2010
Annual Survey of Journalism
&
Mass Communication Graduates

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Executive Summary

- Those receiving bachelor's degrees from journalism and mass communication programs in the spring of 2010 were more likely than were graduates a year earlier to leave their studies with at least one job offer of some sort available to them.

- The level of employment on the benchmark date of Oct. 31, 2010, inched up for the 2010 graduates, with 49.8% of the bachelor's degree recipients reporting having a full-time job.

- The 2010 bachelor's degree recipients reported a full-time employment level of 58.2% at the time they returned the survey instrument, just slightly higher than the 55.5% figure reported by graduates a year earlier.

- The level of unemployment for those who earned a bachelor's degree from journalism and mass communication programs in 2010 was just slightly lower than was true for graduates in the comparable cohort of those 20-24 years old.

- The percentage of journalism and mass communication bachelor's degree recipients who found a full-time job in communications increased slightly in 2010 over 2009.

- Those who received a master's degree from journalism and mass communication programs around the country also saw modest improvements in levels of employment.

- Women continue to have more success in the labor market than do men, and minorities continue to have much more difficulty finding work than do those who are not classified as racial or ethnic minorities.

- Salaries for journalism and mass communication graduates are flat and have been so for five years. Benefits offered also are stagnant.

- The majority of 2010 bachelor's degree recipients said they had the skill when they completed their studies to write for the web, edit for the web, use still photography on the web, adapt to the digital environment generally, and use the social media professionally.

- Half the bachelor's degree recipients said they lacked some skill they needed for the job market, with web skills of various types dominating the list of needed skills.

The job market for graduates of journalism and mass communication programs around the country showed signs of improvement in 2010 and the first half of 2011, though the improvements are tentative and the market has not yet returned even to the level of two years ago.

The 2010 graduates were more likely than graduates of 2009 to report having at least one job offer on graduation, more likely to report being employed at the benchmark date of the end of October of last year, and more likely to hold a full-time job six to eight months after completing university studies. The jobs the graduates held were more likely to be in the field of communication in 2010 than they were in 2009.

The median salary reported by the 2010 graduates showed no sign of improvement compared with a year earlier. In fact, the median salary earned by the 2010 graduates of $30,000 is exactly the same as the median salary reported in 2006, the last year that salaries improved over the year before. Given the impact of inflation, graduates in 2010 reported salaries with significantly less purchasing power than did graduates in 2006. The 2010 graduates reported receiving other benefits roughly comparable to what graduates reported receiving a year ago.

Graduates in 2010 who found jobs were a bit more likely to report those jobs matched their goals and to be satisfied with the jobs overall than were graduates a year earlier. A clear majority of the graduates reported they had been prepared for today's job market by their courses, but large percentages did not report obtaining skills that now seem important for those seeking jobs in the changing communication occupations.

Evidence of a Slight Recovery

Those receiving bachelor's degrees from journalism and mass communication programs in the spring of 2010 were more likely than were graduates a year earlier to leave their studies with at least one job offer of some sort available to them. The change was modest, but the direction was unmistakable. In 2010, 68.5% of the graduates reported they had at least one job offer, compared with 61.9% a year earlier **(Chart 1)**. In 2008, 71.5% of the bachelor's degree recipients reported having at least one job offer, and in 2000 that figure had been 82.4%. The graduates in 2010 had, on average, 1.2 job offers when they left the university, compared with 1.1 a year earlier.

Of those graduates who looked for work, only a small number had no interviews. In 2010, that figure was 5.9%, a figure unchanged from a year earlier **(Chart 2)**. Only 3.5% of the graduates in 2010 had only a telephone interview, and 90.6% had at least one in-person interview.

The level of full-time employment on the benchmark date of Oct. 31, 2010, inched up for the 2010 graduates. At that point, 49.8% of the bachelor's degree recipients reported having a full-time job **(Chart 3)**. That figure had been 46.2% a year earlier but 63.3% as recently as 2007. If only those graduates who

looked for work are used in the calculation, the level of full-time employment on Oct. 31 was 58.0% for 2010 graduates, up slightly but significantly from the 54.1% figure of a year earlier **(Chart 4)**. The Oct. 31 date is used as a reference point to allow for comparisons regardless of when the graduates returned the survey. The graduate survey is put into the field on Nov. 1 each year.

Graduates also are asked to report their employment status at the time they return the survey instrument, which can vary across the field dates. Not all surveys go into the field on Nov. 1, and not all graduates respond to the initial request for participation. The 2010 bachelor's degree recipients reported a full-time employment level of 58.2%, just slightly higher than the 55.5% figure reported by graduates a year earlier **(Chart 5)**. This chart also presents the overall level of employment back to 1986 and shows that, despite the improvement in the labor market, the level of full-time employment for 2010 graduates in the roughly six to eight months after graduation was lower than at any time back to 1986 except for in 2009. The market recovery has been slight, and the market remains very depressed in light of levels of employment in the 1998-2000 period.

The slight improvement in the labor market in 2010 and 2011 was anticipated in the data from the 2009 graduate survey. Graduates returning the survey early in 2010 reported higher levels of employment than did graduates who had returned the survey in 2009 **(Chart 6)**. The comparable data for the 2010 graduates is not as encouraging. It shows that the level of employment has been relatively constant since the first of the year. Graduates returning the survey late in 2010 showed employment levels even lower than were reported by graduates at the beginning of the year. Such a finding isn't so surprising, as new graduates flood the market in the spring of the year. But the 2010 graduates reporting on their level of employment in March, April and May of 2011 were no more likely to have a full-time job than graduates who reported in those same months a year earlier.

The journalism and mass communication labor market is part of a larger labor market, and the journalism and mass communication component historically has reflected the characteristics of that larger market. The level of unemployment for those who earned a bachelor's degree from journalism and mass communication programs in 2010 was just slightly lower across the Nov. 1 to May 31 period than was true for persons in the comparable cohort of those 20-24 years old **(Chart 7)**. That also was true a year earlier. The unemployment rate for the total U.S. labor force for persons 16 years old and older is considerably lower, though the pattern across time is the same.

Of those bachelor's degree recipients with a full-time job, the vast majority were in permanent positions **(Chart 8)**. The figure of 88.7% has not changed much in recent years, with the exception of 2008. The percent of those with a part-time job that is permanent was 41.0 in 2010, or roughly the same as was true a year earlier. One in five of those with a full-time job also were doing free-lance work, and nearly four in 10 of those with a part-time job were doing freelance work.

The percentage of journalism and mass communication bachelor's degree recipients who actually found a full-time job in communications increased slightly in 2010 over 2009 **(Chart 9)**. The gain of less

than four points was small but statistically significant, meaning it is unlikely to be attributable to chance fluctuation associated with sampling. The finding provides further evidence that the job market for 2010 graduates was better than a year earlier, but the degree of improvement is modest at best.

The improvements in the job market were not even. Those graduates who had specialized in news-editorial journalism–the traditional print base of journalism and mass communication education–actually experienced a decline in the level of full-time employment in 2010 compared with a year earlier **(Chart 10)**. The drop was dramatic–by 8 percentage points–and is unlikely to be a chance fluctuation. The finding that only half of the bachelor's degree recipients with this specialization found a full-time job six to eight months after graduation is unprecedented, the chart shows. The job market for bachelor's degree recipients with telecommunications as a speciality was statistically comparable in 2010 to what had been the case a year earlier **(Chart 11)**. Only about half of those graduates also had been able to find work six to eight months from the time they left the university. In contrast, graduates who had been in an advertising major were considerably more likely in 2010 to find a full-time job than had been true in 2009, and the 71.9% figure is much higher than for telecommunications and print students and at the level of employment of most of the last decade **(Chart 12)**. Graduates who had concentrated in public relations had about the same level of success in the job market in 2010 as did those with this same concentration in the 2009 class **(Chart 13)**. Clearly it was better to be an advertising or public relations graduate in 2010 than a graduate in print journalism or telecommunications.

Women also did better in the 2010 job market than did men **(Chart 14)**. Women are more likely to specialize in advertising and public relations than are men, so the difference is easily explained through those interests. The gap has been consistent across time. Minority graduates in 2010 once again had a more difficult time in the job market than did graduates who were not members of racial and ethnic minorities **(Chart 15)**. The gap in 2010 of 17.1% is the largest ever recorded in the survey. Further evidence of the difficulty of minority graduates in the 2010-2011 labor market is shown in **Chart 16**. Those bachelor's degree recipients who are members of racial or ethnic minority groups and found a job were much less likely to have found that job in communication than were those bachelor's degree recipients who were not members of minority groups. This gap also is large by historical standards.

Two-third of the bachelor's degree recipients who found work in communication were involved with writing and editing for the web, up from a year earlier, and more than one in five were designing and building web sites, roughly the same as a year earlier **(Chart 17)**. Eight in 10 of the graduates with a communication job are researching materials using the web, and more than half are using social network sites in their jobs **(Charts 18 & 19)**. The latter figure is a sharp increase from a year earlier. For the most part, web work was more prominent with 2010 graduates than it had been with those who graduated in 2009. Almost regardless of employer type, writing and editing for the web is a prominent part of the work landscape **(Charts 20 & 21)**. Only among those graduates who found communication work with a

nonmedia company were fewer than half doing this type of work. Researching materials using the web is nearly universal, regardless of employer type **(Charts 22 & 23)**.

In 2010, bachelor's degree recipients who found work in communication also were more likely to be using a variety of communication technologies than were graduates a year earlier **(Charts 24 & 25)**. They were more likely to doing non-linear editing, photo imaging, using a video camera, and producing content for mobile devices. All of the differences are small, but the overall pattern is clear enough. In general, graduates in 2010 were about as likely as graduates a year earlier to be working a 40-hour-week **(Chart 26)**.

More than nine of 10 of the degrees offered by journalism and mass communication programs around the country are offered to students completing undergraduate programs. Those students who earn master's degrees compete in the same job market, and, in general, have more success, reflecting their added training and, quite often, years of relevant experience. In 2010, 67.5% of the master's degree recipients reported leaving the university with at least one job offer, up from 58.9% a year earlier **(Chart 27)**. On average, these graduates had 1.2 job offers available to them. In this regard, the master's students were comparable to the bachelor's degree recipients **(Chart 1)**. Of the master's degree recipients, 57.4% had a full-time job on the benchmark date of Oct. 31, 2010, roughly the same as a year before **(Chart 28)**. The comparable figure for bachelor's degree recipients was 49.8% **(Chart 3)**. The rate of full-time employment jumps to 66.3% when only those who had looked for work were used in the calculation **(Chart 29)**. The figure for bachelor's degree recipients was 58.0% **(Chart 4)**. When the master's degree recipients returned the questionnaire, 63.8% of the held a full-time job **(Chart 30)**, compared with the figure of 58.2% for bachelor's degree recipients **(Chart 5)**. Because of the relatively small number of cases for the master's degree recipients, it is hard to determine if the 2010 figure represents much improvement over a year earlier, but the pattern certainly is supportive of that conclusion. As with the bachelor's degree recipients, however, any improvement has been modest at best.

Salaries, Benefits Stagnant

For the fifth straight year, the median salary earned by those journalism and mass communication bachelor's degree recipients who found full-time work was $30,000 **(Chart 31)**. The median salary earned by master's degree recipients was $36,200, a decline of nearly $3,000 from a year earlier.

These are nominal figures. If the salaries are adjusted for inflation, bachelor's degree recipients reported a median salary that was $500 lower than a year earlier and more than $2,000 lower than comparable graduates earned in 2000. For master's degree recipients, the 2010 median salary was roughly $1,500 less than master's degree recipients earned in 2000.

Comparable data on other fields are not available. The National Association of Colleges and Employers (NACE) reported in September of 2010 that the average annual starting salary offer to all college graduates had declined 0.7% over a year earlier, to $48,288. 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 petroleum engineering graduates received the top offers with an average of $77,278. NACE does not track separately journalism and mass communication recruiting offers. NACE does not report data on job offers to master's degree recipients.

The median salary earned by 2010 bachelor's degree recipients who found full-time work in the daily newspaper industry was just less than $500 above what graduates earned a year earlier **(Chart 32)**. The increase did not keep up with inflation. Bachelor's degree recipients who found work at a weekly newspaper earned, on average, just less than $25,000, or the same as a year ago and $2,500 less than graduates at daily newspapers **(Chart 33)**.

Salaries earned by bachelor's degree recipients who found full-time work in radio were down again in 2010, to $27,000 **(Chart 34)**. Radio salaries reported by the bachelor's degree recipients with full-time jobs have decreased markedly from 2008 and are returning to the low levels of earlier years. In television, salaries actually showed an increase for the second year in a row **(Chart 35)**.

The average salary for a 2010 bachelor's degree recipient who found a job in advertising was down from a year before **(Chart 36)**. Graduates who found a full-time job in public relations reported a median annual salary of $32,000, up $1,000 from what 2009 graduates reported **(Chart 37)**.

Salaries earned by bachelor's degree recipients with full-time jobs in the daily newspaper industry, the weekly newspaper industry, radio and broadcast television all were below the median earned by bachelor's degree recipients with full-time jobs overall **(Chart 38)**. Graduates who found jobs in cable, advertising, public relations, specialized publishing and with online publishers all were above the median, with graduates having jobs in cable and online publishing doing particularly well. Magazine jobs paid at the median. Graduates who found work in what they called a communication job but with an employer they said was not part of the media field earned, on average, $27,300, or considerably below the median, but just below the median salary reported by graduates with jobs in the daily newspaper industry. Across time, graduates who found work in television and at weeklies have received the lowest salaries.

The median annual salary reported by bachelor's degree recipients in the Northeast was $33,000, compared with the median salary reported in the West of $31,200 and $30,000 in both the Midwest and the South **(Chart 39)**. As in the past, only a small percentage of the 2010 graduates reported being a member of a labor union **(Chart 40)**. Overall, the figure was 2.2%, and it was just 2.4% of those with a full-time job. The median salary for those bachelor's degree recipients with a full-time job and who were union members in 2010 was $38,000, or $8,000 more than for those who were not union members **(Chart 41)**! The gap has been persistent across time, but it was larger in 2010 than has been the case in any year for which union membership was measured.

In 2010, 332 of the bachelor's degree recipients and 57 of the master's degree recipients reported income from freelance work on other self-employment outside the regular job. The median salary earned by the bachelor's degree recipients for this extra work was $2,956, while it was $3,900 for master's degree recipients **(Chart 42)**. The question was included in the survey for the first time in 2010.

Benefits offered to 2010 graduates remained largely stagnant compared with a year earlier. Graduates are asked to report on a list of nine benefits and indicate whether the employer pays for the benefit entirely or whether the employer pays only part of the costs of the benefit **(Charts 43-51)**. 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. In 2010, 18.2% of the bachelor's degree recipients with full-time jobs reported that the employer paid all of the basic medical coverage offered, while 37.6% reported that the benefit was offered but the employer paid only part. That means that 55.8% of the bachelor's degree recipients had at least some employer contribution to this benefit, compared with 57.6% a year earlier. Major medical coverage also showed a slight drop, as did prescription drug coverage. Disability and dental benefits were largely unchanged, as was true for life insurance, maternity/paternity coverage, and child care. Retirement benefits were nearly the same in 2010 as a year earlier as well.

The 2010 graduates had less compensation by way of salary, in terms of real purchasing dollars, and benefits that were largely the same as 2009 graduates received.

Worker Attitudes

In 2010, bachelor's degree recipients were more likely to report they had taken the job they had because it was what they wanted to do and less likely to report taking the job because it was the only one available than had been true a year earlier **(Chart 52)**. The responses reversed the trend from 2007 but hardly returned to the 2007 levels. Job satisfaction also showed modest improvement **(Chart 53)**. 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 12.0% of the 2010 graduates with a part-time job reported being "very satisfied" with the position held. Those bachelor's degree recipients who found full-time jobs had just slightly higher levels of commitment to those jobs than did graduates in 2009 **(Chart 55)**. In 2010, 81.4% of the graduates said there were very or moderately committed to the jobs they held. That figure had been 77.7% for 2009 graduates.

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 has been largely unchanged since 2007**(Chart 54)**. Two-thirds of the graduates remained content with their chosen field of study, while

one in three of the graduates wished he or she had chosen a different field. Another question, new to the 2010 survey, showed that 58.7% of the 2010 bachelor's degree recipients felt that their college coursework had adequately prepared them for today's job market **(Chart 56)**. A quarter did not feel this way.

The majority of 2010 bachelor's degree recipients said they had the skill when they completed their studies to write for the web, edit for the web, use still photography on the web, adapt to the digital environment generally, and use the social media professionally. This conclusion is based on responses the graduates provided to another new item on the 2010 survey that asked the graduates to indicate what skills they had when they graduated **(Charts 57 & 58)**. Use of social media professionally and writing for the web were the skills listed most frequently, but still only by seven in 10 of the graduates. Only small percentages of the graduates reported they had learned how to do animation on the web, produce content for mobile devices generally or produce advertisements for mobile devices.

A follow-up question on the survey instrument asked the graduates to list skills, if any, they thought they were missing. A total of 1,145 of the bachelor's degree recipients took advantage of the opportunity to list a skill they had not acquired. A reading of these responses indicates that more than three of 10 dealt with the web specifically **(Chart 59)**. "I wish I would have taken more web courses that showed me how to create web pages," one of the students wrote. Many of the skills listed, such as knowledge of HTML, programming and social media, are part of the web environment. Others, such as graphic design and photo editing, have strong web connections. Many of the respondents made reference back to the skills listed in the earlier question. Not all of those listed skills were tied to the web, but most were. It is possible that the list primed the graduates to list web skills in the follow-up question. Even with that, the responses indicate that the graduates who felt they lacked skills were very likely to indicate those skills were ones they needed to be successful in the web world of communications.

Media Use

Fewer than half of the 2010 bachelor's degree recipients reported reading a newspaper the day before completing the survey, and only about a half reported reading a magazine or reading a book **(Chart 60)**. Those figures were nearly the same in the last three years.

The 2010 graduates were more likely to report watching television news yesterday, but that percentage is down from even three years ago **(Chart 61)**. Only four in 10 listened to radio news. Three quarters of the graduates reported viewing news online the day before. That figure is basically unchanged from a year earlier. The 2010 graduates were considerably more likely than graduates in any previous years to report they got news from a mobile device the day before completing the survey. This is now a source of news for the graduates roughly at the same level as radio.

About half of the 2010 graduates reported reading at least one blog the day before the survey, a ratio comparable to a year earlier **(Chart 62)**. More than nine in 10 of the 2010 graduates reported checking at least one social network site the day before they returned the survey form. That figure is nearing its natural ceiling. Use of video on YouTube or other video sharing sites increased sharply in 2010, with one in seven of the graduates reporting this behavior. That puts YouTube or equivalent viewing at the same level as watching television news.

Levels of participation in campus professional organizations were much the same for 2010 bachelor's degree recipients as had been the case in 2009 **(Chart 63)**. In fact, there has been little change in affiliation with these organizations for half a decade. In 2010, 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 were once again the next most popular organizations.

Closing Comments

The job market for 2010 graduates of the nation's journalism and mass communication programs was better than the market that 2009 graduates entered a year earlier, but only by a small amount. The reversal of the decline in the market is the good news. The slight level of improvement is the bad.

The historical pattern for the labor market for U.S. journalism and mass communication graduates is in evidence in many of the charts in this report. **Chart 5** shows the picture most clearly, for the measure has been used in the survey back to 1986. That chart makes it clear that the market has not been static over time. Employment declined in the early 1990s before recovering at the end of that decade. It then declined again and was in the process of recovery when the worldwide financial crisis hit in 2008. Other charts document this same pattern consistently.

What was striking about the downturn after 2008 was its severity. The level of full-time employment dropped 10 percentage points from 2007 to 2008 and another five percentage points the following year. That level of decline was unprecedented. Only 55.5% of the graduates in 2009 had a full-time job six to eight months after graduation. That was 20 percentage points lower than the level of full-time employment in 1999 and 2000.

The fate of journalism and mass communication graduates as they enter the labor market has always mirrored the fate of others in the same age cohort also seeking jobs, as **Chart 7** illustrates clearly. But journalism and mass communication graduates actually reported higher levels of unemployment in the 2000 to 2004 period, reversing the trend from the previous decade of lower unemployment rates than the age cohort. In recent years, the two unemployment rates have closely matched.

In 2010, the journalism and mass communication graduates reported a slightly lower level of unemployment than was true for the age cohort. And the overall level of employment for journalism and mass communication graduates has improved, if only slightly, for the first time since 2005. The optimistic view is that the experience of the 2010 graduates indicates that the field is on the way to recovery.

Any optimism must be tempered, however, for two reasons. First, there is no evidence of continued improvement during the last months of the 2011 period, as indicated in **Chart 6**. So the new 2011 graduates enter the market when it is now showing signs it can absorb them. The second cautionary note is in **Chart 31**. The median salary reported by bachelor's degree recipients is 2010 is identical to the median salary reported by bachelor's degree recipients each year back to 2006. Given the effects of inflation, graduates in 2010 were actually receiving $1,250 less in 2010 than were graduates in 2006. And the salary earned by graduates in 2010 is the same as the salary earned by graduates in 1987 once the effects of inflation are removed. The field had seen some real gains in terms of salaries in the late 1990s, but those gains are now entirely gone. The graduates also have seen an erosion of benefits paid for and available to them during this time as well.

The technologies of communications are a dominant and vibrant part of the U.S. culture and economy, and they have become more dominant and more vibrant over the last 20 years. Despite that, the labor market served by university programs in the journalism and mass communication segment remains mired in a deep depression, and those who do find work are compensated at levels that do not reflect the dominance and vibrancy of technological change.

The slight good news about the experiences of the 2010 graduates of journalism and mass communication programs certainly needs to be tempered by a reflection on the disconnect between the revolution in communication technologies and the slow levels of change in at least the journalism and mass communication component of the communication labor market.

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 in the James M. Cox Jr. Center for International Mass Communication Training and Research at the Grady College of Journalism and Mass Communication, 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 and available online. 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 2010, 83 schools were drawn from the 481 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 2010 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 2011. A third mailing was sent in March 2011 to graduates who had not responded to the first two mailings. For the 37 programs that had provided email addresses, the third mailing was supplemented by an email message as well. Few of those 37 schools provided email addresses for all of their graduates. One of the 37 schools provided only email addresses, and these addresses were used for all three mailings. The graduates could either return the mailed instrument in a self-addressed, postage-paid envelope, or complete the instrument online. All graduates were given a unique password for access to the web survey and could use it only once. The respondents also were told they could win an iPod 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 2010, the survey was mailed to 9,737 individuals whose names and addresses were provided by the administrators of the 83 programs. A total of 2,699 returned the questionnaires by the end of May of 2010. Of the returns, 2,442 were from students who reported they actually had completed their degrees during the April to June 2010 period. The remaining 257 had completed their degrees either before or after the specified period, despite their inclusion in the spring graduation lists. A total of 534 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the

number of questionnaires returned divided by the number mailed, was 27.7%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 29.3%.[1]

Return rates by school varied widely, as in the past, from 0.0% to 60.0%. These figures are those computed with bad addresses removed. Those 50 programs that provided a cover letter of endorsement from their own university dean or department head had a higher average return rate (33.3% with bad addresses removed) compared with those that did not provide a cover letter (20.5%). If the single school that provided only email addresses is removed from the second group, the difference is between 33.3% and 21.0%.The email message at the time of the third mailing also resulted in higher return rates. The average return rate for the 37 schools for whom email addresses were used with third mailing was 30.4%, compared with the 31.7% for the schools for which no email was used. If the school that did not provide postal addresses is removed from the first group, the average return rate for the schools for which email addresses were available was 31.3%. With these two factors (cover letter and email address) combined the return rates are as follows: both cover letter and email addresses (n=22), 35.2%; cover letter but no email addresses (n=30), 32.5%; email addresses but no cover letter (n=17), 25.2%; neither cover letter nor email addresses (n=16), 28.3%. If the one school that did not provide postal addresses is removed from the second to last group, the return rate for the group was 26.8%. In sum, email addresses contributed positively to return rate only if the school also had provided a cover letter.

Of the 2,442 usable surveys, 729, or 29.9%, were completed online. Graduates in 2003 and from 2006 to 2009 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. The percentages for the subsequent years were: 2006, 13.8% ; 2007, 24.4%; 2008, 24.2%; and 2009, 28.0%.[2]

Of the 2,442 usable questionnaires, 2,254 (92.2%) were from bachelor's degree recipients and 188 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 51,550 students who earned bachelor's degrees and the 5,440 students who earned master's degrees in academic year 2009-2010 from the 481 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 2010 undergraduate data is 2.1%. Sample error terms for earlier surveys were: 1.8% (2004), 1.9% (1999-2003), 2.0% (1990-1995, 2005, 2008, 2009), 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,

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[1]The return rates in 2009 were 29.8% and 31.7%. In general, return rates have been declining for this and other surveys across time. The rates are shown in Appendix Chart 1.

[2]In 2010, 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 29.9% figure represents the final decision on which questionnaire to use.

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 2010 is 7.2%. 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 2010 and earlier samples are made. Standard statistical tests have been used to evaluate the observed differences, or trends. Only those differences that are likely to hold if a census of all graduates were undertaken are discussed in the text.

Women made up 72.5% of respondents. Members of racial or ethnic minorities made up 18.9% 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 481 schools from which the sample was drawn.

Funding for the 2010 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]

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 are 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.

[3]Special thanks are given to the following University of Georgia students who worked on the 2010 graduate survey: Graduate Research Assistants Daphne Burden and Genevieve di Leonardo and Research Clerks John Copponex, Rachel Donovan, Catherine Deroth, Abby Engelberth, Alicia Harrell, Jordan Herin, Christian Peña, Megan Swanson.

Partner Schools

The following 83 schools participated in the 2010 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 University
California State University Fullerton
San Francisco State University
Santa Clara University
Azusa Pacific University
University of Colorado
University of Denver
University of Connecticut
Quinnipiac University
Florida A&M University
University of Florida
Clark Atlanta University
University of Georgia
Berry College
University of Idaho
Columbia College
Illinois State University
Northwestern University
Western Illinois 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
University of Louisiana Monroe
Northwest State University
University of Maryland
Michigan State University
Oakland University
University of St. Thomas
University of Minnesota
Rust College
University of Mississippi
Evangel University
University of Missouri
University of Missouri St. Louis
University of Montana
Hastings College
University of Nebraska Lincoln
University of Nevada Las Vegas
Rutgers University New Brunswick
University of New Mexico
Hofstra University
St. Bonaventure
Buffalo State College
Syracuse University
SUNY Plattsburgh
Elon University
Lenoir-Rhyne University
University of North Carolina Pembroke
University of North Dakota
Ohio University
Ohio Wesleyan University
Oklahoma State University
University of Oklahoma
University of Oregon
Temple University
Elizabethtown College
LaSalle University
University of South Carolina
University of Memphis
Tennessee Technical University
Abilene Christian University
Sam Houston State University
Southwest Texas State University
Brigham Young University
Castleton State College
James Madison University
University of Richmond
University of Washington
Bethany College
Marquette University
University of Wisconsin Oshkosh
Howard University
University of Puerto Rico

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Comments from the 2010 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 2010 graduates.

Suggested strategies for success while still in school

"Double major. Just having a journalism degree isn't enough. Have other skills—economics, statistics, informatics, business—anything analytical that could add understanding to your writing/editing."

Female bachelor's degree recipient news-editorial/print journalism, working full-time in online publishing

"Learn digital. Take every opportunity you can get to gain more exposure—through class, through friends, through personal exploration. No matter your area of concentration, be it newspaper, broadcast, or advertising, digital is the future of this business."

Female bachelor's degree recipient in journalism-advertising and business-marketing, working full-time as an account manager at an advertising agency

"Take advantage of all the opportunities your school has to offer and take on as much experience as you can get your hands on (i.e. summer internships, part-time jobs/internships during school). The combination of an excellent education and hands-on experience within a desired career path is all that's needed for a dream job to become a reality."

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

"Don't just read or watch the news—devour the news. Be the news. Read and write daily. Take unpaid internships and treat them like the first and last jobs you'll ever have."

Female bachelor's degree recipient in news-editorial/print journalism, currently in graduate school

"Have at least two internships before graduation. Research companies you want to work for very indepthly. Follow all of those companies' social media websites/blogs/news etc."

Female bachelor's degree recipient in public relations, currently in graduate school

"To future journalism majors: use time in college to plan for multiple areas of work—not just communications, unless you are 100% set on a career in the field. Different kinds of internships may be valuable in determining this."

Male bachelor's degree recipient in journalism, currently unemployed

Recommendations for career selection

"When a guidance counselor asked me, "Who do you ultimately want to work for?" I said Sports Illustrated. He then asked, "What specifically have you done to make this happen? Have you called or written them?" The point being, regardless of experience or age, don't just have an "off-in-the-distance" goal. Constantly and actively work toward that goal."

Male bachelor's degree recipient in print journalism and magazines, working full-time outside the communications industry

"Graduates should make it a point to learn all social media outlets. People are moving to the web for everything."

Female master's degree recipient, working full-time in radio and television

"Follow what you genuinely enjoy doing—not the name, not even the salary—but the work itself. This is something that is going to take up the majority of your time. You're going to want something that you like for 40 hours."

Female bachelor's degree recipient in journalism, working full-time at a wire service

"Follow your heart. I want to work in nonprofits and use my journalism/communication skills to make a difference, but it is a hard field to break into without connections. Advice for journalism students: be confident, take advantage of opportunities, learn to network, learn to sell yourself, learn business sense (I should've taken a business class or two.)"

Female bachelor's degree recipient in magazines with temporary employment in marketing

"Prepare for the end of print media. Tumultuous times lay ahead; best be ready to adapt, and quickly."

Male bachelor's degree recipient in journalism, currently in graduate school

Advice on getting hired

"Don't waste any time seeking employment/internships. I did this my senior year and am now behind because of it. I am going to catch up, just six to seven months after graduation. I assumed I would be able to jump into something right after graduation. Don't assume. Make it happen."

Male Bachelor's degree recipient in advertising, currently unemployed

"Begin your career search early. And if nothing turns up, continue to write on your own. Develop a blog or site to showcase skills."

Male bachelor's degree recipient in news-editorial/print journalism with temporary employment outside the communications industry

"NETWORKING is KEY. If you don't get hired right away, do not get discouraged. Go back to school and continue to succeed…Remember this field is competitive so NEVER GIVE UP."

Female bachelor's degree recipient in broadcast news and production, working full-time outside the field of communication

"Internships & networking. Lots & lots of both."

Male master's degree recipient, working full time writing, editing, and reporting for television

"It really is all about making yourself marketable. This means having the ability and skill-set that enables flexibility. I have never felt limited by having a Journalism degree despite not wanting to pursue a traditional journalism route. Everyone and every organization needs people who are strong communicators and well-versed in the communications tools of our time. Knowing how to appropriately utilize each makes you a strong asset in nearly any field."

Male bachelor's degree recipient in journalism and photo journalism, working full-time outside the field of communication

"Even if you don't get a job doing what you spent 4 years learning, don't stop doing it! I was a Creative Advertising major with Marketing minor. My first job is in marketing but that doesn't mean I've stopped creating ads. That way, if I land an interview with an ad agency, I can show them my dedication and have examples of recent work. Also, don't be scared or ashamed to use the connections you already have. Got an uncle in the business? Take advantage of it! It isn't what you wanna hear, but it really is "who you know." Let them help you get your foot in the door and from there, it's up to you to prove you deserve to stay."

Female bachelor's degree recipient in advertising, working full-time in a company's marketing department

"DON'T undercut yourself. Know the value of your work, and don't let anyone underplay, cheat or undervalue you. If you do, you are only propagating the devaluation of journalism."

Female bachelor's degree recipient in photojournalism, currently freelancing

"In terms of job hunting, be patient. Finding a job is a lot like dating. You'll put yourself out there so many times just to get ignored or denied or realize your potential boss is a crazy person. The whole point is to find the right fit, to find somewhere you'll be happy and they'll be happy to have you. When the time finally comes where you find the perfect job and they'll hire you, you'll be so glad you didn't get any of the million others you applied for."

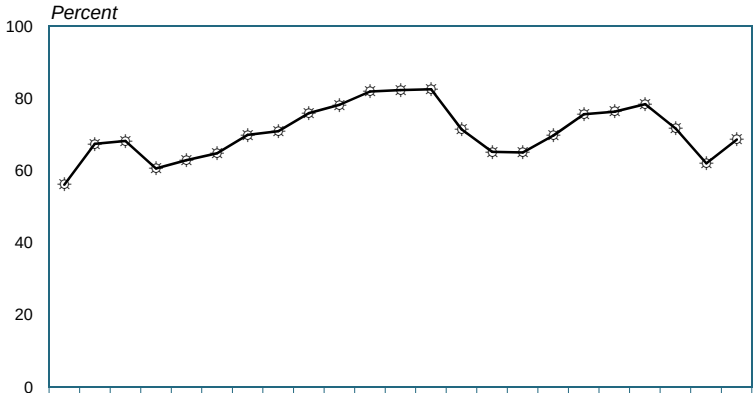
Female bachelor's degree recipient in graphics/design, working part-time doing design/layout for a newspaper

"GOOD LUCK."

Female bachelor's degree recipient in public relations, currently working part-time outside the field of communication

1. Job offers to Bachelor's degree recipients

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

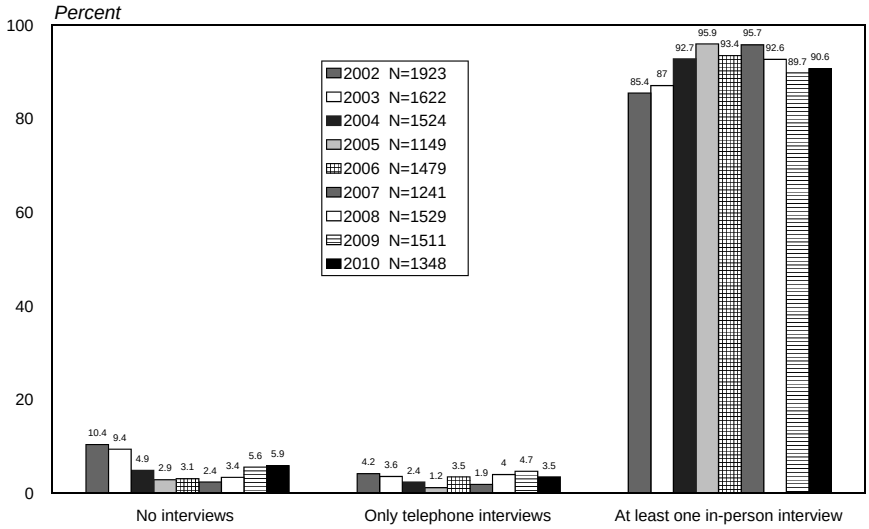


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Percent at least one job ⇔	56	67.3	68.1	60.5	62.8	64.7	69.8	70.8	75.8	78.1	81.8	82.2	82.4	71.3	65.1	64.9	69.6	75.5	76.2	78.3	71.5	61.9	68.5
Mean=number of jobs	1.2	1.6	1.5	1.2	1.2	1.4	1.5	1.6	1.7	2	2.2	2.2	2.3	1.6	1.2	1.2	1.4	1.6	1.5	1.6	1.3	1.1	1.2
(N)	587	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

2. Job interviews of Bachelor's degree recipients

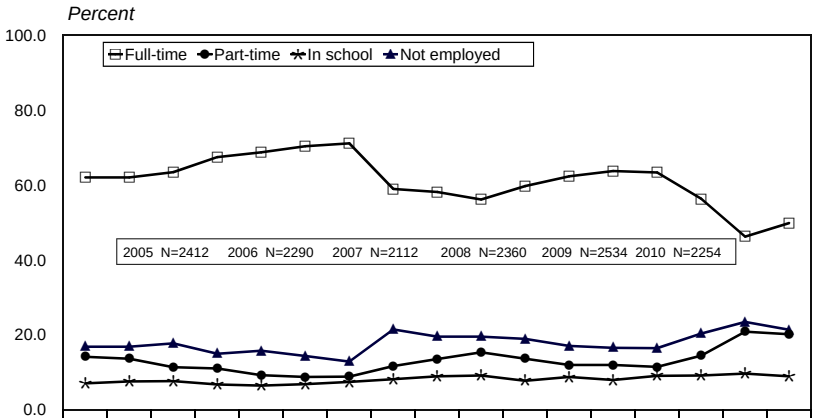
Number of interviews by Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

3. Employment status Oct. 31

Employment status of Bachelor's degree recipients

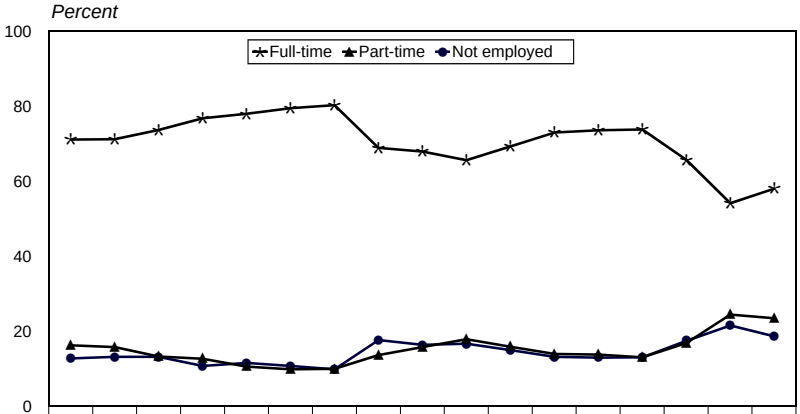


	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time	62.0	62.0	63.4	67.4	68.7	70.3	71.1	58.9	58.1	56.1	59.7	62.3	63.7	63.3	56.3	46.2	49.8
Part-time	14.1	13.6	11.3	11.0	9.2	8.7	8.8	11.6	13.5	15.3	13.6	11.9	11.9	11.4	14.4	20.8	20.1
In school	7.0	7.5	7.6	6.7	6.4	6.8	7.4	8.1	8.9	9.1	7.7	8.7	7.9	9.0	9.1	9.6	8.9
Not employed	16.8	16.8	17.7	14.9	15.7	14.3	12.8	21.4	19.5	19.5	18.9	17.0	16.5	16.4	20.3	23.4	21.3

Source: Annual Survey of Journalism & Mass Communication Graduates

4. Employment status Oct. 31

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

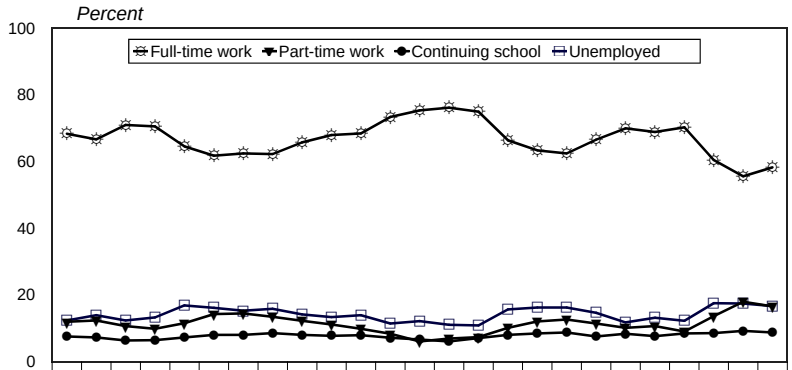


	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time	71.1	71.2	73.7	76.8	78	79.5	80.3	68.9	67.9	65.6	69.3	73	73.6	73.8	65.7	54.1	58
Part-time	16.2	15.7	13.2	12.6	10.5	9.8	9.9	13.6	15.7	17.8	15.8	13.9	13.7	13	16.8	24.4	23.4
Not employed	12.7	13.1	13.1	10.7	11.5	10.7	9.8	17.6	16.3	16.6	14.9	13.1	12.9	13	17.4	21.5	18.6
N	1949	1993	1927	1903	1969	2369	2419	2344	2395	2294	2693	2059	1983	1811	2020	2162	1935

Source: Annual Survey of Journalism & Mass Communication Graduates

5. Employment status

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

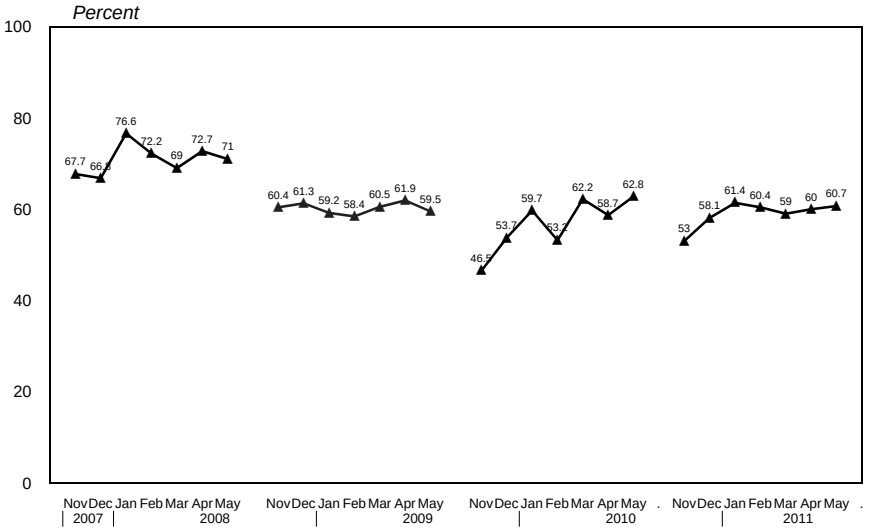


	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time work	68.3	66.6	70.9	70.5	64.5	61.7	62.4	62.2	65.7	67.9	68.4	73.3	75.3	76.1	74.9	66.3	63.3	62.4	66.5	69.9	68.8	70.2	60.4	55.5	58.2
Part-time work	11.9	12.3	10.6	9.8	11.5	14.2	14.4	13.4	12.2	11.1	9.8	8.3	6	6.9	7.3	10.1	12	12.6	11.4	10.1	10.6	9	13.6	17.9	16.5
Continuing school	7.5	7.2	6.3	6.4	7.2	8	8	8.5	8	7.7	7.9	7.1	6.6	6	7	8	8.4	8.7	7.5	8.3	7.6	8.4	8.5	9.2	8.7
Unemployed	12.3	13.9	12.3	13.2	16.8	16.1	15.2	15.8	14.1	13.3	13.9	11.4	12.1	11	10.8	15.6	16.2	16.2	14.6	11.7	13.1	12.2	17.5	17.4	16.6
(N)	943	1215	587	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

6. Employment status of BA degree recipients across the year

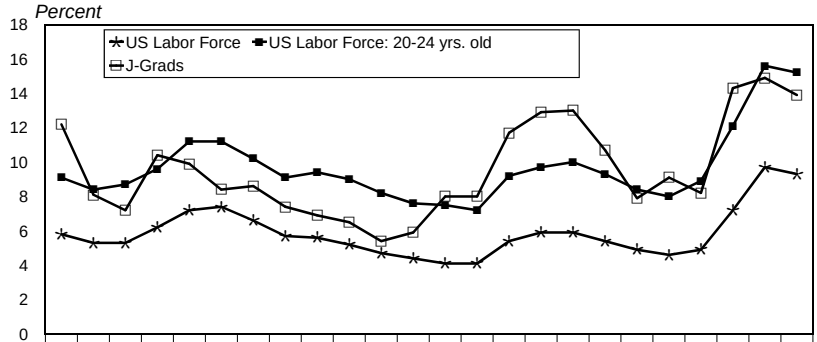
Full-time employment by month when graduates completed the questionnaires



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.

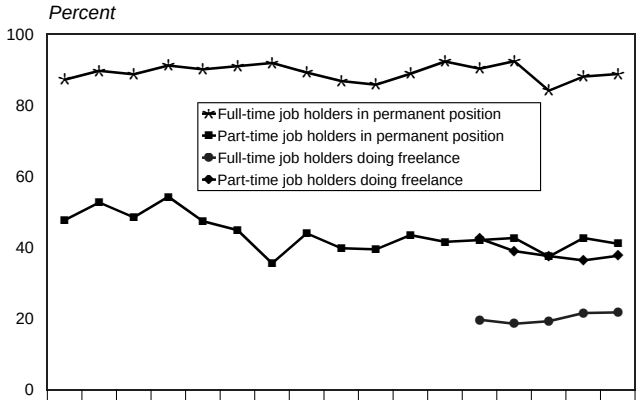


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
US Labor Force	5.8	5.3	5.3	6.2	7.2	7.4	6.6	5.7	5.6	5.2	4.7	4.4	4.1	4.1	5.4	5.9	5.9	5.4	4.9	4.6	4.9	7.2	9.7	9.3
US Labor Force: 20-24 yrs. old	9.1	8.4	8.7	9.6	11.2	11.2	10.2	9.1	9.4	9	8.2	7.6	7.5	7.2	9.2	9.7	10	9.3	8.4	8	8.9	12.1	15.6	15.2
J-Grads	12.2	8.1	7.2	10.4	9.9	8.4	8.6	7.4	6.9	6.5	5.4	5.9	8	8	11.7	12.9	13	10.7	7.9	9.1	8.2	14.3	14.9	13.9

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

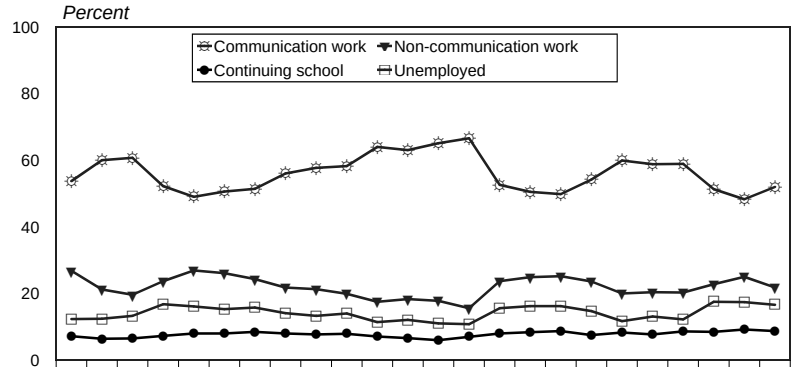


	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time job holders in permanent position	87.1	89.6	88.6	91.1	90	90.9	91.8	89.1	86.7	85.7	88.8	92.2	90.2	92.3	84	88	88.7
Part-time job holders in permanent position	47.6	52.6	48.4	54.2	47.3	44.8	35.5	43.9	39.7	39.4	43.4	41.5	42	42.6	37.4	42.6	41
Full-time job holders doing freelance													19.6	18.5	19.2	21.5	21.7
Part-time job holders doing freelance													42.4	38.9	37.5	36.3	37.6

Source: Annual Survey of Journalism & Mass Communication Graduates

9. General types of work

An overview of Bachelor's degree recipients' work situations

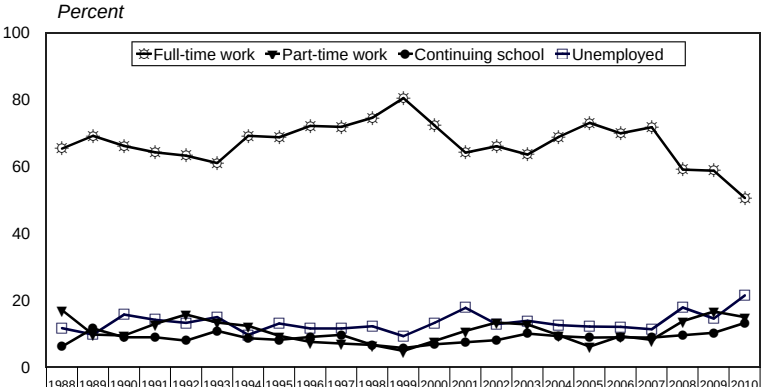


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Communication work	53.7	60	60.7	52.2	49	50.6	51.4	56	57.7	58.2	64	63	65.1	66.6	52.6	50.5	49.8	54.2	59.9	58.8	58.9	51.3	48.3	52
Non-communication work	26.8	21.2	19.6	23.7	26.9	26.1	24.3	21.8	21.3	19.9	17.5	18.3	17.8	15.6	23.7	24.9	25.2	23.6	20	20.4	20.3	22.8	25	21.8
Continuing school	7.2	6.4	6.5	7.3	8	8	8.5	8	7.7	7.9	7.1	6.6	6	7	8	8.4	8.7	7.5	8.3	7.7	8.6	8.5	9.2	8.7
Unemployed	12.3	12.4	13.3	16.8	16.1	15.3	15.8	14.1	13.3	14	11.4	12.1	11	10.8	15.6	16.2	16.2	14.7	11.7	13.1	12.2	17.5	17.4	16.6
(N)	1203	580	2186	2425	2461	2664	2392	2234	2293	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

10. Employment, news-editorial

Employment of Bachelor's degree recipients in the editorial specialty

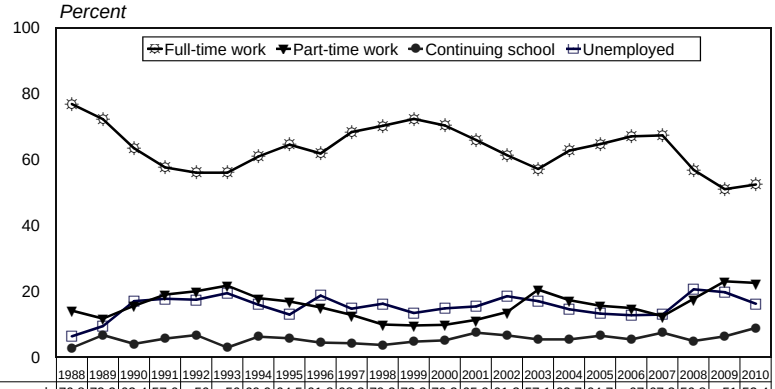


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time work	65.3	69.1	66.1	64.2	63.2	61	69.1	68.7	72.1	71.8	74.5	80.4	72.2	64.1	66	63.5	68.8	73	69.9	71.7	59	58.7	50.5
Part-time work	17	9.7	9.4	12.9	15.7	13.3	12.3	9.3	7.5	7	6.6	4.8	7.8	10.8	13.3	12.7	9.5	6.1	9.2	8.1	13.7	16.6	14.9
Continuing school	6.1	11.5	8.9	8.9	7.9	10.8	8.6	8.1	9	9.6	6.6	5.7	6.8	7.4	8	10	9.2	8.8	8.9	8.8	9.5	10.2	13.2
Unemployed	11.6	9.7	15.7	14.1	13.2	14.9	9.6	13	11.5	11.5	12.2	9.2	13.2	17.7	12.8	13.8	12.5	12.1	12	11.3	17.8	14.5	21.4
(N)	147	362	383	427	432	444	405	409	401	355	377	459	395	379	400	370	401	330	316	283	315	332	281

Source: Annual Survey of Journalism & Mass Communication Graduates

11. Employment, telecommunication

Employment of Bachelor's degree recipients in the telecommunication specialty

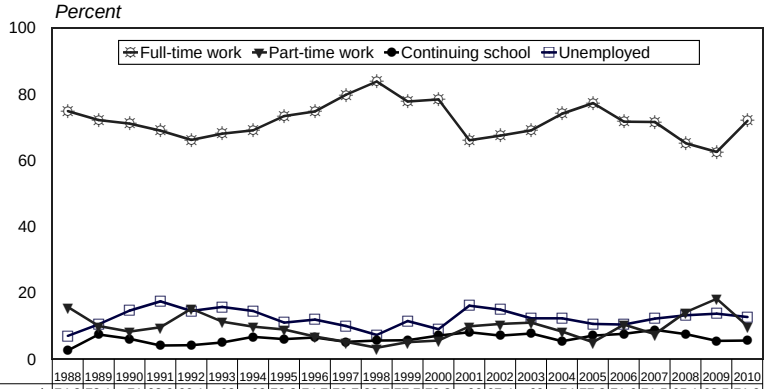


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time work	76.8	72.2	63.4	57.6	56	56	60.9	64.5	61.8	68.3	70.2	72.3	70.3	65.9	61.3	57.1	62.7	64.7	67	67.3	56.8	51	52.4
Part-time work	14.1	11.7	15.6	19	20	21.7	17.9	16.9	15.1	12.8	9.9	9.6	9.8	11.3	13.7	20.5	17.3	15.6	14.9	12.4	17.7	23	22.5
Continuing school	2.8	6.7	4	5.6	6.7	2.9	6.2	5.7	4.4	4.2	3.7	4.7	5.1	7.4	6.6	5.4	5.4	6.5	5.4	7.4	4.9	6.3	8.9
Unemployed	6.3	9.4	17	17.7	17.4	19.4	15.9	12.9	18.7	14.7	16.2	13.4	14.8	15.4	18.5	17	14.5	13.2	12.7	12.9	20.6	19.7	16.2
(N)	142	385	585	536	511	448	482	580	498	524	544	596	603	539	542	515	571	417	424	394	407	447	382

Source: Annual Survey of Journalism & Mass Communication Graduates

12. Employment, advertising

Employment of Bachelor's degree recipients in the advertising specialty

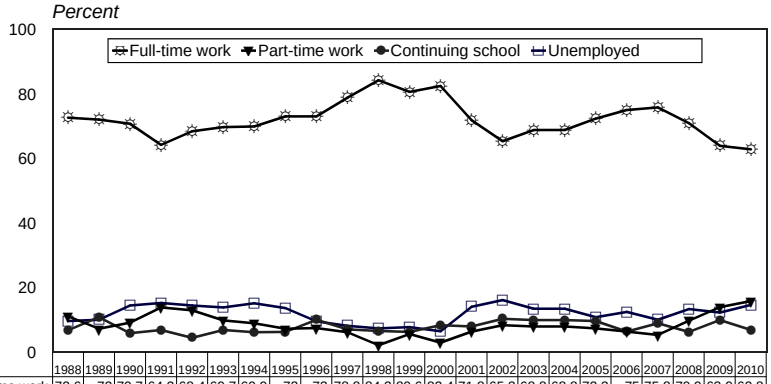


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time work	74.8	72.1	71	68.9	66.1	68	69	73.3	74.7	79.7	83.7	77.7	78.3	66	67.4	69	74	77.2	71.6	71.5	65.1	62.5	71.9
Part-time work	15.7	10	8.3	9.6	15.2	11.3	9.8	8.9	6.8	5.2	3.4	5.1	5.6	9.9	10.6	11	8.3	5.1	10.4	7.5	14.2	18.2	9.9
Continuing school	2.6	7.4	6.1	4.1	4.2	5	6.7	6	6.5	5.2	5.6	5.7	7.1	8.1	7.1	7.7	5.4	7.1	7.6	8.8	7.5	5.5	5.6
Unemployed	7	10.5	14.6	17.4	14.5	15.7	14.5	11	11.9	10	7.3	11.5	9	16.1	14.9	12.3	12.3	10.6	10.4	12.2	13.2	13.7	12.7
(N)	115	351	396	363	428	363	297	281	293	271	233	314	323	335	350	326	423	311	289	319	372	307	324

Source: Annual Survey of Journalism & Mass Communication Graduates

13. Employment, PR

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

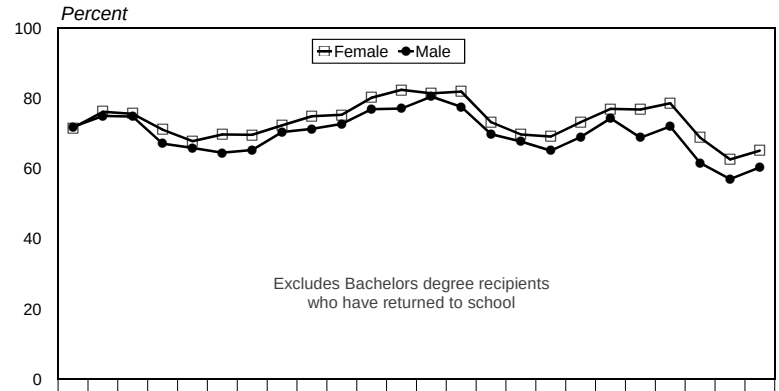


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time work	72.6	72	70.7	64.2	68.4	69.7	69.9	73	73	78.8	84.2	80.6	82.4	71.8	65.3	68.8	68.8	72.3	75	75.8	70.9	63.9	62.8
Part-time work	11.1	7.2	9.1	13.8	12.9	9.8	8.9	7.2	7.4	6.1	2.1	5.6	2.9	6.3	8.3	7.9	7.9	7.3	6.3	5.3	9.7	13.9	15.8
Continuing school	6.7	10.8	5.8	6.8	4.4	6.8	6.1	6.2	10	7	6.5	6.2	8.3	7.9	10.3	9.9	9.9	9.6	6.3	8.9	6.2	9.9	6.8
Unemployed	9.6	10	14.4	15.2	14.4	13.8	15.1	13.6	9.5	8.1	7.3	7.7	6.4	14	16.1	13.4	13.4	10.8	12.4	10	13.3	12.2	14.6
(N)	135	429	417	455	459	458	397	419	419	444	385	520	484	521	542	507	567	491	396	418	422	474	425

Source: Annual Survey of Journalism & Mass Communication Graduates

14. Gender and employment

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

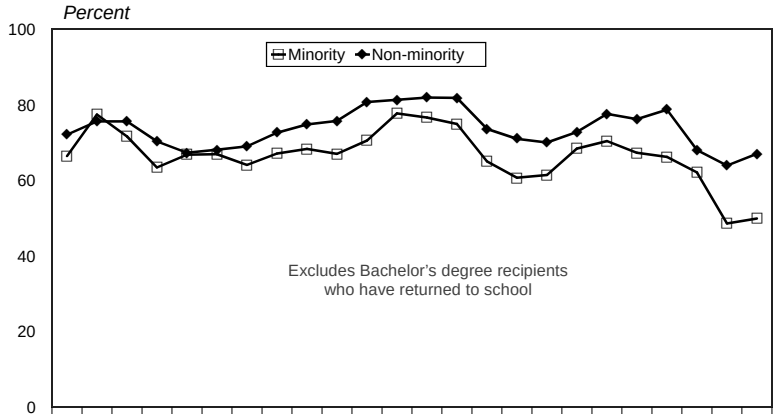


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Female	71.5	76.1	75.5	71	67.7	69.6	69.5	72.2	74.8	75.2	80.1	82.3	81.3	81.8	73.1	69.6	69	73.1	76.9	76.7	78.5	68.7	62.5	65
Male	71.8	74.9	74.7	67	65.8	64.4	65.2	70.3	71.2	72.6	76.8	77	80.4	77.5	69.7	67.6	65	68.9	74.2	68.7	71.9	61.5	56.9	60.3
Female N	741	356	1389	1495	1569	1643	1480	1363	1368	1369	1321	1393	1423	1823	1848	1856	1822	2101	1668	1556	1430	1595	1692	1511
Male N	380	191	653	757	690	801	693	679	736	683	685	688	612	714	663	698	612	778	538	549	480	524	601	544

Source: Annual Survey of Journalism & Mass Communication Graduates

15. Minority employment

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

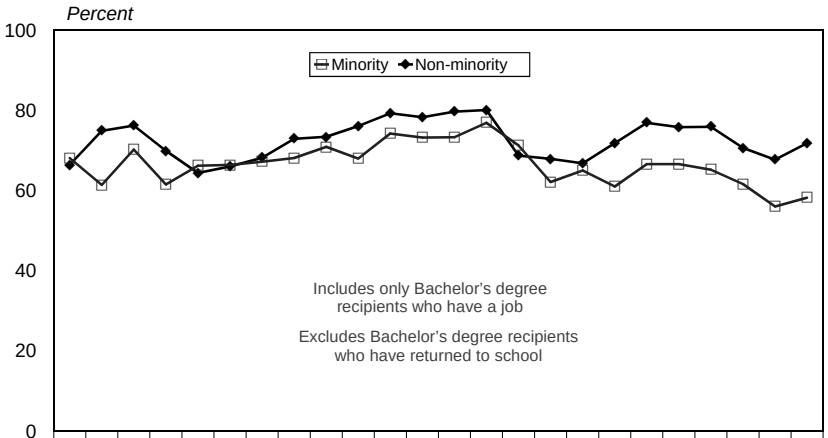


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Minority	66.4	77.4	71.6	63.4	66.8	66.9	64.1	67.1	68.3	67	70.5	77.7	76.6	74.9	65	60.7	61.4	68.4	70.4	67.3	66.2	62.1	48.6	49.9
Non-minority	72.1	75.6	75.6	70.3	67.3	68.1	69	72.6	74.8	75.7	80.7	81.3	81.9	81.8	73.6	71	70	72.8	77.6	76.2	78.7	68	63.9	67
Minority N	107	53	197	287	286	329	345	343	366	352	329	319	441	447	426	471	417	529	392	358	290	388	391	379
Nonminority N	1013	488	1840	1953	1965	2107	1831	1674	1716	1684	1657	1744	2208	2070	2068	2065	2005	2325	1797	1737	1628	1723	1888	1666

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

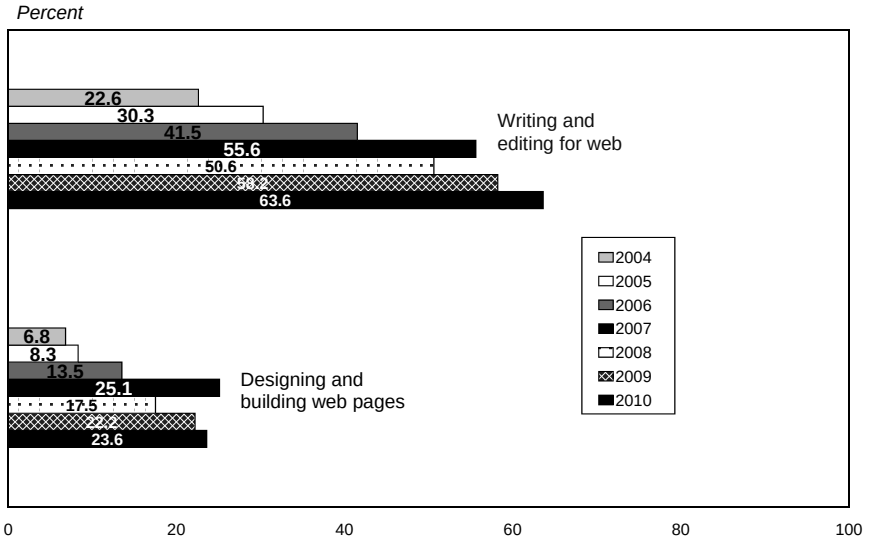


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Minority	68.1	61.4	70.2	61.5	66.2	66.4	67.2	68.1	70.9	68	74.2	73.2	73.3	76.9	71.2	62.1	65	61	66.6	66.6	65.2	61.6	56	58.2
Non-minority	66.4	74.9	76.2	69.9	64.4	66	68.2	72.9	73.4	76.1	79.3	78.3	79.7	80.1	68.7	67.9	66.8	71.8	76.9	75.8	75.9	70.6	67.7	71.8
Minority N	94	44	168	226	228	268	271	279	296	272	275	269	352	377	330	346	306	443	332	287	230	294	282	273
Non-minority N	867	419	1576	1599	1625	1762	1529	1427	1485	1448	1467	1518	1834	1842	1733	1732	1684	1965	1573	1507	1431	1432	1555	1402

Source: Annual Survey of Journalism & Mass Communication Graduates

17. Writing, editing and designing for web

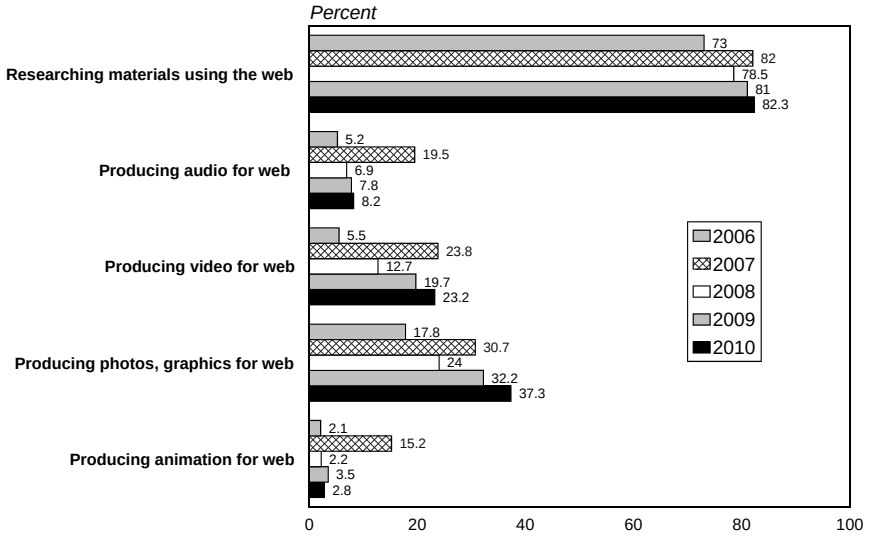
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

18. Other web work I

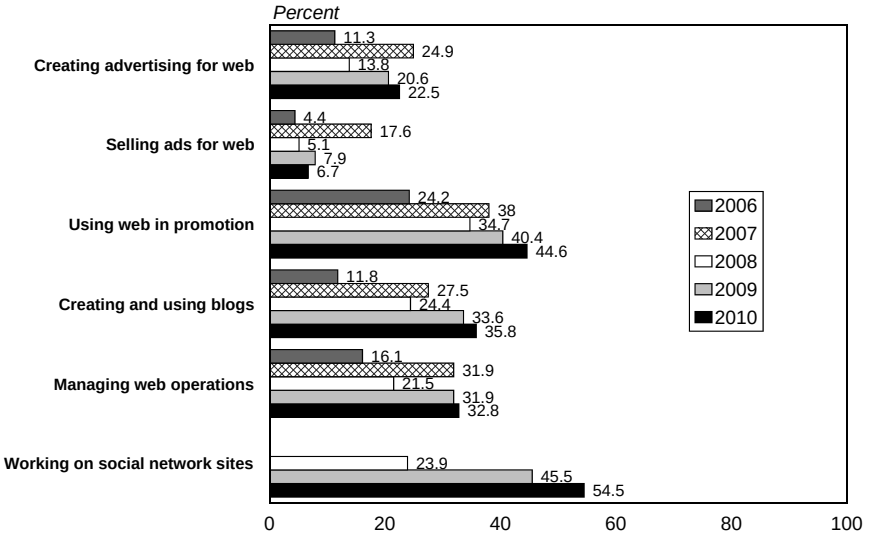
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

19. Other web work II

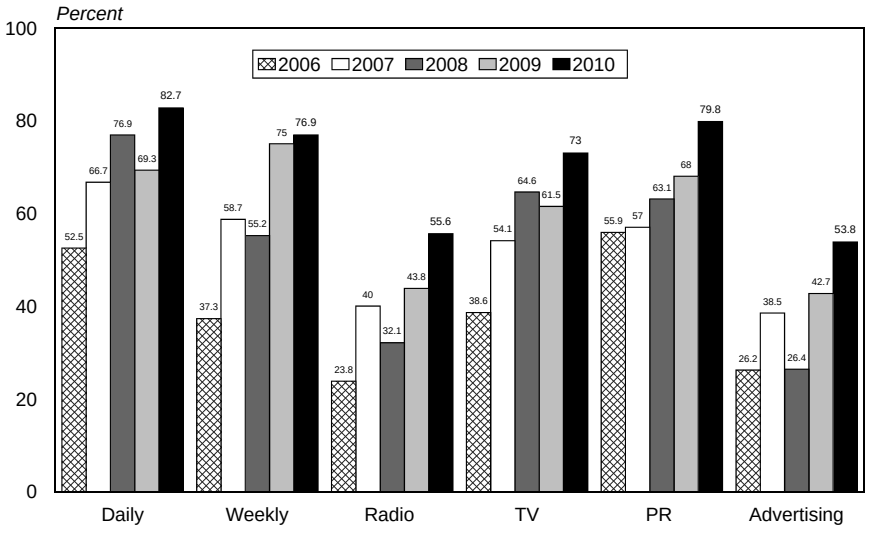
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

20. Writing or editing for web by employer type I

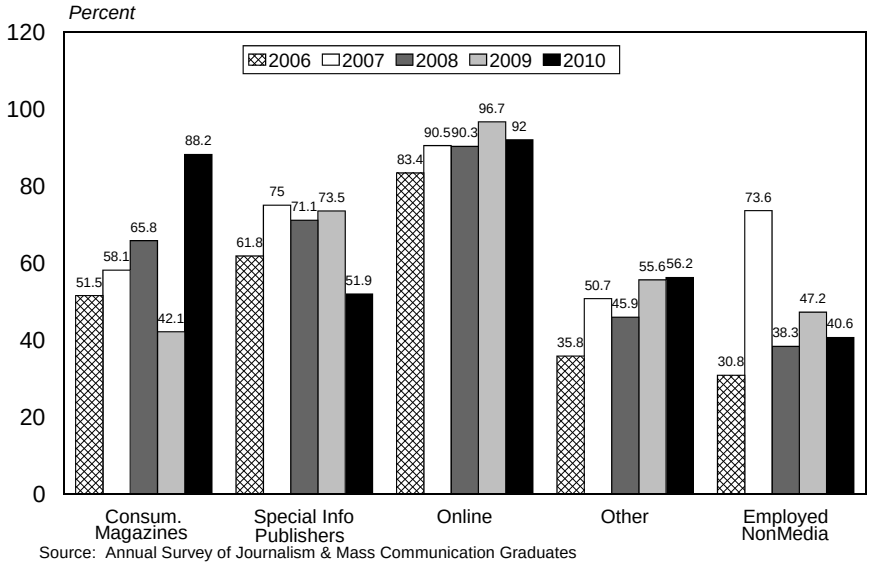
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

21. Writing or editing for web by employer type II

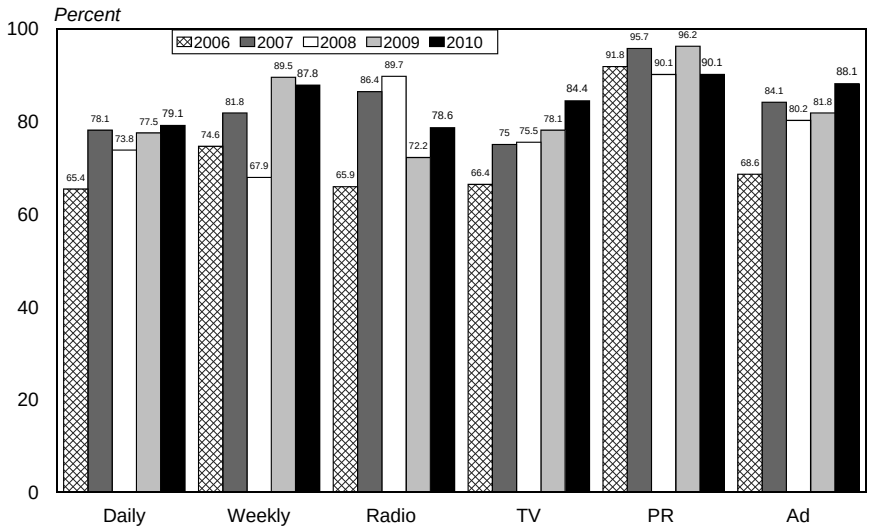
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

22. Researching materials using the web by employer type I

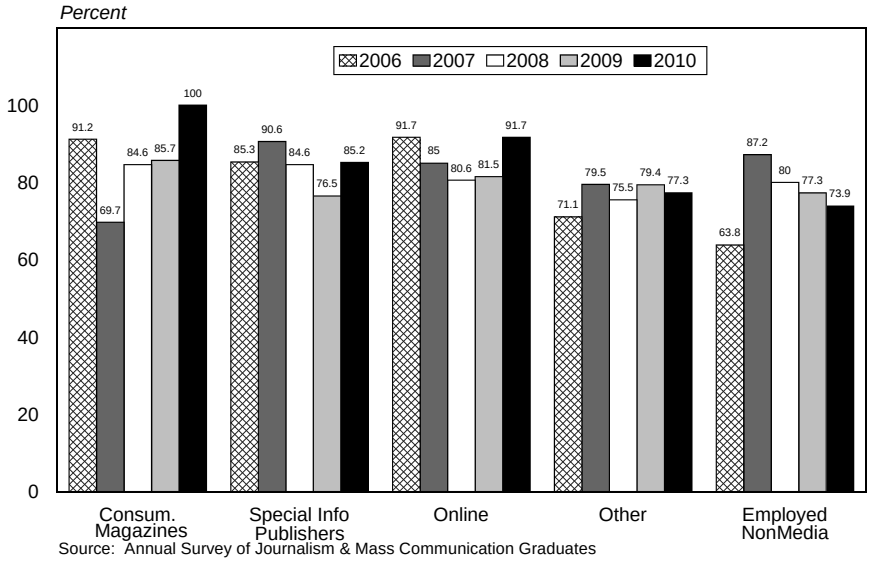
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

23. Researching materials using the web by employer type II

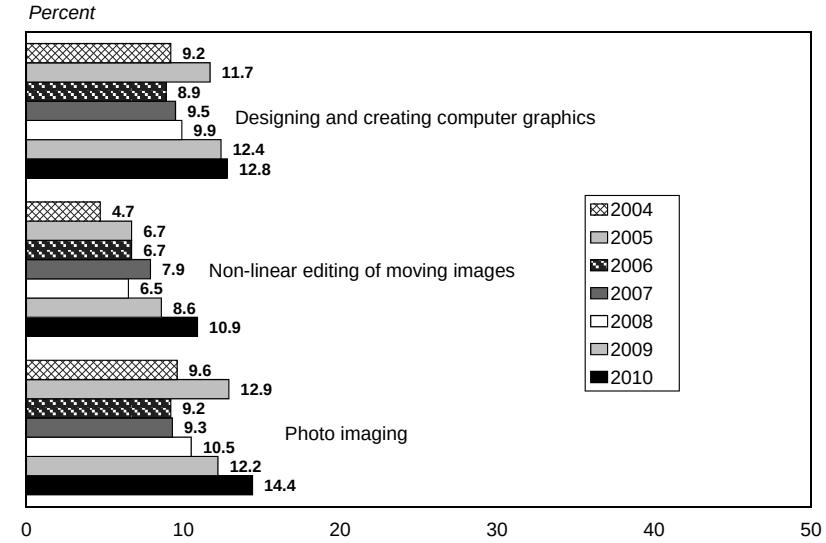
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

24. Technical work performed in job I

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

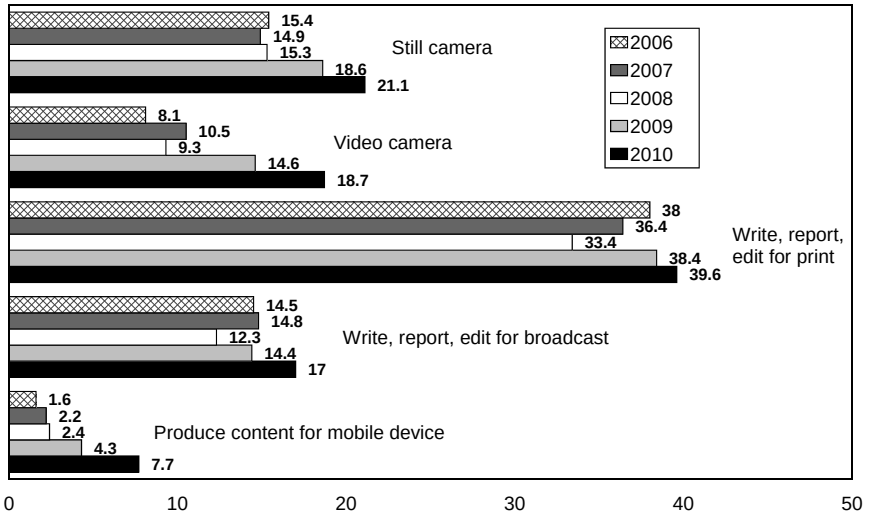


Source: Annual Survey of Journalism & Mass Communication Graduates

25. Technical work performed in job II

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

Percent

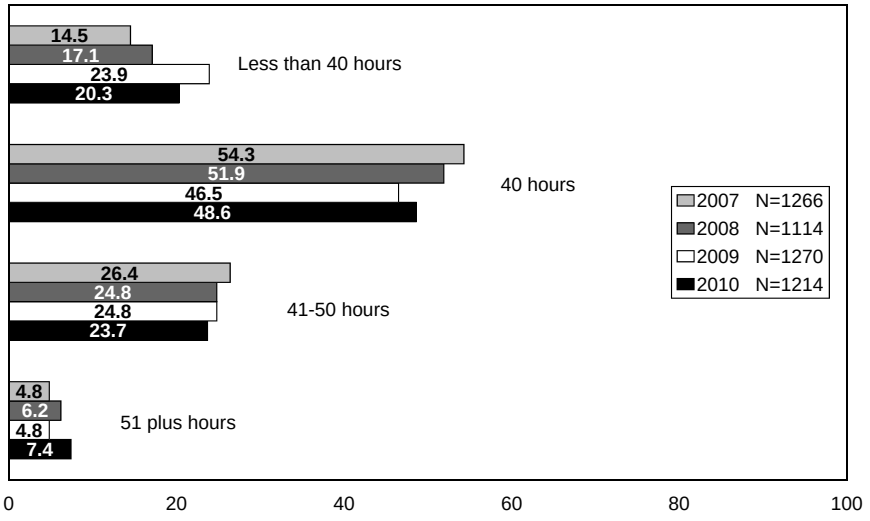


Source: Annual Survey of Journalism & Mass Communication Graduates

26. Hours spent with job per week

Bachelor's degree recipients employed full-time in communications

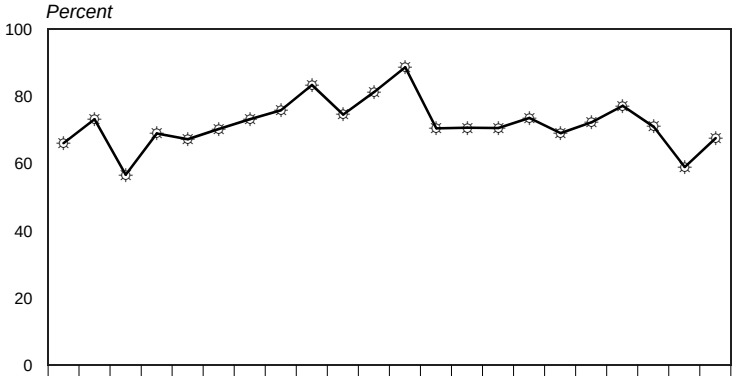
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

27. Job offers, Master's degree recipients

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

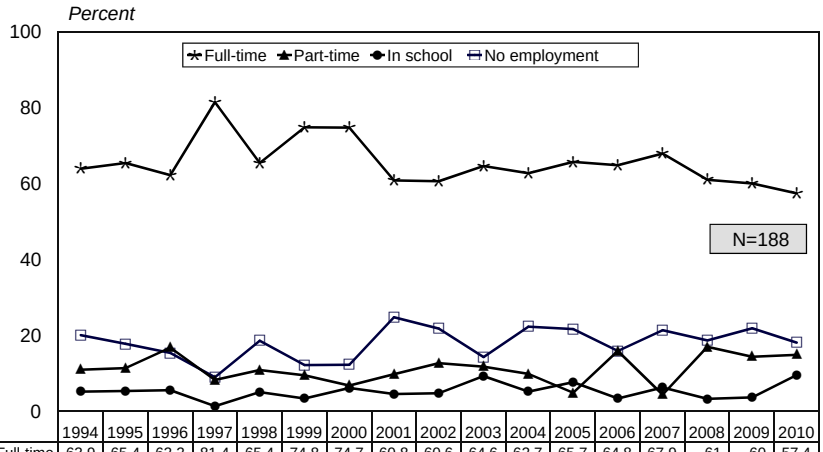


	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Percent at least one job	66	73.1	56.6	68.9	67.2	70.2	73.1	75.8	83.3	74.5	81.2	88.6	70.4	70.6	70.5	73.5	69	72.2	77.1	70.9	58.9	67.5
Mean=number of jobs	1.7	1.4	1.2	1.4	1.4	1.4	1.7	1.8	2	2	2.2	2.3	1.6	1.6	1.5	1.4	1.4	1.5	1.6	1.3	1.1	1.2
(N)	162	148	144	155	159	151	178	143	145	156	147	146	153	165	161	233	143	145	159	182	215	188

Source: Annual Survey of Journalism & Mass Communication Graduates

28. Employment Status Oct. 31

Employment status of Master's degree recipients

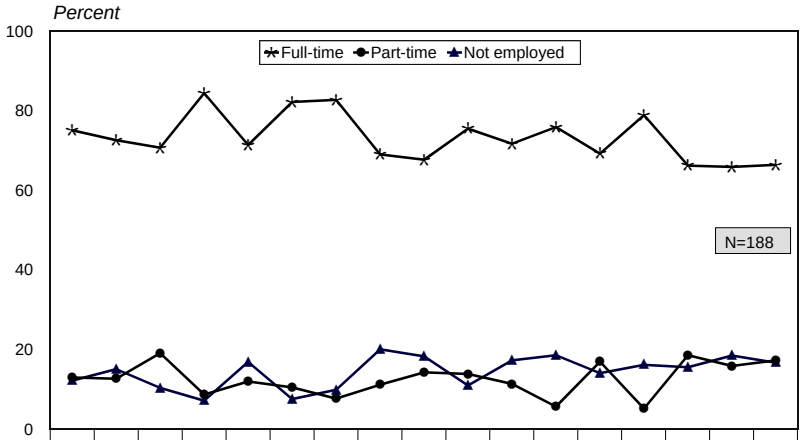


	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time	63.9	65.4	62.2	81.4	65.4	74.8	74.7	60.8	60.6	64.6	62.7	65.7	64.8	67.9	61	60	57.4
Part-time	11	11.4	16.8	8.3	10.9	9.5	6.8	9.8	12.7	11.8	9.9	4.9	15.9	4.4	17	14.4	14.9
In school	5.2	5.4	5.6	1.4	5.1	3.4	6.2	4.6	4.8	9.3	5.2	7.7	3.4	6.3	3.3	3.7	9.6
No employment	20.1	17.8	15.4	9	18.6	12.2	12.3	24.8	21.8	14.3	22.3	21.7	15.9	21.4	18.7	21.9	18.1

Source: Annual Survey of Journalism & Mass Communication Graduates

29. Employment Status Oct. 31

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

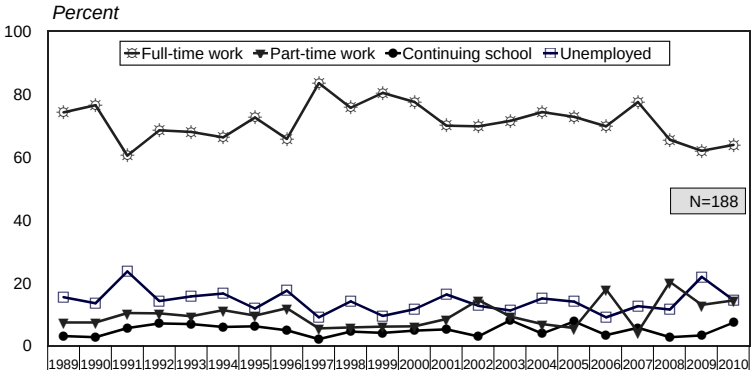


	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time	75	72.5	70.6	84.3	71.3	82.1	82.6	68.9	67.6	75.4	71.6	75.8	69.1	78.8	66.1	65.8	66.3
Part-time	12.9	12.6	19	8.6	11.9	10.4	7.6	11.1	14.2	13.8	11.3	5.6	16.9	5.1	18.5	15.8	17.2
Not employed	12.1	15	10.3	7.1	16.8	7.5	9.8	20	18.2	10.9	17.2	18.5	14	16.1	15.5	18.4	16.6

Source: Annual Survey of Journalism & Mass Communication Graduates

30. Employment status

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



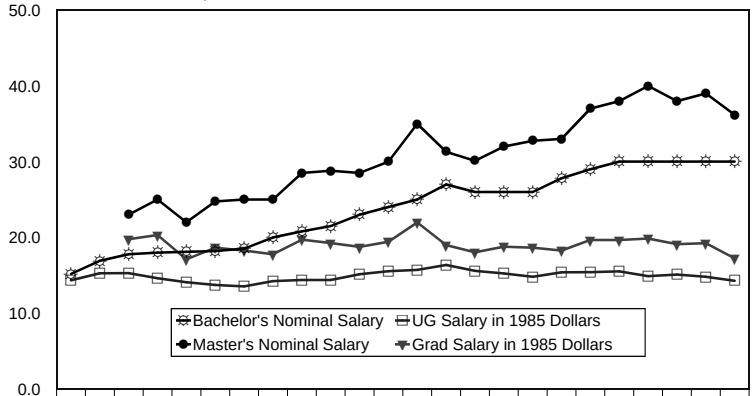
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time work	74.1	76.4	60.4	68.4	67.9	66.2	72.5	65.7	83.4	75.6	80.3	77.4	69.9	69.7	71.4	74.2	72.7	69.7	77.4	65.4	61.9	63.8
Part-time work	7.4	7.4	10.4	10.3	9.4	11.3	9.6	11.9	5.5	5.8	6.1	6.2	8.5	14.5	9.3	6.9	5.6	17.9	4.4	20.3	13	14.4
Continuing school	3.1	2.7	5.6	7.1	6.9	6	6.2	4.9	2.1	4.5	4.1	4.8	5.2	3	8.1	3.9	7.7	3.4	5.7	2.7	3.3	7.4
Unemployed	15.4	13.5	23.6	14.2	15.7	16.6	11.8	17.5	9	14.1	9.5	11.6	16.3	12.7	11.2	15	14	9	12.6	11.5	21.9	14.4

Source: Annual Survey of Journalism & Mass Communication Graduates

31. 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$



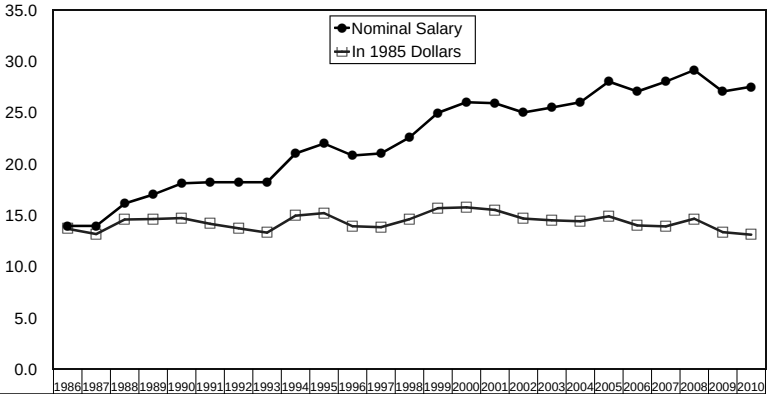
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Bachelor's Nominal Salary	15.2	16.9	17.8	18.0	18.1	18.2	18.5	20.0	20.8	21.5	23.0	24.0	25.0	27.0	26.0	26.0	26.0	27.8	29.0	30.0	30.0	30.0	30.0	30.0
UG Salary in 1985 Dollars	14.3	15.3	15.3	14.6	14.1	13.7	13.5	14.2	14.4	14.4	15.1	15.5	15.7	16.4	15.6	15.3	14.8	15.4	15.4	15.5	14.9	15.1	14.8	14.3
Master's Nominal Salary			23.0	25.0	22.0	24.8	25.0	25.0	28.5	28.8	28.5	30.0	35.0	31.3	30.1	32.0	32.8	33.0	37.0	38.0	40.0	38.0	39.0	36.2
Grad Salary in 1985 Dollars			19.8	20.3	17.1	18.7	18.3	17.8	19.7	19.3	18.7	19.4	22.0	19.0	18.0	18.8	18.6	18.3	19.7	19.7	19.9	19.1	19.2	17.2

Source: Annual Survey of Journalism & Mass Communication Graduates

32. 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$



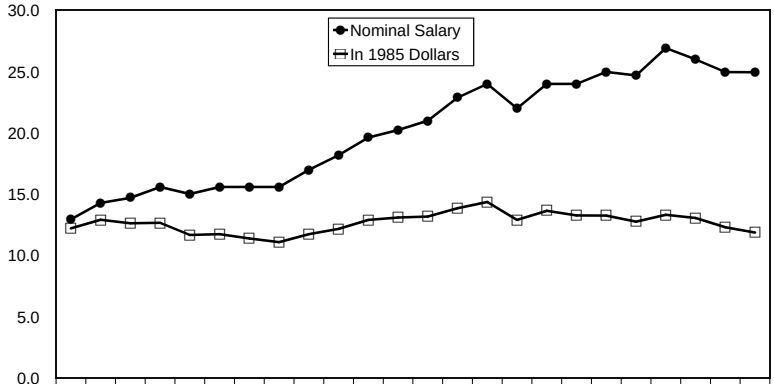
	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Nominal Salary	13.9	13.9	16.1	17.0	18.1	18.2	18.2	18.2	21.0	22.0	20.8	21.0	22.6	25.0	26.0	25.9	25.0	25.5	26.0	28.0	27.0	28.0	29.1	27.0	27.5
In 1985 Dollars	13.7	13.1	14.6	14.6	14.7	14.2	13.7	13.3	14.9	15.2	13.9	13.8	14.6	15.7	15.8	15.5	14.7	14.5	14.4	14.9	14.0	13.9	14.6	13.3	13.1

Source: Annual Survey of Journalism & Mass Communication Graduates

33. 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$



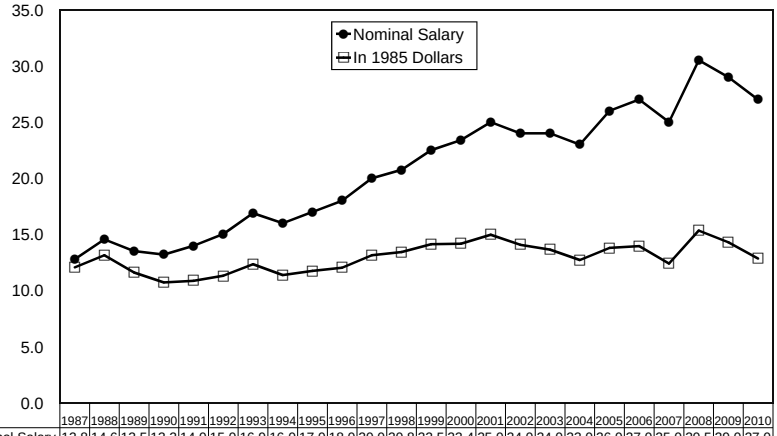
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Nominal Salary	12.9	14.3	14.7	15.6	15.0	15.6	15.6	15.6	17.0	18.2	19.6	20.3	21.0	22.9	24.0	22.0	24.0	24.0	25.0	24.7	26.9	26.0	25.0	25.0
In 1985 Dollars	12.2	12.9	12.6	12.7	11.7	11.8	11.4	11.1	11.7	12.2	12.9	13.1	13.2	13.9	14.4	12.9	13.7	13.3	13.3	12.8	13.3	13.1	12.3	11.9

Source: Annual Survey of Journalism & Mass Communication Graduates

34. Salaries in radio

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

In thousands US$



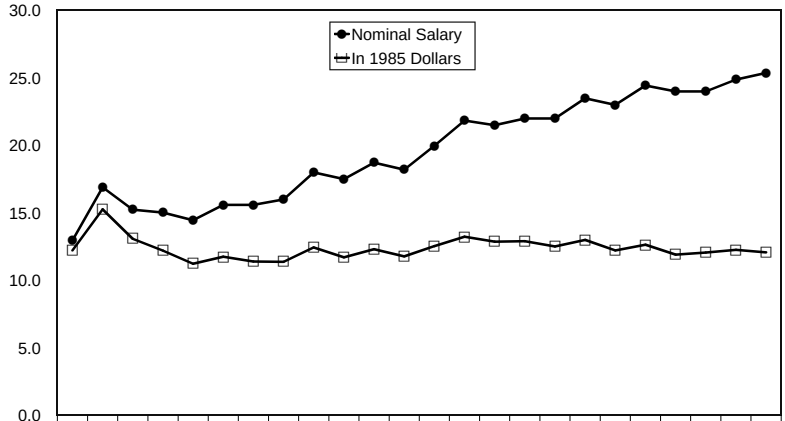
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Nominal Salary	12.8	14.6	13.5	13.2	14.0	15.0	16.9	16.0	17.0	18.0	20.0	20.8	22.5	23.4	25.0	24.0	24.0	23.0	26.0	27.0	25.0	30.5	29.0	27.0
In 1985 Dollars	12.1	13.2	11.6	10.7	10.9	11.3	12.3	11.4	11.7	12.0	13.2	13.4	14.1	14.2	15.0	14.1	13.7	12.7	13.8	14.0	12.4	15.3	14.3	12.8

Source: Annual Survey of Journalism & Mass Communication Graduates

35. Salaries in television

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

In thousands US$



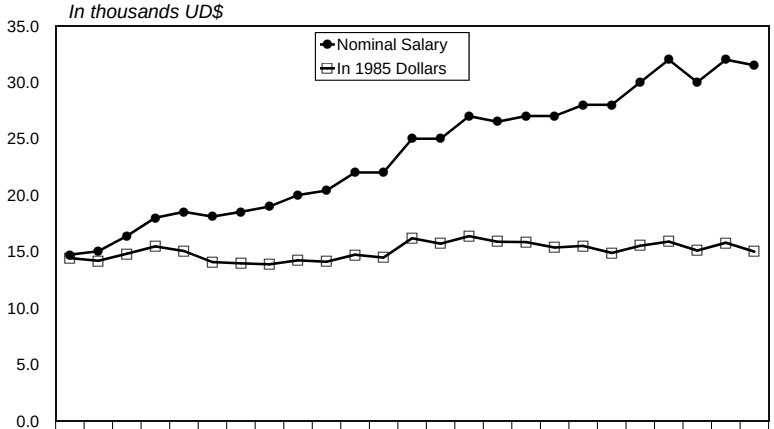
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Nominal Salary	12.9	16.9	15.2	15.0	14.5	15.6	15.6	16.0	18.0	17.5	18.7	18.2	20.0	21.8	21.5	22.0	22.0	23.5	23.0	24.4	24.0	24.0	24.9	25.4
In 1985 Dollars	12.2	15.3	13.1	12.2	11.2	11.8	11.4	11.4	12.4	11.7	12.3	11.8	12.5	13.2	12.9	12.9	12.5	13.0	12.2	12.6	11.9	12.1	12.3	12.1

Source: Annual Survey of Journalism & Mass Communication Graduates

36. Salaries in advertising

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

In thousands UD$



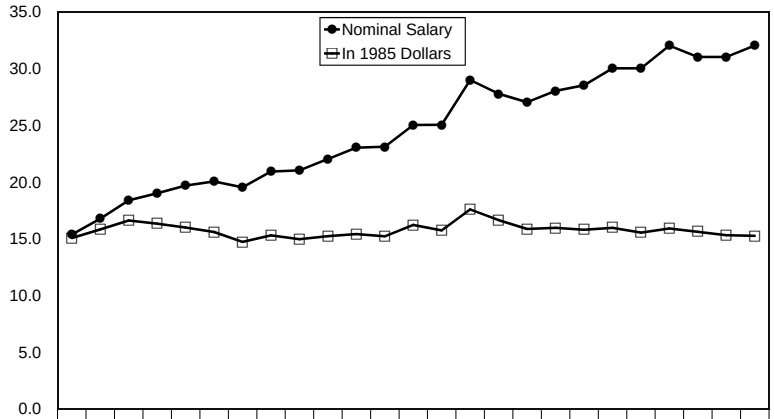
	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Nominal Salary	14.7	15.0	16.4	18.0	18.5	18.1	18.5	19.0	20.0	20.4	22.0	22.0	25.0	25.0	27.0	26.5	27.0	27.0	28.0	28.0	30.0	32.0	30.0	32.0	31.5
In 1985 Dollars	14.4	14.2	14.8	15.5	15.0	14.1	14.0	13.9	14.2	14.1	14.7	14.5	16.2	15.7	16.4	15.9	15.8	15.4	15.5	14.9	15.5	15.9	15.1	15.8	15.0

Source: Annual Survey of Journalism & Mass Communication Graduates

37. Salaries in PR

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

In thousands US$



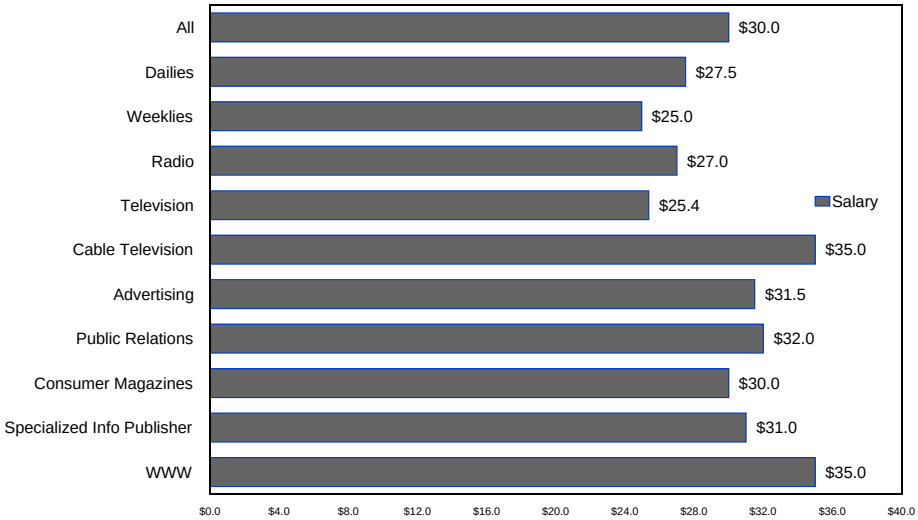
	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Nominal Salary	15.3	16.7	18.4	19.0	19.7	20.0	19.5	20.9	21.0	22.0	23.0	23.1	25.0	25.0	29.0	27.8	27.0	28.0	28.5	30.0	30.0	32.0	31.0	31.0	32.0
In 1985 Dollars	15.0	15.8	16.6	16.3	16.0	15.6	14.7	15.3	14.9	15.2	15.4	15.2	16.2	15.7	17.6	16.6	15.8	15.9	15.8	15.9	15.5	15.9	15.6	15.3	15.2

Source: Annual Survey of Journalism & Mass Communication Graduates

38. Salaries compared

Median yearly salaries for 2010 Bachelor's degree recipients with full-time jobs

In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

39. Salaries by region

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

Midwest
Median salary: **$30,000**
N=317

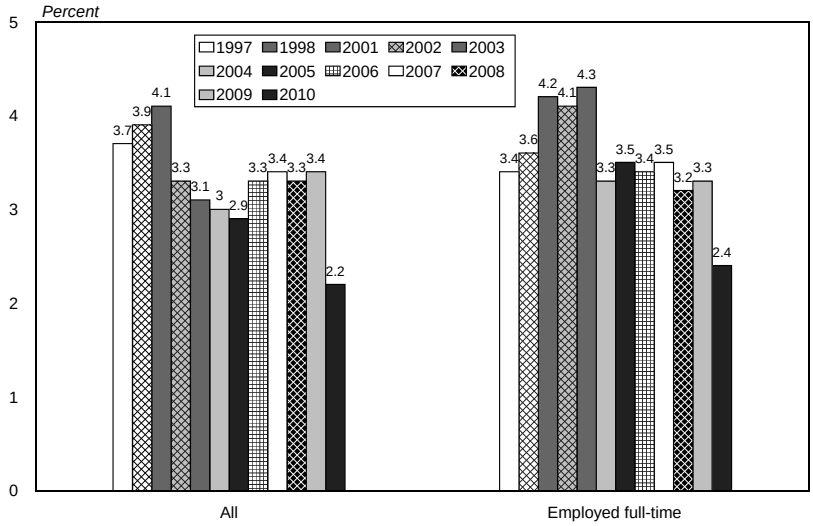
Northeast
Median salary:
$33,000
N=211

West
Median salary:
$31,200
N=204

South
Median salary:
$30,000
N=437

40. Union membership of JMC graduates

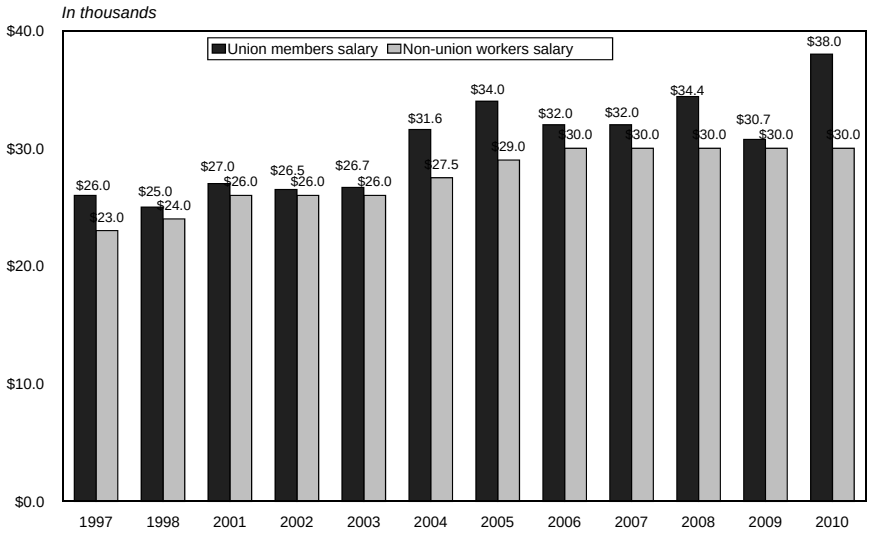
Union membership of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

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

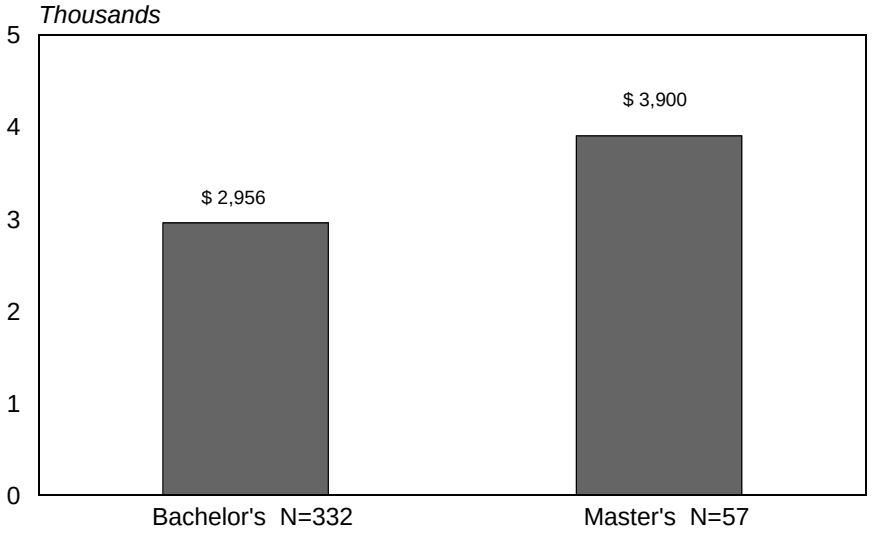
Median salary per year for Bachelor's degree recipients with full-time jobs: union and non-union



Source: Annual Survey of Journalism & Mass Communication Graduates

42. Additional income that is communication related

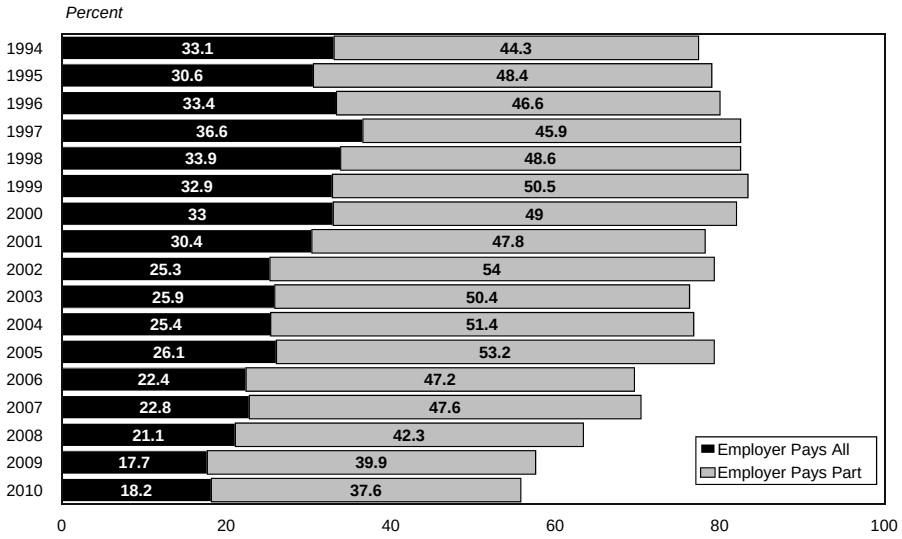
Additional income earned from freelance or self-employment



Source: Annual Survey of Journalism & Mass Communication Graduates

43. Job benefits: Basic medical

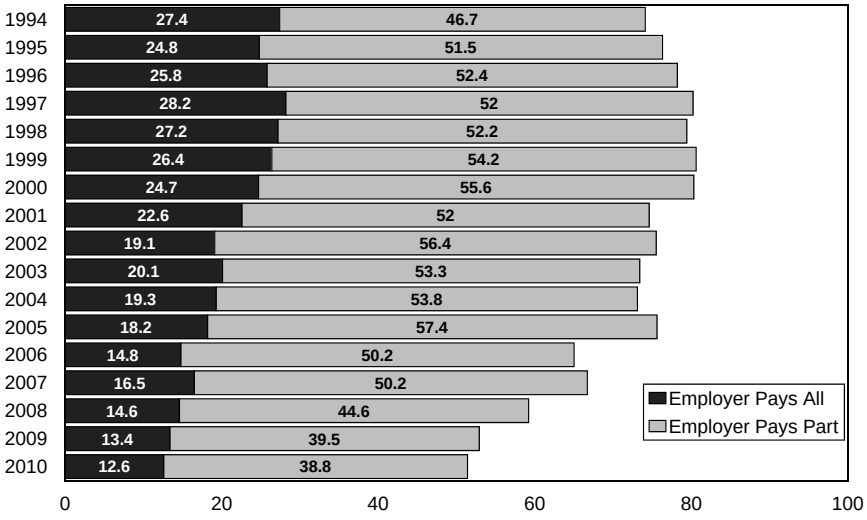
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

44. Job benefits: Major medical

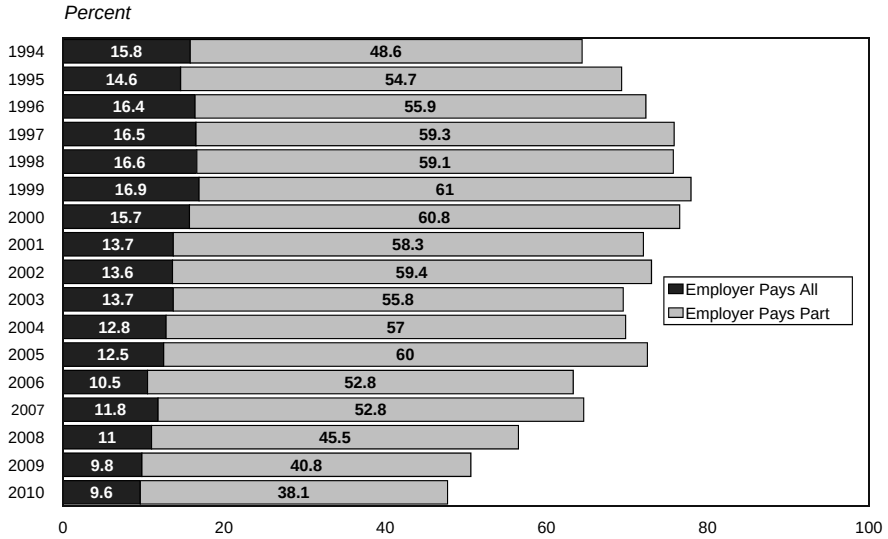
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

45. Job benefits: Prescription

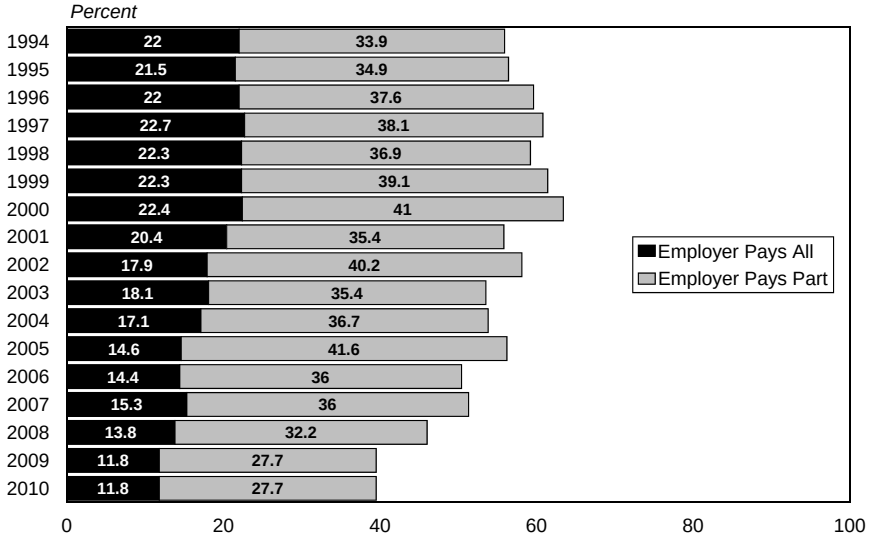
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

46. Job benefits: Disability

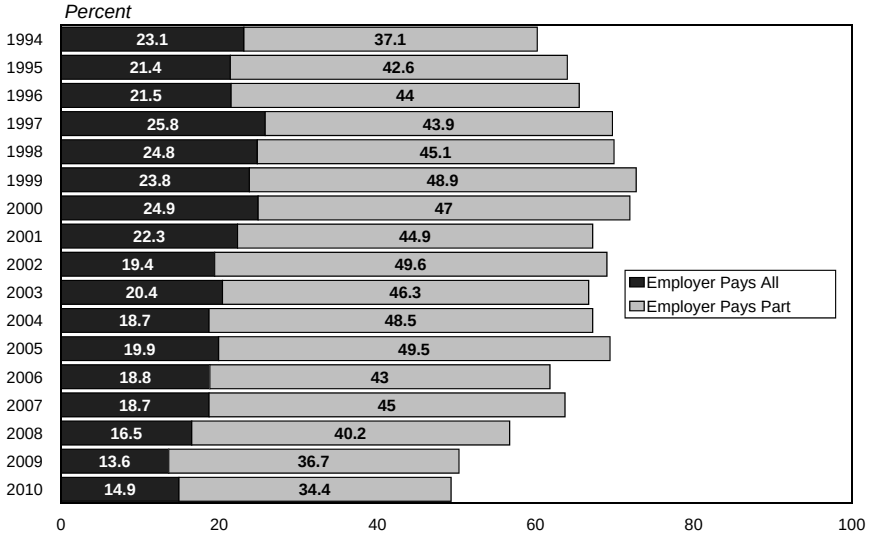
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

47. Job benefits: Dental

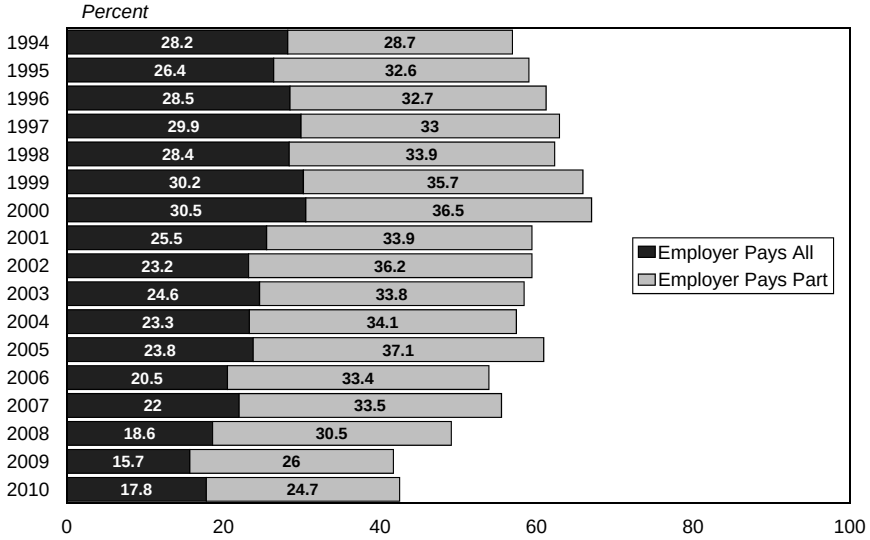
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

48. Job benefits: Life insurance

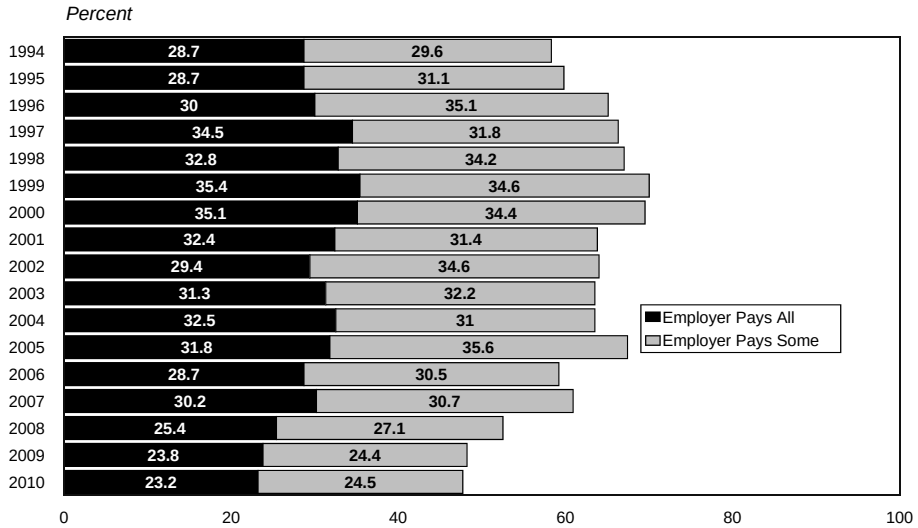
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

49. Job benefits: Maternity/Paternity

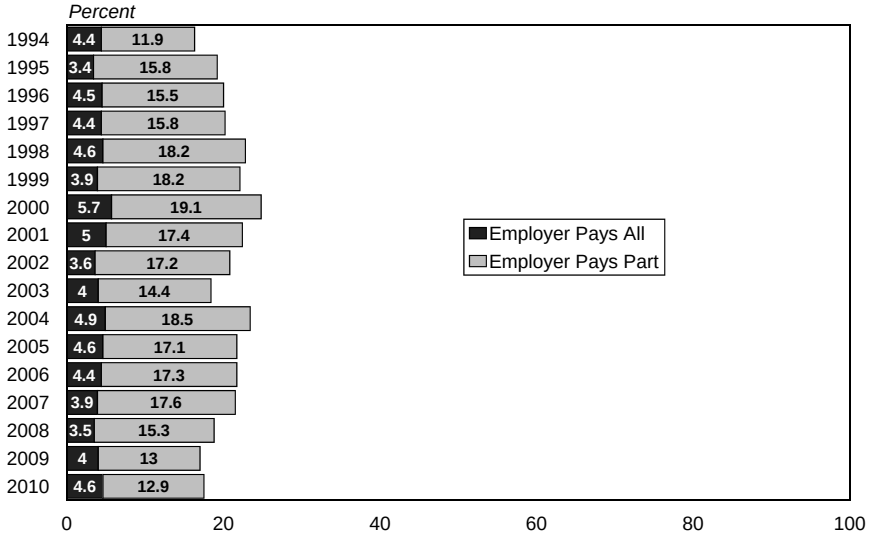
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

50. Job benefits: Child care

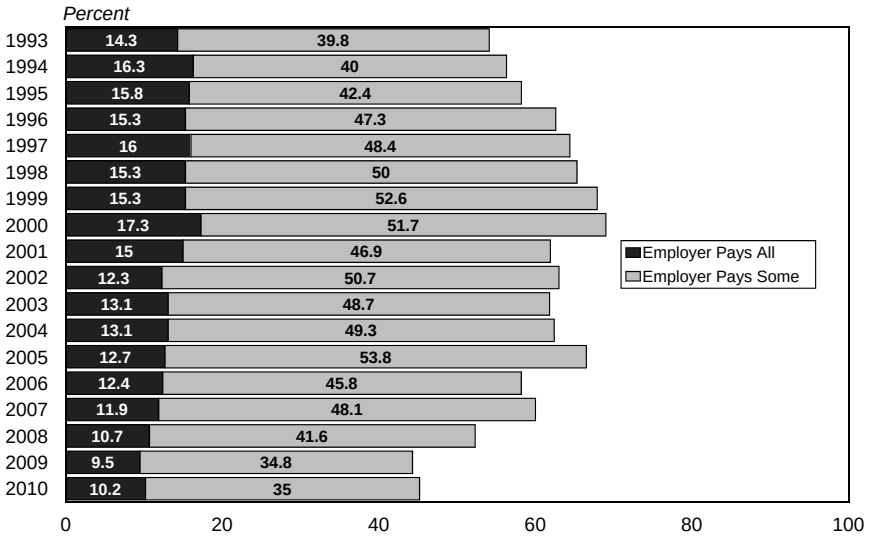
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

51. Job benefits:Retirement

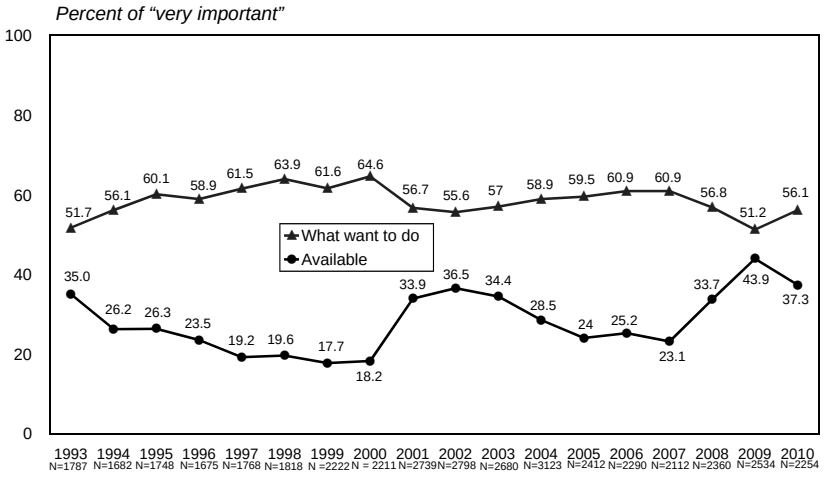
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

52. Why jobs chosen

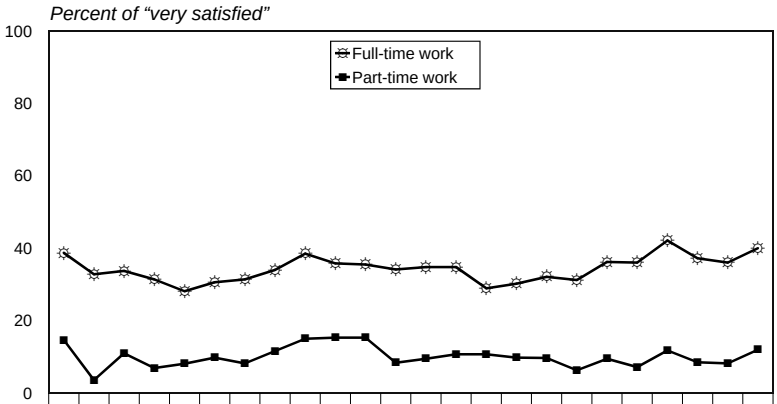
Employed Bachelor's degree recipients' reasons for selecting jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

53. Job satisfaction

Job satisfaction of employed Bachelor's degree recipients

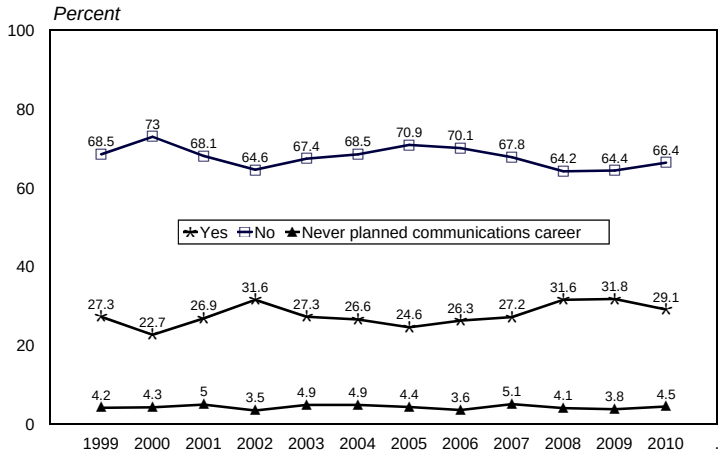


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Full-time work	38.7	32.8	33.7	31.4	28.1	30.6	31.4	34	38.5	35.8	35.5	34.1	34.8	34.8	28.9	30.2	32.1	31.2	36.2	36	42.1	37.2	36	40
N	799	409	1536	1565	1511	1651	1472	1461	1546	1516	1574	1658	2026	2030	1802	1762	1651	2061	1674	1572	1475	1417	1397	
Part-time work	14.7	3.6	11	6.9	8.1	9.8	8.2	11.6	15	15.3	15.3	8.4	9.5	10.7	10.7	9.8	9.7	6.3	9.5	7.2	11.8	8.5	8.2	12
N	143	56	209	277	347	378	318	267	253	216	176	131	179	197	272	327	331	347	242	236	186	317	451	

Source: Annual Survey of Journalism & Mass Communication Graduates

54. Regret career choices

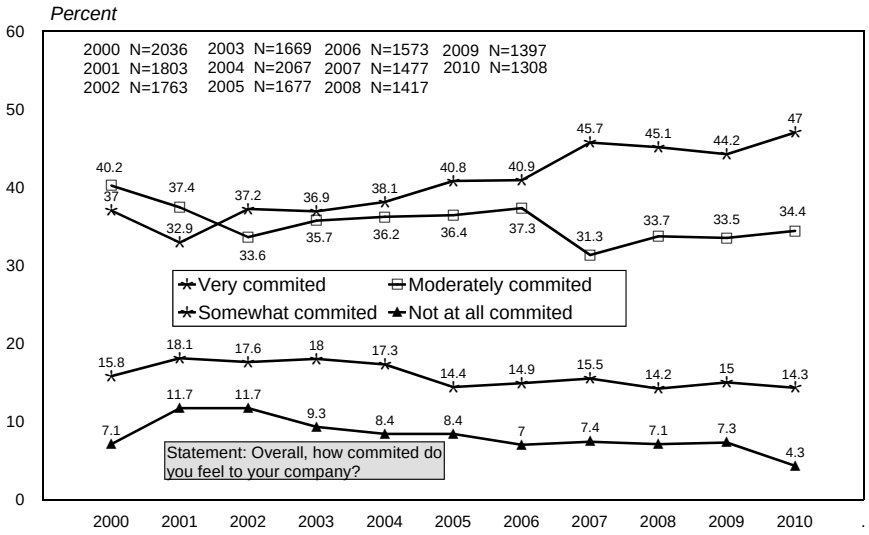
Bachelor's degree recipients who wish they had selected another career



Source: Annual Survey of Journalism & Mass Communication Graduates

55. Organizational commitment

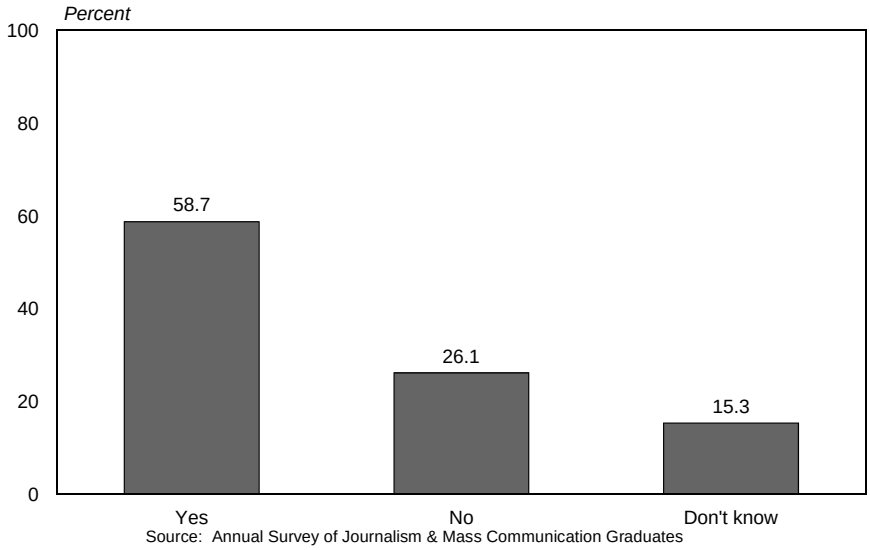
Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

56. Preparedness for job market

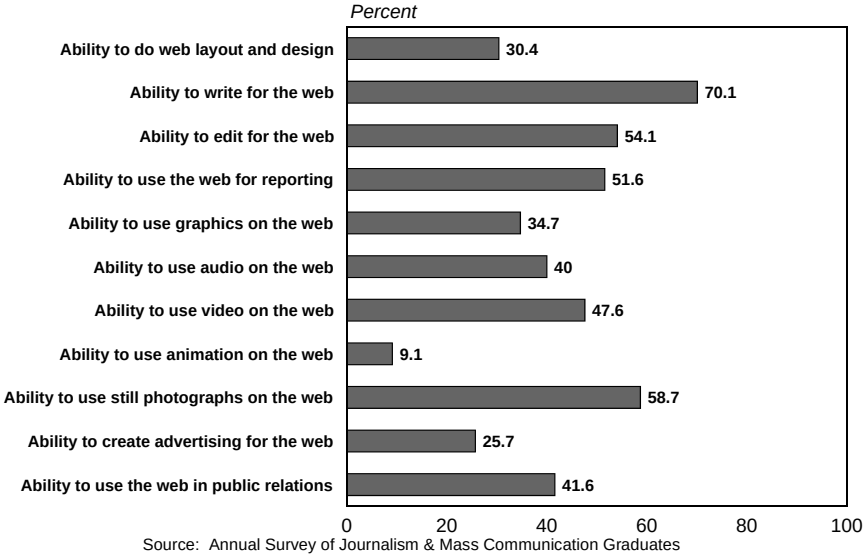
How adequatly the graduates feel the college prepared them for today's job market



Source: Annual Survey of Journalism & Mass Communication Graduates

57. Skills acquired in college I

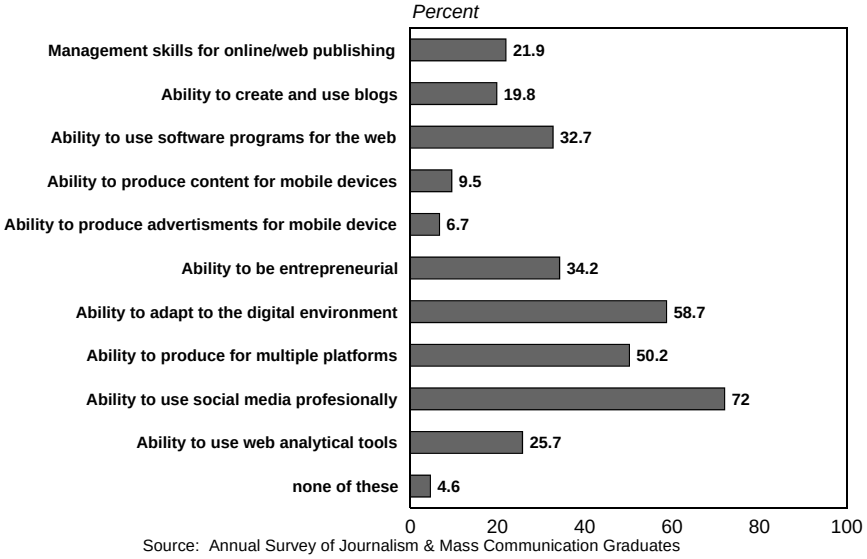
Skills graduates feel they had when they completed their most recent degree



Source: Annual Survey of Journalism & Mass Communication Graduates

58. Skills acquired in college II

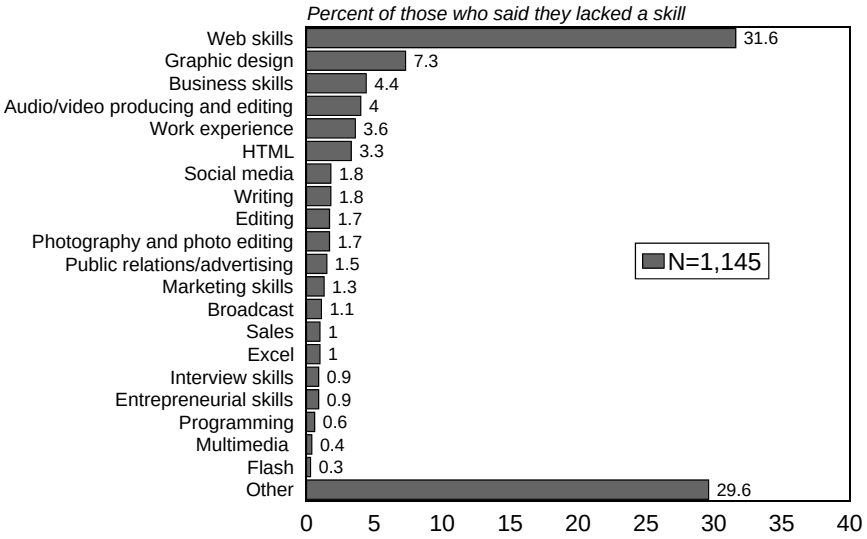
Skills graduates feel they had when they completed their most recent degree



Source: Annual Survey of Journalism & Mass Communication Graduates

59. Skills not acquired in college

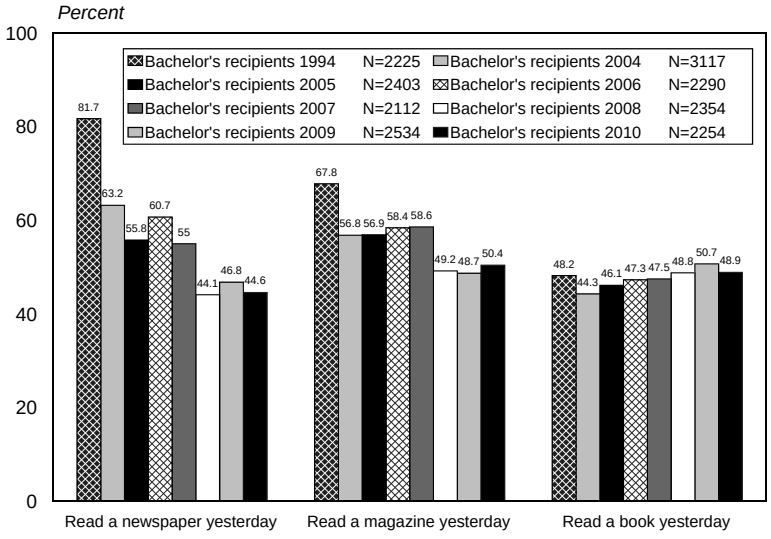
Skills graduates feel they missed when they completed their most recent degree



Source: Annual Survey of Journalism & Mass Communication Graduates

60. Use of print media

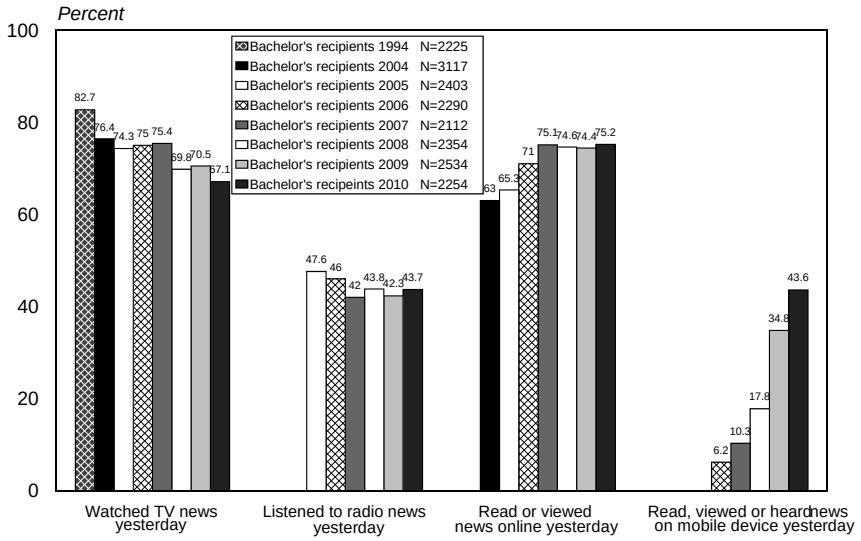
Journalism Bachelor's degree recipients' use of print media



Source: Annual Survey of Journalism & Mass Communication Graduates

61. Use of electronic media

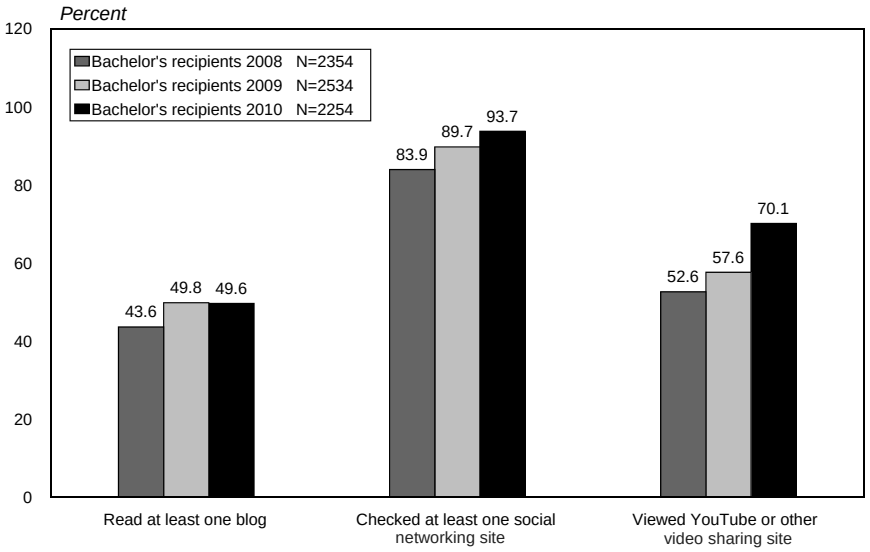
Journalism Bachelor's degree recipients' use of electronic media



Source: Annual Survey of Journalism & Mass Communication Graduates

62. Use of user generated electronic media

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



Source: Annual Survey of Journalism & Mass Communication Graduates

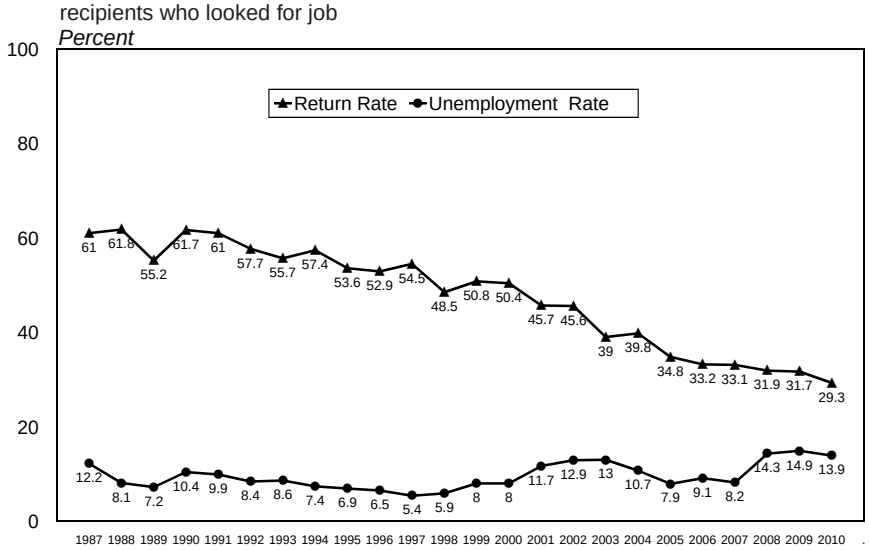
63. Student professional organizations attended while at university

	2002	2003	2005	2006	2007	2008	2009	2010
AD Club	2.8%	2.2%	4.5%	4.5%	4.5%	5.4%	4.9%	4.2%
American Advertising Federation	3.6%	3.9%	2.8%	2.3%	1.5%	2.4%	1.7%	2.1%
Association of Women in Communication	1.6%	2.0%	1.3%	1.1%	0.5%	0.4%	0.7%	0.9%
Di Gamma Kappa	0.7%	0.6%	0.5%	0.2%	0.5%	0.3%	0.2%	0.3%
Kappa Tau Alpha	0.3%	0.6%	0.2%	0.2%	0.3%	0.3%	0.6%	0.4%
Magazine Club	0.0%	0.0%	0.4%	0.3%	0.0%	0.1%	0.1%	0.3%
National Association of Black Journalists	1.6%	1.5%	1.0%	1.0%	0.6%	1.5%	0.7%	0.9%
National Broadcasting Society	1.3%	0.9%	0.6%	0.6%	0.4%	0.5%	0.6%	0.2%
National Press Photographers Association	0.8%	0.6%	0.3%	0.4%	0.2%	0.4%	0.4%	0.3%
Public Relations Student Society	13.5%	12.8%	16.0%	13.8%	12.9%	13.8%	12.2%	13.1%
Radio Television News Directors Association	1.3%	1.2%	1.0%	1.0%	0.9%	1.3%	1.0%	1.1%
Society of Professional Journalists	7.3%	5.8%	5.0%	6.7%	4.5%	5.0%	5.1%	5.5%
Student Society for News Design	0.5%	0.1%	0.0%	0.1%	0.1%	0.0%	1.2%	0.2%
N	**2,794**	**2,684**	**2,412**	**2,290**	**2,112**	**2,360**	**2,534**	**2,254**

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

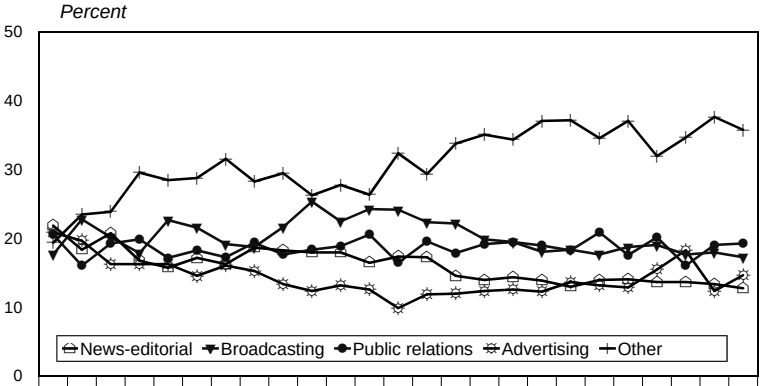
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
CPI-U Cumulative from '85	1.670	1.705	1.758	1.807	1.883	1.934	2.015	1.989	2.028	2.101
Master Total										
Nominal salary/wk	$579	$615	$630	$635	$712	$731	$769	$731	$750	$696
Nominal salary/yr	$30,120	$32,000	$32,760	$33,000	$37,000	$38,000	$40,000	$38,000	$39,000	$36,200
Real Salary 85 $	$18,038	$18,770	$18,638	$18,263	$19,652	$19,652	$19,853	$19,109	$19,227	$17,226
N	102	105	101	159	93	87	119	104	124	108
Bachelor Total										
Nominal salaries/wk	$500	$500	$500	$535	$558	$577	$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	$30,000
Real Salary 85 $	$15,571	$15,251	$14,792	$15,386	$15,403	$15,515	$14,890	$15,086	$14,790	$14,276
N	1,749	1,695	1,585	1,995	1,586	1,572	1,398	1,357	1,312	1,215
Daily Newspapers										
Nominal salary/wk	$498	$481	$490	$500	$538	$520	$538	$560	$520	$529
Nominal salary/yr	$25,896	$25,000	$25,480	$26,000	$28,000	$27,040	$28,000	$29,120	$27,040	$27,500
Real Salary 85 $	$15,509	$14,664	$14,496	$14,389	$14,872	$13,984	$13,897	$14,643	$13,331	$13,086
N	120	152	127	146	127	109	106	60	71	65
Weeklies										
Nominal salary/wk	$462	$423	$462	$462	$480	$475	$516	$500	$480	$480
Nominal salary/yr	$24,000	$22,000	$24,000	$24,000	$24,980	$24,700	$26,850	$26,000	$24,969	$24,960
Real Salary 85 $	$14,373	$12,905	$13,654	$13,282	$13,268	$12,774	$13,326	$13,074	$12,310	$11,878
N	43	45	39	69	46	53	38	23	32	31
Radio										
Nominal salary/wk	$481	$462	$462	$442	$500	$519	$481	$587	$558	$519
Nominal salary/yr	$25,000	$24,000	$24,000	$23,000	$26,000	$27,000	$25,000	$30,500	$29,000	$27,000
Real Salary 85 $	$14,972	$14,078	$13,654	$12,729	$13,809	$13,963	$12,408	$15,337	$14,297	$12,848
N	46	33	20	29	25	23	16	20	9	17
Television										
Nominal salary/wk	$413	$423	$423	$452	$442	$470	$462	$462	$478	$488
Nominal salary/yr	$21,500	$22,000	$22,000	$23,492	$23,000	$24,440	$24,000	$24,000	$24,880	$25,376
Real Salary 85 $	$12,876	$12,905	$12,517	$13,001	$12,216	$12,640	$11,912	$12,069	$12,266	$12,076
N	117	115	112	132	103	103	111	86	96	87

Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Cable Television										
Nominal salary/wk	$538	$548	$538	$577	$548	$580	$563	$650	$510	$673
Nominal salary/yr	$28,000	$28,500	$28,000	$30,000	$28,500	$30,160	$29,300	$33,800	$26,500	$35,000
Real Salary 85 $	$16,769	$16,717	$15,930	$16,603	$15,137	$15,598	$14,542	$16,997	$13,064	$16,655
N	38	28	37	35	25	19	24	23	18	13
PR Agency/Dept										
Nominal salary/wk	$534	$519	$538	$548	$577	$577	$615	$596	$596	$615
Nominal salary/yr	$27,750	$27,000	$28,000	$28,500	$30,000	$30,000	$32,000	$31,000	$31,000	$32,000
Real Salary 85 $	$16,619	$15,837	$15,930	$15,773	$15,934	$15,515	$15,882	$15,589	$15,283	$15,228
N	104	118	109	145	128	136	114	109	94	90
Ad Agency/Dept										
Nominal salary/wk	$510	$519	$519	$538	$538	$577	$615	$577	$615	$606
Nominal salary/yr	$26,500	$27,000	$27,000	$28,000	$28,000	$30,000	$32,000	$30,000	$32,000	$31,500
Real Salary 85 $	$15,871	$15,837	$15,361	$15,496	$14,872	$15,515	$15,882	$15,086	$15,776	$14,990
N	124	99	114	161	153	124	134	119	115	133
Specialized Information										
Nominal salary/wk	$577	$551	$519	$538	$587	$596	$615	$587	$615	$596
Nominal salary/yr	$30,000	$28,655	$27,000	$28,000	$30,500	$31,000	$32,000	$30,500	$32,000	$31,000
Real Salary 85 $	$17,967	$16,808	$15,361	$15,496	$16,199	$16,032	$15,882	$15,337	$15,776	$14,752
N	25	28	21	31	30	30	31	34	23	21
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	$577
Nominal salary/yr	$26,000	$27,350	$25,000	$27,000	$29,000	$28,000	$32,000	$28,000	$30,500	$30,000
Real Salary 85 $	$15,571	$16,043	$14,223	$14,943	$15,403	$14,481	$15,882	$14,080	$15,036	$14,276
N	37	28	25	47	34	30	31	34	16	29
Online Publishing										
Nominal salary/wk	$644	$500	$620	$615	$615	$606	$719	$635	$600	$673
Nominal salary/yr	$33,500	$26,000	$32,250	$32,000	$32,000	$31,500	$37,400	$33,000	$31,200	$35,000
Real Salary 85 $	$20,063	$15,251	$18,348	$17,710	$16,996	$16,291	$18,562	$16,594	$15,382	$16,655
N	13	7	8	13	21	24	17	23	19	37

S1. What they studied

Specialty within curriculum of Bachelor's degree recipients

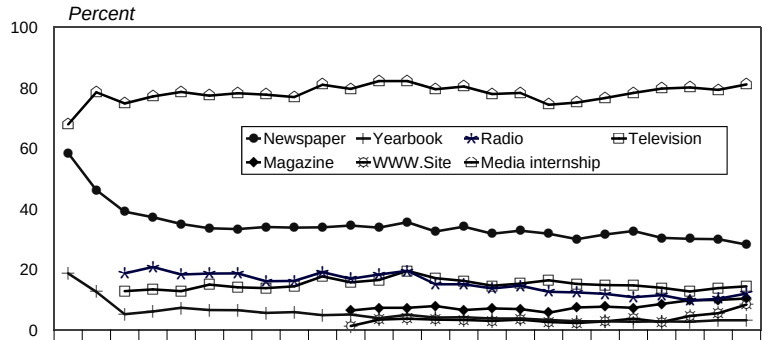


	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
News-editorial	21.8	18.3	20.7	16.7	15.7	17.1	16.2	18.6	18.2	17.9	17.9	16.4	17.3	17.2	14.5	13.9	14.3	13.8	12.9	13.9	14	13.6	13.6	13.3	12.7
Broadcasting	17.6	22.7	20.1	17.8	22.6	21.5	19.1	18.7	21.6	25.3	22.4	24.2	24.1	22.3	22.1	19.8	19.4	18	18.3	17.6	18.7	19	17.6	17.9	17.2
Public relations	20.5	16	19.2	19.8	17.1	18.2	17.2	19.3	17.6	18.3	18.8	20.5	16.4	19.5	17.8	19.1	19.4	18.9	18.2	20.8	17.5	20.1	16	19	19.2
Advertising	20.8	19.6	16.2	16.2	16.2	14.5	16	15.2	13.3	12.3	13.1	12.5	9.8	11.8	11.9	12.3	12.5	12.2	13.6	13.1	12.8	15.4	18.2	12.3	14.6
Other	19.3	23.4	23.8	29.5	28.4	28.7	31.5	28.2	29.4	26.2	27.7	26.3	32.3	29.3	33.7	35	34.3	37	37.1	34.5	37	31.9	34.6	37.6	35.7
(N)	943	1252	711	2171	2448	2500	2670	2397	2238	2296	2241	2169	2391	2672	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

S2. Campus activities

Campus activities of Bachelor's degree recipients

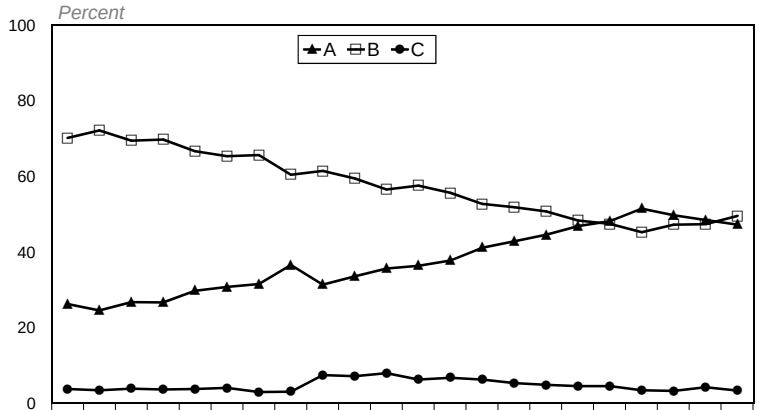


	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Newspaper	58.4	46.2	39.1	37.2	35	33.6	33.3	34	33.8	33.9	34.5	33.8	35.6	32.5	34.1	31.8	32.8	31.8	30	31.5	32.7	30.4	30.1	30	28.2
Yearbook	18.7	12.6	5.2	6.1	7.3	6.6	6.5	5.6	5.9	4.9	5.1	3.9	5	4.1	4.2	3.8	3.8	3.3	2.9	2.8	2.7	2.8	2.7	3.2	3.2
Brdcst. station	38.8	30.8																							
Radio			18.7	20.8	18.3	18.6	18.7	16.1	16.2	19.1	16.9	18.3	19.5	15.1	15.1	13.7	14.6	12.6	12.4	11.9	10.8	11.5	9.7	10.3	12
Television			12.8	13.4	12.8	15	14.1	13.8	14.4	17.7	15.7	16.5	19.5	17.1	16.2	14.6	15.3	16.4	15.2	14.8	14.7	13.9	12.7	13.8	14.4
Magazine											6.4	7.3	7.3	7.9	6.6	7.1	6.9	5.7	7.4	7.7	7.3	8.6	9.8	9.9	10.4
WWW.Site											1.3	3.4	3.7	3.4	3.3	3	3.4	2.6	2.3	2.8	3.7	2.6	4.6	5.5	8.4
Media internship	67.9	78.5	74.8	77.1	78.6	77.4	78.2	77.7	76.9	81	79.6	82.2	82.2	79.5	80.4	77.9	78.3	74.4	75.1	76.6	78.3	79.7	80.1	79.3	81.1
(N)	943	1252	711	2171	2448	2500	2670	2397	2238	2296	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

S3. Grade point averages

Final grades of Bachelor's degree recipients

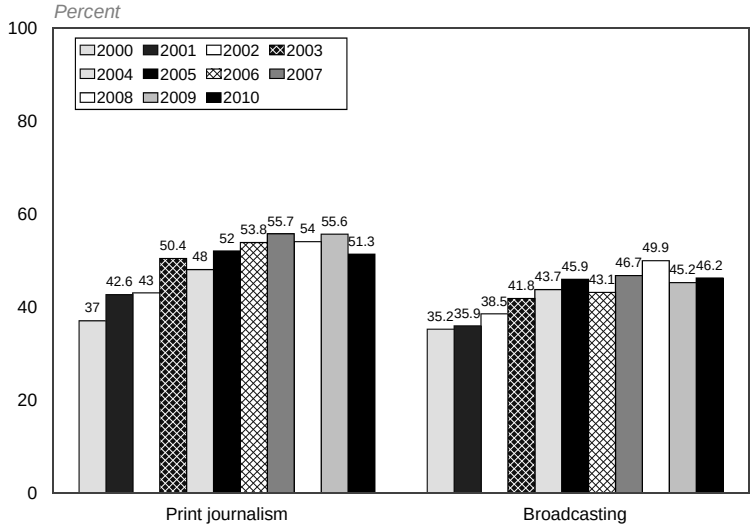


	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
A	26.2	24.5	26.7	26.6	29.7	30.7	31.5	36.5	31.3	33.5	35.6	36.3	37.7	41.1	42.8	44.5	46.8	48.1	51.4	49.7	48.4	47.2
B	70.1	72.1	69.4	69.7	66.6	65.3	65.6	60.4	61.4	59.4	56.5	57.5	55.6	52.7	51.8	50.7	48.3	47.4	45.2	47.2	47.3	49.5
C	3.7	3.4	3.8	3.6	3.7	4	2.9	3	7.4	7.1	7.9	6.2	6.7	6.2	5.3	4.8	4.5	4.5	3.4	3.2	4.2	3.3

Source: Annual Survey of Journalism & Mass Communication Graduates

S4. Grades by major

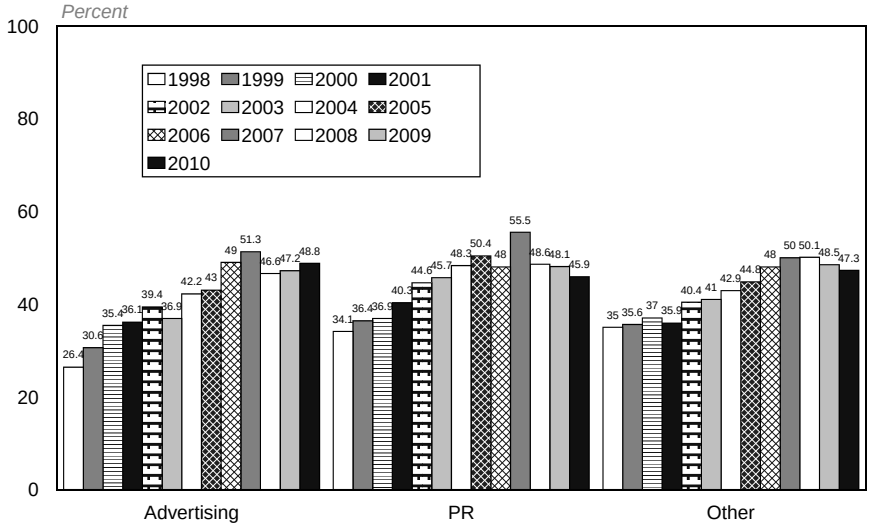
Final grades of Bachelor's degree recipients by major: percent with A or A-



Source: Annual Survey of Journalism & Mass Communication Graduates

S5. Grades by major II

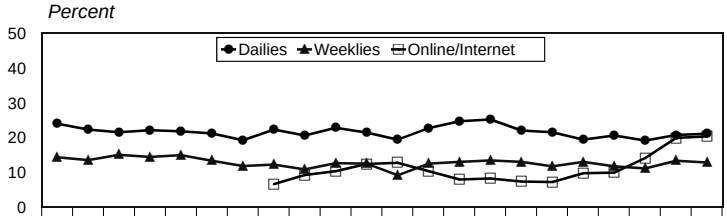
Final grades of Bachelor's degree recipients by major: percent with A or A-



Source: Annual Survey of Journalism & Mass Communication Graduates

S6. Seeking print jobs

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

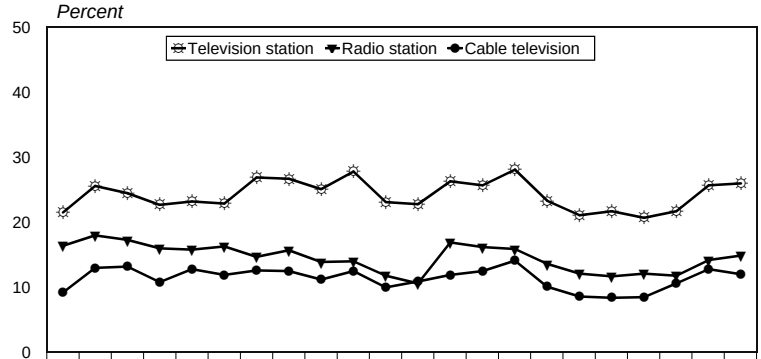


	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Dailies	24	22.3	21.5	22.1	21.8	21.2	19.2	22.3	20.6	22.8	21.4	19.4	22.7	24.7	25.2	22	21.5	19.4	20.6	19.1	20.7	21.1
Weeklies	14.3	13.5	15	14.4	14.9	13.3	11.8	12.2	10.8	12.6	12.5	9.1	12.5	13	13.4	13	11.7	13	11.7	11.1	13.3	12.8
Magazines	14.6	13.5	13.8	13.1	13	11.2	12.3															
Consumer Magazines								7.3	6.9	8	7.6	8.2	10.3	10.2	10.1	10.7	11	10.2	10.2	11.8	12.4	11.2
Trade Press								7.6	7.1	7.5	6	6.1	6.9	6.3	6	5.9	5.9	5.4	4.9	6.9	6.2	5.8
Book Publishers	9.9	9.1	11.5	9.6	10.1	8	6.2	7.9	6.7	7.8	6.8	6.4	8.3	8.3	9.3	7.8	6.7	6.6	7.5	9.1	10.3	8
Wire Services	3.1	3	9.1	2.8	3.5	2.7	2.8	2.7	2.9	3.8	3.6	3.4	4.5	4.5	4.8	3.2	2.9	3.4	3.7	4.9	4.3	6.2
Newsletters						3.2	2.4	2.2	1.7	2.5	1.9	1.4	2	1.7	1.8	1.8	1.8	1.7	2.2	2.1	2.4	2.2
Newsletter/Mags						4.8	4.8	5.2	4.7	5	4.6	3.9	4.5	4.7	4.8	5.3	3.7	3.7	3.6	4.8	5.4	5
Online/Internet								6.6	9.2	10.3	12.4	12.7	10.3	7.9	8.2	7.3	7.2	9.7	9.9	14.1	19.9	20.3
Looseleaf/Directory																		0.5	0.8	0.9	1.2	1.1
Research Report/Journal																		1.9	3.3	3.8	4.2	3.4
(N)	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

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

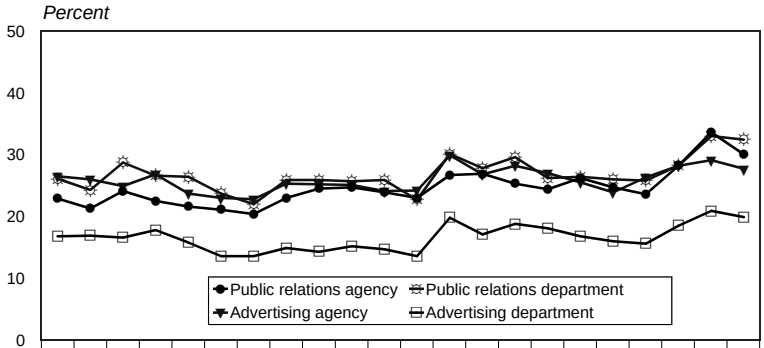


	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Television station	21.5	25.6	24.5	22.7	23.2	22.9	26.9	26.7	25.1	27.8	23.1	22.8	26.3	25.7	28.1	23.3	21.1	21.7	20.7	21.7	25.7	26
Radio station	16.4	18	17.3	16	15.8	16.3	14.7	15.7	13.9	14	11.8	10.6	16.9	16.2	15.9	13.6	12.1	11.7	12.1	11.8	14.2	14.9
Cable television	9.2	13	13.2	10.8	12.8	11.9	12.6	12.5	11.2	12.5	10	10.9	11.9	12.5	14.1	10.1	8.6	8.4	8.5	10.6	12.8	12
(N)	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

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

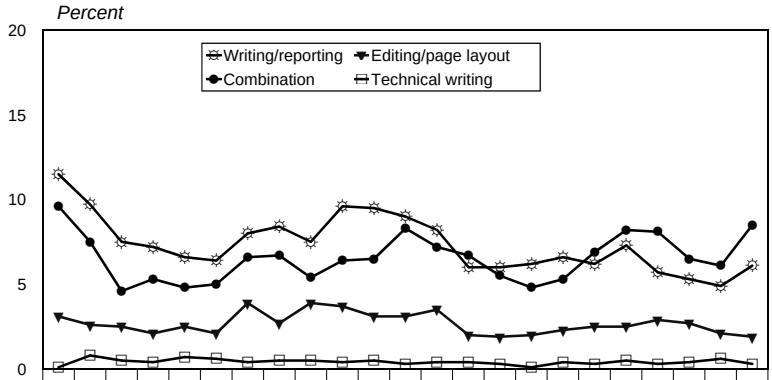


	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Public relations agency	22.9	21.3	24.1	22.5	21.6	21.1	20.4	23	24.5	24.7	23.9	23	26.7	26.9	25.3	24.4	26.2	24.7	23.6	28.2	33.6	30
Public relations department	26.1	24.3	28.7	26.6	26.4	23.7	22	25.9	25.9	25.7	25.9	22.7	30.1	27.8	29.6	26.2	26.4	26	25.8	28.2	33	32.4
Advertising agency	26.5	26	24.9	26.8	23.7	23	22.8	25.3	25.2	25.1	24.1	24.2	29.9	26.8	28.2	27	25.5	23.9	26.3	28.2	29.1	27.7
Advertising department	16.8	16.9	16.6	17.8	15.8	13.6	13.6	14.9	14.3	15.2	14.7	13.6	19.8	17.1	18.8	18.1	16.8	16	15.6	18.5	20.9	19.9
(N)	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

S9. News-editorial tasks

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

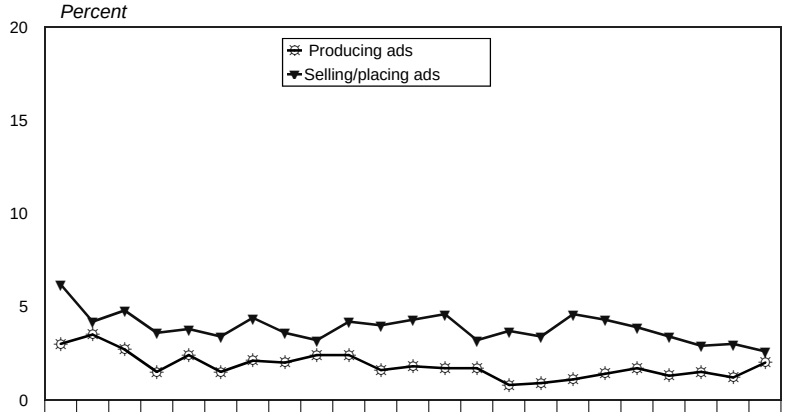


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Writing/reporting	11.5	9.7	7.5	7.2	6.6	6.4	8	8.4	7.5	9.6	9.5	9	8.2	6	6	6.2	6.6	6.2	7.3	5.7	5.3	4.9	6.1
Editing/page layout	3.1	2.6	2.5	2.1	2.5	2.1	3.9	2.7	3.9	3.7	3.1	3.1	3.5	2	1.9	2	2.3	2.5	2.5	2.9	2.7	2.1	1.9
Combination	9.6	7.5	4.6	5.3	4.8	5	6.6	6.7	5.4	6.4	6.5	8.3	7.2	6.7	5.5	4.8	5.3	6.9	8.2	8.1	6.5	6.1	8.5
Technical writing	0.1	0.8	0.5	0.4	0.7	0.6	0.4	0.5	0.5	0.4	0.5	0.3	0.4	0.4	0.3	0.1	0.4	0.3	0.5	0.3	0.4	0.6	0.3
(N)	711	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

S10. Advertising tasks

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

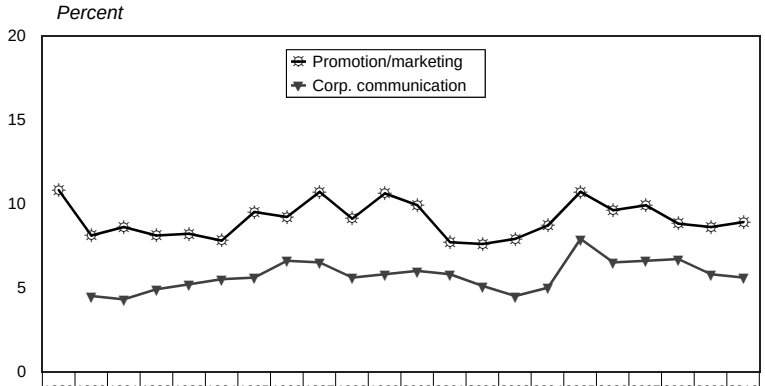


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Producing ads	3	3.5	2.7	1.5	2.4	1.5	2.1	2	2.4	2.4	1.6	1.8	1.7	1.7	0.8	0.9	1.1	1.4	1.7	1.3	1.5	1.2	2
Selling/placing ads	6.2	4.2	4.8	3.6	3.8	3.4	4.4	3.6	3.2	4.2	4	4.3	4.6	3.2	3.7	3.4	4.6	4.3	3.9	3.4	2.9	3	2.6
(N)	711	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

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

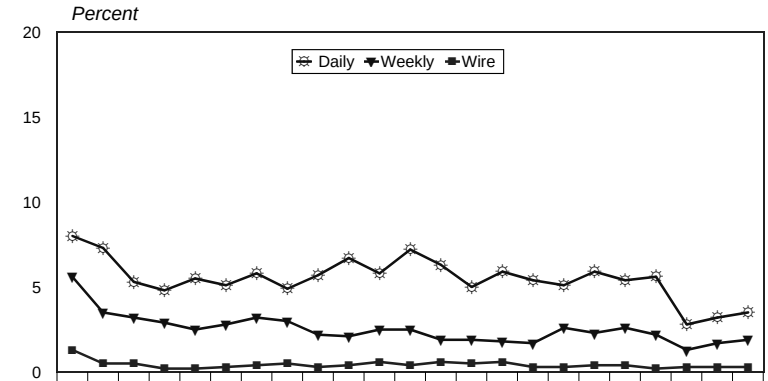


	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Promotion/marketing	10.8	8.1	8.6	8.1	8.2	7.8	9.5	9.2	10.7	9.1	10.6	9.9	7.7	7.6	7.9	8.7	10.7	9.6	9.9	8.8	8.6	8.9
Corp. communication		4.5	4.3	4.9	5.2	5.5	5.6	6.6	6.5	5.6	5.8	6	5.8	5.1	4.5	5	7.9	6.5	6.6	6.7	5.8	5.6
(N)	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

S12. Newspaper work

Bachelor's degree recipients working in newspaper jobs

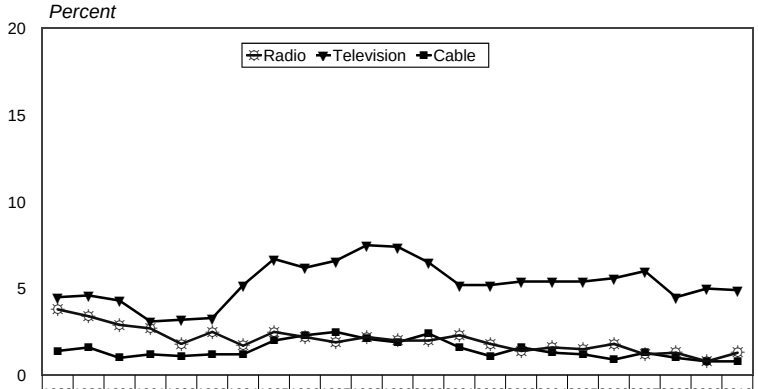


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Daily	8	7.3	5.3	4.8	5.5	5.1	5.8	4.9	5.7	6.7	5.8	7.2	6.3	5	5.9	5.4	5.1	5.9	5.4	5.6	2.8	3.2	3.5
Weekly	5.6	3.5	3.2	2.9	2.5	2.8	3.2	3	2.2	2.1	2.5	2.5	1.9	1.9	1.8	1.7	2.6	2.3	2.6	2.2	1.3	1.7	1.9
Wire	1.3	0.5	0.5	0.2	0.2	0.3	0.4	0.5	0.3	0.4	0.6	0.4	0.6	0.5	0.6	0.3	0.3	0.4	0.4	0.2	0.3	0.3	0.3
(N)	711	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

S13. Telecommunication work

Bachelor's degree recipients working in telecommunications jobs

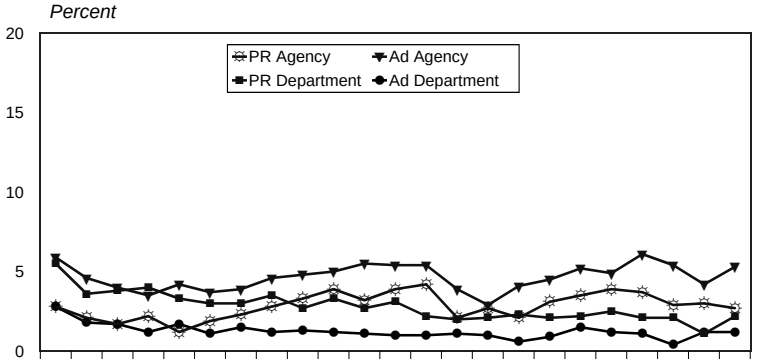


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Radio	3.8	3.4	2.9	2.7	1.8	2.5	1.7	2.5	2.2	1.9	2.2	2	2	2.3	1.8	1.4	1.6	1.5	1.8	1.2	1.3	0.8	1.3
Television	4.5	4.6	4.3	3.1	3.2	3.3	5.2	6.7	6.2	6.6	7.5	7.4	6.5	5.2	5.2	5.4	5.4	5.4	5.6	6	4.5	5	4.9
Cable	1.4	1.6	1	1.2	1.1	1.2	1.2	2	2.3	2.5	2.1	1.9	2.4	1.6	1.1	1.6	1.3	1.2	0.9	1.3	1	0.8	0.8
(N)	711	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

S14. PR and advertising work

Bachelor's degree recipients working in public relations and advertising



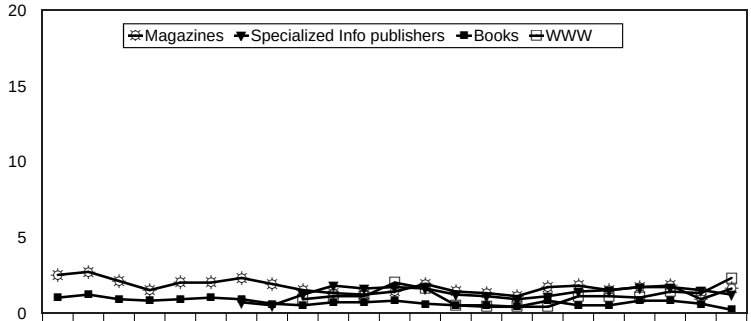
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
PR Agency	2.8	2.1	1.7	2.2	1.2	1.9	2.3	2.8	3.3	3.9	3.2	3.9	4.2	2.1	2.7	2.1	3.1	3.5	3.9	3.7	2.9	3	2.7
Ad Agency	5.9	4.6	4	3.5	4.2	3.7	3.9	4.6	4.8	5	5.5	5.4	5.4	3.9	2.9	4.1	4.5	5.2	4.9	6.1	5.4	4.2	5.3
PR Department	5.5	3.6	3.8	4	3.3	3	3	3.5	2.7	3.3	2.7	3.1	2.2	2	2.1	2.3	2.1	2.2	2.5	2.1	2.1	1.1	2.2
Ad Department	2.8	1.8	1.7	1.2	1.7	1.1	1.5	1.2	1.3	1.2	1.1	1	1	1.1	1	0.6	0.9	1.5	1.2	1.1	0.4	1.2	1.2
(N)	711	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

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



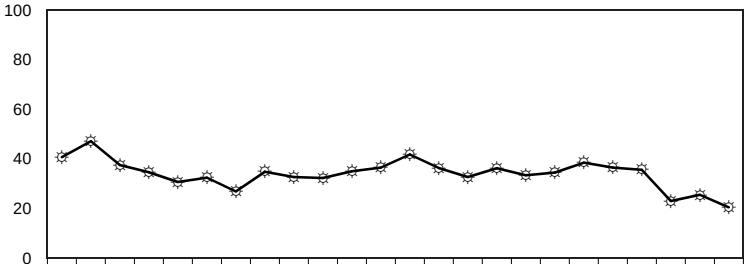
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Magazines	2.5	2.7	2.1	1.5	2	2	2.3	1.9	1.5	1.3	1.2	1.4	1.9	1.4	1.3	1.1	1.7	1.8	1.5	1.7	1.8	0.9	1.6
Specialized Info publishers							0.7	0.5	1.2	1.8	1.6	1.7	1.6	1.2	1.1	0.9	1.1	1.4	1.5	1.7	1.7	1.5	1.2
Books	1	1.2	0.9	0.8	0.9	1	0.9	0.6	0.5	0.7	0.7	0.8	0.6	0.5	0.5	0.4	0.8	0.5	0.5	0.8	0.8	0.6	0.2
WWW									0.9	1.1	1.1	2	1.6	0.5	0.4	0.4	0.4	1.1	1.1	1	1.4	1.3	2.3
(N)	711	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360	2534	2254

Source: Annual Survey of Journalism & Mass Communication Graduates

S16. Hiring news students

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

Percent

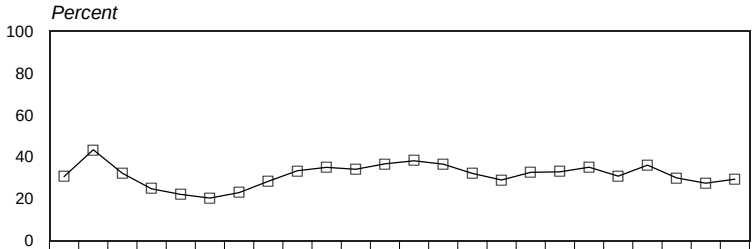


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Newspaper, wire	40.6	47	37.4	34.5	30.6	32.3	26.8	34.7	32.6	32.2	34.9	36.4	41.7	36.2	32.6	36.1	33.3	34.4	38.4	36.4	35.5	22.9	25.4	20.3
Broadcasting	0.5	0.9	2.5	1.3	1.9	1.2	1.8	1.5	2.2	3.2	3.1	1.4	2.4	1	1.9	2.8	0.8	2	1.2	2.8	0.4	0.6	1.5	1.1
Public relations	6.8	3.5	5.5	5.3	5.2	4.4	5.6	3.7	3.9	5	2.5	2.9	3.1	2.5	0.8	2	3.3	2.3	2.7	2.8	2.8	2.2	2.1	2.1
Advertising	1.8	1.7	2.7	2.4	1.9	1.2	1.4	1	2.5	2.2	2.8	0.3	1.5	1	1.3	0.8	0	0.8	0.9	1.3	2.1	0.6	1.5	1.4
Other comm.	12.8	6.1	16.2	14.7	12.4	18.6	18.7	22.3	19.9	20.2	22	22	22.3	25.3	18.2	16.5	16	20	23.2	19.9	20.9	24.5	20.8	20.6
In School	12.3	8.7	8.5	9.2	9.5	10.5	11.5	8.7	8.1	9	9.6	6.7	5.7	6.8	7.5	8	10	9.4	8.8	8.9	8.9	9.6	10.3	13.2
Unempl.	10	14.8	13.2	15.6	14	12.8	14.9	9.9	14	11.5	11.5	12.3	9.2	13.2	17.9	12.8	13.8	12.7	12.2	12	11.3	17.8	14.5	21.4
Non comm.	15.1	17.4	14	16.8	24.5	19.1	19.4	18.3	16.9	16.7	13.5	18	14.2	13.9	19.8	21.1	22.8	18.5	12.5	15.8	18.1	21.7	23.9	19.9
(N)	219	115	364	380	421	430	444	404	408	401	355	373	458	395	374	399	369	395	328	316	282	314	331	281

Source: Annual Survey of Journalism & Mass Communication Graduates

S17. Hiring broadcast students

Students with an emphasis in telecommunications who choose their own specialty

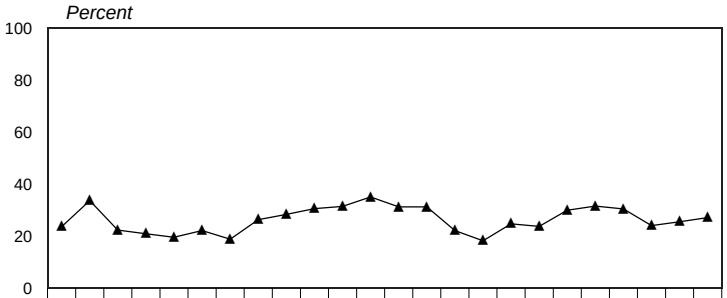


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Telecommunications	30.5	43.3	32.1	24.7	22	20.3	22.9	28.3	33.3	34.9	34	36.6	38.1	36.5	32	28.9	32.6	32.8	35	30.7	36	29.9	27.4	29.3
Newspaper, wire	2.9	2.9	3.7	2.2	0.8	2	1.8	1.2	1.7	1	2.1	1.5	2.9	2.5	2.2	0.7	1.2	2.1	1.9	1.4	1.5	0.7	1.6	1.6
Public relations	1.8	7.7	2.9	2.2	2.3	1.8	2.2	1.9	3.3	1.4	2.3	1.6	2.4	1.8	1.9	1.5	1	1.2	1.7	2.8	1.5	1	1.3	0.8
Advertising	1.4	6.7	1.8	1.8	1.9	1.4	0.9	1.7	1	1.4	1.3	1.5	2.4	2	1.3	1.3	1	1.6	1.2	1.7	1.5	2	1.3	0.5
Other comm.	21.9	3.8	21.8	18.6	16.5	19.9	18.4	19.8	18.5	16.4	20.5	22.9	17.5	18.6	18.3	18	15.6	14.6	21	22.9	18.8	19.2	16.1	16.8
In School	4.7	5.8	4.7	5.3	6.1	8.5	3.8	6.2	5.7	4.4	4.2	3.7	4.7	5.1	7.5	6.7	5.4	5.5	6.5	5.4	7.4	5	6.3	8.9
Unempl.	16.1	11.5	12.9	17.2	17.6	17.3	19.5	16	13	18.8	14.8	16.2	13.5	14.8	15.5	18.5	17	14.6	13.3	12.7	12.9	20.9	19.7	16.2
Non comm.	20.8	18.3	20	28	32.8	28.9	30.5	24.9	23.5	21.6	20.7	21.4	18.5	18.6	21.3	24.4	24.4	27.5	19.3	22.4	20.3	21.4	26.2	25.9
(N)	279	104	380	547	527	508	446	481	579	495	521	542	593	602	543	540	540	567	414	424	394	402	446	382

Source: Annual Survey of Journalism & Mass Communication Graduates

S18. Hiring advertising students

Students with an advertising emphasis who choose their own specialty

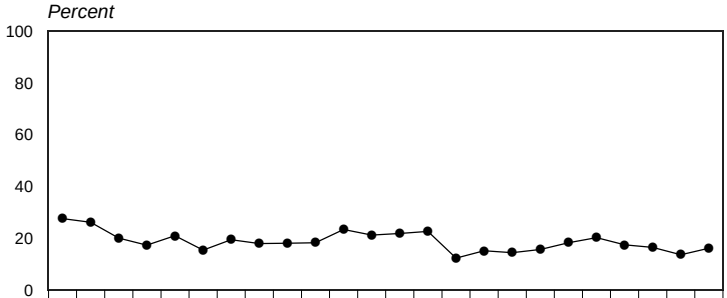


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Advertising	23.7	33.7	22.4	21	19.6	22.2	18.9	26.4	28.4	30.6	31.5	35.1	31.3	31.3	22.2	18.3	24.8	23.8	30	31.6	30.5	24.1	25.6	27.2
Telecommunications	3.3	4.5	4	2.3	2	1.6	3.3	0.7	1.4	1	2.6	2.6	4.2	3.4	3	1.7	3.4	1.9	4.2	1.7	2.2	1.9	0.7	3.1
Public relations	1.7	6.7	4.9	4.9	5.6	4.4	3.1	0.7	2.9	2.1	1.9	2.6	2.2	1.6	0.6	2	0.9	1.2	1.6	0.7	2.2	3.5	2.6	0.9
Newspaper, wire	4.6	6.7	6.9	4.9	4.8	5.2	5.6	4.7	3.2	5.8	4.8	3.9	3.5	4.1	2.1	5.4	3.7	5.2	2.6	3.8	2.2	1.1	1	1.9
Other comm.	14.1	5.6	19.8	1.2	17.9	18.7	21.4	22.7	23.7	23.4	27.4	22.4	25.6	24.7	21.6	24.6	21.2	25.2	26.1	21.2	23.9	26.8	28.2	29.1
In School	7.9	2.2	5.2	6.4	4.5	5.9	5.6	6.8	6.1	6.5	5.2	5.6	5.8	7.2	8.1	7.2	7.7	5.5	7.1	7.6	8.8	7.6	5.6	5.6
Unempl.	13.7	11.2	13.8	14.6	17.6	14.5	15.8	14.6	11.9	12	10	7.4	11.5	9.1	16.2	14.9	12.3	12.4	10.6	10.4	12.3	13.2	13.8	12.7
Non comm.	31.1	29.2	23	27.7	28	27.4	26.4	23.4	22.3	18.6	16.7	20.3	16	18.8	26.3	25.8	26.1	24.9	17.7	22.9	17.9	21.9	22.6	19.5
(N)	241	89	348	390	357	427	360	295	278	291	270	231	313	320	334	349	326	421	310	288	318	370	305	323

Source: Annual Survey of Journalism & Mass Communication Graduates

S19. Hiring PR students

Students with a public relations emphasis who choose their own specialty

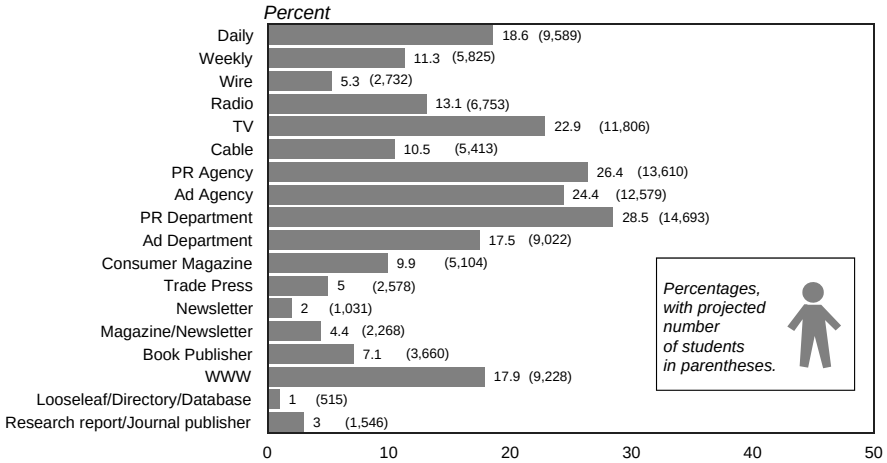


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Public relations	27.6	26.2	20.1	17.4	21	15.5	19.5	18	18.1	18.3	23.4	21.3	21.9	22.7	12.4	15.2	14.5	15.7	18.3	20.3	17.5	16.5	13.7	16.2
Telecommunications	1	1	1.6	1.7	1.6	0.9	2.2	0.8	2.2	1.9	1.1	1.1	1.2	2.5	2.1	1.1	1	1.6	0.8	2	0.7	0.7	1.9	1.2
Newspaper, wire	2	3.9	3.7	3.2	2.5	1.5	2.6	1.5	2.4	2.4	2.5	1.1	1.4	2.3	1	1.1	0.8	1.2	2.3	1	0.5	0	1.7	1.4
Advertising	6.1	3.9	2.3	2	2	2.8	2.8	2.6	1.9	2.4	1.4	5.2	3.3	3.5	2.7	0.6	1.2	3.2	3.5	1.5	2.6	3.6	3	4.2
Other comm.	12.2	12.6	31.1	30.4	27.1	29.7	29.3	35.7	32.8	33.4	39.1	42.8	41.8	39.8	38.6	30.9	34.3	35.2	32.6	37.8	38.8	38	32.3	31.3
In School	5.1	8.7	6.1	6.9	7	6.1	7.4	6.2	6.3	10.1	7	6.5	6.2	8.3	8	10.4	10	9.9	9.7	6.3	8.9	6.3	9.9	6.8
Unempl.	15.8	15.5	15.4	14.5	15.3	14.2	14.4	15.2	13.7	9.6	8.2	7.3	7.7	6.5	14.2	16.2	13.5	13.4	10.9	12.4	10	13.6	12.3	14.6
Non comm.	30.1	28.2	19.6	24	23.5	29.3	21.7	20.1	22.7	21.9	17.3	14.7	16.6	14.4	21	24.5	24.7	19.8	22	18.5	21.1	21.3	25.2	24.2
(N)	196	103	428	408	443	458	457	389	415	416	440	382	517	480	515	538	502	566	487	394	418	413	473	425

Source: Annual Survey of Journalism & Mass Communication Graduates

S20. Where grads seek work

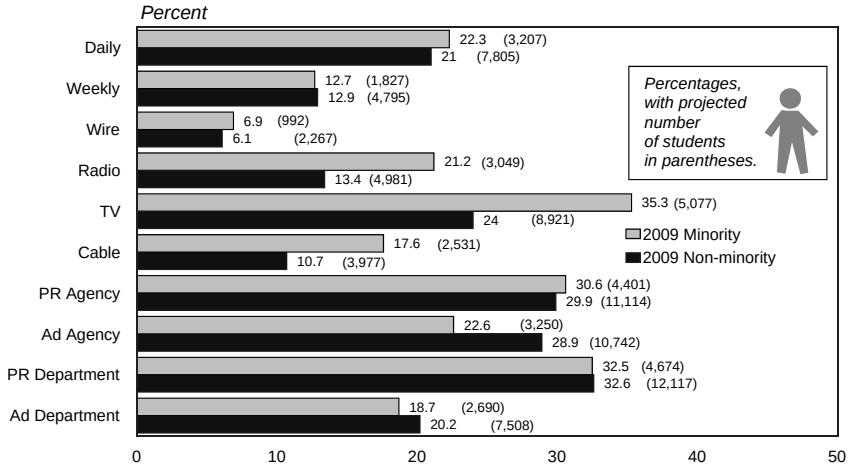
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2010



Source: Annual Survey of Journalism & Mass Communication Graduates

S21. Minorities and job seeking I

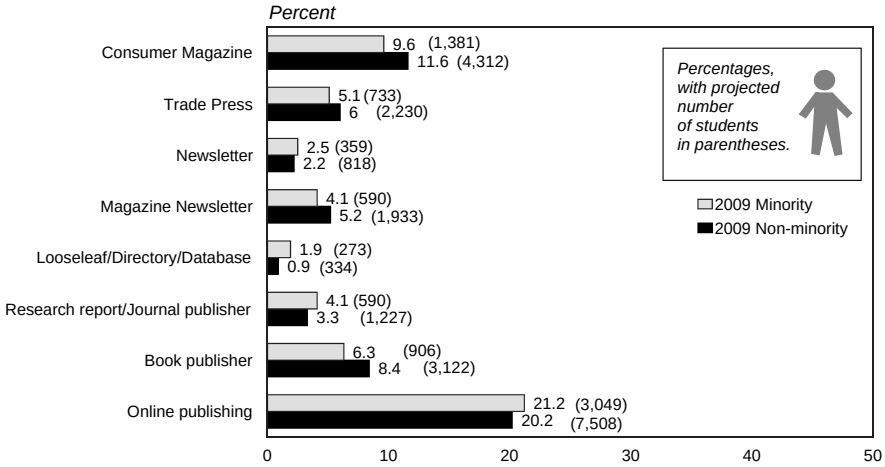
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2010



Source: Annual Survey of Journalism & Mass Communication Graduates

S22. Minorities and job seeking II

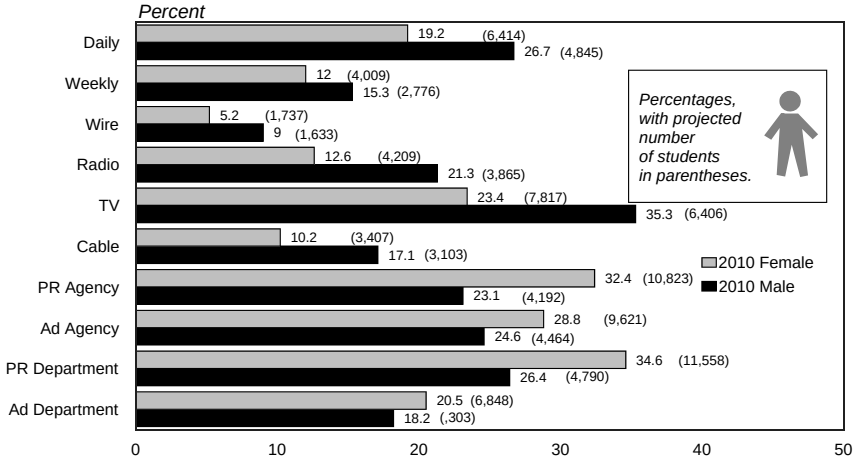
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2010



Source: Annual Survey of Journalism & Mass Communication Graduates

S23. Gender and job seeking I

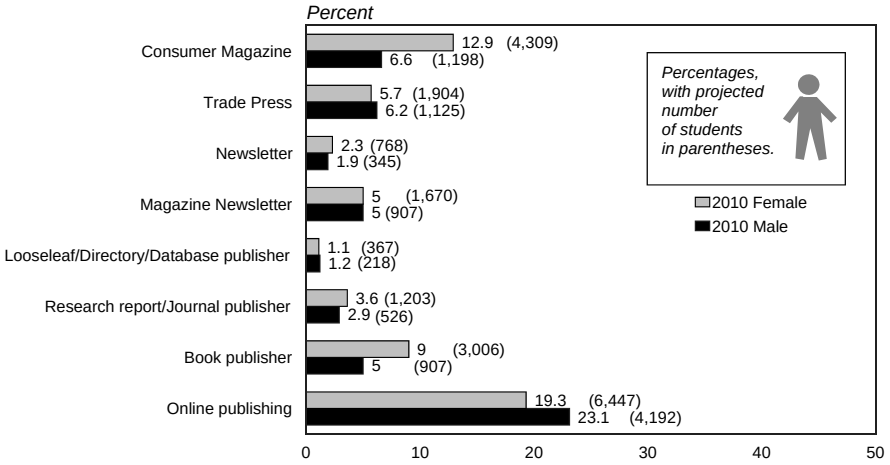
Types of jobs sought by journalism and mass communication
Bachelor's degree recipients in 2010



Source: Annual Survey of Journalism & Mass Communication Graduates

S24. Gender and job seeking II

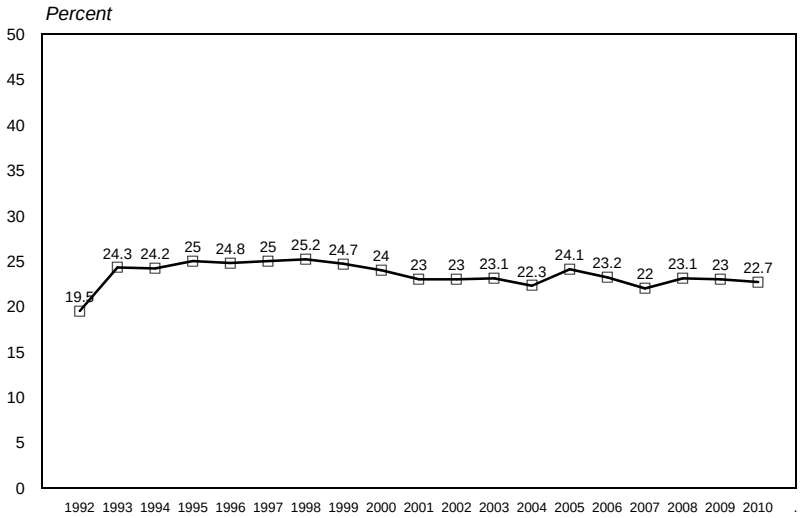
Types of jobs sought by journalism and mass communication
Bachelor's degree recipients in 2010



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