seminar, etc. | 80                         | 2                           | 4                                  | 13              |

**Table 6**  
**Net Revenue: \$10-\$15 Million**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 146,509                | 50,449           | 145,300               | 40,000          |
| Asst. General Manager/Station Manager  | 95,653                 | 31,545           | 96,777                | 31,350          |
| Operations Manager                     | 49,819                 | 5,130            | 48,935                | 3,150           |
| Program Director                       | 42,828                 | 4,530            | 37,252                | 2,000           |
| Director of Engineering/Chief Engineer | 60,417                 | 5,173            | 57,700                | 3,100           |
| News Director                          | 71,299                 | 6,070            | 69,500                | 4,585           |
| Marketing Director                     | 45,840                 | 6,459            | 46,000                | 4,839           |
| Promotion/Publicity Director           | 43,895                 | 4,030            | 42,900                | 2,500           |
| Production Manager                     | 43,804                 | 4,559            | 43,250                | 3,273           |
| Business Manager/Controller            | 56,900                 | 5,937            | 57,130                | 4,000           |
| Traffic Manager/Supervisor             | 35,813                 | 2,099            | 35,000                | 1,114           |
| Community/Public Affairs Director      | 36,623                 | 2,321            | 35,880                | 1,776           |
| Art Director                           | 32,783                 | 1,488            | 31,200                | 1,300           |
| Research Director                      | 35,032                 | N/A              | 32,000                | N/A             |
| Human Resources Director               | 38,709                 | 3,350            | 35,750                | 2,760           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 7                      | 8                            | 24,159         | 19,076          |
| Maintenance Technician | 3                      | 10                           | 35,399         | 26,042          |
| Technical Director     | 4                      | 7                            | 24,858         | 20,032          |
| Floor Director         | 2                      | 12                           | 27,534         | 23,242          |
| Film/Tape Editor       | 2                      | 5                            | 19,700         | 17,150          |
| Film Director          | 1                      | 10                           | 27,565         | 20,781          |
| Weekday News Anchor    | 5                      | 8                            | 61,405         | 36,371          |
| Weekend News Anchor    | 2                      | 4                            | 33,807         | 27,538          |
| News Producer          | 5                      | 3                            | 25,863         | 20,725          |
| News Reporter          | 7                      | 4                            | 27,877         | 22,326          |
| News Photographer      | 8                      | 6                            | 23,528         | 18,761          |
| Weekday Sportscaster   | 1                      | 10                           | 50,327         | 34,194          |
| Weekend Sportscaster   | 1                      | 4                            | 29,941         | 25,097          |
| Weekday Weathercaster  | 2                      | 7                            | 54,102         | 33,734          |
| Weekend Weathercaster  | 1                      | 3                            | 29,238         | 26,486          |
| Assignment Editor      | 1                      | 5                            | 31,361         | 25,954          |
| Production Assistant   | 5                      | 5                            | 22,930         | 20,163          |
| Producer/Director      | 4                      | 9                            | 28,375         | 22,251          |
| Staff Artist           | 1                      | 5                            | 25,852         | 22,858          |
| Traffic Assistant      | 2                      | 7                            | 22,551         | 18,347          |

**Table 6**  
**All Stations**

**Net Revenue: \$10-\$15 Million**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 86,906  | 39,386             | # of Account Executives: | 8      |        |
| Local Sales Manager     | 65,690  | 35,476             | Total Compensation       |        |        |
| National Sales Manager  | 62,161  | 28,736             | Average                  | High   | Low    |
| Co-op Coordinator       | 37,500  | N/A                | 61,615                   | 99,351 | 33,780 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 10  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 41% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 59% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 11                         | 3                           | 83                                 | 3               |
|                               | Dependents               | 0                          | 10                          | 87                                 | 3               |
| H.M.O.:                       | Employee                 | 8                          | 2                           | 44                                 | 47              |
|                               | Dependents               | 0                          | 2                           | 51                                 | 48              |
| Dental:                       | Employee                 | 15                         | 9                           | 68                                 | 8               |
|                               | Dependents               | 2                          | 17                          | 73                                 | 8               |
| Vision:                       | Employee                 | 8                          | 2                           | 51                                 | 40              |
|                               | Dependents               | 5                          | 5                           | 50                                 | 41              |
| Accidental Death:             | Employee                 | 63                         | 13                          | 19                                 | 6               |
|                               | Dependents               | 15                         | 25                          | 14                                 | 46              |
| Group Life Insurance:         | Employee                 | 77                         | 2                           | 20                                 | 2               |
|                               | Dependents               | 18                         | 31                          | 18                                 | 33              |
| Disability:                   | Short-term               | 71                         | 6                           | 11                                 | 11              |
|                               | Long-term                | 69                         | 8                           | 18                                 | 5               |
| Pension Plan:                 |                          | 49                         | 0                           | 5                                  | 46              |
| 401(k) Plan:                  |                          | 17                         | 8                           | 72                                 | 3               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 21                         | 0                           | 30                                 | 49              |
|                               | Workshops, Seminar, etc. | 57                         | 0                           | 3                                  | 10              |

**Table 7**  
**Net Revenue: \$8 - \$10 Million**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 139,001                | 43,581           | 140,000               | 29,875          |
| Asst. General Manager/Station Manager  | 84,333                 | 28,563           | 71,000                | 28,563          |
| Operations Manager                     | 55,656                 | 2,375            | 51,500                | 2,625           |
| Program Director                       | 41,883                 | 3,515            | 39,000                | 3,280           |
| Director of Engineering/Chief Engineer | 56,370                 | 3,518            | 55,000                | 3,000           |
| News Director                          | 67,436                 | 3,965            | 65,450                | 3,500           |
| Marketing Director                     | 48,808                 | 1,165            | 45,710                | 1,165           |
| Promotion/Publicity Director           | 40,103                 | 2,465            | 39,239                | 1,825           |
| Production Manager                     | 39,957                 | 5,388            | 39,350                | 3,798           |
| Business Manager/Controller            | 53,356                 | 6,399            | 50,960                | 4,983           |
| Traffic Manager/Supervisor             | 31,821                 | 1,779            | 31,450                | 1,600           |
| Community/Public Affairs Director      | 30,845                 | N/A              | 32,349                | N/A             |
| Art Director                           | 31,049                 | N/A              | 31,279                | N/A             |
| Research Director                      | 34,333                 | 3,250            | 27,000                | 3,250           |
| Human Resources Director               | 33,270                 | N/A              | 27,300                | N/A             |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 7                      | 7                            | 22,722         | 17,706          |
| Maintenance Technician | 3                      | 10                           | 33,765         | 25,019          |
| Technical Director     | 4                      | 7                            | 25,836         | 19,955          |
| Floor Director         | 2                      | 2                            | 21,289         | 19,972          |
| Film/Tape Editor       | 2                      | 5                            | 21,209         | 17,120          |
| Film Director          | 1                      | 23                           | 28,670         | 25,380          |
| Weekday News Anchor    | 4                      | 6                            | 55,089         | 36,152          |
| Weekend News Anchor    | 1                      | 4                            | 30,714         | 25,771          |
| News Producer          | 4                      | 3                            | 25,734         | 20,663          |
| News Reporter          | 6                      | 3                            | 25,004         | 20,231          |
| News Photographer      | 7                      | 5                            | 22,846         | 18,101          |
| Weekday Sportscaster   | 1                      | 7                            | 41,163         | 33,550          |
| Weekend Sportscaster   | 1                      | 3                            | 27,249         | 24,150          |
| Weekday Weathercaster  | 2                      | 6                            | 49,740         | 31,498          |
| Weekend Weathercaster  | 1                      | 3                            | 26,578         | 22,672          |
| Assignment Editor      | 1                      | 3                            | 29,029         | 23,520          |
| Production Assistant   | 4                      | 5                            | 19,418         | 16,136          |
| Producer/Director      | 4                      | 7                            | 29,030         | 22,146          |
| Staff Artist           | 1                      | 6                            | 23,686         | 20,098          |
| Traffic Assistant      | 2                      | 5                            | 20,791         | 17,813          |

**Table 7**  
**All Stations**

**Net Revenue: \$8-\$10 Million**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 77,919  | 31,441             | # of Account Executives: | 7      |        |
| Local Sales Manager     | 62,399  | 20,362             | Total Compensation       |        |        |
| National Sales Manager  | 58,471  | 26,072             | Average                  | High   | Low    |
| Co-op Coordinator       | 29,721  | 12,300             | 57,354                   | 89,245 | 28,591 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 10  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 37% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 63% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 30                         | 3                           | 68                                 | 0               |
|                               | Dependents               | 3                          | 27                          | 70                                 | 0               |
| H.M.O.:                       | Employee                 | 27                         | 0                           | 30                                 | 42              |
|                               | Dependents               | 3                          | 18                          | 36                                 | 42              |
| Dental:                       | Employee                 | 26                         | 13                          | 55                                 | 5               |
|                               | Dependents               | 3                          | 34                          | 58                                 | 5               |
| Vision:                       | Employee                 | 19                         | 14                          | 36                                 | 31              |
|                               | Dependents               | 8                          | 28                          | 33                                 | 31              |
| Accidental Death:             | Employee                 | 65                         | 5                           | 24                                 | 5               |
|                               | Dependents               | 25                         | 19                          | 16                                 | 41              |
| Group Life Insurance:         | Employee                 | 58                         | 5                           | 37                                 | 0               |
|                               | Dependents               | 26                         | 29                          | 24                                 | 21              |
| Disability:                   | Short-term               | 63                         | 11                          | 14                                 | 11              |
|                               | Long-term                | 69                         | 17                          | 14                                 | 0               |
| Pension Plan:                 |                          | 43                         | 0                           | 7                                  | 50              |
| 401(k) Plan:                  |                          | 17                         | 14                          | 69                                 | 0               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 47                         | 0                           | 29                                 | 24              |
|                               | Workshops, Seminar, etc. | 89                         | 0                           | 8                                  | 3               |

**Table 8**  
**Net Revenue: \$6-\$8 Million**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 118,727                | 31,937           | 120,000               | 25,000          |
| Asst. General Manager/Station Manager  | 93,422                 | 15,464           | 87,038                | 15,464          |
| Operations Manager                     | 43,491                 | 2,388            | 43,500                | 1,036           |
| Program Director                       | 35,077                 | 1,290            | 31,315                | 1,088           |
| Director of Engineering/Chief Engineer | 54,327                 | 3,256            | 51,697                | 1,568           |
| News Director                          | 55,415                 | 5,939            | 54,163                | 5,903           |
| Marketing Director                     | 43,280                 | 4,387            | 38,000                | 2,957           |
| Promotion/Publicity Director           | 34,478                 | 2,856            | 32,000                | 2,250           |
| Production Manager                     | 37,399                 | 1,507            | 36,310                | 1,303           |
| Business Manager/Controller            | 44,575                 | 3,860            | 41,060                | 2,562           |
| Traffic Manager/Supervisor             | 29,510                 | 1,969            | 28,611                | 2,000           |
| Community/Public Affairs Director      | 26,160                 | N/A              | 25,960                | N/A             |
| Art Director                           | 28,661                 | N/A              | 26,270                | N/A             |
| Research Director                      | 29,625                 | N/A              | 30,000                | N/A             |
| Human Resources Director               | 28,534                 | N/A              | 27,832                | N/A             |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 5                      | 6                            | 22,451         | 18,796          |
| Maintenance Technician | 2                      | 10                           | 31,715         | 23,998          |
| Technical Director     | 3                      | 6                            | 22,667         | 18,467          |
| Floor Director         | 2                      | 7                            | 22,543         | 19,880          |
| Film/Tape Editor       | 2                      | 7                            | 21,232         | 17,974          |
| Film Director          | 1                      | 12                           | 25,357         | 21,843          |
| Weekday News Anchor    | 3                      | 5                            | 46,939         | 34,098          |
| Weekend News Anchor    | 1                      | 2                            | 24,805         | 22,608          |
| News Producer          | 3                      | 3                            | 22,114         | 19,247          |
| News Reporter          | 5                      | 3                            | 21,511         | 18,295          |
| News Photographer      | 5                      | 4                            | 20,077         | 17,076          |
| Weekday Sportscaster   | 1                      | 6                            | 37,019         | 28,471          |
| Weekend Sportscaster   | 1                      | 2                            | 21,201         | 19,853          |
| Weekday Weathercaster  | 2                      | 5                            | 39,190         | 30,374          |
| Weekend Weathercaster  | 1                      | 2                            | 21,376         | 19,905          |
| Assignment Editor      | 1                      | 4                            | 25,548         | 21,504          |
| Production Assistant   | 4                      | 5                            | 19,229         | 16,062          |
| Producer/Director      | 3                      | 5                            | 24,961         | 20,662          |
| Staff Artist           | 1                      | 9                            | 24,119         | 20,259          |
| Traffic Assistant      | 2                      | 5                            | 18,682         | 16,164          |

**Table 8  
All Stations**

**Net Revenue: \$6-\$8 Million**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 66,753  | 39,748             | # of Account Executives: | 6      |        |
| Local Sales Manager     | 54,004  | 32,212             | Total Compensation       |        |        |
| National Sales Manager  | 46,603  | 34,397             | Average                  | High   | Low    |
| Co-op Coordinator       | 28,054  | 4,500              | 54,952                   | 96,638 | 32,003 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 14  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 43% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 57% |                          |                   |   |   |   |   |    |    |    |

|                               |                           | % of Response              |                             |                                    |                 |
|-------------------------------|---------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                           | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                  | 27                         | 5                           | 68                                 | 0               |
|                               | Dependents                | 2                          | 24                          | 75                                 | 0               |
| H.M.O.:                       | Employee                  | 8                          | 2                           | 38                                 | 53              |
|                               | Dependents                | 0                          | 11                          | 36                                 | 53              |
| Dental:                       | Employee                  | 12                         | 13                          | 62                                 | 13              |
|                               | Dependents                | 2                          | 21                          | 64                                 | 14              |
| Vision:                       | Employee                  | 5                          | 7                           | 37                                 | 51              |
|                               | Dependents                | 2                          | 11                          | 36                                 | 52              |
| Accidental Death:             | Employee                  | 76                         | 7                           | 8                                  | 8               |
|                               | Dependents                | 22                         | 18                          | 8                                  | 51              |
| Group Life Insurance:         | Employee                  | 75                         | 5                           | 18                                 | 2               |
|                               | Dependents                | 29                         | 19                          | 17                                 | 35              |
| Disability:                   | Short-term                | 77                         | 5                           | 7                                  | 11              |
|                               | Long-term                 | 78                         | 10                          | 8                                  | 3               |
| Pension Plan:                 |                           | 40                         | 4                           | 2                                  | 54              |
| 401(k) Plan:                  |                           | 14                         | 31                          | 55                                 | 0               |
| Education/Career Development: |                           |                            |                             |                                    |                 |
|                               | Tuition Reimbursement     | 33                         | 0                           | 33                                 | 33              |
|                               | Workshops, Seminars, etc. | 77                         | 2                           | 11                                 | 11              |

**Table 9**  
**Net Revenue: \$4 - \$6 Million**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 113,721                | 41,576           | 105,000               | 30,000          |
| Asst. General Manager/Station Manager  | 68,490                 | 19,929           | 72,000                | 22,000          |
| Operations Manager                     | 40,895                 | 1,730            | 37,150                | 1,641           |
| Program Director                       | 29,451                 | 2,619            | 28,000                | 1,699           |
| Director of Engineering/Chief Engineer | 48,588                 | 2,554            | 48,100                | 1,550           |
| News Director                          | 49,060                 | 3,197            | 46,800                | 2,000           |
| Marketing Director                     | 37,135                 | 3,333            | 36,105                | 3,000           |
| Promotion/Publicity Director           | 29,150                 | 1,950            | 29,194                | 1,350           |
| Production Manager                     | 31,451                 | 5,588            | 31,000                | 1,702           |
| Business Manager/Controller            | 41,123                 | 3,650            | 38,293                | 2,000           |
| Traffic Manager/Supervisor             | 27,705                 | 1,394            | 26,000                | 1,000           |
| Community/Public Affairs Director      | 26,940                 | N/A              | 20,000                | N/A             |
| Art Director                           | 28,875                 | N/A              | 28,000                | N/A             |
| Research Director                      | 31,200                 | N/A              | 31,200                | N/A             |
| Human Resources Director               | 30,932                 | N/A              | 28,020                | N/A             |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 5                      | 5                            | 17,571         | 14,441          |
| Maintenance Technician | 2                      | 8                            | 28,030         | 22,593          |
| Technical Director     | 3                      | 5                            | 20,352         | 17,134          |
| Floor Director         | 2                      | 6                            | 18,654         | 16,003          |
| Film/Tape Editor       | 2                      | 8                            | 20,598         | 16,438          |
| Film Director          | 1                      | 8                            | 19,848         | 14,632          |
| Weekday News Anchor    | 3                      | 4                            | 34,534         | 26,032          |
| Weekend News Anchor    | 1                      | 2                            | 20,835         | 18,656          |
| News Producer          | 2                      | 3                            | 19,870         | 17,915          |
| News Reporter          | 5                      | 2                            | 19,512         | 16,885          |
| News Photographer      | 4                      | 4                            | 17,837         | 15,773          |
| Weekday Sportscaster   | 1                      | 7                            | 28,237         | 22,013          |
| Weekend Sportscaster   | 1                      | 3                            | 18,232         | 17,162          |
| Weekday Weathercaster  | 1                      | 5                            | 34,523         | 26,844          |
| Weekend Weathercaster  | 1                      | 2                            | 18,265         | 17,309          |
| Assignment Editor      | 1                      | 4                            | 25,939         | 21,421          |
| Production Assistant   | 4                      | 3                            | 18,371         | 15,447          |
| Producer/Director      | 3                      | 5                            | 21,751         | 17,938          |
| Staff Artist           | 1                      | 6                            | 21,173         | 17,650          |
| Traffic Assistant      | 2                      | 4                            | 18,310         | 16,073          |

**Table 9  
All Stations**

**Net Revenue: \$4-\$6 Million**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 73,681  | 28,060             | # of Account Executives: | 6      |        |
| Local Sales Manager     | 55,101  | 22,725             | Total Compensation       |        |        |
| National Sales Manager  | 48,529  | 21,435             | Average                  | High   | Low    |
| Co-op Coordinator       | 21,968  | 800                | 44,961                   | 69,658 | 27,492 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 8   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 38% | Paid Holidays (average): | 7                 |   |   |   |   |    |    |    |
| No:                       | 62% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 27                         | 0                           | 71                                 | 2               |
|                               | Dependents               | 2                          | 25                          | 71                                 | 2               |
| H.M.O.:                       | Employee                 | 13                         | 0                           | 30                                 | 57              |
|                               | Dependents               | 2                          | 13                          | 29                                 | 56              |
| Dental:                       | Employee                 | 16                         | 14                          | 64                                 | 5               |
|                               | Dependents               | 0                          | 29                          | 66                                 | 5               |
| Vision:                       | Employee                 | 4                          | 8                           | 24                                 | 64              |
|                               | Dependents               | 0                          | 14                          | 22                                 | 64              |
| Accidental Death:             | Employee                 | 81                         | 4                           | 7                                  | 7               |
|                               | Dependents               | 30                         | 14                          | 8                                  | 48              |
| Group Life Insurance:         | Employee                 | 81                         | 4                           | 12                                 | 4               |
|                               | Dependents               | 29                         | 27                          | 12                                 | 33              |
| Disability:                   | Short-term               | 60                         | 8                           | 8                                  | 25              |
|                               | Long-term                | 60                         | 10                          | 10                                 | 21              |
| Pension Plan:                 |                          | 21                         | 0                           | 5                                  | 74              |
| 401(k) Plan:                  |                          | 7                          | 21                          | 70                                 | 2               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 16                         | 4                           | 20                                 | 60              |
|                               | Workshops, Seminar, etc. | 65                         | 4                           | 4                                  | 27              |

**Table 10**  
**Net Revenue: \$2 - \$4 Million**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 96,808                 | 19,590           | 90,000                | 20,000          |
| Asst. General Manager/Station Manager  | 63,500                 | 17,550           | 65,000                | 15,000          |
| Operations Manager                     | 34,371                 | 1,167            | 35,000                | 1,000           |
| Program Director                       | 28,549                 | 1,613            | 28,900                | 1,613           |
| Director of Engineering/Chief Engineer | 42,390                 | 2,085            | 43,000                | 1,000           |
| News Director                          | 43,114                 | 1,360            | 40,600                | 1,000           |
| Marketing Director                     | 24,318                 | N/A              | 19,500                | N/A             |
| Promotion/Publicity Director           | 29,473                 | 1,667            | 30,000                | 1,000           |
| Production Manager                     | 30,081                 | 3,219            | 28,750                | 3,514           |
| Business Manager/Controller            | 34,948                 | 4,481            | 32,850                | 1,000           |
| Traffic Manager/Supervisor             | 27,156                 | 994              | 25,908                | 463             |
| Community/Public Affairs Director      | 19,348                 | N/A              | 18,000                | N/A             |
| Art Director                           | 25,333                 | N/A              | 28,000                | N/A             |
| Research Director                      | N/A                    | N/A              | N/A                   | N/A             |
| Human Resources Director               | 24,744                 | N/A              | 25,000                | N/A             |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 5                      | 5                            | 19,114         | 14,705          |
| Maintenance Technician | 2                      | 7                            | 24,740         | 20,589          |
| Technical Director     | 3                      | 7                            | 20,208         | 15,416          |
| Floor Director         | 1                      | 4                            | 17,552         | 15,657          |
| Film/Tape Editor       | 2                      | 2                            | 16,634         | 14,520          |
| Film Director          | 1                      | 2                            | 14,388         | 13,233          |
| Weekday News Anchor    | 3                      | 3                            | 29,313         | 23,563          |
| Weekend News Anchor    | 1                      | 2                            | 20,698         | 19,419          |
| News Producer          | 2                      | 2                            | 20,807         | 19,778          |
| News Reporter          | 4                      | 3                            | 18,998         | 17,183          |
| News Photographer      | 3                      | 4                            | 19,414         | 16,073          |
| Weekday Sportscaster   | 1                      | 7                            | 25,923         | 21,684          |
| Weekend Sportscaster   | 1                      | 2                            | 19,090         | 18,114          |
| Weekday Weathercaster  | 1                      | 4                            | 28,683         | 23,389          |
| Weekend Weathercaster  | 1                      | 1                            | 18,015         | 18,871          |
| Assignment Editor      | 1                      | 5                            | 24,096         | 23,938          |
| Production Assistant   | 3                      | 5                            | 17,000         | 15,106          |
| Producer/Director      | 2                      | 5                            | 19,832         | 20,546          |
| Staff Artist           | 1                      | 9                            | 22,193         | 21,000          |
| Traffic Assistant      | 1                      | 6                            | 18,160         | 16,910          |

# Net Revenue: \$2-\$4 Million

**Table 10  
All Stations**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            | Total Compensation       |        |        |
| General Sales Manager   | 59,912  | 21,820             | # of Account Executives: | 5      |        |
| Local Sales Manager     | 47,029  | 16,856             | Average                  | High   | Low    |
| National Sales Manager  | 41,546  | 13,065             | 37,451                   | 55,690 | 23,782 |
| Co-op Coordinator       | 26,990  | 6,052              |                          |        |        |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 8   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 4  | 4  | 4  |
| Yes:                      | 39% | Paid Holidays (average): | 7                 |   |   |   |   |    |    |    |
| No:                       | 61% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 24                         | 5                           | 71                                 | 0               |
|                               | Dependents               | 0                          | 26                          | 71                                 | 2               |
| H.M.O.:                       | Employee                 | 9                          | 3                           | 25                                 | 63              |
|                               | Dependents               | 0                          | 9                           | 25                                 | 66              |
| Dental:                       | Employee                 | 24                         | 17                          | 55                                 | 5               |
|                               | Dependents               | 5                          | 25                          | 60                                 | 10              |
| Vision:                       | Employee                 | 11                         | 6                           | 25                                 | 58              |
|                               | Dependents               | 0                          | 8                           | 31                                 | 61              |
| Accidental Death:             | Employee                 | 63                         | 5                           | 11                                 | 21              |
|                               | Dependents               | 22                         | 14                          | 14                                 | 50              |
| Group Life Insurance:         | Employee                 | 68                         | 5                           | 18                                 | 10              |
|                               | Dependents               | 23                         | 28                          | 13                                 | 36              |
| Disability:                   | Short-term               | 50                         | 8                           | 11                                 | 32              |
|                               | Long-term                | 46                         | 8                           | 14                                 | 32              |
| Pension Plan:                 |                          | 9                          | 0                           | 9                                  | 82              |
| 401(k) Plan:                  |                          | 10                         | 20                          | 63                                 | 8               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 20                         | 3                           | 23                                 | 54              |
|                               | Workshops, Seminar, etc. | 63                         | 3                           | 16                                 | 18              |

**Table 11**  
**Net Revenue: Under \$2 Million**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 90,918                 | 11,121           | 92,700                | 10,000          |
| Asst. General Manager/Station Manager  | 35,730                 | 6,685            | 38,000                | 6,685           |
| Operations Manager                     | 33,464                 | 600              | 34,000                | 600             |
| Program Director                       | 29,455                 | N/A              | 28,000                | N/A             |
| Director of Engineering/Chief Engineer | 44,713                 | 1,975            | 43,500                | 1,975           |
| News Director                          | 46,102                 | 3,300            | 48,750                | 3,300           |
| Marketing Director                     | 34,125                 | N/A              | 30,750                | N/A             |
| Promotion/Publicity Director           | 32,088                 | 3,500            | 27,500                | 3,500           |
| Production Manager                     | 27,838                 | 3,100            | 28,000                | 3,100           |
| Business Manager/Controller            | 34,271                 | 1,767            | 33,000                | 1,750           |
| Traffic Manager/Supervisor             | 26,240                 | N/A              | 25,000                | N/A             |
| Community/Public Affairs Director      | 23,018                 | N/A              | 24,250                | N/A             |
| Art Director                           | 32,473                 | N/A              | 35,020                | N/A             |
| Research Director                      | N/A                    | N/A              | N/A                   | N/A             |
| Human Resources Director               | 33,050                 | N/A              | 33,050                | N/A             |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 5                      | 4                            | 17,578         | 15,209          |
| Maintenance Technician | 2                      | 8                            | 25,014         | 21,613          |
| Technical Director     | 3                      | 7                            | 26,666         | 22,720          |
| Floor Director         | 2                      | 2                            | 15,457         | 14,000          |
| Film/Tape Editor       | 2                      | 3                            | 18,380         | 15,224          |
| Film Director          | 1                      | 18                           | 28,500         | 21,340          |
| Weekday News Anchor    | 4                      | 4                            | 39,048         | 34,800          |
| Weekend News Anchor    | 2                      | 2                            | 26,592         | 29,750          |
| News Producer          | 3                      | 5                            | 27,581         | 19,750          |
| News Reporter          | 3                      | 2                            | 20,513         | 18,044          |
| News Photographer      | 6                      | 4                            | 19,227         | 14,102          |
| Weekday Sportscaster   | 1                      | 5                            | 35,386         | 35,500          |
| Weekend Sportscaster   | 1                      | 4                            | 22,071         | 19,300          |
| Weekday Weathercaster  | 2                      | 3                            | 35,360         | 32,273          |
| Weekend Weathercaster  | 1                      | 2                            | 24,500         | 23,375          |
| Assignment Editor      | 1                      | 5                            | 29,429         | 22,850          |
| Production Assistant   | 2                      | 1                            | 16,073         | 14,459          |
| Producer/Director      | 3                      | 3                            | 24,159         | 19,978          |
| Staff Artist           | 2                      | 4                            | 25,022         | 18,500          |
| Traffic Assistant      | 2                      | 4                            | 21,307         | 17,544          |

**Table 11**  
**All Stations**

**Net Revenue: Under \$2 Million**

| <i>Sales Management</i> | Salary<br>Average | Other Compensation<br>Average | <i>Sales Personnel</i>   |        |        |
|-------------------------|-------------------|-------------------------------|--------------------------|--------|--------|
| General Sales Manager   | 59,567            | 19,582                        | # of Account Executives: | 4      |        |
| Local Sales Manager     | 58,439            | 18,333                        | Total Compensation       |        |        |
| National Sales Manager  | 62,728            | 12,000                        | Average                  | High   | Low    |
| Co-op Coordinator       | N/A               | N/A                           | 38,264                   | 59,638 | 26,669 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 6   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 4  | 4  | 5  |
| Yes:                      | 30% | Paid Holidays (average): | 7                 |   |   |   |   |    |    |    |
| No:                       | 70% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 21                         | 6                           | 65                                 | 9               |
|                               | Dependents               | 3                          | 21                          | 65                                 | 12              |
| H.M.O.:                       | Employee                 | 11                         | 7                           | 26                                 | 56              |
|                               | Dependents               | 4                          | 11                          | 30                                 | 56              |
| Dental:                       | Employee                 | 17                         | 17                          | 34                                 | 31              |
|                               | Dependents               | 9                          | 26                          | 34                                 | 31              |
| Vision:                       | Employee                 | 3                          | 10                          | 19                                 | 68              |
|                               | Dependents               | 0                          | 14                          | 14                                 | 72              |
| Accidental Death:             | Employee                 | 44                         | 9                           | 13                                 | 34              |
|                               | Dependents               | 21                         | 14                          | 7                                  | 59              |
| Group Life Insurance:         | Employee                 | 32                         | 12                          | 21                                 | 35              |
|                               | Dependents               | 10                         | 23                          | 10                                 | 57              |
| Disability:                   | Short-term               | 45                         | 12                          | 3                                  | 39              |
|                               | Long-term                | 42                         | 12                          | 9                                  | 36              |
| Pension Plan:                 |                          | 12                         | 0                           | 0                                  | 88              |
| 401(k) Plan:                  |                          | 16                         | 22                          | 34                                 | 28              |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 24                         | 0                           | 14                                 | 62              |
|                               | Workshops, Seminar, etc. | 55                         | 0                           | 14                                 | 31              |

**Table 12**  
**Regions: East**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 166,655                | 66,680           | 162,500               | 50,000          |
| Asst. General Manager/Station Manager  | N/A                    | N/A              | N/A                   | N/A             |
| Operations Manager                     | 58,341                 | 2,863            | 52,504                | 2,500           |
| Program Director                       | 57,749                 | 7,192            | 59,000                | 4,500           |
| Director of Engineering/Chief Engineer | 71,000                 | 7,516            | 65,000                | 4,921           |
| News Director                          | 86,406                 | 7,759            | 82,700                | 5,000           |
| Marketing Director                     | 56,100                 | 5,161            | 47,000                | 5,000           |
| Promotion/Publicity Director           | 57,662                 | 7,166            | 50,000                | 3,000           |
| Production Manager                     | 53,062                 | 2,343            | 51,000                | 2,650           |
| Business Manager/Controller            | 68,379                 | 8,719            | 60,000                | 6,000           |
| Traffic Manager/Supervisor             | 40,621                 | 4,089            | 37,303                | 2,496           |
| Community/Public Affairs Director      | 47,032                 | 6,057            | 37,710                | 2,750           |
| Art Director                           | 49,249                 | 3,648            | 43,251                | 4,850           |
| Research Director                      | 46,898                 | 9,526            | 42,120                | 3,000           |
| Human Resources Director               | 49,722                 | 7,667            | 44,550                | 2,000           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 12                     | 10                           | 32,227         | 21,433          |
| Maintenance Technician | 4                      | 9                            | 39,162         | 26,632          |
| Technical Director     | 4                      | 9                            | 34,537         | 26,592          |
| Floor Director         | 2                      | 18                           | 38,832         | 25,037          |
| Film/Tape Editor       | 5                      | 9                            | 32,281         | 22,598          |
| Film Director          | 1                      | 19                           | 35,671         | 22,000          |
| Weekday News Anchor    | 4                      | 7                            | 102,481        | 50,096          |
| Weekend News Anchor    | 2                      | 4                            | 56,910         | 39,789          |
| News Producer          | 6                      | 4                            | 33,947         | 26,680          |
| News Reporter          | 7                      | 5                            | 43,327         | 29,789          |
| News Photographer      | 12                     | 8                            | 31,726         | 21,293          |
| Weekday Sports caster  | 1                      | 8                            | 80,126         | 41,207          |
| Weekend Sports caster  | 1                      | 5                            | 49,603         | 33,458          |
| Weekday Weathercaster  | 2                      | 7                            | 81,178         | 42,200          |
| Weekend Weathercaster  | 1                      | 4                            | 41,054         | 29,182          |
| Assignment Editor      | 2                      | 7                            | 34,564         | 25,023          |
| Production Assistant   | 4                      | 4                            | 20,944         | 17,404          |
| Producer/Director      | 4                      | 8                            | 37,318         | 26,823          |
| Staff Artist           | 2                      | 7                            | 34,154         | 22,837          |
| Traffic Assistant      | 3                      | 7                            | 23,535         | 19,726          |

**Table 12  
All Stations**

**Regions: East**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 98,718  | 33,806             | # of Account Executives: | 7       |        |
| Local Sales Manager     | 77,747  | 28,815             | Total Compensation       |         |        |
| National Sales Manager  | 75,285  | 23,149             | Average                  | High    | Low    |
| Co-op Coordinator       | 46,000  | N/A                | 64,603                   | 108,283 | 32,571 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 18  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 4  | 4  | 5  |
| Yes:                      | 22% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 78% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits               | Employee                 | 20                         | 0                           | 76                                 | 4               |
|                               | Dependents               | 2                          | 12                          | 82                                 | 4               |
| HMO                           | Employee                 | 9                          | 0                           | 51                                 | 40              |
|                               | Dependents               | 2                          | 7                           | 51                                 | 40              |
| Dental:                       | Employee                 | 24                         | 12                          | 58                                 | 6               |
|                               | Dependents               | 6                          | 22                          | 66                                 | 6               |
| Vision:                       | Employee                 | 15                         | 13                          | 46                                 | 27              |
|                               | Dependents               | 4                          | 19                          | 49                                 | 28              |
| Accidental Death:             | Employee                 | 59                         | 20                          | 10                                 | 12              |
|                               | Dependents               | 29                         | 31                          | 10                                 | 31              |
| Group Life Insurance:         | Employee                 | 73                         | 6                           | 18                                 | 4               |
|                               | Dependents               | 30                         | 32                          | 20                                 | 18              |
| Disability                    | Short-term               | 70                         | 6                           | 8                                  | 16              |
|                               | Long-term                | 67                         | 10                          | 16                                 | 8               |
| Pension Plan:                 |                          | 20                         | 5                           | 10                                 | 66              |
| 401-K Plan:                   |                          | 10                         | 15                          | 69                                 | 6               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 19                         | 2                           | 33                                 | 46              |
|                               | Workshops, Seminar, etc. | 68                         | 0                           | 10                                 | 22              |

**Table 13**  
**Regions: South**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 152,363                | 53,817           | 145,004               | 37,465          |
| Asst. General Manager/Station Manager  | 91,835                 | 23,461           | 93,713                | 20,450          |
| Operations Manager                     | 54,030                 | 7,523            | 48,398                | 5,146           |
| Program Director                       | 46,558                 | 8,323            | 37,000                | 3,391           |
| Director of Engineering/Chief Engineer | 62,680                 | 8,643            | 59,800                | 6,224           |
| News Director                          | 80,339                 | 9,488            | 73,000                | 7,000           |
| Marketing Director                     | 54,835                 | 8,142            | 51,205                | 7,500           |
| Promotion/Publicity Director           | 45,747                 | 6,671            | 40,000                | 3,845           |
| Production Manager                     | 41,680                 | 3,641            | 39,100                | 2,250           |
| Business Manager/Controller            | 56,650                 | 7,887            | 54,850                | 5,602           |
| Traffic Manager/Supervisor             | 35,466                 | 2,679            | 34,611                | 2,000           |
| Community/Public Affairs Director      | 41,486                 | 4,412            | 38,030                | 4,000           |
| Art Director                           | 41,446                 | 1,745            | 40,323                | 1,250           |
| Research Director                      | 44,108                 | 7,065            | 42,000                | 4,050           |
| Human Resources Director               | 38,923                 | 3,428            | 36,000                | 2,600           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 8                      | 7                            | 24,314         | 18,947          |
| Maintenance Technician | 4                      | 9                            | 35,448         | 27,242          |
| Technical Director     | 4                      | 6                            | 28,063         | 22,923          |
| Floor Director         | 2                      | 9                            | 26,499         | 22,249          |
| Film/Tape Editor       | 3                      | 6                            | 24,017         | 20,035          |
| Film Director          | 1                      | 15                           | 26,930         | 21,065          |
| Weekday News Anchor    | 4                      | 6                            | 80,406         | 45,256          |
| Weekend News Anchor    | 2                      | 3                            | 41,275         | 33,758          |
| News Producer          | 6                      | 3                            | 27,606         | 22,383          |
| News Reporter          | 7                      | 3                            | 32,212         | 25,154          |
| News Photographer      | 9                      | 5                            | 24,964         | 20,690          |
| Weekday Sportscaster   | 1                      | 8                            | 69,272         | 44,319          |
| Weekend Sportscaster   | 1                      | 4                            | 35,608         | 30,449          |
| Weekday Weathercaster  | 2                      | 7                            | 69,412         | 41,396          |
| Weekend Weathercaster  | 1                      | 3                            | 36,293         | 30,309          |
| Assignment Editor      | 2                      | 4                            | 32,506         | 26,890          |
| Production Assistant   | 5                      | 4                            | 21,513         | 18,705          |
| Producer/Director      | 4                      | 8                            | 30,803         | 24,961          |
| Staff Artist           | 2                      | 4                            | 27,744         | 24,155          |
| Traffic Assistant      | 3                      | 5                            | 21,642         | 18,196          |

**Table 13  
All Stations**

**Regions: South**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            | Total Compensation       |        |        |
| General Sales Manager   | 96,103  | 41,717             | # of Account Executives: | 8      |        |
| Local Sales Manager     | 75,439  | 31,740             | Average                  | High   | Low    |
| National Sales Manager  | 73,182  | 27,791             | 63,228                   | 93,685 | 33,559 |
| Co-op Coordinator       | 31,281  | 33,036             |                          |        |        |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 9   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 35% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 65% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 19                         | 4                           | 75                                 | 2               |
|                               | Dependents               | 0                          | 22                          | 76                                 | 2               |
| H.M.O.:                       | Employee                 | 12                         | 2                           | 45                                 | 40              |
|                               | Dependents               | 0                          | 12                          | 48                                 | 41              |
| Dental:                       | Employee                 | 16                         | 15                          | 63                                 | 6               |
|                               | Dependents               | 2                          | 25                          | 66                                 | 7               |
| Vision:                       | Employee                 | 6                          | 11                          | 39                                 | 45              |
|                               | Dependents               | 1                          | 15                          | 38                                 | 45              |
| Accidental Death:             | Employee                 | 59                         | 12                          | 17                                 | 12              |
|                               | Dependents               | 18                         | 25                          | 18                                 | 39              |
| Group Life Insurance:         | Employee                 | 67                         | 4                           | 24                                 | 5               |
|                               | Dependents               | 20                         | 36                          | 18                                 | 26              |
| Disability:                   | Short-term               | 64                         | 7                           | 14                                 | 15              |
|                               | Long-term                | 60                         | 13                          | 16                                 | 11              |
| Pension Plan:                 |                          | 50                         | 0                           | 7                                  | 43              |
| 401(k) Plan:                  |                          | 12                         | 11                          | 74                                 | 4               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 30                         | 1                           | 28                                 | 41              |
|                               | Workshops, Seminar, etc. | 80                         | 2                           | 7                                  | 11              |

**Table 14**  
**Regions: MidWest**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 144,272                | 50,421           | 133,900               | 35,000          |
| Asst. General Manager/Station Manager  | 100,254                | 22,106           | 84,100                | 18,500          |
| Operations Manager                     | 53,193                 | 4,701            | 51,542                | 3,000           |
| Program Director                       | 47,105                 | 5,631            | 37,595                | 3,500           |
| Director of Engineering/Chief Engineer | 58,337                 | 6,031            | 53,579                | 3,285           |
| News Director                          | 73,595                 | 9,551            | 61,800                | 6,000           |
| Marketing Director                     | 55,475                 | 10,312           | 50,000                | 6,750           |
| Promotion/Publicity Director           | 46,126                 | 5,579            | 39,693                | 3,664           |
| Production Manager                     | 42,155                 | 4,646            | 39,000                | 2,950           |
| Business Manager/Controller            | 54,623                 | 8,178            | 52,278                | 5,663           |
| Traffic Manager/Supervisor             | 34,466                 | 3,787            | 31,900                | 1,500           |
| Community/Public Affairs Director      | 48,541                 | 6,020            | 33,388                | 2,250           |
| Art Director                           | 40,622                 | 3,273            | 37,524                | 2,163           |
| Research Director                      | 45,827                 | 14,182           | 43,775                | 5,000           |
| Human Resources Director               | 39,328                 | 6,263            | 37,096                | 4,000           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 8                      | 8                            | 25,416         | 19,273          |
| Maintenance Technician | 4                      | 13                           | 35,086         | 26,153          |
| Technical Director     | 4                      | 8                            | 28,747         | 22,209          |
| Floor Director         | 2                      | 8                            | 24,872         | 19,795          |
| Film/Tape Editor       | 3                      | 9                            | 27,805         | 21,755          |
| Film Director          | 2                      | 14                           | 29,234         | 22,687          |
| Weekday News Anchor    | 4                      | 7                            | 74,667         | 41,810          |
| Weekend News Anchor    | 2                      | 4                            | 38,843         | 30,164          |
| News Producer          | 5                      | 3                            | 27,714         | 22,824          |
| News Reporter          | 6                      | 4                            | 30,307         | 23,401          |
| News Photographer      | 8                      | 6                            | 26,178         | 20,054          |
| Weekday Sportscaster   | 1                      | 8                            | 59,710         | 37,281          |
| Weekend Sportscaster   | 1                      | 4                            | 33,753         | 28,141          |
| Weekday Weathercaster  | 2                      | 6                            | 62,978         | 37,070          |
| Weekend Weathercaster  | 1                      | 3                            | 34,032         | 28,242          |
| Assignment Editor      | 2                      | 5                            | 30,922         | 25,003          |
| Production Assistant   | 3                      | 5                            | 20,023         | 16,726          |
| Producer/Director      | 4                      | 8                            | 30,818         | 23,817          |
| Staff Artist           | 2                      | 8                            | 28,608         | 22,919          |
| Traffic Assistant      | 2                      | 7                            | 21,671         | 18,114          |

**Table 14  
All Stations**

**Regions: MidWest**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 87,039  | 34,081             | # of Account Executives: | 7      |        |
| Local Sales Manager     | 67,585  | 28,011             | Total Compensation       |        |        |
| National Sales Manager  | 65,072  | 30,620             | Average                  | High   | Low    |
| Co-op Coordinator       | 38,872  | 10,750             | 64,003                   | 88,560 | 37,830 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 12  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 41% | Paid Holidays (average): | 7                 |   |   |   |   |    |    |    |
| No:                       | 59% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 13                         | 3                           | 84                                 | 0               |
|                               | Dependents               | 2                          | 11                          | 87                                 | 0               |
| H.M.O.:                       | Employee                 | 4                          | 3                           | 39                                 | 54              |
|                               | Dependents               | 1                          | 6                           | 39                                 | 54              |
| Dental:                       | Employee                 | 7                          | 12                          | 71                                 | 10              |
|                               | Dependents               | 2                          | 15                          | 71                                 | 11              |
| Vision:                       | Employee                 | 6                          | 7                           | 37                                 | 50              |
|                               | Dependents               | 2                          | 8                           | 38                                 | 51              |
| Accidental Death:             | Employee                 | 64                         | 11                          | 20                                 | 5               |
|                               | Dependents               | 16                         | 22                          | 16                                 | 46              |
| Group Life Insurance:         | Employee                 | 69                         | 2                           | 25                                 | 3               |
|                               | Dependents               | 15                         | 28                          | 20                                 | 36              |
| Disability:                   | Short-term               | 64                         | 11                          | 9                                  | 16              |
|                               | Long-term                | 68                         | 7                           | 18                                 | 8               |
| Pension Plan:                 |                          | 38                         | 1                           | 3                                  | 58              |
| 401(k) Plan:                  |                          | 10                         | 20                          | 67                                 | 2               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 19                         | 1                           | 35                                 | 46              |
|                               | Workshops, Seminar, etc. | 79                         | 1                           | 5                                  | 16              |

**Table 15**  
**Regions: West**

**All Stations**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 158,748                | 58,638           | 150,000               | 30,000          |
| Asst. General Manager/Station Manager  | 124,961                | 52,876           | 132,000               | 35,520          |
| Operations Manager                     | 58,136                 | 21,107           | 46,937                | 3,500           |
| Program Director                       | 58,159                 | 13,982           | 50,507                | 8,750           |
| Director of Engineering/Chief Engineer | 66,314                 | 10,527           | 64,900                | 4,500           |
| News Director                          | 80,394                 | 12,736           | 70,000                | 7,000           |
| Marketing Director                     | 63,500                 | 8,370            | 53,514                | 5,000           |
| Promotion/Publicity Director           | 48,750                 | 7,478            | 47,439                | 4,050           |
| Production Manager                     | 46,779                 | 5,562            | 41,600                | 3,545           |
| Business Manager/Controller            | 60,852                 | 11,207           | 59,580                | 5,590           |
| Traffic Manager/Supervisor             | 39,845                 | 4,188            | 38,000                | 2,250           |
| Community/Public Affairs Director      | 41,410                 | 5,489            | 39,628                | 2,750           |
| Art Director                           | 45,133                 | 4,957            | 41,620                | 3,750           |
| Research Director                      | 51,613                 | 6,693            | 43,100                | 5,000           |
| Human Resources Director               | 47,290                 | 9,089            | 46,750                | 4,000           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 9                      | 8                            | 29,366         | 23,008          |
| Maintenance Technician | 4                      | 9                            | 38,347         | 30,245          |
| Technical Director     | 4                      | 9                            | 32,050         | 25,440          |
| Floor Director         | 3                      | 10                           | 31,200         | 24,544          |
| Film/Tape Editor       | 4                      | 7                            | 28,896         | 22,977          |
| Film Director          | 2                      | 13                           | 34,009         | 27,955          |
| Weekday News Anchor    | 4                      | 6                            | 91,216         | 47,335          |
| Weekend News Anchor    | 2                      | 4                            | 51,862         | 36,587          |
| News Producer          | 6                      | 3                            | 32,183         | 26,466          |
| News Reporter          | 7                      | 4                            | 36,080         | 27,386          |
| News Photographer      | 9                      | 6                            | 29,929         | 24,180          |
| Weekday Sports caster  | 1                      | 8                            | 76,665         | 46,559          |
| Weekend Sports caster  | 1                      | 3                            | 39,056         | 29,721          |
| Weekday Weathercaster  | 2                      | 6                            | 68,538         | 43,448          |
| Weekend Weathercaster  | 1                      | 4                            | 39,033         | 30,840          |
| Assignment Editor      | 2                      | 4                            | 32,956         | 27,553          |
| Production Assistant   | 4                      | 3                            | 20,720         | 17,605          |
| Producer/Director      | 4                      | 8                            | 35,844         | 28,839          |
| Staff Artist           | 2                      | 7                            | 33,255         | 29,019          |
| Traffic Assistant      | 3                      | 6                            | 22,789         | 19,507          |

**Table 15**  
**All Stations**

**Regions: West**

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 101,115 | 47,049             | # of Account Executives: | 7       |        |
| Local Sales Manager     | 80,017  | 33,451             | Total Compensation       |         |        |
| National Sales Manager  | 77,288  | 35,301             | Average                  | High    | Low    |
| Co-op Coordinator       | 59,618  | 12,990             | 70,615                   | 106,774 | 40,757 |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 8   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 35% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 65% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 28                         | 0                           | 69                                 | 2               |
|                               | Dependents               | 4                          | 20                          | 72                                 | 3               |
| H.M.O.:                       | Employee                 | 21                         | 1                           | 49                                 | 29              |
|                               | Dependents               | 5                          | 15                          | 51                                 | 29              |
| Dental:                       | Employee                 | 25                         | 12                          | 60                                 | 3               |
|                               | Dependents               | 7                          | 28                          | 62                                 | 3               |
| Vision:                       | Employee                 | 13                         | 8                           | 34                                 | 45              |
|                               | Dependents               | 8                          | 13                          | 33                                 | 46              |
| Accidental Death:             | Employee                 | 61                         | 12                          | 15                                 | 12              |
|                               | Dependents               | 14                         | 28                          | 12                                 | 46              |
| Group Life Insurance:         | Employee                 | 72                         | 5                           | 16                                 | 6               |
|                               | Dependents               | 19                         | 26                          | 15                                 | 40              |
| Disability:                   | Short-term               | 60                         | 8                           | 7                                  | 25              |
|                               | Long-term                | 56                         | 12                          | 14                                 | 18              |
| Pension Plan:                 |                          | 39                         | 3                           | 5                                  | 53              |
| 401(k) Plan:                  |                          | 20                         | 14                          | 62                                 | 4               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 30                         | 1                           | 39                                 | 30              |
|                               | Workshops, Seminar, etc. | 77                         | 2                           | 13                                 | 8               |

**Table 16  
All Markets**

**Affiliation: ABC, CBS, Fox, NBC**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 149,487                | 51,284           | 140,000               | 34,850          |
| Asst. General Manager/Station Manager  | 102,327                | 25,432           | 96,392                | 20,000          |
| Operations Manager                     | 55,266                 | 6,688            | 51,000                | 4,000           |
| Program Director                       | 48,257                 | 6,386            | 39,000                | 3,391           |
| Director of Engineering/Chief Engineer | 61,872                 | 6,779            | 57,000                | 4,000           |
| News Director                          | 78,071                 | 9,012            | 69,750                | 6,000           |
| Marketing Director                     | 56,853                 | 7,719            | 50,244                | 6,000           |
| Promotion/Publicity Director           | 46,048                 | 4,890            | 40,250                | 3,000           |
| Production Manager                     | 43,118                 | 3,649            | 40,274                | 2,500           |
| Business Manager/Controller            | 56,810                 | 7,522            | 54,000                | 5,075           |
| Traffic Manager/Supervisor             | 35,417                 | 2,612            | 33,072                | 1,461           |
| Community/Public Affairs Director      | 43,462                 | 3,565            | 36,421                | 2,500           |
| Art Director                           | 43,004                 | 3,203            | 40,520                | 1,802           |
| Research Director                      | 46,371                 | 8,270            | 44,098                | 4,175           |
| Human Resources Director               | 40,941                 | 3,957            | 37,155                | 2,850           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 9                      | 8                            | 25,831         | 19,248          |
| Maintenance Technician | 4                      | 10                           | 35,175         | 26,130          |
| Technical Director     | 4                      | 7                            | 28,652         | 22,380          |
| Floor Director         | 2                      | 10                           | 27,565         | 21,575          |
| Film/Tape Editor       | 4                      | 7                            | 25,949         | 20,355          |
| Film Director          | 1                      | 15                           | 29,081         | 22,894          |
| Weekday News Anchor    | 4                      | 7                            | 79,830         | 42,890          |
| Weekend News Anchor    | 2                      | 4                            | 42,214         | 32,648          |
| News Producer          | 6                      | 3                            | 28,296         | 22,700          |
| News Reporter          | 7                      | 4                            | 32,739         | 24,886          |
| News Photographer      | 9                      | 6                            | 26,472         | 20,568          |
| Weekday Sportscaster   | 1                      | 8                            | 67,143         | 40,454          |
| Weekend Sportscaster   | 1                      | 4                            | 36,200         | 28,878          |
| Weekday Weathercaster  | 2                      | 6                            | 66,393         | 39,254          |
| Weekend Weathercaster  | 1                      | 3                            | 36,394         | 29,318          |
| Assignment Editor      | 2                      | 5                            | 32,000         | 25,853          |
| Production Assistant   | 4                      | 4                            | 19,850         | 16,853          |
| Producer/Director      | 4                      | 8                            | 31,837         | 24,517          |
| Staff Artist           | 2                      | 6                            | 28,872         | 23,545          |
| Traffic Assistant      | 2                      | 6                            | 21,673         | 18,088          |

Table 16

## All Markets

Affiliation: ABC, CBS, Fox, NBC

| Sales Management       | Salary  | Other Compensation | Sales Personnel            |        |        |
|------------------------|---------|--------------------|----------------------------|--------|--------|
|                        | Average | Average            |                            |        |        |
| General Sales Manager  | 92,356  | 37,378             | # of Account Executives: 7 |        |        |
| Local Sales Manager    | 71,904  | 28,946             | Total Compensation         |        |        |
| National Sales Manager | 69,207  | 27,949             | Average                    | High   | Low    |
| Co-op Coordinator      | 39,705  | 24,087             | 65,078                     | 93,186 | 36,404 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 12  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 37% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 63% |                          |                   |   |   |   |   |    |    |    |

|                               |                           | % of Response              |                             |                                    |                 |
|-------------------------------|---------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                           | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                  | 18                         | 2                           | 78                                 | 1               |
|                               | Dependents                | 1                          | 17                          | 80                                 | 2               |
| H.M.O.:                       | Employee                  | 10                         | 2                           | 44                                 | 45              |
|                               | Dependents                | 1                          | 10                          | 44                                 | 45              |
| Dental:                       | Employee                  | 15                         | 13                          | 65                                 | 7               |
|                               | Dependents                | 3                          | 22                          | 68                                 | 7               |
| Vision:                       | Employee                  | 8                          | 10                          | 37                                 | 45              |
|                               | Dependents                | 3                          | 14                          | 38                                 | 46              |
| Accidental Death:             | Employee                  | 61                         | 12                          | 18                                 | 10              |
|                               | Dependents                | 18                         | 24                          | 16                                 | 43              |
| Group Life Insurance:         | Employee                  | 70                         | 3                           | 23                                 | 4               |
|                               | Dependents                | 19                         | 31                          | 20                                 | 30              |
| Disability:                   | Short-term                | 65                         | 7                           | 10                                 | 18              |
|                               | Long-term                 | 64                         | 9                           | 18                                 | 9               |
| Pension Plan:                 |                           | 44                         | 1                           | 6                                  | 49              |
| 401(k) Plan:                  |                           | 11                         | 15                          | 72                                 | 2               |
| Education/Career Development: |                           |                            |                             |                                    |                 |
|                               | Tuition Reimbursement     | 24                         | 1                           | 32                                 | 43              |
|                               | Workshops, Seminars, etc. | 79                         | 1                           | 7                                  | 13              |

**Table 17**  
**Markets: 1-10**

**Affiliation: ABC, CBS, Fox, NBC**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 264,444                | 124,084          | 267,500               | 95,026          |
| Asst. General Manager/Station Manager  | 220,613                | 78,958           | 201,000               | 104,000         |
| Operations Manager                     | 105,777                | 14,465           | 96,400                | 13,131          |
| Program Director                       | 88,800                 | 17,312           | 89,250                | 14,000          |
| Director of Engineering/Chief Engineer | 105,110                | 18,322           | 108,000               | 8,500           |
| News Director                          | 148,321                | 27,840           | 165,000               | 34,000          |
| Marketing Director                     | 134,767                | 29,426           | 125,000               | 29,426          |
| Promotion/Publicity Director           | 78,124                 | 5,773            | 73,750                | 7,400           |
| Production Manager                     | 69,092                 | 2,950            | 72,921                | 2,000           |
| Business Manager/Controller            | 104,843                | 14,929           | 103,000               | 7,816           |
| Traffic Manager/Supervisor             | 59,002                 | 5,981            | 64,050                | 5,000           |
| Community/Public Affairs Director      | 102,291                | 3,139            | 74,718                | 3,000           |
| Art Director                           | 71,590                 | 6,590            | 72,300                | 5,000           |
| Research Director                      | 67,809                 | 6,552            | 69,763                | 4,175           |
| Human Resources Director               | 56,272                 | 2,933            | 59,225                | 2,850           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 18                     | 12                           | 47,063         | 30,224          |
| Maintenance Technician | 7                      | 14                           | 52,728         | 33,651          |
| Technical Director     | 6                      | 9                            | 45,952         | 37,827          |
| Floor Director         | 3                      | 16                           | 35,136         | 24,076          |
| Film/Tape Editor       | 10                     | 14                           | 47,428         | 30,996          |
| Film Director          | 1                      | 21                           | 41,408         | 37,000          |
| Weekday News Anchor    | 5                      | 9                            | 255,095        | 109,611         |
| Weekend News Anchor    | 2                      | 4                            | 113,114        | 78,266          |
| News Producer          | 11                     | 5                            | 54,303         | 45,381          |
| News Reporter          | 13                     | 8                            | 88,142         | 54,091          |
| News Photographer      | 19                     | 12                           | 50,388         | 31,396          |
| Weekday Sportscaster   | 1                      | 10                           | 266,727        | 118,966         |
| Weekend Sportscaster   | 1                      | 6                            | 99,057         | 72,639          |
| Weekday Weathercaster  | 2                      | 9                            | 178,360        | 82,531          |
| Weekend Weathercaster  | 1                      | 3                            | 90,057         | 54,197          |
| Assignment Editor      | 3                      | 7                            | 48,846         | 38,774          |
| Production Assistant   | 5                      | 4                            | 22,825         | 20,287          |
| Producer/Director      | 5                      | 13                           | 61,336         | 47,119          |
| Staff Artist           | 4                      | 11                           | 45,929         | 33,311          |
| Traffic Assistant      | 4                      | 9                            | 30,329         | 25,630          |

Table 17

Markets: 1-10

Affiliation: ABC, CBS, Fox, NBC

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 171,777 | 66,870             | # of Account Executives: | 11      |        |
| Local Sales Manager     | 125,872 | 39,776             | Total Compensation       |         |        |
| National Sales Manager  | 115,659 | 36,032             | Average                  | High    | Low    |
| Co-op Coordinator       | 53,046  | 30,724             | 97,899                   | 145,241 | 59,225 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 10  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 15% | Paid Holidays (average): | 9                 |   |   |   |   |    |    |    |
| No:                       | 85% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 8                          | 0                           | 2                                  | 0               |
|                               | Dependents               | 0                          | 8                           | 92                                 | 0               |
| H.M.O.:                       | Employee                 | 8                          | 0                           | 50                                 | 42              |
|                               | Dependents               | 0                          | 8                           | 50                                 | 42              |
| Dental:                       | Employee                 | 31                         | 0                           | 69                                 | 0               |
|                               | Dependents               | 23                         | 8                           | 69                                 | 0               |
| Vision:                       | Employee                 | 31                         | 0                           | 31                                 | 38              |
|                               | Dependents               | 23                         | 0                           | 38                                 | 38              |
| Accidental Death:             | Employee                 | 42                         | 17                          | 42                                 | 0               |
|                               | Dependents               | 25                         | 25                          | 33                                 | 17              |
| Group Life Insurance:         | Employee                 | 69                         | 0                           | 31                                 | 0               |
|                               | Dependents               | 31                         | 46                          | 15                                 | 8               |
| Disability:                   | Short-term               | 67                         | 8                           | 8                                  | 17              |
|                               | Long-term                | 54                         | 8                           | 38                                 | 0               |
| Pension Plan:                 |                          | 75                         | 0                           | 8                                  | 17              |
| 401(k) Plan:                  |                          | 8                          | 8                           | 83                                 | 0               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 17                         | 0                           | 67                                 | 17              |
|                               | Workshops, Seminar, etc. | 69                         | 0                           | 8                                  | 23              |

**Table 18**  
**Markets: 11-25**

**Affiliation: ABC, CBS, Fox, NBC**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 235,233                | 75,715           | 232,000               | 55,738          |
| Asst. General Manager/Station Manager  | 144,214                | 30,130           | 149,200               | 35,260          |
| Operations Manager                     | 72,857                 | 6,127            | 70,533                | 5,000           |
| Program Director                       | 76,131                 | 10,123           | 78,250                | 10,830          |
| Director of Engineering/Chief Engineer | 86,856                 | 10,460           | 89,000                | 10,000          |
| News Director                          | 129,635                | 14,114           | 130,000               | 10,325          |
| Marketing Director                     | 79,159                 | 6,011            | 80,000                | 7,009           |
| Promotion/Publicity Director           | 79,168                 | 11,051           | 76,000                | 5,400           |
| Production Manager                     | 64,674                 | 4,166            | 66,150                | 3,560           |
| Business Manager/Controller            | 84,087                 | 11,593           | 85,040                | 10,000          |
| Traffic Manager/Supervisor             | 50,695                 | 3,280            | 46,900                | 2,500           |
| Community/Public Affairs Director      | 52,377                 | 4,079            | 44,250                | 3,750           |
| Art Director                           | 55,357                 | 3,570            | 53,372                | 3,000           |
| Research Director                      | 52,423                 | 3,809            | 49,500                | 3,000           |
| Human Resources Director               | 47,734                 | 2,549            | 46,500                | 2,500           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 15                     | 12                           | 41,205         | 28,577          |
| Maintenance Technician | 6                      | 12                           | 47,156         | 35,343          |
| Technical Director     | 3                      | 10                           | 41,118         | 33,051          |
| Floor Director         | 4                      | 15                           | 35,551         | 26,263          |
| Film/Tape Editor       | 5                      | 10                           | 36,822         | 26,885          |
| Film Director          | 2                      | 16                           | 39,558         | 30,354          |
| Weekday News Anchor    | 5                      | 8                            | 170,537        | 81,486          |
| Weekend News Anchor    | 2                      | 5                            | 78,791         | 63,615          |
| News Producer          | 12                     | 3                            | 41,343         | 31,613          |
| News Reporter          | 12                     | 6                            | 59,827         | 43,574          |
| News Photographer      | 18                     | 10                           | 42,548         | 32,395          |
| Weekday Sportscaster   | 1                      | 8                            | 127,763        | 79,424          |
| Weekend Sportscaster   | 1                      | 6                            | 68,011         | 53,479          |
| Weekday Weathercaster  | 2                      | 8                            | 118,171        | 74,581          |
| Weekend Weathercaster  | 1                      | 4                            | 60,016         | 52,898          |
| Assignment Editor      | 3                      | 6                            | 39,578         | 31,624          |
| Production Assistant   | 6                      | 5                            | 26,677         | 21,109          |
| Producer/Director      | 5                      | 10                           | 46,851         | 36,683          |
| Staff Artist           | 3                      | 7                            | 36,200         | 29,800          |
| Traffic Assistant*     | 4                      | 7                            | 26,437         | 22,372          |

Table 18

Markets: 11-25

Affiliation: ABC, CBS, Fox, NBC

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 139,414 | 44,573             | # of Account Executives: | 10      |        |
| Local Sales Manager     | 104,257 | 27,952             | Total Compensation       |         |        |
| National Sales Manager  | 96,783  | 26,864             | Average                  | High    | Low    |
| Co-op Coordinator       | 43,693  | 28,000             | 82,399                   | 127,770 | 57,639 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 11  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 16% | Paid Holidays (average): | 9                 |   |   |   |   |    |    |    |
| No:                       | 84% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 9                          | 0                           | 91                                 | 0               |
|                               | Dependents               | 0                          | 6                           | 94                                 | 0               |
| H.M.O.:                       | Employee                 | 6                          | 0                           | 69                                 | 26              |
|                               | Dependents               | 0                          | 6                           | 67                                 | 27              |
| Dental:                       | Employee                 | 11                         | 6                           | 83                                 | 0               |
|                               | Dependents               | 3                          | 9                           | 88                                 | 0               |
| Vision:                       | Employee                 | 6                          | 11                          | 66                                 | 17              |
|                               | Dependents               | 3                          | 15                          | 65                                 | 18              |
| Accidental Death:             | Employee                 | 37                         | 26                          | 29                                 | 9               |
|                               | Dependents               | 9                          | 34                          | 28                                 | 28              |
| Group Life Insurance:         | Employee                 | 59                         | 0                           | 41                                 | 0               |
|                               | Dependents               | 9                          | 30                          | 39                                 | 21              |
| Disability:                   | Short-term               | 75                         | 3                           | 16                                 | 6               |
|                               | Long-term                | 56                         | 9                           | 32                                 | 3               |
| Pension Plan:                 |                          | 70                         | 0                           | 12                                 | 18              |
| 401(k) Plan:                  |                          | 6                          | 6                           | 88                                 | 0               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 33                         | 0                           | 39                                 | 27              |
|                               | Workshops, Seminar, etc. | 84                         | 0                           | 3                                  | 13              |

**Table 19**  
**Markets: 26-50**

**Affiliation: ABC, CBS, Fox, NBC**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Bonus  |
|--|------------------------|------------------|-----------------------|--------|
| General Manager                        | 197,882                | 69,923           | 185,000               | 50,000 |
| Asst. General Manager/Station Manager  | 114,958                | 20,154           | 111,102               | 20,000 |
| Operations Manager                     | 62,615                 | 16,393           | 55,400                | 17,331 |
| Program Director                       | 64,606                 | 8,653            | 56,000                | 4,498  |
| Director of Engineering/Chief Engineer | 76,143                 | 10,105           | 75,200                | 5,000  |
| News Director                          | 105,934                | 11,569           | 103,000               | 9,979  |
| Marketing Director                     | 63,832                 | 8,145            | 60,471                | 6,904  |
| Promotion/Publicity Director           | 58,034                 | 4,944            | 54,080                | 4,250  |
| Production Manager                     | 53,793                 | 4,277            | 52,868                | 3,419  |
| Business Manager/Controller            | 72,602                 | 9,190            | 71,300                | 7,500  |
| Traffic Manager/Supervisor             | 42,278                 | 2,520            | 41,236                | 2,000  |
| Community/Public Affairs Director      | 44,467                 | 6,776            | 40,170                | 2,600  |
| Art Director                           | 44,169                 | 2,145            | 42,362                | 1,750  |
| Research Director                      | 45,372                 | 6,783            | 42,000                | 4,990  |
| Human Resources Director               | 43,824                 | 6,358            | 39,686                | 4,000  |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 13                     | 9                            | 29,072         | 21,287          |
| Maintenance Technician | 5                      | 10                           | 39,785         | 29,381          |
| Technical Director     | 4                      | 7                            | 33,700         | 26,053          |
| Floor Director         | 3                      | 10                           | 29,362         | 23,320          |
| Film/Tape Editor       | 4                      | 6                            | 25,632         | 21,048          |
| Film Director          | 2                      | 15                           | 30,124         | 22,984          |
| Weekday News Anchor    | 5                      | 9                            | 113,924        | 57,243          |
| Weekend News Anchor    | 2                      | 5                            | 56,766         | 43,481          |
| News Producer          | 8                      | 3                            | 33,299         | 25,571          |
| News Reporter          | 9                      | 5                            | 42,193         | 31,813          |
| News Photographer      | 14                     | 8                            | 32,322         | 25,554          |
| Weekday Sportscaster   | 1                      | 10                           | 97,269         | 51,703          |
| Weekend Sportscaster   | 1                      | 5                            | 46,278         | 35,533          |
| Weekday Weathercaster  | 2                      | 8                            | 97,174         | 51,251          |
| Weekend Weathercaster  | 1                      | 5                            | 50,522         | 38,423          |
| Assignment Editor      | 3                      | 5                            | 33,832         | 26,438          |
| Production Assistant   | 5                      | 2                            | 21,315         | 19,224          |
| Producer/Director      | 5                      | 8                            | 37,035         | 28,283          |
| Staff Artist           | 2                      | 4                            | 29,762         | 24,043          |
| Traffic Assistant      | 3                      | 7                            | 24,479         | 20,527          |

Table 19

Markets: 26-50

Affiliation: ABC, CBS, Fox, NBC

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 114,476 | 44,001             | # of Account Executives: | 9       |        |
| Local Sales Manager     | 88,063  | 30,230             | Total Compensation       |         |        |
| National Sales Manager  | 82,190  | 27,145             | Average                  | High    | Low    |
| Co-op Coordinator       | 44,714  | 33,661             | 95,973                   | 118,635 | 46,458 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 11  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 30% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 70% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 19                         | 2                           | 79                                 | 0               |
|                               | Dependents               | 2                          | 18                          | 81                                 | 0               |
| H.M.O.:                       | Employee                 | 15                         | 4                           | 62                                 | 19              |
|                               | Dependents               | 2                          | 19                          | 60                                 | 19              |
| Dental:                       | Employee                 | 11                         | 16                          | 72                                 | 2               |
|                               | Dependents               | 2                          | 23                          | 74                                 | 2               |
| Vision:                       | Employee                 | 7                          | 23                          | 42                                 | 28              |
|                               | Dependents               | 2                          | 27                          | 43                                 | 29              |
| Accidental Death:             | Employee                 | 53                         | 19                          | 22                                 | 5               |
|                               | Dependents               | 13                         | 42                          | 19                                 | 26              |
| Group Life Insurance:         | Employee                 | 75                         | 5                           | 19                                 | 0               |
|                               | Dependents               | 15                         | 53                          | 19                                 | 13              |
| Disability:                   | Short-term               | 72                         | 6                           | 11                                 | 11              |
|                               | Long-term                | 70                         | 11                          | 20                                 | 0               |
| Pension Plan:                 |                          | 67                         | 2                           | 2                                  | 30              |
| 401(k) Plan:                  |                          | 9                          | 7                           | 82                                 | 2               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 29                         | 2                           | 40                                 | 29              |
|                               | Workshops, Seminar, etc. | 89                         | 0                           | 6                                  | 6               |

**Table 20**  
**Markets: 51-75**

**Affiliation: ABC, CBS, Fox, NBC**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 149,765                | 59,592           | 157,000               | 29,458          |
| Asst. General Manager/Station Manager  | 110,002                | 17,578           | 129,792               | 15,368          |
| Operations Manager                     | 60,261                 | 7,861            | 59,880                | 5,750           |
| Program Director                       | 46,559                 | 5,526            | 35,500                | 4,800           |
| Director of Engineering/Chief Engineer | 63,906                 | 5,141            | 62,000                | 4,160           |
| News Director                          | 78,997                 | 7,621            | 75,800                | 5,500           |
| Marketing Director                     | 54,920                 | 8,716            | 50,000                | 7,500           |
| Promotion/Publicity Director           | 48,001                 | 4,483            | 49,667                | 3,840           |
| Production Manager                     | 42,498                 | 2,640            | 40,000                | 2,000           |
| Business Manager/Controller            | 56,687                 | 6,170            | 57,000                | 4,000           |
| Traffic Manager/Supervisor             | 36,777                 | 4,505            | 36,400                | 1,900           |
| Community/Public Affairs Director      | 41,142                 | 2,917            | 38,000                | 2,500           |
| Art Director                           | 32,917                 | N/A              | 31,200                | N/A             |
| Research Director                      | 36,351                 | 31,303           | 32,700                | 31,303          |
| Human Resources Director               | 39,515                 | 3,682            | 37,155                | 2,406           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 8                      | 9                            | 27,218         | 19,255          |
| Maintenance Technician | 4                      | 13                           | 36,119         | 26,757          |
| Technical Director     | 4                      | 10                           | 32,060         | 23,782          |
| Floor Director         | 3                      | 9                            | 26,988         | 20,547          |
| Film/Tape Editor       | 2                      | 7                            | 23,266         | 18,596          |
| Film Director          | 1                      | 17                           | 29,795         | 20,955          |
| Weekday News Anchor    | 5                      | 7                            | 78,030         | 43,849          |
| Weekend News Anchor    | 2                      | 5                            | 41,386         | 30,463          |
| News Producer          | 6                      | 3                            | 28,903         | 22,610          |
| News Reporter          | 7                      | 4                            | 31,355         | 25,532          |
| News Photographer      | 10                     | 7                            | 27,194         | 20,512          |
| Weekday Sportscaster   | 1                      | 9                            | 62,054         | 45,636          |
| Weekend Sportscaster   | 1                      | 5                            | 35,035         | 27,906          |
| Weekday Weathercaster  | 2                      | 6                            | 66,864         | 39,579          |
| Weekend Weathercaster  | 1                      | 3                            | 34,392         | 30,048          |
| Assignment Editor      | 2                      | 5                            | 32,965         | 27,290          |
| Production Assistant   | 5                      | 6                            | 20,689         | 17,321          |
| Producer/Director      | 4                      | 9                            | 32,585         | 24,696          |
| Staff Artist           | 2                      | 5                            | 27,621         | 22,886          |
| Traffic Assistant      | 2                      | 5                            | 22,109         | 18,251          |

Table 20

Markets: 51-75

Affiliation: ABC, CBS, Fox, NBC

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            | Total Compensation       |        |        |
| General Sales Manager   | 94,727  | 37,767             | # of Account Executives: | 8      |        |
| Local Sales Manager     | 71,102  | 30,246             | Average                  | High   | Low    |
| National Sales Manager  | 66,622  | 30,618             | 62,112                   | 98,773 | 33,711 |
| Co-op Coordinator       | N/A     | N/A                |                          |        |        |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 17  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 49% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 51% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 16                         | 5                           | 76                                 | 2               |
|                               | Dependents               | 0                          | 15                          | 84                                 | 2               |
| H.M.O.s:                      | Employee                 | 10                         | 4                           | 46                                 | 40              |
|                               | Dependents               | 0                          | 9                           | 51                                 | 40              |
| Dental:                       | Employee                 | 16                         | 11                          | 68                                 | 5               |
|                               | Dependents               | 2                          | 21                          | 71                                 | 5               |
| Vision:                       | Employee                 | 8                          | 11                          | 43                                 | 38              |
|                               | Dependents               | 2                          | 13                          | 46                                 | 38              |
| Accidental Death:             | Employee                 | 62                         | 24                          | 13                                 | 2               |
|                               | Dependents               | 14                         | 36                          | 10                                 | 40              |
| Group Life Insurance:         | Employee                 | 70                         | 7                           | 23                                 | 4               |
|                               | Dependents               | 15                         | 40                          | 19                                 | 25              |
| Disability:                   | Short-term               | 61                         | 13                          | 19                                 | 7               |
|                               | Long-term                | 62                         | 7                           | 27                                 | 4               |
| Pension Plan:                 |                          | 36                         | 5                           | 10                                 | 50              |
| 401(k) Plan:                  |                          | 20                         | 9                           | 71                                 | 0               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 19                         | 0                           | 29                                 | 52              |
|                               | Workshops, Seminar, etc. | 81                         | 2                           | 4                                  | 13              |

**Table 21**  
**Markets: 76-100**

**Affiliation: ABC, CBS, Fox, NBC**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Bonus  |
|--|------------------------|------------------|-----------------------|--------|
| General Manager                        | 138,207                | 44,599           | 137,132               | 37,393 |
| Asst. General Manager/Station Manager  | 92,388                 | 17,789           | 82,762                | 14,567 |
| Operations Manager                     | 51,604                 | 3,938            | 51,584                | 1,750  |
| Program Director                       | 45,149                 | 3,935            | 39,940                | 2,000  |
| Director of Engineering/Chief Engineer | 57,292                 | 4,106            | 54,600                | 2,400  |
| News Director                          | 68,988                 | 5,717            | 69,500                | 3,600  |
| Marketing Director                     | 41,613                 | 4,582            | 40,000                | 2,000  |
| Promotion/Publicity Director           | 41,706                 | 3,083            | 40,936                | 1,950  |
| Production Manager                     | 43,015                 | 3,791            | 42,700                | 2,000  |
| Business Manager/Controller            | 53,180                 | 5,246            | 52,000                | 4,884  |
| Traffic Manager/Supervisor             | 33,056                 | 1,326            | 31,600                | 1,000  |
| Community/Public Affairs Director      | 33,240                 | 1,197            | 33,008                | 879    |
| Art Director                           | 32,710                 | 1,101            | 31,890                | 1,200  |
| Research Director                      | 31,892                 | 5,000            | 30,250                | 5,000  |
| Human Resources Director               | 39,734                 | 3,007            | 39,052                | 3,020  |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 6                      | 7                            | 22,423         | 17,975          |
| Maintenance Technician | 3                      | 10                           | 34,269         | 26,410          |
| Technical Director     | 4                      | 7                            | 25,125         | 20,265          |
| Floor Director         | 2                      | 8                            | 24,695         | 21,143          |
| Film/Tape Editor       | 2                      | 4                            | 20,802         | 17,840          |
| Film Director          | 1                      | 17                           | 33,656         | 25,125          |
| Weekday News Anchor    | 4                      | 7                            | 61,034         | 38,067          |
| Weekend News Anchor    | 2                      | 3                            | 32,261         | 26,475          |
| News Producer          | 5                      | 3                            | 25,438         | 20,743          |
| News Reporter          | 6                      | 3                            | 26,660         | 21,046          |
| News Photographer      | 7                      | 5                            | 23,746         | 18,825          |
| Weekday Sportscaster   | 1                      | 9                            | 47,899         | 32,088          |
| Weekend Sportscaster   | 1                      | 4                            | 28,357         | 24,737          |
| Weekday Weathercaster  | 2                      | 7                            | 53,835         | 33,721          |
| Weekend Weathercaster  | 1                      | 3                            | 27,324         | 24,990          |
| Assignment Editor      | 1                      | 5                            | 32,109         | 25,102          |
| Production Assistant   | 5                      | 5                            | 19,265         | 16,815          |
| Producer/Director      | 4                      | 8                            | 27,604         | 21,608          |
| Staff Artist           | 2                      | 5                            | 25,658         | 20,313          |
| Traffic Assistant      | 2                      | 7                            | 20,930         | 17,547          |

Table 21

Markets: 76-100

Affiliation: ABC, CBS, Fox, NBC

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 83,068  | 39,409             | # of Account Executives: | 7      |        |
| Local Sales Manager     | 57,640  | 34,661             | Total Compensation       |        |        |
| National Sales Manager  | 53,985  | 31,483             | Average                  | High   | Low    |
| Co-op Coordinator       | 27,747  | 25,867             | 73,417                   | 96,300 | 33,933 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 9   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 35% | Paid Holidays (average): | 7                 |   |   |   |   |    |    |    |
| No:                       | 65% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 12                         | 2                           | 86                                 | 0               |
|                               | Dependents               | 2                          | 14                          | 85                                 | 0               |
| H.M.O.:                       | Employee                 | 13                         | 2                           | 36                                 | 49              |
|                               | Dependents               | 2                          | 7                           | 42                                 | 49              |
| Dental:                       | Employee                 | 12                         | 12                          | 63                                 | 13              |
|                               | Dependents               | 0                          | 17                          | 69                                 | 14              |
| Vision:                       | Employee                 | 2                          | 7                           | 35                                 | 56              |
|                               | Dependents               | 0                          | 7                           | 36                                 | 57              |
| Accidental Death:             | Employee                 | 64                         | 9                           | 17                                 | 10              |
|                               | Dependents               | 24                         | 15                          | 16                                 | 45              |
| Group Life Insurance:         | Employee                 | 70                         | 3                           | 21                                 | 5               |
|                               | Dependents               | 20                         | 15                          | 22                                 | 43              |
| Disability:                   | Short-term               | 61                         | 12                          | 2                                  | 25              |
|                               | Long-term                | 70                         | 7                           | 15                                 | 8               |
| Pension Plan:                 |                          | 39                         | 0                           | 4                                  | 57              |
| 401(k) Plan:                  |                          | 14                         | 15                          | 69                                 | 2               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 25                         | 0                           | 25                                 | 50              |
|                               | Workshops, Seminar, etc. | 80                         | 0                           | 5                                  | 15              |

**Table 22**  
**Markets: 101-125**

**Affiliation: ABC, CBS, Fox, NBC**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 125,809                | 40,143           | 125,000               | 27,990          |
| Asst. General Manager/Station Manager  | 78,119                 | 21,944           | 71,500                | 17,563          |
| Operations Manager                     | 45,879                 | 7,040            | 41,600                | 6,000           |
| Program Director                       | 34,162                 | 2,690            | 31,250                | 3,190           |
| Director of Engineering/Chief Engineer | 52,302                 | 3,438            | 52,000                | 3,000           |
| News Director                          | 60,139                 | 5,247            | 60,450                | 5,000           |
| Marketing Director                     | 44,557                 | 5,500            | 40,500                | 5,500           |
| Promotion/Publicity Director           | 35,831                 | 2,048            | 33,038                | 2,000           |
| Production Manager                     | 34,278                 | 4,581            | 33,000                | 2,340           |
| Business Manager/Controller            | 48,024                 | 6,424            | 45,750                | 4,821           |
| Traffic Manager/Supervisor             | 28,973                 | 1,546            | 28,364                | 1,000           |
| Community/Public Affairs Director      | 29,856                 | 1,740            | 31,665                | 1,740           |
| Art Director                           | 28,142                 | N/A              | 28,000                | N/A             |
| Research Director                      | 26,563                 | N/A              | 26,563                | N/A             |
| Human Resources Director               | 35,779                 | N/A              | 30,276                | N/A             |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 6                      | 6                            | 20,333         | 17,048          |
| Maintenance Technician | 3                      | 10                           | 31,598         | 23,617          |
| Technical Director     | 4                      | 6                            | 25,050         | 20,900          |
| Floor Director         | 2                      | 7                            | 22,441         | 18,770          |
| Film/Tape Editor       | 2                      | 6                            | 19,774         | 16,437          |
| Film Director          | 1                      | 9                            | 23,137         | 19,738          |
| Weekday News Anchor    | 4                      | 7                            | 46,138         | 31,382          |
| Weekend News Anchor    | 1                      | 3                            | 27,477         | 24,247          |
| News Producer          | 4                      | 3                            | 22,450         | 19,355          |
| News Reporter          | 6                      | 3                            | 23,816         | 19,725          |
| News Photographer      | 6                      | 3                            | 20,309         | 17,651          |
| Weekday Sportscaster   | 1                      | 7                            | 39,686         | 29,074          |
| Weekend Sportscaster   | 1                      | 3                            | 24,928         | 21,741          |
| Weekday Weathercaster  | 2                      | 6                            | 45,508         | 30,029          |
| Weekend Weathercaster  | 1                      | 3                            | 25,070         | 22,446          |
| Assignment Editor      | 1                      | 4                            | 28,728         | 24,591          |
| Production Assistant   | 4                      | 4                            | 18,942         | 16,364          |
| Producer/Director      | 4                      | 7                            | 25,266         | 20,762          |
| Staff Artist           | 1                      | 7                            | 23,692         | 20,673          |
| Traffic Assistant      | 2                      | 7                            | 20,018         | 17,318          |

Table 22

Markets: 101-125

Affiliation: ABC, CBS, Fox, NBC

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 71,364  | 29,712             | # of Account Executives: | 7      |        |
| Local Sales Manager     | 53,846  | 28,798             | Total Compensation       |        |        |
| National Sales Manager  | 49,440  | 19,899             | Average                  | High   | Low    |
| Co-op Coordinator       | 37,540  | 2,500              | 49,579                   | 74,856 | 29,196 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 10  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 36% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 64% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 25                         | 2                           | 71                                 | 2               |
|                               | Dependents               | 2                          | 25                          | 69                                 | 4               |
| H.M.O.:                       | Employee                 | 9                          | 2                           | 37                                 | 52              |
|                               | Dependents               | 2                          | 9                           | 35                                 | 54              |
| Dental:                       | Employee                 | 21                         | 15                          | 62                                 | 2               |
|                               | Dependents               | 4                          | 31                          | 61                                 | 4               |
| Vision:                       | Employee                 | 9                          | 4                           | 34                                 | 53              |
|                               | Dependents               | 6                          | 11                          | 30                                 | 53              |
| Accidental Death:             | Employee                 | 64                         | 4                           | 17                                 | 15              |
|                               | Dependents               | 23                         | 26                          | 9                                  | 42              |
| Group Life Insurance:         | Employee                 | 72                         | 0                           | 23                                 | 6               |
|                               | Dependents               | 27                         | 38                          | 9                                  | 27              |
| Disability:                   | Short-term               | 50                         | 10                          | 10                                 | 20              |
|                               | Long-term                | 59                         | 16                          | 8                                  | 18              |
| Pension Plan:                 |                          | 40                         | 0                           | 4                                  | 55              |
| 401(k) Plan:                  |                          | 16                         | 16                          | 67                                 | 2               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 33                         | 0                           | 33                                 | 33              |
|                               | Workshops, Seminar, etc. | 76                         | 2                           | 10                                 | 12              |

**Table 23**  
**Markets: 126-150**

**Affiliation: ABC, CBS, Fox, NBC**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 105,186                | 32,248           | 108,500               | 20,283          |
| Asst. General Manager/Station Manager  | 82,090                 | 16,167           | 75,000                | 22,000          |
| Operations Manager                     | 45,072                 | 1,668            | 44,250                | 2,005           |
| Program Director                       | 29,568                 | 1,412            | 29,400                | 350             |
| Director of Engineering/Chief Engineer | 49,414                 | 3,778            | 48,000                | 2,147           |
| News Director                          | 50,771                 | 5,827            | 50,500                | 5,500           |
| Marketing Director                     | 38,133                 | 3,000            | 37,605                | 3,000           |
| Promotion/Publicity Director           | 28,743                 | 3,550            | 27,810                | 3,950           |
| Production Manager                     | 35,442                 | 2,431            | 35,737                | 1,803           |
| Business Manager/Controller            | 41,208                 | 4,424            | 38,794                | 2,562           |
| Traffic Manager/Supervisor             | 26,873                 | 1,208            | 26,603                | 1,300           |
| Community/Public Affairs Director      | 22,610                 | N/A              | 19,785                | N/A             |
| Art Director                           | 30,375                 | N/A              | 30,750                | N/A             |
| Research Director                      | N/A                    | N/A              | N/A                   | N/A             |
| Human Resources Director               | 23,559                 | 2,113            | 27,664                | 2,113           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 5                      | 6                            | 18,366         | 13,977          |
| Maintenance Technician | 2                      | 11                           | 28,933         | 22,017          |
| Technical Director     | 4                      | 6                            | 20,837         | 16,320          |
| Floor Director         | 2                      | 7                            | 18,998         | 17,662          |
| Film/Tape Editor       | 2                      | 12                           | 19,931         | 16,024          |
| Film Director          | N/A                    | N/A                          | N/A            | N/A             |
| Weekday News Anchor    | 4                      | 5                            | 36,765         | 27,418          |
| Weekend News Anchor    | 1                      | 3                            | 22,780         | 19,441          |
| News Producer          | 2                      | 3                            | 19,807         | 17,909          |
| News Reporter          | 4                      | 3                            | 18,778         | 16,061          |
| News Photographer      | 4                      | 5                            | 18,098         | 14,958          |
| Weekday Sportscaster   | 1                      | 5                            | 29,745         | 22,797          |
| Weekend Sportscaster   | 1                      | 2                            | 19,105         | 17,003          |
| Weekday Weathercaster  | 2                      | 5                            | 37,447         | 26,344          |
| Weekend Weathercaster  | 1                      | 4                            | 19,540         | 17,434          |
| Assignment Editor      | 1                      | 4                            | 24,690         | 21,011          |
| Production Assistant   | 3                      | 4                            | 17,749         | 15,070          |
| Producer/Director      | 3                      | 5                            | 22,459         | 18,364          |
| Staff Artist           | 1                      | 8                            | 22,469         | 17,458          |
| Traffic Assistant      | 2                      | 5                            | 18,306         | 15,953          |

Table 23

Markets: 126-150

Affiliation: ABC, CBS, Fox, NBC

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            | Total Compensation       |        |        |
| General Sales Manager   | 63,484  | 31,105             | # of Account Executives: | 6      |        |
| Local Sales Manager     | 53,099  | 20,960             | Average                  | High   | Low    |
| National Sales Manager  | 40,896  | 25,341             | 46,500                   | 70,311 | 29,545 |
| Co-op Coordinator       | 22,063  | N/A                |                          |        |        |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 12  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 47% | Paid Holidays (average): | 7                 |   |   |   |   |    |    |    |
| No:                       | 53% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 16                         | 2                           | 80                                 | 2               |
|                               | Dependents               | 0                          | 18                          | 80                                 | 2               |
| H.M.O.:                       | Employee                 | 6                          | 0                           | 32                                 | 62              |
|                               | Dependents               | 0                          | 11                          | 28                                 | 61              |
| Dental:                       | Employee                 | 10                         | 16                          | 60                                 | 14              |
|                               | Dependents               | 4                          | 24                          | 58                                 | 14              |
| Vision:                       | Employee                 | 6                          | 6                           | 23                                 | 65              |
|                               | Dependents               | 2                          | 13                          | 21                                 | 65              |
| Accidental Death:             | Employee                 | 75                         | 6                           | 10                                 | 8               |
|                               | Dependents               | 24                         | 13                          | 9                                  | 53              |
| Group Life Insurance:         | Employee                 | 74                         | 2                           | 20                                 | 4               |
|                               | Dependents               | 29                         | 13                          | 16                                 | 42              |
| Disability:                   | Short-term               | 77                         | 2                           | 7                                  | 14              |
|                               | Long-term                | 80                         | 2                           | 13                                 | 4               |
| Pension Plan:                 |                          | 25                         | 0                           | 3                                  | 73              |
| 401(k) Plan:                  |                          | 6                          | 35                          | 57                                 | 2               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 20                         | 0                           | 22                                 | 59              |
|                               | Workshops, Seminar, etc. | 76                         | 2                           | 4                                  | 18              |

**Table 24**  
**Markets: 151+**

**Affiliation: ABC, CBS, Fox, NBC**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 101,192                | 29,258           | 95,000                | 24,500          |
| Asst. General Manager/Station Manager  | 59,440                 | 28,683           | 55,831                | 22,000          |
| Operations Manager                     | 36,573                 | 1,041            | 39,450                | 1,000           |
| Program Director                       | 32,189                 | 1,368            | 31,500                | 1,000           |
| Director of Engineering/Chief Engineer | 46,513                 | 3,663            | 45,540                | 1,136           |
| News Director                          | 48,279                 | 4,123            | 45,000                | 1,700           |
| Marketing Director                     | 36,982                 | 2,725            | 37,138                | 2,725           |
| Promotion/Publicity Director           | 28,590                 | 883              | 27,832                | 1,000           |
| Production Manager                     | 31,787                 | 3,255            | 31,269                | 3,000           |
| Business Manager/Controller            | 37,024                 | 4,696            | 35,000                | 1,087           |
| Traffic Manager/Supervisor             | 26,381                 | 1,227            | 25,752                | 500             |
| Community/Public Affairs Director      | 24,833                 | N/A              | 18,720                | N/A             |
| Art Director                           | 33,056                 | N/A              | 30,122                | N/A             |
| Research Director                      | N/A                    | N/A              | N/A                   | N/A             |
| Human Resources Director               | 29,567                 | N/A              | 26,910                | N/A             |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 5                      | 7                            | 18,791         | 15,132          |
| Maintenance Technician | 3                      | 9                            | 26,610         | 20,719          |
| Technical Director     | 3                      | 6                            | 19,828         | 16,024          |
| Floor Director         | 2                      | 5                            | 19,372         | 16,146          |
| Film/Tape Editor       | 2                      | 3                            | 15,221         | 14,060          |
| Film Director          | 1                      | 11                           | 17,824         | 14,029          |
| Weekday News Anchor    | 3                      | 4                            | 32,179         | 24,190          |
| Weekend News Anchor    | 1                      | 2                            | 19,996         | 19,229          |
| News Producer          | 3                      | 4                            | 20,812         | 17,428          |
| News Reporter          | 4                      | 2                            | 19,015         | 16,782          |
| News Photographer      | 4                      | 4                            | 18,189         | 15,294          |
| Weekday Sportscaster   | 1                      | 8                            | 28,320         | 21,606          |
| Weekend Sportscaster   | 1                      | 3                            | 19,261         | 17,937          |
| Weekday Weathercaster  | 2                      | 3                            | 29,264         | 23,837          |
| Weekend Weathercaster  | 1                      | 1                            | 18,436         | 18,481          |
| Assignment Editor      | 1                      | 4                            | 26,444         | 22,058          |
| Production Assistant   | 3                      | 4                            | 17,775         | 14,926          |
| Producer/Director      | 3                      | 6                            | 21,240         | 16,993          |
| Staff Artist           | 1                      | 9                            | 20,586         | 18,644          |
| Traffic Assistant      | 2                      | 6                            | 18,264         | 15,186          |

Table 24

Markets: 151+

Affiliation: ABC, CBS, Fox, NBC

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 57,804  | 28,446             | # of Account Executives: | 6      |        |
| Local Sales Manager     | 46,420  | 21,143             | Total Compensation       |        |        |
| National Sales Manager  | 42,383  | 27,698             | Average                  | High   | Low    |
| Co-op Coordinator       | N/A     | N/A                | 43,185                   | 66,464 | 27,684 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 12  | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 41% | Paid Holidays (average): | 7                 |   |   |   |   |    |    |    |
| No:                       | 59% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 32                         | 2                           | 64                                 | 2               |
|                               | Dependents               | 2                          | 24                          | 72                                 | 2               |
| H.M.O.:                       | Employee                 | 9                          | 0                           | 24                                 | 67              |
|                               | Dependents               | 0                          | 9                           | 24                                 | 67              |
| Dental:                       | Employee                 | 22                         | 17                          | 51                                 | 10              |
|                               | Dependents               | 5                          | 28                          | 57                                 | 10              |
| Vision:                       | Employee                 | 11                         | 9                           | 28                                 | 51              |
|                               | Dependents               | 0                          | 15                          | 33                                 | 52              |
| Accidental Death:             | Employee                 | 70                         | 0                           | 14                                 | 16              |
|                               | Dependents               | 15                         | 10                          | 17                                 | 58              |
| Group Life Insurance:         | Employee                 | 69                         | 5                           | 22                                 | 3               |
|                               | Dependents               | 19                         | 23                          | 23                                 | 36              |
| Disability:                   | Short-term               | 57                         | 4                           | 11                                 | 29              |
|                               | Long-term                | 53                         | 11                          | 11                                 | 25              |
| Pension Plan:                 |                          | 29                         | 0                           | 9                                  | 62              |
| 401(k) Plan:                  |                          | 7                          | 18                          | 70                                 | 5               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 17                         | 6                           | 25                                 | 53              |
|                               | Workshops, Seminar, etc. | 71                         | 4                           | 11                                 | 14              |

**Table 25  
All Markets**

**Affiliation: PAX, UPN, WB**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 177,866                | 78,191           | 175,000               | 56,000          |
| Asst. General Manager/Station Manager  | 160,646                | 67,440           | 165,000               | 75,000          |
| Operations Manager                     | 53,295                 | 18,816           | 45,323                | 3,000           |
| Program Director                       | 63,118                 | 13,021           | 66,600                | 8,750           |
| Director of Engineering/Chief Engineer | 68,570                 | 14,473           | 65,000                | 11,000          |
| News Director                          | 120,120                | 26,556           | 95,700                | 10,500          |
| Marketing Director                     | 55,149                 | 13,075           | 50,000                | 9,500           |
| Promotion/Publicity Director           | 57,879                 | 13,763           | 52,117                | 7,500           |
| Production Manager                     | 48,212                 | 8,757            | 42,000                | 4,500           |
| Business Manager/Controller            | 66,162                 | 14,000           | 65,000                | 10,000          |
| Traffic Manager/Supervisor             | 42,621                 | 6,409            | 41,300                | 5,000           |
| Community/Public Affairs Director      | 46,855                 | 9,821            | 41,125                | 6,250           |
| Art Director                           | 42,182                 | 4,250            | 41,785                | 3,750           |
| Research Director                      | 45,229                 | 12,263           | 38,556                | 10,000          |
| Human Resources Director               | 52,693                 | 15,700           | 38,488                | 7,500           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 8                      | 6                            | 28,837         | 23,522          |
| Maintenance Technician | 3                      | 8                            | 42,905         | 36,563          |
| Technical Director     | 5                      | 12                           | 47,330         | 44,831          |
| Floor Director         | 2                      | 9                            | 31,818         | 29,156          |
| Film/Tape Editor       | 3                      | 10                           | 34,983         | 29,907          |
| Film Director          | 1                      | 13                           | 34,222         | 27,458          |
| Weekday News Anchor    | 3                      | 5                            | 204,593        | 105,938         |
| Weekend News Anchor    | 2                      | 6                            | 97,228         | 64,456          |
| News Producer          | 3                      | 4                            | 47,704         | 41,782          |
| News Reporter          | 6                      | 3                            | 57,511         | 40,618          |
| News Photographer      | 10                     | 7                            | 42,729         | 35,726          |
| Weekday Sportscaster   | 1                      | 3                            | 114,243        | 79,683          |
| Weekend Sportscaster   | 1                      | 5                            | 76,545         | 70,273          |
| Weekday Weathercaster  | 1                      | 4                            | 145,147        | 83,063          |
| Weekend Weathercaster  | 1                      | 4                            | 40,140         | 40,917          |
| Assignment Editor      | 3                      | 3                            | 42,368         | 34,626          |
| Production Assistant   | 2                      | 4                            | 27,279         | 23,853          |
| Producer/Director      | 3                      | 6                            | 38,703         | 34,165          |
| Staff Artist           | 2                      | 4                            | 36,815         | 32,300          |
| Traffic Assistant      | 3                      | 4                            | 24,268         | 21,732          |

Table 25

## All Markets

Affiliation: PAX, UPN, WB

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 112,393 | 41,904             | # of Account Executives: | 7       |        |
| Local Sales Manager     | 89,638  | 39,873             | Total Compensation       |         |        |
| National Sales Manager  | 88,687  | 34,616             | Average                  | High    | Low    |
| Co-op Coordinator       | 66,000  | N/A                | 67,952                   | 107,792 | 35,891 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 6   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 3 | 3 | 4  | 4  | 5  |
| Yes:                      | 32% | Paid Holidays (average): | 8                 |   |   |   |   |    |    |    |
| No:                       | 68% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 17                         | 7                           | 75                                 | 2               |
|                               | Dependents               | 3                          | 17                          | 76                                 | 3               |
| H.M.O.:                       | Employee                 | 11                         | 6                           | 57                                 | 26              |
|                               | Dependents               | 4                          | 8                           | 62                                 | 26              |
| Dental:                       | Employee                 | 14                         | 19                          | 61                                 | 7               |
|                               | Dependents               | 3                          | 25                          | 63                                 | 8               |
| Vision:                       | Employee                 | 11                         | 9                           | 47                                 | 33              |
|                               | Dependents               | 4                          | 13                          | 47                                 | 36              |
| Accidental Death:             | Employee                 | 59                         | 19                          | 12                                 | 10              |
|                               | Dependents               | 20                         | 29                          | 16                                 | 35              |
| Group Life Insurance:         | Employee                 | 64                         | 8                           | 20                                 | 7               |
|                               | Dependents               | 19                         | 40                          | 11                                 | 30              |
| Disability:                   | Short-term               | 65                         | 10                          | 15                                 | 10              |
|                               | Long-term                | 63                         | 17                          | 8                                  | 12              |
| Pension Plan:                 |                          | 29                         | 4                           | 6                                  | 61              |
| 401(k) Plan:                  |                          | 17                         | 11                          | 59                                 | 13              |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 27                         | 0                           | 35                                 | 38              |
|                               | Workshops, Seminar, etc. | 75                         | 2                           | 11                                 | 13              |

**Table 26**  
**Markets: 1-10**

**Affiliation: PAX, UPN, WB**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 221,114                | 120,065          | 234,700               | 120,000         |
| Asst. General Manager/Station Manager  | 174,495                | 77,375           | 180,000               | 80,000          |
| Operations Manager                     | 74,750                 | 3,000            | 74,750                | 3,000           |
| Program Director                       | 82,543                 | 19,106           | 75,000                | 15,000          |
| Director of Engineering/Chief Engineer | 83,766                 | 22,756           | 79,000                | 13,500          |
| News Director                          | 154,939                | 37,000           | 145,614               | 50,000          |
| Marketing Director                     | 73,607                 | 9,500            | 82,000                | 9,500           |
| Promotion/Publicity Director           | 91,335                 | 25,835           | 83,000                | 10,000          |
| Production Manager                     | 73,617                 | 19,083           | 69,750                | 20,000          |
| Business Manager/Controller            | 86,302                 | 28,678           | 76,250                | 13,500          |
| Traffic Manager/Supervisor             | 52,041                 | 11,786           | 51,750                | 7,500           |
| Community/Public Affairs Director      | 55,975                 | 13,786           | 48,280                | 10,000          |
| Art Director                           | 52,094                 | N/A              | 48,000                | N/A             |
| Research Director                      | 56,317                 | 17,000           | 49,085                | 10,000          |
| Human Resources Director               | 87,401                 | 31,000           | 89,900                | 23,000          |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 12                     | 9                            | 39,228         | 33,720          |
| Maintenance Technician | 5                      | 9                            | 58,516         | 54,233          |
| Technical Director     | 8                      | 15                           | 57,624         | 61,197          |
| Floor Director         | 1                      | 10                           | 41,318         | 60,819          |
| Film/Tape Editor       | 4                      | 14                           | 45,117         | 39,611          |
| Film Director          | 1                      | 16                           | 39,750         | 32,000          |
| Weekday News Anchor    | 3                      | 5                            | 306,272        | 155,000         |
| Weekend News Anchor    | 2                      | 9                            | 152,600        | 119,000         |
| News Producer          | 3                      | 3                            | 66,482         | 58,800          |
| News Reporter          | 7                      | 4                            | 78,790         | 54,438          |
| News Photographer      | 11                     | 9                            | 52,755         | 47,053          |
| Weekday Sportscaster   | 1                      | 4                            | 172,300        | 142,500         |
| Weekend Sportscaster   | 1                      | 6                            | 106,750        | 122,500         |
| Weekday Weathercaster  | 1                      | 5                            | 237,758        | 118,500         |
| Weekend Weathercaster  | 1                      | 1                            | 46,650         | 72,500          |
| Assignment Editor      | 3                      | 3                            | 51,519         | 40,600          |
| Production Assistant   | 2                      | 4                            | 27,839         | 24,371          |
| Producer/Director      | 3                      | 7                            | 56,009         | 47,767          |
| Staff Artist           | 2                      | 6                            | 46,251         | 41,250          |
| Traffic Assistant      | 3                      | 4                            | 30,667         | 26,211          |

Table 26

Markets: 1-10

Affiliation: PAX, UPN, WB

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 146,640 | 57,044             | # of Account Executives: | 8       |        |
| Local Sales Manager     | 125,105 | 41,838             | Total Compensation       |         |        |
| National Sales Manager  | 117,345 | 36,838             | Average                  | High    | Low    |
| Co-op Coordinator       | N/A     | N/A                | 97,437                   | 153,565 | 45,171 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 5   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 3  | 4  | 4  |
| Yes:                      | 18% | Paid Holidays (average): | 9                 |   |   |   |   |    |    |    |
| No:                       | 82% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 8                          | 0                           | 92                                 | 0               |
|                               | Dependents               | 0                          | 8                           | 92                                 | 0               |
| H.M.O.:                       | Employee                 | 9                          | 0                           | 73                                 | 18              |
|                               | Dependents               | 0                          | 0                           | 82                                 | 18              |
| Dental:                       | Employee                 | 8                          | 25                          | 58                                 | 8               |
|                               | Dependents               | 0                          | 25                          | 67                                 | 8               |
| Vision:                       | Employee                 | 9                          | 0                           | 45                                 | 45              |
|                               | Dependents               | 0                          | 9                           | 45                                 | 45              |
| Accidental Death:             | Employee                 | 50                         | 25                          | 17                                 | 8               |
|                               | Dependents               | 18                         | 36                          | 18                                 | 27              |
| Group Life Insurance:         | Employee                 | 83                         | 0                           | 8                                  | 8               |
|                               | Dependents               | 20                         | 40                          | 10                                 | 30              |
| Disability:                   | Short-term               | 85                         | 0                           | 8                                  | 8               |
|                               | Long-term                | 85                         | 0                           | 8                                  | 8               |
| Pension Plan:                 |                          | 22                         | 0                           | 11                                 | 67              |
| 401(k) Plan:                  |                          | 18                         | 18                          | 45                                 | 18              |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 0                          | 0                           | 58                                 | 42              |
|                               | Workshops, Seminar, etc. | 69                         | 0                           | 15                                 | 15              |

**Table 27**  
**Markets: 11-25**

**Affiliation: PAX, UPN, WB**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 205,947                | 97,130           | 185,000               | 85,000          |
| Asst. General Manager/Station Manager  | N/A                    | N/A              | N/A                   | N/A             |
| Operations Manager                     | 45,225                 | 5,500            | 47,250                | 3,250           |
| Program Director                       | 64,843                 | 12,667           | 75,025                | 7,500           |
| Director of Engineering/Chief Engineer | 71,270                 | 11,373           | 72,500                | 11,000          |
| News Director                          | 91,558                 | 15,500           | 87,775                | 10,500          |
| Marketing Director                     | 60,027                 | 23,635           | 52,500                | 23,635          |
| Promotion/Publicity Director           | 62,545                 | 10,364           | 55,700                | 10,000          |
| Production Manager                     | 45,277                 | 4,980            | 50,844                | 2,750           |
| Business Manager/Controller            | 71,044                 | 11,564           | 72,930                | 10,882          |
| Traffic Manager/Supervisor             | 45,266                 | 5,102            | 46,050                | 4,000           |
| Community/Public Affairs Director      | 39,073                 | 6,000            | 37,500                | 6,250           |
| Art Director                           | 41,013                 | 3,167            | 41,785                | 2,500           |
| Research Director                      | 38,117                 | 6,050            | 35,000                | 6,050           |
| Human Resources Director               | 46,427                 | 6,250            | 38,488                | 6,250           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 7                      | 7                            | 30,265         | 23,118          |
| Maintenance Technician | 3                      | 11                           | 43,409         | 33,223          |
| Technical Director     | 4                      | 12                           | 41,402         | 33,298          |
| Floor Director         | 4                      | 11                           | 28,925         | 24,320          |
| Film/Tape Editor       | 2                      | 7                            | 29,238         | 22,669          |
| Film Director          | 1                      | 14                           | 32,039         | 25,667          |
| Weekday News Anchor    | 3                      | 5                            | 127,064        | 91,250          |
| Weekend News Anchor    | 1                      | 3                            | 55,670         | 48,420          |
| News Producer          | 5                      | 4                            | 34,623         | 28,150          |
| News Reporter          | 6                      | 4                            | 41,444         | 32,570          |
| News Photographer      | 10                     | 8                            | 37,069         | 27,107          |
| Weekday Sportscaster   | 1                      | 4                            | 68,930         | 56,230          |
| Weekend Sportscaster   | 1                      | 6                            | 47,933         | 45,767          |
| Weekday Weathercaster  | 1                      | 1                            | 70,370         | 63,750          |
| Weekend Weathercaster  | 1                      | 12                           | 29,667         | 25,167          |
| Assignment Editor      | 3                      | 3                            | 35,239         | 30,225          |
| Production Assistant   | 2                      | 6                            | 29,722         | 26,064          |
| Producer/Director      | 3                      | 7                            | 37,173         | 29,733          |
| Staff Artist           | 2                      | 2                            | 33,921         | 26,883          |
| Traffic Assistant      | 3                      | 4                            | 24,003         | 19,508          |

Markets: 11-25

Affiliation: PAX, UPN, WB

| Sales Management       | Salary  | Other Compensation | Sales Personnel          |         |        |
|------------------------|---------|--------------------|--------------------------|---------|--------|
|                        | Average | Average            | Total Compensation       |         |        |
| General Sales Manager  | 116,849 | 49,252             | # of Account Executives: | 8       |        |
| Local Sales Manager    | 87,223  | 46,667             | Average                  | High    | Low    |
| National Sales Manager | 80,880  | 47,954             | 77,877                   | 129,215 | 41,887 |
| Co-op Coordinator      | N/A     | N/A                |                          |         |        |

**FRINGE BENEFITS**

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 6   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 3 | 4 | 4  | 5  | 6  |
| Yes:                      | 29% | Paid Holidays (average): | 9                 |   |   |   |   |    |    |    |
| No:                       | 71% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response           |                          |                                 |              |
|-------------------------------|--------------------------|-------------------------|--------------------------|---------------------------------|--------------|
|                               |                          | Paid in Full by Company | Paid in Full by Employee | Cost Shared by Co. and Employee | Not Provided |
| Health Benefits:              | Employee                 | 18                      | 6                        | 76                              | 0            |
|                               | Dependents               | 6                       | 6                        | 88                              | 0            |
| H.M.O.:                       | Employee                 | 13                      | 0                        | 80                              | 7            |
|                               | Dependents               | 7                       | 0                        | 87                              | 7            |
| Dental:                       | Employee                 | 18                      | 18                       | 65                              | 0            |
|                               | Dependents               | 6                       | 18                       | 76                              | 0            |
| Vision:                       | Employee                 | 12                      | 18                       | 53                              | 18           |
|                               | Dependents               | 6                       | 13                       | 63                              | 19           |
| Accidental Death:             | Employee                 | 61                      | 17                       | 17                              | 6            |
|                               | Dependents               | 7                       | 21                       | 36                              | 36           |
| Group Life Insurance:         | Employee                 | 56                      | 6                        | 39                              | 0            |
|                               | Dependents               | 13                      | 40                       | 27                              | 20           |
| Disability:                   | Short-term               | 67                      | 11                       | 22                              | 0            |
|                               | Long-term                | 56                      | 28                       | 11                              | 6            |
| Pension Plan:                 |                          | 56                      | 0                        | 0                               | 44           |
| 401(k) Plan:                  |                          | 6                       | 0                        | 81                              | 13           |
| Education/Career Development: |                          |                         |                          |                                 |              |
|                               | Tuition Reimbursement    | 19                      | 0                        | 56                              | 25           |
|                               | Workshops, Seminar, etc. | 82                      | 0                        | 18                              | 0            |

**Table 28**  
**Markets: 26+**

**Affiliation: PAX, UPN, WB**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 134,552                | 41,155           | 140,000               | 25,000          |
| Asst. General Manager/Station Manager  | N/A                    | N/A              | N/A                   | N/A             |
| Operations Manager                     | 53,719                 | 36,087           | 37,000                | 1,500           |
| Program Director                       | 44,787                 | 6,522            | 35,000                | 3,000           |
| Director of Engineering/Chief Engineer | 57,442                 | 9,111            | 55,000                | 10,000          |
| News Director                          | 88,567                 | N/A              | 95,000                | N/A             |
| Marketing Director                     | 41,174                 | 6,091            | 40,500                | 6,091           |
| Promotion/Publicity Director           | 39,325                 | 4,340            | 37,958                | 3,700           |
| Production Manager                     | 37,956                 | 5,983            | 33,025                | 6,450           |
| Business Manager/Controller            | 50,507                 | 5,604            | 50,930                | 5,000           |
| Traffic Manager/Supervisor             | 35,253                 | 2,750            | 34,500                | 2,500           |
| Community/Public Affairs Director      | 35,604                 | N/A              | 35,604                | N/A             |
| Art Director                           | 30,644                 | N/A              | 31,161                | N/A             |
| Research Director                      | 38,534                 | 1,000            | 37,000                | 1,000           |
| Human Resources Director               | 22,684                 | 2,200            | 26,396                | 2,200           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 6                      | 3                            | 21,659         | 17,582          |
| Maintenance Technician | 2                      | 5                            | 33,813         | 28,771          |
| Technical Director     | N/A                    | N/A                          | N/A            | N/A             |
| Floor Director         | N/A                    | N/A                          | N/A            | N/A             |
| Film/Tape Editor       | 2                      | 5                            | 21,135         | 16,425          |
| Film Director          | 1                      | 8                            | 33,060         | 27,875          |
| Weekday News Anchor    | 2                      | 5                            | 105,455        | 86,250          |
| Weekend News Anchor    | 2                      | 4                            | 62,690         | 50,000          |
| News Producer          | 2                      | 5                            | 33,848         | 26,500          |
| News Reporter          | 5                      | 2                            | 41,731         | 30,999          |
| News Photographer      | 8                      | 2                            | 28,987         | 24,648          |
| Weekday Sportscaster   | 1                      | 1                            | 82,385         | 75,500          |
| Weekend Sportscaster   | 1                      | 2                            | 41,558         | 39,340          |
| Weekday Weathercaster  | 1                      | 4                            | 100,562        | 86,250          |
| Weekend Weathercaster  | 1                      | 4                            | 49,340         | 48,750          |
| Assignment Editor      | 2                      | 6                            | 33,750         | 22,360          |
| Production Assistant   | 3                      | 3                            | 24,530         | 20,765          |
| Producer/Director      | 3                      | 4                            | 26,214         | 28,911          |
| Staff Artist           | 1                      | 3                            | 29,181         | 27,000          |
| Traffic Assistant      | 2                      | 3                            | 21,404         | 21,061          |

Table 28

Markets: 26+

Affiliation: PAX, UPN, WB

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 96,999  | 29,245             | # of Account Executives: | 6      |        |
| Local Sales Manager     | 73,594  | 33,637             | Total Compensation       |        |        |
| National Sales Manager  | 78,094  | 20,801             | Average                  | High   | Low    |
| Co-op Coordinator       | 66,000  | N/A                | 51,482                   | 78,745 | 29,542 |

## FRINGE BENEFITS

Paid Sick Days (average): 6      Paid Vacation:      Years of Service: 1 2 3 5 10 15 20

Sick Days Accumulated?      Average Weeks: 2 2 2 3 4 4 5

Yes: 39%      Paid Holidays (average): 8

No: 61%

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 21                         | 11                          | 64                                 | 4               |
|                               | Dependents               | 4                          | 30                          | 59                                 | 7               |
| H.M.O.:                       | Employee                 | 12                         | 12                          | 32                                 | 44              |
|                               | Dependents               | 4                          | 16                          | 36                                 | 44              |
| Dental:                       | Employee                 | 14                         | 18                          | 57                                 | 11              |
|                               | Dependents               | 4                          | 32                          | 50                                 | 14              |
| Vision:                       | Employee                 | 11                         | 7                           | 44                                 | 37              |
|                               | Dependents               | 4                          | 15                          | 38                                 | 42              |
| Accidental Death:             | Employee                 | 62                         | 17                          | 7                                  | 14              |
|                               | Dependents               | 27                         | 31                          | 4                                  | 38              |
| Group Life Insurance:         | Employee                 | 64                         | 14                          | 11                                 | 11              |
|                               | Dependents               | 23                         | 42                          | 0                                  | 35              |
| Disability:                   | Short-term               | 55                         | 14                          | 14                                 | 17              |
|                               | Long-term                | 57                         | 18                          | 7                                  | 18              |
| Pension Plan:                 |                          | 14                         | 9                           | 9                                  | 68              |
| 401(k) Plan:                  |                          | 23                         | 15                          | 50                                 | 12              |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 46                         | 0                           | 12                                 | 42              |
|                               | Workshops, Seminar, etc. | 76                         | 4                           | 4                                  | 16              |

**Table 29**  
**All Markets**

**Affiliation: Independents**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 147,760                | 52,016           | 157,500               | 32,750          |
| Asst. General Manager/Station Manager  | 131,744                | 18,907           | 115,000               | 14,564          |
| Operations Manager                     | 57,334                 | 42,850           | 42,500                | 42,850          |
| Program Director                       | 44,079                 | 25,642           | 37,107                | 25,000          |
| Director of Engineering/Chief Engineer | 70,262                 | 8,891            | 69,724                | 7,063           |
| News Director                          | 67,588                 | 5,420            | 58,820                | 4,000           |
| Marketing Director                     | 59,175                 | 7,803            | 53,000                | 8,160           |
| Promotion/Publicity Director           | 48,302                 | 3,770            | 45,000                | 1,690           |
| Production Manager                     | 45,305                 | 4,742            | 36,000                | 2,625           |
| Business Manager/Controller            | 64,238                 | 9,486            | 53,000                | 8,125           |
| Traffic Manager/Supervisor             | 41,479                 | 3,910            | 44,663                | 2,625           |
| Community/Public Affairs Director      | 42,745                 | 2,333            | 45,000                | 2,750           |
| Art Director                           | N/A                    | N/A              | N/A                   | N/A             |
| Research Director                      | 58,075                 | 11,652           | 53,100                | 5,000           |
| Human Resources Director               | 47,735                 | 2,131            | 44,681                | 2,131           |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 6                      | 6                            | 30,726         | 26,767          |
| Maintenance Technician | 2                      | 10                           | 44,298         | 35,613          |
| Technical Director     | 3                      | 10                           | 35,977         | 28,333          |
| Floor Director         | 2                      | 7                            | 30,401         | 26,680          |
| Film/Tape Editor       | 3                      | 8                            | 27,653         | 22,615          |
| Film Director          | N/A                    | N/A                          | N/A            | N/A             |
| Weekday News Anchor    | 3                      | 9                            | 71,556         | 52,994          |
| Weekend News Anchor    | N/A                    | N/A                          | N/A            | N/A             |
| News Producer          | 3                      | 7                            | 39,582         | 33,048          |
| News Reporter          | 4                      | 6                            | 33,886         | 25,482          |
| News Photographer      | 6                      | 8                            | 31,744         | 25,883          |
| Weekday Sports caster  | 1                      | 10                           | 77,091         | 52,139          |
| Weekend Sports caster  | N/A                    | N/A                          | N/A            | N/A             |
| Weekday Weather caster | 1                      | 8                            | 37,563         | 28,876          |
| Weekend Weathercaster  | N/A                    | N/A                          | N/A            | N/A             |
| Assignment Editor      | 2                      | 7                            | 32,766         | 28,067          |
| Production Assistant   | 3                      | 5                            | 25,492         | 20,297          |
| Producer/Director      | 3                      | 9                            | 38,127         | 31,048          |
| Staff Artist           | 2                      | 3                            | 35,830         | 30,895          |
| Traffic Assistant      | 3                      | 6                            | 24,635         | 20,251          |

Table 29

## All Markets

## Affiliation: Independents

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 94,211  | 78,653             | # of Account Executives: | 6       |        |
| Local Sales Manager     | 79,009  | 33,643             | Total Compensation       |         |        |
| National Sales Manager  | 72,914  | 49,968             | Average                  | High    | Low    |
| Co-op Coordinator       | 29,000  | N/A                | 56,095                   | 136,049 | 33,892 |

## FRINGE BENEFITS

Paid Sick Days (average): 8      Paid Vacation:      Years of Service: 1 2 3 5 10 15 20

Sick Days Accumulated?      Average Weeks: 2 2 2 3 3 3 4

Yes: 29%      Paid Holidays (average): 8

No: 71%

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 45                         | 0                           | 50                                 | 5               |
|                               | Dependents               | 9                          | 23                          | 64                                 | 5               |
| H.M.O.:                       | Employee                 | 37                         | 0                           | 32                                 | 32              |
|                               | Dependents               | 6                          | 22                          | 39                                 | 33              |
| Dental:                       | Employee                 | 36                         | 0                           | 50                                 | 14              |
|                               | Dependents               | 5                          | 23                          | 59                                 | 14              |
| Vision:                       | Employee                 | 21                         | 0                           | 26                                 | 53              |
|                               | Dependents               | 16                         | 5                           | 26                                 | 53              |
| Accidental Death:             | Employee                 | 65                         | 5                           | 10                                 | 20              |
|                               | Dependents               | 17                         | 28                          | 11                                 | 44              |
| Group Life Insurance:         | Employee                 | 71                         | 5                           | 10                                 | 14              |
|                               | Dependents               | 17                         | 22                          | 6                                  | 56              |
| Disability:                   | Short-term               | 39                         | 22                          | 0                                  | 39              |
|                               | Long-term                | 33                         | 24                          | 5                                  | 38              |
| Pension Plan:                 |                          | 29                         | 0                           | 7                                  | 64              |
| 401(k) Plan:                  |                          | 30                         | 17                          | 39                                 | 13              |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 38                         | 0                           | 38                                 | 24              |
|                               | Workshops, Seminar, etc. | 67                         | 0                           | 19                                 | 14              |

**Table 30**  
**Markets: 1-15**

**Affiliation: Independents**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 173,763                | 62,867           | 177,000               | 36,000          |
| Asst. General Manager/Station Manager  | 149,998                | 37,000           | 165,000               | 37,000          |
| Operations Manager                     | 69,252                 | 42,850           | 57,500                | 42,850          |
| Program Director                       | 61,103                 | 37,150           | 59,000                | 37,150          |
| Director of Engineering/Chief Engineer | 91,313                 | 10,120           | 90,964                | 4,500           |
| News Director                          | 66,137                 | 3,875            | 67,990                | 4,000           |
| Marketing Director                     | 50,062                 | 5,080            | 50,062                | 5,080           |
| Promotion/Publicity Director           | 53,447                 | 1,690            | 53,000                | 1,690           |
| Production Manager                     | 66,242                 | 5,800            | 65,000                | 5,800           |
| Business Manager/Controller            | 77,765                 | 10,945           | 78,413                | 8,700           |
| Traffic Manager/Supervisor             | 50,024                 | 3,997            | 45,448                | 2,500           |
| Community/Public Affairs Director      | 52,143                 | 3,375            | 48,000                | 3,375           |
| Art Director                           | N/A                    | N/A              | N/A                   | N/A             |
| Research Director                      | 55,567                 | 4,409            | 53,100                | 4,125           |
| Human Resources Director               | 60,920                 | N/A              | 62,000                | N/A             |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 7                      | 7                            | 46,222         | 41,674          |
| Maintenance Technician | 2                      | 9                            | 50,132         | 40,418          |
| Technical Director     | 3                      | 9                            | 36,880         | 29,750          |
| Floor Director         | 1                      | 1                            | N/A            | N/A             |
| Film/Tape Editor       | 3                      | 10                           | 33,036         | 28,395          |
| Film Director          | N/A                    | N/A                          | N/A            | N/A             |
| Weekday News Anchor    | 3                      | 7                            | 67,500         | 71,667          |
| Weekend News Anchor    | N/A                    | N/A                          | N/A            | N/A             |
| News Producer          | 2                      | 8                            | 44,651         | 40,933          |
| News Reporter          | 4                      | 5                            | 37,526         | 32,188          |
| News Photographer      | 4                      | 6                            | 35,330         | 28,516          |
| Weekday Sportscaster   | 1                      | 5                            | 81,063         | 50,209          |
| Weekend Sportscaster   | N/A                    | N/A                          | N/A            | N/A             |
| Weekday Weathercaster  | 2                      | 5                            | 35,817         | 29,752          |
| Weekend Weathercaster  | N/A                    | N/A                          | N/A            | N/A             |
| Assignment Editor      | 2                      | 2                            | 38,325         | 32,667          |
| Production Assistant   | 3                      | 4                            | 34,485         | 26,526          |
| Producer/Director      | 3                      | 10                           | 50,463         | 38,547          |
| Staff Artist           | 2                      | 3                            | 39,877         | 36,789          |
| Traffic Assistant      | 3                      | 4                            | 27,071         | 23,257          |

Table 30

Markets: 1-15

Affiliation: Independents

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |         |        |
|-------------------------|---------|--------------------|--------------------------|---------|--------|
|                         | Average | Average            |                          |         |        |
| General Sales Manager   | 104,369 | 95,479             | # of Account Executives: | 7       |        |
| Local Sales Manager     | 80,615  | 39,275             | Total Compensation       |         |        |
| National Sales Manager  | 71,722  | 54,917             | Average                  | High    | Low    |
| Co-op Coordinator       | N/A     | N/A                | 61,374                   | 182,292 | 41,145 |

## FRINGE BENEFITS

|                           |     |                          |                   |   |   |   |   |    |    |    |
|---------------------------|-----|--------------------------|-------------------|---|---|---|---|----|----|----|
| Paid Sick Days (average): | 8   | Paid Vacation:           | Years of Service: | 1 | 2 | 3 | 5 | 10 | 15 | 20 |
| Sick Days Accumulated?    |     |                          | Average Weeks:    | 2 | 2 | 2 | 3 | 4  | 4  | 4  |
| Yes:                      | 22% | Paid Holidays (average): | 9                 |   |   |   |   |    |    |    |
| No:                       | 78% |                          |                   |   |   |   |   |    |    |    |

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 44                         | 0                           | 56                                 | 0               |
|                               | Dependents               | 13                         | 25                          | 63                                 | 0               |
| H.M.O.:                       | Employee                 | 43                         | 0                           | 43                                 | 14              |
|                               | Dependents               | 14                         | 29                          | 43                                 | 14              |
| Dental:                       | Employee                 | 44                         | 0                           | 56                                 | 0               |
|                               | Dependents               | 13                         | 25                          | 63                                 | 0               |
| Vision:                       | Employee                 | 43                         | 0                           | 57                                 | 0               |
|                               | Dependents               | 29                         | 14                          | 57                                 | 0               |
| Accidental Death:             | Employee                 | 78                         | 0                           | 11                                 | 11              |
|                               | Dependents               | 33                         | 33                          | 0                                  | 33              |
| Group Life Insurance:         | Employee                 | 89                         | 0                           | 11                                 | 0               |
|                               | Dependents               | 33                         | 17                          | 0                                  | 50              |
| Disability:                   | Short-term               | 50                         | 25                          | 0                                  | 25              |
|                               | Long-term                | 67                         | 22                          | 0                                  | 11              |
| Pension Plan:                 |                          | 40                         | 0                           | 20                                 | 40              |
| 401(k) Plan:                  |                          | 63                         | 13                          | 25                                 | 0               |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 38                         | 0                           | 63                                 | 0               |
|                               | Workshops, Seminar, etc. | 86                         | 0                           | 14                                 | 0               |

**Table 31**  
**Markets: 16+**

**Affiliation: Independents**

| <i>Department Heads</i>                | Average<br>Base Salary | Average<br>Bonus | Median<br>Base Salary | Median<br>Bonus |
|--|------------------------|------------------|-----------------------|-----------------|
| General Manager                        | 102,844                | N/A              | 100,000               | N/A             |
| Asst. General Manager/Station Manager  | 42,400                 | N/A              | 38,000                | N/A             |
| Operations Manager                     | 33,500                 | N/A              | 33,500                | N/A             |
| Program Director                       | 26,500                 | N/A              | 24,500                | N/A             |
| Director of Engineering/Chief Engineer | 51,340                 | N/A              | 46,000                | N/A             |
| News Director                          | 52,620                 | N/A              | 43,000                | N/A             |
| Marketing Director                     | N/A                    | N/A              | N/A                   | N/A             |
| Promotion/Publicity Director           | 43,660                 | N/A              | 35,000                | N/A             |
| Production Manager                     | 30,714                 | N/A              | 30,000                | N/A             |
| Business Manager/Controller            | 43,000                 | N/A              | 34,000                | N/A             |
| Traffic Manager/Supervisor             | 32,709                 | N/A              | 27,500                | N/A             |
| Community/Public Affairs Director      | 19,250                 | N/A              | 19,250                | N/A             |
| Art Director                           | N/A                    | N/A              | N/A                   | N/A             |
| Research Director                      | N/A                    | N/A              | N/A                   | N/A             |
| Human Resources Director               | 24,450                 | N/A              | 24,450                | N/A             |

| <i>Support Staff</i>   | Average Number         |                              | Compensation   |                 |
|------------------------|------------------------|------------------------------|----------------|-----------------|
|                        | Full-Time<br>Employees | Years Employed<br>at Station | Average Annual | Starting Annual |
| Operator Technician    | 4                      | 4                            | 18,590         | 15,957          |
| Maintenance Technician | 3                      | 13                           | 35,253         | 27,500          |
| Technical Director     | 2                      | 15                           | 39,635         | 33,000          |
| Floor Director         | N/A                    | N/A                          | N/A            | N/A             |
| Film/Tape Editor       | 3                      | 4                            | 22,045         | 17,680          |
| Film Director          | N/A                    | N/A                          | N/A            | N/A             |
| Weekday News Anchor    | 2                      | 11                           | 77,975         | 43,667          |
| Weekend News Anchor    | N/A                    | N/A                          | N/A            | N/A             |
| News Producer          | 2                      | 4                            | 30,500         | 26,000          |
| News Reporter          | 3                      | 6                            | 29,612         | 18,725          |
| News Photographer      | 5                      | 13                           | 28,000         | 23,000          |
| Weekday Sportscaster   | N/A                    | N/A                          | N/A            | N/A             |
| Weekend Sportscaster   | N/A                    | N/A                          | N/A            | N/A             |
| Weekday Weathercaster  | 1                      | 14                           | 41,860         | 31,000          |
| Weekend Weathercaster  | N/A                    | N/A                          | N/A            | N/A             |
| Assignment Editor      | 2                      | 15                           | 24,610         | 20,200          |
| Production Assistant   | 2                      | 7                            | 18,250         | 15,633          |
| Producer/Director      | 2                      | 8                            | 24,979         | 20,900          |
| Staff Artist           | N/A                    | N/A                          | N/A            | N/A             |
| Traffic Assistant      | 1                      | 8                            | 22,382         | 17,685          |

Markets: 16+

Table 31  
Affiliation: Independents

| <i>Sales Management</i> | Salary  | Other Compensation | <i>Sales Personnel</i>   |        |        |
|-------------------------|---------|--------------------|--------------------------|--------|--------|
|                         | Average | Average            |                          |        |        |
| General Sales Manager   | 75,300  | 42,667             | # of Account Executives: | 5      |        |
| Local Sales Manager     | 76,333  | 19,563             | Total Compensation       |        |        |
| National Sales Manager  | 75,000  | N/A                | Average                  | High   | Low    |
| Co-op Coordinator       | N/A     | N/A                | 44,614                   | 64,029 | 23,113 |

### FRINGE BENEFITS

Paid Sick Days (average): 7      Paid Vacation:      Years of Service: 1 2 3 5 10 15 20

Sick Days Accumulated?      Average Weeks: 1 2 2 3 3 3 3

Yes: 27%      Paid Holidays (average): 7

No: 73%

|                               |                          | % of Response              |                             |                                    |                 |
|-------------------------------|--------------------------|----------------------------|-----------------------------|------------------------------------|-----------------|
|                               |                          | Paid in Full<br>by Company | Paid in Full<br>by Employee | Cost Shared by<br>Co. and Employee | Not<br>Provided |
| Health Benefits:              | Employee                 | 42                         | 0                           | 50                                 | 8               |
|                               | Dependents               | 0                          | 25                          | 67                                 | 8               |
| H.M.O.:                       | Employee                 | 36                         | 0                           | 27                                 | 36              |
|                               | Dependents               | 0                          | 20                          | 40                                 | 40              |
| Dental:                       | Employee                 | 33                         | 0                           | 42                                 | 25              |
|                               | Dependents               | 0                          | 25                          | 50                                 | 25              |
| Vision:                       | Employee                 | 0                          | 0                           | 10                                 | 90              |
|                               | Dependents               | 0                          | 0                           | 10                                 | 90              |
| Accidental Death:             | Employee                 | 50                         | 10                          | 10                                 | 30              |
|                               | Dependents               | 10                         | 30                          | 10                                 | 50              |
| Group Life Insurance:         | Employee                 | 55                         | 9                           | 9                                  | 27              |
|                               | Dependents               | 10                         | 30                          | 0                                  | 60              |
| Disability:                   | Short-term               | 22                         | 22                          | 0                                  | 56              |
|                               | Long-term                | 9                          | 27                          | 9                                  | 55              |
| Pension Plan:                 |                          | 14                         | 0                           | 0                                  | 86              |
| 401(k) Plan:                  |                          | 15                         | 23                          | 46                                 | 15              |
| Education/Career Development: |                          |                            |                             |                                    |                 |
|                               | Tuition Reimbursement    | 42                         | 0                           | 25                                 | 33              |
|                               | Workshops, Seminar, etc. | 54                         | 0                           | 23                                 | 23              |

## Definitions - Support Staff

### **Operator Technician**

Has the capability of operating all technical operational equipment.

### **Maintenance Technician**

Performs maintenance and repair of electronic equipment.

### **Technical Director**

Prepares, sets up, operates and adjusts audio and visual broadcast equipment master controls to assure the proper transmission of television signals.

### **Floor Director**

Supervises floor people, insuring all necessary preparations for in-studio productions have been made.

### **Film/Tape Editor**

Edits film/tape to meet time limitations, provides films upon request.

### **Film Director**

Responsible for the overall supervision and workflow of the film department including the station's syndicated products.

### **Weekday News Anchor**

Presents news copy and film and video reports on camera within specified news periods during the station's broadcast day from Monday through Friday.

### **Weekend News Anchor**

Presents news copy and film and video reports on camera within specified news periods during the station's broadcast day from Saturday through Sunday, among other duties throughout the week.

### **News Producer**

Responsible for the production of regularly scheduled TV newscast; schedules and coordinates all TV news personnel as their efforts relate to the production of a news program.

### **News Reporter**

Gathers news in the field; writes news stories to be used in news programs and reports news stories.

### **News Photographers**

Responsible for operation of cameras and editing the film/tape visual and audio aspects.

### **Weekday Sports caster**

Collects and prepares information for reporting sports events and conducts interviews. Presents sports news segment on regular news programs from Monday through Friday.

### **Weekend Sports caster**

Collects and prepares information for reporting sports events and conducts interviews. Presents sports news segment on regular news programs from Saturday through Sunday, among other duties throughout the week.

### **Weekday Weathercaster**

Prepares and delivers weather information within station newscasts from Monday through Friday.

### **Weekend Weathercaster**

Prepares and delivers weather information within station newscasts from Saturday through Sunday, among other duties throughout the week.

### **Assignment Editor**

Maintains files and information relating to news events and plans the daily operation of news coverage.

### **Production Assistant**

Responsible for overall production quality of all commercials, promotionals and public service announcements.

### **Producer/Director**

Directs broadcasts, commercials, announcements and other locally produced programs. Responsible for the final product being developed.

### **Staff Artist**

Designs print media advertisements, various graphics for "on-air usage," and graphics for use in commercials.

### **Traffic Assistant**

Prepares minute-by-minute schedule of all on-air television programming, commercials and public service announcements. May be responsible for entering all pertinent data into the computer and generating necessary reports.

## Regional Definitions

### East

#### New England

Connecticut  
Maine  
Massachusetts  
New Hampshire  
Rhode Island  
Vermont

#### Mid-Atlantic

New Jersey  
New York  
Pennsylvania

### South

#### South Atlantic

Delaware  
District of Columbia  
Florida  
Georgia  
Maryland  
North Carolina  
South Carolina  
Virginia  
West Virginia

#### East South Central

Alabama  
Kentucky  
Mississippi  
Tennessee

#### West South Central

Arkansas  
Louisiana  
Oklahoma  
Texas

### MidWest

#### East North Central

Illinois  
Indiana  
Michigan  
Ohio  
Wisconsin

#### West North Central

Iowa  
Kansas  
Minnesota  
Missouri  
Nebraska  
North Dakota  
South Dakota

### West

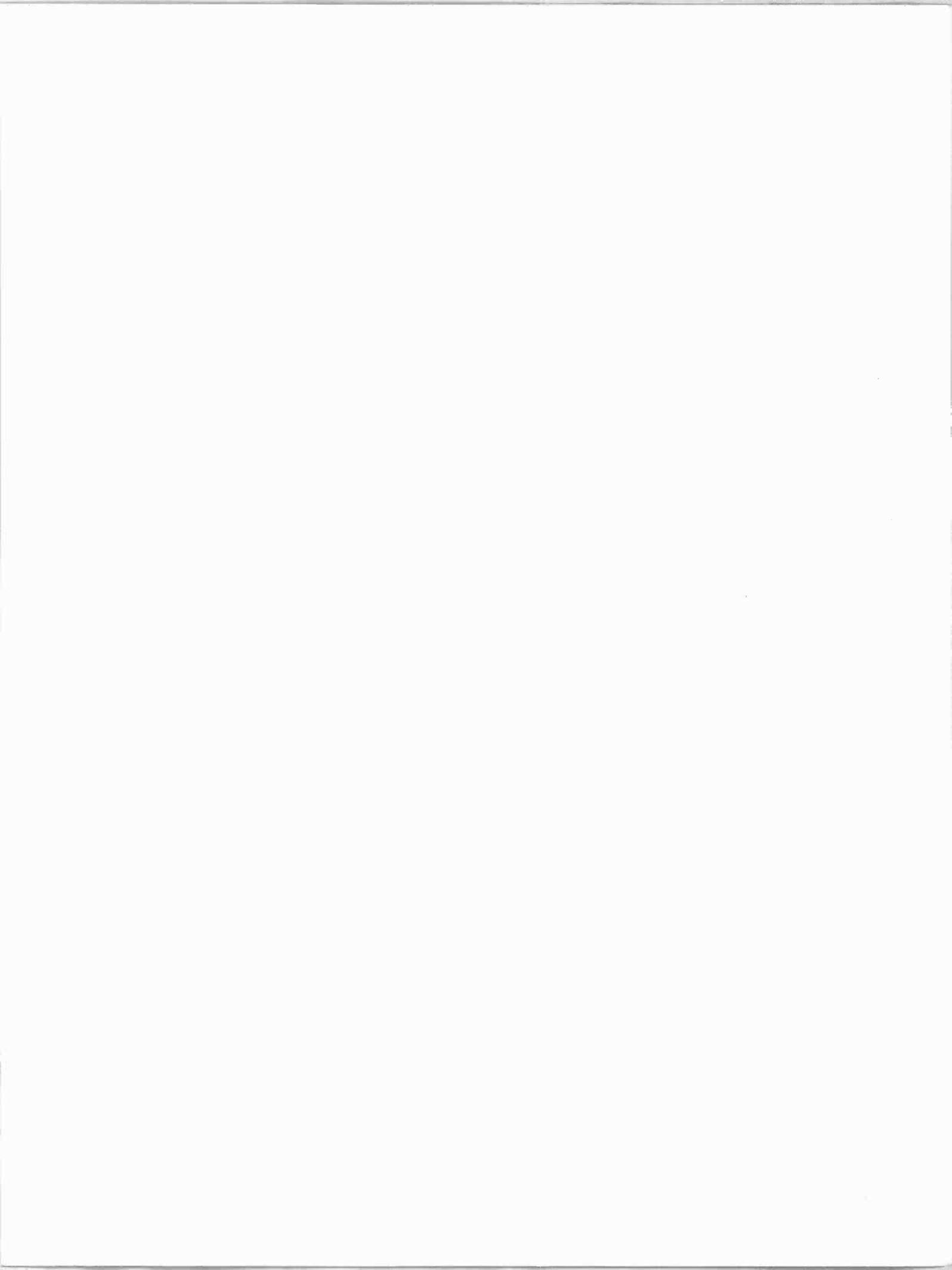
#### Mountain

Arizona  
Colorado  
Idaho  
Montana  
Nevada  
New Mexico  
Utah  
Wyoming

#### Pacific

Alaska  
California  
Hawaii  
Oregon  
Washington





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