

2009
Annual Survey of Journalism
&
Mass Communication Graduates

Lee B. Becker • Tudor Vlad • Paris Desnoes • Devora Olin

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/

2009 Project Sponsors:

American Society of Newspaper Editors
Association for Education in Journalism & Mass Communication*
Association of Schools of Journalism & Mass Communication
Gannett
Hearst Corporation
McCormick Foundation*
National Association of Broadcasters
Newspaper Association of America
Sigma Delta Chi Foundation of the Society of Professional Journalists
Scripps Howard Foundation
Specialized Information Publishers Foundation
School of Journalism and Mass Communication, University of Minnesota
Grady College of Journalism & Mass Communication, University of Georgia

*Sustaining Sponsor

Aug. 4, 2010



Executive Summary

- The percentage of spring journalism and mass communication bachelor's degree recipients who reported having at least one job offer when they completed their studies dropped in 2009 by nearly 10 percentage points compared to a year earlier.
- Most 2009 journalism and mass communication bachelor's degree recipients were able to obtain at least one job interview after they started looking for work, but the figure was significantly lower than the figure for a year earlier.
- Only 46.2% of the bachelor's degree recipients had a job on Oct. 31, 2009, which was more than 10 percentage points fewer than a year earlier.
- The level of full-time employment for bachelor's degree recipients in 2009 when they returned the questionnaire was 55.5%, which was down significantly from the figure of 60.4% a year earlier. Such a low level of full-time employment has never been recorded since 1986.
- The level of part-time employment also was at a record high in 2009, as was the percentage of students who stayed in school rather than enter the job market.
- The data provide some evidence the poor job market is improving. Of those graduates returning the survey in November, only 46.5% reported having a full-time job. In May, the rate was 62.8%.
- The unemployment rate for journalism and mass communication bachelor's degree recipients in 2009 also was just slightly lower than the unemployment rate for the national age cohort of which the graduates are a part.
- Bachelor's degree recipients who were members of racial or ethnic minorities had a particularly difficult time in the job market in 2009. The gap between the level of employment of non-minority and minority graduates in 2009 is the largest ever recorded in the graduate survey.
- Master's degree recipients in 2009 also had fewer jobs on graduation than a year earlier. In terms of actual full-time employment, however, the experiences of the 2009 graduates were quite similar to those of the 2008 graduates, when employment rates also were low.
- The median salary earned by journalism and mass communication bachelor's degree recipients entering the job market in 2009 with a full-time job was \$30,000, or the same as for the last three years.
- The median salary earned by 2009 master's degree recipients in journalism and mass communication was \$39,000, up from \$38,000 a year earlier.
- Once again in 2009, graduates were less likely to find a full-time job with benefits than were graduates a year earlier.
- Four in 10 of the graduates said there were specific skills they wish they had acquired as a part of their studies that they had not acquired. Technological skills were dominant among those missed.

Graduates of the nation's journalism and mass communication programs in the spring of 2009 confronted a job market unlike any that graduates have encountered in the nearly 25 years for which comparable data are available.

All indicators of the health of the market in 2009 and early 2010 showed declines from a year earlier, which already had produced record low levels of employment.

Salaries remained unchanged for the fourth consecutive year, meaning that graduates actually were receiving less money because of the effects of inflation.

Benefits packages also continued to get skimpier.

Responses from the graduates to the *2009 Annual Survey of Journalism & Mass Communication Graduates* reflected a real sense of frustration and desperation. One student said that nothing he had done at the university prepared him "to deal with this horrible economy." His advice to 2010 students not yet graduated: "Stay in school forever. It all goes down hill from here."

Many of the graduates said that the jobs that were available required skills they did not have or that they acquired on their own initiative.

"I had to fight to learn video storytelling as a print major," one female bachelor's degree recipient said, "and I wouldn't be prepared if I hadn't forced my way into video classes."

The graduate survey produced one bit of good news. Graduates reporting on their job searches in the late spring of 2010 were much more likely to have found a full-time job than were graduates reporting at the end of 2009.

Details of a Very Bad Job Market

The percentage of spring journalism and mass communication bachelor's degree recipients who reported having at least one job offer when they completed their studies in the spring of 2009 dropped by nearly 10 percentage points to 61.9 (**Chart 1**). The average number of job offers available to graduates was 1.1 in 2009. The average has never been that low back through 1988, when this question was first asked in the graduate survey. In 2000, when the job market for journalism and mass communication graduates was strong, 82.4% had at least one job offer on graduation, and, on average, graduates had 2.3 offers.

Most 2009 journalism and mass communication bachelor's degree recipients were able to obtain at least one job interview after they started looking for work, but the figure of 89.7% is significantly lower than the figure of 92.6% of a year earlier (**Chart 2**). In 2009, 5.6% of the graduates had no interview at all, up from 3.4% a year earlier.

Only 46.2% of the bachelor's degree recipients had a job on Oct. 31, 2009, which is more than 10 percentage points lower than a year earlier (**Chart 3**). That was the first time since this measure was used

in 1994 that fewer than half of the graduates had a full-time job on the date the surveys were put into the field. One in five of the graduates had a part-time job, which is the highest level ever recorded. Nearly a quarter were unemployed. That figure also has never been higher.

Some graduates delayed looking for work, perhaps because of the weak economy. Among those journalism and mass communication bachelor's degree recipients who did seek a job, 54.1% in 2009 had found a full-time job by Oct. 31 (**Chart 4**). That figure had been 65.7% a year earlier and 80.3% in 2000. Part-time employment is almost always underemployment. In 2009, among those who sought work, nearly a quarter ended up with a part-time job. Unemployment was almost as high. Neither the level of part-time employment nor the level of unemployment has ever been registered before in the graduate survey.

The mailings of the graduate survey are staggered to manage the task, and multiple mailings are sent to those who do not respond initially. As a result, graduates return the survey instrument across the November 1 to May 31 period. The level of full-time employment for bachelor's degree recipients in 2009 when they returned the questionnaire was 55.5%, which was down significantly from the figure of 60.4% a year earlier (**Chart 5**). Back through 1986, such a low level of full-time employment has never been recorded. The level of part-time employment also was at a record high in 2009, as was the percentage of students who stayed in school rather than enter the job market.

During the months from November of 2008 to May of 2009, the level of full-time employment of graduates returning their survey instruments varied only very slightly from the average figure of 60.4%. In 2009 and 2010, however, there was quite a lot of variability across the year (**Chart 6**). Of those graduates returning the survey in November of 2009, only 46.5% reported having a full-time job. That figure increased to 53.7% a month later and to 59.7% in January. The figure was lower in February, but March, April and May showed improved levels of full-time employment, with May showing the highest rate of 62.8%. The May rate, in fact, is higher than any month in the 2008-2009 period. The number of surveys returned each month is variable, with December showing the highest return (750) and May the lowest (94). The data provide some suggestion of recovery in the labor market across the year, however, and offer some optimism for the year to come.

Another glimmer of hope comes from **Chart 7**, which compares the unemployment rate for journalism and mass communication bachelor's degree recipients with national data for the labor force as a whole and for the age cohort of persons 20-24. Journalism and mass communication bachelor's degree recipients are mostly a part of this 20-24-year-old cohort. The measure used to compute the unemployment rate for the journalism and mass communication graduates is the same as in Chart 6. The national unemployment rates are for the 12-month-period ending in May of 2010. For both the national and local data, only those who looked for work are included. The good news is that the unemployment rate for journalism and mass communication bachelor's degree recipients is just slightly lower than the unemployment rate for the national age cohort, though it is considerably higher than the unemployment rate for the labor force as a whole.

Further evidence that the journalism and mass communication labor market may be improving is in **Chart 8**. A higher percentage of graduates reported that the job they held was a permanent one than a year earlier. This is true both for those holding full-time jobs (88.0%) and for those holding part-time jobs (42.6%). The percentage of graduates doing free-lance work in addition to their other job is not much changed from a year earlier.

Only about a half of the Spring 2009 journalism and mass communication bachelor's degree recipients were working in the field of communication when they returned the survey instrument (**Chart 9**). The actual figure was 48.3%, which is down slightly from a year earlier. The 2009 figure is the lowest recorded back through 1987.

The hiring year had been difficult for the 2008 graduates of the nation's journalism and mass communication programs, but just how difficult had been dependent on what they had chosen as their specialization within the field. That was true in 2009 as well. Those graduates who had specialized in news editorial, or print, journalism in 2008 had a full-time employ rate at the average for all graduates, while in 2009 they actually were above average, with 58.7% having full-time employment versus the 55.5% overall figure (**Chart 10**). The improvement is attributable to the fact that slightly higher percentages of news editorial graduates in 2009 landed jobs in the newspaper industry than in 2008, when news editorial graduates were even more likely to end up with a communication job outside the newspaper industry than in (**Supplemental Chart 16**).

For students who specialized in telecommunications, 2009 was an even worse year than 2008. The 51.0% full-time employment figure for 2009 (**Chart 11**) is lower than the overall figure of 55.5% and down from 56.8% a year earlier—which also was below average. The 2009 graduates were just slightly less likely to find a job in the telecommunications industries than a year earlier (**Supplemental Chart 17**).

Advertising students were less likely to have found work than a year earlier, but the difference is small and easily explained by sample fluctuation (**Chart 12**). The level of employment for advertising students both in 2008 and 2009 was above the overall average.

Public relations students in 2009 had a more difficult time finding full-time work than did their counterparts in 2008, but they still had a level of full-time employment that was considerably better at 63.9% than the overall average of 55.5% (**Chart 13**). As in the past, only a relatively small percentage of public relations students actually take jobs in a public relations department or a public relations agency (**Supplemental Chart 19**).

As in the past, female students had more success in the job market than male students (**Chart 14**). The level of employment was lower for both men and women, and the gap between the genders was slightly smaller in 2009 than in 2008. Women disproportionately specialize in advertising and public relations, which, as noted, have higher levels of full-time employment for their graduates than do other parts of the field.

Bachelor's degree recipients who were members of racial or ethnic minorities had a particularly difficult time in the job market in 2009, and their level of full-time employment dropped from 62.1% to 48.6% (**Chart 15**). The gap between non-minority and minority graduates in 2009 was 15.3 percentage points, or the largest gap ever recorded in the graduate survey. Minority graduates also were less likely to find a job in the field of communication in 2009 than in 2008. The gap in 2009 was 11.7%, which once again was a record (**Chart 16**). Chart 16 excludes graduates who had returned to school from the computation. If they are included, the gap between nonminority and minority graduates is an even more striking 15.3 percentage points. Only 35.5% of the minority bachelor's degree recipients in 2009 landed a job in communication if those who returned to school are included in the computation.

In 2008, the bachelor's degree recipients who had found work in communication were less likely to be writing and editing for the Internet and less likely to be designing and building web pages than were graduates a year earlier. This suggested that the jobs that the graduates found in the field were less central to the field than had been the case the year before. In 2009, this situation is reversed. Nearly six in 10 of the graduates reported that they were writing and reporting for the web, up from a year ago and consistent with the trend back through 2004 (**Chart 17**). The percentage of graduates designing and building web pages also was up from a year earlier, though it had not quite reached the level reported by graduates in 2007.

In general, this same pattern is reflected in other web-related work, shown in **Chart 18**. Data for a shorter period of time are available here, but again the 2009 graduates who found communication jobs—which is a smaller percentage than in 2008—were more likely to be doing web work. They were more likely to be doing research on the web, more likely to be producing video for the web, and more likely to be producing graphics and photos for the web. They also were more likely to be creating advertisements for the web and more likely to be using the web for promotion. They were more likely to be creating blogs, more likely to be managing web operations, and much more likely to be working on social network sites. Producing audio for the web seems not to be so common, with 2007 graduates reporting unusually high levels of this sort of activity. The same is true for producing animation for the web. It is possible that these kinds of activities have become a less prominent part of communication work, as video has simply replaced both.

Writing and editing for the web and doing research on the web—the two most common activities from those on the list given to the graduates—vary by type of employer. Graduates who found jobs in radio and in advertising were less likely to write and edit for the web than others (**Chart 19**), and it is the public relations graduates who were most likely to use the web for their research (**Chart 20**).

Consistent with the findings about web work, bachelor's degree recipients with jobs in communications in 2009 were more likely to report doing a whole range of tasks using communication technologies than was true in 2008. The 2009 graduates were more likely to be designing and creating computer graphics, doing non-linear editing, and photo imaging (**Chart 21**). They also were more likely to

be using a still camera and a video camera (though this distinction is quickly becoming hard to make) **(Chart 22)**. They were more likely to be writing, reporting and editing for print and for broadcast, and more likely to be producing content for mobile devices. The latter remains rare, but that is almost certainly going to change.

As noted in Chart 5, the 2009 graduates were more likely to report being in a part-time position than was true in 2008. Among those in a full-time position, a higher percentage also reported working less than a 40-hour week **(Chart 23)**.

The entry-level job market for the communication occupations is geared toward the bachelor's degree recipients, who dominate those seeking to enter the fields. Master's students are of two sorts: those with prior study in communication and/or work in the field, and those who are hoping to find a way into the field through the master's studies. The former are not really seeking entry-level employment, and their experiences in the job market are likely to be different from those trying to enter the field after completing a bachelor's degree in journalism and mass communication and those entering the field for the first time with a master's degree in the field. In 2009, just more than half of the master's degree recipients (52.3%) had prior study in communication. The figure had been nearly the same a year earlier (48.6%).

Consistent with what bachelor's degree recipients experienced, master's degree recipients in 2009 had fewer jobs on graduation than a year earlier. Only 58.9% reported having at least one job offer, compared with 70.9% a year earlier, and the average number of job offers was 1.1, compared with 1.3 a year earlier **(Chart 24)**. Even allowing the small number of cases, the differences from 2008 to 2009 are not likely to be due to chance.

In terms of actual full-time employment, however, the experiences of the 2009 graduates were quite similar to those of the 2008 graduates. In 2009, 60.0% of the master's degree recipients had a full-time job on Oct. 31 **(Chart 25)**. Among those who looked for work, 65.8% had a full-time job on that date. **(Chart 26)**. When the graduates returned the questionnaire, 61.9% reporting holding a full-time job, which is lower than a year earlier, but the difference can be explained by sample fluctuation **(Chart 27)**. As in the past, the master's degree recipients did better in the tough 2009 job market than did the bachelor's degree recipients. On Oct. 31, 46.2% of the bachelor's degree recipients had a full-time job (Chart 3), versus the 60.0% figure for the master's degree recipients (Chart 25). When the bachelor's degree recipients returned their survey forms, 55.5% of them had a full-time job (Chart 5), while 61.9% of the master's students had a full-time job when they returned the survey form (Chart 27).

Salaries Stagnant, Benefits Drop Again

The median salary earned by journalism and mass communication bachelor's degree recipients entering the job market in 2009 with a full-time job was \$30,000, or the same as was the case in 2008, 2007 and 2006 (**Chart 28, Appendix Table 1**). Given the 2.0% inflation rate (Consumer Price Index for All Urban Consumers) for the 12 months ending in May of 2010, the 2009 median salary represents a real drop in purchasing power over a year earlier. In 1985 dollars—the benchmark used for salary comparisons year-to-year in the survey—the 2009 graduates earned on average only \$14,790. Not since 1996 have the bachelor's degree recipients earned so little. In 2000, the graduates earned \$16,400, based on 1985 purchasing power. The CPI-U was negative 1.3% in May of 2009, compared with a year earlier. So in terms of inflation-adjusted dollar, the bachelor's degree recipients actually earned slightly more in 2008 than a year earlier.

Comparable data on other fields are not available. The National Association of Colleges and Employers (NACE) reported in September of 2009 that the average annual starting salary offer to all college graduates had declined 1.2% over a year earlier, to \$48,663. The estimate comes from college and university career service offices around the country, rather than from what graduates in a given field actually report receiving. NACE reported that bachelor's degree recipients in the liberal arts in 2009 received an offer, on average, of \$36,624, or considerably more than the \$30,000 that 2009 journalism and mass communication bachelor's degree recipients reported they received. NACE reported that information science graduates received, on average, an offer of \$52,886, while marketing graduates earned \$42,260. NACE does not track separately journalism and mass communication recruiting offers.

The median salary earned by 2009 master's degree recipients in journalism and mass communication was \$39,000, up from \$38,000 a year earlier (**Chart 28**). That represents a slight increase in real salary once adjustments are made for inflation. NACE does not report data on job offers to master's degree recipients.

The median salary earned by 2009 bachelor's degree recipients who found full-time work in the daily newspaper industry was more than \$2,000 less than what graduates earned a year earlier (**Chart 29**). In inflation-adjusted dollars, the 2009 graduates with daily newspaper jobs earned more than \$1,200 less than did graduates a year ago and \$2,000 less than did graduates in 2000. Bachelor's degree recipients who found work at a weekly newspaper earned, on average, just less than \$25,000, or \$1,000 less than a year ago and \$2,000 less than graduates at daily newspapers (**Chart 30**).

Salaries earned by bachelor's degree recipients who found full-time work in radio also were down in 2009, from \$30,500 to \$29,000 (**Chart 31**). In television, however, salaries actually showed an increase, from \$24,000 to \$24,880 (**Chart 32**).

The average salary for a 2009 bachelor's degree recipient who found a job in advertising was notably higher than was the case a year (**Chart 33**). At \$32,000, the median salary for advertising entry-level workers rose to the level of the median salary of two years ago. Graduates who found a full-time job in public relations reported a median annual salary of \$31,000, or the same as the salary reported by graduates in 2008 (**Chart 34**). The median salary for PR graduates in 2009 remained \$1,000 lower than the median salary earned by graduates two years earlier.

The salaries earned by graduates at daily and weekly newspapers, radio and television were all lower than the average salary earned by journalism and mass communication bachelor's degree recipients in 2009 (**Chart 35**). Graduates who took jobs at weeklies and with television were once again particularly poorly paid relative to the salaries earned by other graduates. Above average salaries were earned by graduates who found work in advertising and public relations and at a consumer magazine or in the specialized information publishing industry. Graduates who found work in online publishing companies also earned above average salaries, though the salaries were lower than those earned by graduates with full-time jobs in online publishing a year earlier. Many of the 2009 bachelor's degree recipients reported they found a full-time communication job with some employer not listed in Chart 35, as has been true in the past. In 2009, the median annual salary for these graduates was \$31,500, down from \$32,000 a year earlier. In both years, the salary was considerably above the median salary for all graduates. In 2009, those graduates who said they took a job outside of the field of communication reported a median salary of \$26,000, which was down from \$31,000 a year earlier. Not only did graduates have a more difficult time finding a job in communication than a year earlier, but those who took full-time jobs outside the field took ones with lower salary levels. Yet the median salary earned by graduates who took a job outside communication was \$1,000 more than what graduates in television or at a weekly newspaper earned.

The median annual salary reported by bachelor's degree recipients in the western part of the country was \$31,000 in 2009, compared with median salaries of \$30,000 in the northeast and the south (**Chart 36**). The median salary for graduates who took a full-time job in the midwest was \$28,600. Only a small percentage of the 2009 graduates reported being a member of a labor union in 2009 (**Chart 37**). Overall, the figure was 3.4%, or nearly the identical percentage as a year earlier. The median salary for those bachelor's degree recipients with a full-time job and who were union members was \$30,750, or \$750 more than for those who were not union members (**Chart 38**). The gap has been persistent across time, but it was smaller in 2009 than has been the case in recent years.

Once again in 2009, graduates were less likely to find a full-time job with benefits than were graduates a year earlier. Across a list of nine benefits about which they were asked, 2009 graduates were less likely to report that the benefit was part of their employment compensation package than were 2008 graduates (**Charts 39-47**). The list included basic and major medical coverage, prescription drug and disability insurance, dental insurance, life insurance, maternity/paternity leave, child care and a retirement plan beyond social security. In several cases, the drop was rather dramatic. For example, in 2009, only

52.9% of the graduates said they had major medical coverage as part of their benefit package, while that figure had been 59.2% a year earlier. Dental coverage was offered to 50.3% of the graduates in 2009, compared with 56.7% a year earlier. Life insurance was part of the employment package for 41.7% of the 2009 graduates, while it had been part of the package for 49.1% of the graduates a year earlier.

The 2009 graduates, in sum, suffered the doubly whammy of stagnant salaries in a period of inflation, which results in decreased purchasing power, and declining benefits.

Worker Attitudes

For the second year in a row, the percentage of bachelor's degree recipients from journalism and mass communication programs around the country who reported they took the job they held simply because it was the only one available to them increased dramatically (**Chart 48**). Over the last two years, that percentage has grown by more than 20 percentage points, from 23.1% in 2007 to 43.9% in 2009. Correspondingly, the percentage of graduates who reported that they took their job because it was what they wanted to do declined again in 2009, from 56.8% in 2008 to 51.2%.

Perhaps because they simply were happy to have a job in such a bad market, the 2009 bachelor's degree recipients reported levels of job satisfaction nearly equal to what was reported by the 2008 graduates (**Chart 49**). Those graduates with part-time jobs reported significantly lower job satisfaction levels than those with full-time jobs, as has been true historically, indicating that part-time employment is most often underemployment. Only 8.2% of the 2009 graduates with a part-time job reported being "very satisfied" with the position held.

The percentage of bachelor's degree recipients with a degree in journalism and mass communication who said they wished they had prepared for another career was nearly the same in 2009 as a year earlier (**Chart 50**). Three in 10 of the graduates wished they had chosen a different field, while nearly two-thirds of the graduates remained content with their chosen field of study even after experiencing a terrible job market. That probably reflects continued interest in the field as well as a recognition that the job market was bad across fields.

Three questions new to the 2009 graduate survey probed the sentiments of the graduates toward their university studies. The first asked the graduates if there were specific skills they wish they had acquired as a part of those studies that they had not. Four in 10 of the graduates said there were such skills, and only a quarter said there were not (**Chart 51**).

Those graduates who said there was such a skills were asked to indicate what it was, and those responses are summarized in **Chart 52**. A quarter of those who mentioned a skill they had not acquired made a reference to graphic design, layout, or software for photo and graphic presentations. Of all

graduates, nearly one in 10 offered this suggestion. Nearly two in 10 of those with a skill suggestion mentioned something to do with the Internet.

The 2009 survey next asked the graduates to indicate if they felt their college experiences adequately prepared them for the real world work experience. A clear majority of the graduates—58.3%—said that it had, but 13.1% said it had not (**Chart 53**). Those who answered in the negative were asked to what they were not prepared to do. Those responses, summarized in **Chart 54**, show that one in four of those with this complaint said they had not been given skills to help them find a job, but the same ratio said they lacked the basic skills of the field needed for a job.

The graduates were next asked if they felt that the way professional communicators work today is different from the way professional communicators worked as recently as five years ago, or when most of the graduates were deciding on a college major. More than four in 10 of the graduates said the work of communications professionals had changed in that short period of time, and just less than half said it had not (**Chart 55**). Those who thought there had been changes were asked to identify the differences. Those responses are summarized in **Chart 56**, showing that the graduates feel that technology has changed the field rather quickly. One in three mentioned social media, and the same ratio mentioned the web and the Internet generally. One in four made a reference to digital technology.

Those bachelor's degree recipients who found full-time jobs had the same level of commitment to them as did graduates in 2008 (**Chart 57**). In 2009, 77.7% of the graduates said there were very or moderately committed to the jobs they held.

Media Use

One important way in which journalism and mass communication students learn about the field for which they are preparing is through uses of the media. Despite that, only about half of the graduates again in 2009 reported reading a newspaper, a magazine or a book the day before they returned the survey (**Chart 58**). Those figures were nearly the same in 2008.

Use of electronic sources of news was considerably higher, with seven in 10 of the bachelor's degree recipients reporting having watched television news the day before, and three out of four reporting having read or viewed news online (**Chart 59**). Only four in 10 listened to radio news. All of these figures had been nearly the same in 2008. The 2009 graduates, however, were considerably more likely than their 2008 counterparts to have viewed or heard news on a mobile device the day before they completed the survey. In 2009, that figure stood at 34.8 percent, compared with 17.8% a year earlier.

Reading of blogs, use of social network sites, and use of a video sharing site such as YouTube was higher among 2009 graduates than for 2008 graduates (**Chart 60**). Nine in 10 of the 2009 graduates

reported checking at least one social network site the day before they returned the survey form. Future graduates cannot be expected to be much more committed to this form of communication.

Levels of participation in campus professional organizations were much the same for 2009 bachelor's degree recipients as had been the case in 2008 (**Chart 61**). Again, Public Relations Student Society of America was the group in which the largest percentage of graduates was involved, with more than one in 10 of the graduates reporting involvement. The Society of Professional Journalists and AdClub are the next most popular organizations.

Closing Comments

The downturn in the job market for journalism and mass communication graduates that began in 2008 continued in 2009, with the result being the worst job market that graduates in the field have experienced in the 25 years for which comparable data are available.

Bachelor's degree recipients—who make up more than nine in 10 of those entering the job market after completing university studies in the field—had fewer job offers on graduation, were less likely to have an in-person job interview, were less likely to find full-time work, and were less likely to find work in the field of communication than had graduates only a year earlier. The 2009 graduates also received the same salary as the 2008 graduates on average, meaning their real compensation was lower because of inflation. They also took jobs with fewer benefits. For the master's degree recipients, the situation was nearly as bad. They, too, had fewer job offers on graduation. Their levels of employment certainly weren't better than had been the case for master's degree recipients in 2008, and, on one key indicator, it probably was lower. Salaries did increase, but in real purchasing power were only about \$100 better than a year earlier and were \$700 lower than two years ago.

Minority graduates had a particularly difficult time in the 2009-2010 labor market. Full-time employment dropped 13.5 percentage points. The gap between the percentage of minority and non-minority graduates in terms of full-time employment was 15.3 points. Going back to 1987, it has never been greater. Minority graduates also were less likely to find a job in the field of communication in 2009 than had been the case in 2008. The gap between minority and nonminority graduates on this standard also has been greater only once back to 1987.

The job market for journalism and mass communication graduates has had its ups and downs over the years. In the early 1990s, finding a job was difficult, and that situation improved as the decade progressed. In fact, in 2000, it appears, nearly every graduate who was really trying hard to find a job found one. Six to eight months after graduation, more than eight in 10 of the graduates had either a full-time or a part-time job. That good market was followed by a few bad years, and then, in 2003, the market started to recover. All looked good until last year. And in 2009 the market was even worse.

A few glimmers of hope can be found in the data from the 2009 graduates. First, those graduates who returned their surveys late were considerably more likely to report being employed full-time than were those who returned them early. Last year, this was not the case. For the last three months for which data were obtained—March, April and May—the level of full-time employment was at or above the 2008 level. In addition, the 2009 graduates who had communication jobs were more likely to report doing tasks that involved the web than was true in 2008. In 2008, level of web work had dropped. Given that digital activities are certainly a key part of communication work, the suggestion is that the quality of the jobs the 2009 graduates took, on average, was at least slightly higher than had been true for the 2008 graduates.

Clearly the biggest hope has to be that the national economy will rebound. The unemployment rate for journalism and mass communication bachelor's degree recipients in 2009 actually was slightly lower than the unemployment rate for the age cohort to which most of the graduates belong. Historically, the job market for entry-level professional communication job seekers has reflected the job market for the overall economy.

Each year, graduates are asked to give advice to graduates coming behind them. The comments of the 2009 graduates show very high levels of frustration. The same is true for responses to some new questions added to the 2009 survey. Only a quarter of the graduates said that there were no specific skills that they wished they had acquired as part of their university studies that they did not acquire, and four in 10 said with certainty there were. Those with complaints were asked to elaborate, and they mentioned technical skills in graphics and design and with the web generally. In addition, only six in 10 of the graduates said their college experience adequately prepared them for the real world work experience. They complained that they had not been given adequate skills at job seeking. Many also said they lacked even the basic skills required by the market. A big part of the problem seems to be the rapid change in the nature of communication work. Fewer than one in 10 of the graduates said that communication work today is not very different from what it was like only five years ago. More than four in 10 said with certainty that it was. It is obvious, but web-related technologies are a part of the work environment.

It is hardly surprising that graduates have complaints, given how bad the job market for 2009 was. One student said quite simply: "I have an \$80,000 piece of paper that isn't worth (expletive) in the real world." About one in three of the students said they regretted their career choice. That figure had increased when the market soured in 2008 and remained high in 2009.

It probably is not surprising that students would note a gap between what is included in the curriculum and what is required in the job market. The work environment is changing dramatically. Many of the graduates said it has changed even in the last five years, which would be from the time just before they started university studies until when they completed them. University curricula, faculty and mind sets are not so quick to change.

Only about 3% of the bachelor's degree recipients said that their university experience was deficient in not providing them the basics needed to work in the field. There is always the possibility even for those with the complaint that the fault lies with the recipient rather than the provider of the instruction.

It almost certainly would be a mistake to take solace in that finding. Clearly the weak job market has been an unsettling experience for many of those who entered it in 2009. It would be a pity if the lousy job market experienced by the students did not lead to reflection on the part of faculty on the content of what is offered and the structure through which those offerings are provided.

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 known as the Dow Jones News Fund. The report is at this URL: https://www.newsfund.org/PageText/JournRoad.aspx?Page_ID=JrRd. 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 *News 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 2009, 84 schools were drawn from the 483 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 as well as a cover letter endorsing the project to be mailed with the questionnaire. The questionnaire was mailed in November 2009 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 2010. A third mailing was sent in March 2010 to graduates who had not responded to the first two mailings. For 12 programs that had provided email addresses, the third

mailing was supplemented by an email message as well. 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 Touch (8 GB) 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 2009, the survey was mailed to 9,905 individuals whose names and addresses were provided by the administrators of the 84 programs. A total of 2,945 returned the questionnaires by the end of May of 2009. Of the returns, 2,749 were from students who reported they actually had completed their degrees during the April to June 2009 period. The remaining 196 had completed their degrees either before or after the specified period, despite their inclusion in the spring graduation lists. A total of 596 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 29.8%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 31.7%.¹

Return rates by school varied widely, as in the past, from 9.4% to 71.4%. These figure are those computed with bad addresses removed. Those programs that provided a cover letter of endorsement (61) had a higher average return rate (34.5% with bad addresses removed) compared with those that did not provide a cover letter (29.7%). The email message at the time of the third mailing also resulted in higher return rates. The average return rate for the 12 schools for whom email addresses were used with third mailing was 37.0%, compared with the 32.6% for the schools for which no email was used. One program sent out advance notice on its own before the mailing, and that program had an above average return rate of 36.1%. Three programs provided enough cover letters or original stationary so that copying was not needed. These were used for the first mailing, and these three programs had an average return rate of 40.9% versus 32.9% for the other programs.

Of the 2,749 usable surveys, 771, or 28.0%, were completed online. Graduates in 2003, 2006, 2007 and 2008 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. In 2007 24.4% were completed online. In 2008, that figure was 24.2%.²

Of the 2,749 usable questionnaires, 2,534 (92.2%) were from bachelor's degree recipients and 215 were from those who received a master's degree.

¹The return rates in 2008 were 29.8% and 31.9%. In general, return rates have been declining for this and other surveys across time. The rates are shown in Appendix Chart 2.

²In 2009, as in previous years, some students completed the surveys online and also returned a mailed version. The first completed or more complete questionnaire was used, and the 28.0% figure represents the final decision on which questionnaire to use.

The findings summarized in this report are projectable to the estimated 50,850 students who earned bachelor's degrees and the 4,480 students who earned master's degrees in academic year 2008-2009 from the 483 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 2009 undergraduate data is 2.0%. Sample error terms for earlier surveys were: 1.8% (2004), 1.9% (1999-2003), 2.0% (1990-1995, 2005, 2008), 2.1% (1989, 1996-8, 2006, 2007), 2.8% (1987), 3.2% (1986), and 3.7% (1988). In all cases, the confidence level is set at .05, meaning that the odds are 19 to 1 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 2009 is 6.7%. 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 2.0%, depending on the actual number of persons for whom data were reported. In addition, many comparisons between subgroups in the sample and between the 2009 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.

Women made up 73.6% of respondents. Members of racial or ethnic minorities made up 18.0% of those returning questionnaires. These sample characteristics are similar to those in recent years. Overall, the sample reflects higher return rates from women and lower return rates from minorities, based on the known characteristics of the 484 schools from which the sample was drawn.

Funding for the 2009 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, Gannett, the Hearst Corporation, the McCormick 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, the School of Journalism and Mass Communication at the University of Minnesota, and the Grady College of Journalism and Mass Communication at the University of Georgia.³

³Special thanks are given to the following University of Georgia students who worked on the 2009 graduate survey: Graduate Research Assistants Daphne Burden, Jacob Cole and Genevieve di Leonardo and Research Clerks John Copponex, Catherine Deroth, Abby Engelberth, Alicia Harrell, Jessica May, Sarah Pelham, Christian Peña and Alex Raffray.

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 and a chart with survey return rates. As appropriate, data from earlier years are included in the supplemental charts and tables.

Partner Schools

The following 86 schools participated in the 2008 Annual Survey of Journalism & Mass Communication Graduates and are partners in this project:

Auburn University
University of Alaska, Anchorage
Arizona State University
Arkansas State University
Ouachita Baptist Univ.
California State University, Fullerton
San Francisco State University
Santa Clara University
Azusa Pacific University
University of Colorado
University of Denver
Quinnipiac University
Florida A & M University
University of Florida
Clark Atlanta University
The University of Georgia
Berry College
University of Idaho
Columbia College - Chicago
Northwestern University
Western Illinois University
DePaul University
Butler University
Indiana University-Bloomington
University of Southern Indiana
University of Iowa

Wichita State University
Eastern Kentucky University
Northern Kentucky University
University of Kentucky
Nicholls State University
The University of Louisiana at Monroe
Northwestern State U. of Louisiana
University of Maryland
University of Massachusetts
Michigan State University
Oakland University
University of St. Thomas
University of Minnesota
Rust College
The University of Mississippi
Evangel University
University of Missouri - Columbia
University of Missouri--Kansas City
University of Montana
Hastings College
University of Nebraska, Lincoln
University of Nevada, Las Vegas
Rutgers University
University of New Mexico
Hofstra University
St. Bonaventure University
Buffalo State College
Syracuse University
SUNY at Plattsburgh
Elon University
Lenoir-Rhyne College
University of North Carolina at Pembroke
University of North Dakota
Ohio University
Ohio Wesleyan University
Oklahoma State University
University of Oklahoma
University of Oregon
Temple University
Elizabethtown College
La Salle University
University of South Carolina
University of Memphis
Tennessee Technological University
Abilene Christian University
Sam Houston State University
Texas State University-San Marcos
Texas Christian University
Brigham Young University
Castleton State College
James Madison University

University of Richmond
University of Washington
Bethany College
Marquette University
University of Wisconsin-Milwaukee
Howard University
University of Puerto Rico

Charts and Tables

1. Job offers to Bachelor's degree recipients

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

2. Job interviews of Bachelor's degree recipients

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

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 BA recipients across the year

Full-time employment by month when graduates completed the questionnaires

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 in addition to current job

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, telecommunication

Employment of Bachelor's degree recipients in the telecommunication 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**
Employed Bachelor's degree recipients in communications doing this work
- 18. Other web work**
Employed Bachelor's degree recipients in communications doing this work
- 19. Writing or editing for web by employer type**
Employed Bachelor's degree recipients in communications doing this work
- 20. Researching materials using the web by employer type**
Employed Bachelor's degree recipients in communications doing this work
- 21. Technical work performed in job I**
An overview of jobs of employed Bachelor's degree recipients in communications
- 22. Technical work performed in job II**
An overview of jobs of employed Bachelor's degree recipients in communications
- 23. Hours spent with job per week**
Bachelor's degree recipients full-time 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 2009 Bachelor's degree recipients with full-time jobs

36. Salaries by region

Median yearly salaries for 2009 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: Basic medical

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

40. Job benefits: Major medical

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

41. Job benefits: Prescription

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

42. Job benefits: Disability

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

43. Job benefits: Dental

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

44. Job benefits: Life insurance

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

45. Job benefits: Maternity/paternity

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

46. Job benefits: Child care

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

47. Job benefits: Retirement

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

48. Why jobs chosen

Employed Bachelor's degree recipients' reasons for selecting jobs

49. Job satisfaction

Job satisfaction of employed Bachelor's degree recipients

50. Regret career choices

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

51. Skills desired before graduation

Bachelor's degree recipients who wish they had acquired additional skills

52. Specific skills desired

Specific skills Bachelor's degree recipients wish they had acquired

53. Preparedness for real world work experience

Bachelor's degree recipients' opinion about how adequately the college experience prepared them

54. Specific deficiencies identified

Bachelor's degree recipients' opinion about what the college experience should have prepared them for

55. Changes in the perception of professional communicators' work

Bachelor's degree recipients' opinion about differences between professional communicators' work today and five years ago

56. Specific changes identified in the professional communicators' work

Bachelor's degree recipients' opinion about areas where there are differences between professional communicators' work today and five years ago

57. Organizational commitment

Bachelor's degree recipients with full-time jobs

58. Use of print media

Journalism Bachelor's degree recipients' use of print media

59. Use of electronic media

Journalism Bachelor's degree recipients' use of electronic media

60. Use of user generated electronic media

Journalism Bachelor's degree recipients' use of blogs, social networks, video sites

61. Student professional organizations attended while at university

Appendix Chart 1. Return rate and unemployment rate by year

Unemployment rate at time of survey completion for Bachelor's degree recipients who looked for job

Appendix Table 1. Median salaries by employer type

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. Grades by major II

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

S6. Seeking print jobs

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

S7. Seeking broadcast jobs

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

S8. Seeking PR/advertising jobs

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

S9. News-editorial tasks

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

S10. Advertising tasks

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

S11. Corporate communication tasks

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

S12. Newspaper work

Bachelor's degree recipients working in newspaper jobs

S13. Telecommunication work

Bachelor's degree recipients working in telecommunications jobs

S14. PR and advertising work

Bachelor's degree recipients working in public relations and advertising

S15. Other communication work

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

S16. Hiring news students

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

S17. Hiring broadcast students

Students with an emphasis in telecommunications who choose their own specialty

S18. Hiring advertising students

Students with an advertising emphasis who choose their own specialty

S19. Hiring PR students

Students with a public relations emphasis who choose their own specialty

S20. Where grads seek work

Type of jobs sought by journalism and mass communication Bachelor's degree recipients in 2009

S21. Minorities and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2009

S22. Minorities and job seeking II

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2009

S23. Gender and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2009

S24. Gender and job seeking II

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2009

S25. Overtime without pay

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

Comments from the 2009 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 2009 graduates.

Suggested Strategies For Success

“Make sure that you take advantage of the opportunities given in the journalism/communications department of your college/university. Also, become well-rounded in the communications field so that you can use your skills later-either in the real world or in graduate/law school.”

Female bachelor’s degree recipient in public relations, working full-time outside of the communication industry

“Follow your dreams because if you work hard enough anything is possible!”

Male bachelor’s degree recipient in broadcast news/broadcast journalism, working full-time writing, reporting, and editing for a television station

“Seek active involvement in clubs that provide networking opportunities. Create relationships with professors. They are a great source of information and are familiar with things related to the industry of choice and can provide letters of recommendation, job leads and/or advice.”

Female bachelor’s degree recipient in advertising, working full-time at an advertising agency producing advertisements

“Be open to more possibilities than you expect! Take as many internships as possible, these contacts are your best resource for finding jobs, freelancing, networking, etc. Make friends with your teachers. They will remember your passion and vouch for you in the future.”

Female bachelor’ degree recipient in magazines, working full-time in trade press writing and/or reporting

“Have a plan B and find a way to establish yourself in an extremely competitive field.”

Male bachelor’s degree recipient in broadcast news and production combined, working part-time outside of the communications industry

“Advice: Absolutely pursue a master’s (or other higher degree), if you only had one major in your undergraduate career. This will only make your skills sharper. In turn, you are an even better candidate for any job you consider. Internships are a must in your undergrad career.”

Female bachelor’s degree recipient in mass communication, currently attending graduate school

"The best advice I can give is to maintain a high level of professionalism. Take advantage of the 'digital space': create a LinkedIn, network with professionals, and don't be afraid to interact with them online! And take as many internships as you can! It will make your resume stand out from others and may allow you to apply for jobs that aren't necessarily 'Entry-Level'."

Male bachelor's degree recipient in advertising, working full-time at an advertising agency in digital analytics

"Have work (clips) in as many different mediums as possible to show potential employers. Use your youth and fresh ideas/skills as a positive in interviews. Jobs at traditional places still exist, but there are all sorts of new jobs being created."

Male master's degree recipient, currently unemployed

"Apply everywhere, even if you don't think you are qualified. You never know if you could have had a chance if you don't try."

Male bachelor's degree recipient in broadcast news/broadcast journalism, working full-time outside the communication industry

"Be diverse in your studies. Cross-training is critical. Communications is a large part of ANY job field."

Male bachelor's degree recipient in public relations, working full-time at a nonmedia corporation doing environmental policy and relations

"Be prepared to start at the very bottom & work your way up. Ask for guidance, but take initiative. When in doubt, look it up."

Male master's degree recipient in communication, working full-time at an educational institution in media relations

"Keep at it. Practice skills that can be transferable and used in multiple occupations. You'll be a good job candidate because you are driven and flexible, not because you have a 4.0, so focus on building leadership skills and the rest will come. Remain optimistic. Don't lose sight of dreams and goals; even if you're in a different place than you thought you'd be, keep striving for your best."

Female bachelor's degree recipient in news-editorial/print journalism and business, working full-time in a nonprofit high school working in development in a nonprofit

Observations about the Job Market

"Finding journalism work is extremely hard right now, even for very experienced, qualified and skilled grads. Be prepared to rigorously apply to jobs, be open-minded and find any job to make ends meet in the mean time. It would be wise to start looking for a post-graduate job NOW-seriously!"

Female bachelor's degree recipient in magazine, working part-time outside the communications industry

"The job market is tough right now, everyone knows this, but that doesn't make it seem any better when you can't get work. I'm actually going to law school, so I don't have to keep searching. My best advice to other journalism majors is to make sure you love it!"

Female bachelor's degree recipient in professional writing, currently attending law school

"With today's job market, having the skills and education doesn't always land you the job-you have to learn to sell yourself! Also, with today's job market, you might be tempted to settle. If you have to settle, settle temporarily. Keep looking, keep searching and do not discount what you deserve."

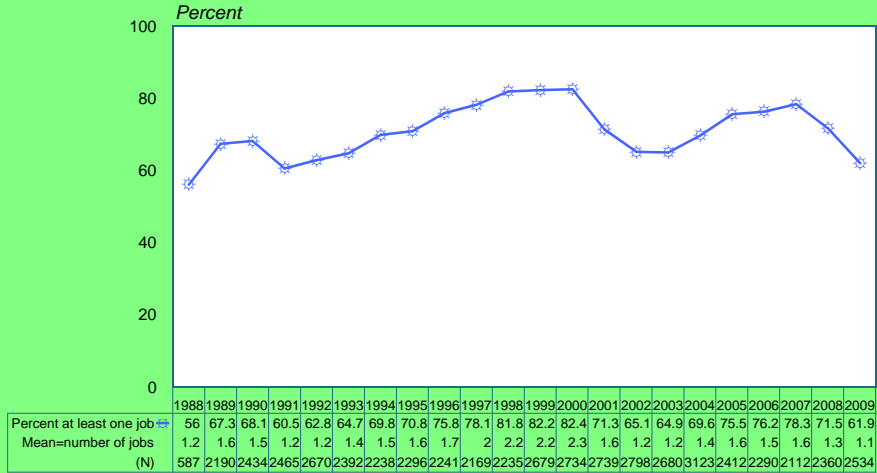
Female bachelor's degree recipient in broadcast production/cinematography film, working full-time and part-time in a non-media corporation doing audio and/or audiovisual production and direction

"Communication is a very versatile field with skills applicable to many job opportunities. Graduates should see this as a blessing and as something that does not limit them."

Male bachelor's degree recipient in public relations, working full-time at an educational institution in editing and producing advertisements

1. Job offers to Bachelor's degree recipients

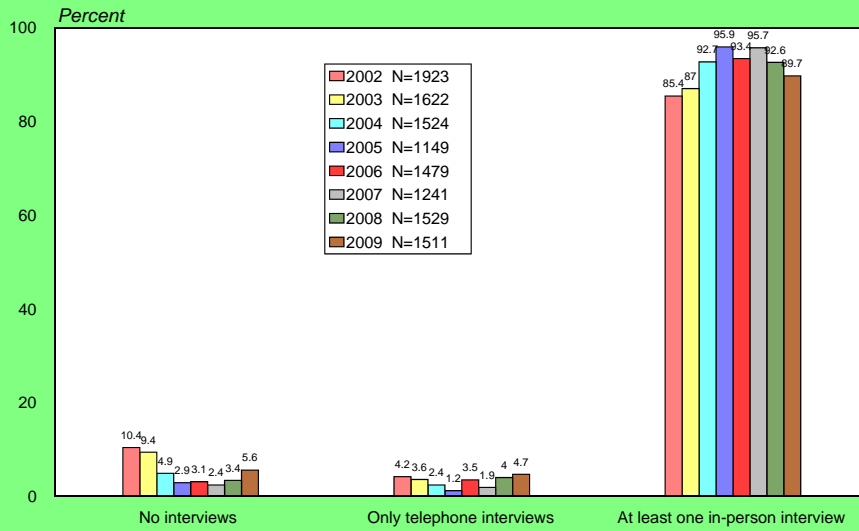
Job offers to Bachelor's degree recipients:
percent with at least one job offer



Source: Annual Survey of Journalism & Mass Communication Graduates

2. Job interviews of Bachelor's degree recipients

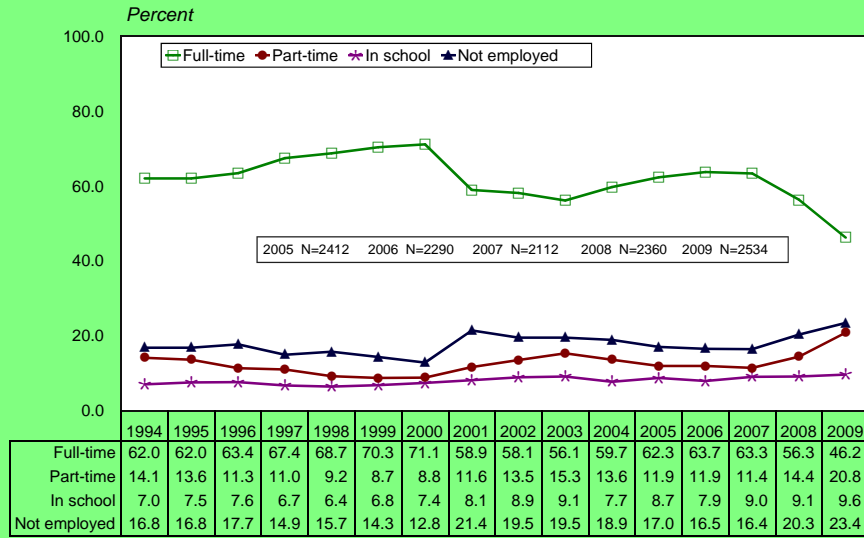
Number of interviews by Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

3. Employment status Oct. 31

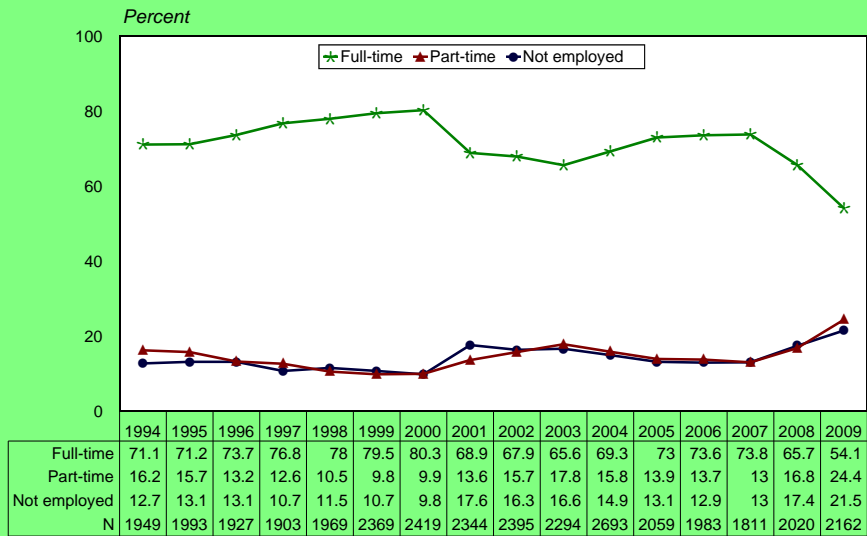
Employment status of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

4. Employment status Oct. 31

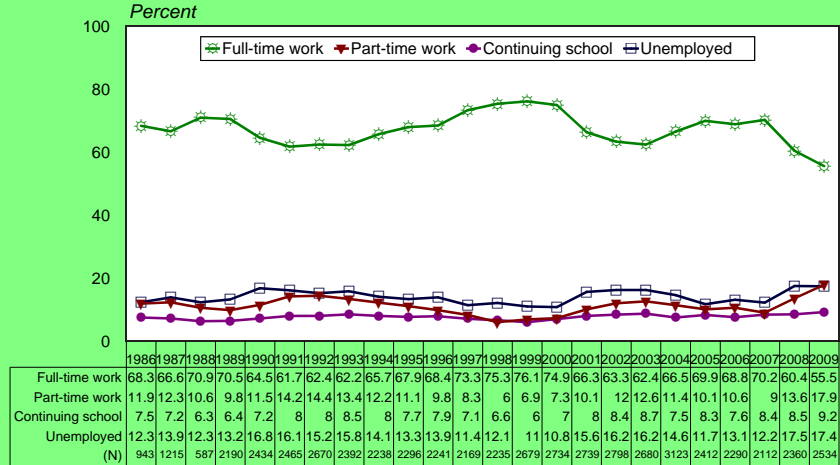
Employment status of Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

5. Employment status

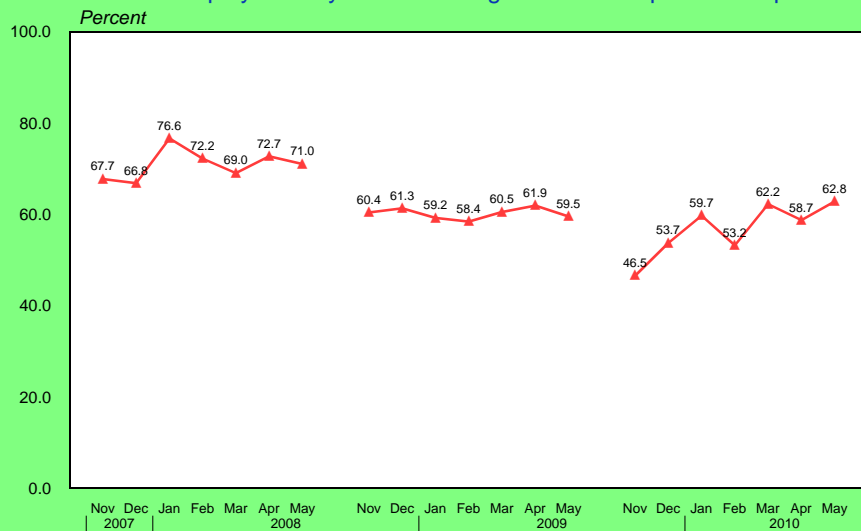
Employment status of Bachelor's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

6. Employment status of BA degree recipients across the year

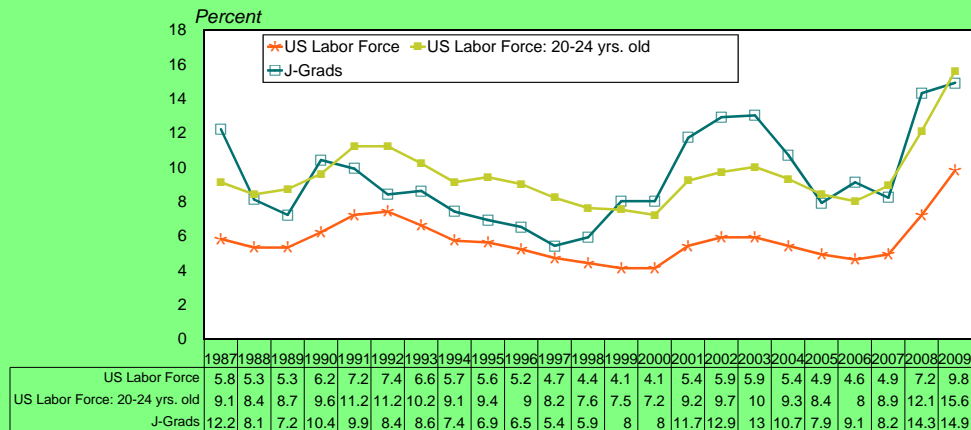
Full-time employment by month when graduates completed the questionnaires



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.



Source: Annual Survey of Journalism & Mass Communication Graduates; US Bureau of Labor Statistics

8. Permanent positions, freelance

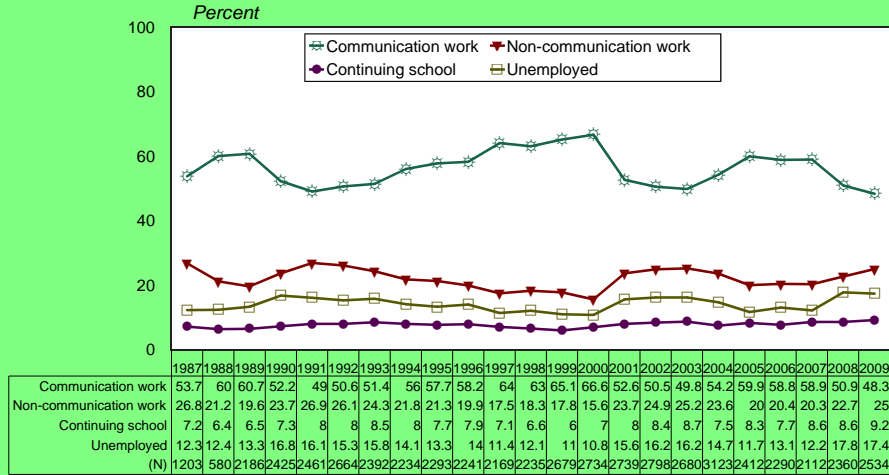
Status of Bachelor's degree recipients: percent in permanent positions, percent doing freelance in addition to current job



Source: Annual Survey of Journalism & Mass Communication Graduates

9. General types of work

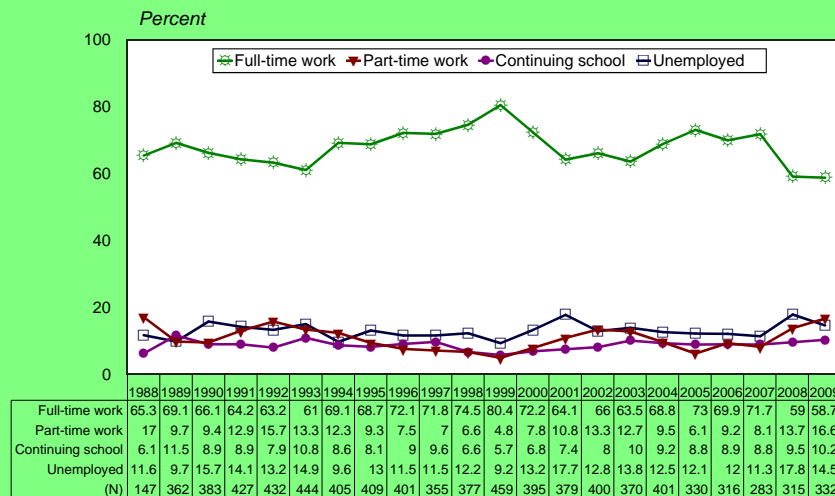
An overview of Bachelor's degree recipients' work situations



Source: Annual Survey of Journalism & Mass Communication Graduates

10. Employment, news-editorial

Employment of Bachelor's degree recipients in the editorial specialty

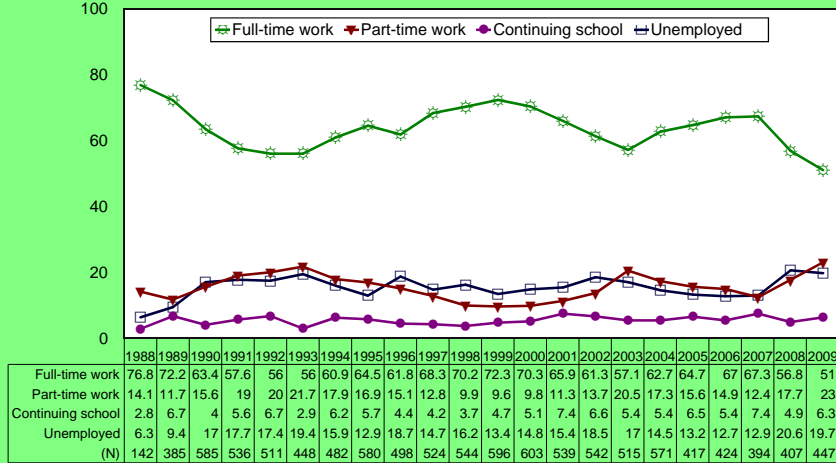


Source: Annual Survey of Journalism & Mass Communication Graduates

11. Employment, telecommunication

Employment of Bachelor's degree recipients in the telecommunication specialty

Percent

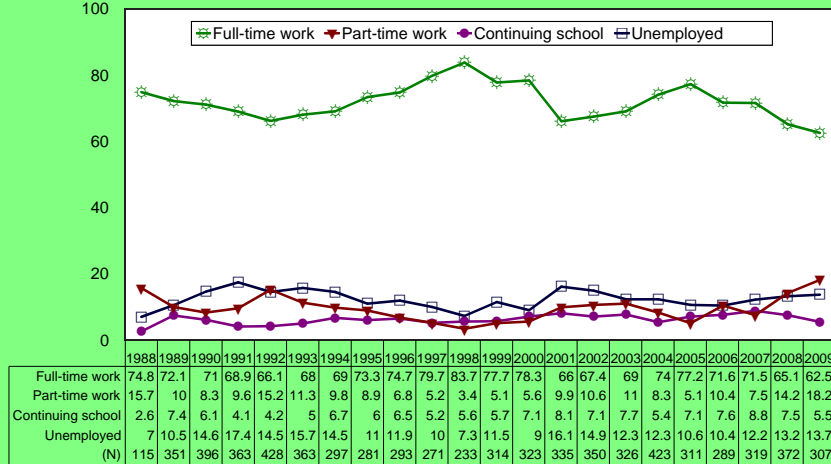


Source: Annual Survey of Journalism & Mass Communication Graduates

12. Employment, advertising

Employment of Bachelor's degree recipients in the advertising specialty

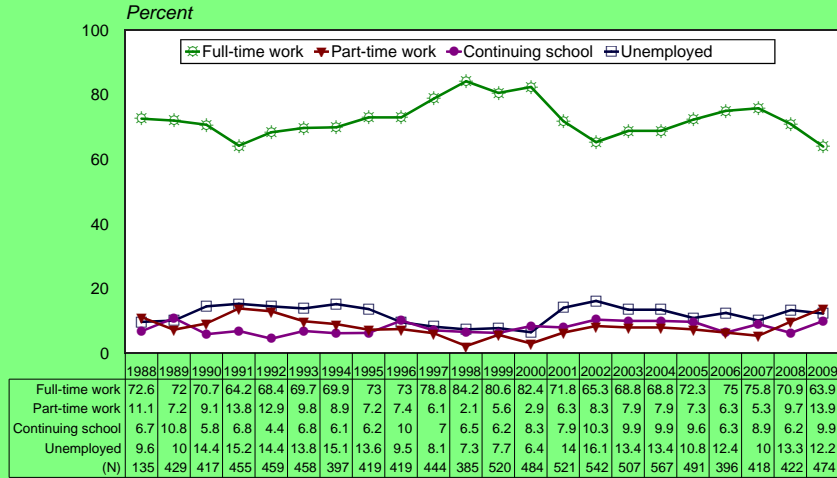
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

13. Employment, PR

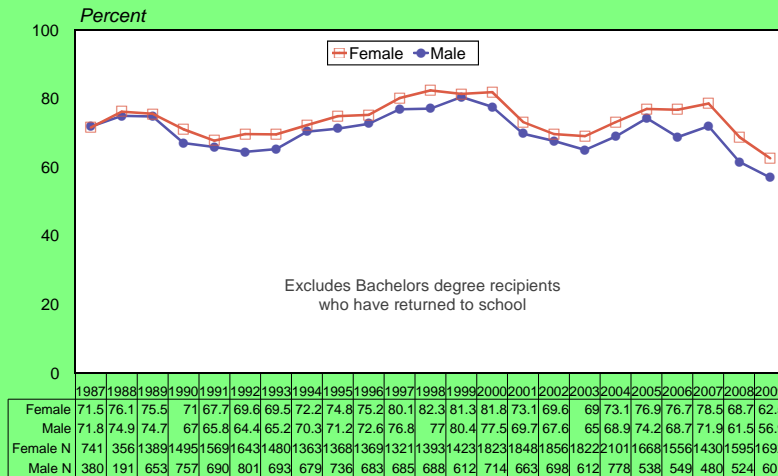
Employment of Bachelor's degree recipients in the public relations specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

14. Gender and employment

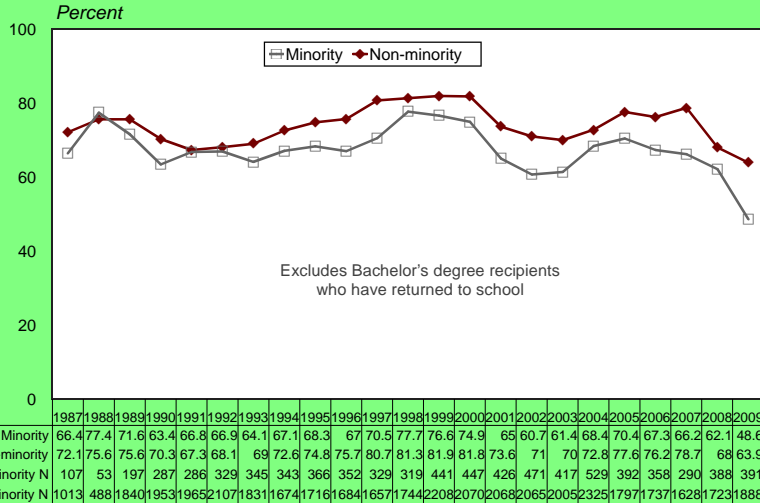
Full-time employment of female and male Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

15. Minority employment

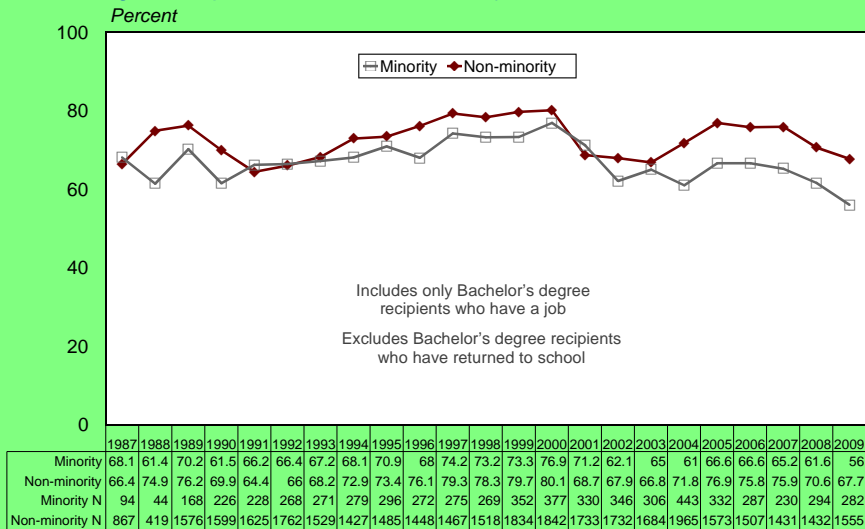
Full-time employment of minority and non-minority Bachelor's degree recipients



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

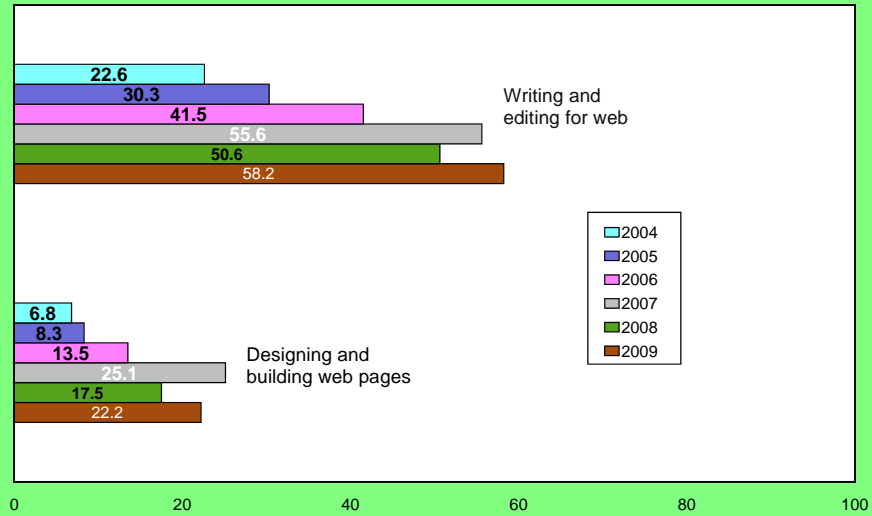


Source: Annual Survey of Journalism & Mass Communication Graduates

17. Writing, editing and designing for web

Employed Bachelor's degree recipients in communications doing this work

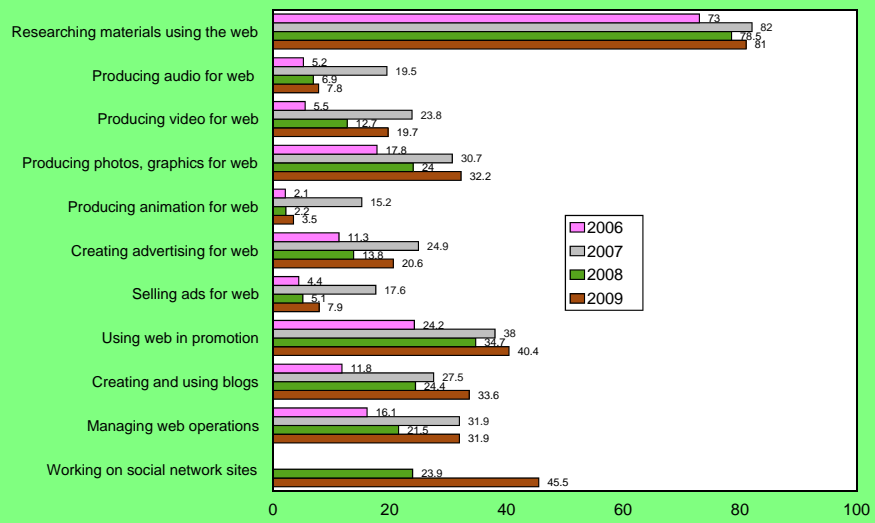
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

18. Other web work

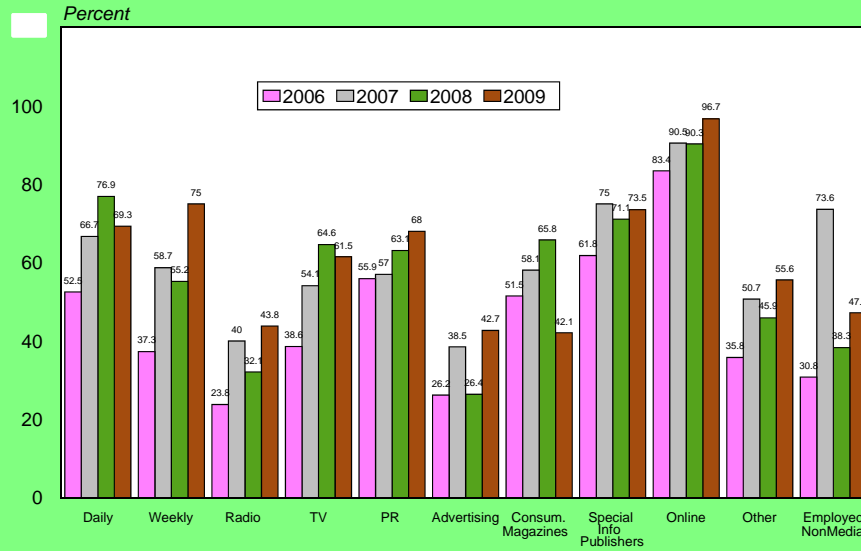
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

19. Writing or editing for web by employer type

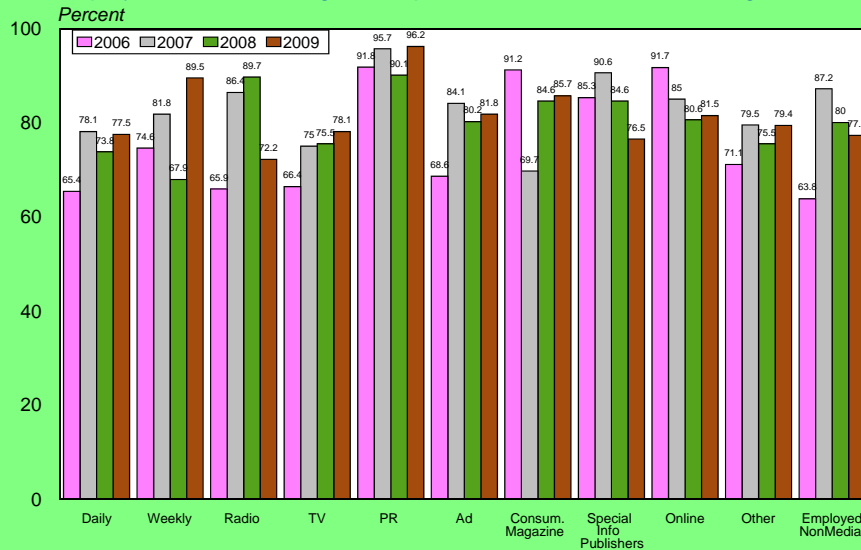
Employed Bachelor's degree recipients in communications doing this work



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

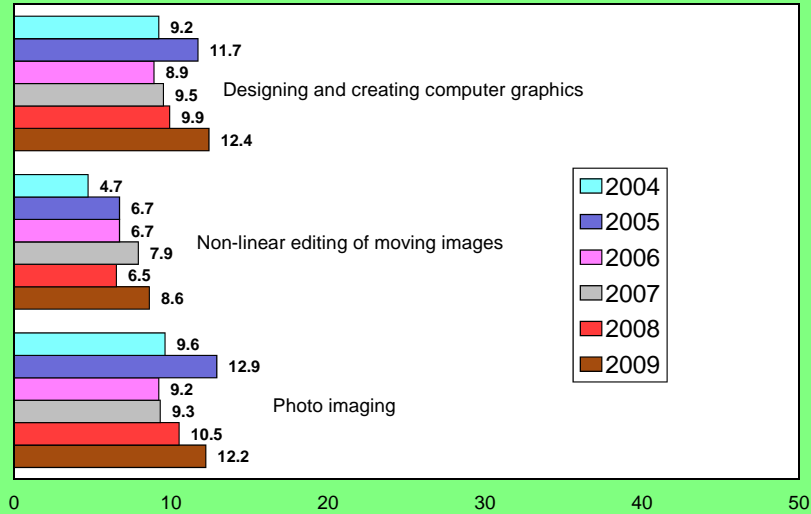


Source: Annual Survey of Journalism & Mass Communication Graduates

21. Technical work performed in job I

An overview of jobs of employed Bachelor's degree recipients in communications

Percent

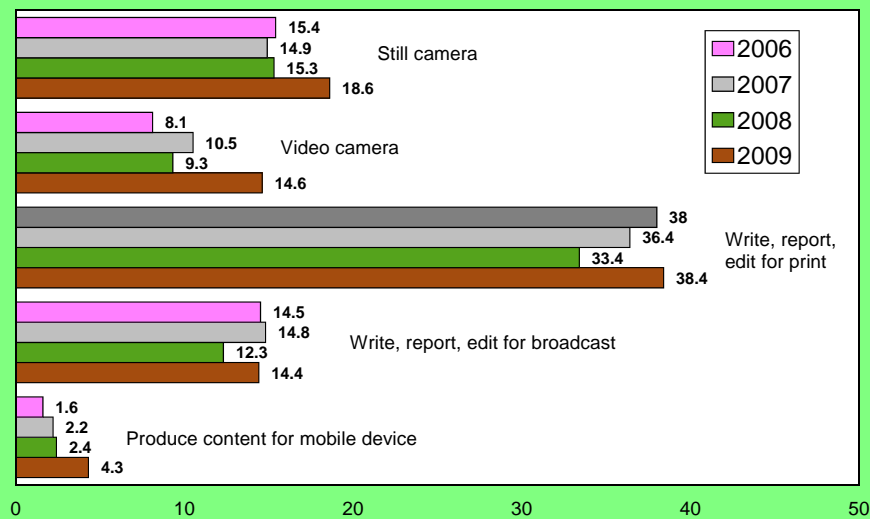


Source: Annual Survey of Journalism & Mass Communication Graduates

22. Technical work performed in job II

An overview of jobs of employed Bachelor's degree recipients in communications

Percent

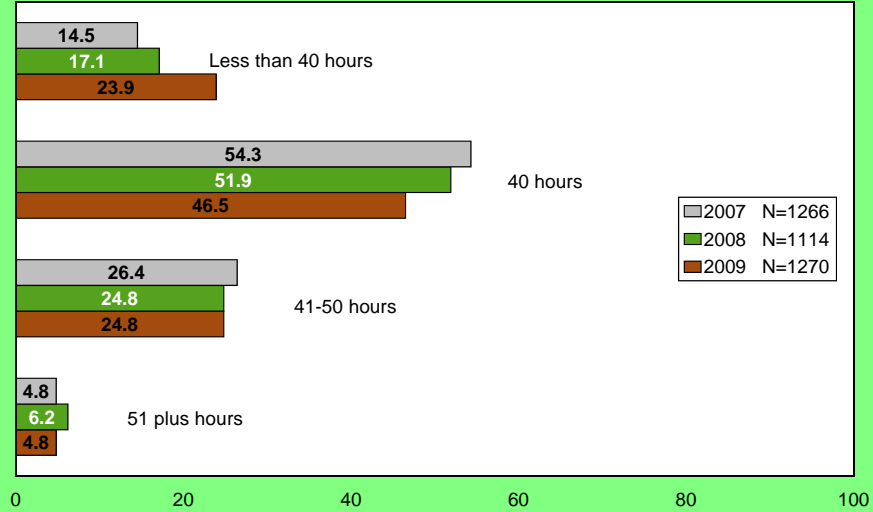


Source: Annual Survey of Journalism & Mass Communication Graduates

23. Hours spent with job per week

Bachelor's degree recipients employed full-time in communications

Percent

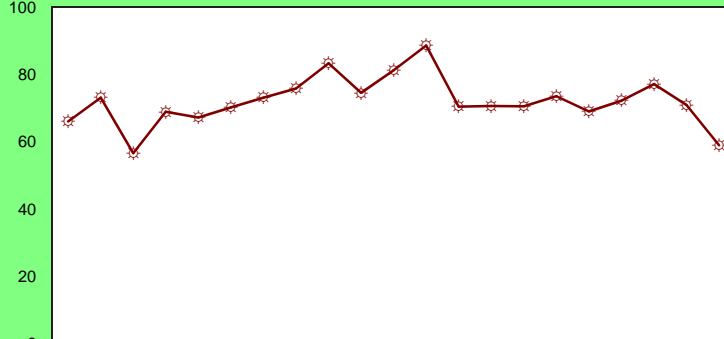


Source: Annual Survey of Journalism & Mass Communication Graduates

24. Job offers, Master's degree recipients

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

Percent

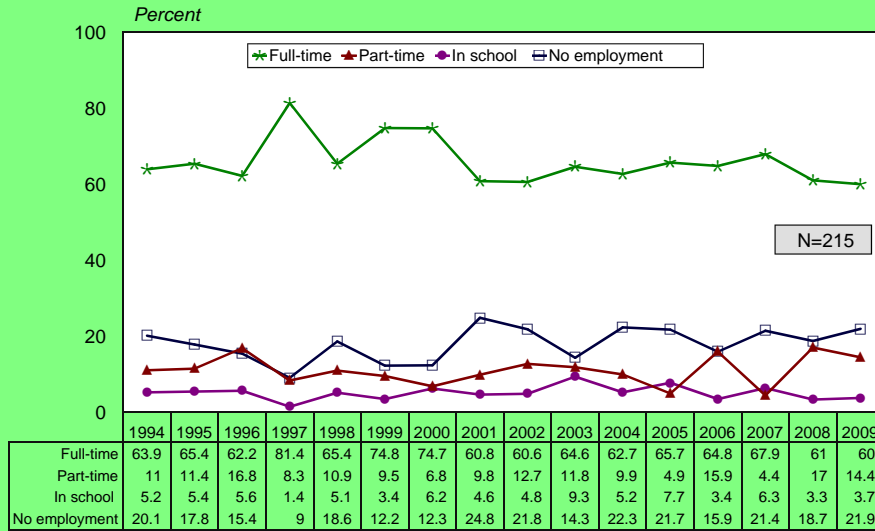


Percent at least one job	66	73.1	56.6	68.9	67.2	70.2	73.1	75.8	83.3	74.5	81.2	88.6	70.4	70.6	70.5	73.5	69	72.2	77.1	70.9	58.9
Mean=number of jobs	1.7	1.4	1.2	1.4	1.4	1.4	1.7	1.8	2	2	2.2	2.3	1.6	1.6	1.5	1.4	1.4	1.5	1.6	1.3	1.1
(N)	162	148	144	155	159	151	178	143	145	156	147	146	153	165	161	233	143	145	159	182	215

Source: Annual Survey of Journalism & Mass Communication Graduates

25. Employment Status Oct. 31

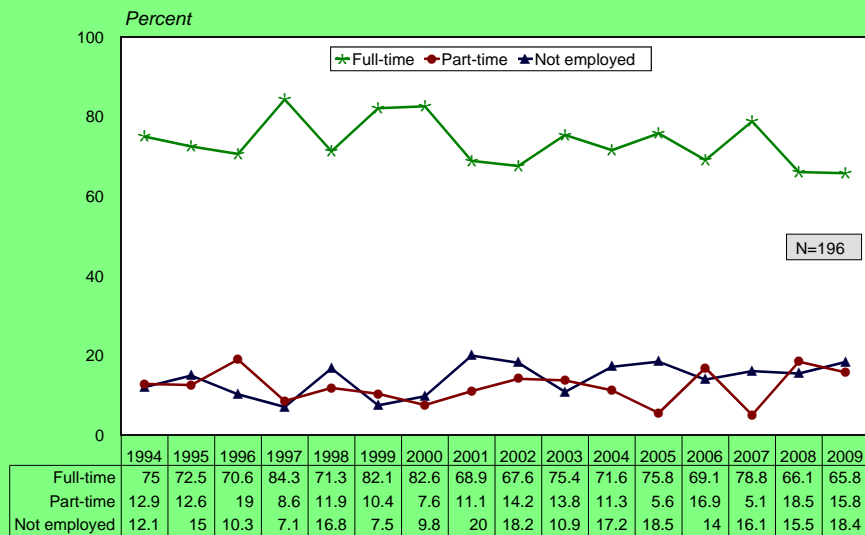
Employment status of Master's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

26. Employment Status Oct. 31

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

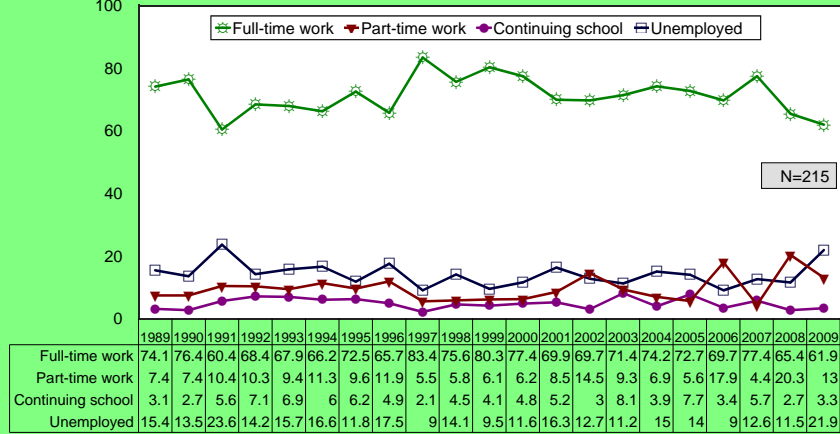


Source: Annual Survey of Journalism & Mass Communication Graduates

27. Employment status

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

Percent

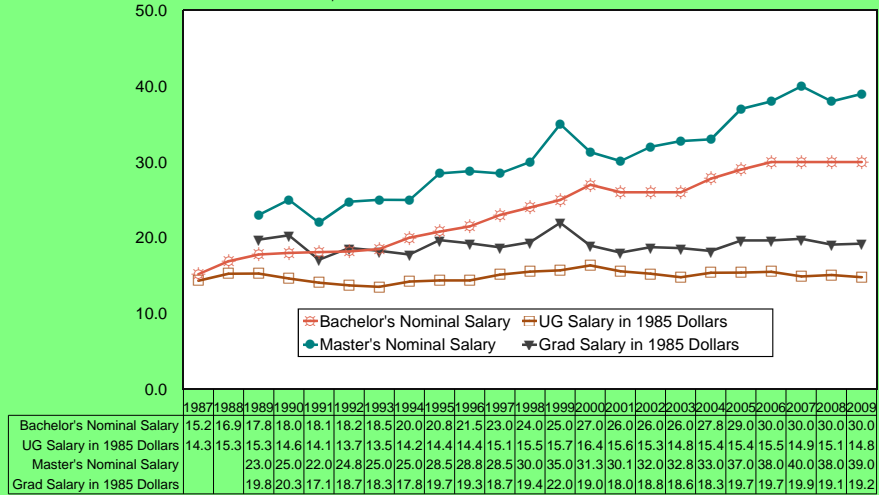


Source: Annual Survey of Journalism & Mass Communication Graduates

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\$

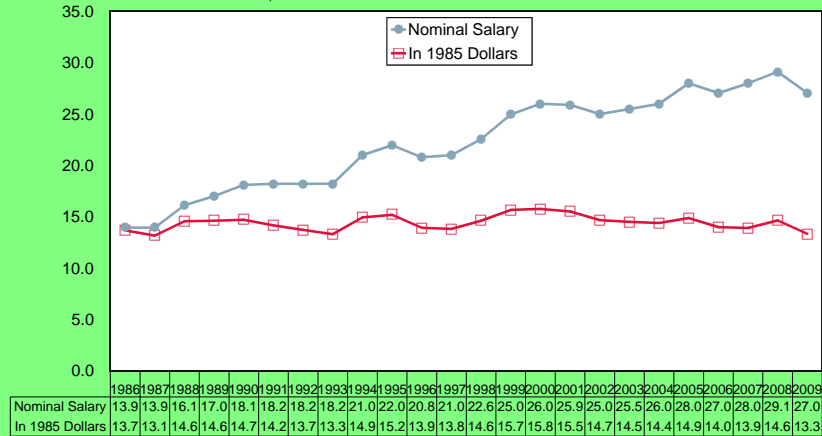


Source: Annual Survey of Journalism & Mass Communication Graduates

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\$

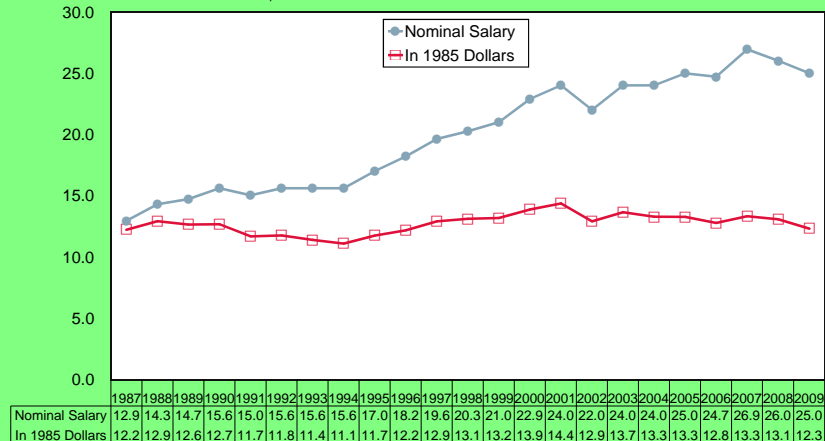


Source: Annual Survey of Journalism & Mass Communication Graduates

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 US\$

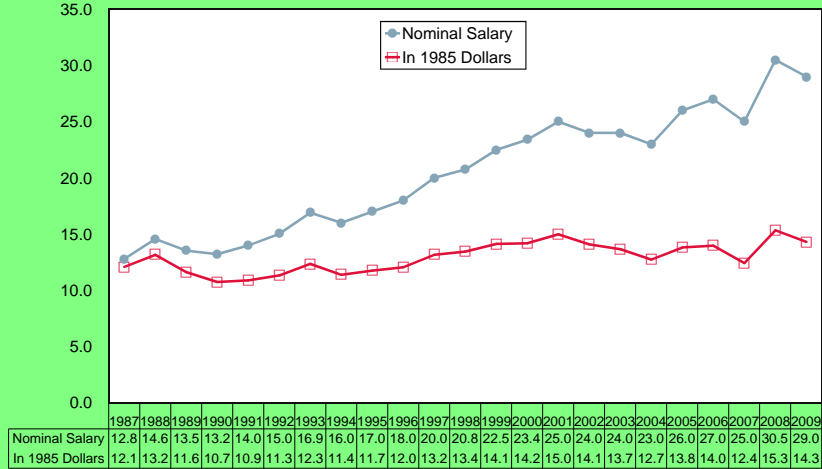


Source: Annual Survey of Journalism & Mass Communication Graduates

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\$

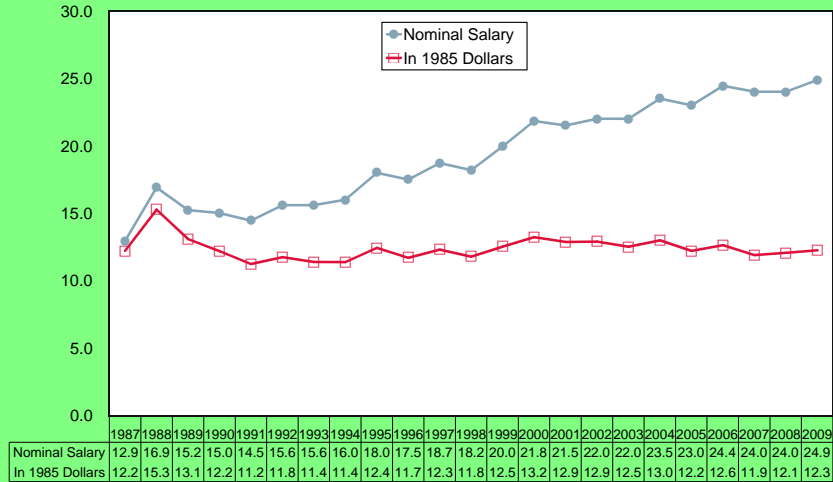


Source: Annual Survey of Journalism & Mass Communication Graduates

32. Salaries in television

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

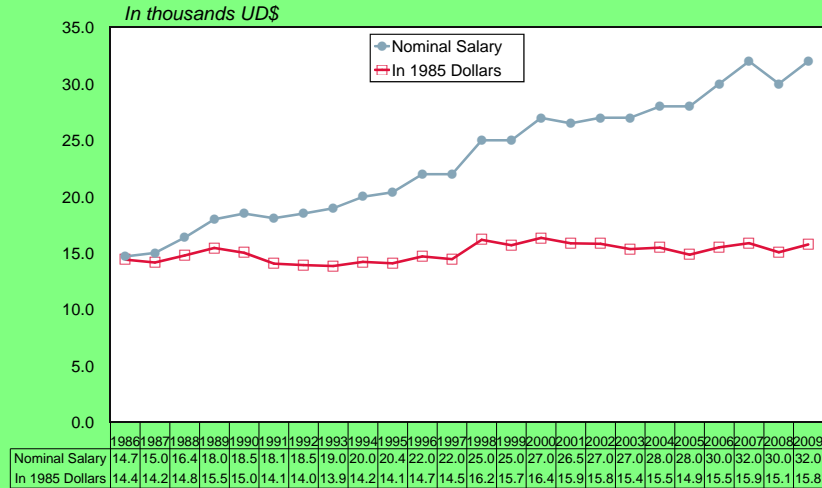
In thousands US\$



Source: Annual Survey of Journalism & Mass Communication Graduates

33. Salaries in advertising

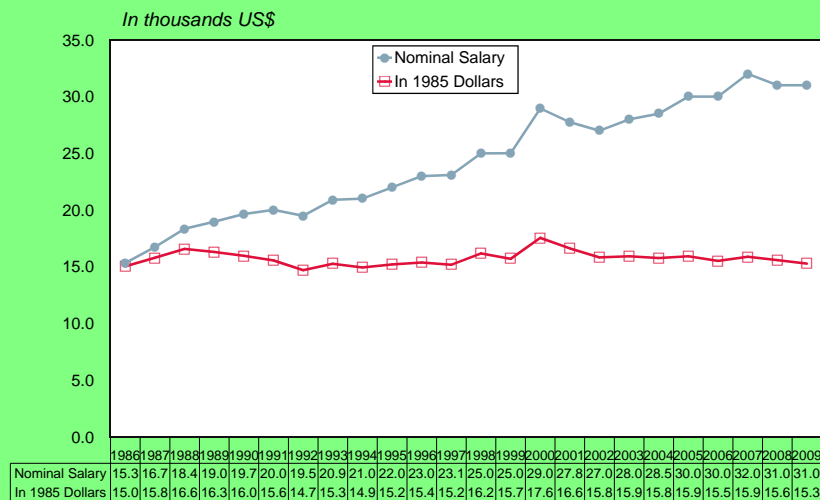
Annual nominal median salaries and adjustments for inflation in advertising - Bachelor's degree recipients with full-time jobs



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 2009 Bachelor's degree recipients with full-time jobs

In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

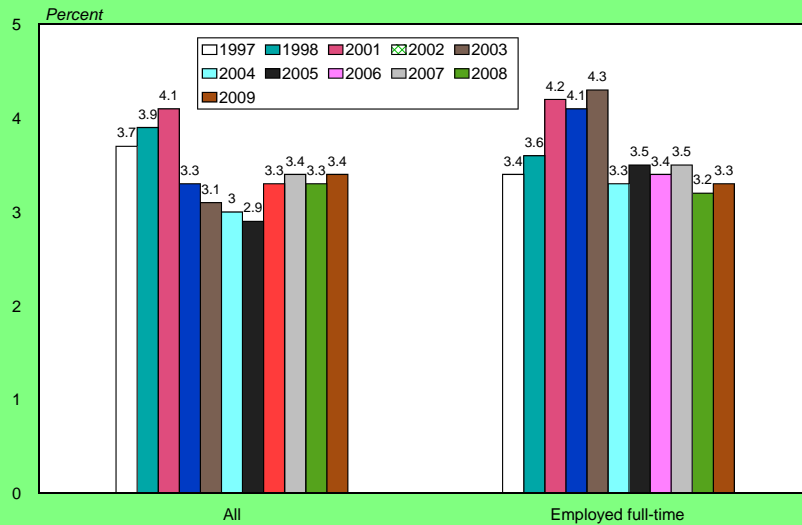
36. Salaries by region

Median yearly salaries for 2009 Bachelor's degree recipients with full-time jobs



37. Union membership of JMC graduates

Union membership of Bachelor's degree recipients



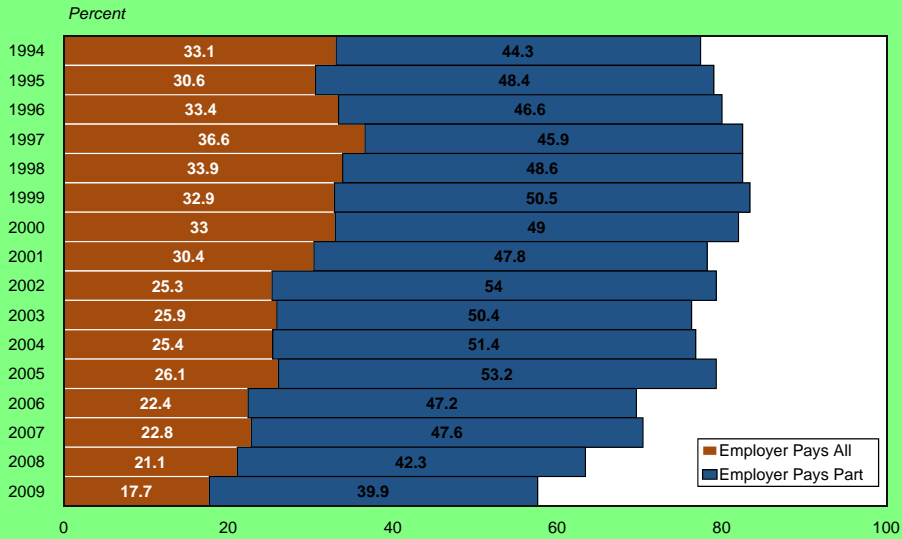
38. Yearly salary for union members and non-union workers

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



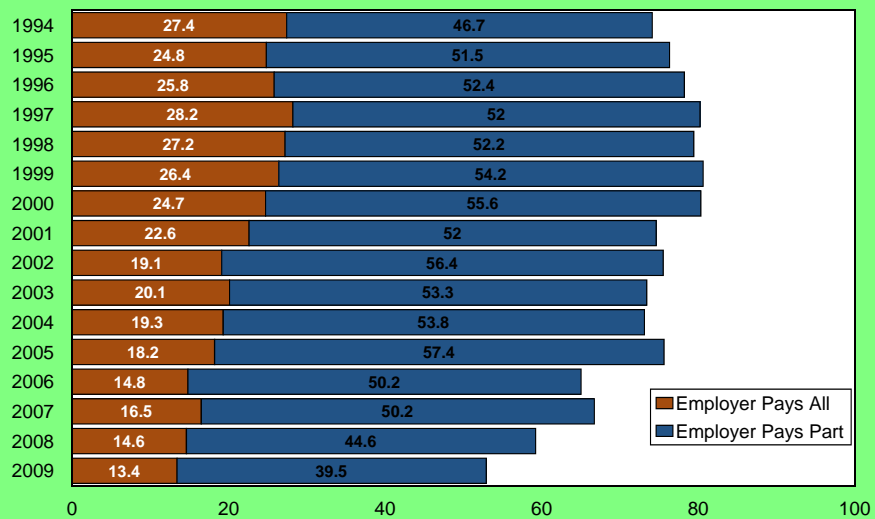
39. Job benefits: Basic medical

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



40. Job benefits: Major medical

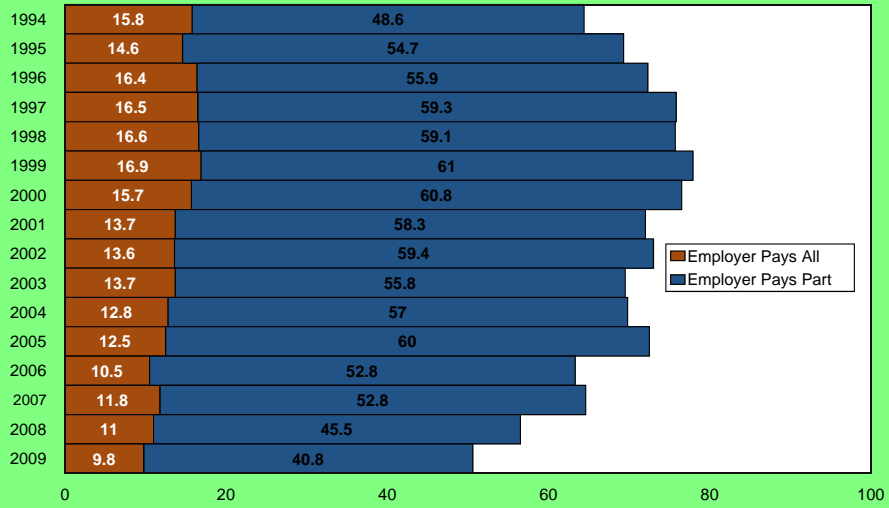
Benefit available to Bachelor's degree recipients with full-time jobs



41. Job benefits: Prescription

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

Percent

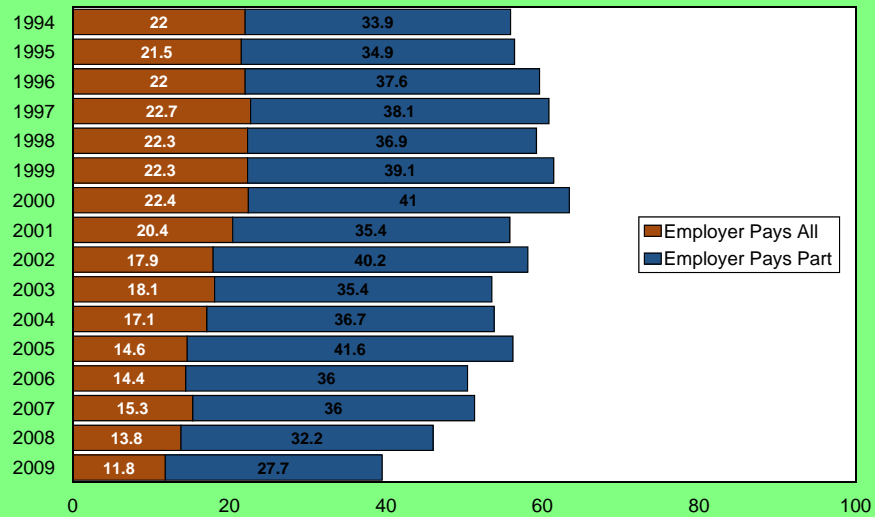


Source: Annual Survey of Journalism & Mass Communication Graduates

42. Job benefits: Disability

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

Percent

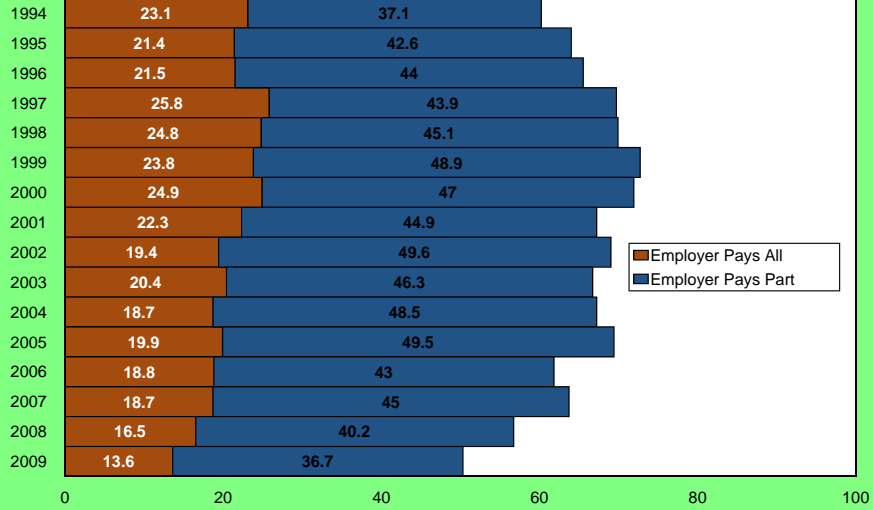


Source: Annual Survey of Journalism & Mass Communication Graduates

43. Job benefits: Dental

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

Percent

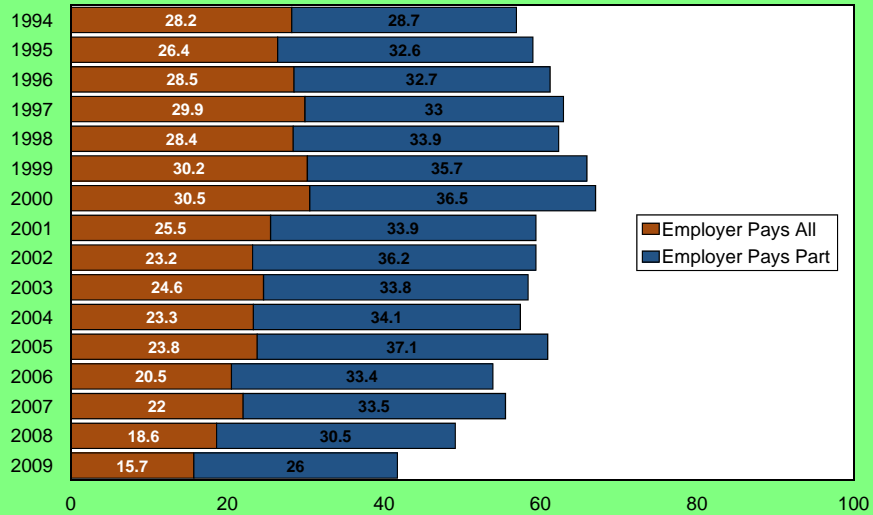


Source: Annual Survey of Journalism & Mass Communication Graduates

44. Job benefits: Life insurance

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

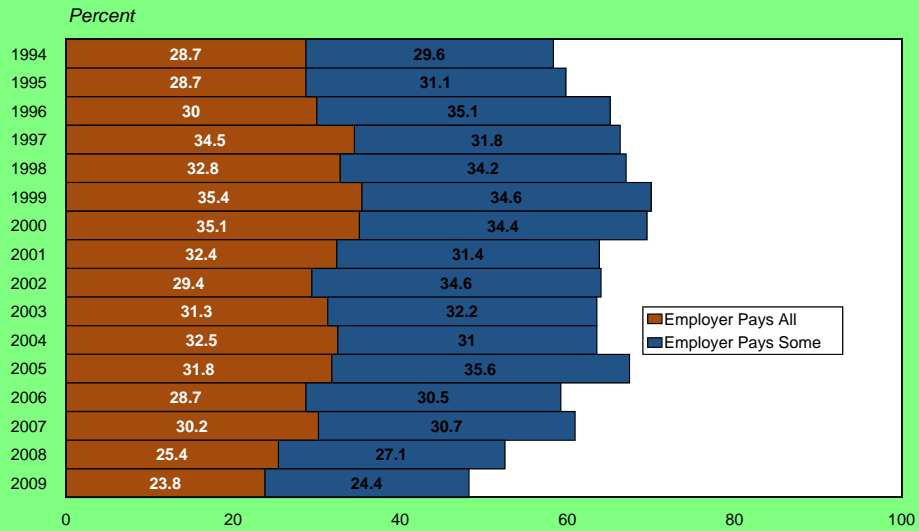
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

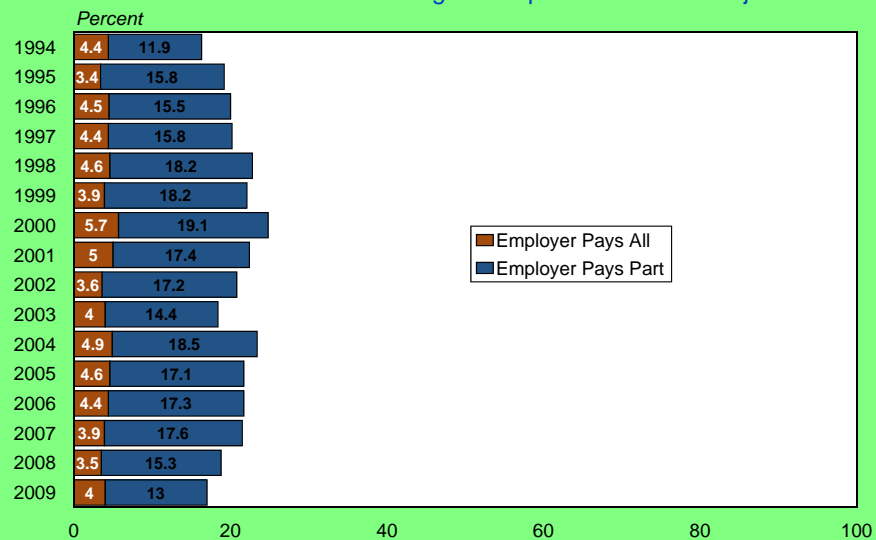
45. Job benefits: Maternity/Paternity

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



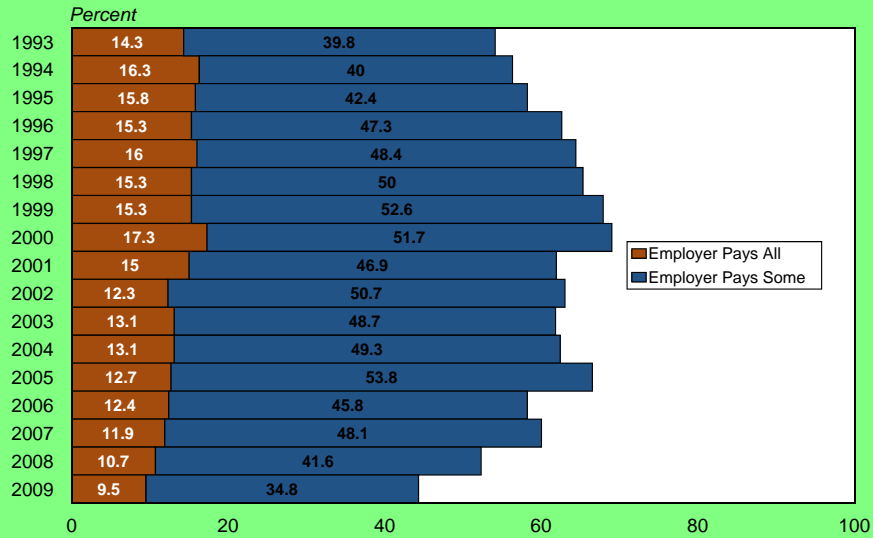
46. Job benefits: Child care

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



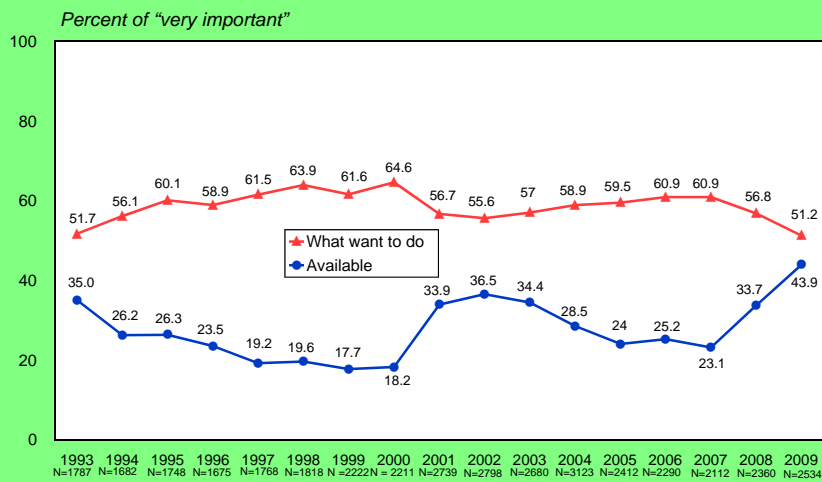
47. Job benefits: Retirement

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



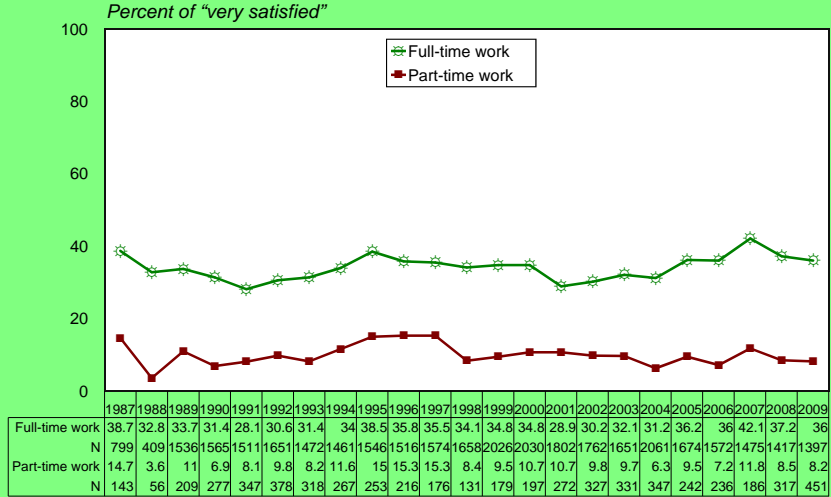
48. Why jobs chosen

Employed Bachelor's degree recipients' reasons for selecting jobs



49. Job satisfaction

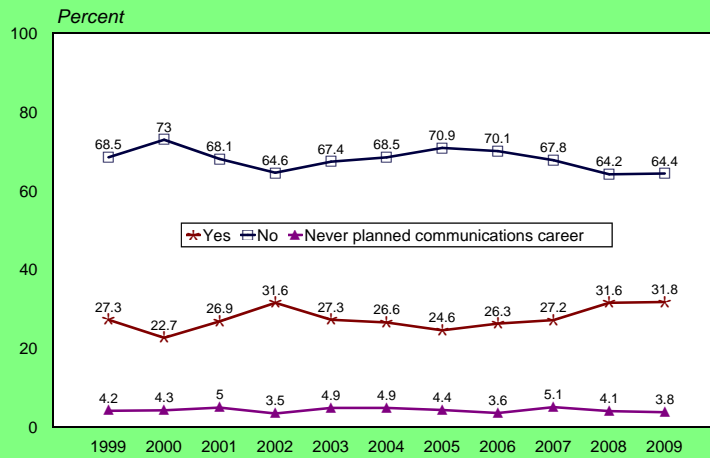
Job satisfaction of employed Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

50. Regret career choices

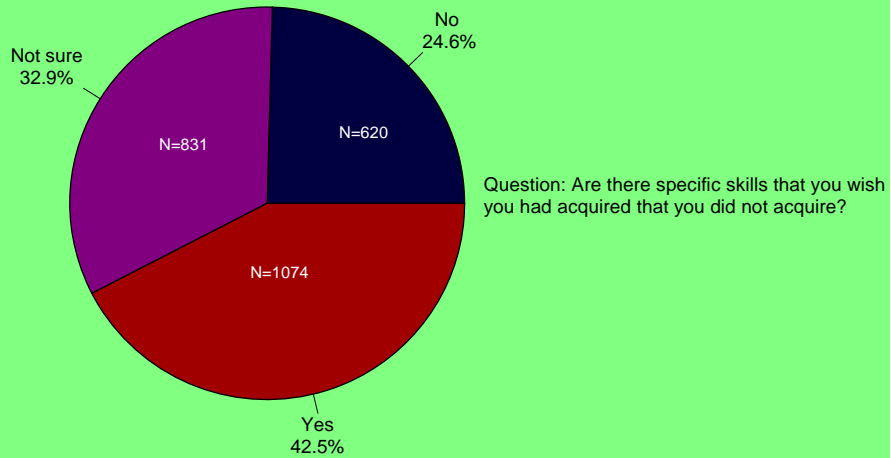
Bachelor's degree recipients who wish they had selected another career



Source: Annual Survey of Journalism & Mass Communication Graduates

51. Skills desired before graduation

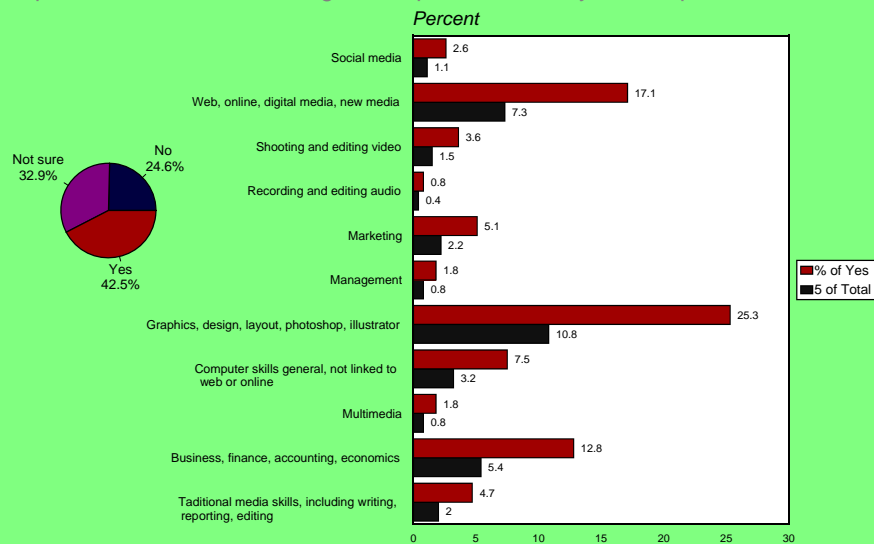
Bachelor's degree recipients who wish they had acquired additional skills



Source: Annual Survey of Journalism & Mass Communication Graduates

52. Specific skills desired

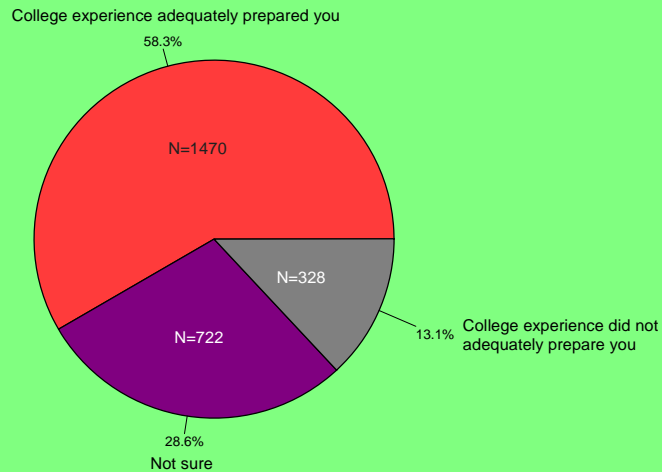
Specific skills Bachelor's degree recipients wish they had acquired



Source: Annual Survey of Journalism & Mass Communication Graduates

53. Preparedness for real world work experience

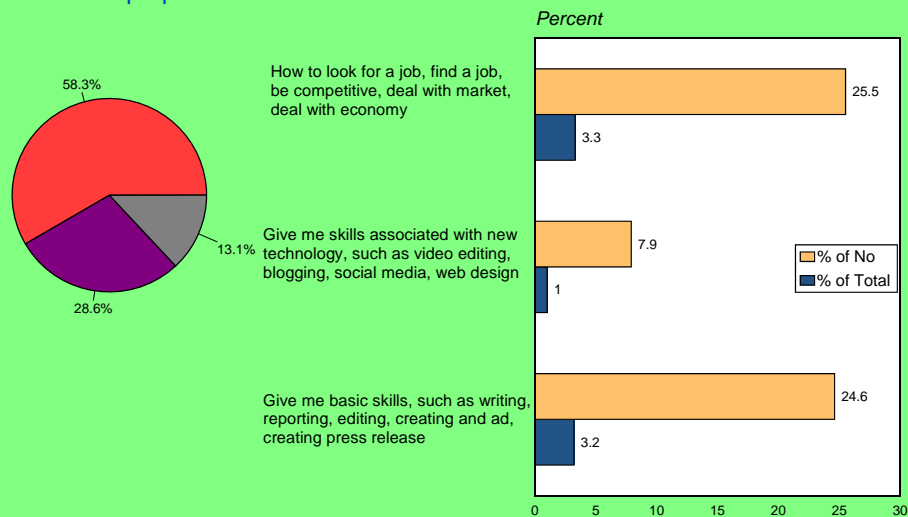
Bachelor's degree recipients' opinion about how adequately the college experience prepared them



Source: Annual Survey of Journalism & Mass Communication Graduates

54. Specific deficiencies identified

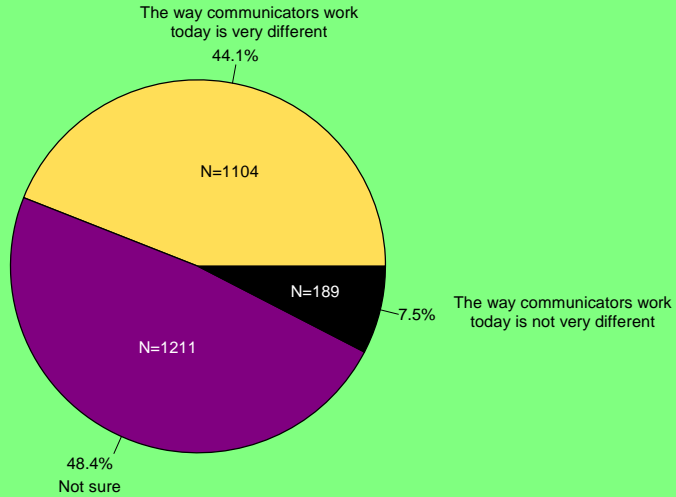
Bachelor's degree recipients' opinion about what the college experience should have prepared them for



Source: Annual Survey of Journalism & Mass Communication Graduates

55. Changes in the perception of professional communicators' work

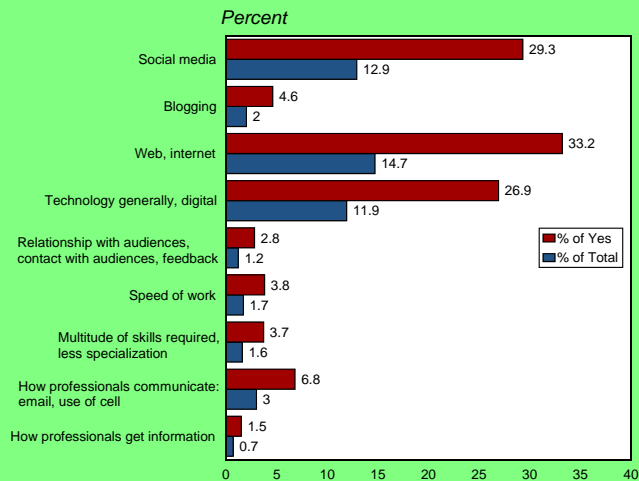
Bachelor's degree recipients' opinion about differences between professional communicators' work today and five years ago



Source: Annual Survey of Journalism & Mass Communication Graduates

56. Specific changes identified in the professional communicators' work

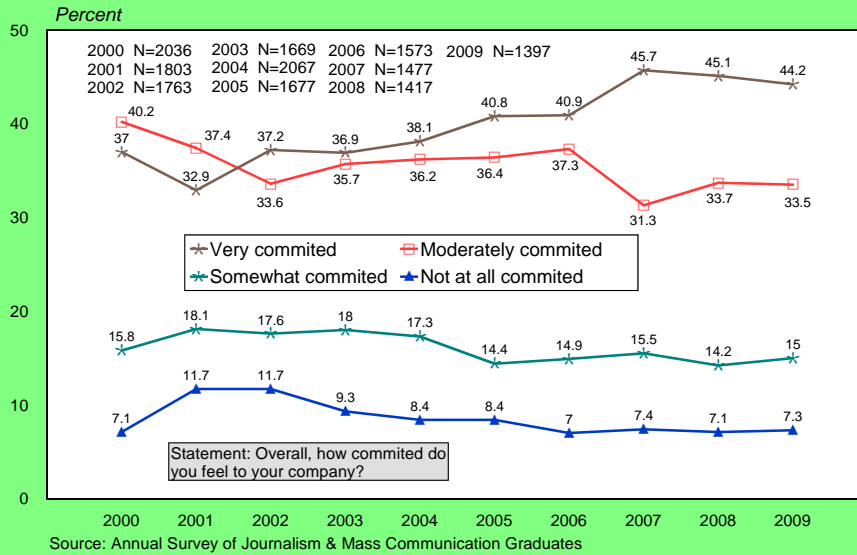
Bachelor's degree recipients' opinion about areas where there are differences between professional communicators' work today and five years ago



Source: Annual Survey of Journalism & Mass Communication Graduates

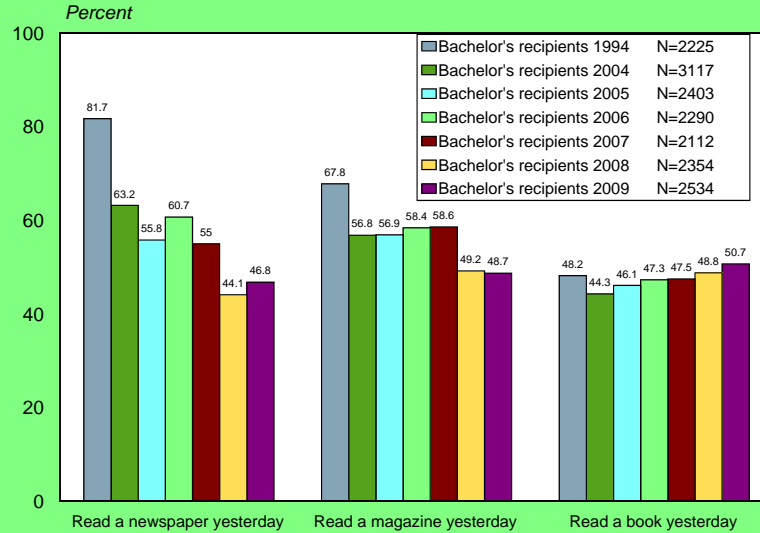
57. Organizational commitment

Bachelor's degree recipients with full-time jobs



58. Use of print media

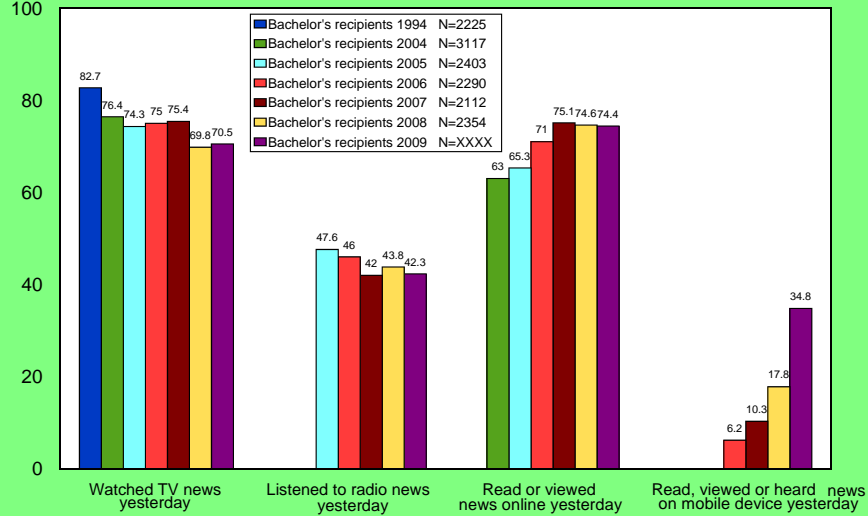
Journalism Bachelor's degree recipients' use of print media



59. Use of electronic media

Journalism Bachelor's degree recipients' use of electronic media

Percent

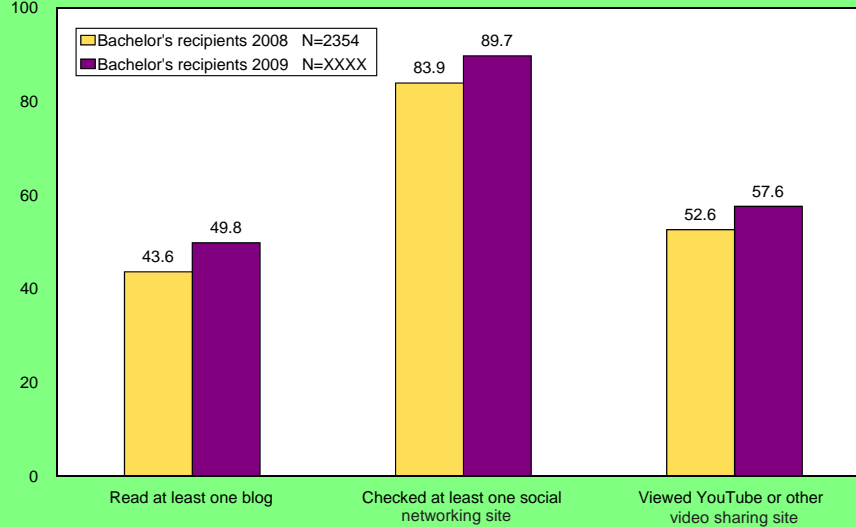


Source: Annual Survey of Journalism & Mass Communication Graduates

60. Use of user generated electronic media

Journalism Bachelor's degree recipients' use of blogs, social networks, video sites

Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

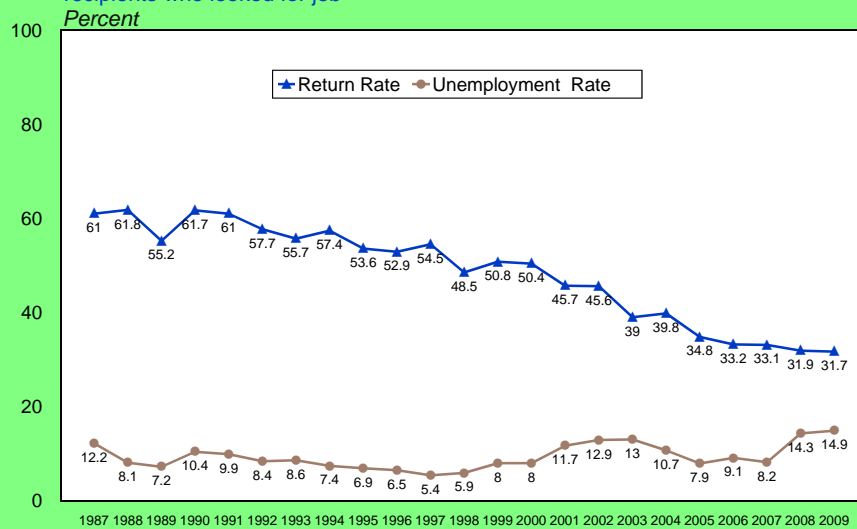
61. Student professional organizations attended while at university

	2002	2003	2005	2006	2007	2008	2009
AD Club	2.8%	2.2%	4.5%	4.5%	4.5%	5.4%	4.9%
American Advertising Federation	3.6%	3.9%	2.8%	2.3%	1.5%	2.4%	1.7%
Association of Women in Communication	1.6%	2.0%	1.3%	1.1%	0.5%	0.4%	0.7%
DI Gamma Kappa	0.7%	0.6%	0.5%	0.2%	0.5%	0.3%	0.2%
Kappa Tau Alpha	0.3%	0.6%	0.2%	0.2%	0.3%	0.3%	0.6%
Magazine Club	0.0%	0.0%	0.4%	0.3%	0.0%	0.1%	0.1%
National Association of Black Journalists	1.6%	1.5%	1.0%	1.0%	0.6%	1.5%	0.7%
National Broadcasting Society	1.3%	0.9%	0.6%	0.6%	0.4%	0.5%	0.6%
National Press Photographers Association	0.8%	0.6%	0.3%	0.4%	0.2%	0.4%	0.4%
Public Relations Student Society	13.5%	12.8%	16.0%	13.8%	12.9%	13.8%	12.2%
Radio Television News Directors Association	1.3%	1.2%	1.0%	1.0%	0.9%	1.3%	1.0%
Society of Professional Journalists	7.3%	5.8%	5.0%	6.7%	4.5%	5.0%	5.1%
Student Society for News Design	0.5%	0.1%	0.0%	0.1%	0.1%	0.0%	1.2%
N	2,794	2,684	2,412	2,290	2,112	2,360	2,534

Source: Annual Survey of Journalism & Mass Communication Graduates

Appendix Chart 1. Return rate and unemployment rate by year

Unemployment rate at time of survey completion for Bachelor's degree recipients who looked for job



Source: Annual Survey of Journalism and 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	2008	2009
CPI-U Cumulative from '85	1.670	1.705	1.758	1.807	1.883	1.934	2.015	1.989	2.028
Master Total									
Nominal salary/wk	\$579	\$615	\$630	\$635	\$712	\$731	\$769	\$731	\$750
Nominal salary/yr	\$30,120	\$32,000	\$32,760	\$33,000	\$37,000	\$38,000	\$40,000	\$38,000	\$39,000
Real Salary 85 \$	\$18,038	\$18,770	\$18,638	\$18,263	\$19,652	\$19,652	\$19,853	\$19,109	\$19,227
N	102	105	101	159	93	87	119	104	124
Bachelor Total									
Nominal salaries/wk	\$500	\$500	\$500	\$535	\$558	\$577	\$577	\$577	\$577
Nominal salary/yr	\$26,000	\$26,000	\$26,000	\$27,800	\$29,000	\$30,000	\$30,000	\$30,000	\$30,000
Real Salary 85 \$	\$15,571	\$15,251	\$14,792	\$15,386	\$15,403	\$15,515	\$14,890	\$15,086	\$14,790
N	1,749	1,695	1,585	1,995	1,586	1,572	1,398	1,357	1,312
Daily Newspapers									
Nominal salary/wk	\$498	\$481	\$490	\$500	\$538	\$520	\$538	\$560	\$520
Nominal salary/yr	\$25,896	\$25,000	\$25,480	\$26,000	\$28,000	\$27,040	\$28,000	\$29,120	\$27,040
Real Salary 85 \$	\$15,509	\$14,664	\$14,496	\$14,389	\$14,872	\$13,984	\$13,897	\$14,643	\$13,331
N	120	152	127	146	127	109	106	60	71
Weeklies									
Nominal salary/wk	\$462	\$423	\$462	\$462	\$480	\$475	\$516	\$500	\$480
Nominal salary/yr	\$24,000	\$22,000	\$24,000	\$24,000	\$24,980	\$24,700	\$26,850	\$26,000	\$24,969
Real Salary 85 \$	\$14,373	\$12,905	\$13,654	\$13,282	\$13,268	\$12,774	\$13,326	\$13,074	\$12,310
N	43	45	39	69	46	53	38	23	32
Radio									
Nominal salary/wk	\$481	\$462	\$462	\$442	\$500	\$519	\$481	\$587	\$558
Nominal salary/yr	\$25,000	\$24,000	\$24,000	\$23,000	\$26,000	\$27,000	\$25,000	\$30,500	\$29,000
Real Salary 85 \$	\$14,972	\$14,078	\$13,654	\$12,729	\$13,809	\$13,963	\$12,408	\$15,337	\$14,297
N	46	33	20	29	25	23	16	20	9
Television									
Nominal salary/wk	\$413	\$423	\$423	\$452	\$442	\$470	\$462	\$462	\$478
Nominal salary/yr	\$21,500	\$22,000	\$22,000	\$23,492	\$23,000	\$24,440	\$24,000	\$24,000	\$24,880
Real Salary 85 \$	\$12,876	\$12,905	\$12,517	\$13,001	\$12,216	\$12,640	\$11,912	\$12,069	\$12,266
N	117	115	112	132	103	103	111	86	96

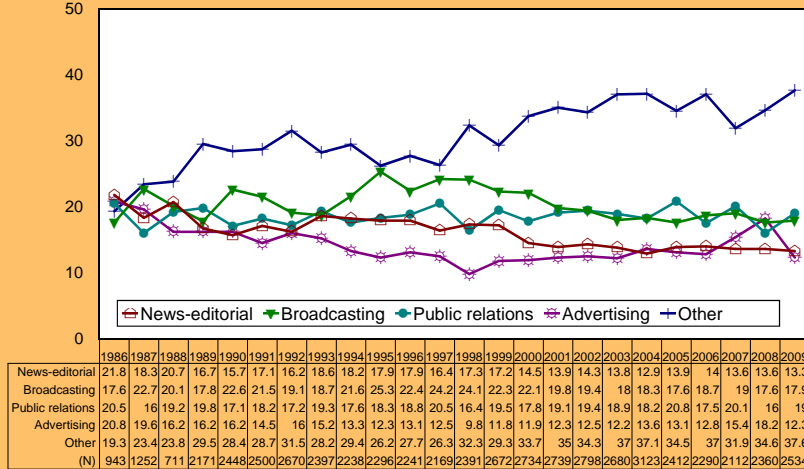
Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005	2006	2007	2008	2009
Cable Television									
Nominal salary/wk	\$538	\$548	\$538	\$577	\$548	\$580	\$563	\$650	\$510
Nominal salary/yr	\$28,000	\$28,500	\$28,000	\$30,000	\$28,500	\$30,160	\$29,300	\$33,800	\$26,500
Real Salary 85 \$	\$16,769	\$16,717	\$15,930	\$16,603	\$15,137	\$15,598	\$14,542	\$16,997	\$13,064
N	38	28	37	35	25	19	24	23	18
PR Agency/Dept									
Nominal salary/wk	\$534	\$519	\$538	\$548	\$577	\$577	\$615	\$596	\$596
Nominal salary/yr	\$27,750	\$27,000	\$28,000	\$28,500	\$30,000	\$30,000	\$32,000	\$31,000	\$31,000
Real Salary 85 \$	\$16,619	\$15,837	\$15,930	\$15,773	\$15,934	\$15,515	\$15,882	\$15,589	\$15,283
N	104	118	109	145	128	136	114	109	94
Ad Agency/Dept									
Nominal salary/wk	\$510	\$519	\$519	\$538	\$538	\$577	\$615	\$577	\$615
Nominal salary/yr	\$26,500	\$27,000	\$27,000	\$28,000	\$28,000	\$30,000	\$32,000	\$30,000	\$32,000
Real Salary 85 \$	\$15,871	\$15,837	\$15,361	\$15,496	\$14,872	\$15,515	\$15,882	\$15,086	\$15,776
N	124	99	114	161	153	124	134	119	115
Specialized Information									
Nominal salary/wk	\$577	\$551	\$519	\$538	\$587	\$596	\$615	\$587	\$615
Nominal salary/yr	\$30,000	\$28,655	\$27,000	\$28,000	\$30,500	\$31,000	\$32,000	\$30,500	\$32,000
Real Salary 85 \$	\$17,967	\$16,808	\$15,361	\$15,496	\$16,199	\$16,032	\$15,882	\$15,337	\$15,776
N	25	28	21	31	30	30	31	34	23
Magazine									
Nominal salary/wk									
Nominal salary/yr									
Real Salary 85 \$									
N									
Consumer Magazine									
Nominal salary/wk	\$500	\$526	\$481	\$519	\$558	\$538	\$615	\$538	\$587
Nominal salary/yr	\$26,000	\$27,350	\$25,000	\$27,000	\$29,000	\$28,000	\$32,000	\$28,000	\$30,500
Real Salary 85 \$	\$15,571	\$16,043	\$14,223	\$14,943	\$15,403	\$14,481	\$15,882	\$14,080	\$15,036
N	37	28	25	47	34	30	31	34	16
Online Publishing									
Nominal salary/wk	\$644	\$500	\$620	\$615	\$615	\$606	\$719	\$635	\$600
Nominal salary/yr	\$33,500	\$26,000	\$32,250	\$32,000	\$32,000	\$31,500	\$37,400	\$33,000	\$31,200
Real Salary 85 \$	\$20,063	\$15,251	\$18,348	\$17,710	\$16,996	\$16,291	\$18,562	\$16,594	\$15,382
N	13	7	8	13	21	24	17	23	19

S1. What they studied

Specialty within curriculum of Bachelor's degree recipients

Percent

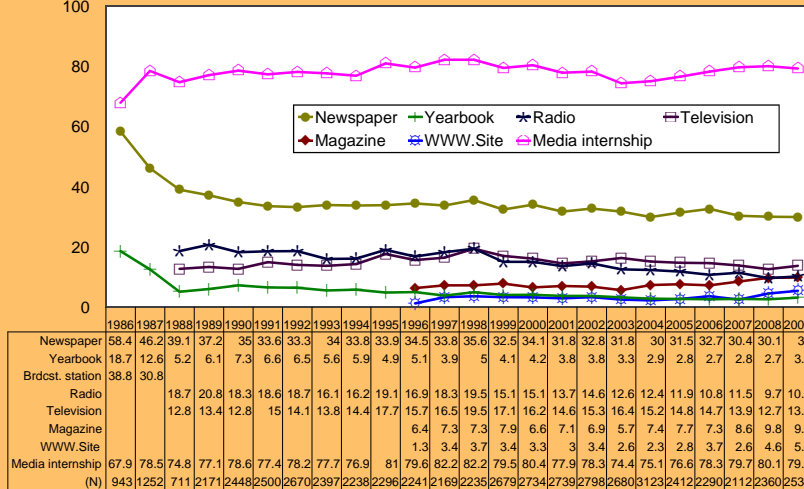


Source: Annual Survey of Journalism & Mass Communication Graduates

S2. Campus activities

Campus activities of Bachelor's degree recipients

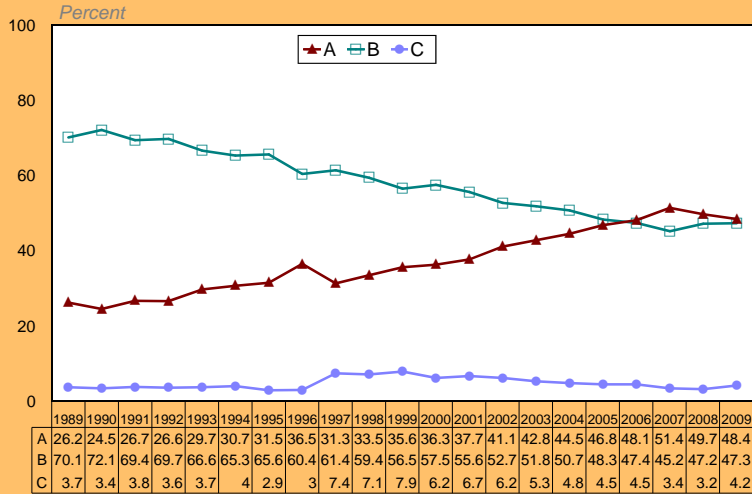
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

S3. Grade point averages

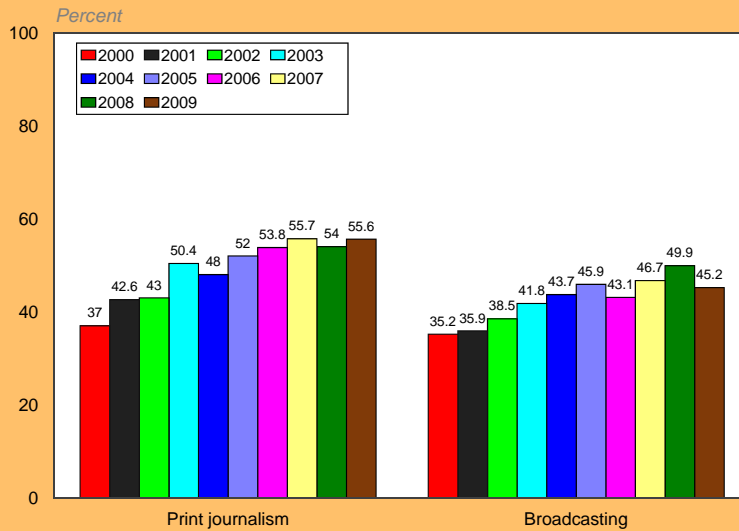
Final grades of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S4. Grades by major

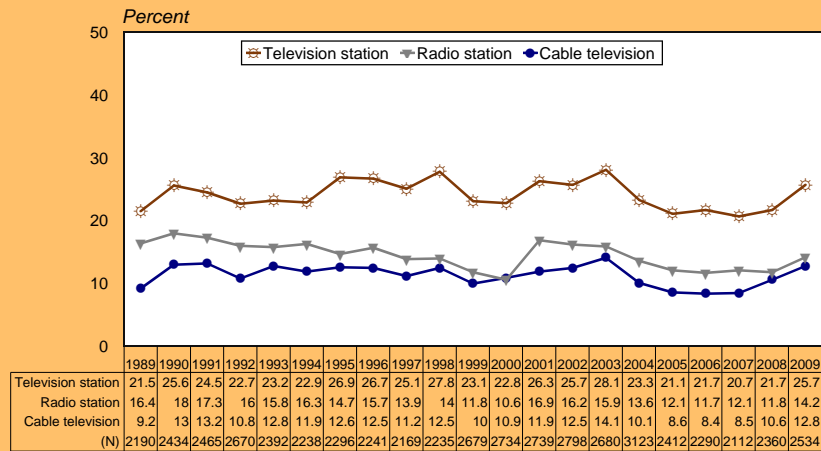
Final grades of Bachelor's degree recipients by major: percent with A or A-



Source: Annual Survey of Journalism & Mass Communication Graduates

S7. Seeking broadcast jobs

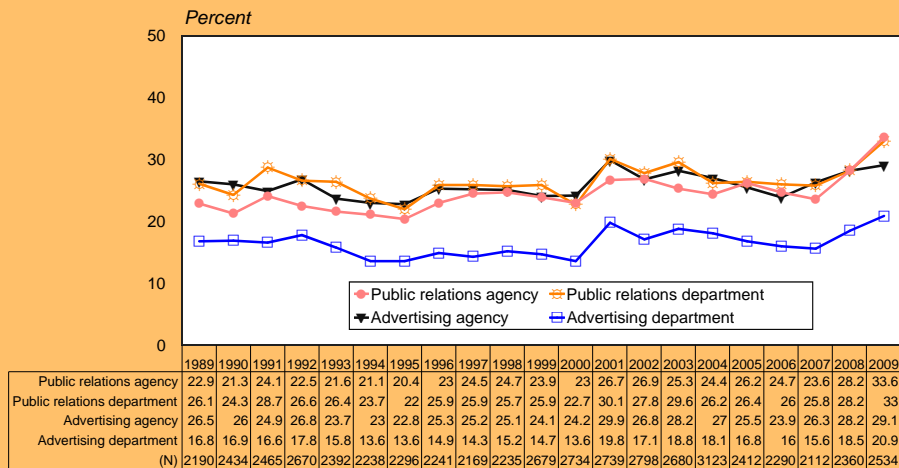
Jobs sought by Bachelor's degree recipients in the area of broadcasting.
Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S8. Seeking PR/advertising jobs

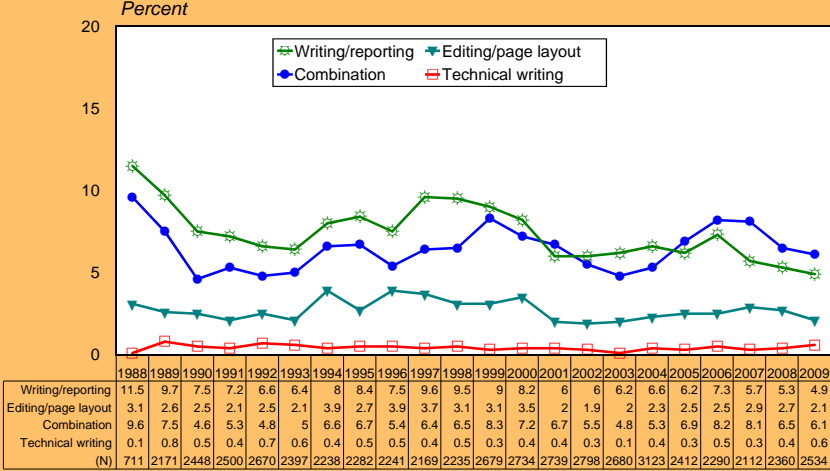
Jobs sought by Bachelor's degree recipients in the area of PR
and advertising. Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S9. News-editorial tasks

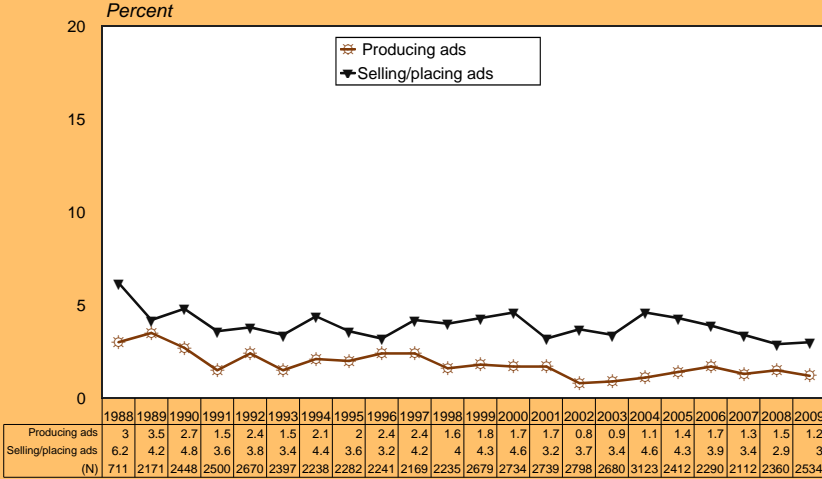
Bachelor's degree recipients' job tasks in the area of print journalism



Source: Annual Survey of Journalism & Mass Communication Graduates

S10. Advertising tasks

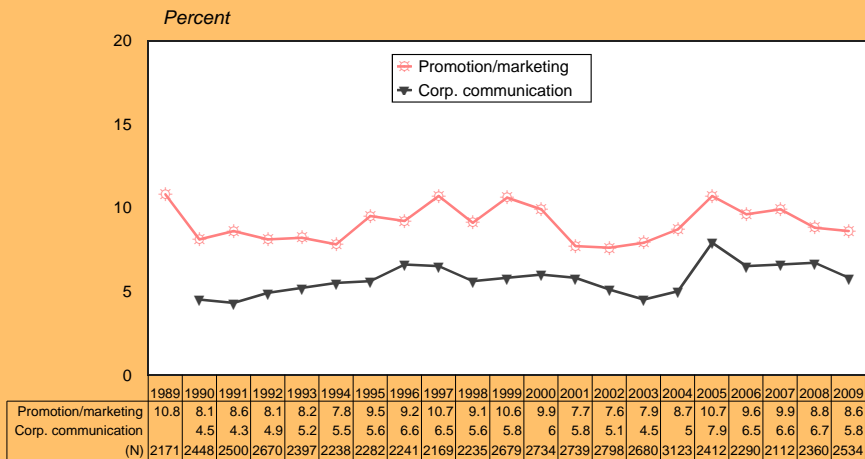
Bachelor's degree recipients' job tasks in the area of advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

S11. Corporate communication tasks

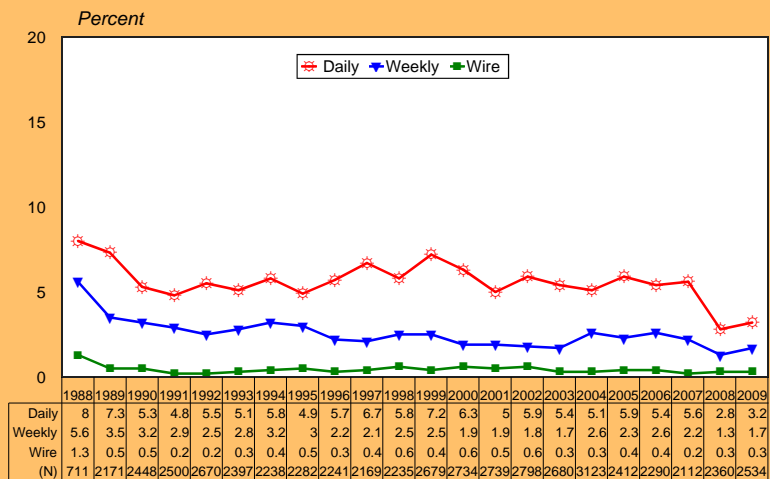
Bachelor's degree recipients' job tasks in the area of corporate marketing and communication



Source: Annual Survey of Journalism & Mass Communication Graduates

S12. Newspaper work

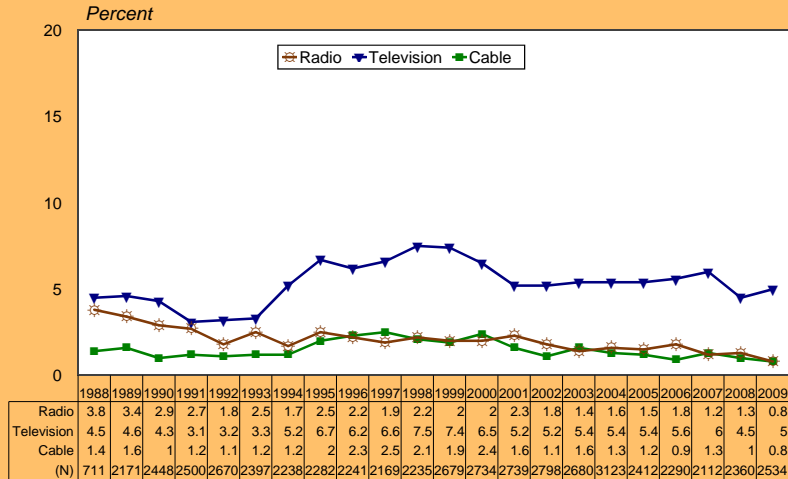
Bachelor's degree recipients working in newspaper jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S13. Telecommunication work

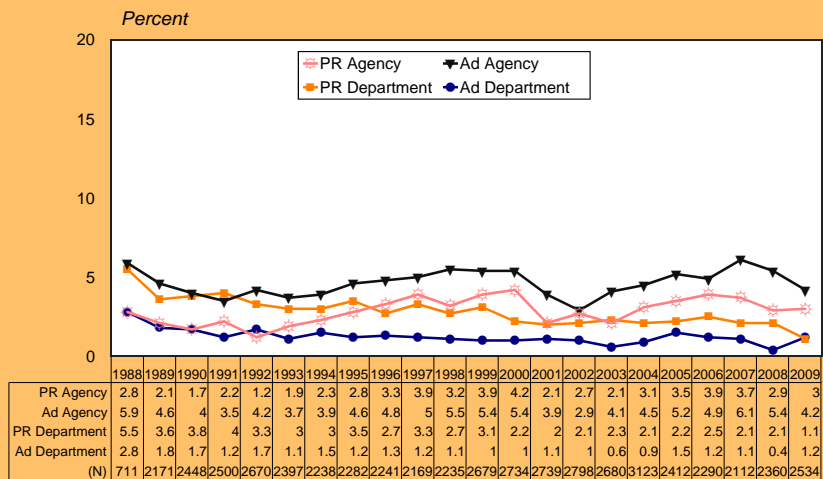
Bachelor's degree recipients working in telecommunications jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S14. PR and advertising work

Bachelor's degree recipients working in public relations and advertising

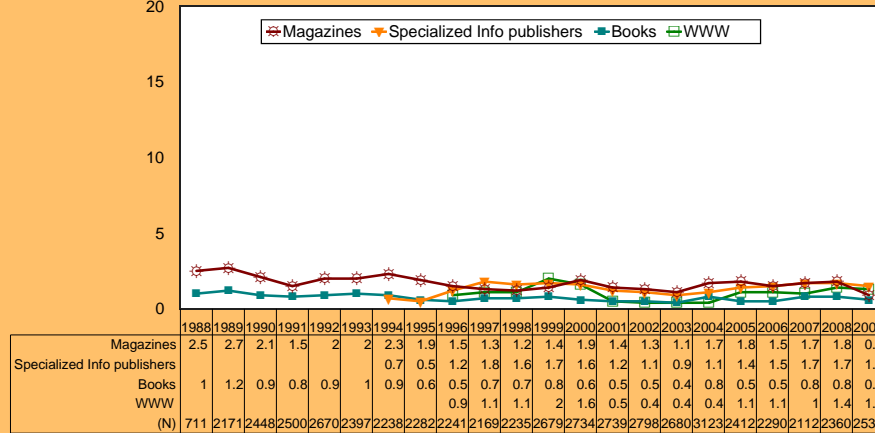


Source: Annual Survey of Journalism & Mass Communication Graduates

S15. Other communication work

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

Percent

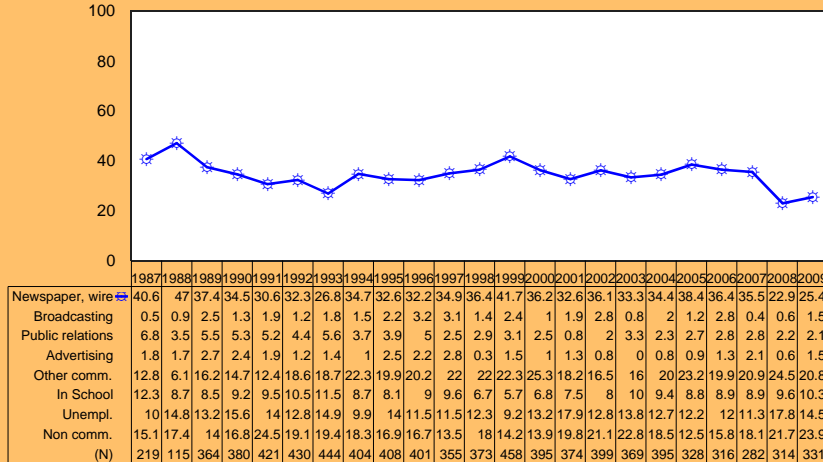


Source: Annual Survey of Journalism & Mass Communication Graduates

S16. Hiring news students

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

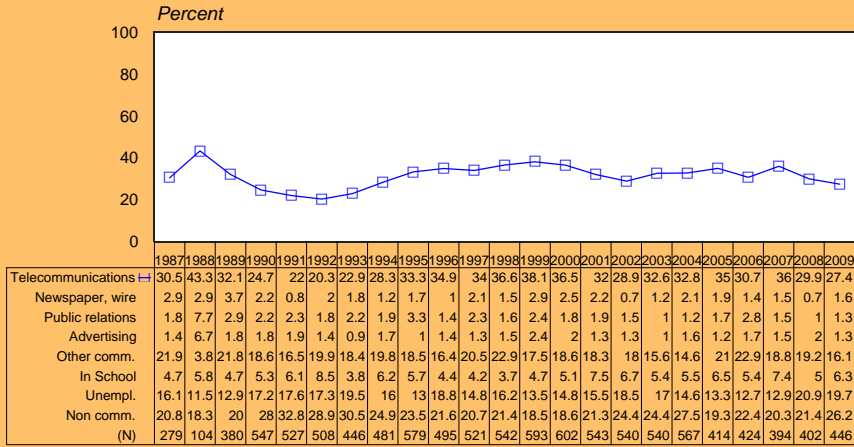
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

S17. Hiring broadcast students

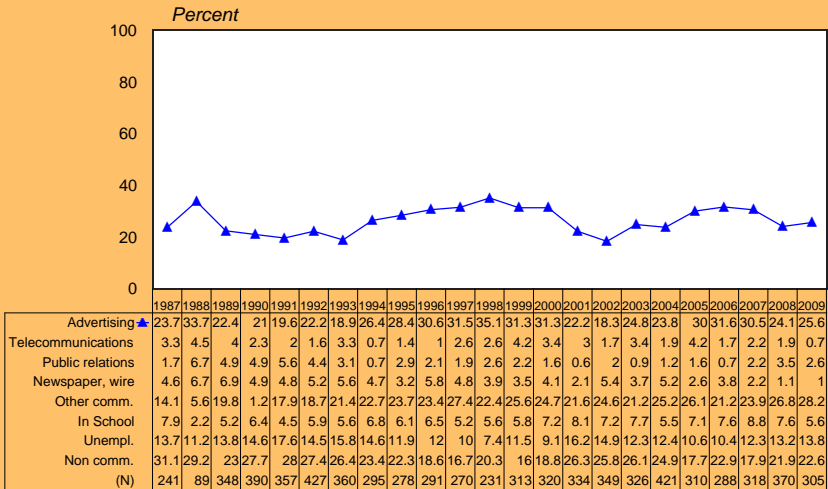
Students with an emphasis in telecommunications who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S18. Hiring advertising students

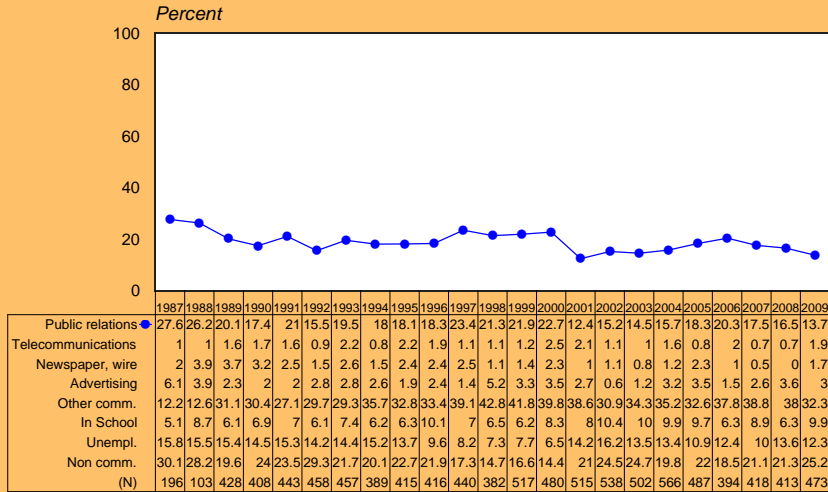
Students with an advertising emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S19. Hiring PR students

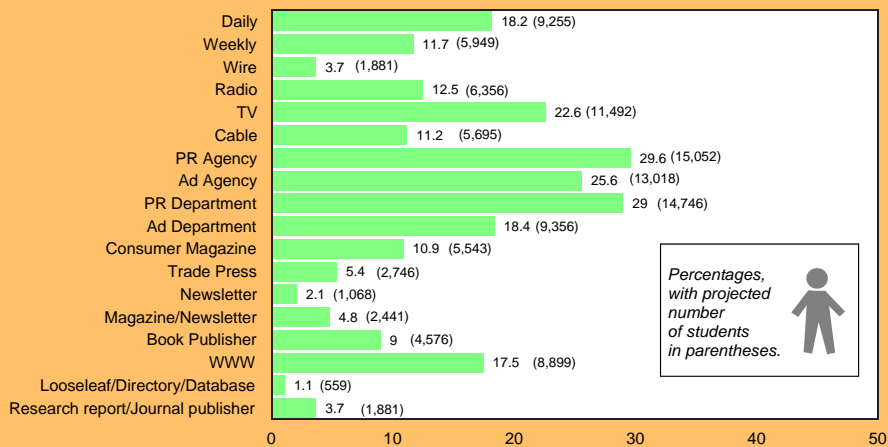
Students with a public relations emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S20. Where grads seek work

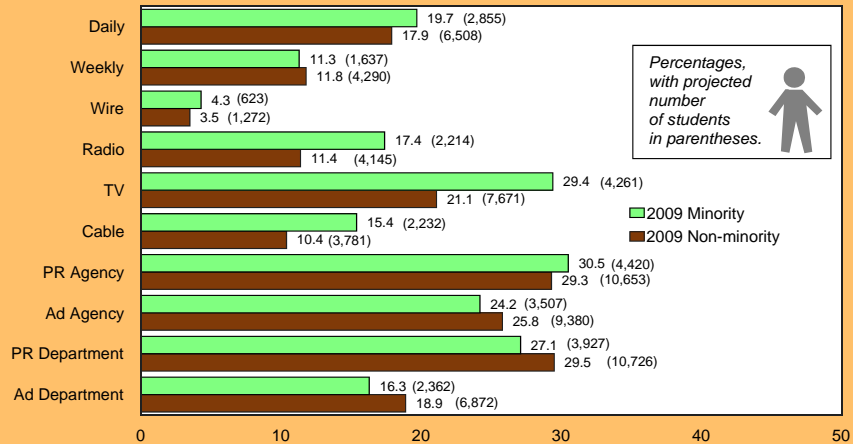
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2009



Source: Annual Survey of Journalism & Mass Communication Graduates

S21. Minorities and job seeking I

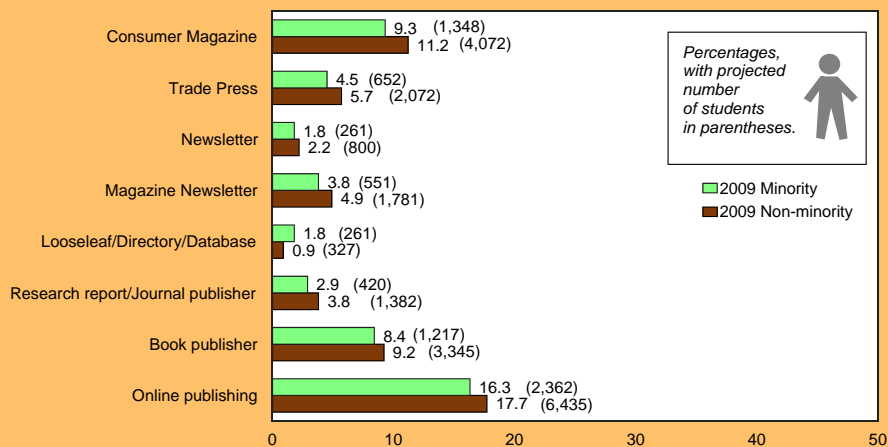
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2009



Source: Annual Survey of Journalism & Mass Communication Graduates

S22. Minorities and job seeking II

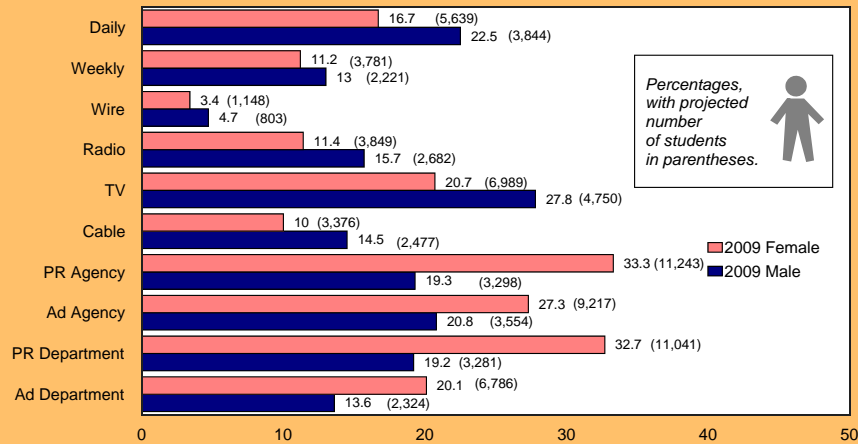
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2009



Source: Annual Survey of Journalism & Mass Communication Graduates

S23. Gender and job seeking I

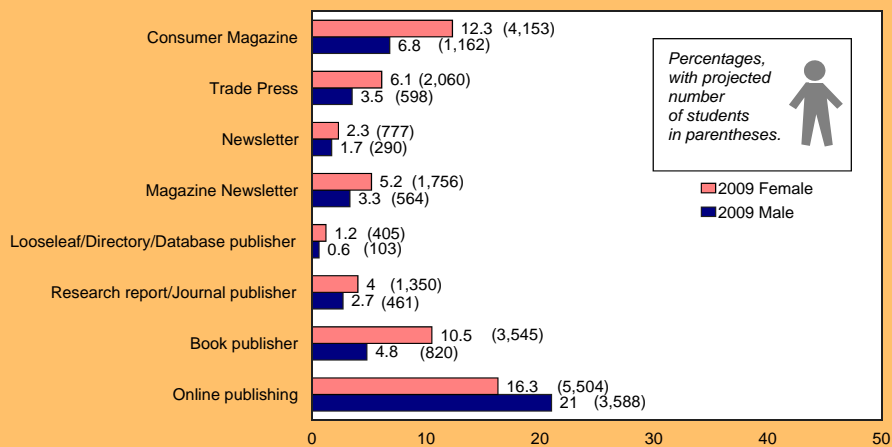
Types of jobs sought by journalism and mass communication
Bachelor's degree recipients in 2009



Source: Annual Survey of Journalism & Mass Communication Graduates

S24. Gender and job seeking II

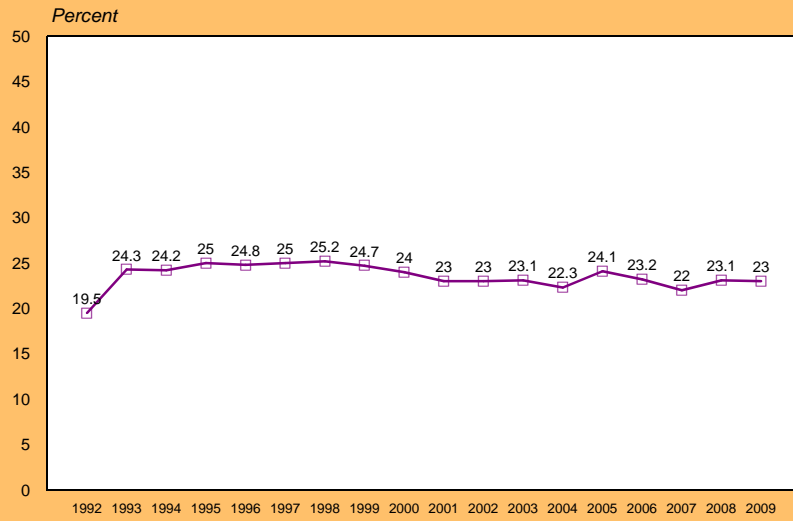
Types of jobs sought by journalism and mass communication
Bachelor's degree recipients in 2009



Source: Annual Survey of Journalism & Mass Communication Graduates

S25. Overtime without pay

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



Source: Annual Survey of Journalism & Mass Communication Graduates