

2013 Annual Survey of Journalism Mass Communication Enrollments:

Enrollments Decline For Third Consecutive Year

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ABSTRACT

Enrollments in journalism and mass communication programs in the United States in the fall of 2013 were down from a year earlier for the third year in a row. Enrollments dropped at the bachelor's, master's and doctoral levels, and the number of freshmen and sophomores were down dramatically from a year earlier. Enrollments in the journalism speciality dropped, and enrollments in advertising and public relations also have stagnated. While the overall field of communication also seems to be slowing in terms of growth, the subfield of journalism and mass communication has been particularly hard hit.

Overall enrollments in journalism and mass communication programs declined in the autumn of 2013, marking the third year of lowered enrollments from the previous year. At the undergraduate level, enrollment dropped 1.0 percent from 2012, while enrollment in master's degree programs was down 1.2 percent and enrollment at the doctoral level was down 7.1 percent.

Undergraduate enrollments decreased sharply at the freshmen and sophomore levels but were up more modestly at the junior and the senior levels.

The number of journalism and mass communication programs that were active in 2013 was 480, down from 485 a year earlier. The number of master's level programs went up from 217 in 2012 to 224, while the number of doctoral programs in 2013 was 51, one up from a year earlier.

Even among the same schools that reported enrollment data in 2012 and 2013, enrollments were down across all three levels of degrees.

The percentages of students enrolled in the journalism specialization decreased in the autumn of 2013 compared with a year earlier. The percentage of students in public relations and advertising remained largely unchanged.

The drop in enrollments is not unprecedented. The highest rates of enrollments in journalism and mass communication programs were in 2010. Nationally, university enrollments slightly declined in 2011, the last year for which national data are available, but these enrollments are expected to increase slightly in the years to come.

The number of journalism and mass communication bachelor's degrees granted in 2013 was nearly the same as a year earlier, while the number of master's degree increased by just less than a percentage point and the number of doctoral degrees granted was up significantly.

The financial situation at journalism and mass communication programs improved somewhat in 2013, continuing the trend that started in 2010. One quarter of the programs reported an increase in their operating budgets and more than half reported no changes in their budgets. More than eight out of 10 administrators reported no hiring freeze at their universities. None of the program administrators said there was any discussion of elimination of their programs.

These are the key findings from the 2013 Annual Survey of Journalism & Mass Communication Enrollments, designed to measure trends in journalism and mass communication education.¹

Methodology

The methods used in the Annual Survey of Journalism & Mass Communication Enrollments have remained unchanged since 1988. Schools included in this survey are listed in either the *Journalism & Mass Communication Directory*, published by the Association for Education in Journalism and Mass Communication, or *The Journalist's Road to Success: A Career Guide*, available online from the Dow Jones News Fund, Inc. All degree-granting senior colleges and universities with courses organized under the labels of journalism and mass communication are invited to be listed in the *AEJMC Directory*. To be included in the *Guide*, the college or university must offer at least 10 courses in news-editorial journalism, and those courses must include core courses, such as an introduction to the mass media and media law and ethics, as well as basic skills courses, such as reporting and editing. Since 1992, the two journalism programs listed in the *AEJMC Directory* in Puerto Rico have been included in the population.

A combination of these two directories produced 484 listings in 2013. In October 2013, a questionnaire was mailed to the administrator of each of these programs. A second mailing of this questionnaire was sent to the non-responding schools in December. A third mailing was sent to the non-responding schools in January of 2014. In February, the administrators were sent a fourth mailing. The 239 administrators of the programs who had not responded by the beginning of April were contacted by telephone and asked to answer as many of the questions over the telephone as possible. Four of the 484 schools reported, as a result of the contacts, that their programs were no longer active and were eliminated from the population.

With each mailing, administrators were given the option of returning a printed form via the regular mail, returning a downloadable form by mail or as an attachment to an email message, or completing the form online. When contacted by phone, administrators also were given the option of using a downloadable form or completing the survey online. In the end, 155 (32.3 percent) of the administrators used the online option, compared with 119 (24.5 percent) a year earlier.

The questionnaire asked the administrators to provide information on total enrollments in autumn of 2013, enrollment by year in school, enrollment by sequence of study, enrollment by gender, and enrollment by racial or ethnic group. In addition, administrators were asked to indicate the number and type of degrees granted in the 2012-2013 academic year, degrees granted by sequence of study, degrees

granted by gender, and degrees granted by racial group. The questionnaire also asked about skills taught in the curricula, faculty size, and faculty hiring.

Data were obtained for all of the 480 active programs in the population. This is five programs fewer than in 2012 and down from the high of 491 programs in 2011. Of the 480 returns, 344 were for programs listed in both directories, 95 were only in the AEJMC listing, and 41 were only in the Dow Jones Guide.

As in the past, there was great variability in the detail and precision of the information administrators provided. Some administrators answered every question, while others answered only a few. Data on degrees offered and on enrollments at the bachelor's, master's, and doctoral level were obtained from all of the 480 programs. Of all these programs, 475 offered bachelor's degree programs, 225 offered master's degree programs, and 51 offered doctoral programs. Data on degrees granted at the undergraduate level were obtained for 473 of the 480 undergraduate programs, or 98.5 percent. For master's programs, the number was 223 of 225, or 99.1 percent. At the doctoral level, data on degrees granted were obtained for all 51 of the programs.

Data from the program administrators that were not obtained online were manually entered into a data file. Any inconsistencies in the original documents that were noted were corrected, sometimes by eliminating obviously erroneous information. All manual entry of data was then proofed against the original form. Reports by program administrators that were not clearly in error were taken as accurate. These data were then merged with the online data.

The AEJMC Directory lists membership of the Association of Schools of Journalism and Mass Communication (ASJMC) and accreditation by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). This information was included in the data file. The most complete data were available for the 105 accredited programs.² In general, less complete data were available for the 77 schools that are members of ASJMC but not accredited by ACEJMC. The 298 schools without accreditation or ASJMC membership had the least complete data. In general, these latter schools are smaller than the accredited or ASJMC-affiliated schools.

These two characteristics--accreditation and ASJMC membership--serve as ways of differentiating the 480 journalism and mass communication programs in the population. As was the case

in recent years, these two characteristics were used in 2013 to make projections based on the data reported. Data from the reporting accredited schools were used to estimate characteristics of the accredited schools for which there was any missing information. Similarly, statistical means from the nonaccredited ASJMC schools were used to estimate missing data for similar schools, and data from the nonaccredited schools not affiliated with ASJMC were used to estimate missing data for those programs. The overall estimates, then, were based on complete information and best approximations about data not reported.³

Enrollments

The fall of 2013 saw 213,055 students enrolled in journalism and mass communication programs around the country, down from 215,371 a year earlier and the lowest number of students enrolled as the academic year began since 2006, when 209,641 students were enrolled in journalism and mass communication programs. The decline of 1.1 percent is lower than the 1.5 percent drop from the fall of 2011 to the fall of 2012, and equal to the 1.1 percent drop from 2010 to 2011.⁴ The last time enrollments grew was from 2009 to 2010, when the increase was a strong 2.7 percent. Enrollment had declined each year from three of the four years from 1989 to 1993, but this is the first time enrollments have declined three years consecutively going back to 1988, when the population definition for the enrollment survey was defined as it is today. Enrollments have grown every year but two from 1993 to 2010.

Journalism and mass communication as a field of study is dominated by undergraduate enrollments, and enrollments of students in bachelor's degree programs in the fall of 2013 dropped by 2,029, to 198,410 students, as shown in Figure 1. The decline of 1.0 percent followed a drop the year earlier of 1.5 percent and a decline of 0.5 percent the year before that. This is the first time undergraduate enrollments have declined three years in a row going back to 1988. Undergraduate enrollments declined year-to-year only four times prior to 2010.

Graduate enrollments, dominated by master's level enrollments, have had a more volatile history. Master's enrollments in the field of journalism and mass communication declined 1.2 percent in the fall of 2013 compared with a year earlier. That drop followed a decline of 2.6 percent a year earlier and 9.4 percent the year before that. But master's level enrollments had increased dramatically in 2010 compared with a year earlier. The growth rate was a positive 13.4 percent. The 2013 fall enrollments are down 1.1

percent from the 2009 level. Master's level enrollment are generally more sensitive to the labor market than undergraduate enrollments, and Figure 1 shows a decline in master's level enrollments in the late 1990s, when the U.S. labor market was strong. Many students stay in the market when it is strong and opt to return for master's degrees when the market is weak as a way of waiting out that market.

Doctoral program enrollments also dropped in 2013 compared with a year earlier. The decline was of only 124 students, but that represented a 7.1 percent decrease from the year earlier. The overall pattern has been of modest growth in doctoral program enrollments over recent years. Graduate enrollments made up only 6.9 percent of journalism and mass communication enrollments in the autumn of 2013. That figure has been exactly the same the last three years. Doctoral enrollments were 12.0 percent of graduate enrollments in the autumn of 2013 but only 0.8 percent of total journalism and mass communication enrollments.

Enrollments increased at the junior and senior level in the autumn of 2013 compared with a year earlier, but they declined sharply at the freshman and sophomore levels. The field had 8.1 percent fewer freshmen in 2013 than 2012 and 5.2 percent fewer sophomores. The number of juniors increased 2.0 percent, and the number of seniors increased 3.7 percent. Enrollments by class are not easily predicted one year to the next because of transfer students and students who transfer out of the field. In 2012, enrollments had grown 1.8 percent at the freshman level, and 0.6 percent at the junior level. They had declined 0.6 percent at the sophomore level and 5.9 percent at the senior level. The decline of 8.1 percent at the freshman level in 2013 and the decline of 5.2 percent at the sophomore level are large by historical standards. The decline at the freshman level is the largest decline recorded going back to 1990 academic years, when 10.1 percent fewer freshmen were enrolled than the year before.

The population of journalism and mass communication programs for the 2013 enrollment survey included five fewer schools than a year earlier. Six universities had dropped their programs, and one had added a program. In 2011, the population included 491 programs, the largest ever. In 2013, undergraduate programs were reported at 475 universities, down from 481 a year earlier and the lowest since the 471 reported in 2007. Two hundred and twenty four universities reported master's programs, which is the highest ever, and 51 reported doctoral programs, also a record.

The enrollment declines at the undergraduate level in the last years certainly reflect the changes in the number of programs. But that is not the whole picture, and the decline in enrollments among the same schools are shown in Figures 2 and 3.⁵ Undergraduate enrollments dropped 1.1 percent among the same 484 schools reporting in 2011 and 2012, compared with the overall decline of 1.5 percent. And undergraduate enrollments dropped 0.5 percent among the 479 schools in both the 2012 and 2013 surveys, compared with the overall drop in enrollments of 1.0 percent. Master's level enrollments were down 1.4 percent among same schools reporting in 2011 and 2012, and down 0.9 percent among the same reporting schools in 2012 and 2013. At the doctoral level, enrollments increased 4.9 percent in 2012 over 2011 among the same reporting schools, while it dropped 4.3 percent among the same 479 schools reporting in 2012 and 2013.

Figures 4 and 5 extend this analysis back to 2009 for the 471 universities that have reported data from that year through 2013. At those universities, enrollments grew by 2.9 percent from 2009 to 2010 but have declined each year since, with the declines becoming slightly smaller in recent years (Figure 4). At the master's level, enrollments grew strongly from 2009 to 2010 and then declined, with the last year showing the smallest rate of negative growth (Figure 5). Doctoral enrollments grew every year except from 2012 to 2013 at these 471 universities. Figures 2 to 4 make it clear that, while some of the change in enrollments at the undergraduate level are the result of some universities discontinuing their programs, that is not the sole explanation of the change. Even among the same universities, enrollments at the undergraduate level have declined.

The last year for which actual, official counts of undergraduate enrollments across fields of study at all two- and four-year institutions of higher education in the United States are available is 2011, and that year, 18,063,000 students were enrolled. The figure is down 0.1 percent from the 18,079,000 enrolled in 2010.⁶ The National Center for Education Statistics is projecting that the final tally for 2012 and 2013 will show enrollment growth and that enrollments at the undergraduate level will continue to grow through 2021.⁷ NCES also reported drops in post-baccalaureate enrollments in 2011 of 0.2 percent.⁸ Data are not reported separately for master's and doctoral enrollments. NCES is predicting final enrollment figures for 2012 and 2013 will show growth and that enrollment in graduate programs will continue to grow through 2021.⁹

Students enrolled in journalism as a specialization made up a smaller percentage of enrolled undergraduate journalism and mass communication students in the autumn of 2013 than in 2012. The percentage was 26.6 in 2013, compared with 29.3 percent a year earlier. Students in 2013 were less likely to be enrolled in programs in print or news editorial journalism or broadcast/television journalism in 2013 than in 2012 and more likely to be enrolled in journalism not differentiated by platform. The drop in percentage of journalism students was large in 2013, but, historically, only a little more than a quarter of undergraduate journalism and mass communication students have been in a journalism specialization going back to at least 1988, when 27.7 percent of the enrolled students were so classified. The status of journalism as a much-less-than-dominant part of journalism and mass communication education is often missed in discussions of the field. The percentage of undergraduate journalism and mass communication students specializing in advertising in the autumn of 2013 was 7.4, compared with 7.8 percent in 2012. The percentage of students in public relations was 16.5 percent, compared with 16.4 percent a year earlier.

The labels administrators use in classifying the specializations of their students is quite diverse. Administrators are given 26 categories from which to choose. They also are allowed to use their own labels and to designate students as having not declared a specialization. Journalism, public relations and advertising are the largest category. The only other category accounting for more than 5 percent of the enrolled students is communication studies, with 6.7 percent. Combined public relations and advertising programs account for 3.5 percent of the students, and strategic communication accounts for 3.8 percent. So if advertising, public relations, combined advertising and public relations and strategic communication are lumped together, these areas account for 31.2 percent of the students, or considerably more than the combined 26.6 percent for journalism. That figure had been 31.4 percent a year earlier.

The classification of students is an approximation, based on the data provided by those schools which report detailed enrollment information on their students. The available responses are then projected to the schools or programs for which the data are not available. In 2013, program administrators at 57.0 percent of the programs reported enrollments by specialization.

Figure 6 shows same-school comparisons for enrollments by specialty in 2011 and 2012. Among those programs reporting enrollments in advertising, among those reporting enrollments in public

relations, among those reporting enrollments in combined advertising and public relation, and among those reporting enrollments in strategic communication, enrollments increased. Among those schools reporting enrollments in print journalism and among those reporting in broadcast journalism, enrollments dropped. Enrollments increased in digital journalism and in journalism undifferentiated by platform. Figure 7 shows the same data for 2012 and 2013. Among those schools with the advertising specialization, enrollments grew slightly. Among those with specializations in public relations, enrollments declined. Combined public relations and advertising grew just slightly, while strategic communication dropped slightly. Print journalism enrollments dropped among those programs with that specialization. Broadcast journalism increased slightly as did digital journalism. But undifferentiated journalism dropped quite markedly. The two figures are consistent with the overall finding that enrollments in journalism are declining, and enrollments in public relations and advertising also are showing some signs of stagnation or negative growth.

The largest journalism and mass communication program in the fall of 2013 in terms of undergraduate enrollments was at Michigan State University, with 3,161 students. Pennsylvania State University followed with 2,897 students and the University of Missouri with 2,858. The University of Alabama was in fourth position with 2,712, and Middle Tennessee State University was in the fifth slot with 2,432 enrolled students at the bachelor's degree level. The next five programs, in order, were California State University Fullerton (2,255 students), University of Florida (2,254), University of Oregon (2,097), Ball State University (2,094), and University of Central Florida (2,015).

Northwestern had the largest number of master's degree students enrolled in a journalism and mass communication program in the fall of 2013, with 462 students. The next largest programs were at Columbia, with 378 enrolled students, and West Virginia University with 372. American University followed with 369 students. The University of the Sacred Heart in Puerto Rico had the fifth largest program, with 347 students enrolled. Rounding out the top 10 in terms of size were Boston University (330 students), Webster University (325), New York University (299), University of Florida (283), and Kent State University (274).

The largest doctoral enrollment in a journalism and mass communication program in the fall of 2013 was at Michigan State University, where 96 students were on the roster. The University of

Wisconsin–Madison School of Journalism and Mass Communication reported 87 students, representing the second largest program. Regent University had 83 students enrolled, followed by Georgia State University with 75 and the University of Florida with 64. The University of Maryland Department of Communication had 60 students, as did the University of Texas at Austin. The University of Connecticut was in eighth position with 55 students, followed by Ohio State University and Pennsylvania State University, each with 54 students.

The number of enrolled students for all programs is shown in the Appendix.

Degrees Granted

While enrollments in journalism and mass communication programs have declined in the last three years, the number of degrees granted by those institutions has continued to increase, though at a very low rate. Journalism and mass communication programs granted 57,705 degrees in academic year 2012-2013, up 0.3 percent from a year earlier. Degrees granted at the bachelor's degree level increased 0.1 percent from a year earlier, while graduate degrees granted increased by 1.5 percent. That reflects an increase of 0.9 percent at the master's level and 12.7 percent at the doctoral.

The growth in overall number of degrees granted had increased by 0.5 percent from 2011 to 2012 but had grown by less than a tenth of a percent from 2010 to 2011. At the bachelor's degree level, the percent of change from 2011 to 2012 had been 0.1 percent, the same as for 2012-2013. The rate of growth from 2010 to 2011 was 0.4 percent. The relationship between enrollments and degrees granted is not perfect, as retention rates play a role. Clearly, however, the field has left its period of strong growth in student demand reflected as reflected in both of these indicators.

Detailed data on enrollments by major or field of study across universities do not exist, but such data are available for degrees granted. These data are gathered as part of the Integrated Postsecondary Education Data System (IPEDS), a project of the U.S. National Center for Education Statistics (NCES).¹⁰ NCES uses a Classification of Instructional Programs (CIP) to list on a yearly basis all degrees granted by universities in the United States. Two broad categories, Communication, Journalism and Related Programs (09) and Communications Technologies/Technicians and Support Services (10), are used to classify degrees granted in the broad field of communication.

The data for the CIP 09 and 10 categories are shown in Figures 8 and 9 for academic year 2011-

2012, the most recent available, along with comparable data from the Annual Survey of Journalism & Mass Communication Enrollments. The comparable data go back to 2000-2001. At the bachelor's degree level (Figure 8) they show growth both in the larger field of communication, as reflected in the line for the IPEDS data, and in the subfield of journalism and mass communication, as represented by line for the data from the Annual Survey of Journalism & Mass Communication Enrollments. Even in the initial years, however, the growth rate was much greater for the larger field than for the subfield, and that discrepancy has grown across time until the most recent year. In the comparison from 2009-2010 to 2010-2011, for example, the growth rate for the IPEDS data was 2.4 percent compared with 0.4 percent for the Annual Survey data. From 2010-2011 to 2011-2012, the IPEDS data show a growth rate of 0.6 percent, compared with 0.1 percent for the Annual Survey data. It seems that the declines in the subfield have started to drag down enrollments in the overall field of communication.

Figure 9 shows these comparisons at the graduate level. Again, at the master's level, the rate of growth has been greater in the larger field of communication than for the journalism and mass communication subfield. Doctoral degree growth is very small both in the larger field of communication and in the subfield represented by journalism and mass communication doctoral program enrollments.

The largest program in journalism and mass communication, based on the number of bachelor's degrees granted in academic year 2012-2013, was California State University Fullerton with 1,300 degrees conferred. Boston University had the second largest number of degrees granted, with 932, followed by Michigan State University and Pennsylvania State University, both with 878. In fifth position was the University of Florida with 645 degrees. The University of Georgia was in sixth position with 599, followed by the University of Alabama with 561, University of Central Florida with 555, Middle Tennessee State University with 535, and University of Missouri with 504.

Columbia University granted the largest number of master's degrees in academic year 2012-2013 with 354, followed by Northwestern with 264. The third largest program in terms of master's degrees granted was Syracuse University with 197. In fourth position was Boston University with 174 and American University with 167. The next largest programs were at West Virginia University (138 students), Ball State University (127), Michigan State University (124), University of Southern California (124), and New York University (117).

The University of Maryland Department of Communication granted 18 doctoral degrees in academic year 2012-2013, making it the largest program in a journalism and mass communication program in that regard. The University of Florida was the second largest program, having granted 17 doctoral degrees, and was followed by Michigan State University with 14 degrees. Pennsylvania State University had the fourth largest doctoral program in terms of degrees granted in 2012-2013, with 13 degrees. The University of Alabama and the University of North Carolina Chapel Hill each granted 12 doctoral degrees that academic year. Georgia State University had the seventh largest program with 11 degrees granted, followed by Regent University with 10. Four programs each granted nine doctoral degrees in academic year 2012-2013. Those were Texas Tech University, University of Georgia, University of Tennessee Knoxville, and University of Wisconsin–Madison School of Journalism and Mass Communication.

The numbers of degrees granted for all programs that reported those data are shown in the Appendix.

Characteristics of Students

Woman made up 63.6 percent of the undergraduate students enrolled in journalism and mass communication programs in the fall of 2013, a figure that is nearly the same as last year and matches the percentages going back to 2001. The drop in enrollments at the undergraduate level over the last three years does not appear to be disproportionate by gender. The data are based on actual counts of undergraduate enrollments by gender at 228 programs. Those counts are used to project to the full set of 475 undergraduate programs in the country.

Women were 67.3 percent of those enrolled in journalism and mass communication master's degree programs in the fall of 2013, a figure nearly identical to that for 2012, and 60.3 percent of those enrolled in doctoral programs, up just slight from a year ago. The percentage of enrolled doctoral students in journalism and mass communication programs who are women is the highest percentage reported going back to 1988.

Women received 65.3 percent of the bachelor's degrees granted in academic year 2012-2013 by journalism and mass communication programs, 69.3 percent of the master's degrees granted, and 58.7 percent of the doctoral degrees. For undergraduate and master's degrees, these percentages are higher

than the corresponding percentages for enrollments, reflecting, most likely, higher retention rates for women. At the doctoral level, the percentage of degrees granted to women is just below the current percentage of enrolled students who are female, but the latter figure is growing, suggesting that a higher percentage of degrees will be granted to women in coming years.

In the fall of 2013, 32.8 percent of the students enrolled in journalism and mass communication programs were classified as a member of a U.S. racial or ethnic minority group, down about a percentage point from a year earlier but the second higher percentage ever recorded in the enrollment survey. The percentage of students in journalism and mass communication master's programs who were classified as a member of a U.S. minority group was 23.3, up slightly from a year earlier. The percentage of students in doctoral programs who were members of a U.S. minority group was 14.0, down significantly from the figure of 24.2 a year earlier. The number of doctoral students in the country is small, and the percentage who are racial or ethnic minorities has varied considerably over the years. The enrollment figures do not include students enrolled at Florida A&M University, Howard University, or Sacred Heart University in Puerto Rico, which did not report enrollments by race or ethnicity but almost certainly had a large number of minority students. Howard has a master's and doctoral program in addition to undergraduate programs. Florida A&M has only an undergraduate program, while the University of the Sacred Heart offers both the bachelor's and the master's degree.

In academic year 2012-2013, journalism and mass communication programs granted 25.3 percent of their bachelor's degrees to members of U.S. racial or ethnic minority groups, a figure up just slight from a year ago. Of those who earned a master's degree in journalism and mass communication, 22.9 percent were members of U.S. racial or ethnic minority groups, up just slightly from a year earlier. Of those who earned a doctoral degree in 2012-2013, 22.0 percent were U.S. racial or ethnic minorities, down just slightly from a year before. The difference between the percentage of students enrolled who are members of racial or ethnic minorities and the percentage of degrees granted to racial and ethnic minorities reflects the continued retention gap for minority students. As was the case at the enrollment level, neither Howard University nor the University of Sacred Heart in Puerto Rico reported data on degrees granted by race or ethnicity.

Unit Finances And Status

Academic year 2013 witnessed slight improvements in the budgets of journalism and mass communication programs around the country. The percentage of programs that reported decreases in operating budgets dropped from 20.7 to 18.5, while the percentage reporting that their operating budgets were stable increased from 53.2 percent to 56.0 percent.

In the fall of 2013, 83.6 percent of the program administrators reported that there was no type of hiring freeze in place for their unit, the highest that percentage has been going back to 2008. Faculty and staff hiring freezes remain in place for 11.5 percent of the programs, a figure that has been unchanged in the last three years. Journalism and mass communication programs reported hiring 666 faculty members in academic year 2012-2013, up from 558 a year earlier and the highest ever reported going back through 1997 except for 2007-2008, or the year before the national economic crisis.

Administrators of 9.1 percent of the journalism and mass communication programs reported serious discussion about combining their program with another on campus in academic year 2012-2013, up from 8.1 percent a year earlier but down from 11.8 percent in 2010. No administrator reported serious discussion on campus about eliminating the journalism and mass communication program. That is the first year in which that question has been asked on the survey when no administrator reported such a conversation.

Concluding Comments

Journalism and mass communication enrollments at the crucial undergraduate level are now clearly in decline. The overall figures are down, as the number of programs drops. And same-school enrollments are down. The drops are not large, but the trend is unmistakable.

Given that the field is so heavily focused on undergraduate enrollments, with 93.1 percent of the students for the last three years enrolled at that level, what happens at the graduate level almost doesn't matter. But those enrollments are down as well. And enrollments of freshman and sophomore were down dramatically in 2013, suggesting that the pattern is firmly entrenched. Program administrators reported an 8.1 percent drop in freshman enrollments and a 5.2 percent drop in enrollment of sophomores.

The traditional core of the field—journalism education—has been particularly hard hit. Enrollments at units reporting data in 2011 and 2012 showed that fewer students were enrolled in print journalism and broadcast journalism, but more had picked digital journalism and journalism that was not platform specific.

In 2012-2013 comparisons, however, print journalism and journalism undifferentiated by platform were both down significantly. Enrollments were up slightly in broadcast journalism and digital journalism.

But the fall off in enrollments is not limited to journalism. In 2011-2012 comparisons, enrollments in advertising were up slightly, and enrollments in public relations and strategic communication were up more substantially. Combined advertising and public relations showed slight gains. In 2012-2013 comparisons, however, advertising enrollments grew only slightly, and public relations enrollments actually declined. Combined advertising and public relations enrollments were up slightly, but enrollments in strategic communication were down.

Growth in the overall field of communication education, of which journalism and mass communication education is a part, also has slowed, the national data available indicate. These data reflect degrees granted, which lag enrollments. From academic year 2008-2009 to 2009-2010, the number of undergraduate communication degrees granted increased by 3.6 percent. The following year, the rate of growth was 2.4 percent. And from 2010-2011 to 2011-2012, the growth rate was 0.6 percent. Degrees granted during that same period for journalism and mass communications showed growth rates of 1.4 percent, 0.4 percent, and 0.1 percent. It seems that the overall field of communication is being pulled down by the journalism and mass communication component.

The declines in student interests in journalism and mass communication as an area of study is not unprecedented. The field saw drops in bachelor's level enrollments in the early 1990s, when the national economy was weakening. What is different this time is that the economy is in a weak recovery, but enrollments are dropping. The decline in interest in public relations and advertising is most striking, since these have been areas of high interest and because the industrial change that has made journalism as a career track has not so directly affected public relations.

The data suggest that the journalism component of journalism and mass communication education is not a growth area in terms of enrollments, and a focus on journalism as practiced in the past is not likely to attract student interest. The data even hint that a focus on journalism as the curricular core of the field, as the common title of the field—journalism and mass communication education—might be dysfunctional from the point of view of attracting students.

The field of journalism and mass communication education has been in growth mode for so long

that it will be hard to change focus and recognize that journalism and mass communication is part of a larger communication education enterprise. The data suggest, however, that just such a change in perspective is essential.

Endnotes

1. Funding for the 2013 enrollment survey was provided by the Association of Schools of Journalism and Mass Communication, the Association for Education in Journalism and Mass Communication, the Hearst Corporation, the National Association of Broadcasters, the Newspaper Association of America, the Scripps Howard Foundation, and the Grady College of Journalism & Mass Communication, University of Georgia.
2. Indiana University's School of Journalism and the journalism program at the Indianapolis Campus of I.U. are treated as separate programs in this analysis, though they share accreditation.
3. Special thanks are given to the following University of Georgia students who worked on the 2013 graduate survey: Meredith Dean, Kate Devlin, Grace Donnelly, Alex Kazragis, Trevor Lanier, Taylor Rooney, Cesar Toledo, Sarah Turner and Meg Ward.
4. Following the publication of the results of the 2012 enrollment report, three universities indicated that the data in that report were in error. In two of those cases, the reporting school had provided the incorrect data while completing the survey instrument online. In the third case, a data entry clerk and the clerk who proofed the data entry had misinterpreted a hand-written figure. The data reported here reflect the corrections for the errors in the 2012 data file. The 2012 data are reported in Lee B. Becker, Tudor Vlad and Holly Anne Simpson, "2012 Annual Survey of Journalism and Mass Communication Enrollments: Enrollment Decline For Second Year in a Row," *Journalism & Mass Communication Educator*, 68 (winter 2013): 305-334.
5. Figure 2 is an update from a similar chart in the 2012 report. The changes reflect the corrections discussed in Note 4.
6. National Center for Education Statistics (2013). *Digest of education statistics*. Retrieved on August 26, 2014, from http://nces.ed.gov/programs/digest/2013menu_tables.asp
7. National Center for Education Statistics (2013). *Digest of education statistics*. Retrieved on August 26, 2014, from http://nces.ed.gov/programs/digest/2013menu_tables.asp
8. National Center for Education Statistics (2013). *Digest of education statistics*. Retrieved on August 26, 2014, from http://nces.ed.gov/programs/digest/2013menu_tables.asp
9. National Center for Education Statistics (2013). Projections of education statistics. Retrieved on August 26, 2014, from <http://nces.ed.gov/programs/projections/projections2021/tables.asp>
10. The completion of all IPEDS surveys is mandatory for all institutions that participate in or are applicants for participation in any Federal financial assistance program authorized by Title IV of the Higher Education Act of 1965, as amended. The completion of the surveys is mandated by 20 U.S.C. 1094, Section 487(a)(17). Title IV covers the administration of the federal student financial aid programs.

Figure 1

AUTUMN UNDERGRADUATE AND GRADUATE ENROLLMENTS (DUAL Y AXES)

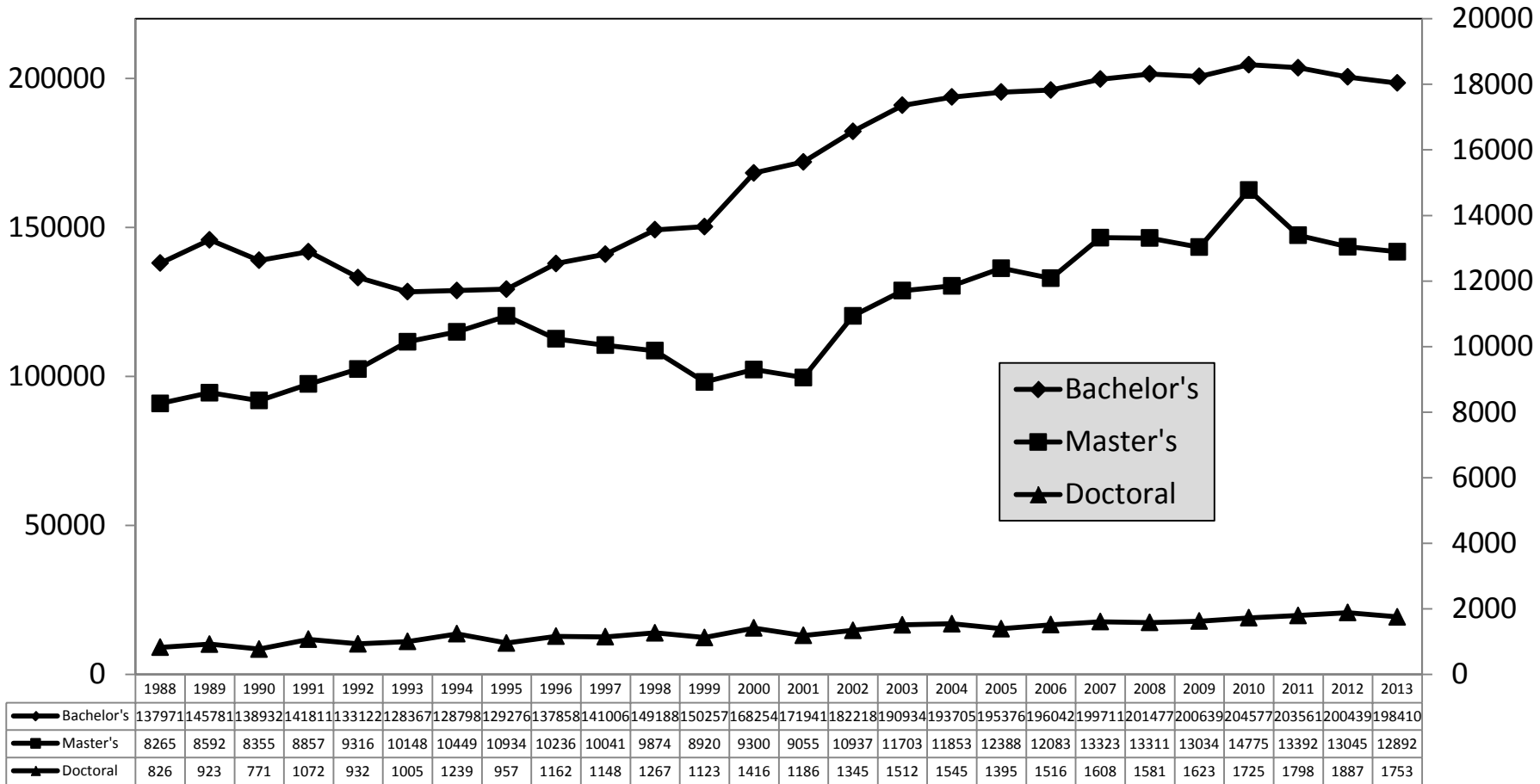


Figure 2
ENROLLMENTS 2011 AND 2012,
SAME SCHOOLS (N=484)

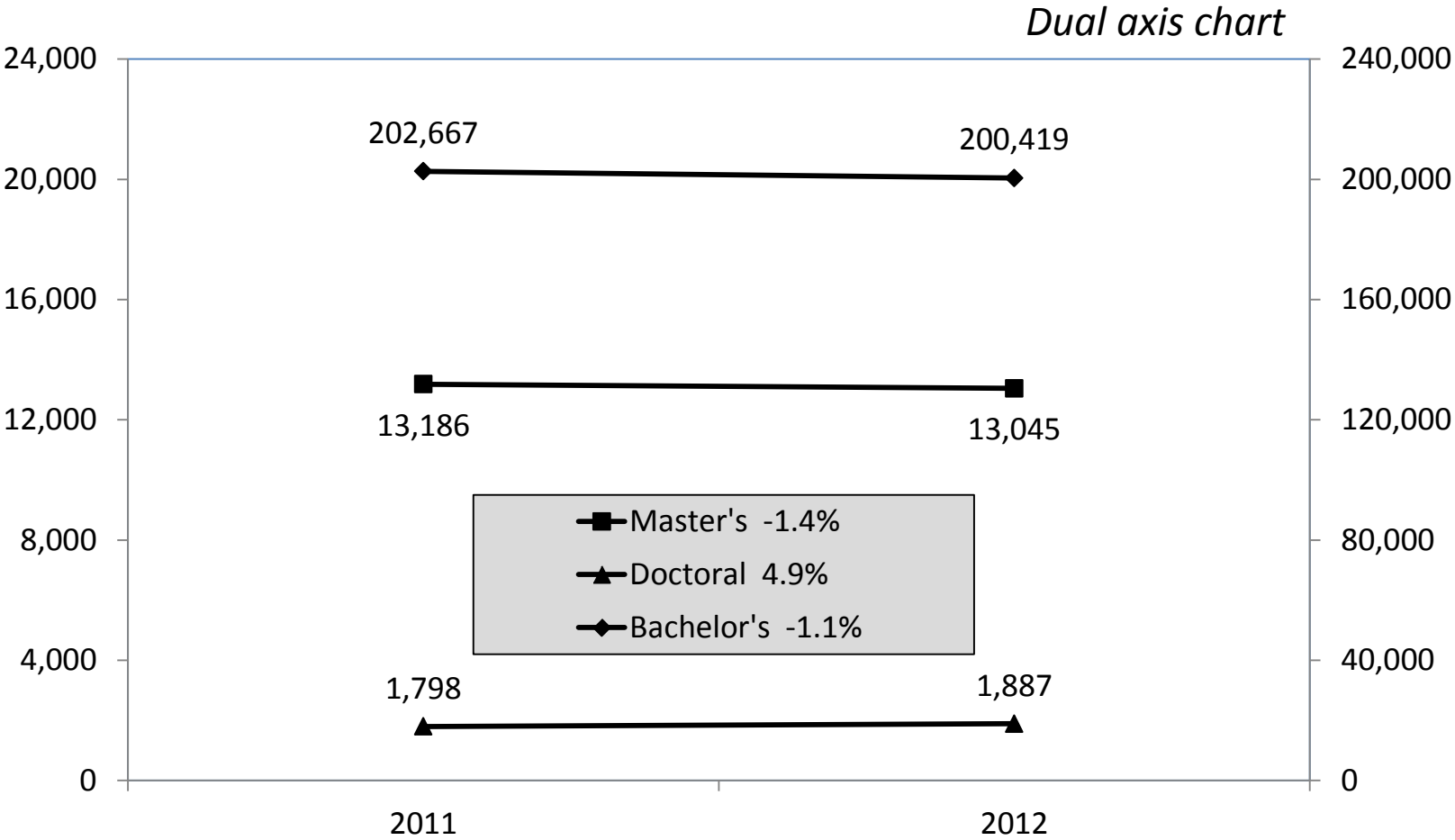


Figure 3
ENROLLMENTS 2012 AND 2013,
SAME SCHOOLS (N=479)

Dual axis chart

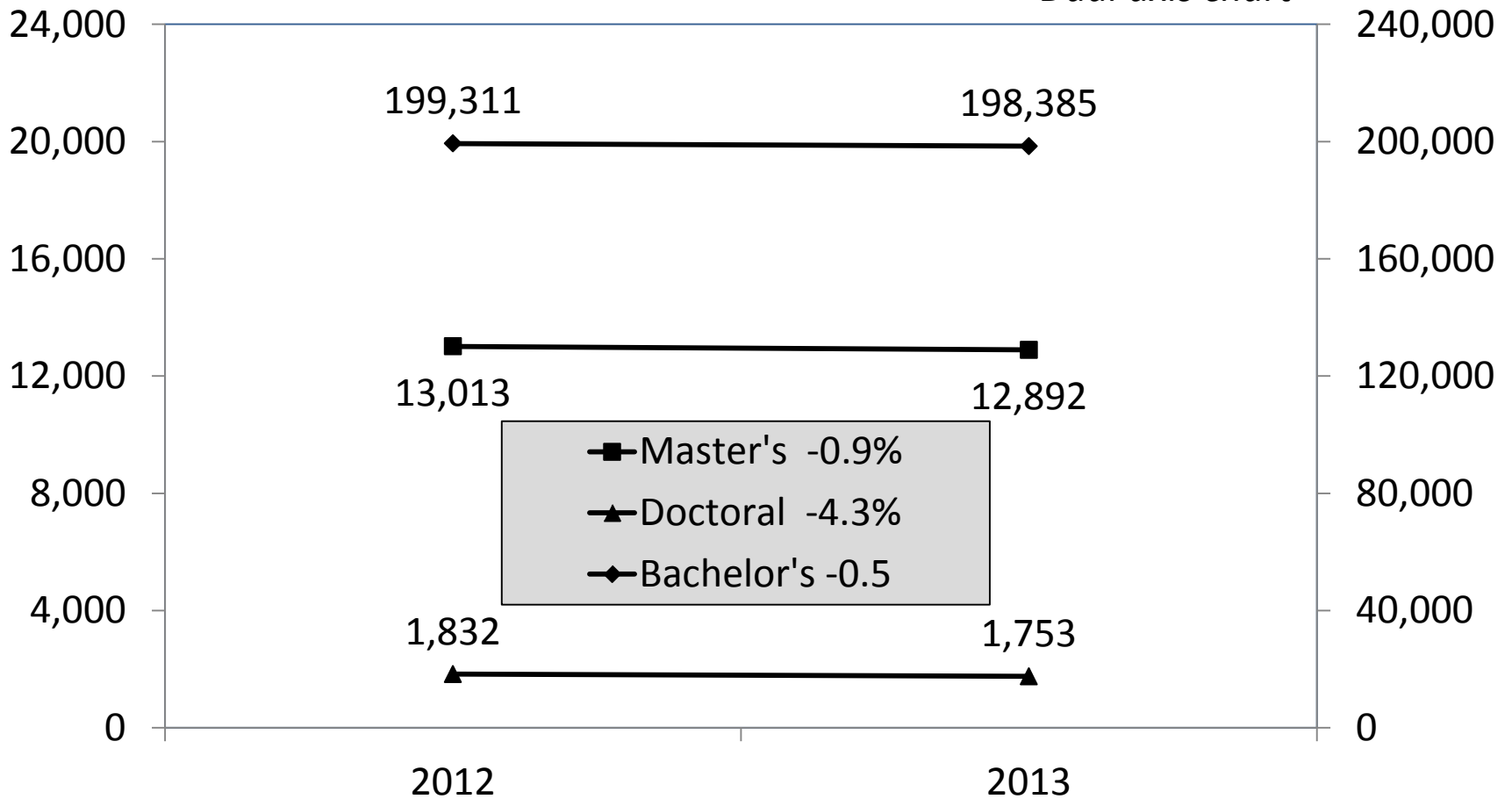


Figure 4

UNDERGRADUATE ENROLLMENTS 2009, 2010, 2011, 2012 AND 2013, SAME SCHOOLS (N=471)

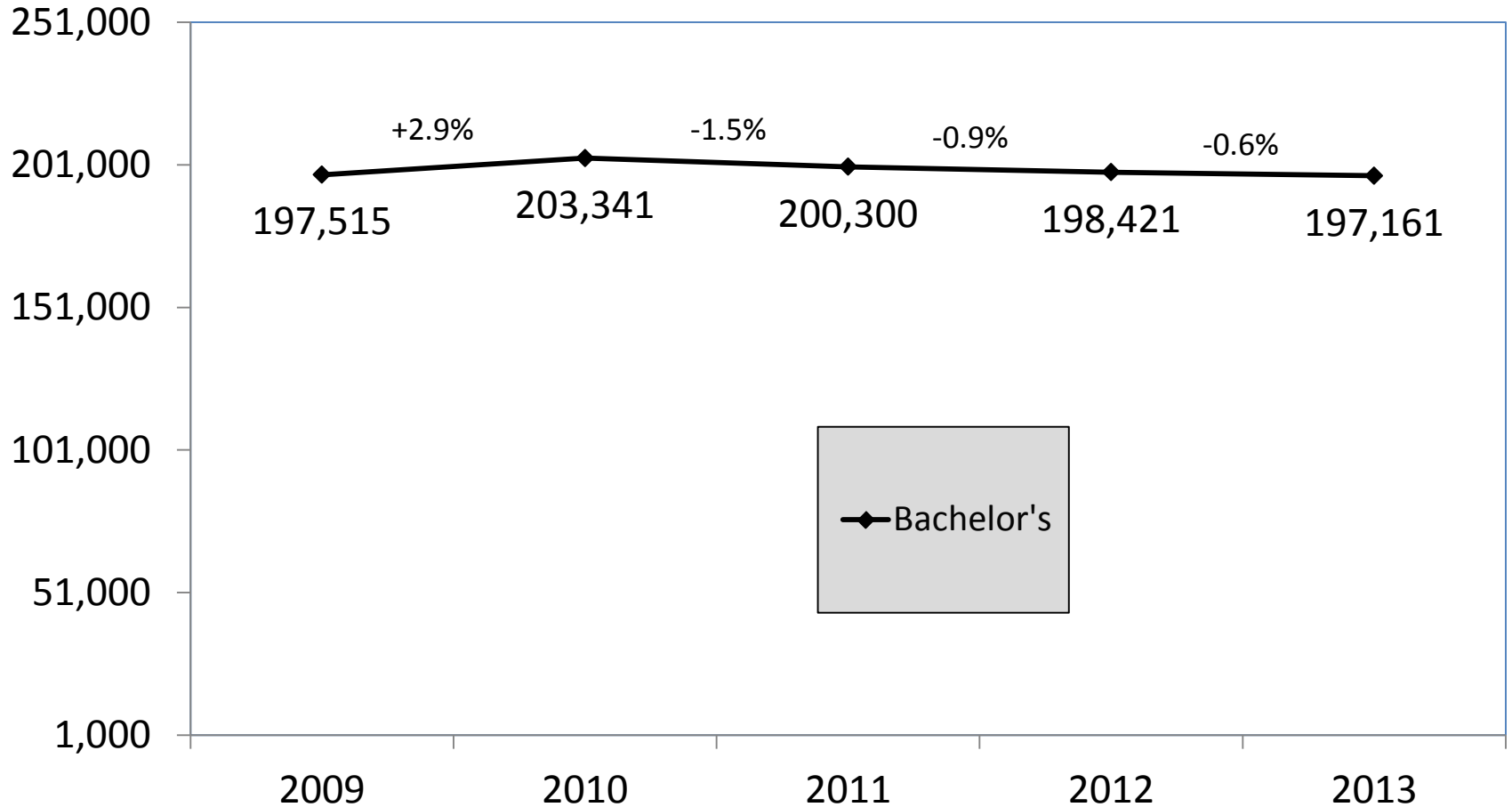


Figure 5
GRADUATE ENROLLMENTS 2009, 2010, 2011, 2012, AND 2013,
SAME SCHOOLS (N=471)

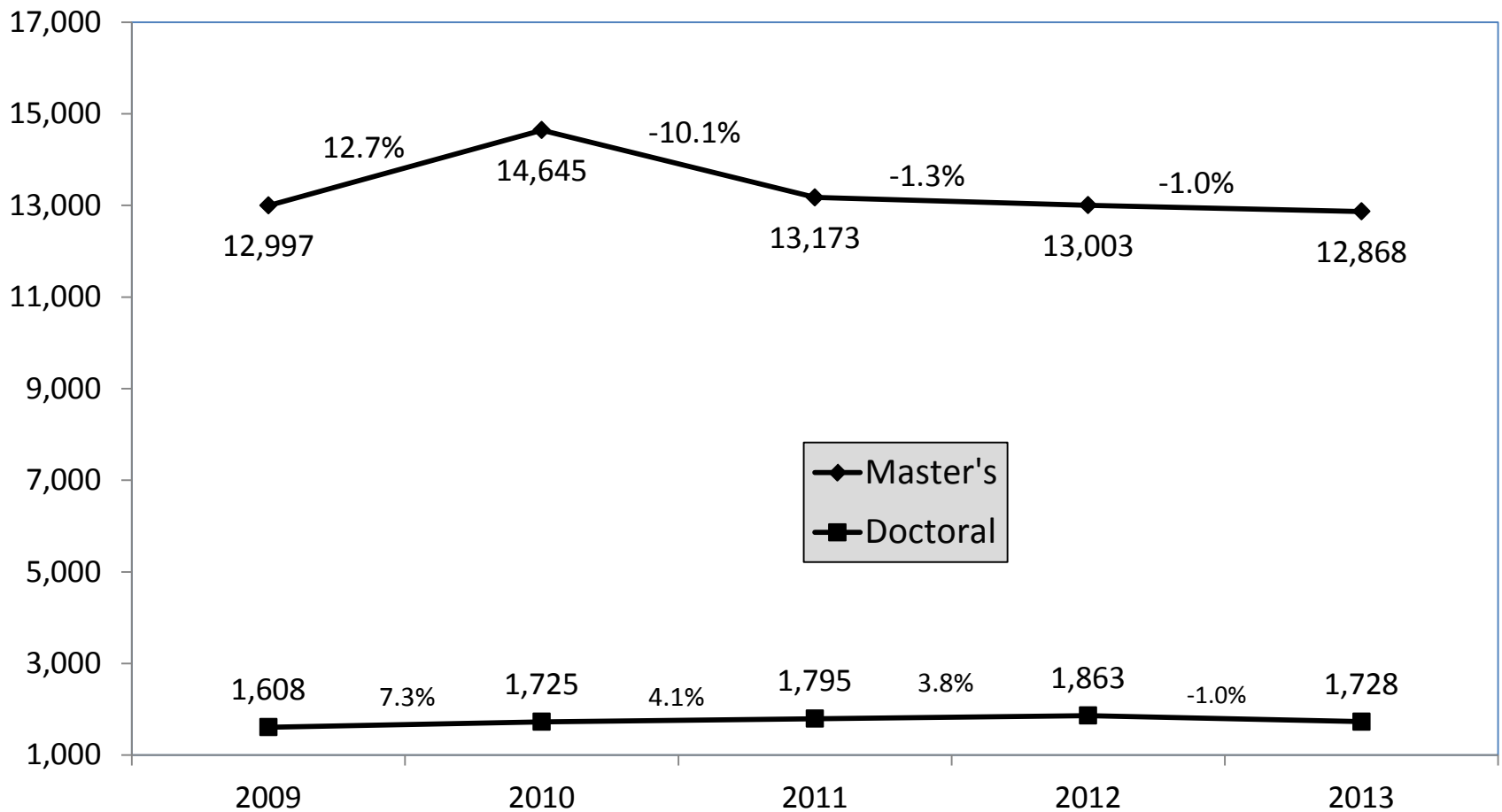


Figure 6

ENROLLMENTS 2011 AND 2012, SAME SCHOOLS, BY SEQUENCE

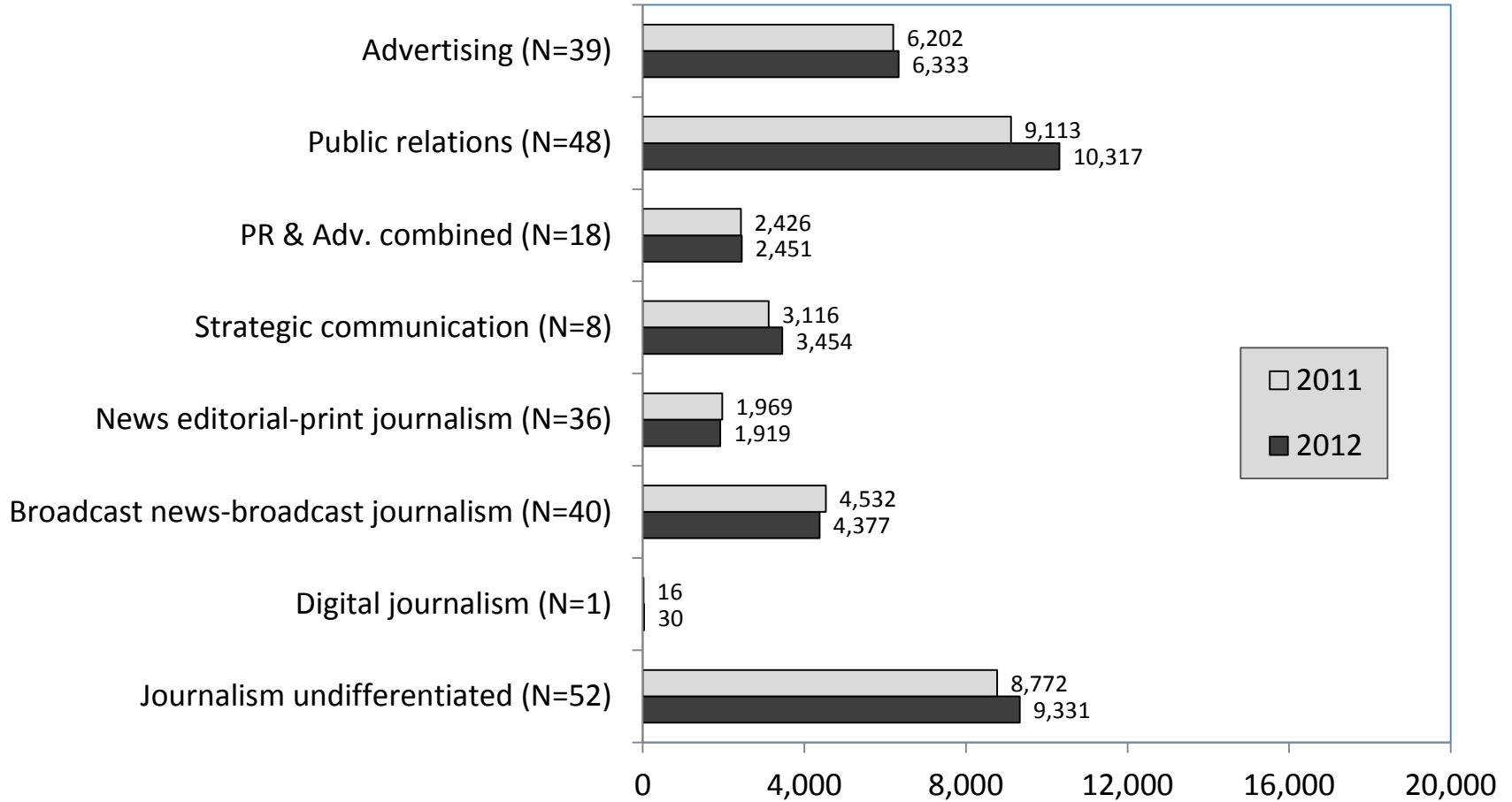


Figure 7

ENROLLMENTS 2012 AND 2013, SAME SCHOOLS, BY SEQUENCE

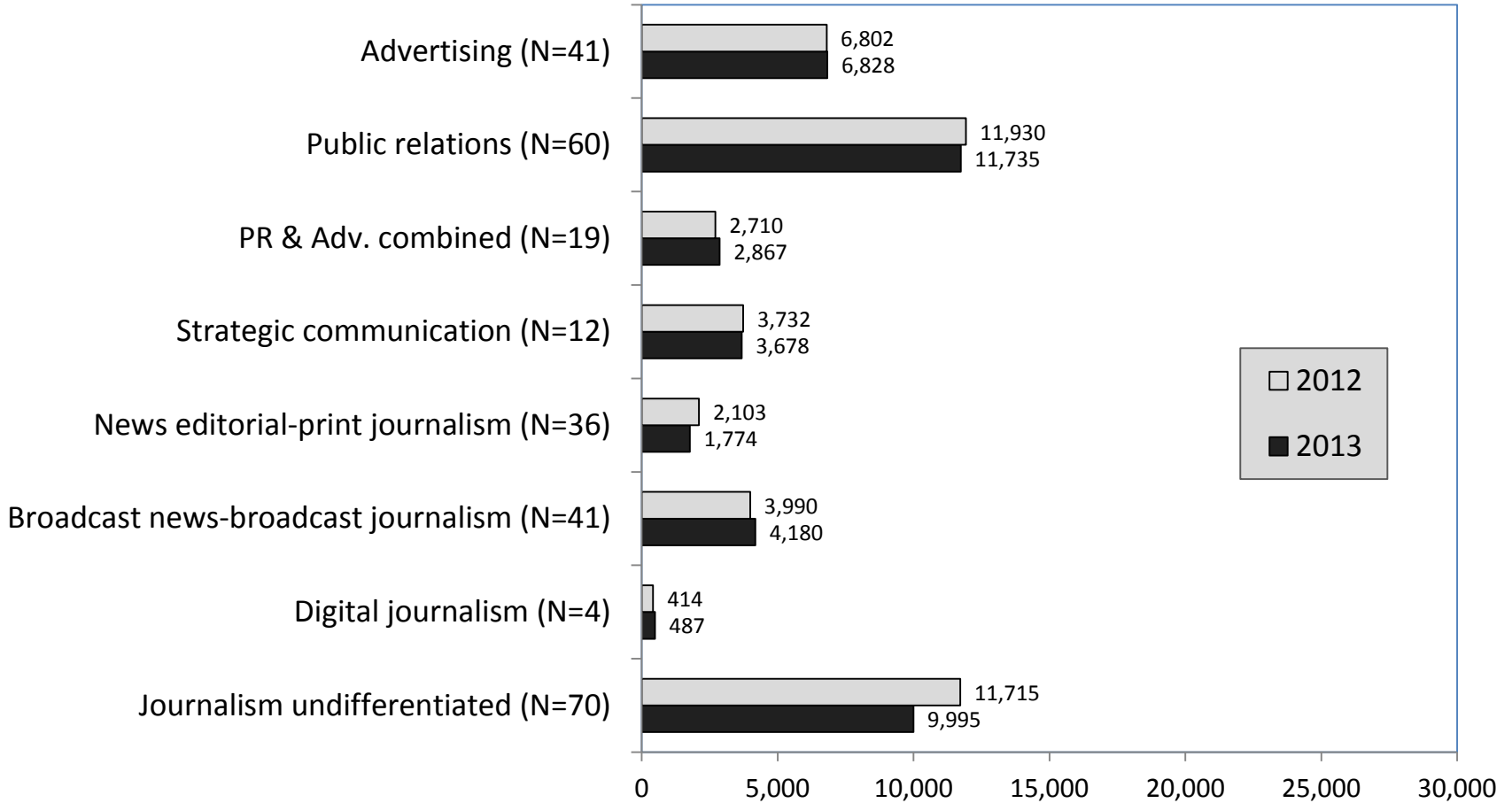
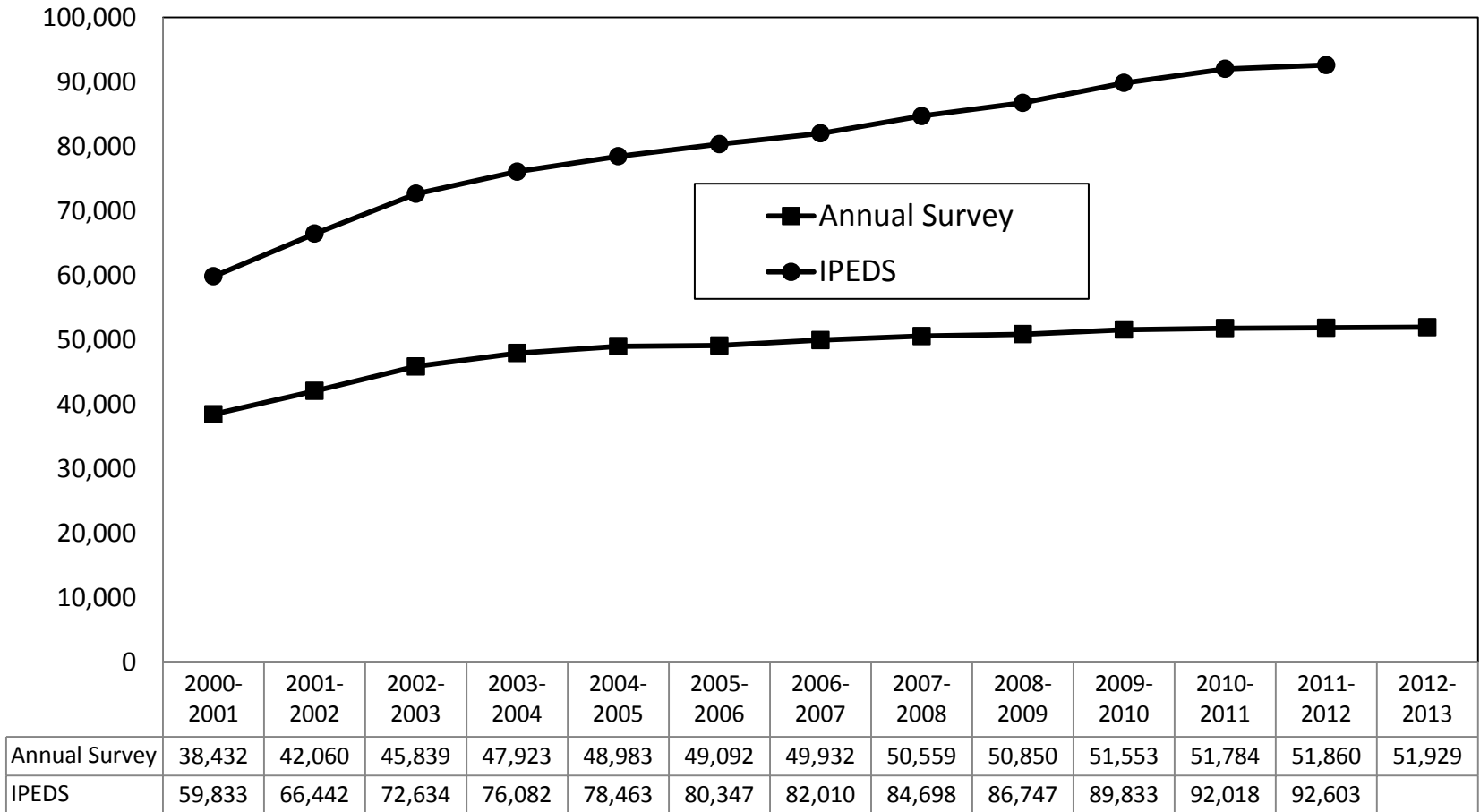


Figure 8

BACHELOR'S DEGREES GRANTED: 2000-2013

IPEDS and Annual Survey Estimates

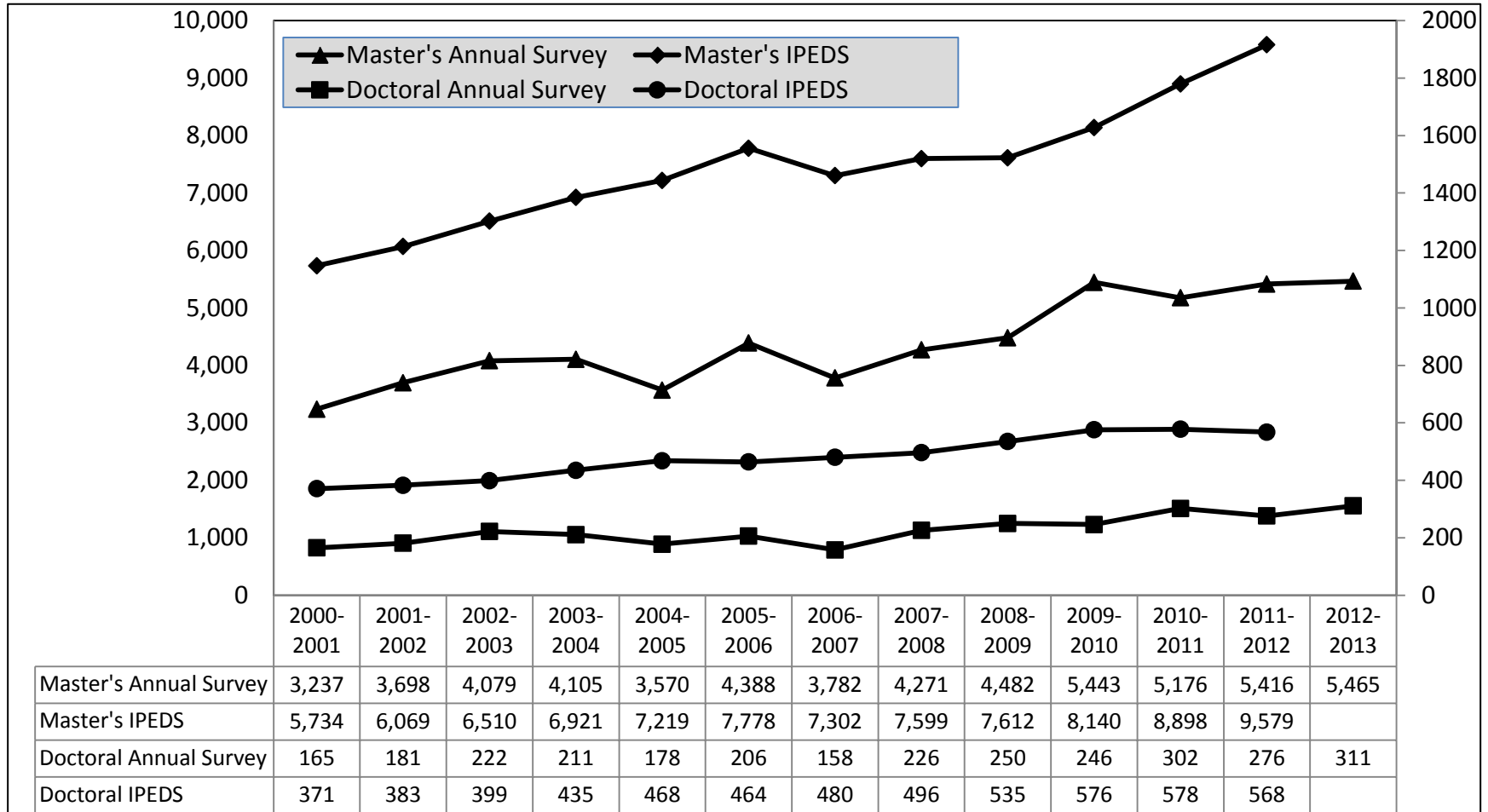


Source: Annual Survey of Journalism & Mass Communication Enrollments
 Institute of Education Sciences, National Center for Education

Figure 9

MASTER'S AND DOCTORAL DEGREES GRANTED: 2000-2011 (DUAL Y AXES)

IPEDS and Annual Survey Estimates



Source: Annual Survey of Journalism & Mass Communication Enrollments

National Center for Education Statistics

Appendix. Journalism and Mass Communication Programs

State (Postal Code)/School	Enrollment			Degrees Granted		
	Bachelor	Master	Doctoral	Bachelor	Master	Doctoral
AK--UNIV AK ANCH	143	0	0	17	0	0
AK--UNIV AK FAIR	33	0	0	11	0	0
AL--AL ST UNIV	357	0	0	44	0	0
AL--AUBURN UNIV	897	25	0	246	17	0
AL--JACKSONVILLE ST U	264	0	0	45	0	0
AL--SAMFORD UNIV	145	0	0	35	0	0
AL--SPR HILL COL	100	0	0	14	0	0
AL--TROY ST U	360	86	0	84	0	0
AL--UNIV NORTH AL	286	0	0	69	0	0
AL--UNIV OF AL	2712	76	49	561	44	12
AL--UNIV OF AL BIRM	320	27	0	73	12	0
AL--UNIV OF S AL	386	34	0	92	13	0
AR--AR ST UNIV	317	81	0	72	33	0
AR--AR TECH UNIV	185	11	0	61	4	0
AR--HARDING UNIV	200	0	0	40	0	0
AR--HENDERSON ST	87	0	0	16	0	0
AR--J BROWN UNIV	60	0	0	25	0	0
AR--OUACH BAPT U	104	0	0	26	0	0
AR--UNIV AR FAY	721	17	0	114	8	0
AR--UNIV AR LR	153	16	0	33	8	0
AR--UNIV OF C AR	270	13	0	62	2	0
AZ--AZ ST UNIV	1317	22	14	333	12	0
AZ--N AZ UNIV	1277	31	0	282	6	0
AZ--UNIV AZ	483	21	0	94	8	0
CA--AZUSA PACIFIC U	372	0	0	79	0	0
CA--BIOLA UNIV	185	0	0	40	0	0
CA--CA LUTHERAN U	366	0	0	103	0	0
CA--CA POLY OBIS	250	0	0	57	0	0
CA--CA POLY POM	421	0	0	85	0	0
CA--CA ST CHICO	232	0	0	73	0	0
CA--CA ST DOM HI	510	0	0	125	0	0
CA--CA ST FRESNO	387	12	0	76	2	0
CA--CA ST FULLER	2255	46	0	1300	20	0
CA--CA ST HAYWAR	405	33	0	87	12	0
CA--CA ST LA	1046	97	0	206	45	0
CA--CA ST LBEACH	454	0	0	116	0	0
CA--CA ST NORTHR	873	33	0	183	6	0
CA--CA ST SAC	1545	38	0	416	5	0
CA--CA ST U BAKERSFLD	206	0	0	61	0	0
CA--HUMBOLDT ST	156	0	0	39	0	0
CA--PAC UNION COL	87	0	0	15	0	0
CA--PEPPERDINE U	509	34	0	178	10	0
CA--PT LOMA NAZ U	214	0	0	57	0	0
CA--S CLARA U	316	0	0	111	0	0
CA--SAN DIEGO ST U	642	33	0	123	10	0
CA--SAN JOSE ST U	538	33	0	194	7	0
CA--SF STATE U	289	0	0	81	0	0
CA--ST MARYS COL CA	162	0	0	72	0	0
CA--STANFORD UNIV	60	31	34	23	31	2
CA--U OF LAVERNE	260	0	0	35	0	0

Appendix. Journalism and Mass Communication Programs

CA--UC BERKELEY	0	91	0	0	47	0
CA--UNIV OF PAC	110	20	0	40	0	0
CA--UNIV OF SF	20	0	0	0	0	0
CA--UNIV S CA	574	258	0	141	124	0
CO--ADAMS ST COL	75	0	0	12	0	0
CO--CO ST U PUEBLO	220	0	0	40	0	0
CO--CO ST UNIV	372	42	23	130	9	2
CO--MESA ST COL	189	0	0	31	0	0
CO--METRO ST COL	360	0	0	46	0	0
CO--UNIV OF CO	698	42	25	260	16	5
CO--UNIV OF DENV	177	53	0	42	16	0
CO--UNIV OF N CO	381	15	0	139	3	0
CT--CENTRAL CT ST U	70	0	0	12	0	0
CT--QUINNIPIAC UNIV	942	188	0	268	85	0
CT--S CONN ST U	339	0	0	68	0	0
CT--U NEW HAVEN	112	0	0	24	0	0
CT--UNIV OF BRID	95	16	0	23	0	0
CT--UNIV OF CT	159	0	0	41	0	0
CT--UNIV OF HART	197	37	0	75	8	0
CT--W CT ST U	295	0	0	81	0	0
DE--DE ST U	320	0	0	52	0	0
DE--UNIV OF DE	571	17	0	130	6	0
FL--E WATERS COL	22	0	0	6	0	0
FL--FL A&M U	647	0	0	111	0	0
FL--FL INTER U	1844	104	0	259	55	0
FL--FL SOUTHERN COL	165	0	0	33	0	0
FL--FLAGLER COL	363	0	0	92	0	0
FL--JACK UNIV	55	0	0	20	0	0
FL--U OF MIAMI	1087	149	20	280	36	3
FL--U OF S FL	990	39	0	236	16	0
FL--U OF S FL ST PETE	93	48	0	34	12	0
FL--UNIV OF C FL	2015	63	0	555	32	0
FL--UNIV OF FL	2254	283	64	645	52	17
FL--UNIV OF N FL	1002	0	0	308	0	0
FL--UNIV OF W FL	487	31	0	144	10	0
GA--BERRY COLLEGE	122	0	0	26	0	0
GA--BRENAU UNIV	41	0	0	9	0	0
GA--CLARK ATLANTA U	440	0	0	112	0	0
GA--FT VALLEY ST U	146	0	0	36	0	0
GA--GA COLL & ST U	394	0	0	61	0	0
GA--GA SOUTHERN U	460	0	0	124	0	0
GA--GA ST UNIV	1545	72	75	396	34	11
GA--KENNESAW ST U	1476	28	0	290	10	0
GA--MERCER U	58	0	0	13	0	0
GA--SAV ST UNIV	432	0	0	29	0	0
GA--ST U OF W GA	458	0	0	63	0	0
GA--TOCCOA FLS COL	26	0	0	3	0	0
GA--UNIV OF GA	1506	73	35	599	50	9
GA--VALDOSTA ST U	350	15	0	70	5	0
HI--CHAMINADE U HONO	35	0	0	14	0	0
HI--HAWAII PACIFIC U	225	74	0	75	27	0
HI--U HI MANOA	193	24	30	110	11	6

Appendix. Journalism and Mass Communication Programs

IA--CLARKE COL	36	0	0	8	0	0
IA--DRAKE UNIV	344	25	0	114	0	0
IA--G VIEW COL	90	0	0	17	0	0
IA--IA ST UNIV	662	43	0	148	15	0
IA--MORNINGSIDE COL	43	0	0	10	0	0
IA--UNIV NRTHRN IA	567	32	0	173	13	0
IA--UNIV OF IA	491	23	28	160	7	5
ID--BOISE ST U	740	17	0	201	38	0
ID--ID ST UNIV	200	0	0	50	0	0
ID--UNIV OF ID	386	0	0	119	0	0
IL--AUGUSTANA COL	78	0	0	40	0	0
IL--BRADLEY UNIV	450	0	0	80	0	0
IL--COLUMBIA COL CHI	442	24	0	96	7	0
IL--DEPAUL UNIV	360	65	0	90	35	0
IL--E IL UNIV	135	0	0	26	0	0
IL--GOVERNOR ST U	120	139	0	37	42	0
IL--IL COL	36	0	0	19	0	0
IL--IL ST UNIV	883	80	0	262	27	0
IL--LEWIS UNIV	100	0	0	39	0	0
IL--LOYOLA U CHI	832	30	0	213	.	0
IL--N IL UNIV	894	40	0	305	20	0
IL--NORTHWESTERN U	695	462	0	163	264	0
IL--ROOSEVELT U	213	110	0	77	64	0
IL--S IL UNIV CA	208	0	0	80	0	0
IL--S IL UNIV ED	155	30	0	71	6	0
IL--UNIV OF IL	1056	49	50	333	25	8
IL--UNIV OF IL CHI	161	10	24	95	4	2
IL--UNIV OF ST FRAN	28	0	0	9	0	0
IL--WEST IL UNIV	67	0	0	28	0	0
IN--ANDERSON COL	60	0	0	23	0	0
IN--BALL STATE U	2094	186	0	260	127	0
IN--BUTLER UNIV	68	0	0	6	0	0
IN--CALUMET COL	16	0	0	5	0	0
IN--DEPAUW UNIV	213	0	0	64	0	0
IN--FRANKLIN COL	175	0	0	27	0	0
IN--GOSHEN COL	52	0	0	13	0	0
IN--IN ST UNIV	336	13	0	64	1	0
IN--IN UNIV BLOOM	679	42	31	249	10	1
IN--IN UNIV IND	194	39	0	34	29	0
IN--IN WESLEYAN U	125	0	0	32	0	0
IN--PURDUE UNIV	307	34	52	189	6	7
IN--ST MARY WD COL	34	0	0	6	0	0
IN--U EVANSVILLE	80	0	0	29	0	0
IN--UNIV INDIANAPOLIS	134	0	0	21	0	0
IN--UNIV SOUTHRN IN	372	39	0	100	4	0
IN--VALPARAISO U	131	38	0	27	16	0
KS--BAKER UNIV	35	0	0	7	0	0
KS--BENEDICTINE COL	59	0	0	26	0	0
KS--FT HAYS ST U	59	21	0	11	17	0
KS--KS ST UNIV	580	29	0	159	2	0
KS--PITTSBURG ST U	236	24	0	57	8	0
KS--UNIV OF KS	853	45	6	242	27	0

Appendix. Journalism and Mass Communication Programs

KS--WASHBURN U	148	0	0	34	0	0
KS--WICHITA ST U	400	35	0	75	10	0
KY--ASBURY COL	391	8	0	65	0	0
KY--E KY UNIV	389	0	0	91	0	0
KY--MOREHEAD ST U	222	19	0	59	15	0
KY--MURRAY ST U	324	33	0	62	8	0
KY--N KY UNIV	865	30	0	220	10	0
KY--U LOUISVILLE	598	18	0	206	4	0
KY--UNIV OF KY	909	0	0	210	0	0
KY--W KY UNIV	971	0	0	172	0	0
LA--GRAMBLING ST	214	30	0	40	11	0
LA--LA COL	23	0	0	0	0	0
LA--LA ST UNIV	598	60	22	230	10	6
LA--LA TECH UNIV	80	0	0	17	0	0
LA--LOYOLA U NEW OR	268	0	0	65	0	0
LA--LSU SHREVE	65	0	0	24	0	0
LA--MCNEESE ST U	158	0	0	43	0	0
LA--NICHOLLS ST	134	0	0	28	0	0
LA--SE LA UNIV	418	23	0	48	10	0
LA--SOUTHERN U	230	6	0	39	9	0
LA--U LA LAYAFETTE	473	53	0	89	13	0
LA--U LA MONROE	131	17	0	49	7	0
LA--XAVIER U LA	54	0	0	7	0	0
MA--AMERICAN INTL COL	60	0	0	13	0	0
MA--BOSTON UNIV	1870	330	0	932	174	0
MA--EMERSON COL	362	45	0	98	25	0
MA--HAMPSHIRE COL	25	0	0	7	0	0
MA--MA COL LIBERAL ARTS	241	0	0	.	0	0
MA--NORTHEASTERN U	208	17	0	59	11	0
MA--SIMMONS COL	406	0	0	45	0	0
MA--STONEHILL COL	146	0	0	50	0	0
MA--SUFFOLK UNIV	805	44	0	215	28	0
MA--UNIV OF MA	310	0	0	71	0	0
MD--BOWIE ST U	490	74	0	114	25	0
MD--HOOD COLLEGE	50	0	0	19	0	0
MD--LOYOLA COL	408	28	0	144	0	0
MD--TOWSON UNIV	1350	24	0	400	20	0
MD--UNIV OF MD COM	816	7	60	431	33	18
MD--UNIV OF MD JOU	567	40	29	137	33	5
ME--UNIV OF ME	247	19	3	53	10	0
MI--ANDREWS UNIV	51	10	0	10	1	0
MI--C MI UNIV	211	0	0	57	0	0
MI--CALVIN COL	375	25	0	71	12	0
MI--EA MI UNIV	951	80	0	185	29	0
MI--GRAND VALLET ST U	1622	49	0	404	21	0
MI--MADONNA UNIV	21	0	0	3	0	0
MI--MI ST UNIV	3161	230	96	878	124	14
MI--OAKLAND UNIV	786	46	0	215	3	0
MI--UNIV OF DETROIT	175	0	0	.	0	0
MI--UNIV OF MI	366	0	30	198	0	6
MI--W MI UNIV	819	25	0	269	23	0
MI--WAYNE ST U	750	150	50	152	31	6

Appendix. Journalism and Mass Communication Programs

MN--BEMIDJI ST U	97	0	0	20	0	0
MN--MN ST U MANKATO	215	0	0	82	0	0
MN--MN ST U MOORHEAD	268	0	0	74	0	0
MN--ST CLOUD ST U	214	27	0	113	6	0
MN--ST MARYS UNIV	63	0	0	21	0	0
MN--U N WESTERN ST PAUL	188	0	0	49	0	0
MN--UNIV OF MN	898	63	33	275	22	1
MN--UNIV ST THOMAS	344	0	0	105	0	0
MN--WINONA ST U	349	0	0	79	0	0
MO--COL OZARKS	86	0	0	16	0	0
MO--CULVER-STO COL	39	0	0	6	0	0
MO--EVANGEL UNIV	142	0	0	33	0	0
MO--LINCOLN UNIV	89	0	0	18	0	0
MO--LINDENWOOD U	555	20	0	135	20	0
MO--MARYVILLE U	40	19	0	14	2	0
MO--MO ST UNIV	401	7	0	85	1	0
MO--MO S THRN ST COL	95	0	0	30	0	0
MO--MO W ST COL	102	0	0	27	0	0
MO--NW MO ST U	263	0	0	31	0	0
MO--SE MO ST U	434	0	0	115	0	0
MO--ST LOUIS U	174	17	0	84	12	0
MO--TRUMAN ST U	235	0	0	71	0	0
MO--UNIV CENTRAL MO	448	59	0	85	8	0
MO--UNIV MO KC	362	0	0	93	0	0
MO--UNIV MO SL	305	19	0	93	4	0
MO--UNIV OF MO	2858	215	32	504	73	8
MO--WEBSTER UNIV	1005	325	0	243	105	0
MS--ALCORN ST UNIV	55	0	0	8	0	0
MS--JACKSON ST U	219	39	0	28	2	0
MS--MS ST UNIV	552	0	0	160	0	0
MS--MS U WOMEN	50	0	0	16	0	0
MS--MS VALLEY ST UNIV	86	0	0	17	0	0
MS--RUST COL	110	0	0	16	0	0
MS--TOUGALOO COL	57	0	0	10	0	0
MS--UNIV OF MS	952	30	0	134	8	0
MS--UNIV S MS	515	28	30	130	16	7
MT--UNIV OF MT	329	16	0	48	6	0
NC--A&T STATE U	477	0	0	67	0	0
NC--APPALACHIA N ST U	696	0	0	175	0	0
NC--CAMPBELL U	104	0	0	22	0	0
NC--E CAROLINA U	757	16	0	272	16	0
NC--ELON UNIV	1123	38	0	287	24	0
NC--HIGH POINT UNIV	599	43	0	122	3	0
NC--JC SMITH U	66	0	0	29	0	0
NC--LENOIR-RHYNE COL	42	0	0	2	0	0
NC--NC CENTRAL U	283	0	0	41	0	0
NC--UNIV NC ASHE	80	0	0	32	0	0
NC--UNIV NC CH	695	33	24	359	18	12
NC--UNIV NC PEMBROKE	178	0	0	61	0	0
NC--W CAROLINA U	180	0	0	41	0	0
NC--WINGATE UNIV	54	0	0	13	0	0
NC--WINSTON-SALEM ST U	122	0	0	34	0	0

Appendix. Journalism and Mass Communication Programs

ND--ND ST UNIV	280	30	12	31	3	4
ND--UNIV OF ND	275	7	8	63	2	3
NE--CREIGHTON U	78	0	0	43	0	0
NE--HASTINGS COL	38	0	0	10	0	0
NE--U OF NE KEARNEY	79	0	0	22	0	0
NE--U OF NE LINCOLN	1111	57	0	199	27	0
NE--U OF NE OMAHA	542	92	0	103	19	0
NE--UNION COL	26	0	0	5	0	0
NE--WAYNE ST COL	15	0	0	3	0	0
NH--KEENE ST COL	38	0	0	14	0	0
NH--S NH UNIV	480	0	0	142	0	0
NH--UNIV OF NH	94	0	0	27	0	0
NJ--COL OF NJ	271	0	0	73	0	0
NJ--FAIR DICK U	180	40	0	28	16	0
NJ--RIDER UNIV	436	26	0	60	0	0
NJ--ROWAN UNIV	1451	50	0	425	11	0
NJ--RUTGERS U NB	564	25	35	320	10	4
NJ--RUTGERS U NE	70	0	0	21	0	0
NJ--SETON HALL U	175	106	0	63	29	0
NJ--WM PATERSON U	968	12	0	226	7	0
NM--E NM UNIV	116	15	0	37	8	0
NM--NM ST UNIV	177	0	0	51	0	0
NM--UNIV OF NM	693	0	0	113	0	0
NV--U OF NV LV	412	30	0	71	10	0
NV--U OF NV RENO	518	11	0	89	6	0
NY--BARUCH COL CITY NY	168	0	0	52	0	0
NY--BUFFALO ST COL	663	0	0	156	0	0
NY--CANISIUS COL	257	36	0	67	18	0
NY--COLUMBIA UNIV	0	378	23	0	354	6
NY--CORNELL UNIV	300	0	37	80	0	3
NY--CUNY	0	192	0	0	63	0
NY--FORDHAM UNIV	749	4	0	225	23	0
NY--HOFSTRA UNIV	593	46	0	149	19	0
NY--IONA COL	257	36	0	92	22	0
NY--ITHACA COL	1528	37	0	437	17	0
NY--LONG I U BR	69	0	0	6	0	0
NY--LONG ISL UNIV	100	100	0	25	50	0
NY--MARIST COL	943	131	0	306	35	0
NY--MERCY COL	137	0	0	14	0	0
NY--NIAGARA UNIV	110	0	0	32	0	0
NY--NY UNIV	268	299	0	146	117	0
NY--PACE UNIV PLEASANT	180	38	0	40	15	0
NY--ST BONAVENT U	243	88	0	75	34	0
NY--ST JOHN FISH COL	145	0	0	42	0	0
NY--ST JOHNS U	994	43	0	246	18	0
NY--STONY BROOK U	255	7	0	36	4	0
NY--SUNY ALBANY	175	0	0	44	0	0
NY--SUNY COL OLD WEST	290	0	0	92	0	0
NY--SUNY PLATTSBURGH	381	0	0	117	0	0
NY--SUNY-NEW PALTZ	563	0	0	179	0	0
NY--SYRACUSE U	1800	225	15	409	197	6
NY--UTICA COL	101	0	0	22	0	0

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OH--BOWL GRN ST U	544	23	47	166	3	7
OH--CLEVELAND ST	275	23	0	100	14	0
OH--FRANCISCAN U	169	0	0	33	0	0
OH--JOHN CARROLL U	142	13	0	62	12	0
OH--KENT ST UNIV	875	274	0	176	50	0
OH--MARIETTA COL	101	0	0	35	0	0
OH--MIAMI U MASS	1050	0	0	250	0	0
OH--OH ST UNIV	1105	17	54	444	13	6
OH--OH UNIV	893	41	18	220	9	5
OH--OH WESLEYAN U	25	0	0	11	0	0
OH--OTTERBEIN COL	161	0	0	39	0	0
OH--UNIV AKRON	647	39	0	212	12	0
OH--UNIV CINCINNATI	182	0	0	39	0	0
OH--UNIV DAYTON	481	31	0	144	4	0
OH--UNIV OF FINDLAY	70	0	0	10	0	0
OH--UNIV TOLEDO	450	0	0	85	0	0
OH--WRIGHT ST U	247	0	0	66	0	0
OH--XAVIER UNIV	173	0	0	54	0	0
OH--YOUNGSTOWN ST U	73	0	0	9	0	0
OK--CAMERON U	165	0	0	20	0	0
OK--E CENTRAL UNIV	97	0	0	10	0	0
OK--NORTHEASTERN ST U	74	16	0	28	10	0
OK--OK BAPTIST U	110	0	0	23	0	0
OK--OK CHRISTIAN U	115	0	0	22	0	0
OK--OK CITY UNIV	55	0	0	12	0	0
OK--OK ST UNIV	625	24	0	144	9	0
OK--S NAZARENE U	20	0	0	5	0	0
OK--U CENTRAL OK	837	0	0	169	0	0
OK--UNIV OF OK	1141	64	14	298	9	3
OK--UNIV TULSA	51	0	0	18	0	0
OR--LINFIELD COL	46	0	0	13	0	0
OR--S OR UNIV	174	0	0	44	0	0
OR--U OF PORTLAND	147	21	0	42	3	0
OR--UNIV OF OR	2097	79	35	465	22	6
PA--BLOOMSBURG U	270	0	0	70	0	0
PA--CABRINI COL	125	0	0	24	0	0
PA--CAL UNIV PA	203	0	0	47	0	0
PA--DUQUESNE U	252	33	0	52	13	0
PA--ELIZABETH HT WN COL	165	0	0	32	0	0
PA--GANNON UNIV	20	0	0	2	0	0
PA--INDIANA U PA	130	0	0	48	0	0
PA--LASALLE UNIV	316	111	0	76	53	0
PA--LEHIGH UNIV	76	0	0	24	0	0
PA--LINCOLN UNIV	113	0	0	36	0	0
PA--LOCK HAVEN U	153	0	0	32	0	0
PA--LYCOMING COL	53	0	0	15	0	0
PA--MERCYHURST COL	54	0	0	19	0	0
PA--MESSIAH COL	122	0	0	23	0	0
PA--MILLERSVILLE U	440	0	0	104	0	0
PA--PA ST UNIV UP	2897	21	54	878	8	13
PA--PA STATE UNIV AL	55	0	0	18	0	0
PA--POINT PARK U	433	94	0	82	30	0

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PA--SHIPPENSBURG U	262	28	0	84	8	0
PA--ST JOSEPHS U	211	0	0	8	0	0
PA--SUSQUEHANN A U	254	0	0	84	0	0
PA--TEMPLE UNIV	635	20	0	125	9	0
PA--UNIV SCRANTON	151	0	0	50	0	0
PA--URSINUS COL	90	0	0	34	0	0
PA--YORK COL	264	0	0	65	0	0
RI--UNIV OF RI	1098	125	0	315	65	0
SC--BENEDICT COL	135	0	0	30	0	0
SC--CHAFLIN UNIV	153	0	0	25	0	0
SC--COL CHARLESTON	571	18	0	239	7	0
SC--FRANCIS MARION U	98	0	0	23	0	0
SC--UNIV OF SC	1528	33	23	311	23	3
SC--UNIV SC AIKEN	122	0	0	41	0	0
SC--UNIV SC UPSTATE	250	0	0	52	0	0
SC--WINTHROP UNIV	278	0	0	50	0	0
SD--BLACK HILLS ST U	262	0	0	56	0	0
SD--SD ST UNIV	304	40	0	63	12	0
SD--UNIV OF SD	169	15	0	39	3	0
TN--AUSTIN PEAY ST U	409	62	0	90	8	0
TN--BELMONT UNIV	125	0	0	32	0	0
TN--CHRISTIAN BR U	41	0	0	6	0	0
TN--E TN ST UNIV	277	0	0	73	0	0
TN--LIPSCOMB UNIV	113	0	0	19	0	0
TN--MID TN ST U	2432	69	0	535	21	0
TN--S ADVENTIST U	113	0	0	29	0	0
TN--TN ST UNIV	560	0	0	63	0	0
TN--TN TECH UNIV	111	0	0	21	0	0
TN--UNIV MEMPHIS	329	63	0	67	13	0
TN--UNIV TN CHAT	378	0	0	95	0	0
TN--UNIV TN KNOX	819	33	22	228	18	9
TN--UNIV TN MART	151	0	0	40	0	0
TX--ABILENE CHR U	174	0	0	33	0	0
TX--ANGELO ST U	235	20	0	48	9	0
TX--BAYLOR UNIV	349	10	0	67	3	0
TX--HARDIN-SIMMONS U	75	0	0	11	0	0
TX--HOUSTON BAPTIST UNIV	31	0	0	11	0	0
TX--LAMAR UNIV BEAUMONT	268	0	0	59	0	0
TX--MIDWEST ST U	106	0	0	34	0	0
TX--PRAIRIE VW A&M U	251	0	0	44	0	0
TX--S METH UNIV	131	0	0	35	0	0
TX--SAM HOUSTON U	767	6	0	157	3	0
TX--SF AUSTIN ST Y	328	4	0	69	0	0
TX--TRINITY UNIV	104	0	0	44	0	0
TX--TX A&M U COMMERCE	223	14	0	36	6	0
TX--TX A&M U CS	318	14	1	120	3	2
TX--TX A&M U KINGS	154	0	0	43	0	0
TX--TX A&M U TEXARK	36	0	0	4	0	0
TX--TX CHRIST U	594	17	0	159	5	0
TX--TX LUTHERAN	35	0	0	14	0	0
TX--TX S UNIV	528	42	0	72	14	0
TX--TX ST U SAN MAR	1972	43	0	314	24	0

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TX--TX TECH UNIV	1370	67	33	272	26	9
TX--TX WESLEYAN U	54	0	0	14	0	0
TX--U TX ARL	496	35	0	277	10	0
TX--U TX AUS	705	42	60	159	21	4
TX--U TX BROWNSVILLE	118	0	0	40	0	0
TX--U TX EL PASO	805	22	0	142	31	0
TX--U TX PAN AMER	308	57	0	88	19	0
TX--U TX PERMIAN	90	0	0	22	0	0
TX--U TX TYLER	129	12	0	26	0	0
TX--UNIV HOUSTON	1826	60	0	399	29	0
TX--UNIV N TX	977	65	0	169	34	0
TX--W TX A&M UNIV	300	20	0	56	1	0
UT--BRIG YOUNG U	1206	39	0	285	13	0
UT--S UTAH UNIV	240	51	0	72	9	0
UT--UNIV OF UT	917	28	55	426	8	6
UT--UT ST UNIV	178	0	0	78	0	0
UT--WEBER ST U	313	49	0	57	18	0
VA--EMORY & HENRY COL	32	0	0	8	0	0
VA--GEORGETOWN U CS	0	64	0	0	25	0
VA--HAMPTON UNIV	357	0	0	67	0	0
VA--J MADISON U	701	0	0	175	0	0
VA--LIBERTY UNIV	619	58	0	371	14	0
VA--LYNCHBURG COL	122	0	0	43	0	0
VA--MARYMOUNT UNIV	92	0	0	26	0	0
VA--NORFOLK ST U	358	33	0	68	15	0
VA--RADFORD UNIV	519	18	0	163	13	0
VA--REGENT UNIV	0	47	83	0	56	10
VA--U RICHMOND	28	0	0	17	0	0
VA--VA COMMON UNIV	1270	22	0	269	110	0
VA--VA POLYTECH	584	15	0	237	5	0
VA--VA UNION U	145	0	0	18	0	0
VA--VA WESLEYAN COL	48	0	0	15	0	0
VA--WASH & LEE UNIV	57	0	0	36	0	0
VT--CASTLETON ST COL	114	0	0	25	0	0
VT--ST MICHAELS COL	121	0	0	19	0	0
WA--C WA UNIV	156	0	0	126	0	0
WA--E WA UNIV	26	0	0	19	0	0
WA--GONZAGA UNIV	266	0	0	93	0	0
WA--NORTHWEST U	90	0	0	24	0	0
WA--PAC LUTHERAN U	107	0	0	31	0	0
WA--SEATTLE UNIV	219	0	0	44	0	0
WA--UNIV OF WA	812	12	31	450	2	8
WA--W WA UNIV	209	0	0	47	0	0
WA--WA ST UNIV	669	16	17	285	5	4
WA--WALLA WALLA COL	69	0	0	19	0	0
WA--WHITWORTH COL	89	0	0	41	0	0
WI--CONCORDIA U WISC	51	0	0	14	0	0
WI--MARQUETTE U	972	46	0	229	24	0
WI--U WI EAU CL	484	0	0	114	0	0
WI--U WI LA CRO	291	0	0	87	0	0
WI--U WI MA JOU	461	17	87	206	11	9
WI--U WI MIL	622	22	0	133	1	0

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WI--U WI OSHKOSH	221	0	0	44	0	0
WI--U WI RIV FALLS	48	0	0	12	0	0
WI--U WI STEVE PT	216	36	0	112	0	0
WI--U WI WHITEWTR	716	15	0	192	5	0
WI--UNIV WI SUPERIOR	133	11	0	60	3	0
WV--BETHANY COL	101	0	0	18	0	0
WV--MARSHALL UNIV	293	17	0	65	7	0
WV--WV UNIV	875	372	0	255	138	0
WY--UNIV OF WY	310	33	0	67	14	0
DC--AMERICAN U	934	369	15	236	167	0
DC--G WASH UNIV	354	38	0	86	24	0
DC--HOWARD UNIV	1018	27	5	223	12	8
PR--U PUERTO RICO	577	39	0	92	3	0
PR--U SACRED HEART	1950	347	0	245	69	0