1997
Annual Surveys of Journalism & Mass Communication
Survey of Enrollments
Survey of Graduates

Sponsors:

AEJMC, ASJMC
Council of Affiliates of AEJMC
The Freedom Forum
National Association of Broadcasters
Newsletter Publishers Foundation
Newspaper Association of America Foundation
Hearst Corporation
Jane Pauley and NBC
Radio Television News Directors Association
Scripps Howard Foundation
Grady College, University of Georgia
A Release of Data from:

1997
Annual Survey of
Journalism & Mass Communication Graduates

Gerald M. Kosicki
&
Lee B. Becker

Sponsored by: AEJMC, ASJMC,
Council of Affiliates of AEJMC, The Freedom Forum,
National Association of Broadcasters,
Newsletter Publishers Foundation,
Newspaper Association of America Foundation,
Hearst Corporation, Jane Pauley & NBC,
Radio Television News Directors Association,
Scripps Howard Foundation,
Henry W. Grady College at the University of Georgia.
The Annual Survey Web Site also can be reached through the home page of the...

www.grady.uga.edu/coxcenter/
1. Specialty within Curriculum of BA Recipients

Source: Annual Survey of Journalism & Mass Communication Graduates
2. Campus Activities of BA Recipients

Source: Annual Survey of Journalism & Mass Communication Graduates
3. Final GPA of BA Recipients

Source: Annual Survey of Journalism & Mass Communication Graduates
4. Final GPA of BA Recipients by Major: Percent with A or A-

Source: Annual Survey of Journalism & Mass Communication Graduates
5. Mean ACT score of BA Recipients by Major

Source: Annual Survey of Journalism and Mass Communication Graduates
6. Mean SAT score of BA Recipients by Major

Source: Annual Survey of Journalism & Mass Communication Graduates
7. Jobs Sought by BA Recipients -- Print

Source: Annual Survey of Journalism & Mass Communication Graduates
8. Jobs Sought by BA Recipients -- Broadcasting

Source: Annual Survey of Journalism & Mass Communication Graduates
9. Jobs Sought by BA Recipients -- PR/Advertising

Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
12. Employment Status of BA Recipients

Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates

Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
17. Employment Status of BA Recipients -- Broadcasting

Source: Annual Survey of Journalism & Mass Communication Graduates
18. Employment Status of BA Recipients -- Advertising

Source: Annual Survey of Journalism & Mass Communication Graduates
19. Employment Status of BA Recipients
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Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
24. BA Recipients Working for Newspapers

Source: Annual Survey of Journalism & Mass Communication Graduates
25. BA Recipients Working for Television & Radio

Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
27. BA Recipients Working for Magazines, Newsletters/Trade Press, Book Publishers, WWW

Source: Annual Survey of Journalism & Mass Communication Graduates
28. Employers of BA Recipients -- News-Editorial Emphasis

Source: Annual Survey of Journalism & Mass Communication Graduates
29. Employers of BA Recipients -- Broadcasting

Source: Annual Survey of Journalism & Mass Communication Graduates
30. Employers of BA Recipients -- Advertising

Source: Annual Survey of Journalism & Mass Communication Graduates
31. Employers of BA Recipients -- Public Relations

Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
33. Job Seeking of Minority and Non-Minority 1997 BA Degree Recipients

Source: Annual Survey of Journalism & Mass Communication Graduates
34. Employment Status of Minority and Non-Minority 1997 BA Degree Recipients Who Sought Work with Daily Newspapers

Source: Annual Survey of Journalism & Mass Communication Graduates
35. Items Used by Current Communication Employer in Hiring in 1996

- Clips, tapes, portfolios: 42.2% (1996) - 45.1% (1997)
- Writing tests: 19.1% (1996) - 18.7% (1997)
- Grammar tests: 11.7% (1996) - 12% (1997)
- Current events tests: 4.4% (1996) - 4.5% (1997)
- References from professors: 25.4% (1996) - 26.1% (1997)
- References from others: 55.3% (1996) - 57% (1997)
- Grades in college: 25.7% (1996) - 30% (1997)
- Transcripts of college course work: 12.5% (1996) - 10.6% (1997)
- Parti. in campus chapters of pro. org.: 19% (1996) - 22% (1997)

Source: Annual Survey of Journalism & Mass Communication Graduates
36. Union Membership BA Recipients

Source: Annual Survey of Journalism & Mass Communication Graduates
37. Overall Nominal Salaries and Adjustments for Inflation

Source: Annual Survey of Journalism & Mass Communication Graduates
38. Daily Newspaper Nominal Salaries and Adjustments for Inflation

Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
42. Advertising Nominal Salaries and Adjustments for Inflation

Source: Annual Survey of Journalism & Mass Communication Graduates
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Source: Annual Survey of Journalism & Mass Communication Graduates
44. Median Weekly Salaries for 1997 BA Recipients with Full-Time Jobs

Source: Annual Survey of Journalism & Mass Communication Graduates
45. Union Membership BA Recipients

Source: Annual Survey of Journalism & Mass Communication Graduates
46. Benefits Available to BA Recipients with Full-Time Jobs

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Source: Annual Survey of Journalism & Mass Communication Graduates
47. Benefits Available to BA Recipients with Full-Time Jobs

Source: Annual Survey of Journalism & Mass Communication Graduates
48. Benefits Available to BA Recipients with Full-Time Jobs

**Maternity/Paternity Benefits**
- 1992: Employer Pays All - 23.3%, Employer Pays Some - 23.9%
- 1993: Employer Pays All - 24.8%, Employer Pays Some - 29.6%
- 1994: Employer Pays All - 28.7%, Employer Pays Some - 29.6%
- 1995: Employer Pays All - 28.7%, Employer Pays Some - 31.1%
- 1996: Employer Pays All - 30%, Employer Pays Some - 35.1%
- 1997: Employer Pays All - 34.5%, Employer Pays Some - 31.8%

**Child Care Benefits**
- 1992: Employer Pays All - 2%, Employer Pays Some - 9.6%
- 1993: Employer Pays All - 4.2%, Employer Pays Some - 12.8%
- 1994: Employer Pays All - 4.4%, Employer Pays Some - 11.9%
- 1995: Employer Pays All - 3.4%, Employer Pays Some - 15.8%
- 1996: Employer Pays All - 4.5%, Employer Pays Some - 15.5%
- 1997: Employer Pays All - 4.4%, Employer Pays Some - 15.8%

**Retirement Benefits**
- 1992: Employer Pays All - 16.2%, Employer Pays Some - 36.1%
- 1993: Employer Pays All - 14.3%, Employer Pays Some - 39.8%
- 1994: Employer Pays All - 16.3%, Employer Pays Some - 40%
- 1995: Employer Pays All - 15.8%, Employer Pays Some - 42.4%
- 1996: Employer Pays All - 15.3%, Employer Pays Some - 47.3%
- 1997: Employer Pays All - 16%, Employer Pays Some - 48.4%

Source: Annual Survey of Journalism & Mass Communication Graduates
49. Job Expenses Not Paid by Employer for BA Recipients with Full-Time Jobs

Source: Annual Survey of Journalism & Mass Communication Graduates
50. Employed BA Recipients Reasons for Selecting Jobs: Percent Very Important

Source: Annual Survey of Journalism & Mass Communication Graduates
51. Job Satisfaction of Employed Bachelor's Degree Recipients: Percent Very Satisfied

Source: Annual Survey of Journalism & Mass Communication Graduates
52. BA Degree Recipients Selecting Major before Entering College

Source: Annual Survey of Journalism & Mass Communication Graduates
53. BA Degree Recipients Who Would Choose Major Again

Source: Annual Survey of Journalism & Mass Communication Graduates
54. Orientation to Work as Described by BA Degree Recipients: What They Said Employers Provided

Source: Annual Survey of Journalism & Mass Communication Graduates
55. Attitudes Toward Work of BA Degree Recipients: Reactions to Statements

Source: Annual Survey of Journalism & Mass Communication Graduates
The job market for journalism and mass communication graduates has continued to improve.

- The percentage of bachelor's and master's degree recipients reporting they had a job offer upon graduation increased over a year earlier.
- The percentage of graduates reporting they had a full-time job six to eight months after graduation was greater than a year earlier.
- The level of full-time employment for bachelor's degree recipients was higher than it has been since at least 1986.
- The level of full-time employment for master's degree recipients was higher than it has been since data on these graduates were first gathered in 1989.
- Both full-time and part-time job holders were more likely to report that their jobs were permanent as opposed to temporary positions than has been true in recent years.
- The unemployment rate stands at its lowest level since at least 1986 and is following the national pattern of declining unemployment in the labor force and among age cohorts of the 1997 graduates.

Despite the improved job market experienced by 1997 journalism and mass communication graduates, those graduates traditionally labeled as racial and ethnic minorities continue to lag behind other graduates in terms of full-time employment.

Minority graduates generally seek the same types of communication jobs as do other students and are even seem a bit more likely to seek jobs with traditional journalism employers, such as at daily newspapers and with radio and television stations.
57. Overview and Summary II

- The improved labor market experienced by the 1997 graduates also was reflected in salary.
  - The median salary earned by 1997 bachelor's degree recipients with full-time jobs was $1,500 per year higher than the median salary earned by 1996 bachelor's degree recipients.
    - The salary gain by 1997 graduates overcame the slight loss to inflation and brought salaries for these graduates nearly up to the peak level of salary compensation in recent years in 1989.
  - The median salary received by master's degree recipients was just slightly lower than a year earlier but still more than $5,000 more per year than received by bachelor's degree recipients.
  - Nearly all segments of the journalism and mass communication employment market showed improvements in salaries.
  - Exceptions were in advertising and public relations, which were already high in salaries offered graduates.
  - The best salaries were received by graduates taking jobs in the magazine, newsletter, trade publication areas and in online and web publishing.
    - The salary earned by bachelor's degree recipients taking jobs in online and web publishing was more than $4,000 per year higher than the median salary of graduates overall.
  - Graduates in 1997 reported receiving better benefits packages than graduates at any time since at least 1992.
Only a small percentage of graduates with jobs reported that they were members of labor unions, but their salaries were higher than were those of other graduates.

The mood of the 1997 graduates seems to be good.
- The percentage saying they selected the job taken because it is "what they wanted to do" is higher than it has been since at least 1993.
- Job satisfaction among full-time employees is high.
- Three out of four of all graduates said they would select journalism and mass communications again as a major if they were making the decision again.

The graduates also expressed satisfaction with specifics about their jobs.
- Eight in 10 said they had been given a realistic view of job demands.
- A similar ratio said they had been adequately advised about job expectations.
- Just fewer than seven in 10 said they had been given assistance in meeting job demands.
- Six in 10 said the job has met their expectations.

Despite these positive feelings, graduates have little commitment to their employers or their occupations.
- Only one in four wants to remain with their employer permanently.
- Only three of 10 want to remain in the journalism and mass communication occupation permanently.
Journalism and mass communication bachelor's degree recipients continue to classify themselves as primarily interested in the four big areas of specialization, news-editorial (print) journalism, broadcasting (telecommunications), advertising and public relations. This contrasts with the official classification of students by specialization from the Annual Survey of Journalism & Mass Communication Enrollments, which shows students increasingly being classified outside these four areas.

The 1997 bachelor's degree recipients reported lower final grade point averages than did graduates a year earlier, yet still about three in 10 report ending with a final grade point average of A.

Bachelor's degree recipients once again in 1997 report higher ACT and SAT scores than were reported nationally for students taking those tests when the 1997 graduates took them.

Just under one in 10 of the 1997 journalism and mass communication bachelor's degree recipients reported looking for a job with an online or web publisher. About twice that rate looked for work at daily newspapers, and a quarter looked for work with television, public relations agencies, and advertising agencies.