

2007
Annual Survey of Journalism
&
Mass Communication Graduates

Lee B. Becker • Tudor Vlad • Megan Vogel • Stephanie Hanisak • Donna Wilcox

James M. Cox Jr. Center for International Mass Communication Training and Research
Grady College of Journalism & Mass Communication
University of Georgia
Athens, GA 30602
Tel. 706 542-5023
www.grady.uga.edu/annualsurveys/

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August 25, 2008

Executive Summary

- Nearly all of the 2007 bachelor's degree recipients who looked for work had at least one in-person job interview in the six to eight months after graduation.
- On October 31, 2007, 63.3% of the bachelor's degree recipients had a full-time job, a figure nearly identical to what the 2006 graduates reported.
- The percentage of journalism and mass communication bachelor's degree recipients who held a job in communication when they returned the survey instrument was the same in 2007-2008 as it had been a year earlier.
- As in past years, women had more success in the job market in 2007 than did men.
- Again in 2007, minority graduates were less likely to land a job generally and to find a job in the field of communication than were non-minority graduates.
- In 2007, 55.6% of the bachelor's degree recipients with jobs in communications reported that their jobs involved writing and editing for the web. The figure had been 41.5% a year earlier and 22.6% as recently as 2004.
- The job market for those who earned a master's degree from journalism and mass communication programs around the country in 2007 was much like the market encountered by the 2006 graduates.
- The median salary earned by 2007 bachelor's degree recipients was exactly the same as the median salary earned by bachelor's degree recipients in 2006, while the median salary for master's degree recipients in 2007 was \$2,000 higher than a year earlier.
- For eight of nine listed benefits, slightly larger percentages of graduates reported receiving the benefit in 2007 than did in 2006.
- Job satisfaction increased significantly in 2007 for those with full-time work, with 42.1% of those so employed saying they were "very satisfied" with their job. The figure has never been higher back through 1987.
- In 2007, 45.0% of the bachelor's degree recipients listed at least one professional organization with which they were involved while at the university. The figure is an increase from 43.6% in 2006 and 36.2% a year earlier.
- In 2007, those bachelor's degree recipients who participated in high school journalism activities were more likely to have full-time jobs six to eight months after graduation than were those bachelor's degree recipients who had not participated in the campus journalism activities.

Job Market Remains Flat

The job market for journalism and mass communication graduates in the second half of 2007 and the first half of 2008 remained largely unchanged from a year earlier. Nearly the same percentage found full-time jobs as in the previous year and salaries remained static.

Given the turmoil in the traditional media industries and the large number of layoffs, particularly in the daily newspaper segment, the consistency in the experiences of the 2007 graduates probably can be treated as good news.

The continuing decline in the overall U.S. labor market in the first half of 2008 and the number of announcements of layoff at large newspapers, however, does not bode well for the 2007 graduates still seeking work or for the 2008 graduates who have now joined them in the job market.

Journalism and mass communication graduates mostly enter the labor market at the bottom, so turmoil at the top of the market isn't likely to affect them immediately. Over time, of course, a decline in the number of top positions is likely to slow movement up the career ladder, making it more likely that entry to the field will become more difficult.

And the pattern of employment for journalism and mass communication graduates historically has reflected the pattern in the overall labor market overall.

Nearly all of the 2007 bachelor's degree recipients who looked for work had at least one in-person job interview in the six to eight months after graduation (**Chart 1**). The figure for 2007 graduates—95.7%—is actually up just slightly (and statistically significantly) from a year earlier. Only 2.4% of the 2007 graduates had no interview at all, compared with 3.1% a year earlier.

The percentage of journalism and mass communication bachelor's degree recipients with at least one job offer on graduation was 78.3 in 2007, compared with 76.2% a year earlier (**Chart 2**). The difference is small and easily explained by sampling fluctuation. On average, graduates in 2007 had 1.6 job offers on graduation, compared with a statistically comparable 1.5 a year earlier. In fact, as Chart 2 shows, the recovery in the job market from its nadir in 2002 and 2003 seems to have leveled out, but it is still considerably below the high point in the job market in 2000.

The survey uses two measures of employment of the graduates. The first uses a common referent of status on October 31, or the day before the first surveys are sent out to graduates. The second asks the graduates to indicate their employment status when they return the questionnaire and allows for a tracking of employment across the field dates of the survey.

Chart 3 shows that on October 31, 2007, 63.3% of the bachelor's degree recipients had a full-time job, a figure nearly identical to what the 2006 graduates reported and statistically comparable to what the 2005 graduates reported for the same dates in their respective graduation year. The last year in which there was an improvement in the level of employment was for 2005 graduates compared with a year

earlier. Analysis across time has shown that part-time employment is underemployment. In 2007, the percentage of graduates with part-time employment on October 31 was the same as it was each of the last three years. The actual unemployment rate also was unchanged. The percentage of graduates going back to school has varied slightly over the last three years, but the variation is easily explained by sampling fluctuation.

Not all graduates seek work in the six to eight months after graduation. Some travel. Every year parents send notes back indicating that their child is abroad taking a year's break before entering the job market. Sometimes they forward the questionnaire, and these graduates and others simply indicate that they are not yet in the market for a job. In **Chart 4**, those graduates have been eliminated. The recomputation increases the level of employment significantly—to 73.8% from 63.3%—and decreases the unemployment rate. The pattern, however, is unchanged. The level of full-time employment has been unchanged for the last three years.

Chart 5 shows the responses of bachelor's degree recipients to the question on employment at the time they returned the survey instrument. The pattern across time is the same as for the measure pegged at employment on October 31. The level of full-time employment is unchanged across the last three years. Seven in 10 of those who returned the survey instrument were employed full-time when they returned the instrument.

In **Chart 5**, those graduates who had not started looking for work are included, so the comparable charts are **Chart 3** and **Chart 5**. They show, as would be expected in a normal economy, that those who return the instrument would be more likely to have a full-time job when they completed the form than those who returned the survey early. Nationally, however, the labor market really began to falter in May and June of 2008, when seasonally adjusted employment rates were 5.5% (for both months), compared with 5.1% in March and 4.8% in February.

The rate of full-time employment for the 2007 graduates when they returned the instrument is plotted out in **Chart 6**, with the month of return along the X axis. The number of cases per month is small, but the overall pattern does not suggest a collapse of the job market that would mirror the national pattern. In general, the month of return doesn't make much of a difference after January of 2008, when more graduates reported having a full-time job than in either of the earlier two months. In other words, the pattern is more consistent with the expectation that those who looked longer found work rather than with the expectation that the job market for journalism and mass communication graduates weakened as the year progressed.

Chart 7 shows the unemployment rate of journalism and mass communications bachelor's degree recipients when they returned the survey instrument compared with the national unemployment rate overall and for the 20-24 age cohort. The 20-24 age cohort represents the most appropriate comparison, and over the last three years the journalism and mass communication graduates have had unemployment rates much like those of their age cohort. When the labor market for journalism and mass

communication graduates was particularly weak, in the early years of this decade, unemployment for journalism and mass communication graduates had been considerably higher than for the 20-24 age cohort. In Chart 7, those graduates who had not started looking for work were eliminated. The difference in the unemployment rate in Chart 5 and Chart 7 is a reflection of that fact.

In 2007, as in all previous years for which data are available, the overwhelming majority of journalism and mass communication bachelor's degree recipients with full-time jobs reported that those positions were permanent (**Chart 8**). The figure has been fundamentally unchanged the last three years. The percentage of journalism and mass communication bachelor's degree recipients who held part-time jobs and reported them to be permanent is half of that of those with full-time jobs. And the figure in 2007 was the same as a year earlier.

In 2007, 18.5% of the bachelor's degree recipients who had full-time jobs also were doing free-lance work, and 38.9% of the bachelor's degree recipients who had part-time job were doing free-lance work. These figures were roughly comparable a year earlier, when this measure was first included in the annual graduate survey.

The percentage of journalism and mass communication bachelor's degree recipients who held a job in communication when they returned the survey instrument was the same in 2007-2008 as it had been a year earlier. Just fewer than 6 in 10 of the graduates were so employed. That figure is up significantly from 2003 (**Chart 9**), but it is still 7.7 percentage points lower than it was in 2000. One in five of the graduates held a job in a field other than communication. This is down from several years ago but higher than it was in 2000. Clearly in a strong job market graduates are more able to find work in the field than in a weak one, and 2007 falls between those two extremes.

The job market experienced by bachelor's degree recipients who had specialized in news-editorial journalism was unchanged from the job market that graduates with this specialization had encountered a year earlier (**Chart 10**). Graduates who had specialized in broadcasting or telecommunications also found the market largely unchanged from a year earlier, with nearly identical percentages finding full-time work by the time they returned the questionnaire (**Chart 11**). Advertising (**Chart 12**) and public relations (**Chart 13**) graduates in 2006 and 2007 also reported nearly identical levels of full-time employment. Public relations students reported the highest level of full-time employment in 2007, followed by advertising students, news-editorial students and then broadcasting students. The differences are small overall, but the pattern of lower levels of employment for broadcast students and higher levels of employment for advertising and public relations graduates is relatively consistent across time.

Female and male students experienced slightly different job markets once again in 2007. For both men and women, the market remained largely unchanged from a year earlier (**Chart 14**). In 2007, 78.5% of the women reported holding a full-time job when they returned the survey instrument, while 71.9% of the men reported holding a full-time position. As the chart shows, across time women have had more success in the job market than men, though the gap has generally been small.

The gap between the experiences of bachelor's degree recipients who are members of racial or ethnic minority groups and those who are not also persisted in 2007 (**Chart 15**). Of graduates who were members of racial or ethnic minority groups, 66.2% reported that they held full-time jobs when they returned the survey instrument. The figure was unchanged from a year earlier. For bachelor's degree recipients who were not members of minority groups, the full-time employment rate in 2007 was 78.7%, a figure statistically comparable to a year earlier. The gap has increased slightly in each of the last two years. Again in 2007, minority graduates also were less likely to land a job in the field of communication than were non-minority graduates (**Chart 16**). The figures were basically unchanged from year earlier. The gap shown in Chart 16 is even larger if those graduates who returned to school are used in the computation, since minority graduates are more likely to enter graduate and professional programs after finishing their bachelor's degrees than are nonminority graduate.

In 2007, 55.6% of the bachelor's degree recipients with jobs in communications reported that their jobs involved writing and editing for the web (**Chart 17**). The figure had been 41.5% a year earlier and 22.6% as recently as 2004, when the question was first included in the graduate survey. A quarter of the bachelor's degree recipients working in communication said they were designing and building web pages, up from 13.5% a year earlier and 6.8% when the question was first asked in 2004.

A more common task than writing and editing for the web was using the web for research, according to the reports of the 2007 bachelor's degree recipients with a communication job (**Chart 18**). In 2007, 82.0% of the graduates reported that they spent at least some time each week using the web to do research. The figure had been 73.0% a year earlier. Chart 18 lists nine other activities involving the web, and in all cases, more graduates in 2007 reported spending some time each week with the activity than was true in 2006. In 2007, 38.0% of the bachelor's degree recipients with communications jobs reported using the web for promotion, 31.9% reported managing web operations, and 30.7% reported producing photos or graphics for the web. In 2007, 27.5% of the bachelor's degree recipients reported spending at least some time each week creating and using blogs, and 24.9% reported creating advertising for the web. The web is an important part of communication work, and it is becoming more important rather quickly, the data in the chart show.

Writing, reporting and editing for the web was most common in 2006 and 2007 for those journalism and mass communication bachelor's degree recipients working for an online publisher (only 1.1% of all bachelor's degree recipients in 2006 and 1.0% in 2007), followed by those working for a specialized information publisher (1.5% of graduates in 2006 and 1.7% in 2007), those doing communication work for non-media companies, and those working for a daily newspaper (5.4% of graduates in 2006 and 5.6% in 2007) (**Chart 19**). It is least common among those working in radio and advertising. (**See supplemental charts S11-S14.**)

Almost all of the bachelor's degree recipients working in public relations reported that they do research on the web (**Chart 20**). Nine in 10 of those in specialized information publishing reported this

activity as part of their weekly assignment. The activity is common among those working in most all of the sectors represented in Chart 20.

Graduates in 2004 through 2007 also were asked to look over a list of work activities that were not necessarily tied to the web and indicate which of them they engaged in as part of their work assignment. The responses are shown in **Chart 21**. One in 10 of the bachelor's degree recipients with jobs in communication was designing and creating computer graphics in 2007, a figure largely unchanged over the last four years. Similarly, the figures for the percentage of students doing non-linear editing and photo imaging has been stable for four years. In 2006 and 2007, the list of activities was expanded, and **Chart 22** shows that use of a still camera and a video camera was not much different in 2007 compared with 2006. The same is true for writing, reporting and editing for print and producing content for mobile phones.

Bachelor's degree recipients with a job involving communication were asked to indicate how many hours per week they spent in that job. Only a little more than half of the journalism and mass communication bachelor's degree recipients in 2007 with a job in communication were working a 40-hour week when they returned the survey instrument (**Chart 23**). The figure was slightly lower a year earlier. Both years, a quarter of the graduates were working between 41 and 50 hours.

The job market for those who earned a master's degree from journalism and mass communication programs around the country in 2007 was much like the market encountered by the 2006 graduates. The percentage of master's degree recipients with at least one job offer on graduation in 2007 was 77.1, statistically consistent with the estimate from a year earlier (**Chart 24**), though movement in the last three years has been in the positive direction. The average number of jobs available to the graduates has increased slightly across the last three years. On October 31 of 2007, 67.9% of the master's degree recipients had a full-time job; that figure in 2005 was 65.7% and in 2006 it was 64.8 (**Chart 25**). Of those master's degree recipients who had actually started looking for work, 78.8% had full-time employment on October 31 (**Chart 26**). That figure had been 69.1% a year earlier. When they returned the questionnaire, 77.4% of the master's degree recipients had a full-time job, a figure statistically comparable to that of 2006 (**Chart 27**). Because the number of master's degree recipients in the sample is small (159 in 2007, 145 in 2006 and 143 in 2005), it is difficult to separate trends from sample fluctuation. Clearly, however, the pattern across these four charts (24-27) is in the positive direction, even if change is slight.

Compensation Picture Mixed

The median salary earned by 2007 bachelor's degree recipients was exactly the same as the median salary earned by bachelor's degree recipients in 2006, while the median salary for master's degree recipients in 2007 was \$2,000 higher than a year earlier.

In 2006 and 2007, bachelor's degree recipients earned \$30,000 (**Chart 28, Appendix Table 1**). The flattening of the salaries brought to a halt a trend in salary growth for the graduates. In nominal dollars, graduates in each year since 2003 had earned at least \$1,000 more than graduates the year earlier. The nominal salary in 2007, adjusted for inflation, is actually \$695 lower than a year earlier in 1985 dollars. With the inflation adjustment, the 2007 graduates earned less than did graduates in 2004, 2005 and 2006. The salary earned by 2007 graduates was just slightly above the salary earned by graduates in 2003. The Consumer Price Index for All Urban Consumers (CPI-U) was 4.2% in May of 2008, compared with a year earlier. The figure was 2.7% in May of 2007, 4.2% in May of 2006, 2.8% in May of 2005 and 3.1% for 2004.

Master's degree recipients in 2007 reported a median salary of \$40,000, up from \$38,000 in 2006. In 1985 dollars, the 2007 salary earned by master's degree recipients was \$19,853, or just \$200 higher than a year earlier. In 1985 dollars, the 2007 master's degree recipients earned less than did graduates in 1999, but more than graduates every year since.

The overall average starting salary earned by new college graduates in the summer of 2008 was 7.1% higher than the salary earned by graduates a year earlier, according to data obtained from college and university career services offices around the country by the National Association of Colleges and Employers (NACE). The median salary of \$30,000 earned by journalism and mass communication bachelor's degree recipients in 2007 was below the \$36,419 that 2007 liberal arts students as a group earned. According to NACE, business administration/management graduates in 2007 earned \$45,915, economics graduates earned \$50,507 and finance graduates earned \$48,547. Computer science graduates earned \$60,416. Information sciences graduates earned \$52,418.

The median salary earned by bachelor's degree recipients who took full-time jobs with the daily newspaper industry increased by just less than \$1,000 in 2007 compared with salaries earned by graduates with similar jobs a year earlier (**Chart 29**). In real purchasing dollars, however, the 2007 average salary earned by bachelor's degree recipients with jobs in the daily newspaper industry was \$1,000 less than the salary earned by graduates in the industry in 2005.

The median salary earned by the graduates who took full-time jobs in the weekly newspaper industry was significantly higher than a year earlier (**Chart 30**). While much of the growth was offset by inflation, bachelor's degree recipients who took weekly newspaper jobs in 2007 earned just slightly more than graduates who took jobs with weeklies in 2005, in 1985 dollars.

The median salary earned by bachelor's degree recipients who took full-time jobs in the radio industry was \$2,000 lower than a year earlier (**Chart 31**). Nominal radio salaries had been growing, though change year-to-year has been erratic since 2001.

The median salary in broadcast television dropped by \$440 in 2007 (**Chart 32**) compared with a year earlier. Nominal salaries in television have generally increased slightly since 2001.

The median annual salary earned by graduates who took jobs in the advertising industry was \$32,000 in 2007, an increase of \$2,000 from a year earlier (**Chart 33**). Advertising salaries increased by \$2,000 the year earlier as well. The increases in 2007 and 2006 offset inflation, giving advertising job recipients their best salary in inflation-adjusted dollars since 2000.

The median salary for journalism and mass communication bachelor's degree recipients who took a job in public relations increased by \$2,000 in 2007 compared with a year earlier (**Chart 34**). The increase was enough to offset the effects of inflation.

In 2007, salaries were above the overall median salary of \$30,000 for those graduates taking jobs with advertising, public relations, consumer magazines, specialized information publishing and online publishing (**Chart 35**). Bachelor's degree recipients who had full-time jobs outside of communication in 2007 also reported salaries with a median of \$30,000, which was just \$500 lower than the median salary for bachelor's degree recipients who took jobs in communication.

Journalism and mass communication bachelor's degree recipients who took jobs in the northeastern part of the U.S. in 2007 had a median salary of \$32,000, while graduates in the west had a median salary of \$31,000 and graduates in the midwest and south reported median salaries of \$30,000 (**Chart 36**).

Only a relatively small percentage of graduates of journalism and mass communication programs each year report being members of labor unions. In 2007, the figure was 3.4% (**Chart 37**). Of the bachelor's degree recipients with a full-time job, 3.5% were in unions. Graduates who were members of unions reported in 2007 a median salary that was \$2,000 more than graduates who were not in unions, as was the case a year earlier (**Chart 38**). A gap has persisted every year back to 1997, when union membership was first measured.

While salaries overall were stagnant for journalism and mass communication bachelor's degree recipients in 2007 compared with a year earlier, benefit packages improved just slightly. For eight of nine listed benefits, slightly larger percentages of graduates reported receiving the benefit in 2007 than did in 2006. A slightly higher percentage of graduates reported receiving basic medical and major medical coverage (**Chart 39**), prescription drug coverage and disability protection (**Chart 40**), dental care and life insurance (**Chart 41**), and maternity/paternity leave (**Chart 42**) and a retirement plan beyond social security (**Chart 43**). For the most part, the increase in these benefits reflected increased contributions by the employer. The increase followed declines in benefits in 2006 but slight improvements in the benefits packages available to graduates in 2005. The only exception to the pattern in 2007 was for child care (**Chart 42**), which held constant for a second year in a row. That benefit, however, remains the least offered of the nine benefits monitored by the survey and important to young people entering a career.

Worker Attitudes

The percentage of graduates who said they took the job they held when they completed the survey because it was the “only job available” decreased slightly in 2007 in comparison with a year earlier. **(Chart 44)**. The percentage of graduates who took the job because it was “what they wanted to do” was unchanged. The overall pattern for these two items, however, suggests slight improvements in job market satisfaction.

Job satisfaction increased significantly in 2007 for those with full-time work, with 42.1% of those so employed saying they were “very satisfied” with their job **(Chart 45)**. The figure has never been higher back through 1987. Even among those with part-time employment, satisfaction was slightly higher in 2007 than a year earlier, though the change possibly can be explained by sampling fluctuation. The percentage of graduates happy with their career remained stable in 2007, compared with a year earlier **(Chart 46)**.

In 2007, bachelor’s degree recipients with full-time jobs were more committed to their employer than were graduates in 2006. In the most recent survey, 45.7% of the respondents said they were “very committed” to their employer, compared with 40.9% a year earlier **(Chart 47)**. The percentage of graduates only “moderately committed” dropped sharply.

Media Use

Daily newspaper reading among the bachelor’s degree recipients was significantly lower in 2007 than it was in 2006, though the decline only brought the 2007 graduates in line with the graduates in 2005 **(Chart 48)**. “Yesterday” magazine and book reading has remained unchanged since these questions were reinserted into the graduate survey in 2004.

Watching television news “yesterday” also was at the same level for the 2007 graduates as it was for the graduates in recent years **(Chart 49)**. In each of these years, three-quarters of the graduates reported being television news viewers. “Yesterday” radio listening, however, dropped significantly in 2007 compared with 2006, and online news use as well as viewing news on a mobile device increased slightly but significantly.

Overall, it appears news use is relatively stable among journalism and mass communication bachelor’s degree recipients. The declines in newspaper and radio use are offset by increases in online and mobile device news viewing.

The Academic Experience

In 2007, 45.0% of the bachelor's degree recipients listed at least one professional organization with which they were involved while at the university. The figure is an increase from 43.6% in 2006 and 36.2% a year earlier. The dominant student organizations in 2007, as in previous years, were Public Relations Student Society of America, Society of Professional Journalists and Ad Club (**Chart 50**). The evidence is that journalism and mass communication students remain highly involved in the professional life of the field while in college, and that involvement is actually increasing.

The 2007 class of bachelor's degree recipients entered the university with very solid high school credentials, based on their reports of high school grades. The questions on high school grades had been included in the graduate survey in 1992 and 2000, and comparisons of reported grades across those years suggest that the newest students are the best prepared—or at least received the highest grades (**Chart 51**). In 2007, 83.0% of the bachelor's degree recipients reported receiving A grades in high school in English, up from 75.4% in 2000. A majority of the 2007 graduates also reported receiving A grades in math, and nearly three-quarter reported receiving A grades in history. Just under half reported receiving A grades in science. All three percentages are significantly higher than those reported by graduates in 2000, who reported higher grades than graduates in 1992. Clearly journalism and mass communication students, regardless of year, performed better in the humanistic part of their high school curriculum than in math and science, but A grades are common across the curriculum.

The 2007 bachelor's degree recipients attended high schools where journalism was a prominent part of the offerings (**Chart 52**). Almost all had access to a yearbook. Three-quarters of the schools had a newspaper. A third had a student radio or television station. Nearly six in 10 had a journalism class. And online or web instruction was available to one in 10. Students in 2000 also were asked about the availability of these journalistic offerings. There is little evidence of change, except for the growth in broadcasting. The question on web instruction was not asked in 2007.

One in four of the 2007 bachelor's degree recipients was involved with their high school yearbook, and the same ratio was involved in their high school newspaper (**Chart 53**). One in 10 worked with the television or radio station, and a third took a journalism class. The 2007 graduates were less likely than the 2000 graduates to participate in the yearbook or the newspaper, but the decline is not overly great.

The high school experience is important, for most journalism and mass communication students select the major before they enter university, as **Chart 54** makes clear. This finding is consistent back through 1990, when the question was first asked in the graduate survey. The percentage of bachelor's degree recipients who made the decision to study journalism and mass communication before entering the university has remained unchanged since 1995. Across all of the high school journalistic experiences,

those who participated were more likely to select journalism and mass communication as a major before entering the university than were those who did not participate (**Chart 55**). Of those journalism and mass communication bachelor's degree recipients who worked for the student newspaper, for example, 80% chose journalism before entering the university, while only 45.9% of those who did not work for the campus newspaper selected their major before entering the university.

The high school experience predicts to success in the job market as well. In 2007, those bachelor's degree recipients who participated in each of the five listed high school journalism activities were more likely to have full-time jobs when they returned the survey instrument than were those bachelor's degree recipients who had not participated in the campus journalism activity (**Chart 56**). With the single exception of the high school yearbook, participation in high school journalism activities also is associated with landing a communication job upon graduation (**Chart 57**). For example, 65.3% of those journalism and mass communication bachelor's degree recipients who took a high school journalism class reported having a job in communication when they returned the graduate survey, compared with 55.4% of those who had not taken a high school journalism class.

The time of decision to major in journalism also is important. Among the 2007 graduates, those who decided to major in journalism and mass communication before entering the university were more likely to have a full-time job when they returned the survey instrument and more likely to have a communication job than were those who had not decided on the journalism and mass communication job before entering the university (**Chart 58**).

Closing Comments

The graduating class of 2007 found a job market that was not much different from the job market their counterparts in 2006 had encountered, and that probably can be viewed as good news, given all the turmoil in the field. Employment levels remained flat at least. Salaries also were stable, which, given the high level of inflation, was not a good development. Benefit packages, however, improved just slightly in comparison with a year before.

The traditional gaps between the success of women in the market rather than men and of those who were not members of racial or ethnic minorities versus those who were remained. These gaps have been persistent over time. There is some evidence the gap between minority and nonminority actually increased in 2007. That is not a positive development, to be sure.

The web has made dramatic inroads into the work of the graduates. It is hardly surprising, but it is certainly the case that journalism and mass communication careers are heavily linked to the web.

Perhaps because the market is so difficult, those who found employment reported high levels of job satisfaction and commitment to their employers. Back through 1987, the percent of those “very satisfied” with their jobs has never been higher.

The graduates use of the media is relatively stable, with some evidence of a shift toward the web and mobile devices as delivery technologies.

Journalism and mass communication graduates are increasingly engaged with professional associations while at the university. In fact, their involvement with the field for many goes back to high school. The majority makes the decision on a major before entering the university, and many sample journalism while in high school. That sampling not only has impact on their selection of a major, but also on their experiences in the job market once they graduate.

The 2007 graduates also were better prepared for university instruction than their predecessors, based on the grades they received.

In a difficult year, the 2007 graduates show reason for optimism.

Methodology

The *Annual Survey of Journalism & Mass Communication Graduates* is designed to monitor the employment rates and salaries of graduates of journalism and mass communication programs in the United States, including Puerto Rico, in the year after graduation. In addition, the survey tracks the curricular activities of those graduates while in college, examines their job-seeking strategies, and provides measures of the professional attitudes and behaviors of the graduates upon completion of their college studies.

Since 1997, the *Annual Survey of Journalism & Mass Communication Graduates* has been conducted at the Grady College of Journalism and Mass Communication at the University of Georgia.

Each year a sample of schools is drawn from those listed in the *Journalism and Mass Communication Directory*, published annually by the Association for Education in Journalism and Mass Communication, and *The Journalist's Road to Success: A Career Guide*, formerly published and printed by the Dow Jones Newspaper Fund, Inc., and now available on the web at the following site: <http://djnewspaperfund.dowjones.com/fund/pubcareerguide.asp>. Schools list themselves in the *AEJMC Directory*. All U.S. programs accredited by the Accrediting Council on Education in Journalism and Mass Communications and all U.S. members of the Association of Schools of Journalism and Mass Communication are in the *AEJMC Directory*. To be included in the *Newspaper Fund 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 press law and ethics, as well as basic skills courses such as reporting and editing. Selection of schools for the sample is probabilistic, so that those chosen represent the population of schools in the two directories. In 2007, 83 schools were drawn from the 474 unique entries of four-year programs in the U.S. (including Puerto Rico) in the two directories.

Administrators at the selected schools are asked to provide the names and addresses of their spring bachelor's and master's degree recipients. A questionnaire was mailed in November 2007 to all spring graduates receiving either a bachelor's or a master's degree from the selected programs. A second questionnaire was sent to nonrespondents in January 2008. A third mailing was sent in March 2008 to graduates who had not responded to the first two mailings. The graduates could either return the mailed instrument in a self-addressed, postage paid envelope, or complete the instrument online. All graduates were given a unique password for access to the web survey and could use it only once. The respondents also were told they could win an iPod in a lottery by participating.

The questionnaire asked about the respondent's experiences both while a student and in the months since graduation. Included were questions about university experiences, job-seeking and employment, and salary and benefits.

In 2007, the survey was mailed to 8,129 individuals whose names and addresses were provided by the administrators of the 83 programs. A total of 2,455 returned the questionnaires by the middle of June of 2008. Of the returns, 2,271 were from students who reported they actually had completed their degrees during the April to June 2007 period. The remaining 184 had completed their degrees either before or after the specified period, despite their inclusion in the spring graduation lists. A total of 709 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 30.2%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 33.1%.¹ Of the 2,271 usable questionnaires, 2,112 (93.0%) were from bachelor's degree recipients and 159 were from those who received a master's degree.

Of the usable surveys, 554, or 24.4%, were completed online. Graduates in 2003 and again in 2006 also were given the option of completing the survey online. In 2003, 4.4% of the usable questionnaires were completed by students via the web. In 2006, 13.8% were completed online.

The findings summarized in this report are projectable to the estimated 49,930 students who earned bachelor's degrees and the 3,780 students who earned master's degrees in academic year 2006-2007 from the 474 colleges and universities across the United States and Puerto Rico offering programs in journalism and mass communication. Comparisons are made with data gathered in graduate surveys back through 1986. Data on master's degree recipients have been available since 1989.

Sample error for the 2007 undergraduate data is 2.1%. Sample error terms for earlier surveys were: 2.0 (2005), 1.8% (2004), 1.9% (1999-2003), 2.1% (1989, 1996-8, 2006), 2.0% (1990-1995), 3.7% (1988), 2.8% (1987), and 3.2% (1986). In all cases, the confidence level is set at .05, meaning that the odds are 19 to one that the figures presented in this report are within plus or minus sample error of what would have been obtained had all graduates of journalism and mass communication programs, rather than a sample of these graduates, completed questionnaires. (Sample error, of course, is only one of the sources of error in survey estimates.) Sample error for responses from those receiving master's degrees in 2007 is 7.8%. In many instances in this report, fewer than the full number of cases is used for inferences. For example, some of the data are based solely on persons working full-time when surveyed. In these cases, error is greater than 2.1%, depending on the actual number of persons for whom data were reported. In addition, many comparisons between subgroups in the sample and between the 2007 and earlier samples are made. Standard statistical tests have been used to evaluate the observed differences, or trends. Only those differences likely to hold if a census of all graduates were undertaken are discussed in the text.

¹The return rates in 2006 were 25.2% and 33.2%. These figures were 2005 were 32.6% and 34.8%, and in 2004 they were 37.2% and 39.8%. In general, return rates have been declining for this and other surveys across time. In 2006, an unusually large number of addresses were not workable, compared with earlier years.

Women made up 75.0% of respondents. Members of racial or ethnic minorities made up 15.9% of those returning questionnaires. These sample characteristics are similar to those in recent years. Overall, the sample reflects slightly higher return rates from women and slightly lower return rates from minorities, based on the known characteristics of the 474 schools from which the sample was drawn.

Funding for the 2007 graduate survey was provided by the American Society of Newspaper Editors, the Association for Education in Journalism and Mass Communication, the Association of Schools of Journalism and Mass Communication, Cox Newspapers Inc., Gannett, the Hearst Corporation, the John S. and James L. Knight Foundation, the National Association of Broadcasters, Newspaper Association of America, the Sigma Delta Chi Foundation of the Society of Professional Journalists, the Scripps Howard Foundation, Specialized Information Publishers Foundation, and the Grady College of Journalism and Mass Communication at the University of Georgia.²

Supplemental charts and tables from the *Annual Survey of Journalism & Mass Communication Graduates* are included in an Appendix to this report. The charts and tables report data on the curricular specialization of the graduates, their job seeking strategies, and other aspects of their college and post-college experiences. Also included is a detailed salary table. As appropriate, data from earlier years are included in the supplemental charts and tables.

²Special thanks are given to the following University of Georgia students who worked as research assistants or research clerks in the Cox Center in 2007-2008: Stephen Bailey, Virginia Evans, Katie Kosciolk, Tiffany Little, Quing Mei, Elizabeth Morison, Ali Sooudi, Oana Vlad and Jianchuan (Henry) Zhou.

Partner Schools

The following 83 schools participated in the 2007 Annual Survey of Journalism & Mass Communication Graduates and are partners in this project:

Auburn University (AL)	Michigan State University (MI)
University of Alaska–Anchorage (AK)	Oakland University (MI)
Arizona State University (AZ)	University of Minnesota (MN)
Arkansas State University (AR)	University of St. Thomas (MN)
Ouachita Baptist University (AR)	Rust College (MS)
Azusa Pacific University (CA)	University of Mississippi (MS)
California State University–Fullerton (CA)	Central Missouri State University (MO)
Humboldt State University (CA)	Evangel University (MO)
San Jose State University (CA)	University of Missouri–Kansas City (MO)
Santa Clara University (CA)	University of Missouri–Columbia (MO)
University of Denver (CO)	University of Montana (MT)
Quinnipiac University (CT)	Hastings College (NE)
University of Bridgeport (CT)	University of Nebraska–Lincoln (NE)
Florida A & M University (FL)	University of Nevada–Las Vegas (NV)
University of Florida (FL)	University of New Hampshire (NH)
Berry College (GA)	Rutgers University (NJ)
University of Georgia (GA)	University of New Mexico (NM)
University of Idaho (ID)	Buffalo State College (NY)
Columbia College Chicago (IL)	Hofstra University (NY)
Northern Illinois University (IL)	State University of New York–Plattsburgh (NY)
Northwestern University (IL)	St. Bonaventure University (NY)
Butler University (IN)	Syracuse University (NY)
Indiana University–Bloomington (IN)	Elon College (NC)
University of Southern Indiana (IN)	Lenoir-Rhyne College (NC)
University of Iowa (IA)	University of North Carolina at Pembroke (NC)
Wichita State University (KS)	University Of North Dakota (ND)
Eastern Kentucky University (KY)	Ohio University (OH)
University of Kentucky (KY)	Ohio Wesleyan University (OH)
Northwestern State U. of Louisiana (LA)	Youngstown State University (OH)
University of Maryland (MD)	Oklahoma State University (OK)
University of Massachusetts (MA)	University of Oklahoma (OK)

Partner Schools (continued)

University of Oregon (OR)
Elizabethtown College (PA)
LaSalle University (PA)
Temple University (PA)
University of South Carolina (SC)
Tennessee Technological University (TN)
University of Memphis (TN)
University of Tennessee–Martin (TN)
Abilene Christian University (TX)
Texas State University–San Marcos (TX)
Texas Christian University (TX)

Brigham Young University (UT)
Castleton State College (VT)
James Madison University (VA)
University of Richmond (VA)
University of Washington (WA)
Bethany College (WV)
Marquette University (WI)
University of Wisconsin–Milwaukee (WI)
Howard University (DC)
University of Puerto Rico (PR)

1. Job interviews of Bachelor's degree recipients

Number of interviews by Bachelor's degree recipients who looked for work

2. Job offers to Bachelor's degree recipients

Job offers to Bachelor's degree recipients: percent with at least one job offer

3. Employment status Oct. 31

Employment status of Bachelor's degree recipients

4. Employment status Oct. 31

Employment status of Bachelor's degree recipients who looked for work

5. Employment status

Employment status of Bachelor's degree recipients when they returned questionnaires

6. Employment status of 2007 BA degree recipients

By month when graduates completed the questionnaires

7. Unemployment rates

Unemployment rates of journalism Bachelor's degree recipients compared to U.S. labor force data. U.S. figures represent seasonally adjusted unemployment rates averaged across June of the shown year to May of the following year.

8. Permanent positions, freelance

Status of Bachelor's degree recipients: percent in permanent positions, percent doing freelance

9. General types of work

An overview of Bachelor's degree recipients' work situations

10. Employment, news-editorial

Employment of Bachelor's degree recipients in the editorial specialty

11. Employment, broadcasting

Employment of Bachelor's degree recipients in the broadcasting specialty

12. Employment, advertising

Employment of Bachelor's degree recipients in the advertising specialty

13. Employment, PR

Employment of Bachelor's degree recipients in the public relations specialty

14. Gender and employment

Full-time employment of female and male Bachelor's degree recipients

15. Minority employment

Full-time employment of minority and non-minority Bachelor's degree recipients

16. Minority employment in communications

Employment of minority and non-minority Bachelor's degree recipients in communication jobs

17. Writing, editing and designing for web

Jobs of employed 2007 Bachelor's degree recipients in communications

18. Other web work

Employed 2006 and 2007 Bachelor's degree recipients in communications doing this work

19. Hours writing or editing for web by employer type

Employed 2006 and 2007 Bachelor's degree recipients in communications

20. Hours researching materials using the web by employer type

Employed 2006 and 2007 Bachelor's degree recipients in communications

21. Technical work performed in job I

An overview of jobs of employed 2004, 2005, 2006, and 2007 Bachelor's degree recipients

22. Technical work performed in job II

An overview of jobs of employed 2007 Bachelor's degree recipients

23. Hours spent with job per week

Employed 2007 Bachelor's degree recipients in communications

24. Job offers, Master's degree recipients

Job offers to Master's degree recipients on graduation: percent with at least one job

25. Employment Status Oct. 31

Employment status of Master's degree recipients

26. Employment Status Oct. 31

Employment status of Master's degree recipients who looked for work

27. Employment status

Employment status of Master's degree recipients when they returned questionnaires

28. Overall salaries

Overall nominal median annual salaries and adjustments for inflation for Bachelor's and Master's degree recipients with full-time jobs

29. Salaries in dailies

Annual nominal median salaries and adjustments for inflation at daily newspapers - Bachelor's degree recipients with full-time jobs

30. Salaries in weeklies

Annual nominal median salaries and adjustments for inflation at weekly newspapers - Bachelor's degree recipients with full-time jobs

31. Salaries in radio

Annual nominal median salaries and adjustments for inflation in radio - Bachelor's degree recipients with full-time jobs

32. Salaries in television

Annual nominal median salaries and adjustments for inflation in TV - Bachelor's degree recipients with full-time jobs

33. Salaries in advertising

Annual nominal median salaries and adjustments for inflation in advertising - Bachelor's degree recipients with full-time jobs

34. Salaries in PR

Annual nominal median salaries and adjustments for inflation in public relations - Bachelor's degree recipients with full-time jobs

35. Salaries compared

Median yearly salaries for 2007 Bachelor's degree recipients with full-time jobs

36. Salaries by region

Median yearly salaries for 2007 Bachelor's degree recipients with full-time jobs

37. Union membership of JMC graduates

Union membership of Bachelor's degree recipients

38. Yearly salary for union members and non-union workers

Median salary per year for Bachelor's degree recipients with full-time jobs: union and non-union

39. Job benefits I

Benefits available to Bachelor's degree recipients with full-time jobs

40. Job benefits II

Benefits available to Bachelor's degree recipients with full-time jobs

41. Job benefits III

Benefits available to Bachelor's degree recipients with full-time jobs

42. Job benefits IV

Benefits available to Bachelor's degree recipients with full-time jobs

43. Job benefits V

Benefits available to Bachelor's degree recipients with full-time jobs

Charts and Tables (continued)

44. Why jobs chosen

Employed Bachelor's degree recipients' reasons for selecting jobs

45. Job satisfaction

Job satisfaction of employed Bachelor's degree recipients

46. Regret career choices

Bachelor's degree recipients who wish they had selected another career

47. Organizational commitment

Bachelor's degree recipients with full-time jobs

48. Use of print media

Journalism Bachelor's degree recipients' use of print media

49. Use of electronic media

Journalism Bachelor's degree recipients' use of electronic media

50. Student professional organizations attended while at university

51. Bachelor's degree recipients grades in high school

'A' grade at high school level English, Math, History and Science

52. High school activities available

Media related activities available: yearbook, newspaper, TV/radio, journalism class, instruction in online/web journalism

53. High school activities performed

Media related activities available: yearbook, newspaper, TV/radio, journalism class, instruction in online/web journalism

54. Time of decision to major in communications

Graduates who decided to major in communications before beginning undergraduate studies

55. Communications major decision and high school activities performed

2007 Bachelor's degree recipients who decided to major in communications before going to college by high school activities offered

56. Employment status when returned questionnaire

2007 Bachelor's degree recipients with full-time jobs by high school activities performed

57. Communication jobs and high school activities

2007 Bachelor's degree recipients with full time jobs in communications before going to college by high school activities performed

58. Employment status and communication job by time of decision to major in communication

When did the 2007 Bachelor's degree recipients with a full time job decide to major in communication

Appendix: Supplemental Charts and Tables

S1. What they studied

Specialty within curriculum of Bachelor's degree recipients

S2. Campus activities

Campus activities of Bachelor's degree recipients

S3. Grade point averages

Final grades of Bachelor's degree recipients

S4. Grades by major

Final grades of Bachelor's degree recipients by major: percent with A or A-

S5. Seeking print jobs

Jobs sought by Bachelor's degree recipients in the area of print media. Excludes students not seeking jobs

S6. Seeking broadcast jobs

Jobs sought by Bachelor's degree recipients in the area of broadcasting. Excludes students not seeking jobs

S7. Seeking PR/advertising jobs

Jobs sought by Bachelor's degree recipients in the area of PR and advertising. Excludes students not seeking jobs

S8. News-editorial tasks

Bachelor's degree recipients' job tasks in the area of print journalism

S9. Advertising tasks

Bachelor's degree recipients' job tasks in the area of advertising

S10. Corporate communication tasks

Bachelor's degree recipients' job tasks in the area of corporate marketing and communication

S11. Newspaper work

Bachelor's degree recipients working in newspaper jobs

S12. Telecommunication work

Bachelor's degree recipients working in telecommunications jobs

Appendix: Supplemental Charts and Tables (continued)

S13. PR and advertising work

Bachelor's degree recipients working in public relations and advertising

S14. Other communication work

Bachelor's degree recipients working for magazines, newsletters/ trade press, book publishers, WWW

S15. Hiring news students

Employers of Bachelor's degree recipients with a news-editorial emphasis

S16. Hiring broadcast students

Students with an emphasis in telecommunications who choose their own specialty

S17. Hiring advertising students

Students with an advertising emphasis who choose their own specialty

S18. Hiring PR students

Students with a public relations emphasis who choose their own specialty

S19. Where grads seek work

Type of jobs sought by journalism and mass communication Bachelor's degree recipients in 2007

S20. Minorities and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2007

S21. Minorities and job seeking II

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2007

S22. Gender and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2007

S23. Gender and job seeking II

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2007

S24. Overtime without pay

Bachelor's degree recipients working more than 40 hours per week as full-time employees without reimbursement

Table 1. Median salaries by employer type

Comments from the 2007 Graduates

Every year, those completing the *Annual Survey of Journalism and Mass Communication Graduates* are asked to provide advice “to those who follow you.” Here is a sampling of the comments from the 2007 graduates.

Don't just take the first job that comes along – do what you wanted to do when you picked your major. Never underestimate your abilities.

Female bachelor's degree recipient in advertising, working full-time in corporate communication for a PR/advertising department of a company

Always think outside the box. Never try to blend in with the crowd. Be unique, assertive, and passionate in what you do.

Male bachelor's degree recipient in journalism, working full-time for a radio station

Jobs in the field are hard to come by and don't pay very well...if graduate school is an option think about pursuing that route either right out of college or after some experience is gained in a professional environment.

Male bachelor's degree recipient in public relations, working full-time at an insurance agency

Learn another language. Today this is something that helps set you apart from the rest and opens more doors.

Female master's degree recipient in communication, working full-time in corporate communication for a non-profit organization publishing company

Take a business, econ, political science, etc. class. Many times as journalists we have to be “experts” in every profession. It helps to have a basic understanding of things.

Female bachelor's degree recipient in print journalism, working full time at a daily newspaper.

You need a professional mentor – someone in the field of Journalism. In your job search, that mentor will prove to be invaluable.

Male bachelor's degree recipient in broadcast news and production, working full-time for a production company

It's not what you know, but who you know in the world of job hunting that counts. Start networking long before your job hunt.

Female bachelor's degree recipient in Journalism, working full-time as a non-profit programs coordinator

Get as much hands-on experience as possible! The degree you earn is not worth a whole lot if you don't have a working, practical knowledge of your field.

Female master's degree recipient in Communication, working full-time freelance for a production company

If I could do it again, I would take classes in graphic design or anything with the web. That is where the industry is going.

Female bachelor's degree recipient in magazines, working part-time at a consumer magazine

Get an internship.

Male bachelor's degree recipient in mass media studies, working seasonally for a film company in audio production

Stay on top of technology and embrace it.

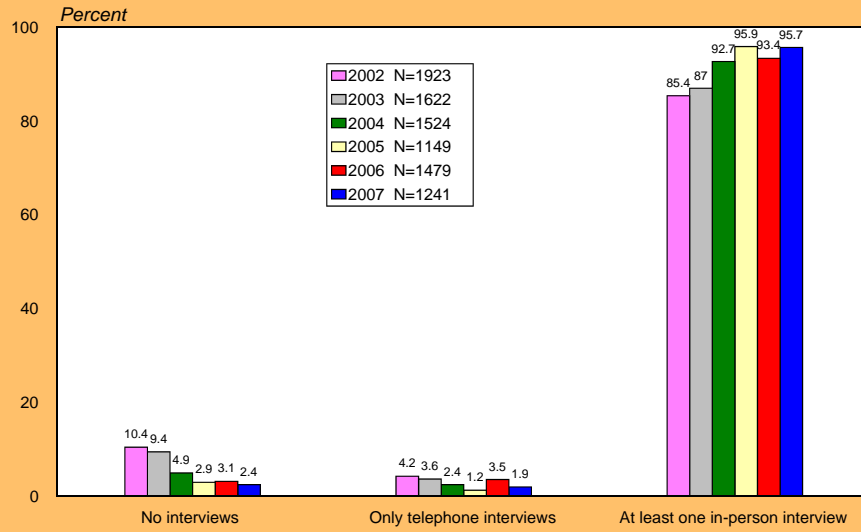
Male master's degree recipient in journalism/mass communication, working as a full-time editor for a trade publication

Get as much experience as you can – employers look for this more so than education. Having a degree means you are dedicated to completing what you set out to do. Experience shows you can actually do the job.

Female master's degree recipient in communication, working full-time writing, reporting, and editing for an educational institution

1. Job interviews of Bachelor's degree recipients

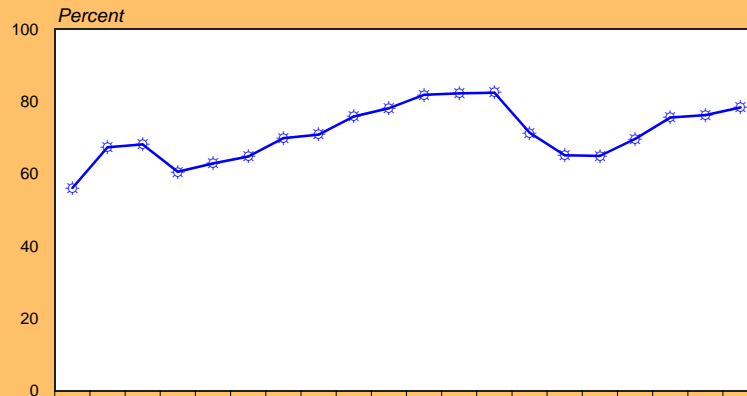
Number of interviews by Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

2. Job offers to Bachelor's degree recipients

Job offers to Bachelor's degree recipients:
percent with at least one job offer

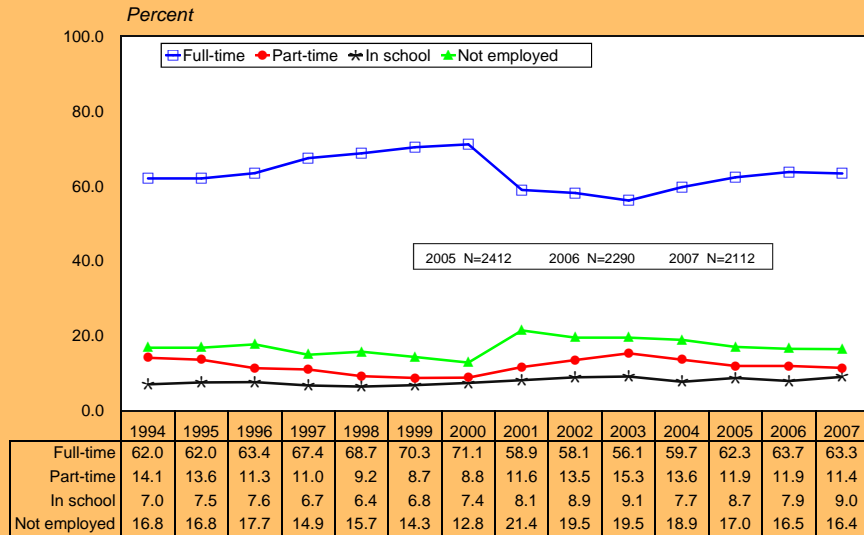


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Percent at least one job offer	56	67.3	68.1	60.5	62.8	64.7	69.8	70.8	75.8	78.1	81.8	82.2	82.4	71.3	65.1	64.9	69.6	75.5	76.2	78.3
Mean=number of jobs (N)	587	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112

Source: Annual Survey of Journalism & Mass Communication Graduates

3. Employment status Oct. 31

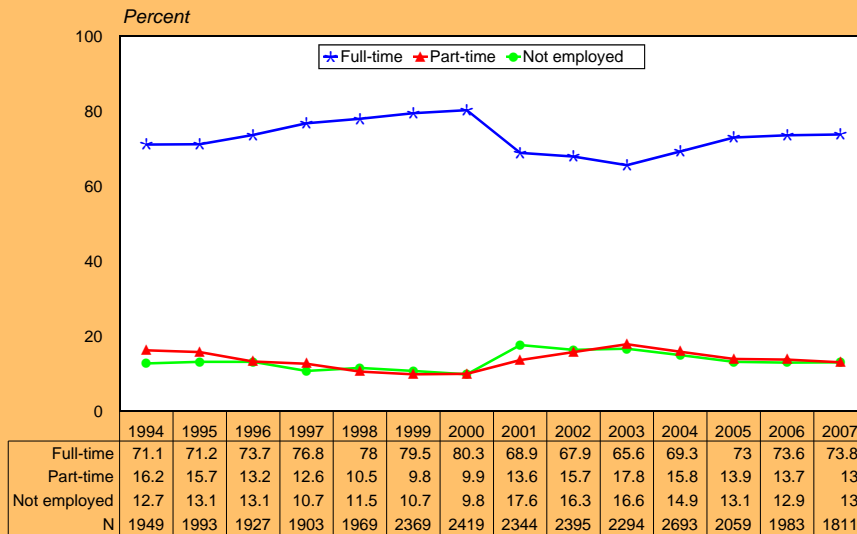
Employment status of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

4. Employment status Oct. 31

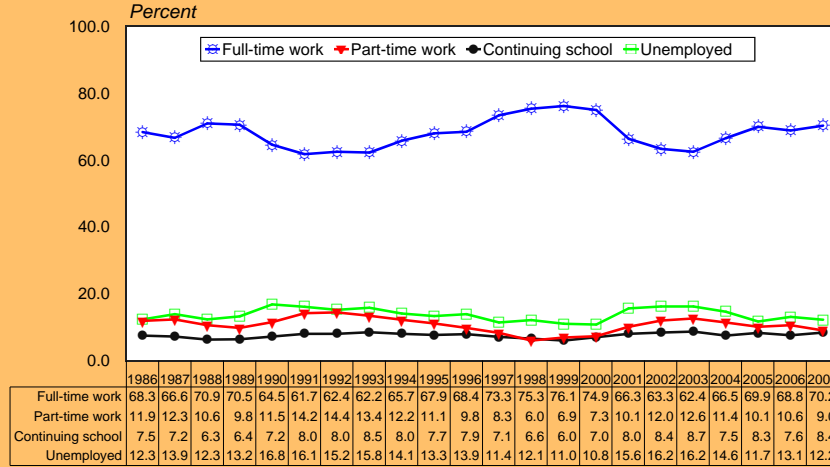
Employment status of Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

5. Employment status

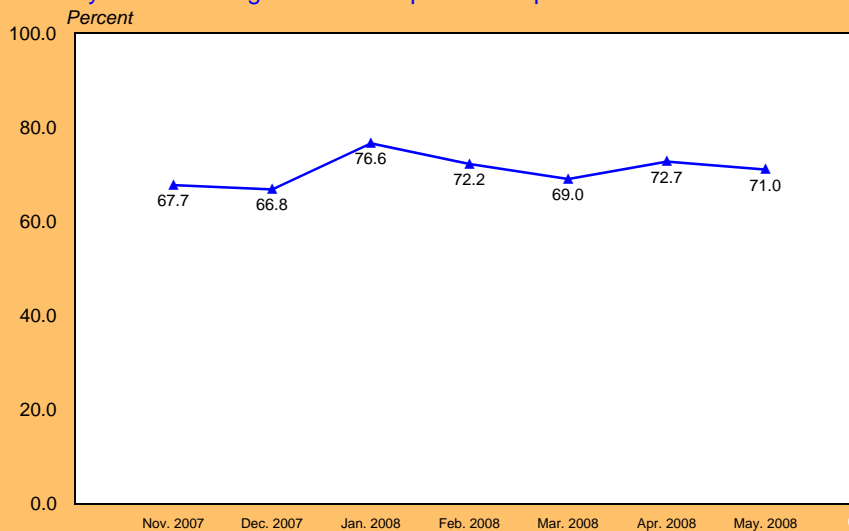
Employment status of Bachelor's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

6. Employment status of 2007 BA degree recipients

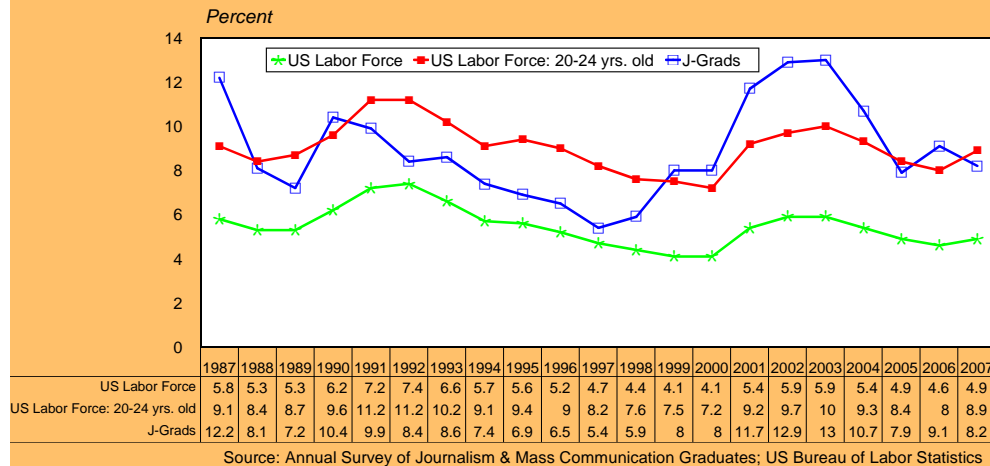
By month when graduates completed the questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

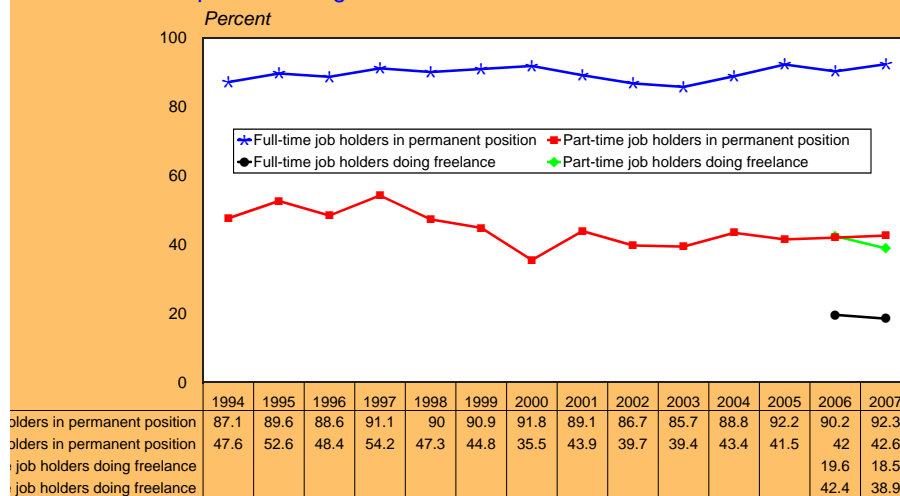
7. Unemployment rates

Unemployment rates of journalism Bachelor's degree recipients when they returned questionnaire compared to U.S. labor force data. U.S. figures represent seasonally adjusted unemployment rates averaged across June of the shown year to May of the following year.



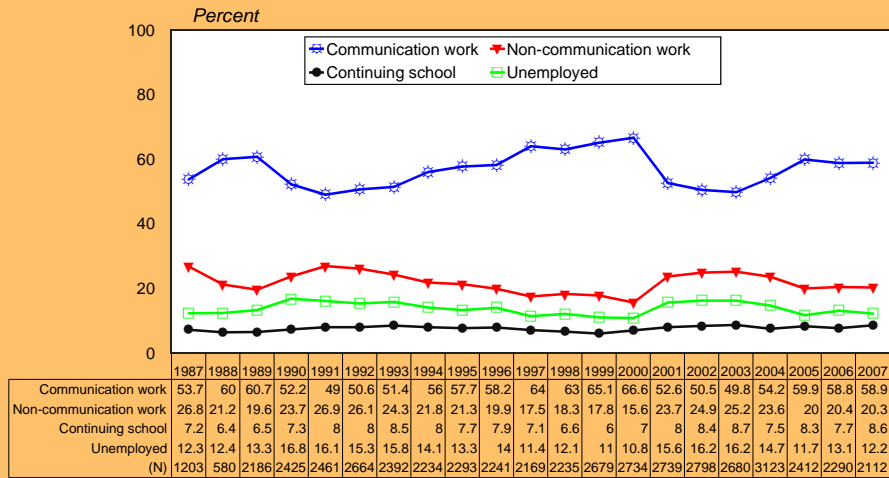
8. Permanent positions, freelance

Status of Bachelor's degree recipients: percent in permanent positions, percent doing freelance



9. General types of work

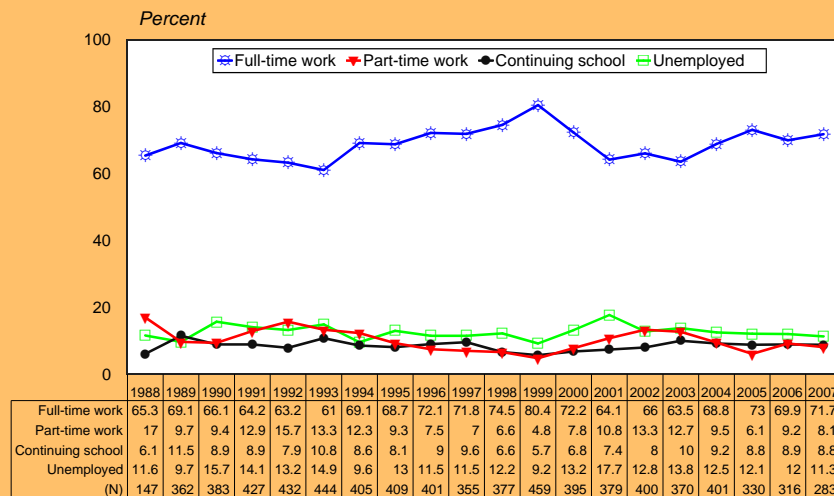
An overview of Bachelor's degree recipients' work situations



Source: Annual Survey of Journalism & Mass Communication Graduates

10. Employment, news-editorial

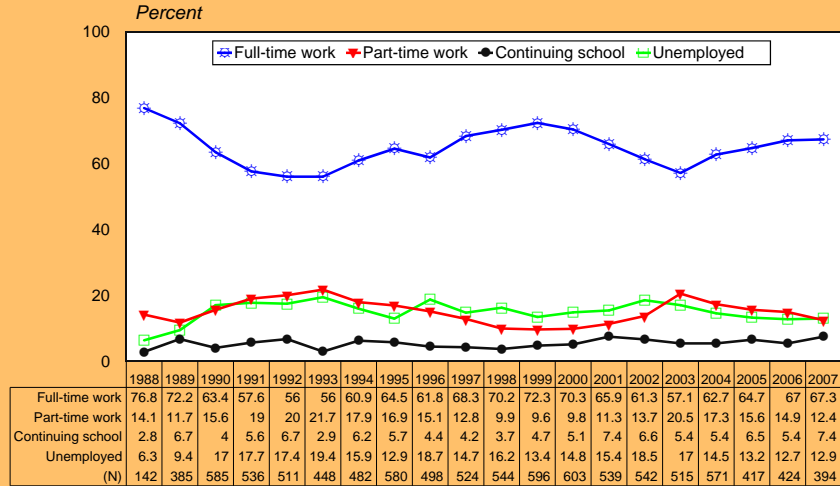
Employment of Bachelor's degree recipients in the editorial specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

11. Employment, broadcasting

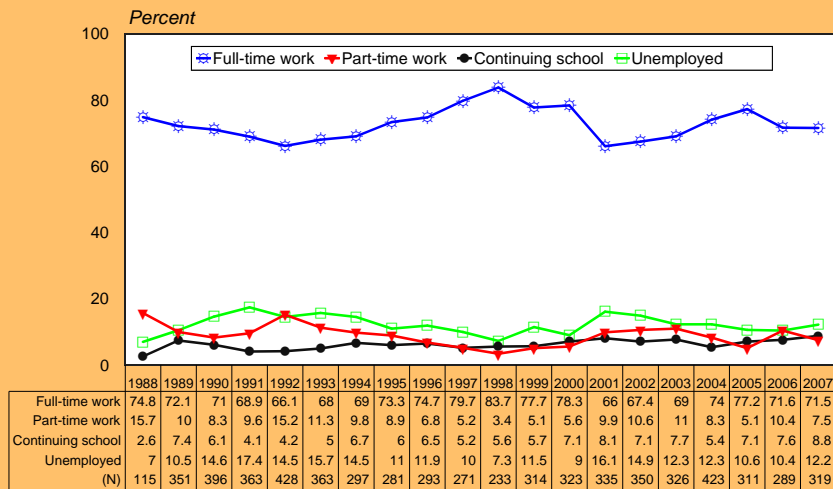
Employment of Bachelor's degree recipients in the broadcasting specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

12. Employment, advertising

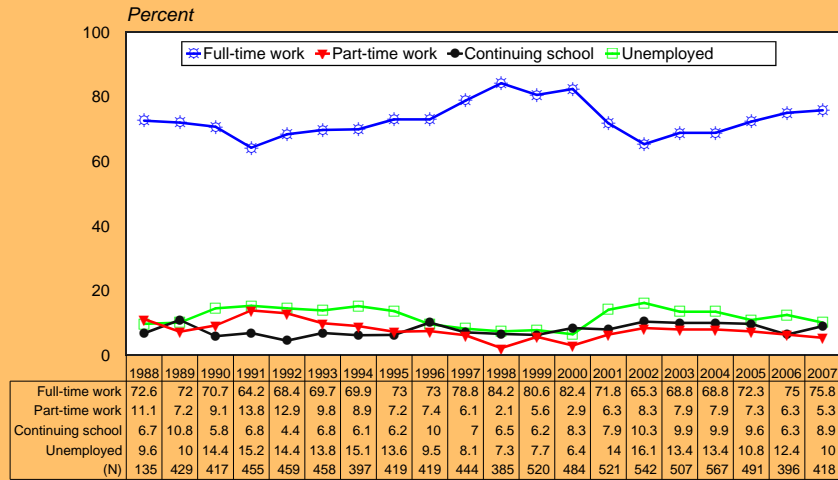
Employment of Bachelor's degree recipients in the advertising specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

13. Employment, PR

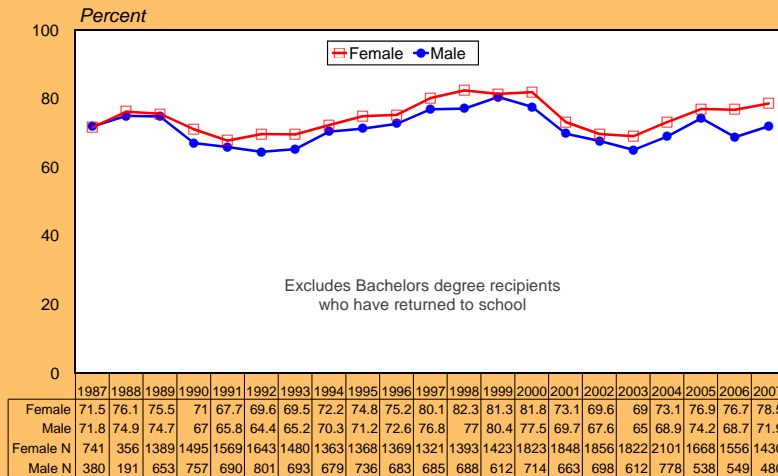
Employment of Bachelor's degree recipients in the public relations specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

14. Gender and employment

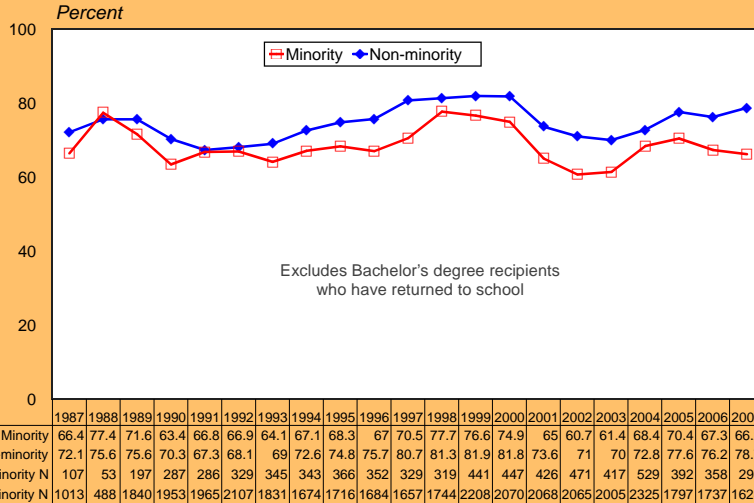
Full-time employment of female and male Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

15. Minority employment

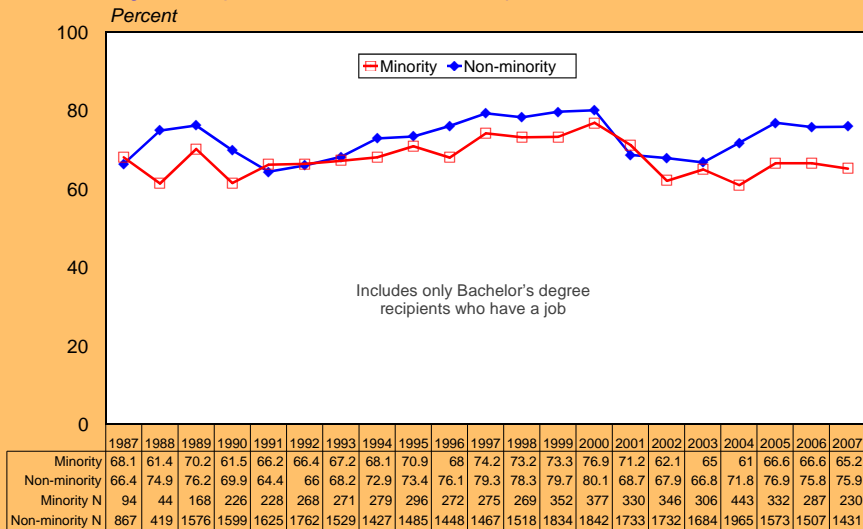
Full-time employment of minority and non-minority Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

16. Minority employment in communications

Employment of minority and non-minority Bachelor's degree recipients in communications jobs

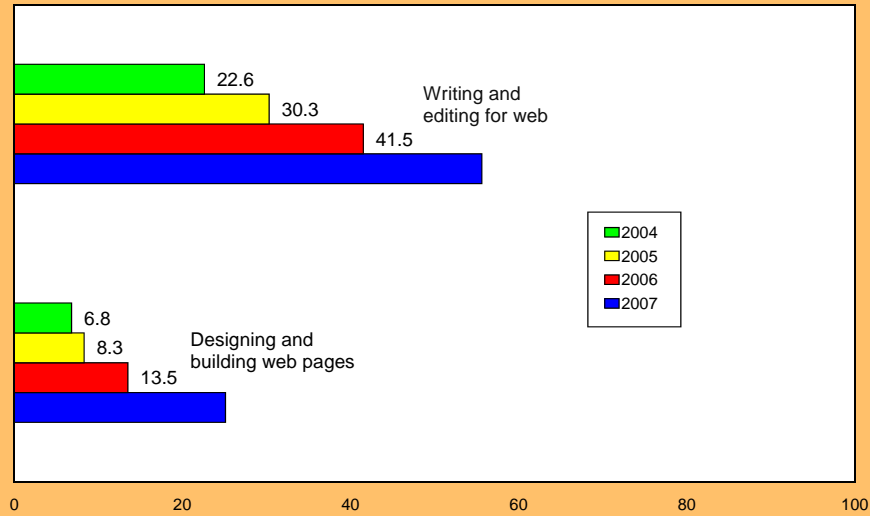


Source: Annual Survey of Journalism & Mass Communication Graduates

17. Writing, editing and designing for web

Employed Bachelor's degree recipients in communications doing this work

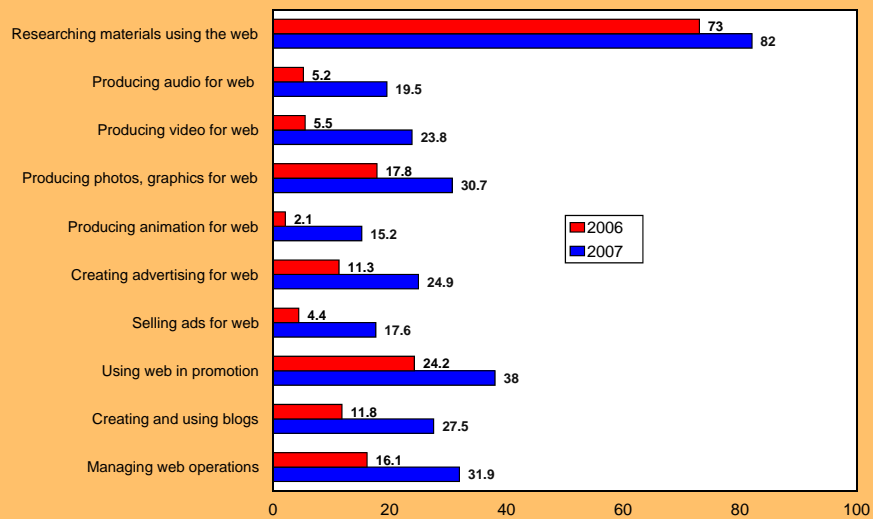
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

18. Other web work

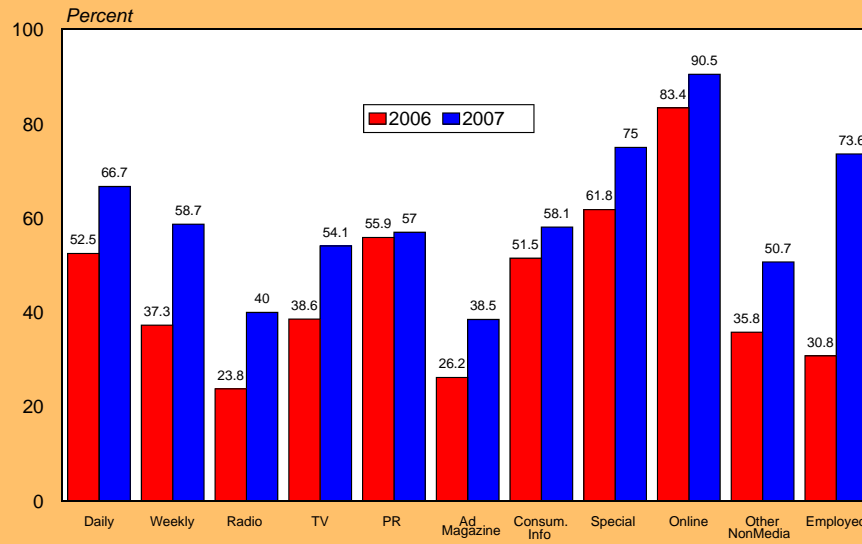
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

19. Writing or editing for web by employer type

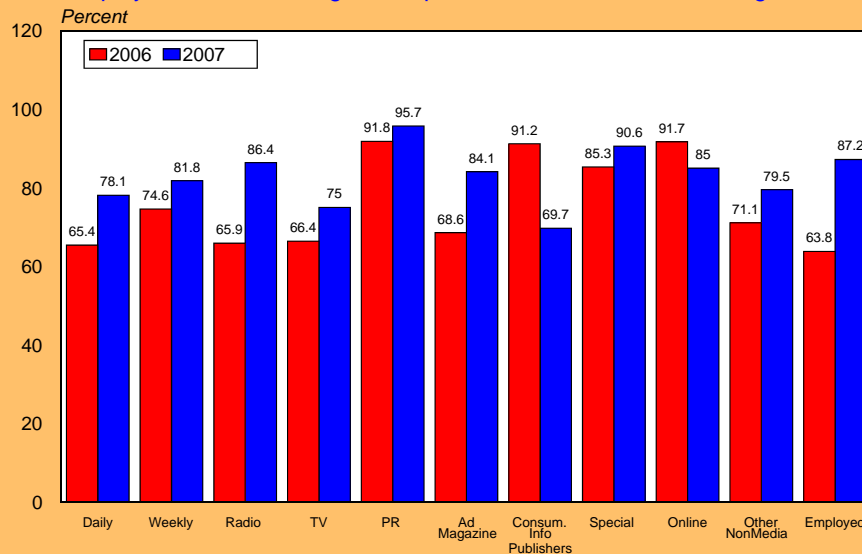
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

20. Researching materials using the web by employer type

Employed Bachelor's degree recipients in communications doing this work

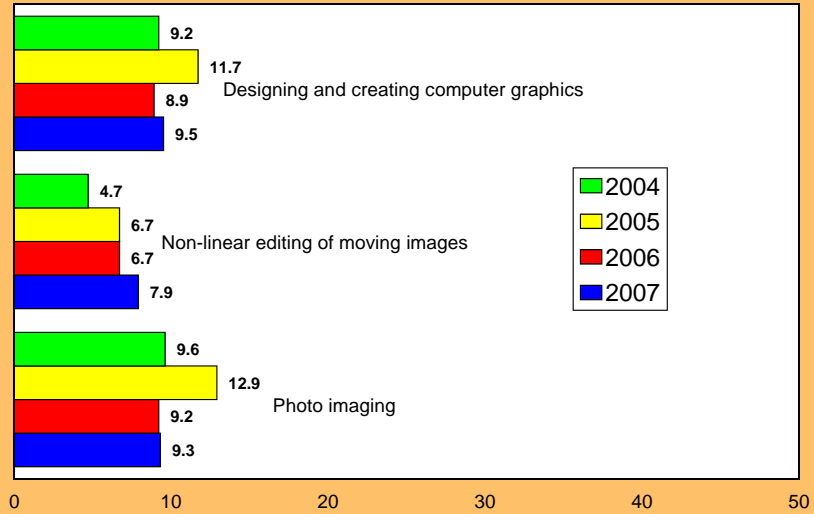


Source: Annual Survey of Journalism & Mass Communication Graduates

21. Technical work performed in job I

An overview of jobs of employed 2004, 2005, 2006 and 2007 Bachelor's degree recipients

Percent

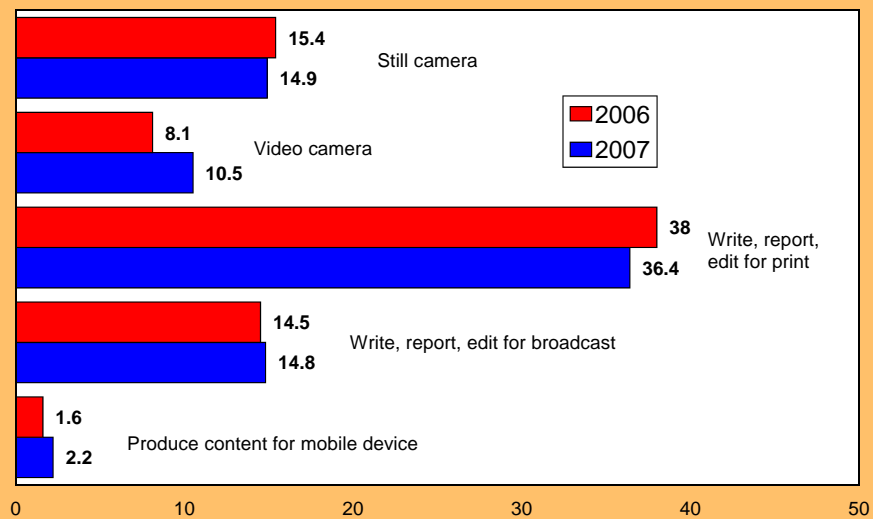


Source: Annual Survey of Journalism & Mass Communication Graduates

22. Technical work performed in job II

An overview of jobs of employed 2006 and 2007 Bachelor's degree recipients

Percent

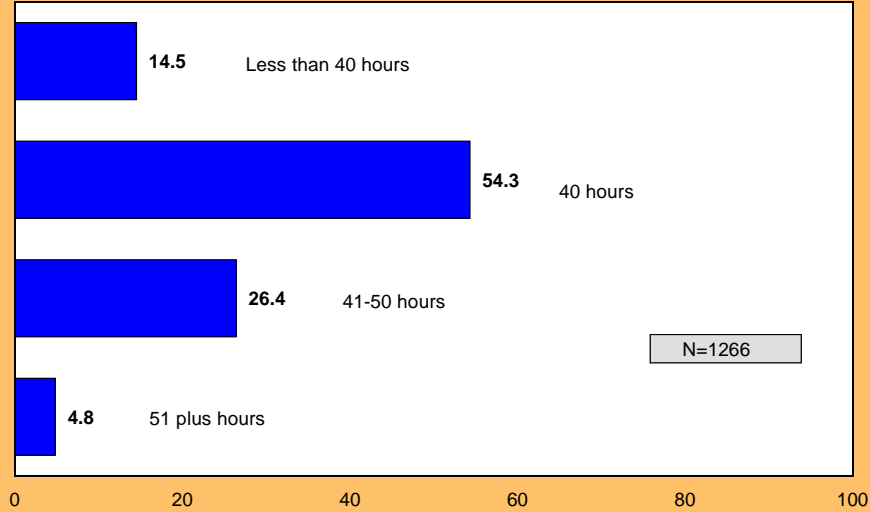


Source: Annual Survey of Journalism & Mass Communication Graduates

23. Hours spent with job per week

Employed 2007 Bachelor's degree recipients in communications

Percent

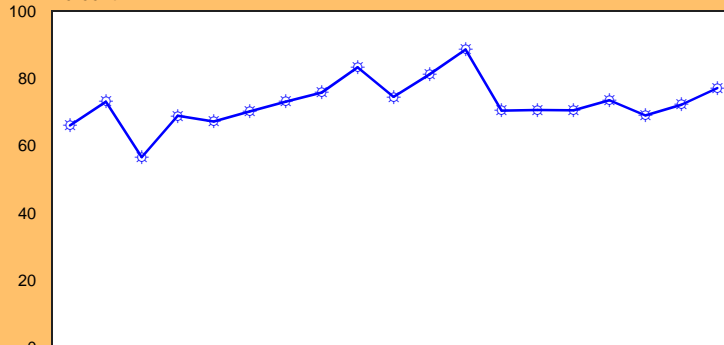


Source: Annual Survey of Journalism & Mass Communication Graduates

24. Job offers, Master's degree recipients

Job offers to Master's degree recipients on graduation:
percent with at least one job

Percent

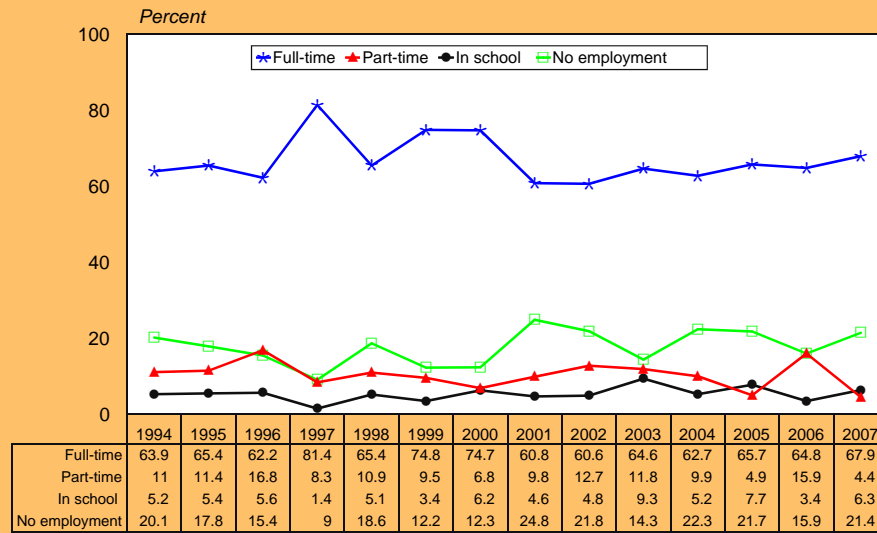


Percent at least one job	66	73.1	56.6	68.9	67.2	70.2	73.1	75.8	83.3	74.5	81.2	88.6	70.4	70.6	70.5	73.5	69	72.2	77.1
Mean=number of jobs	1.7	1.4	1.2	1.4	1.4	1.4	1.7	1.8	2	2	2.2	2.3	1.6	1.6	1.5	1.4	1.4	1.5	1.6
(N)	162	148	144	155	159	151	178	143	145	156	147	146	153	165	161	233	143	145	159

Source: Annual Survey of Journalism & Mass Communication Graduates

25. Employment Status Oct. 31

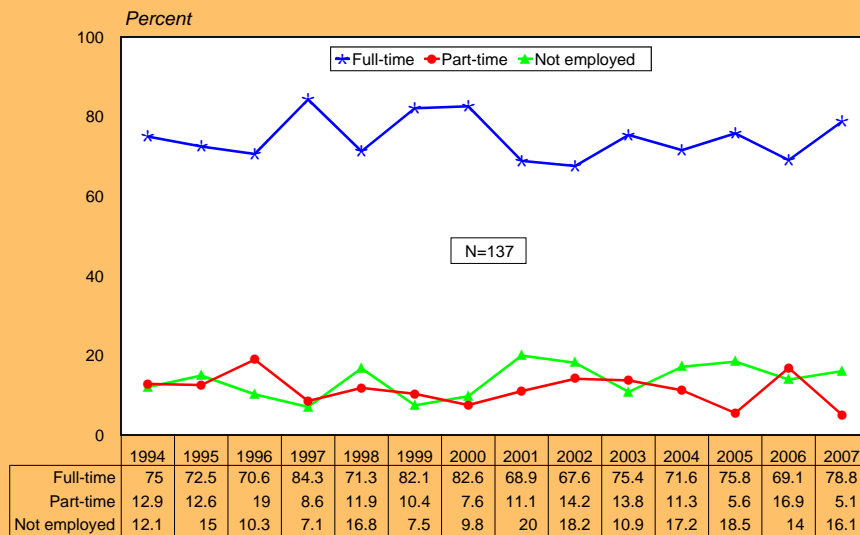
Employment status of Master's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

26. Employment Status Oct. 31

Employment status of Master's degree recipients who looked for work

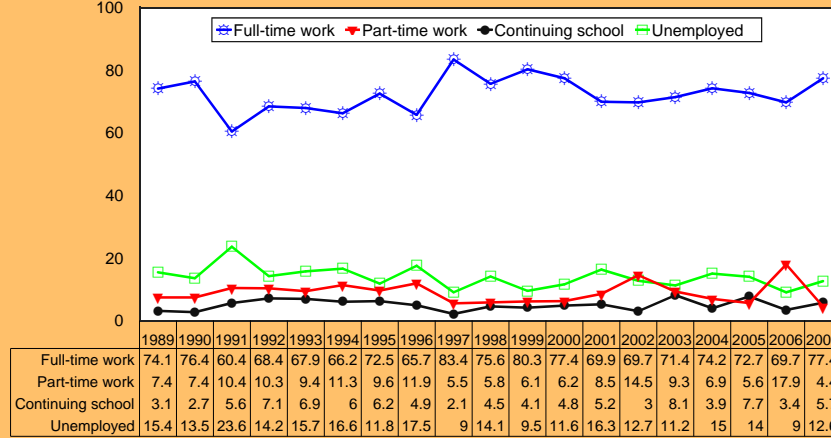


Source: Annual Survey of Journalism & Mass Communication Graduates

27. Employment status

Employment status of Master's degree recipients when they returned questionnaires

Percent

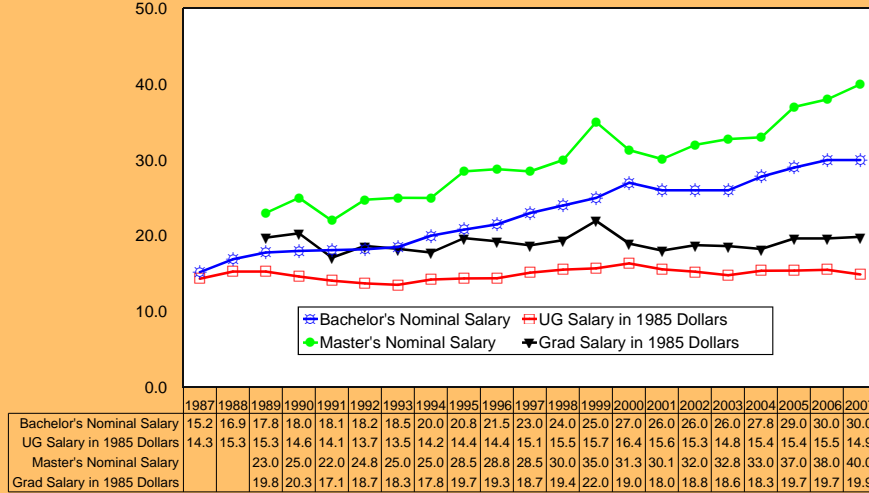


Source: Annual Survey of Journalism & Mass Communication Graduates

28. Overall salaries

Overall nominal median annual salaries and adjustments for inflation for Bachelor's and Master's degree recipients with full-time jobs

In thousands US\$

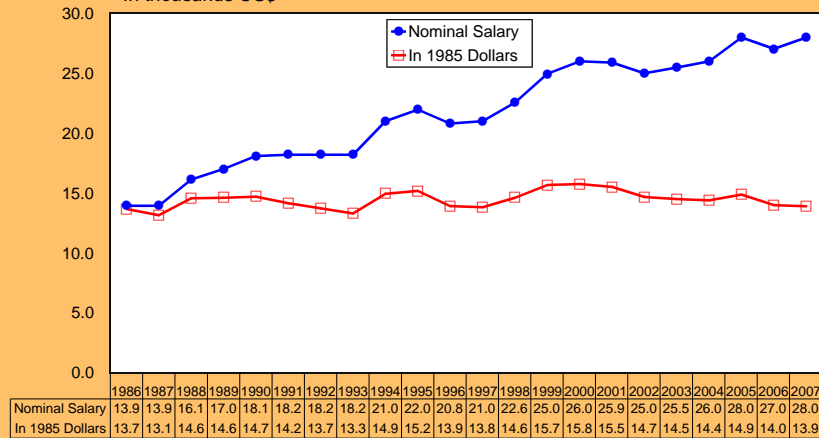


Source: Annual Survey of Journalism & Mass Communication Graduates

29. Salaries in dailies

Annual nominal median salaries and adjustments for inflation at daily newspapers - Bachelor's degree recipients with full-time jobs

In thousands US\$

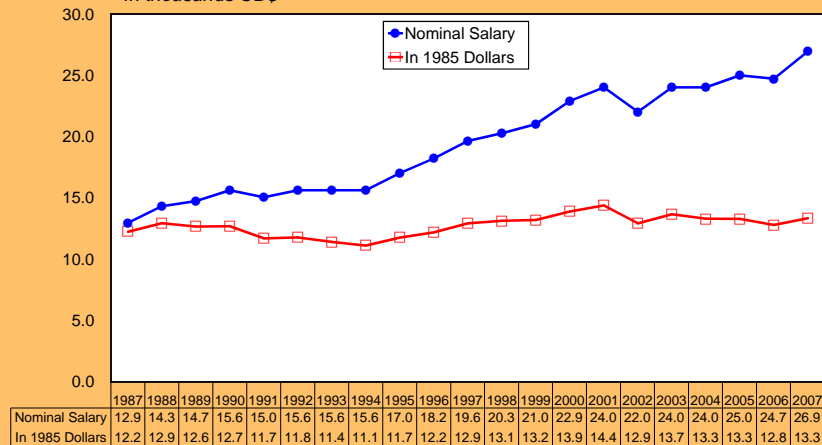


Source: Annual Survey of Journalism & Mass Communication Graduates

30. Salaries in weeklies

Annual nominal median salaries and adjustments for inflation at weekly newspapers - Bachelor's degree recipients with full-time jobs

In thousands UD\$

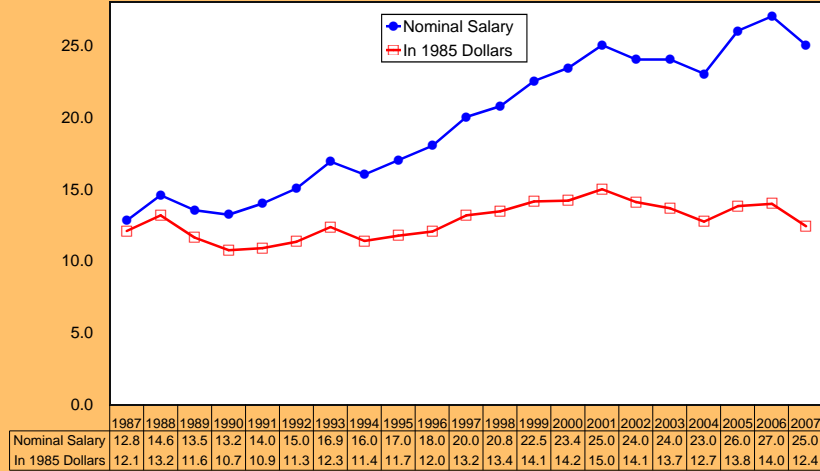


Source: Annual Survey of Journalism & Mass Communication Graduates

31. Salaries in radio

Annual nominal median salaries and adjustments for inflation in radio - Bachelor's degree recipients with full-time jobs

In thousands US\$

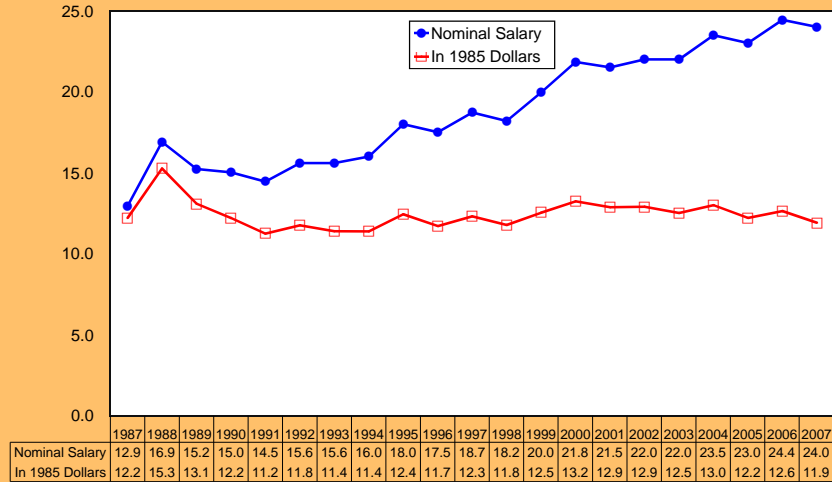


Source: Annual Survey of Journalism & Mass Communication Graduates

32. Salaries in television

Annual nominal median salaries and adjustments for inflation in TV - Bachelor's degree recipients with full-time jobs

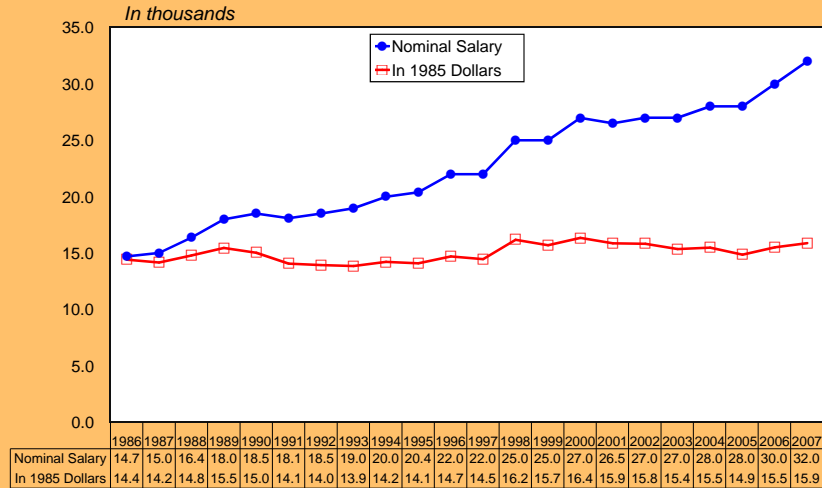
In thousands US\$



Source: Annual Survey of Journalism & Mass Communication Graduates

33. Salaries in advertising

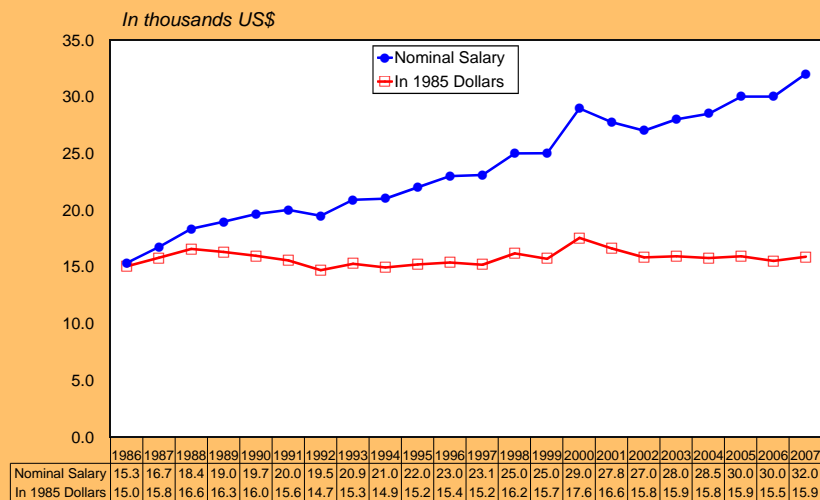
Annual nominal median salaries and adjustments for inflation in advertising - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

34. Salaries in PR

Annual nominal median salaries and adjustments for inflation in public relations - Bachelor's degree recipients with full time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

35. Salaries compared

Median yearly salaries for 2007 Bachelor's degree recipients with full-time jobs

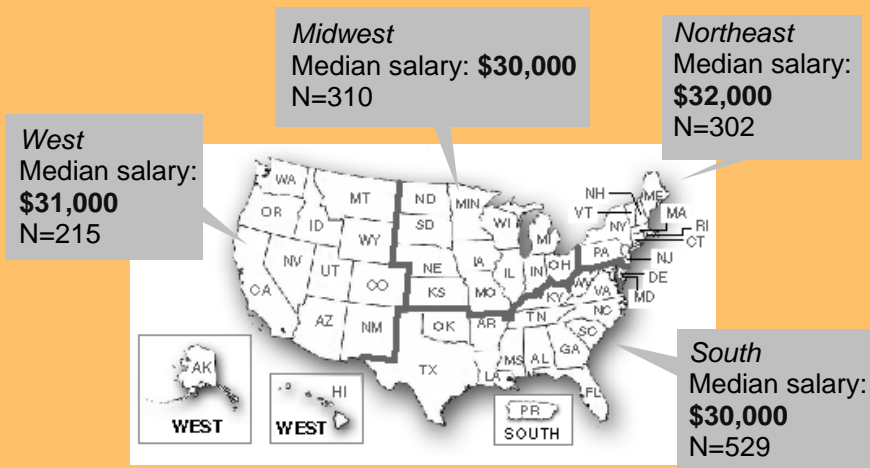
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

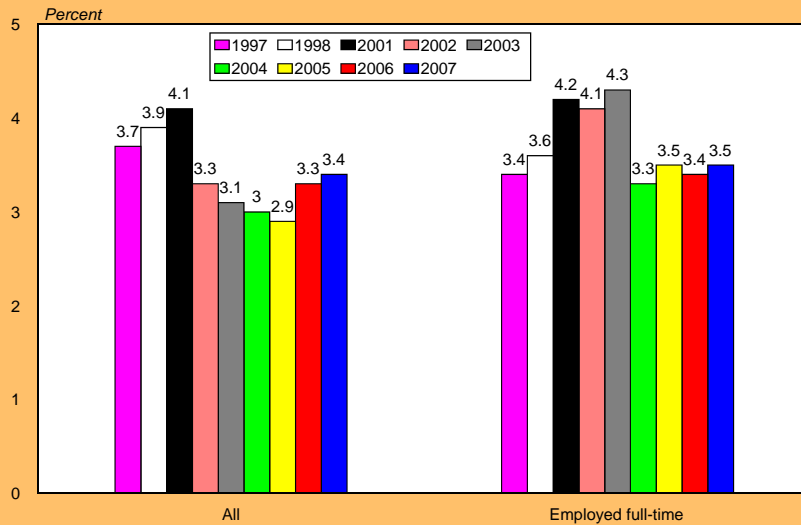
36. Salaries by region

Median yearly salaries for 2007 Bachelor's degree recipients with full-time jobs



37. Union membership of JMC graduates

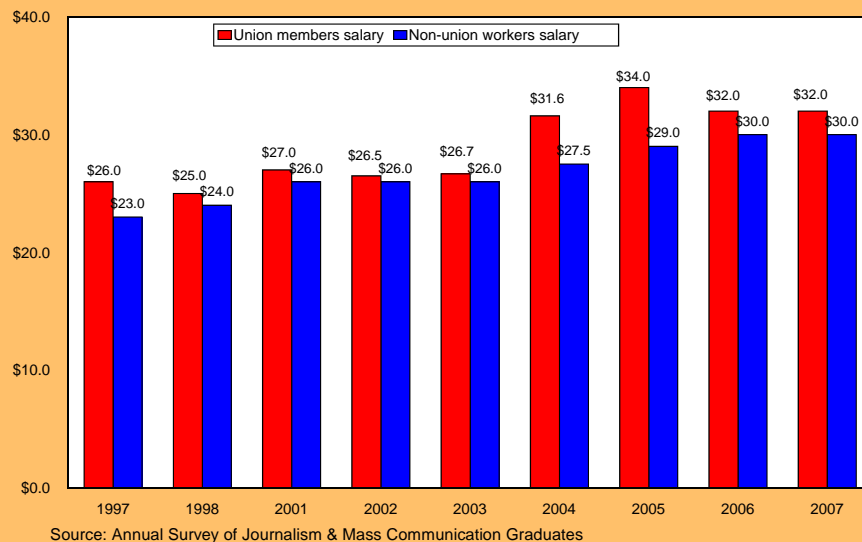
Union membership of Bachelor's degree recipients



38. Yearly salary for union members and non-union workers

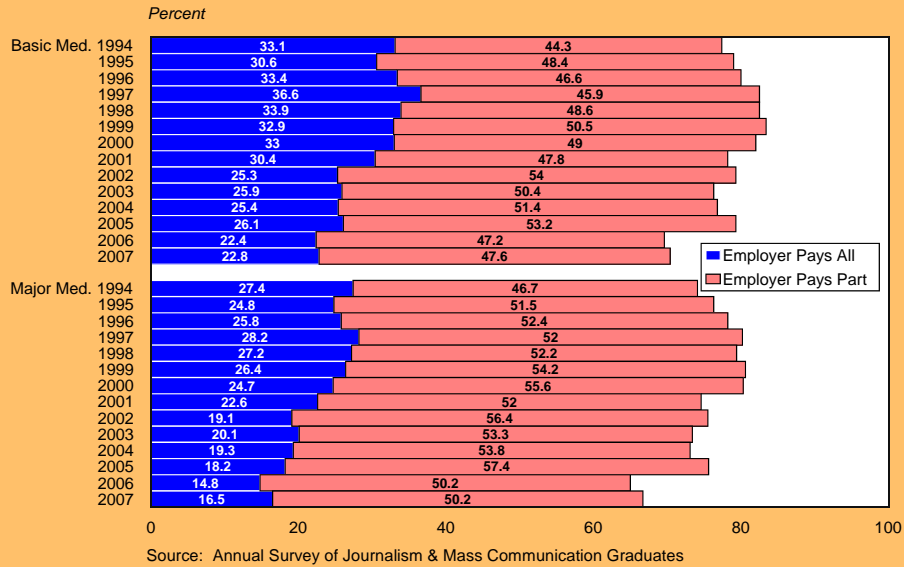
Median salary per year for Bachelor's degree recipients with full-time jobs: union and non-union

In thousands



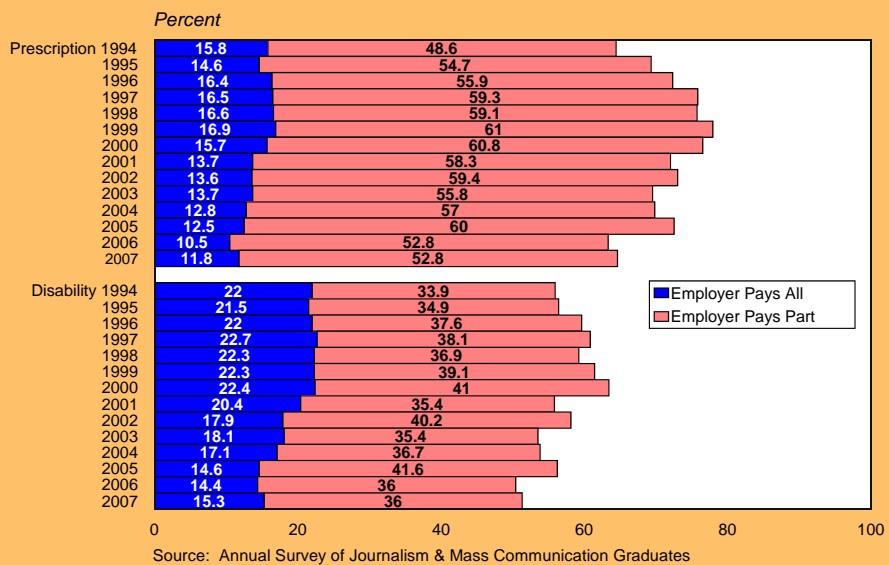
39. Job benefits I

Benefits available to Bachelor's degree recipients with full-time jobs



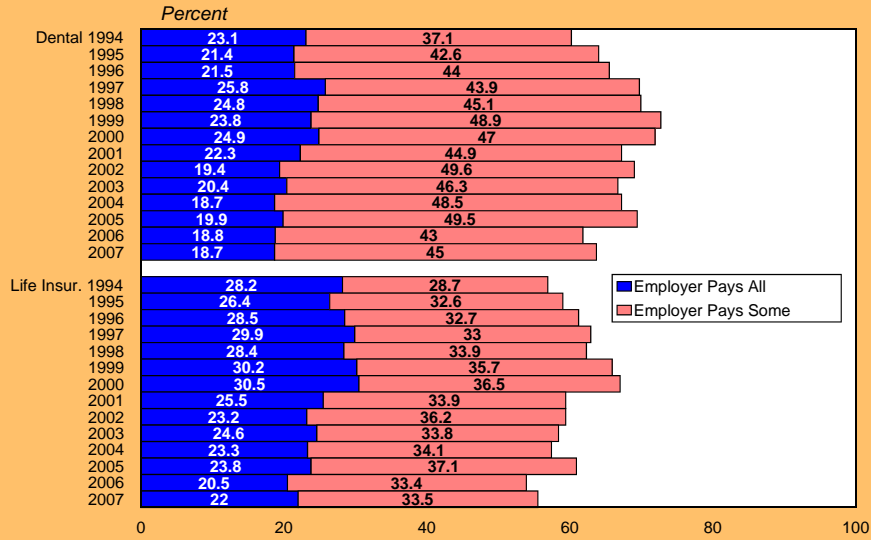
40. Job benefits II

Benefits available to Bachelor's degree recipients with full-time jobs



41. Job benefits III

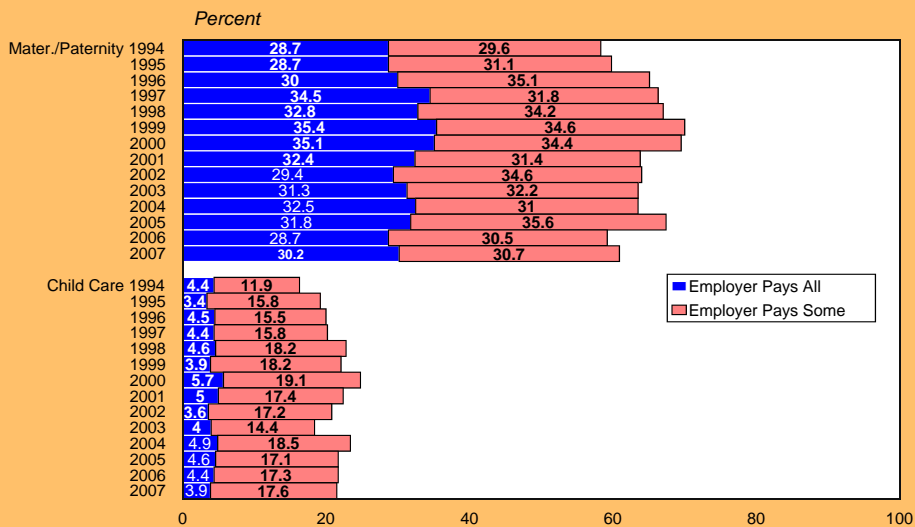
Benefits available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

42. Job benefits IV

Benefits available to Bachelor's degree recipients with full-time jobs

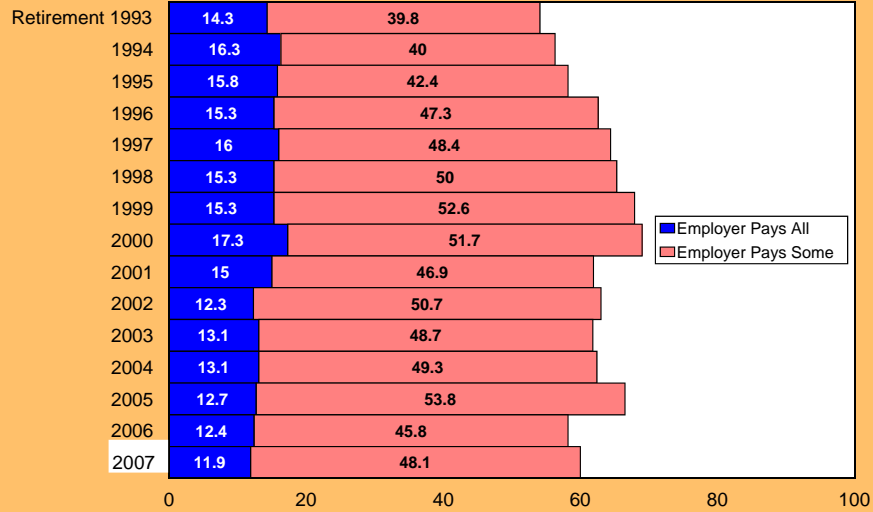


Source: Annual Survey of Journalism & Mass Communication Graduates

43. Job benefits V

Benefits available to Bachelor's degree recipients with full-time jobs

Percent

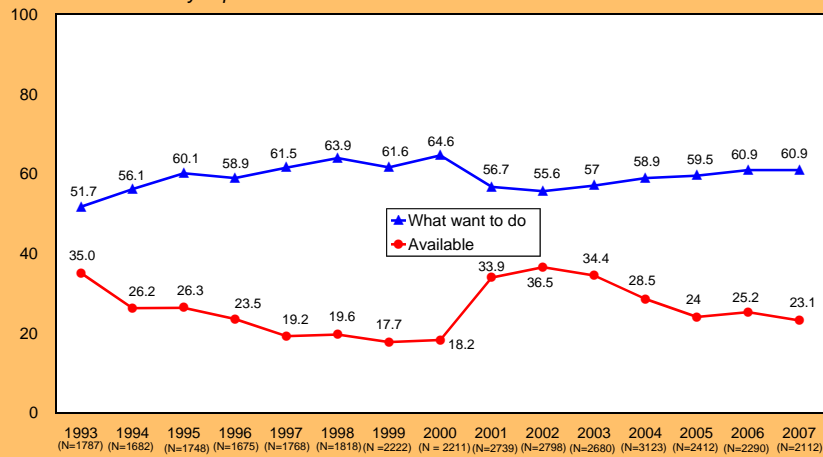


Source: Annual Survey of Journalism & Mass Communication Graduates

44. Why jobs chosen

Employed Bachelor's degree recipients' reasons for selecting jobs

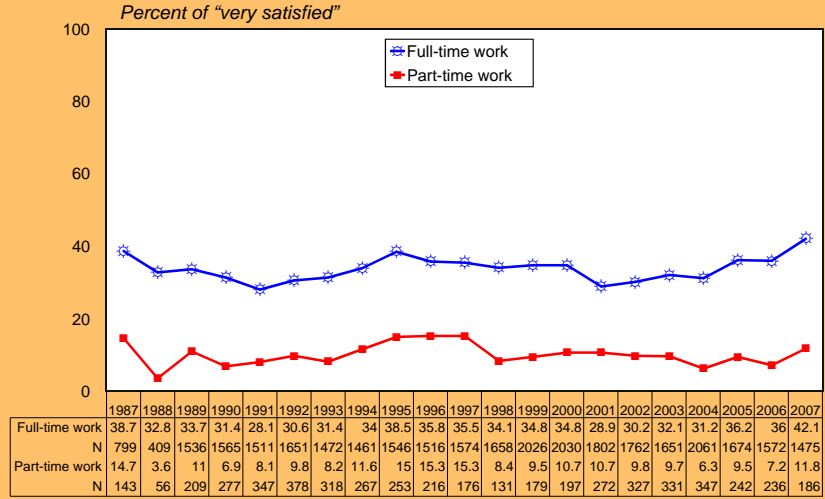
Percent of "very important"



Source: Annual Survey of Journalism & Mass Communication Graduates

45. Job satisfaction

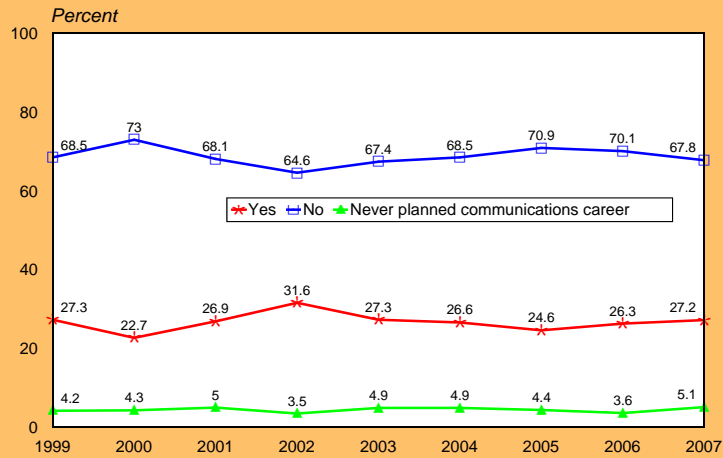
Job satisfaction of employed Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

46. Regret career choices

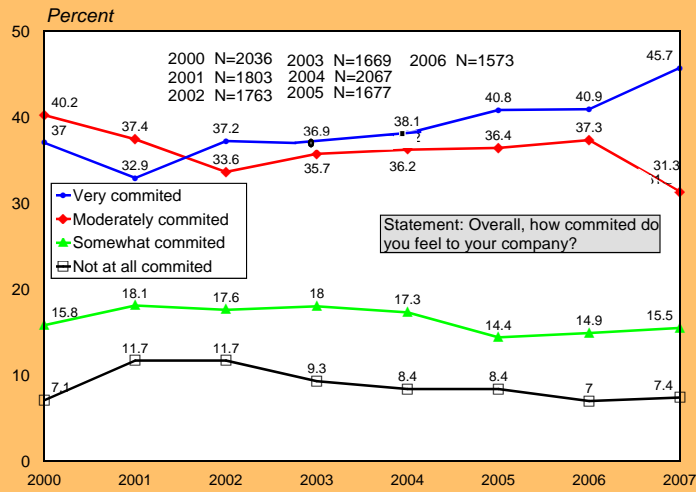
Bachelor's degree recipients who wish they had selected another career



Source: Annual Survey of Journalism & Mass Communication Graduates

47. Organizational commitment

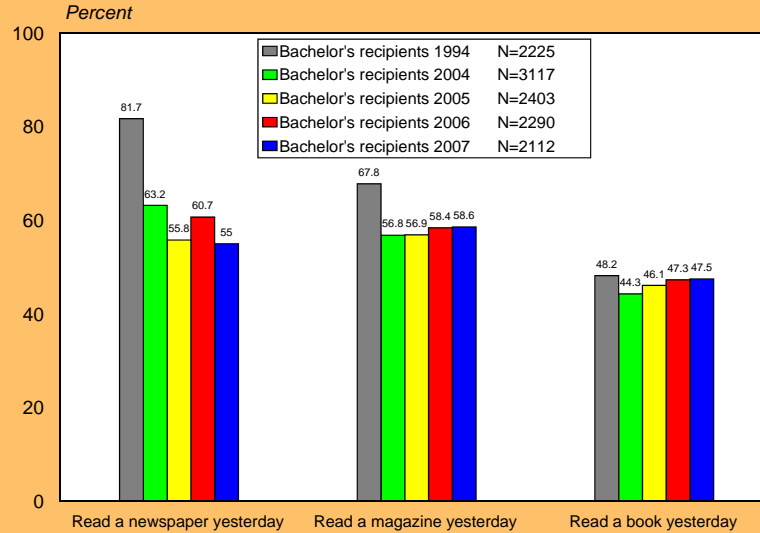
Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

48. Use of print media

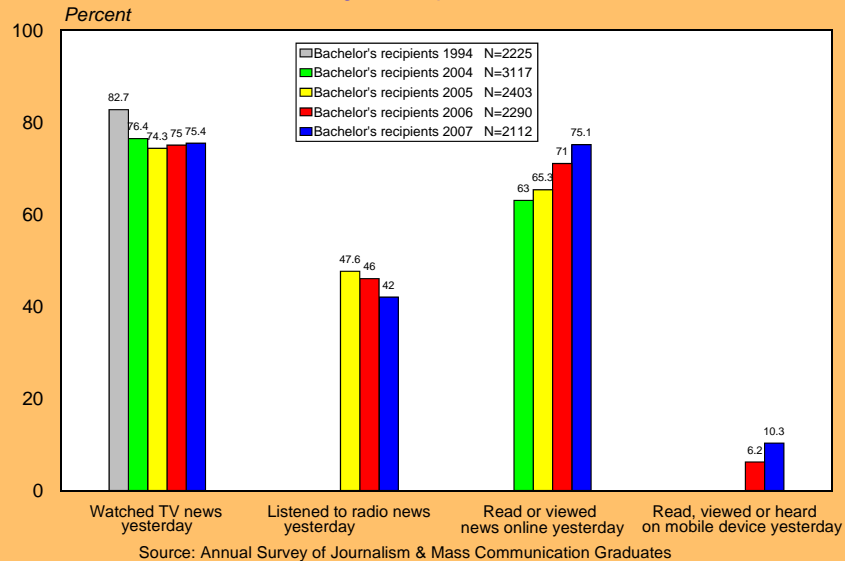
Journalism Bachelor's degree recipients' use of print media



Source: Annual Survey of Journalism & Mass Communication Graduates

49. Use of electronic media

Journalism Bachelor's degree recipients' use of electronic media



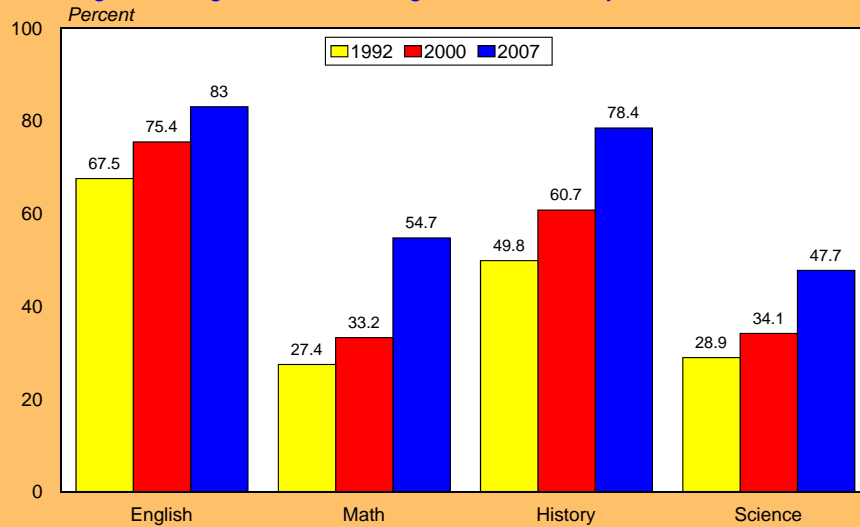
50. Student professional organizations attended while at university

	2002	2003	2005	2006	2007
AD Club	2.8%	2.2%	4.5%	4.5%	4.5%
American Advertising Federation	3.6%	3.9%	2.8%	2.3%	1.5%
Association of Women in Communication	1.6%	2.0%	1.3%	1.1%	0.5%
Di Gamma Kappa	0.7%	0.6%	0.5%	0.2%	0.5%
Kappa Tau Alpha	0.3%	0.6%	0.2%	0.2%	0.3%
Magazine Club	0.0%	0.0%	0.4%	0.3%	0.0%
National Association of Black Journalists	1.6%	1.5%	1.0%	1.0%	0.6%
National Broadcasting Society	1.3%	0.9%	0.6%	0.6%	0.4%
National Press Photographers Association	0.8%	0.6%	0.3%	0.4%	0.2%
Public Relations Student Society	13.5%	12.8%	16.0%	13.8%	12.9%
Radio Television News Directors Association	1.3%	1.2%	1.0%	1.0%	0.9%
Society of Professional Journalists	7.3%	5.8%	5.0%	6.7%	4.5%
Student Society for News Design	0.5%	0.1%	0.0%	0.1%	0.1%
N	2,794	2,684	2,412	2,290	2,112

Source: Annual Survey of Journalism & Mass Communication Graduates

51. Bachelor's degree recipients grades in high school

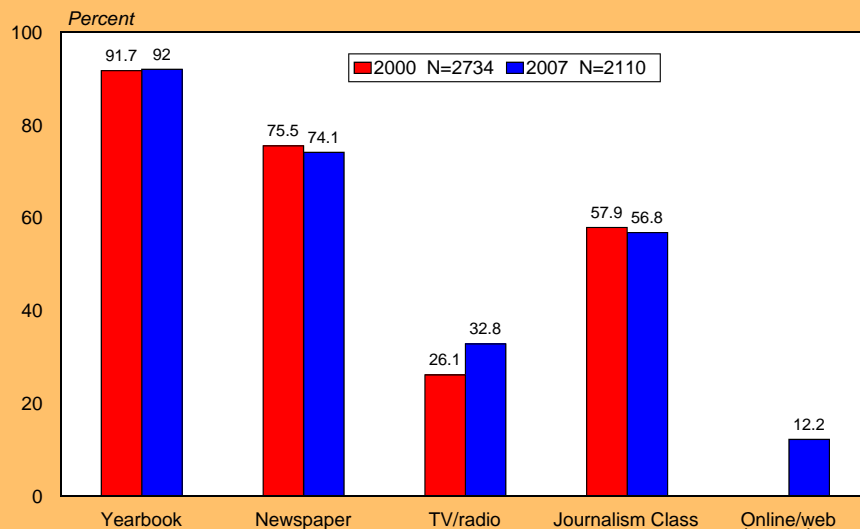
'A' grade at high school level English, Math, History and Science



Source: Annual Survey of Journalism & Mass Communication Graduates

52. High school activities available

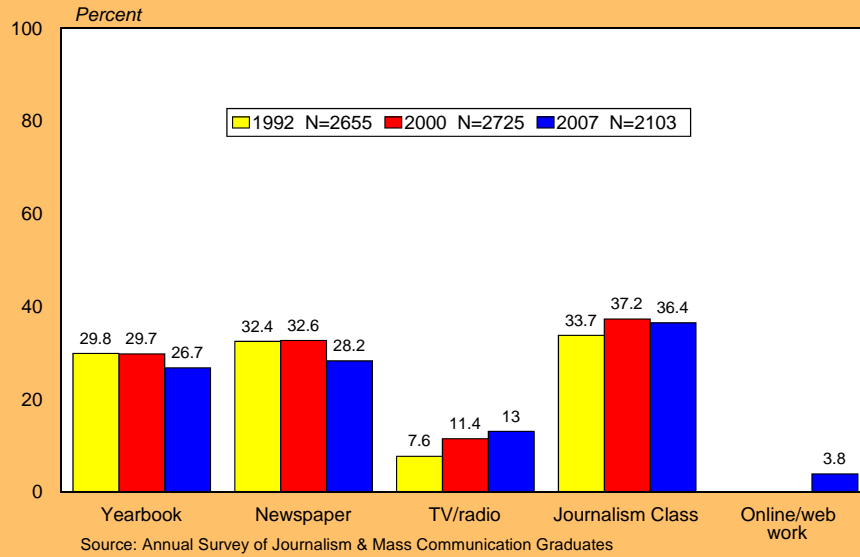
Media related activities available: yearbook, newspaper, TV/radio, journalism class, instruction in online/web journalism



Source: Annual Survey of Journalism & Mass Communication Graduates

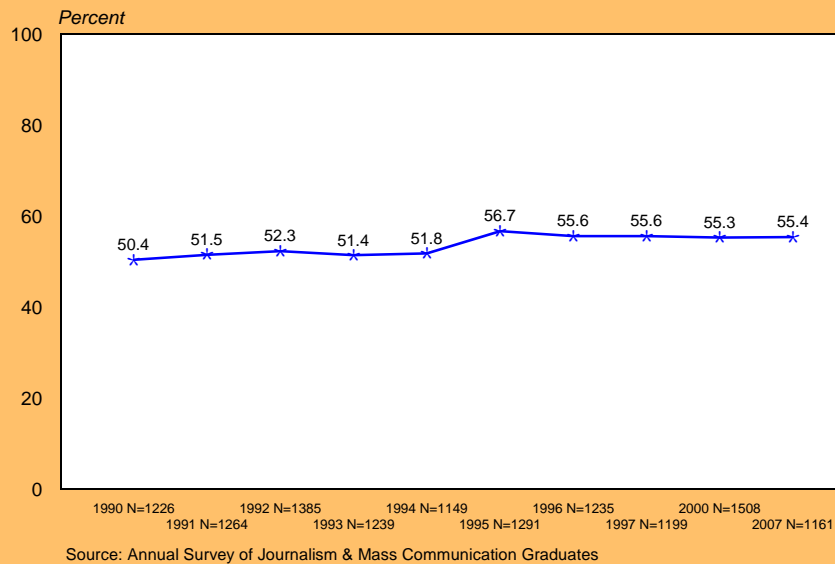
53. High school activities performed

Media related activities available: yearbook, newspaper, TV/radio, journalism class, instruction in online/web journalism



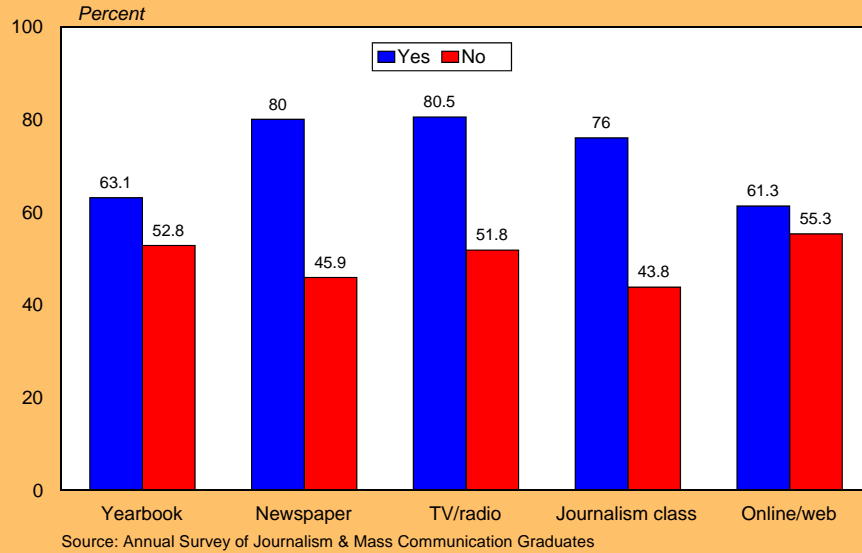
54. Time of decision to major in communications

Graduates who decided to major in communications before beginning undergraduate studies



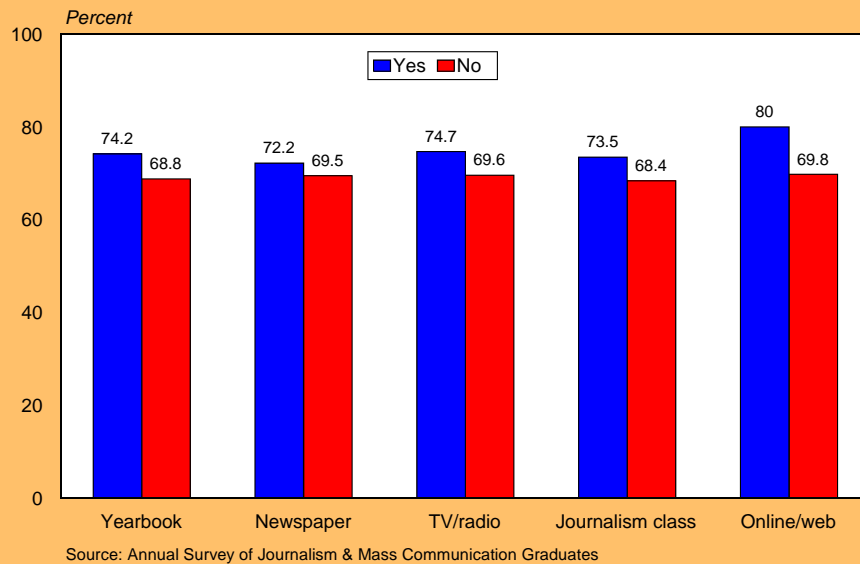
55. Communications major decision and high school activities performed

2007 Bachelor's degree recipients who decided to major in communications before going to college by high school activities offered



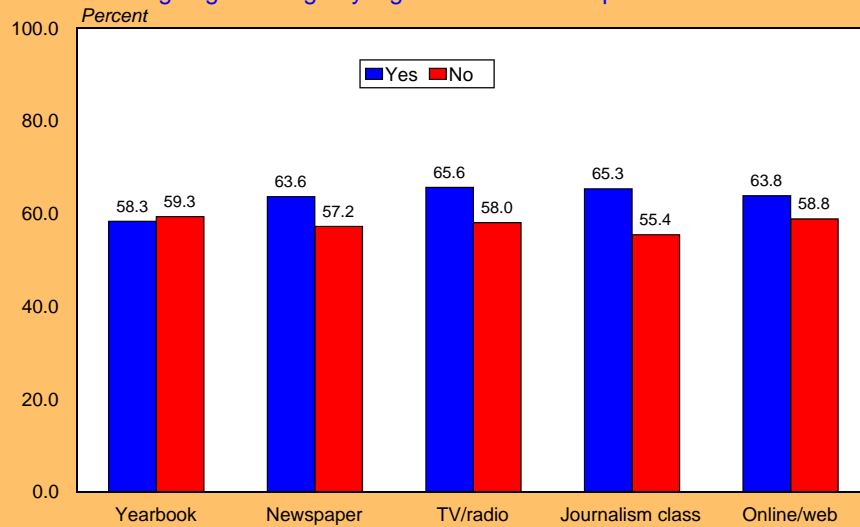
56. Employment status when returned questionnaire

2007 Bachelor's degree recipients with full-time jobs by high school activities performed



57. Communication jobs and high school activities

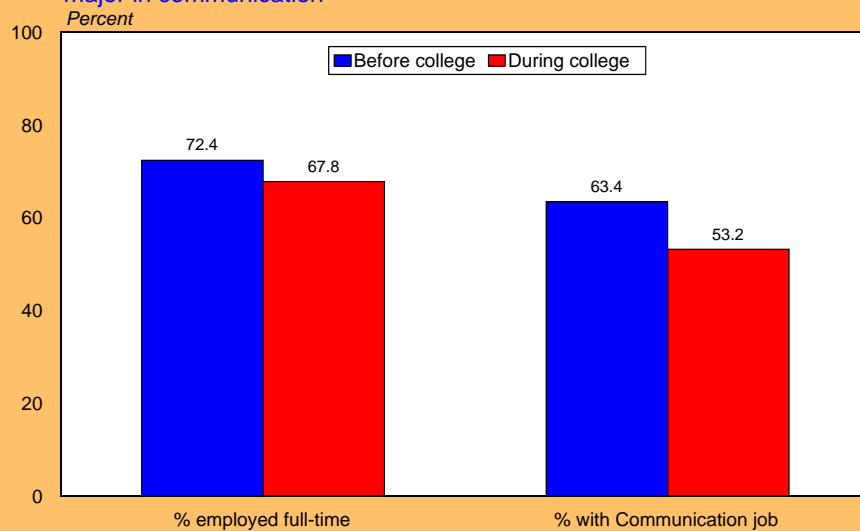
2007 Bachelor's degree recipients with full time jobs in communications before going to college by high school activities performed



Source: Annual Survey of Journalism & Mass Communication Graduates

58. Employment status and communication job by time of decision to major in communication

When did the 2007 Bachelor's degree recipients with a full time job decide to major in communication



Source: Annual Survey of Journalism & Mass Communication Graduates

Appendix Table 1. Median Salaries by Employer Type

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
CPI-U Cumulative from '85	1.020	1.060	1.107	1.164	1.231	1.286	1.327	1.369	1.406	1.447	1.495	1.520	1.545	1.593	1.650
Master Total															
Nominal salary/wk					\$481	\$423	\$476	\$481	\$481	\$548	\$554	\$548	\$577	\$673	\$602
Nominal salary/yr					\$25,012	\$21,996	\$24,752	\$25,012	\$25,000	\$28,500	\$28,800	\$28,500	\$30,000	\$34,996	\$31,304
Real Salary 85 \$					\$20,318	\$17,104	\$18,653	\$18,270	\$17,781	\$19,696	\$19,264	\$18,745	\$19,421	\$21,974	\$18,973
N					108	104	106	105	95	121	89	119	118	112	108
Bachelor Total															
Nominal salaries/wk	\$270	\$292	\$325	\$342	\$346	\$348	\$350	\$356	\$385	\$400	\$413	\$442	\$462	\$481	\$519
Nominal salary/yr	\$14,040	\$15,184	\$16,900	\$17,784	\$17,992	\$18,096	\$18,200	\$18,512	\$20,000	\$20,800	\$21,500	\$23,000	\$24,000	\$25,000	\$26,988
Real Salary 85 \$	\$13,765	\$14,325	\$15,266	\$15,278	\$14,616	\$14,072	\$13,715	\$13,522	\$14,225	\$14,375	\$14,381	\$15,127	\$15,537	\$15,697	\$16,357
N	644	850	490	1,460	1,544	1,501	1,597	1,449	1,409	1,622	1,532	1,523	1,624	1,969	1,978
Daily Newspapers															
Nominal salary/wk	\$268	\$268	\$310	\$327	\$348	\$350	\$350	\$350	\$404	\$423	\$400	\$404	\$434	\$480	\$500
Nominal salary/yr	\$13,936	\$13,936	\$16,120	\$17,004	\$18,096	\$18,200	\$18,200	\$18,200	\$21,000	\$21,970	\$20,800	\$21,000	\$22,560	\$24,960	\$26,000
Real Salary 85 \$	\$13,663	\$13,147	\$14,562	\$14,608	\$14,700	\$14,152	\$13,715	\$13,294	\$14,936	\$15,183	\$13,913	\$13,812	\$14,604	\$15,672	\$15,758
N	107	84	43	133	112	107	124	96	112	114	117	131	122	181	162
Weeklies															
Nominal salary/wk		\$249	\$275	\$283	\$300	\$289	\$300	\$300	\$300	\$327	\$350	\$378	\$389	\$404	\$440
Nominal salary/yr		\$12,948	\$14,300	\$14,716	\$15,600	\$15,028	\$15,600	\$15,600	\$15,600	\$17,000	\$18,200	\$19,630	\$20,250	\$21,000	\$22,880
Real Salary 85 \$		\$12,215	\$12,918	\$12,643	\$12,673	\$11,686	\$11,756	\$11,395	\$11,095	\$11,748	\$12,174	\$12,911	\$13,109	\$13,186	\$13,867
N		32	33	64	68	64	51	59	64	67	44	40	50	59	47
Radio															
Nominal salary/wk		\$246	\$280	\$260	\$254	\$269	\$289	\$325	\$308	\$327	\$346	\$385	\$399	\$433	\$450
Nominal salary/yr		\$12,792	\$14,560	\$13,520	\$13,208	\$13,988	\$15,028	\$16,900	\$16,000	\$17,000	\$18,000	\$20,000	\$20,750	\$22,500	\$23,400
Real Salary 85 \$		\$12,068	\$13,153	\$11,615	\$10,729	\$10,877	\$11,325	\$12,345	\$11,380	\$11,748	\$12,040	\$13,154	\$13,433	\$14,128	\$14,182
N		37	24	53	55	43	36	35	25	39	37	33	38	38	39
Television															
Nominal salary/wk		\$249	\$325	\$293	\$289	\$278	\$300	\$300	\$308	\$346	\$337	\$360	\$350	\$384	\$420
Nominal salary/yr		\$12,948	\$16,900	\$15,236	\$15,028	\$14,456	\$15,600	\$15,600	\$16,000	\$18,000	\$17,500	\$18,720	\$18,200	\$19,968	\$21,840
Real Salary 85 \$		\$12,215	\$15,266	\$13,089	\$12,208	\$11,241	\$11,756	\$11,395	\$11,380	\$12,440	\$11,706	\$12,312	\$11,782	\$12,538	\$13,237
N		49	25	79	76	60	66	58	87	120	105	111	135	169	149

Appendix Table 1. Median Salaries by Employer Type

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Cable Television															
Nominal salary/wk				\$346	\$327	\$404	\$346	\$363	\$456	\$412	\$404	\$404	\$442	\$450	\$481
Nominal salary/yr				\$18,000	\$17,000	\$21,000	\$18,000	\$18,860	\$23,700	\$21,400	\$21,000	\$21,000	\$23,000	\$23,400	\$25,012
Real Salary 85 \$				\$15,464	\$13,810	\$16,330	\$13,564	\$13,776	\$16,856	\$14,789	\$14,047	\$13,812	\$14,889	\$14,693	\$15,159
N				29	20	19	23	22	24	36	44	45	42	46	61
PR Agency/Dept															
Nominal salary/wk	\$295	\$322	\$353	\$365	\$378	\$385	\$375	\$402	\$404	\$423	\$442	\$444	\$481	\$481	\$557
Nominal salary/yr	\$15,340	\$16,744	\$18,356	\$18,980	\$19,656	\$20,020	\$19,500	\$20,904	\$21,000	\$22,000	\$23,000	\$23,088	\$25,000	\$25,012	\$28,964
Real Salary 85 \$	\$15,039	\$15,796	\$16,582	\$16,306	\$15,968	\$15,568	\$14,695	\$15,270	\$14,936	\$15,204	\$15,385	\$15,185	\$16,184	\$15,705	\$17,554
N	89	94	50	108	122	136	101	101	104	138	123	143	126	178	166
Ad Agency/Dept															
Nominal salary/wk	\$283	\$289	\$315	\$346	\$356	\$348	\$356	\$365	\$385	\$392	\$423	\$423	\$481	\$481	\$519
Nominal salary/yr	\$14,716	\$15,028	\$16,380	\$17,992	\$18,512	\$18,096	\$18,512	\$18,980	\$20,000	\$20,400	\$22,000	\$22,000	\$25,000	\$25,000	\$26,988
Real Salary 85 \$	\$14,427	\$14,177	\$14,797	\$15,457	\$15,038	\$14,072	\$13,950	\$13,864	\$14,225	\$14,098	\$14,716	\$14,470	\$16,184	\$15,697	\$16,357
N	100	88	55	127	122	111	137	100	114	130	129	127	142	164	171
Specialized Information															
Nominal salary/wk									\$385	\$469	\$453	\$446	\$504	\$500	\$538
Nominal salary/yr									\$20,000	\$24,406	\$23,570	\$23,200	\$26,200	\$26,000	\$27,976
Real Salary 85 \$									\$14,225	\$16,867	\$15,766	\$15,259	\$16,961	\$16,325	\$16,956
N									37	38	28	34	36	40	44
Magazine															
Nominal salary/wk				\$355	\$365	\$370	\$370	\$348	\$404	\$414					
Nominal salary/yr				\$18,470	\$19,000	\$19,250	\$19,250	\$18,078	\$21,000	\$21,548					
Real Salary 85 \$				\$15,868	\$15,435	\$14,969	\$14,506	\$13,205	\$14,936	\$14,891					
N				52	47	34	44	38	44	51					
Consumer Magazine															
Nominal salary/wk											\$447	\$423	\$481	\$510	\$543
Nominal salary/yr											\$23,250	\$22,000	\$25,000	\$26,494	\$28,236
Real Salary 85 \$											\$15,552	\$14,470	\$16,184	\$16,635	\$17,113
N											28	26	25	34	48
Online Publishing															
Nominal salary/wk											\$500	\$525	\$577	\$538	\$577
Nominal salary/yr											\$26,000	\$27,320	\$30,000	\$28,000	\$30,004
Real Salary 85 \$											\$17,391	\$17,969	\$19,421	\$17,581	\$18,185
N											19	22	24	52	40

Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005	2006	2007
CPI-U Cumulative from '85	1.670	1.705	1.758	1.807	1.883	1.934	2.015
Master Total							
Nominal salary/wk	\$579	\$615	\$630	\$635	\$712	\$731	\$769
Nominal salary/yr	\$30,120	\$32,000	\$32,760	\$33,000	\$37,000	\$38,000	\$40,000
Real Salary 85 \$	\$18,038	\$18,770	\$18,638	\$18,263	\$19,652	\$19,652	\$19,853
N	102	105	101	159	93	87	119
Bachelor Total							
Nominal salaries/wk	\$500	\$500	\$500	\$535	\$558	\$577	\$577
Nominal salary/yr	\$26,000	\$26,000	\$26,000	\$27,800	\$29,000	\$30,000	\$30,000
Real Salary 85 \$	\$15,571	\$15,251	\$14,792	\$15,386	\$15,403	\$15,515	\$14,890
N	1,749	1,695	1,585	1,995	1,586	1,572	1,398
Daily Newspapers							
Nominal salary/wk	\$498	\$481	\$490	\$500	\$538	\$520	\$538
Nominal salary/yr	\$25,896	\$25,000	\$25,480	\$26,000	\$28,000	\$27,040	\$28,000
Real Salary 85 \$	\$15,509	\$14,664	\$14,496	\$14,389	\$14,872	\$13,984	\$13,897
N	120	152	127	146	127	109	106
Weeklies							
Nominal salary/wk	\$462	\$423	\$462	\$462	\$480	\$475	\$516
Nominal salary/yr	\$24,000	\$22,000	\$24,000	\$24,000	\$24,980	\$24,700	\$26,850
Real Salary 85 \$	\$14,373	\$12,905	\$13,654	\$13,282	\$13,268	\$12,774	\$13,326
N	43	45	39	69	46	53	38
Radio							
Nominal salary/wk	\$481	\$462	\$462	\$442	\$500	\$519	\$481
Nominal salary/yr	\$25,000	\$24,000	\$24,000	\$23,000	\$26,000	\$27,000	\$25,000
Real Salary 85 \$	\$14,972	\$14,078	\$13,654	\$12,729	\$13,809	\$13,963	\$12,408
N	46	33	20	29	25	23	16
Television							
Nominal salary/wk	\$413	\$423	\$423	\$452	\$442	\$470	\$462
Nominal salary/yr	\$21,500	\$22,000	\$22,000	\$23,492	\$23,000	\$24,440	\$24,000
Real Salary 85 \$	\$12,876	\$12,905	\$12,517	\$13,001	\$12,216	\$12,640	\$11,912
N	117	115	112	132	103	103	111

Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005	2006	2007
Cable Television							
Nominal salary/wk	\$538	\$548	\$538	\$577	\$548	\$580	\$563
Nominal salary/yr	\$28,000	\$28,500	\$28,000	\$30,000	\$28,500	\$30,160	\$29,300
Real Salary 85 \$	\$16,769	\$16,717	\$15,930	\$16,603	\$15,137	\$15,598	\$14,542
N	38	28	37	35	25	19	24
PR Agency/Dept							
Nominal salary/wk	\$534	\$519	\$538	\$548	\$577	\$577	\$615
Nominal salary/yr	\$27,750	\$27,000	\$28,000	\$28,500	\$30,000	\$30,000	\$32,000
Real Salary 85 \$	\$16,619	\$15,837	\$15,930	\$15,773	\$15,934	\$15,515	\$15,882
N	104	118	109	145	128	136	114
Ad Agency/Dept							
Nominal salary/wk	\$510	\$519	\$519	\$538	\$538	\$577	\$615
Nominal salary/yr	\$26,500	\$27,000	\$27,000	\$28,000	\$28,000	\$30,000	\$32,000
Real Salary 85 \$	\$15,871	\$15,837	\$15,361	\$15,496	\$14,872	\$15,515	\$15,882
N	124	99	114	161	153	124	134
Specialized Information							
Nominal salary/wk	\$577	\$551	\$519	\$538	\$587	\$596	\$615
Nominal salary/yr	\$30,000	\$28,655	\$27,000	\$28,000	\$30,500	\$31,000	\$32,000
Real Salary 85 \$	\$17,967	\$16,808	\$15,361	\$15,496	\$16,199	\$16,032	\$15,882
N	25	28	21	31	30	30	31
Magazine							
Nominal salary/wk							
Nominal salary/yr							
Real Salary 85 \$							
N							
Consumer Magazine							
Nominal salary/wk	\$500	\$526	\$481	\$519	\$558	\$538	\$615
Nominal salary/yr	\$26,000	\$27,350	\$25,000	\$27,000	\$29,000	\$28,000	\$32,000
Real Salary 85 \$	\$15,571	\$16,043	\$14,223	\$14,943	\$15,403	\$14,481	\$15,882
N	37	28	25	47	34	30	31
Online Publishing							
Nominal salary/wk	\$644	\$500	\$620	\$615	\$615	\$606	\$719
Nominal salary/yr	\$33,500	\$26,000	\$32,250	\$32,000	\$32,000	\$31,500	\$37,400
Real Salary 85 \$	\$20,063	\$15,251	\$18,348	\$17,710	\$16,996	\$16,291	\$18,562
N	13	7	8	13	21	24	17