**agency for audio and audiovisual media services**

**Analysis of Employee Structure**

**in the Broadcasting Industry in 2013**

**Skopje, August 2014**

# INTRODUCTION

 The analysis of employee structure in the broadcasting industry in 2013 was prepared on the basis of data the broadcasters had submitted to the Agency for Audio and Audiovisual Media Services themselves, as part of the SUE/1 Form, which contains information on a broadcaster’s ownership structure, editors and economic operations throughout 2013.

 These data have been analysed in terms of the employees’ posts, levels of education, gender and status (regular or part-time employment).

 In the Analysis, employee structure in the television broadcasting industry and the structure of employees in the radio broadcasting industry are examined in two separate chapters. These, in turn, present data about the public broadcasting service and the commercial broadcasters at the state, regional and local levels, separately.

This is the fourth analysis of employee structure in the broadcasting industry. The first one was prepared back in 2011, and covered the number and structure of employees in 2010.

**TELEVISION BROADCASTING INDUSTRY**

In 2013, television broadcasting industry as a whole employed a total of 1,941 people. Of these, 1,545 persons were regularly employed, whereas 396 were hired as part-time employees.

Compared to 2012, the number of employees increased by 177, where the number of part-time employees grew by 163, and that of regular employees – by 14.

## Тable 1: Employee structure in the television broadcasting industry

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total  | Education | Status |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 351 | 245 | 264 | 175 | 81 | 66 | 6 | 4 | 242 | 171 | 109 | 74 |
| 2 | Editors | 67 | 76 | 56 | 50 | 11 | 26 | 0 | 0 | 61 | 60 | 6 | 16 |
| 3 | Managers/Executives | 18 | 51 | 12 | 33 | 5 | 18 | 1 | 0 | 17 | 48 | 1 | 3 |
| 4 | Technical staff (engineers and technicians) | 18 | 148 | 4 | 35 | 13 | 111 | 1 | 2 | 15 | 101 | 3 | 47 |
| 5 | Production staff (directors, camera operators, video/audio editors, etc.) | 122 | 526 | 33 | 77 | 76 | 428 | 13 | 21 | 118 | 454 | 4 | 72 |
| 6 | Other personnel | 178 | 141 | 60 | 45 | 104 | 78 | 14 | 18 | 139 | 119 | 39 | 22 |
|  | TOTAL | 754 | 1187 | 429 | 415 | 290 | 727 | 35 | 45 | 592 | 953 | 162 | 234 |

All categories of employees marked a rise in their numbers, the rise being the most prominent among the journalists, whose number increased by as many as 106. Another more significant rise in the number of employees was registered in the category of the production staff – 43 persons more than in 2012. The number of editors grew by eight persons,that of the managers and the technical staff – by three each, while the ‘other personnel’ category increased by 14 persons.

Of a total of 1,941 employees, 576 persons were hired by the Macedonian Television (*Makedonska televizija, MTV)*, 592 persons by the television stations that broadcasted programmes at the state level via a terrestrial transmitter, 187 persons worked at the satellite television stations at the state level, 349 persons at the regional and 237 persons at the local television stations.

### Picture 1: Number of employees of the public broadcaster and the commercial television stations

Just as the year before, the directors, camera operators and audio/video editors were the most numerous this year as well, constituting 33% of the employees. Of these, 88% were regularly employed, whereas 12% were part-time employees.

### Picture 2: Employee structure in the TV broadcasting industry by post



There were only 2% less journalists (31%), of whom 69% were regularly employed, whereas 31% were hired as part-time employees.

Most of the employees in television broadcasting industry were men (61%). They were the most numerous among the production staff, where there were 4.3 times more men than women (engaged as directors, camera operators, audio/video editors and other production staff were 526 men, as opposed to 122 women).

Men were also more numerous among the editors, managers/executives and technical staff.

### Picture 3: Employee structure in the TV broadcasting industry by gender

Female employees were more numerous than males only in the categories of journalists (106 more) and other personnel (37 more).

More than half, i.e. 52% of the employees had completed secondary education. A total of 44% had complted higher education, while only 4% had other levels of education.

### Picture 4: Employee structure in the TV broadcasting industry by education

Nearly 50% of the persons who had completed secondary education were engaged as production staff, while most of the higher educated persons worked as journalists (52%).

The persons who had completed other levels of education were the most numerous in the categories of production staff (34) and other personnel (32).

* 1. **The Macedonian Television (*Makedonska Televizija, MTV*)**

## Table 2: Employee structure of the Macedonian Television

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total | Education | Status |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 82 | 63 | 50 | 38 | 27 | 23 | 5 | 2 | 82 | 63 | 0 | 0 |
| 2 | Editors | 26 | 16 | 23 | 13 | 3 | 3 | 0 | 0 | 26 | 16 | 0 | 0 |
| 3 | Managers/Executives | 0 | 4 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| 4 | Technical staff (engineers and technicians) | 0 | 14 | 0 | 1 | 0 | 13 | 0 | 0 | 0 | 14 | 0 | 0 |
| 5 | Production staff (directors, camera operators, video/audio editors, etc.) | 74 | 207 | 22 | 38 | 39 | 150 | 13 | 19 | 74 | 207 | 0 | 0 |
| 6 | Other personnel | 53 | 37 | 13 | 11 | 31 | 13 | 9 | 13 | 53 | 37 | 0 | 0 |
|   | TOTAL | 235 | 341 | 108 | 105 | 100 | 202 | 27 | 34 | 235 | 341 | 0 | 0 |

###

* 1. **Terrestrial television stations at the state level**

## Table 3: Employee structure of the terrestrial televisions at the state level

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total | Education | Education |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 110 | 76 | 95 | 62 | 15 | 13 | 0 | 1 | 81 | 63 | 29 | 13 |
| 2 | Editors | 15 | 21 | 13 | 18 | 2 | 3 | 0 | 0 | 15 | 20 | 0 | 1 |
| 3 | Managers/Executives | 1 | 7 | 1 | 6 | 0 | 1 | 0 | 0 | 1 | 7 | 0 | 0 |
| 4 | Technical staff (engineers and technicians) | 7 | 37 | 2 | 10 | 4 | 26 | 1 | 1 | 7 | 37 | 0 | 0 |
| 5 | Production staff (directors, camera operators, video/audio editors, etc.) | 33 | 170 | 8 | 15 | 25 | 154 | 0 | 1 | 32 | 155 | 1 | 15 |
| 6 | Other personnel | 54 | 61 | 21 | 17 | 31 | 40 | 2 | 4 | 51 | 58 | 3 | 3 |
|   | TOTAL | 220 | 372 | 140 | 128 | 77 | 237 | 3 | 7 | 187 | 340 | 33 | 32 |

* 1. **Satellite television stations**

## Table 5: Employee structure of the satellite televisions

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total | Education | Education |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 30 | 33 | 25 | 28 | 4 | 4 | 1 | 1 | 22 | 18 | 8 | 15 |
| 2 | Editors | 10 | 7 | 9 | 6 | 1 | 1 | 0 | 0 | 8 | 4 | 2 | 3 |
| 3 | Managers/Executives | 3 | 2 | 2 | 1 | 1 | 1 | 0 | 0 | 3 | 2 | 0 | 0 |
| 4 | Technical staff (engineers and technicians) | 5 | 18 | 2 | 6 | 3 | 11 | 0 | 1 | 2 | 12 | 3 | 6 |
| 5 | Production staff (directors, camera operators, video/audio editors, etc.) | 8 | 40 | 1 | 6 | 7 | 34 | 0 | 0 | 7 | 34 | 1 | 6 |
| 6 | Other personnel | 19 | 12 | 10 | 6 | 9 | 6 | 0 | 0 | 13 | 10 | 6 | 2 |
|  | TOTAL | 75 | 112 | 49 | 53 | 25 | 57 | 1 | 2 | 55 | 80 | 20 | 32 |

# Television stations at the regional level

## Table 7: Employee structure of the regional television stations

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total | Education | Status |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 87 | 45 | 65 | 30 | 22 | 15 | 0 | 0 | 34 | 18 | 53 | 27 |
| 2 | Editors | 11 | 14 | 8 | 5 | 3 | 9 | 0 | 0 | 9 | 10 | 2 | 4 |
| 3 | Managers/Executives | 6 | 20 | 5 | 12 | 1 | 8 | 0 | 0 | 5 | 19 | 1 | 1 |
| 4 | Technical staff (engineers and technicians) | 6 | 48 | 0 | 11 | 6 | 37 | 0 | 0 | 6 | 24 | 0 | 24 |
| 5 | Production staff (directors, camera operators, video/audio editors, etc.) | 4 | 63 | 1 | 9 | 3 | 54 | 0 | 0 | 4 | 30 | 0 | 33 |
| 6 | Other personnel | 29 | 16 | 12 | 4 | 16 | 11 | 1 | 1 | 16 | 10 | 13 | 6 |
|  | TOTAL | 143 | 206 | 91 | 71 | 51 | 134 | 1 | 1 | 74 | 111 | 69 | 95 |

# Television stations at the local level

**Table 8: Employee structure of the local television stations**

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total | Education | Status |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 42 | 28 | 29 | 17 | 13 | 11 | 0 | 0 | 23 | 9 | 19 | 19 |
| 2 | Editors | 5 | 18 | 3 | 8 | 2 | 10 | 0 | 0 | 3 | 10 | 2 | 8 |
| 3 | Managers/Executives | 8 | 18 | 4 | 10 | 3 | 8 | 1 | 0 | 8 | 16 | 0 | 2 |
| 4 | Technical staff(engineers and technicians) | 0 | 31 | 0 | 7 | 0 | 24 | 0 | 0 | 0 | 14 | 0 | 17 |
| 5 | Production staff (directors, camera operators, video/audio editors, etc.) | 3 | 46 | 1 | 9 | 2 | 36 | 0 | 1 | 1 | 28 | 2 | 18 |
| 6 | Other personnel | 23 | 15 | 4 | 7 | 17 | 8 | 2 | 0 | 6 | 4 | 17 | 11 |
|   | TOTAL | 81 | 156 | 41 | 58 | 37 | 97 | 3 | 1 | 41 | 81 | 40 | 75 |

1. **RADIO BROADCASTING INDUSTRY**

 In the year under review, the radio broadcasting industry employed a total of 641 persons – 66 fewer than in the previous year (the number of part-time employees increased by 67, whereas the number of regularly employed persons went down by one).

 Out of the total of employees in all radio stations in 2013, 461 persons were regularly employed, while 180 were part-time employees.

## Table 9: Employee structure in the radio broadcasting industry

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total | Education | Status |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 124 | 83 | 82 | 46 | 42 | 35 | 0 | 2 | 77 | 50 | 47 | 33 |
| 2 | Editors | 34 | 61 | 28 | 35 | 4 | 25 | 2 | 1 | 27 | 50 | 7 | 11 |
| 3 | Managers/Executives | 21 | 45 | 9 | 17 | 12 | 28 | 0 | 0 | 19 | 42 | 2 | 3 |
| 4 | Technical staff (engineers and technicians) | 8 | 71 | 2 | 19 | 6 | 52 | 0 | 0 | 2 | 42 | 6 | 29 |
| 5 | Production staff (directors, radio recorders, audio editors, etc.) | 29 | 84 | 9 | 11 | 19 | 68 | 1 | 5 | 28 | 72 | 1 | 12 |
| 6 | Other personnel | 54 | 27 | 17 | 10 | 31 | 11 | 6 | 6 | 37 | 15 | 17 | 12 |
|   | TOTAL | 270 | 371 | 147 | 138 | 114 | 219 | 9 | 14 | 190 | 271 | 80 | 100 |

 As many as 42% of the employees were engaged by the Macedonian Radio (*Makedonsko radio, MRA*). The radio stations broadcasting programme at the state level hired 13%, the regional radio stations – 17%, and the local ones – 28% of the total number of employees.

### Picture 22: Number of employees of the Macedonian Radio and the commercial radio stations

 Most of the employees were hired as journalists (207). Compared to the previous year, their number rose by 27. An increase by 26, i.e. by one less, was also marked in the editors’ ranks, while the number of technical and other personnel grew by 6 and 13, respectively. Only the number of managers/executives and production personnel was reduced, by one and five persons, respectively.

### Picture 23: Employee structure in the radio broadcasting industry by post



 The number of male employees in the radio stations as a whole was 371, as opposed to 270 women.

 Forty-five per cent of the male employees in the radio broadcasting industry worked as producers and journalists. Apart from the category of television producers, where there were 55 more men than women, men considerably outnumbered women in the categories of technical staff (by as many as 63 persons), managers/executives (by 24) and editors (by 27).

### Picture 24: Employee structure in the radio broadcasting industry by gender



 Nearly 46% of women were employed as journalists. This category employed 41 women more than men. Women were more numerous than men in the category of other personnel as well (by 27).

 As for the levels of employees’ education, 44% had completed higher education, 52% had completed secondary education, while 4% had completed some other degree of education.

### Picture 25: Employee structure in the radio broadcasting industry by education

###

 Nearly 45% of the higher educated persons were employed as journalists, while half less, i.e. 22%, worked as editors. Most of the persons who had completed secondary education were hired as production staff (87 persons) and as journalists (77 persons). Of the persons who had completed other levels of education, 12 were engaged in the category of other personnel, six worked as producers, three as editors and two as journalists.

# The Macedonian Radio *(Makedonsko radio, MRA)*

**Table 10: Employee structure of the Macedonian Radio**

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total | Education | Status |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 49 | 33 | 37 | 21 | 12 | 10 | 0 | 2 | 49 | 33 | 0 | 0 |
| 2 | Editors | 22 | 23 | 19 | 20 | 1 | 2 | 2 | 1 | 22 | 23 | 0 | 0 |
| 3 | Managers/Executives | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| 4 | Technical staff (engineers and technicians) | 0 | 6 | 0 | 1 | 0 | 5 | 0 | 0 | 0 | 6 | 0 | 0 |
| 5 | Production staff (directors, radio recorders, audio editors, etc.) | 26 | 64 | 7 | 6 | 18 | 53 | 1 | 5 | 26 | 64 | 0 | 0 |
| 6 | Other personnel | 33 | 12 | 9 | 2 | 21 | 4 | 3 | 6 | 33 | 12 | 0 | 0 |
|  | TOTAL | 131 | 139 | 73 | 51 | 52 | 74 | 6 | 14 | 131 | 139 | 0 | 0 |

# Radio stations at the state level

**Table 11: Employee structure of the national radio stations**

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total | Education | Status |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 19 | 17 | 12 | 5 | 7 | 12 | 0 | 0 | 5 | 5 | 14 | 12 |
| 2 | Editors | 3 | 6 | 2 | 3 | 1 | 3 | 0 | 0 | 1 | 4 | 2 | 2 |
| 3 | Managers/Executives | 1 | 3 | 0 | 2 | 1 | 1 | 0 | 0 | 1 | 3 | 0 | 0 |
| 4 | Technical staff (engineers and technicians) | 0 | 13 | 0 | 5 | 0 | 8 | 0 | 0 | 0 | 6 | 0 | 7 |
| 5 | Production staff (directors, radio recorders, audio editors, etc.) | 0 | 7 | 0 | 1 | 0 | 6 | 0 | 0 | 0 | 3 | 0 | 4 |
| 6 | Other personnel | 5 | 8 | 3 | 5 | 1 | 3 | 1 | 0 | 1 | 1 | 4 | 7 |
|   | TOTAL | 28 | 54 | 17 | 21 | 10 | 33 | 1 | 0 | 8 | 22 | 20 | 32 |

# Radio stations at the regional level

## Table 12: Employee structure of the regional radio stations

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total | Education | Status |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 25 | 12 | 12 | 5 | 13 | 7 | 0 | 0 | 6 | 5 | 19 | 7 |
| 2 | Editors | 6 | 14 | 5 | 7 | 1 | 7 | 0 | 0 | 1 | 9 | 5 | 5 |
| 3 | Managers/Executives | 1 | 11 | 1 | 5 | 0 | 6 | 0 | 0 | 1 | 10 | 0 | 1 |
| 4 | Technical staff (engineers and technicians) | 1 | 17 | 0 | 2 | 1 | 15 | 0 | 0 | 1 | 10 | 0 | 7 |
| 5 | Production staff (directors, radio recorders, audio editors, etc.) | 1 | 9 | 1 | 4 | 0 | 5 | 0 | 0 | 0 | 5 | 1 | 4 |
| 6 | Other personnel | 8 | 4 | 4 | 2 | 2 | 2 | 2 | 0 | 2 | 1 | 6 | 3 |
|   | TOTAL | 42 | 67 | 23 | 25 | 17 | 42 | 2 | 0 | 11 | 40 | 31 | 27 |

# Radio stations at the local level

## Table 13: Employee structure of the local radio stations

|  |  |  |
| --- | --- | --- |
|   |   | Status as on 31.12.2013 |
|   | Staff | Total | Education | Status |
| Higher Education | Secondary education | Other | Regular employment | Part-time  |
| F | M | F | M | F | M | F | M | F | M | F | M |
| 1 | Journalists | 31 | 21 | 21 | 15 | 10 | 6 | 0 | 0 | 17 | 7 | 14 | 14 |
| 2 | Editors | 3 | 18 | 2 | 5 | 1 | 13 | 0 | 0 | 3 | 14 | 0 | 4 |
| 3 | Managers/Executives | 18 | 30 | 7 | 9 | 11 | 21 | 0 | 0 | 16 | 28 | 2 | 2 |
| 4 | Technical staff (engineers and technicians) | 7 | 35 | 2 | 11 | 5 | 24 | 0 | 0 | 1 | 20 | 6 | 15 |
| 5 | Production staff (directors, radio recorders, audio editors, etc.) | 2 | 4 | 1 | 0 | 1 | 4 | 0 | 0 | 2 | 0 | 0 | 4 |
| 6 | Other personnel | 8 | 3 | 1 | 1 | 7 | 2 | 0 | 0 | 1 | 1 | 7 | 2 |
|  | TOTAL | 69 | 111 | 34 | 41 | 35 | 70 | 0 | 0 | 40 | 70 | 29 | 41 |

Title Analysis of Employee Structure in the Broadcasting Industry

in 2013

Publisher Agency for Audio and Audiovisual Media Services

Address: bul. VMRO br. 3, Skopje

 Tel. 02/3103-400

 [www.avmu.mk](http://www.avmu.mk)

 contact@avmu.mk

For the publisher Zoran Trajcevski, PhD, Acting Director

Prepared by Magdalena Davidovska-Dovleva, M.A.

 Katerina Donevska

 Valide Jashari