2013

Annual Survey of Journalism

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Mass Communication Graduates

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Executive Summary

The slight recovery since 2009 in the job market for graduates of the nation's journalism and mass communication programs has stalled.

Bachelor's degree recipients from journalism and mass communication programs around the country in 2013 reported the same level of job offers as a year earlier, the same level of employment as did 2012 graduates, and the same level of success in finding work that is in the field of professional communication.

Employment tracked on a monthly basis during the November 2013 to May of 2014 period was flat.

Salaries received by bachelor's degree recipients were unchanged from a year earlier, as, for the most part, were benefits offered.

Master's degree recipients, who make up only about one in 10 of those earning a journalism and mass communications degree, fared slightly better as they entered the job market in 2013 than did graduates a year earlier.

Master's degree recipients reported slightly higher levels of employment, but the median salary they reported was exactly the same as last year.

These are the key findings of the *Annual Survey of Journalism & Mass Communication Graduates*, conducted each year to track the experiences of a probability sample of spring graduates of U.S. journalism and mass communication programs.

About one in four of the bachelor's degree recipients reported satisfaction with their jobs—the same ratio as a year earlier—and half reported being "very committed" to their jobs, again unchanged from a year earlier.

Despite the problems in the job market, two-thirds of the bachelor's degree recipients reported satisfaction with their career choice, six out of 10 said they were prepared for the job market, and seven in 10 reported that their college coursework provided the skills needed in today's workplace.

Those assessments also were unchanged from a year earlier.

One thing did change. Bachelor's degree recipients were less likely to report reading a daily newspaper or a magazine, more likely to have read news on a mobile device, and more likely to have viewed video online than a year earlier.

Employment

The vast majority of graduates of journalism and mass communications programs leave the university with at least one job offer. In 2013, 73.8% of the bachelor's degree recipients from journalism and mass communications programs reported having at least that single offer. The average number of offers held by the graduates was 1.4. Both figures are unchanged from a year earlier (**Chart 1**).

As was true in 2012, only a small percentage (3.2%) of the bachelor's degree recipients who looked for work in 2013 reported having no job interviews in the time since they started looking for a job (Chart 2). More than nine in 10 of the graduates reported having had at least one in-person interview.

The graduate survey goes into the field on Nov. 1 of each year, so the Oct. 31 date serves as a reference for comparing the level of employment each year. Most bachelor's degree recipients each year report having a full-time job on that date, as **Chart 3** shows. Since 1994, when the Oct. 31 measure was first used, more than half of the graduates reported full-time jobs every year but two. The highest level of employment was reported in 2000, when 71.1% of the bachelor's degree recipients reported full-time work on Oct. 31. The lowest level was in 2009, when less than half of the graduates reported having full-time work at that date. The level of employment has grown from that nadir, and it grew just slightly again in 2013, but the level of change was not enough to rule out sample fluctuation as an explanation.

If those graduates who looked for work alone are considered, as is the case in **Chart 4**, the level of change from 2012 to 2013 is clearly insignificant. In 2013, 63.8% of the bachelor's degree recipients reported having a full-time job on Oct. 31, compared with 63.2% a year earlier.

A second measure of employment used in the survey asks graduates if they had a job when they returned the survey instrument. The results from this question are shown in **Chart 5**. The same percentage of bachelor's degree recipients reporting having a full-time job when they returned the survey instrument in 2013 as a year earlier. The figure was 65.0% in the most recent year. **Chart 6** plots these returns across the year. These subsamples may not be probabilistically selected, but they present the best estimate available of the pattern of employment across the time since graduation. The pattern for 2013 graduates provides further evidence that improvements in the labor market have halted. In 2012-2013, there was

marked evidence of improvement in the job market as the year progressed. No evidence of that movement is present in 2013-2014.

Chart 7 presents an even more discouraging view of the experiences of the journalism and mass communications bachelor's degree recipients. Here unemployment rates for those graduates is compared with unemployment rates for the labor force as a whole and for the age cohort into which the bachelor's degree recipients fall. While unemployment dropped for the labor force as a whole from 2012 to 2013 and for the 20-24-year-old age cohort, it actually increased for the journalism and mass communication bachelor's degree recipients. The increase in unemployment for the journalism graduates, calculated here in the same way as it is calculated by the Labor Department, went up from 2012 to 2013. The movement is small and can be attributed to sampling error, but the possibility that it represents real negative movement is disturbing and further evidence of the lack of positive movement in the job market for journalism and mass communication graduates. The lack of positive movement contrasts with the slight improvements in the labor market overall.

Roughly comparable percentages of the 2013 bachelor's degree recipients with full-time jobs and of those with part-time jobs were in permanent positions as a year earlier, **Chart 8** shows. Both full-time and part-time graduates reported lower levels of freelance work, though the declines are small and, in the case of the part-time job holders, possibly attributable to sample fluctuation.

The percentage of graduates holding a job in the professional fields of mass communication in 2013 was 61.4, as shown in **Chart 9**. The figure is up slightly (and within the range expected by chance) from a year earlier. This measure provides further evidence of the lack of positive growth in the labor market for journalism and mass communication graduates. When the market is strong, as it was in 2000, two-thirds of the graduates find and take jobs in their field.

Journalism and mass communication students have different occupational aspirations, as reflected in their sequences or areas of curricular specialization. **Charts 10-13** show the experiences of bachelor's degree recipients who specialized in news-editorial journalism (traditional print journalism), telecommunications (including broadcast journalism), advertising and public relations. These are the historical groupings of areas of study, and the classification has been kept consistent back through 1988 to allow comparisons across that time period. (Those who specialized in journalism study not differentiated by platform have been eliminated from the analysis, again for the sake of comparison.) The job market experiences of news-editorial journalism graduates was consistent in 2013 with their counterparts in 2012. This also was the case for telecommunications graduates and public relations graduates. Advertising graduates, on the other hand experienced a stronger market in 2013. Across these four groups, telecommunications

graduates experienced the most challenging market in 2013, as has been the case historically. News-editorial students found a slightly more positive market, followed by that of public relations graduates and then advertising graduates. The relative position of these four specializations has remained consistent across time.

Female journalism and mass communications bachelor's degree recipients had more success in the job market in 2013 than did men, as **Chart 14** documents. This, too, has been consistent across time. Women are more likely to pick public relations and advertising than men, who are more likely to be in telecommunications and traditional journalism.

Once again in 2013, journalism and mass communication bachelor's degree recipients who were members of racial and ethnic minority groups reported lower full-time employment rates than did bachelor's degree recipients who were not classified as minorities. The gap was dramatic. What is clear from the pattern shown in **Chart 15** is that minority students suffered more in the job market collapse of 2009 than did nonminority graduates and the market continues to be more difficult for the minority graduates as the very modest recovery progresses. The chart shows only those graduates who have been in the market. When those graduates who returned to school are included, the picture remains the same. Similarly, **Chart 16** shows that minority bachelor's degree recipients continue to find it necessary to take jobs outside of the field of communication at a rate that is higher than for nonminority graduates.

The majority of journalism and mass communication bachelor's degree recipients in 2013 reported that their jobs involved writing and editing for the web and using the web for research (Chart 17). These activities are a key part of the work of graduates regardless of the type of employer, as shown in Charts 18-21. The trend lines in these charts suggests that "web" work has become less important, perhaps because graduates are responding in terms of writing, editing and researching via desktop devices. Designing and building web pages, for example, is not growing as a type of web work (Chart 22). Using social media, though also static, is quite a common part of the work of the bachelor's degree recipients (Chart 23). Use of non-linear editing and computer graphics also is static (Chart 24). Producing content for mobile devices (Chart 25) clearly is an increasingly important part of the work of the recent bachelor's degree recipients. Writing, reporting and editing for broadcast and for print are static.

Further evidence of the flatness of the job market for journalism and mass communication bachelor's degree recipients is in **Chart 26**. The percentage of graduates working overtime has not changed. In a strong economy, overtime work is common as a way to increase productivity in the short term rather than adding new employees.

While master's degree recipients from U.S. journalism and mass communication programs were no more likely in 2013 than a year earlier to leave the university with at least one job offer (Chart 27), they were more likely to have a job on the Oct. 31 reference point (Chart 28). The improved job market for master's students is one of the few bright spots in the labor market for journalism and mass communication graduates, and it follows a year in which that market was particularly weak. In 2013, 67.6% of the master's degree recipients reported finding a full-time job by Oct. 31, compared with 56.6% a year earlier. That 2012 figure was down from 60.3% in 2011. And the 2013 full-time employment level of 67.6% is a full 10 points higher than the level of full-time employment for bachelor's degree recipients (Chart 3).

Historically, master's degree recipients have had more success moving into the labor market than bachelor's degree recipients, with 2012 being an exception. Among those master's degree recipients who actually reporting seeking work, 74.7% reported having a full-time job on Oct. 31 (Chart 29). The level of full-time employment for master's degree recipients actually is a little lower at the time they returned the survey instrument (Chart 30). This likely reflects the outcome of seeking more permanent positions that rewards the master's degree just earned. The 70.6% full-time employment rate is up from 2012 and five points above the level for bachelor's degree recipients (Chart 5).

Compensation

The median annual salary earned by journalism and mass communications bachelor's degree recipients with a full-time job in 2013 was unchanged from a year earlier. The same was the case for journalism and mass communication master's degree recipients (Chart 31). The lack of improvements in salaries in a time of even modest inflation means that, in terms of purchasing power, graduates in 2013 were being compensated less than a year earlier. With 1985 dollars as the base, Chart 31 shows, bachelor's degree recipients in 2013 were earning only \$100 more than in 1987, and master's degree recipients were earning \$1,800 less than in 1989. Master's degree recipients were included in the survey for the first time that year.

Bachelor's degree recipients with a full-time job at a daily newspapers earned more in 2013 than in 2012, with the 2013 median at \$29,600 (Chart 32). Salaries at weeklies also went up, with the median reported at \$30,000 (Chart 33). Bachelor's degree recipients with a full-time job in radio also reported a median salary of \$30,000 in 2013, down from a year earlier (Chart 34). Television salaries reported increased by \$1,000 over a year earlier to \$29,000 (Chart 35). Advertising salaries also increased by \$1,000, with the median reported in 2013 of \$35,000 (Chart 36). Public relations salaries increased by \$2,000 in 2013 compared with the 2012 figures. The median for bachelor's degree recipients with a full-time job in public relations in 2013 was \$35,000 (Chart 37).

Chart 38 contains the median salaries reported by bachelor's degree recipients with full-time work in relative terms, across a number of employment segments, a number of which have been included in the survey for shorter periods of time. Graduates with work in a government agency reported the highest median salary, of \$37,000. Salaries above the median were also were reported by graduates working for an online publishing company, an advertising agency or department, a public relations agency or department, a combined advertising and PR agency or department, cable television, and a production company. Below average salaries were reported by graduates with full-time jobs in specialized information publishing, educational institutions, radio, weeklies, dailies, television and consumer magazines. Salaries reported by the bachelor's degree recipients in consumer magazines were \$5,000 lower than a year before. Usually graduates in that industry segment report much stronger salaries, with graduates in 2012 reporting a median salary of \$30,000. There has been no growth in median salaries reported by those with full-time jobs in the magazine industry since 2009, indicating a softness in that part of the job market. The trends for each of these industry segments are shown in Appendix Table 1. Graduates who found a full-time job outside the communications field in 2013 reported a median salary of \$30,000.

Salaries vary by region. In 2013, bachelor's degree recipients who found a full-time job in the northeast earned a median salary of \$35,000, or \$3,000 more than overall average received by bachelor's degree recipients (Chart 39). All other areas of the county reported median salaries of \$32,000. The number of graduates who were members of unions was small in 2013, as has been true historically (Chart 40). Those graduates with union jobs earned \$8,500 more than did graduates without union membership (Chart 41). This gap has existed every year but one going back to 1997. Journalism and mass communication bachelor's degree recipients reported, on average, earning \$2,600 in additional income from free-lance work in 2013, as did master's degree recipients. As Chart 42 shows, these numbers are lower than a year earlier, with the drop being dramatic for master's degree recipients.

Graduates entering the job market receive benefits beyond simple salary. Charts 43-50 list benefits normally part of an employment package and allow for a comparison across time. In each case, benefits are separated into those paid entirely by the employer and those paid only partially by the employer. Graduates in 2013 saw little change in the availability of most of these benefits compared with a year earlier. Basic medical coverage was offered to most graduates (Chart 43). Fewer reported receiving major medical coverage (Chart 44) and prescription drug coverage (Chart 45). Disability is available to even fewer (Chart 46). Nearly half reported getting dental coverage (Chart 47), with smaller percentages having life insurance as part of the employment package (Chart 48). About half of the graduates reported having maternity/paternity benefits (Chart 49), but only about one in five has child care as part of the benefits offered (Chart 50). Just fewer than half have a retirement program through their employer (Chart 51).

Attitudes Toward Work And Careers

Reflective of the job market, the percentage of journalism and mass communication bachelor's degree recipients with a job who reported they took the position because it was what they wanted to do remained the same in 2013 as in 2012 (Chart 52). The percentage who took the job because it was the only one available did decline from the year before. Job satisfaction among those with full-time work and among those with part-time work was mostly unchanged in 2013 (Chart 53). And those bachelor's degree recipients with full-time work reported comparable levels of commitment to the organization for which they worked as a year earlier (Chart 54).

Bachelor's degree recipients also reported comparable levels of satisfaction with their career choice and with the preparation their universities provided them in 2013 compared with 2012. Two-thirds said they did not regret their career choice again in 2013 (Chart 55). Six in 10 again reported feeling they were prepared for the job market (Chart 56). Across eight different measures of satisfaction with curricular offerings, the graduates reported high levels of satisfaction. They were most critical in response to the first question asked, about the amount of technical training, with about four in 10 reporting their course work included too little of it (Chart 57). They largely agreed with the amount of substantive materials they had received (Chart 58), that the course work was up-to-date (Chart 59), and that they were given what they needed to be a successful communicator (Chart 60). Significant majorities said they had been given the skills needed for the workplace (Chart 61) and for their careers (Chart 62). They mostly felt the instructors were knowledgeable (Chart 63) and that the facilities at their university were up-to-date (Chart 64).

The 2013 graduate survey instrument contained a series of open-ended questions not included in previous instruments. These were intended to probe the reasons graduates decided to study journalism/communication, their short-term career goals, and their long-term career goals. These responses were coded, based on commonalities among them. Up to five responses were coded (per respondent). Not all of the graduates answered the questions, of course, but a quarter of those bachelor's degree recipients who did said an enjoyment of writing was what brought them to the field (Chart 65). The next most common response was because of an interest in media or communication generally, followed by a special interest in the actual sequence of specialization. The dominant short-term career goal, with three in 10 of the graduates picking it, was simply to work in a job related to the degree earned (Chart 66). The same ratio wanted a job that allowed them to gain experience, improve their skills, and build a portfolio. Graduates have more specific long-term career goals, with three in 10 listing a specific title of a job they would like to have (Chart 67). Examples are "English professor at a college or university,"

"sports reporter," "news director," and "director of a corporate communications department." A quarter simply said they wanted a job in their field of study as a long-term goal. Charts 65-67 show the percentages of all respondents in addition to the percentages of those answering the question.

As in the past, students prepared themselves for their careers not only through the course work but also through participation in professional organizations on the campuses. In 2013, as in earlier years, bachelor's degree recipients listed Public Relations Student Society of America as the most common professional organization (Chart 68). This was followed by Society of Professional Journalists and by Ad Club.

Media Habits

Only a third of the 2013 journalism and mass communication bachelor's degree recipients reported reading a newspaper yesterday, continuing a steady decline in that behavior going back for 20 years (Chart 69). When this question was first asked in 1994, eight in 10 of the graduates reported reading a newspaper yesterday, and the ration was more than six in 10 as recently as 2005. Yesterday magazine readership also declined in 2013, again continuing a trend going back to at least 1994. Book readership, in contrast, has remained relatively stable across time.

The level of televison news viewing reported by the 2013 journalism and mass communication bachelor's degree recipients was the same as for graduates a year earlier (Chart 70). Television news viewing is about double that of newspaper readership, but it, too, is down from 20 years ago. Radio news listening, however, has remained relatively constant in recent years. Nearly eight in 10 of the graduates report yesterday use of online news. That figure has grown across time. Most dramatic is the increase in use of news on mobile devices. Seven in 10 of the graduates reported this behavior the day before completing the survey, up from a year earlier.

Reading of blogs has now stabilized, with half of the journalism and mass communication bachelor's degree recipients reporting that behavior the day before completing the survey in 2013 (Chart 71). Almost all of the graduates reported checking at least one social network site "yesterday." And nearly eight in 10 reported viewing something on YouTube or another video sharing site the day before completing the survey, up from a year earlier and up dramatically from when the question was first asked in 2008.

Concluding Comments

The labor market for journalism and mass communication graduates collapsed in 2007, reaching levels of underemployment and unemployment in 2009 that have been unprecedented in the nearly 30 years the graduate survey has been conducted with the current methodology. Since that low point, the market had shown signs of slight improvement, though it had not reached the level of 2007. Now that improvement has stopped. The level of employment of the 2013 graduates is the same as the level of employment of the 2012 graduates. The salaries in 2013 were the same as the salaries in 2012. And the benefits received by the 2013 graduates were the same as the benefits received in 2012.

The only slight bright spot in the market was that the graduates who earned a master's degree in 2013 were slightly more likely to find full-time employment that the graduates who earned a master's degree in 2012. But the salary levels for these graduates were the same in 2013 as they were in 2012.

Minority graduates were hit particularly hard by the recession of 2007, and they continue to find it more difficult to find a job than do graduates who are not members of racial or ethnic minority groups. The minority graduates also are less likely to be able to find a job in the field for which they studied.

Despite the bad job market, graduates gave relatively positive assessments of their university experience. There has been no upswing in the percentages who wish they had not studied journalism and mass communication. Most feel they have been prepared for the job market even though large numbers of them have not been successful in it. Students gave mostly positive assessments of the relevance of their instruction, the faculty who provide it, and the facilities where they studied.

Graduates say they chose their field because they like writing, that their goals, both short-term and long-term, are to find work in the field. In terms of their own media habits, they have turned away from print, as has the population at large. They are more likely to listen to television news and even radio news. And they are particularly likely to read news online and from mobile devices.

The overall picture is that graduates have accepted the difficult labor market, perhaps because their experiences are not so different from those of graduates in other fields. The graduates seem not to have given up on the field or their prospects for careers in it.

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 2013, 82 schools were drawn from the 480 unique entries of four-year programs in the U.S. (including Puerto Rico) in the two directories. In addition, in 2013, eight universities opted to have their graduates included in the survey although those universities had not been selected via probabilistic selection. Those eight universities were Iowa State University, Louisiana State University, Loyola University of Chicago, Loyola University of New Orleans, Pennsylvania State University, South Dakota State University, University of Alabama, and University of Illinois. Data for those eight universities were keep separate from the data from the schools selected probabilistically and are not part of this report.

Administrators at the selected schools and those that opted in to the study were 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 2013 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 2014. A third mailing was sent in March 2014 to graduates who had not responded to the first two mailings. For the 52 programs that had provided email addresses, the third mailing was followed by an email message as well.

Few of those 52 schools provided email addresses for all of their graduates, as many graduates remove their email addresses or refuse to include their email addresses in public files. In addition, in 2013, three programs provided only email addresses, and those graduates received all four waves of solicitation via email. The graduates receiving the mailed survey could return the printed instrument in a self-addressed, postage-paid envelope, or they could complete the instrument online. Those receiving only email solicitations could only complete the form 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 a \$100 Amazon.com gift certificate 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 2013, the survey was mailed to 9,693 individuals whose names and addresses were provided by the administrators of the 82 programs that made up the probability sample. A total of 1,923 returned the questionnaires by the end of May of 2014. Of the returns, 1,766 were from students who reported they actually had completed their degrees during the April to June 2013 period. The remaining 157 had completed their degrees either before or after the specified period, despite their inclusion in the spring graduation lists, or completed a degree other than a bachelor's or master's degree. A total of 366 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 19.8%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 20.6%.¹

Return rates by school varied widely, as in the past, from 5.9% to 72.7%. These figures are those computed with bad addresses removed. The 55 programs that provided a cover letter of endorsement from their own university dean or department head had a higher average return rate (21.3% with bad addresses removed) compared with those that did not provide a cover letter (19.3%). Return rate for the 29 programs that provided a cover letter, postal addresses, and email addresses was 21.5%. The return rate for the three schools that provided only email addresses was 11.2%. Those schools did not provide a cover letter.

Of the 1,766 usable surveys, 842, or 47.7%, were completed online. While still a minority, this is the highest percentage of returns completed online since graduates were given that option. In 2003, 4.4% of the usable questionnaires were completed by students via the web. An online option was not provided

¹The return rates in 2012 were 21.3% and 23.5%. In general, return rates have been declining for this and other surveys across time. The rates are shown in Appendix Chart 1.

in 2004 and 2005. The percentages for the subsequent years were: 2006, 13.8%; 2007, 24.4%; 2008, 24.2%; and 2009, 28.0%; 2010, 29.9%; 2011, 31.1%; and 2012, 44.1%.²

Of the 1,766 usable questionnaires, 1,596 (90.4%) were from bachelor's degree recipients and 170 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 51,929 students who earned bachelor's degrees and the 5,465 students who earned master's degrees in academic year 2012-2013 from the 480 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 2013 undergraduate data is 2.5%. Sample error terms for earlier surveys were ranged from 1.8% (2004) to 3.7% (1988). In all cases, the confidence level is set at .05, meaning that the odds are 19 to 1 that the figures presented in this report are within plus or minus sample error of what would have been obtained had all graduates of journalism and mass communication programs, rather than a sample of these graduates, completed questionnaires. (Sample error, of course, is only one of the sources of error in survey estimates.) Sample error for responses from those receiving master's degrees in 2013 is 7.5%. 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 2.3%, depending on the actual number of persons for whom data were reported. In addition, many comparisons between subgroups in the sample and between the 2013 and earlier samples are made. Standard statistical tests have been used to evaluate the observed differences, or trends.

Women made up 73.3% of respondents. Members of racial or ethnic minorities made up 20.6% 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 480 schools from which the sample was drawn.

Funding for the 2013 graduate survey was provided by the Association for Education in Journalism and Mass Communication, the Association of Schools of Journalism and Mass Communication, the Hearst Corporation, the National Association of Broadcasters, the Newspaper Association of America, the Scripps Howard Foundation, and the Grady College of Journalism and Mass Communication at the University of Georgia.³

²In 2013, 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 44.1% figure represents the final decision on which questionnaire to use.

³Special thanks are given to the following University of Georgia students who worked on the 2013 graduate survey: Meredith Dean, Kate Devlin, Grace Connelly, Alex Kazragis, Trevor Lanier, Taylor Rooney, Cesar Toledo, Sarah Turner and Meg Ward.

Partner Schools

The following 82 schools participated in the 2013 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 Brenau University 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 Drake University University of Kansas

Eastern Kentucky University Northern Kentucky University

University of Kentucky Nicholls State University

University of Louisiana Monroe University of Maryland Journalism

University of Massachusetts Michigan State University

Oakland University
University of Minnesota

Rust College

University of Mississippi Evangel University University of Missouri

University of Missouri Kansas City

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

North Carolina Central 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 LaSalle University

University of South Carolina University of Memphis

Tennessee Technical University Abilene Christian University Sam Houston State University Texas State University San Marcos

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

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.

Charts and Tables

1. Job offers to Bachelor's degree recipients

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

2. Job interviews of Bachelor's degree recipients

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

3. Employment status Oct. 31

Employment status of Bachelor's degree recipients

4. Employment status Oct. 31

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

5. Employment status

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

6. Employment status of BA recipients across the year

Full-time employment by month when graduates completed the questionnaires

7. Unemployment rates

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

8. Permanent positions, freelance

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

9. General types of work

An overview of Bachelor's degree recipients' work situations

10. Employment, news-editorial

Employment of Bachelor's degree recipients in the editorial specialty

11. Employment, telecommunication

Employment of Bachelor's degree recipients in the telecommunication specialty

12. Employment, advertising

Employment of Bachelor's degree recipients in the advertising specialty

13. Employment, PR

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

14. Gender and employment

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

15. Minority employment

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

16. Minority employment in communications

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

17. Writing, editing and designing for web

Employed Bachelor's degree recipients in communications doing this work

18. Writing or editing for web by employer type I

Employed Bachelor's degree recipients in communications doing this work

19. Writing or editing for web by employer type II

Employed Bachelor's degree recipients in communications doing this work

20. Researching materials using the web by employer type I

Employed Bachelor's degree recipients in communications doing this work

21. Researching materials using the web by employer type II

Employed Bachelor's degree recipients in communications doing this work

22. Other web work I

Employed Bachelor's degree recipients in communications doing this work

23. Other web work II

Employed Bachelor's degree recipients in communications doing this work

24. Technical work performed in job I

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

25. Technical work performed in job II

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

26. Hours spent with job per week

Bachelor's degree recipients full-time in communications

27. Job offers, Master's degree recipients

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

28. Employment Status Oct. 31

Employment status of Master's degree recipients

29. Employment Status Oct. 31

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

30. Employment status

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

31. Overall salaries

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

32. Salaries in dailies

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

33. Salaries in weeklies

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

34. Salaries in radio

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

35. Salaries in television

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

36. Salaries in advertising

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

37. Salaries in PR

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

38. Salaries compared

Median yearly salaries for 2013 Bachelor's degree recipients with full-time jobs

39. Salaries by region

Median yearly salaries for 2013 Bachelor's degree recipients with full-time jobs

40. Union membership of JMC graduates

Union membership of Bachelor's degree recipients

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

42. Additional income that is communication related

Additional income earned from freelance or self-employment

43. Job benefits: Basic medical

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

44. Job benefits: Major medical

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

45. Job benefits: Prescription

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

46. Job benefits: Disability

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

47. Job benefits: Dental

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

48. Job benefits: Life insurance

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

49. Job benefits: Maternity/paternity

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

50. Job benefits: Child care

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

51. Job benefits: Retirement

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

52. Why jobs chosen

Employed Bachelor's degree recipients' reasons for selecting jobs

53. Job satisfaction

Job satisfaction of employed Bachelor's degree recipients

54. Organizational commitment

Bachelor's degree recipients with full-time jobs

55. Regret career choices

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

56. Preparedness for job market

Did graduates feel the college prepared them for today's job market/

57. Statements about coursework I

My college coursework included too little technical training

58. Statements about coursework II

My college coursework included too little substantive material about the process of communication

59. Statements about coursework III

My college coursework contained up-to-date content

60. Statements about coursework IV

My college coursework gave me backgrund to be a successful communicator

61. Statements about coursework V

My college coursework provided skills needed in today's workplace

62. Statements about coursework VI

My college coursework provided me the education I need for my career

63. Statements about coursework VII

My instructors were current in their knowledge of subject matter

64. Statements about coursework VIII

The facilities and equipment for my courses were up-to-date

- 65. I decided to study journalism/communication for these reasons:
- 66. My short-term career goals are:
- 67. My long-term career goals are:
- 68. Student professional organizations attended while at university

69. Use of print media

Journalism Bachelor's degree recipients' use of print media

70. Use of electronic media

Journalism Bachelor's degree recipients' use of electronic media

71. Use of user generated electronic media

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

Appendix Chart 1. Return rate and unemployment rate by year

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

Appendix Table 1. Median salaries by employer type

Appendix: Supplemental Charts and Tables

S1. What they studied

Specialty within curriculum of Bachelor's degree recipients

S2. Campus activities

Campus activities of Bachelor's degree recipients

S3. Grade point averages

Final grades of Bachelor's degree recipients

S4. Grades by major

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

S5. Grades by major II

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

S6. Seeking print jobs

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

S7. Seeking broadcast jobs

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

S8. Seeking PR/advertising jobs

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

S9. News-editorial tasks

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

S10. Advertising tasks

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

S11. Corporate communication tasks

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

S12. Newspaper work

Bachelor's degree recipients working in newspaper jobs

S13. Telecommunication work

Bachelor's degree recipients working in telecommunications jobs

S14. PR and advertising work

Bachelor's degree recipients working in public relations and advertising

S15. Other communication work

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

S16. Hiring news students

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

S17. Hiring broadcast students

Students with an emphasis in telecommunications who choose their own specialty

S18. Hiring advertising students

Students with an advertising emphasis who choose their own specialty

S19. Hiring PR students

Students with a public relations emphasis who choose their own specialty

S20. Minorities and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2013

S21. Minorities and job seeking II

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2013

S22. Gender and job seeking I

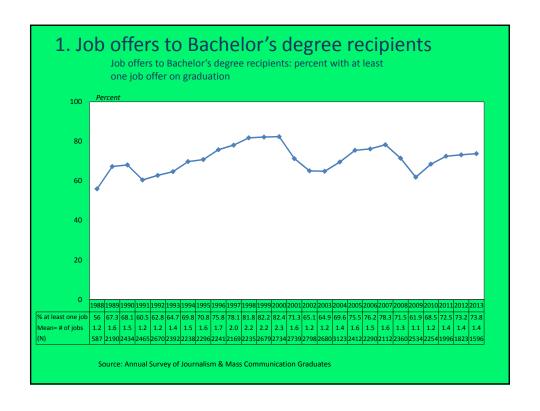
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2013

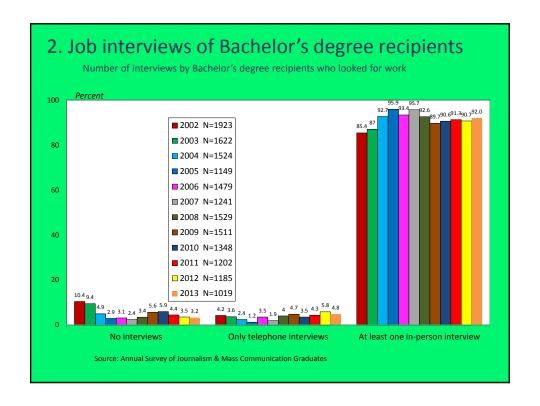
S23. Gender and job seeking II

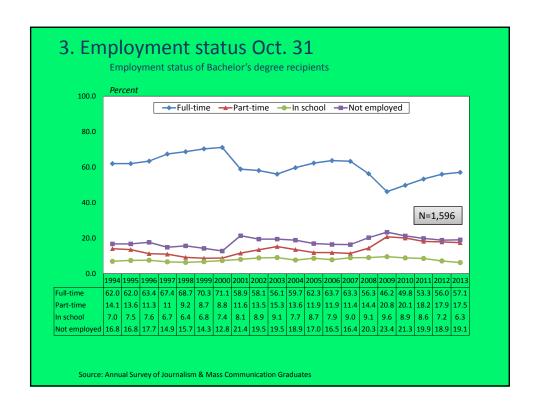
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2013

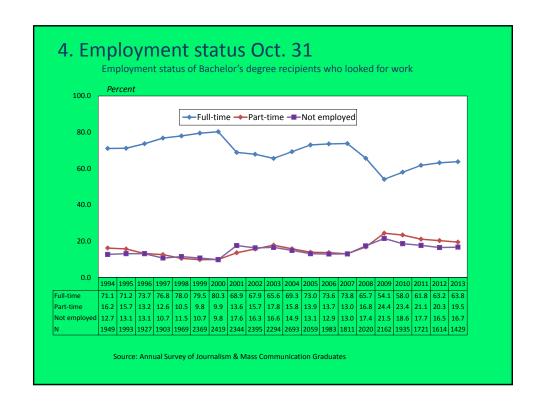
S24. Overtime without pay

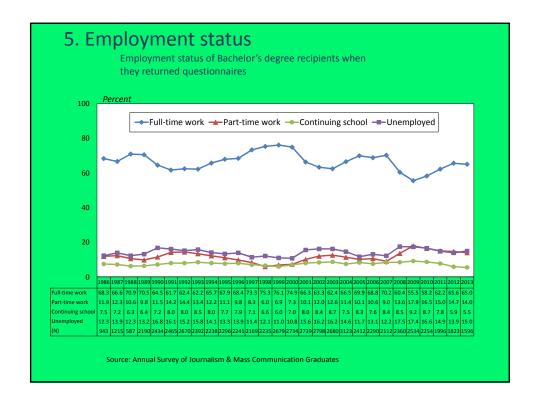
Bachelor's degree recipients working more than 40 hours per week as full-time employees without reimbursement

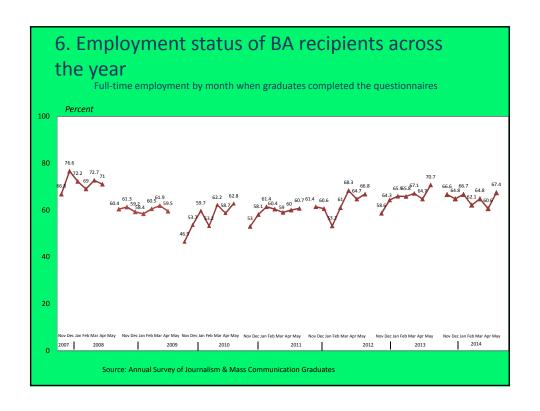


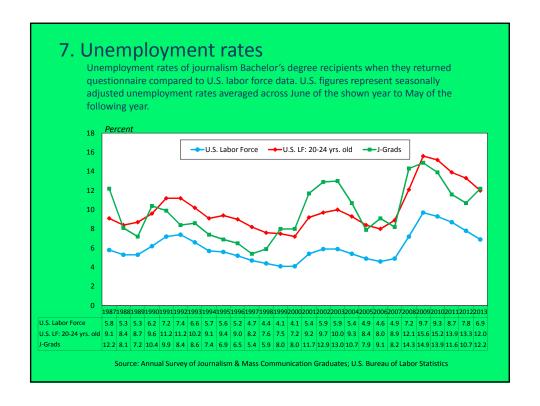


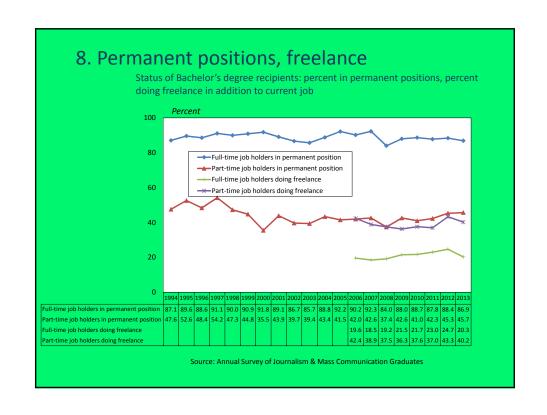


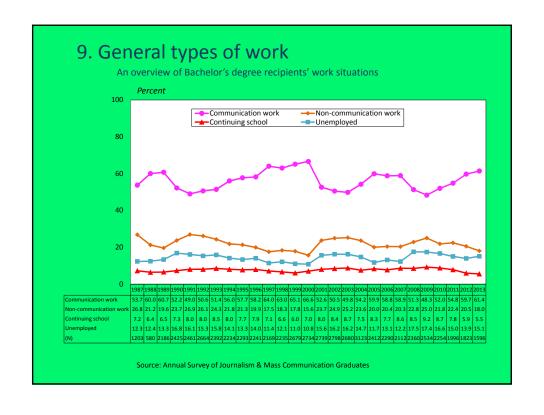


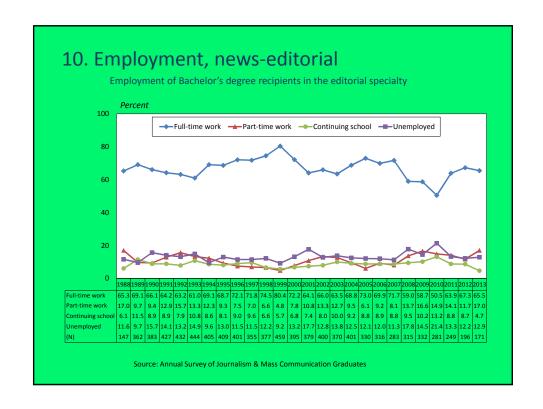


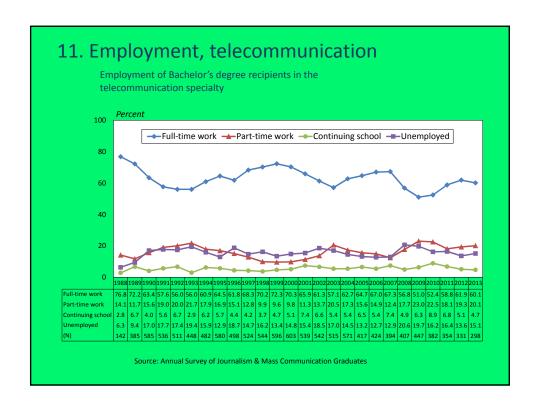


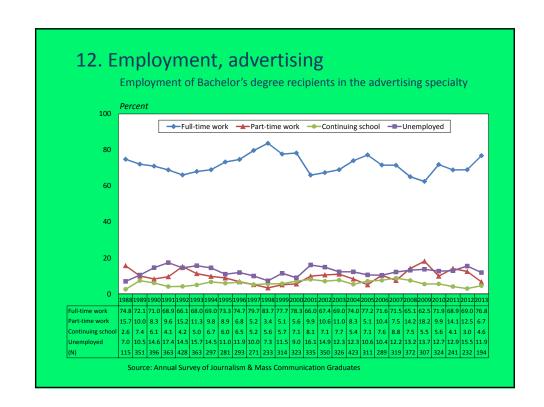


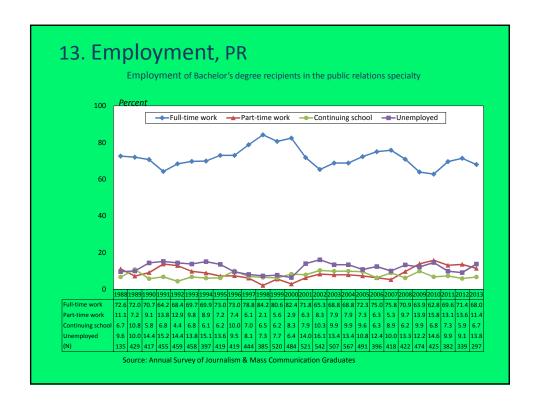




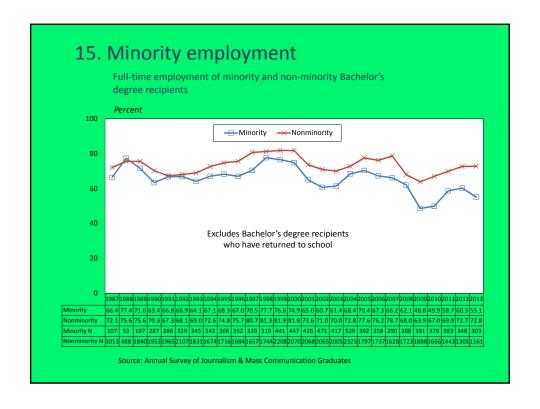


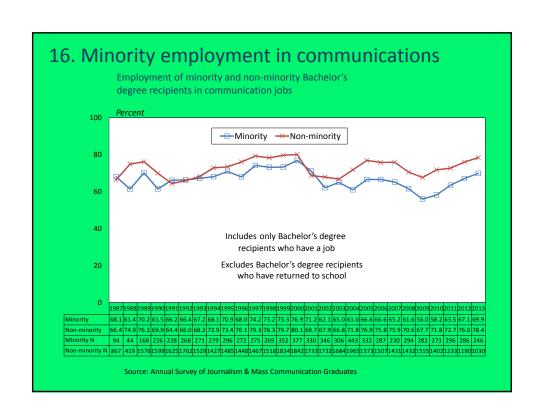


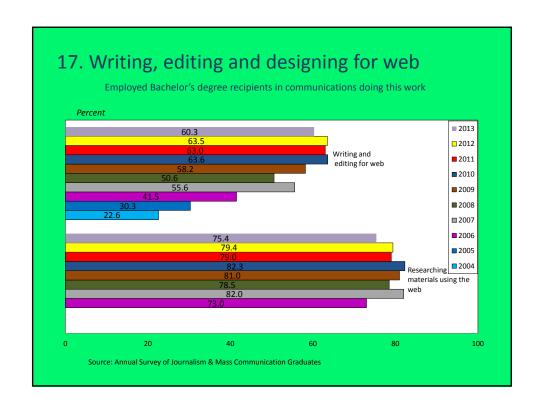


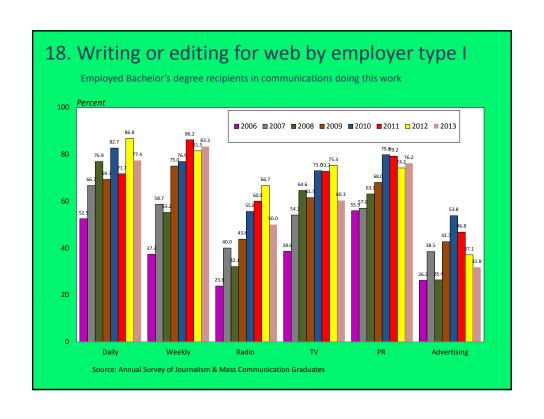


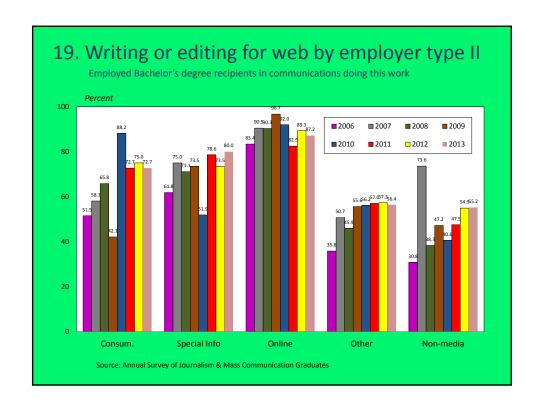


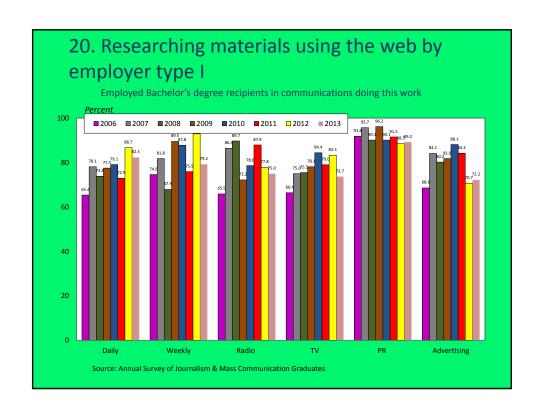


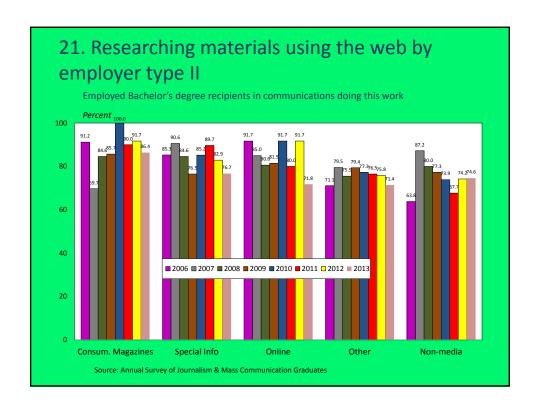


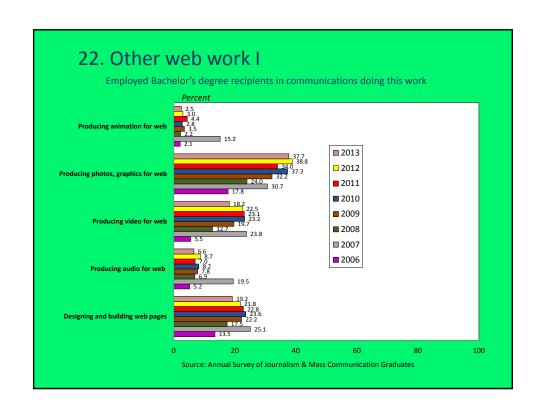


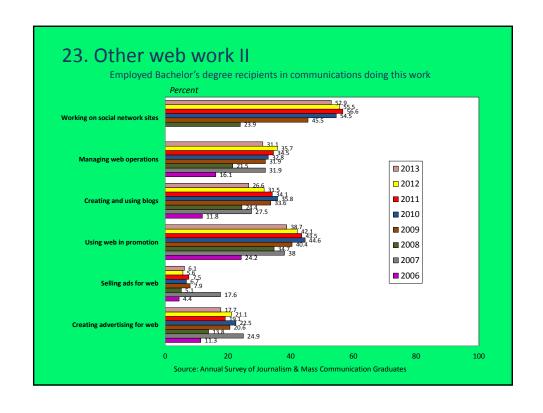


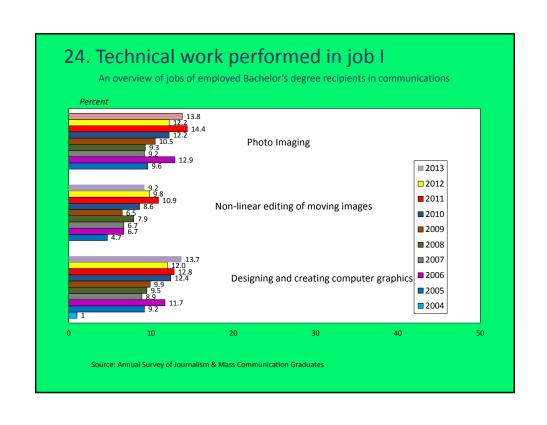


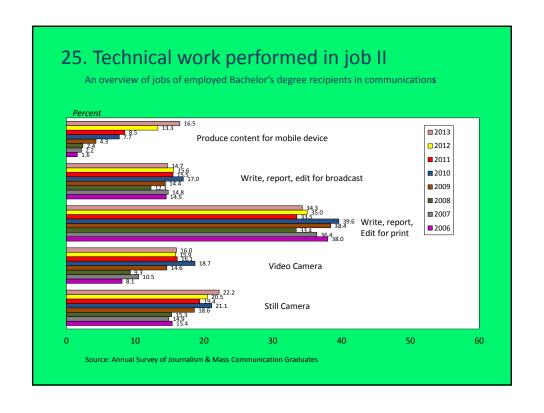


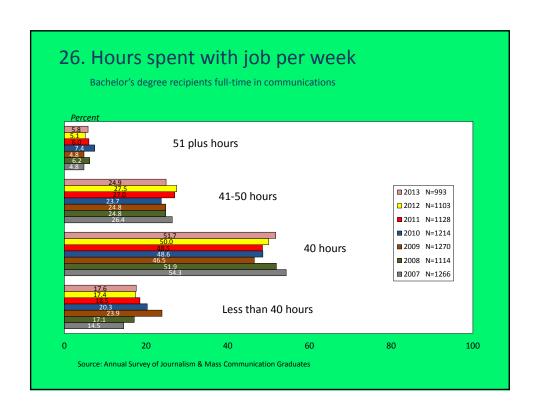


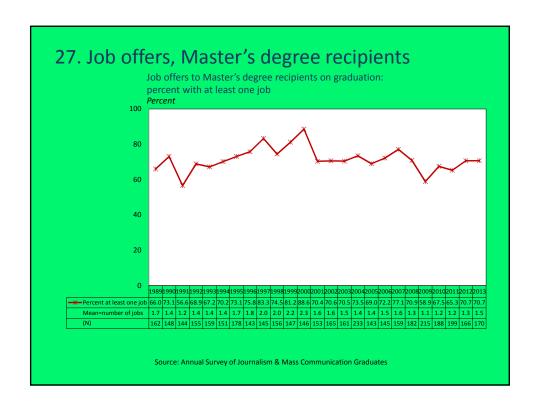


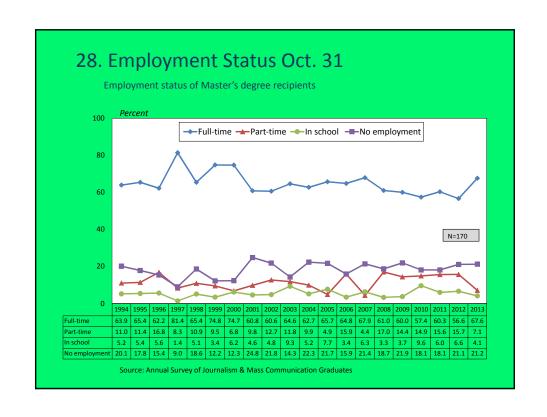


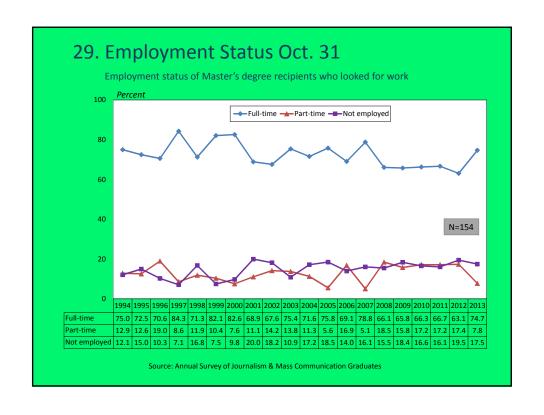


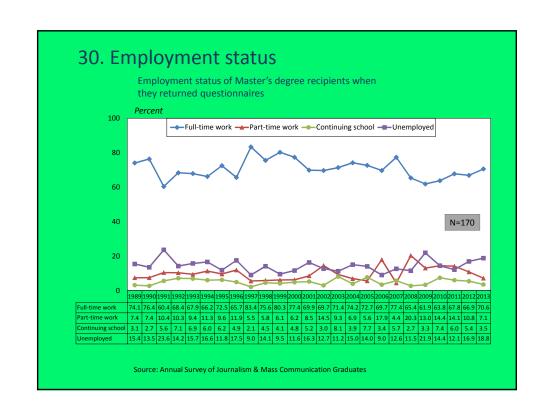


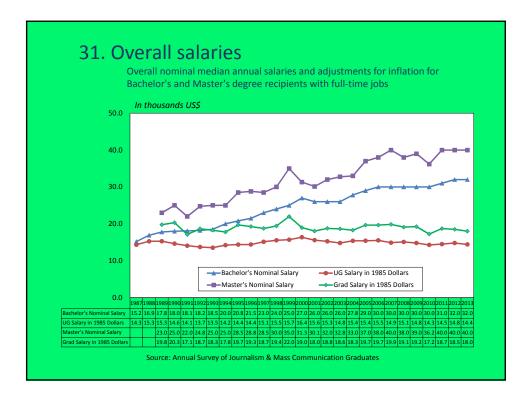


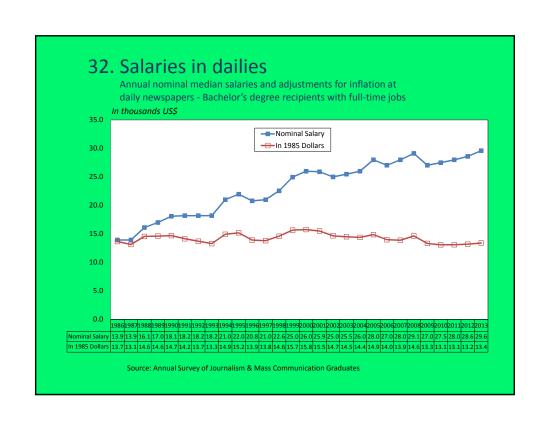


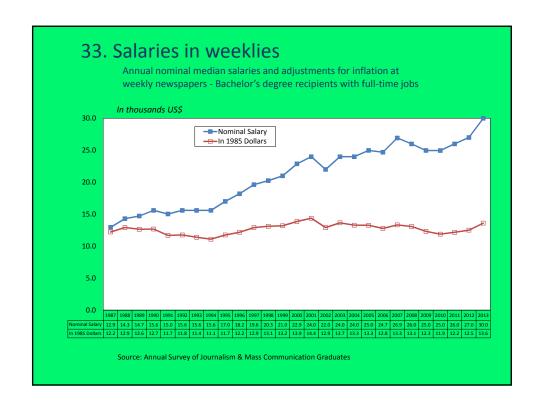


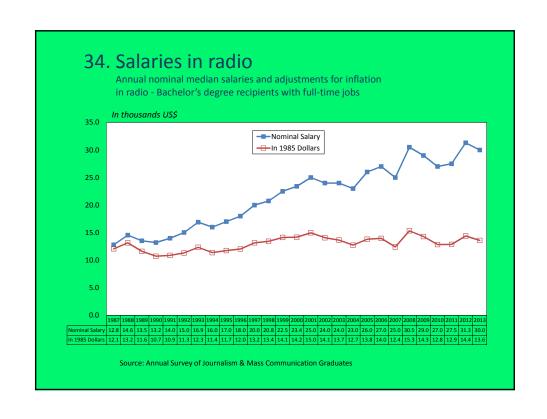


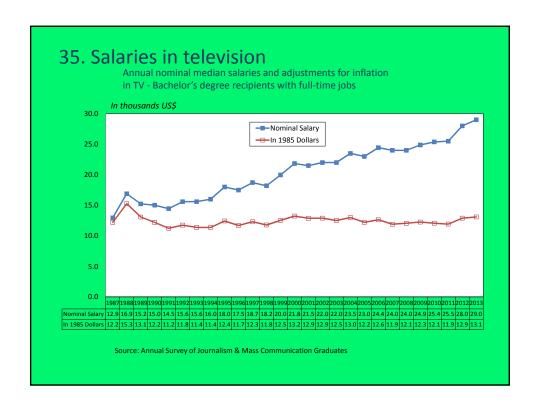


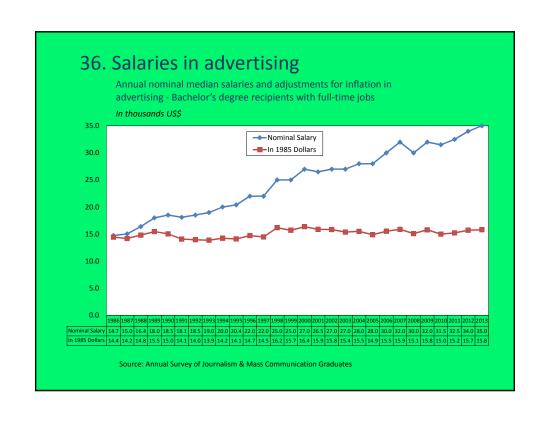


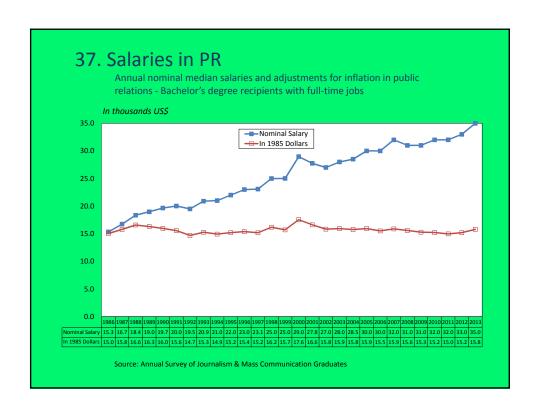




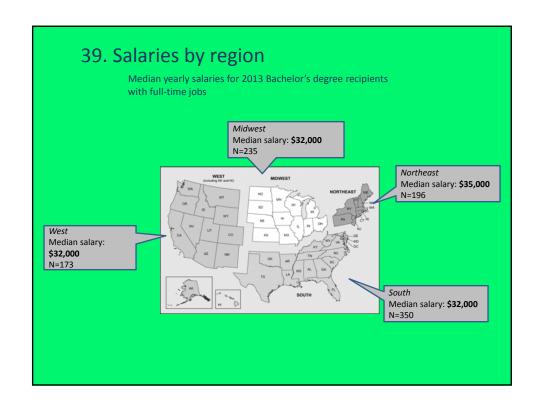


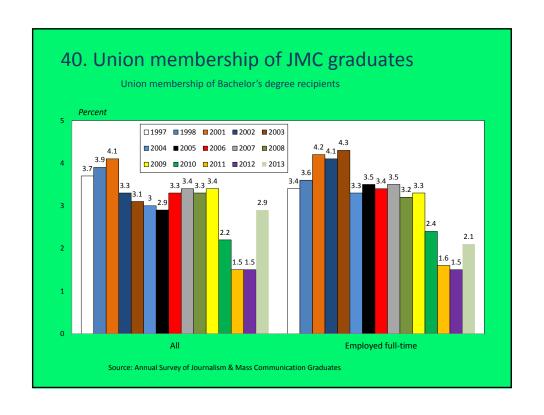


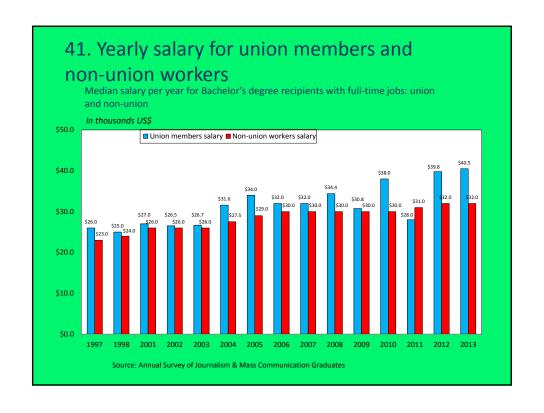


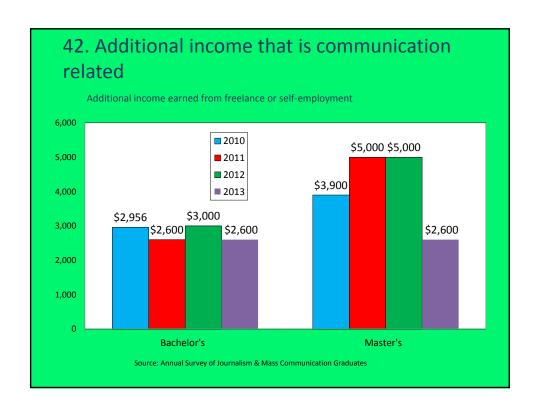


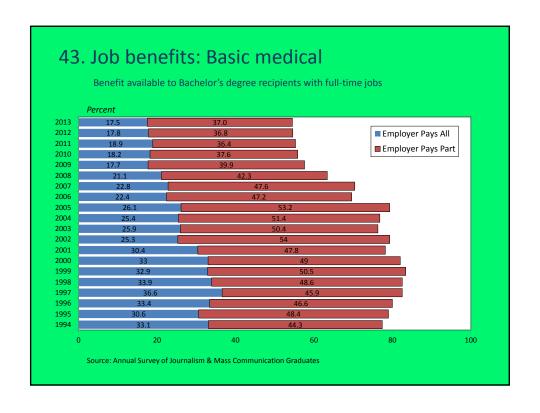


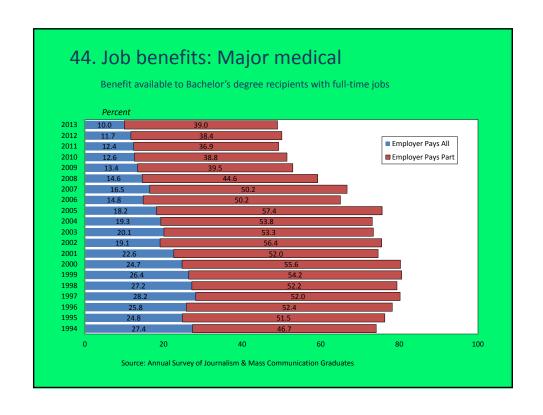


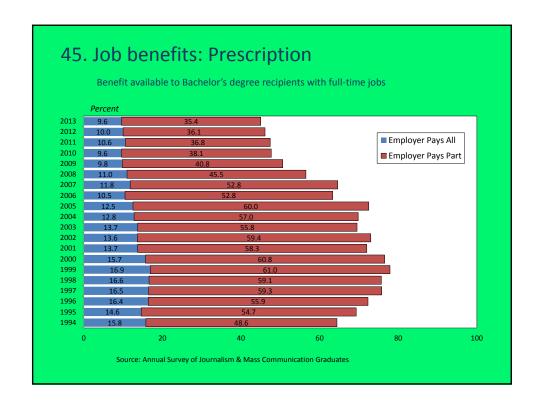


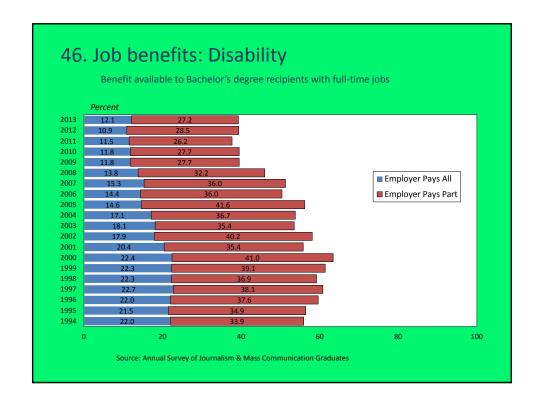


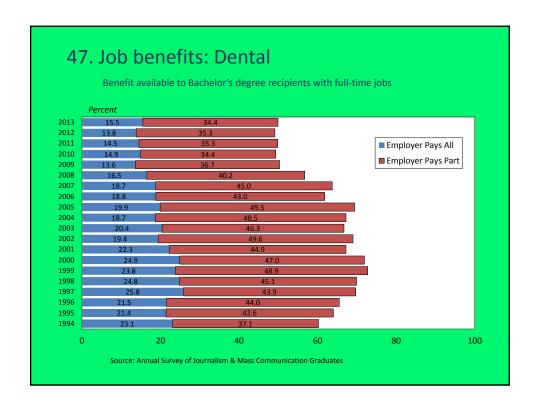


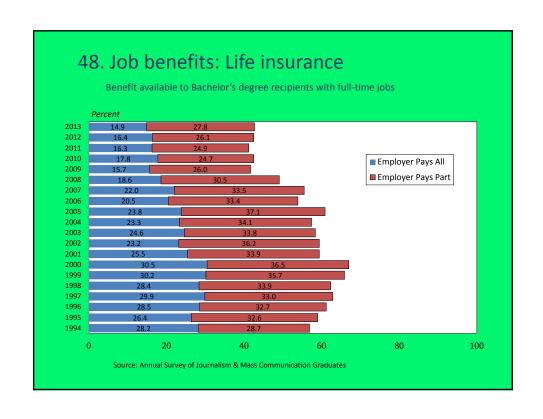


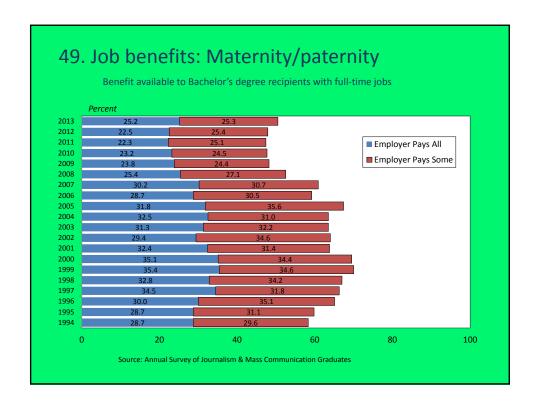


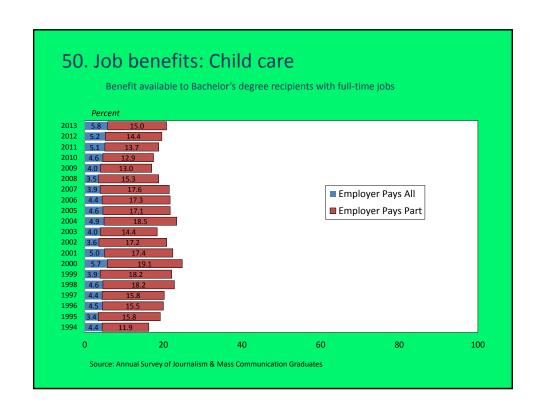


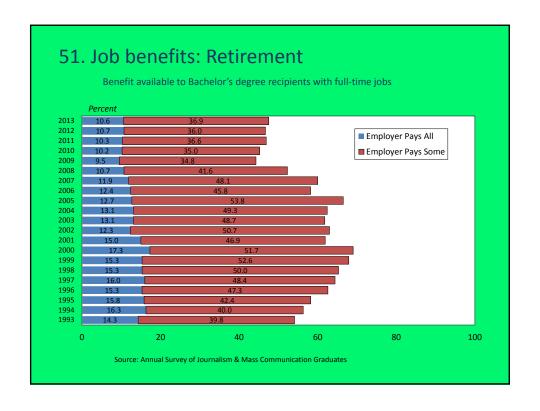


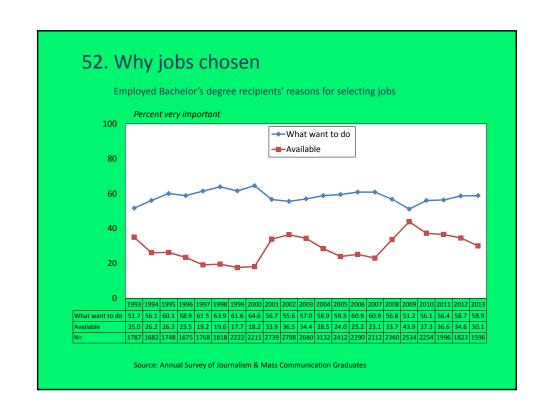


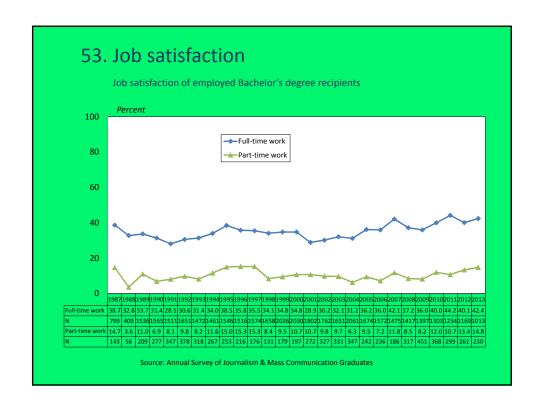


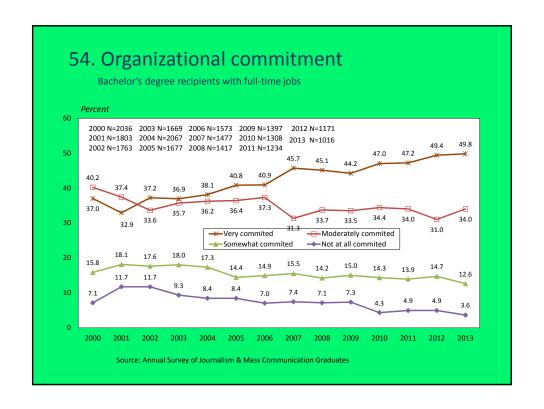


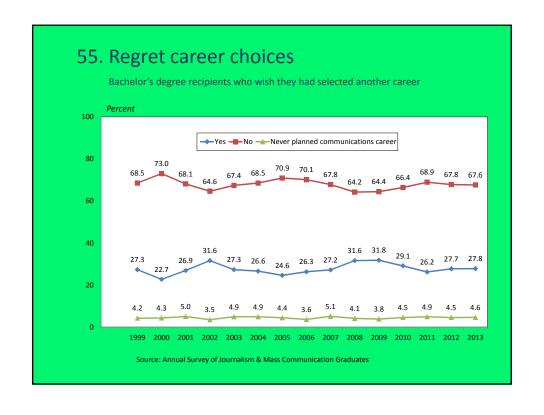


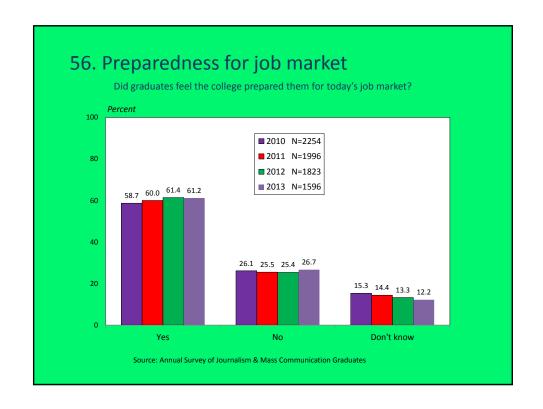


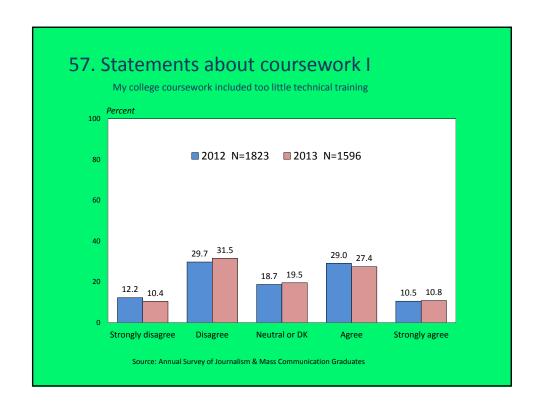


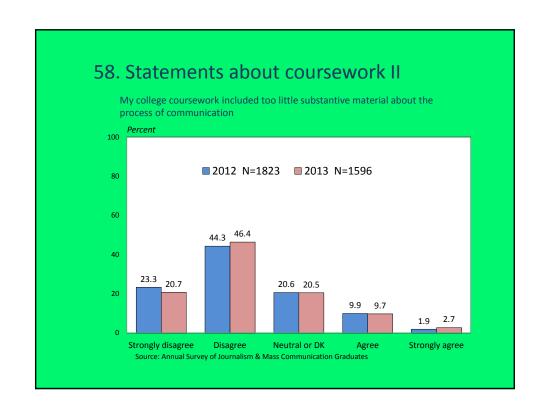


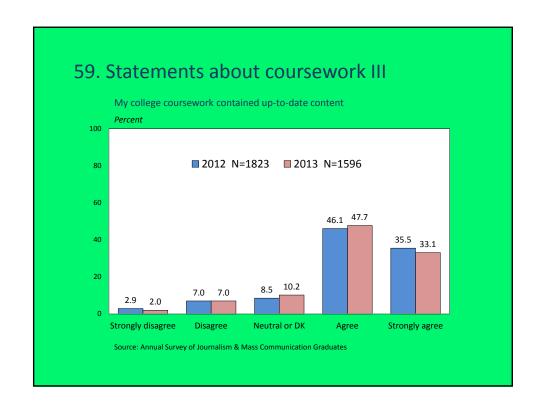


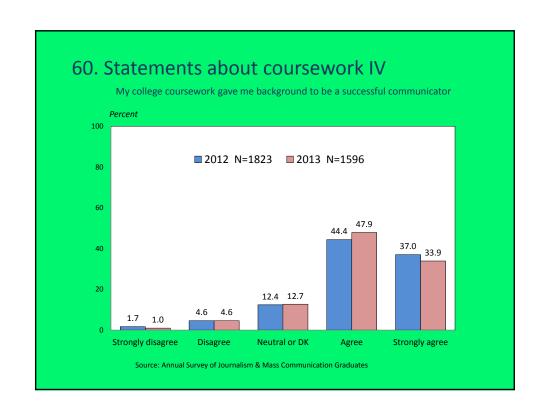


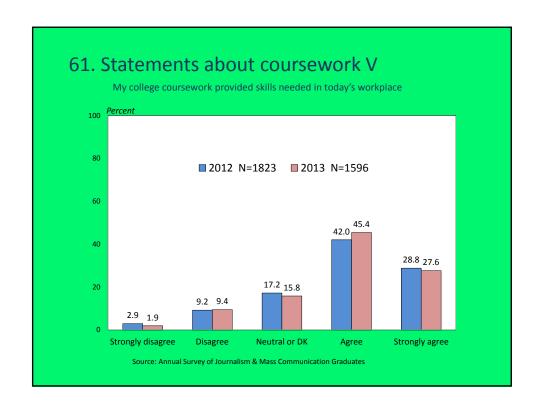


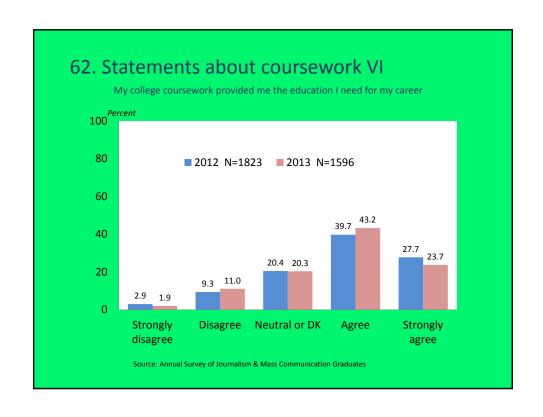


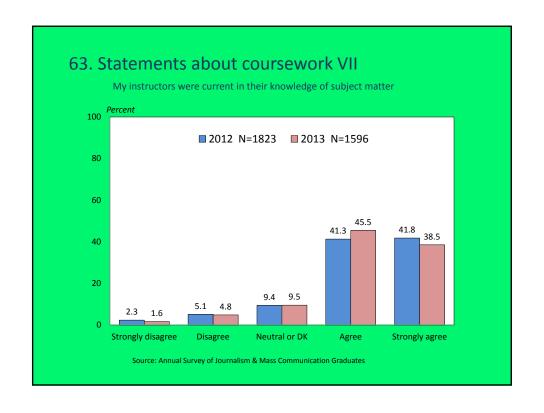


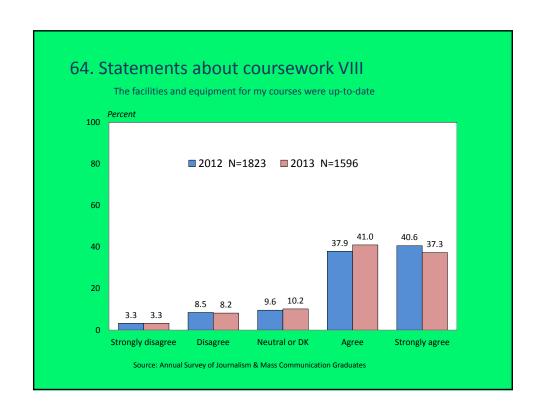


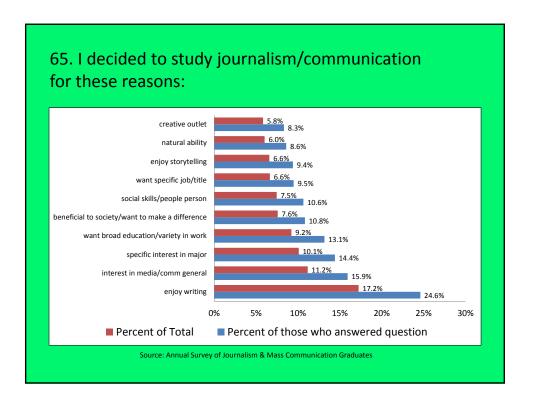


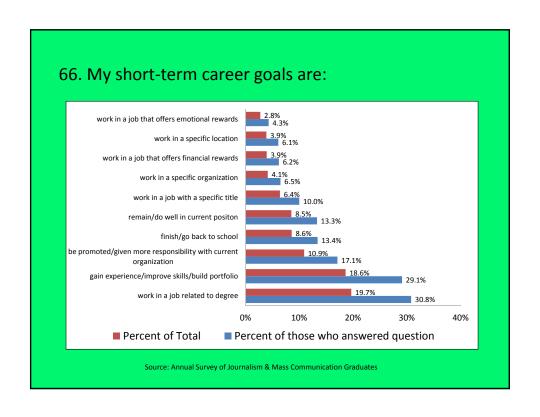


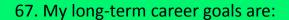


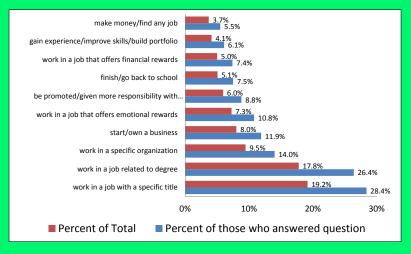










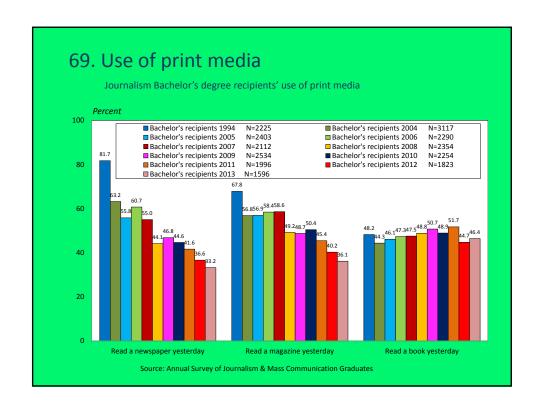


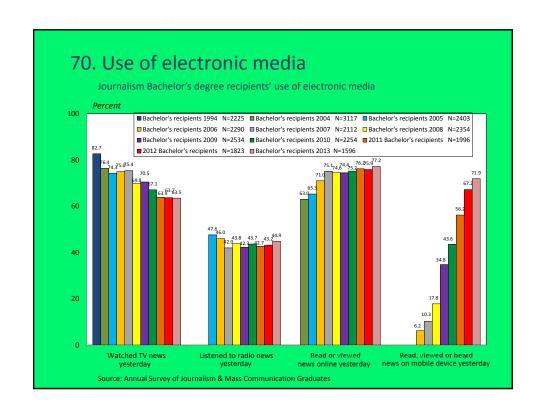
Source: Annual Survey of Journalism & Mass Communication Graduates

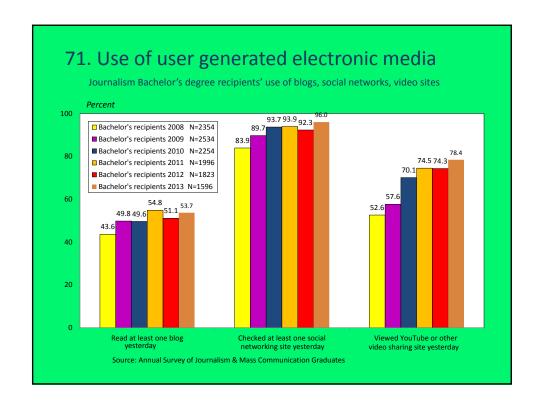
68. Student professional organizations attended while at university

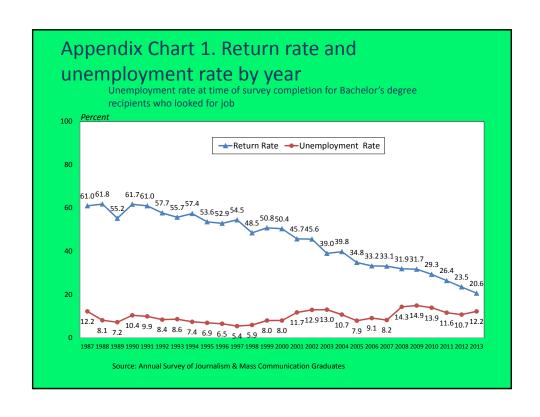
											_
	2002	2003	2005	2006	2007	2008	2009	2010	2011	2012	2013
AD Club	2.8%	2.2%	4.5%	4.5%	4.5%	5.4%	4.9%	4.2%	6.5%	5.4%	6.5%
American Advertising Federation	3.6%	3.9%	2.8%	2.3%	1.5%	2.4%	1.7%	2.1%	2.7%	2.4%	2.7%
Association of Women in Communication	1.6%	2.0%	1.3%	1.1%	0.5%	0.4%	0.7%	0.9%	0.7%	0.6%	0.5%
Di Gamma Kappa	0.7%	0.6%	0.5%	0.2%	0.5%	0.3%	0.2%	0.3%	0.3%	0.9%	0.9%
Kappa Tau Alpha	0.3%	0.6%	0.2%	0.2%	0.3%	0.3%	0.6%	0.4%	0.5%	0.5%	0.9%
Magazine Club	0.0%	0.0%	0.4%	0.3%	0.0%	0.1%	0.1%	0.3%	1.5%	0.2%	0.3%
National Association of Black Journalists	1.6%	1.5%	1.0%	1.0%	0.6%	1.5%	0.7%	0.9%	0.7%	1.7%	1.5%
National Broadcasting Society	1.3%	0.9%	0.6%	0.6%	0.4%	0.5%	0.6%	0.2%	0.4%	0.4%	1.0%
National Press Photographers Association	0.8%	0.6%	0.3%	0.4%	0.2%	0.4%	0.4%	0.3%	0.1%	0.8%	1.0%
Public Relations Student Society	13.5%	12.8%	16.0%	13.8%	12.9%	13.8%	12.2%	13.1%	21.0%	21.9%	20.1%
Radio Television News Directors Association	1.3%	1.2%	1.0%	1.0%	0.9%	1.3%	1.0%	1.1%	0.9%	1.1%	0.3%
Society of Professional Journalists	7.3%	5.8%	5.0%	6.7%	4.5%	5.0%	5.1%	5.5%	4.8%	6.6%	7.1%
Student Society for News Design	0.5%	0.1%	0.0%	0.1%	0.1%	0.0%	1.2%	0.2%	0.7%	0.3%	0.1%
N	2,794	2,684	2,412	2,290	2,112	2,360	2,534	2,254	1,996	1,823	1,596

Source: Annual Survey of Journalism & Mass Communication Graduates









	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		·
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	· ·	·
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		\$14,604		
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		\$20,250		
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		+ ,
N		32	33	64	68	64	51	59	64	67	44	40	50		
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		
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		
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		·
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	+ -,	+ ,
N		49	25	79	76	60	66	58	87	120	105	111	135		

	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
Production Company															
Nominal salary/wk															
Nominal salary/yr															
Real Salary 85 \$															
N															
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
PR & Ad Agency/Dept															
Nominal salary/wk															
Nominal salary/yr															
Real Salary 85 \$															
N															
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					

Appendix Table 1. Median Salaries by Employer Type

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
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
Educational Instution															
Nominal salary/wk															
Nominal salary/yr															
Real Salary 85 \$															
N															
Government Agency															
Nominal salary/wk															
Nominal salary/yr															
Real Salary 85 \$															
N															

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
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	2.137	2.167	2.213
Master Total													
Nominal salary/wk	\$579	\$615	\$630	\$635	\$712	\$731	\$769	\$731	\$750	\$696	\$769	\$769	\$769
Nominal salary/yr	\$30,120	\$32,000	\$32,760	\$33,000	\$37,000	\$38,000	\$40,000	\$38,000	\$39,000	\$36,200	\$40,000	\$40,000	\$40,000
Real Salary 85 \$	\$18,038	\$18,770	\$18,638	\$18,263	\$19,652	\$19,652	\$19,853	\$19,109	\$19,227	\$17,226	\$18,716	\$18,458	\$18,078
N	102	105	101	159	93	87	119	104	124	108	123	99	110
Bachelor Total													
Nominal salaries/wk	\$500	\$500	\$500	\$535	\$558	\$577	\$577	\$577	\$577	\$577	\$596	\$615	\$615
Nominal salary/yr	\$26,000	\$26.000	\$26,000	\$27,800	\$29,000	\$30,000	\$30.000	\$30,000	\$30,000	\$30,000	\$31,000	\$32,000	\$32,000
Real Salary 85 \$	\$15,571	\$15.251	\$14.792	\$15,386	\$15,403	\$15,515	\$14.890	\$15,086	\$14.790	\$14,276	\$14,505	\$14,766	\$14,463
N	1,749	1,695	1,585	1,995	1,586	1,572	1,398	1,357	1,312	1,215	1184	1119	1081
Daily Newspapers													
Nominal salary/wk	\$498	\$481	\$490	\$500	\$538	\$520	\$538	\$560	\$520	\$529	\$538	\$549	\$570
•	\$25,896	\$25,000	\$25,480	\$26,000	\$28,000	\$27,040	\$28,000	\$29.120	\$27,040	\$27,500	\$28,000	\$28,550	\$29,640
Nominal salary/yr Real Salary 85 \$	\$25,696	\$25,000	\$14,496	\$26,000	\$14,872	\$13,984	\$28,000	\$14,643	\$13,331	\$13,086	\$13,102	\$20,550	\$29,640
Real Salary 65 \$	120	152	127	146	127	109	106	\$14,643 60	په ان کې د انو 71	\$13,066 65	\$13,102 59	\$13,174	\$13,396 55
IN .	120	132	127	140	127	109	100	00	7 1	00	39	00	33
Weeklies													
Nominal salary/wk	\$462	\$423	\$462	\$462	\$480	\$475	\$516	\$500	\$480	\$480	\$500	\$519	\$577
Nominal salary/yr	\$24,000	\$22,000	\$24,000	\$24,000	\$24,980	\$24,700	\$26,850	\$26,000	\$24,969	\$24,960	\$26,000	\$27,000	\$30,000
Real Salary 85 \$	\$14,373	\$12,905	\$13,654	\$13,282	\$13,268	\$12,774	\$13,326	\$13,074	\$12,310	\$11,878	\$12,166	\$12,459	\$13,559
N	43	45	39	69	46	53	38	23	32	31	25	27	18
Radio													
Nominal salary/wk	\$481	\$462	\$462	\$442	\$500	\$519	\$481	\$587	\$558	\$519	\$529	\$601	\$577
Nominal salary/yr	\$25.000	\$24.000	\$24.000	\$23,000	\$26,000	\$27,000	\$25.000	\$30,500	\$29,000	\$27,000	\$27,500	\$31,250	\$30,000
Real Salary 85 \$	\$14,972	\$14,078	\$13,654	\$12,729	\$13,809	\$13,963	\$12,408	\$15,337	\$14,297	\$12,848	\$12,868	\$14,420	\$13,559
N	46	33	20	29	25	23	16	20	9	17	8	12	17
Television													
Nominal salary/wk	\$413	\$423	\$423	\$452	\$442	\$470	\$462	\$462	\$478	\$488	\$490	\$538	\$558
Nominal salary/yr	\$21,500	\$22,000	\$22,000	\$23,492	\$23,000	\$24,440	\$24,000	\$24,000	\$24,880	\$25,376	\$25,500	\$28,000	\$29,000
Real Salary 85 \$	\$12,876	\$12,905	\$12,517	\$13,001	\$12,216	\$12,640	\$11,912	\$12,069	\$12,266	\$12,076	\$11,932	\$12,921	\$13,107
rtour σαιαι y σο ψ	117	115	112	132	103	103	111	ψ12,009 86	96	87	ψ11,932 86	79	73

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Cable Television	2001	2002	2003	2004	2003	2000	2007	2000	2009	2010	2011	2012	2013
Nominal salary/wk	\$538	\$548	\$538	\$577	\$548	\$580	\$563	\$650	\$510	\$673	\$596	\$673	\$625
Nominal salary/yr	\$28,000	\$28,500		\$30,000	\$28,500	\$30,160	\$29,300	\$33,800	\$26,500	\$35,000	\$31,000	\$35,000	\$32,500
Real Salary 85 \$	\$16,769	\$16,717	\$15,930	\$16,603	\$15,137	\$15,598	\$14,542	\$16,997	\$13,064	\$16,655	\$14,505	\$16,151	\$14,689
N	38	28	37	35	25	19	24	23	18	13	16	23	17
11	30	20	31	33	25	19	24	25	10	13	10	2.5	17
Production Company													
Nominal salary/wk											\$673	\$620	\$625
Nominal salary/yr											\$35,000	\$32,250	\$32,500
Real Salary 85 \$											\$16,377	\$14,882	\$14,689
N											27	18	15
PR Agency/Dept													
Nominal salary/wk	\$534	\$519	\$538	\$548	\$577	\$577	\$615	\$596	\$596	\$615	\$616	\$635	\$673
Nominal salary/yr	\$27,750	\$27,000	-	\$28,500	\$30,000	\$30,000	\$32,000	\$31,000	\$31,000	\$32,000	\$32,007	\$33,000	\$35,000
Real Salary 85 \$	\$16,619	\$15,837	\$15,930	\$15,773	\$15,934	\$15,515	\$15,882	\$15,589	\$15,283	\$15,228	\$14,976	\$15,228	\$15,819
N	104	118	109	145	128	136	114	109	94	90	109	117	90
			.00	0	.25	.00		.00	0.				
Ad Agency/Dept													
Nominal salary/wk	\$510	\$519	\$519	\$538	\$538	\$577	\$615	\$577	\$615	\$606	\$625	\$654	\$673
Nominal salary/yr	\$26,500	\$27,000	\$27,000	\$28,000	\$28,000	\$30,000	\$32,000	\$30,000	\$32,000	\$31,500	\$32,500	\$34,000	\$35,000
Real Salary 85 \$	\$15,871	\$15,837	\$15,361	\$15,496	\$14,872	\$15,515	\$15,882	\$15,086	\$15,776	\$14,990	\$15,207	\$15,689	\$15,819
N	124	99	114	161	153	124	134	119	115	133	112	119	105
PR & Ad Agency/Dept													
Nominal salary/wk											\$615	\$654	\$635
Nominal salary/yr											\$32,000	\$34,000	\$33,000
Real Salary 85 \$											\$14,973	\$15,689	\$14,915
N											72	61	51
Specialized Information													
Nominal salary/wk	\$577	\$551	\$519	\$538	\$587	\$596	\$615	\$587	\$615	\$596	\$615	\$577	\$611
Nominal salary/yr	\$30,000	\$28,655		\$28,000	\$30,500	\$31,000	\$32,000	\$30,500	\$32,000	\$31,000	\$32,000	\$30,000	\$31,750
Real Salary 85 \$	\$17,967	\$16,808	\$15,361	\$15,496	\$16,199	\$16,032	\$15,882	\$15,337	\$15,776	\$14,752	\$14,973	\$13,844	\$14,350
N	25	28	21	31	30	30	31	34	23	21	27	33	26
I V	23	20	21	31	30	30	31	34	23	21	21	33	20
Magazine													
Nominal salary/wk													
Nominal salary/yr													
Real Salary 85 \$													
N													

Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Consumer Magazine													
Nominal salary/wk	\$500	\$526	\$481	\$519	\$558	\$538	\$615	\$538	\$587	\$577	\$577	\$577	\$480
Nominal salary/yr	\$26,000	\$27,350	\$25,000	\$27,000	\$29,000	\$28,000	\$32,000	\$28,000	\$30,500	\$30,000	\$30,000	\$30,000	\$24,960
Real Salary 85 \$	\$15,571	\$16,043	\$14,223	\$14,943	\$15,403	\$14,481	\$15,882	\$14,080	\$15,036	\$14,276	\$14,037	\$13,844	\$11,281
N	37	28	25	47	34	30	31	34	16	29	27	12	17
Online Publishing													
Nominal salary/wk	\$644	\$500	\$620	\$615	\$615	\$606	\$719	\$635	\$600	\$673	\$600	\$673	\$673
Nominal salary/yr	\$33,500	\$26,000	\$32,250	\$32,000	\$32,000	\$31,500	\$37,400	\$33,000	\$31,200	\$35,000	\$31,200	\$34,993	\$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	\$14,599	\$16,148	\$15,819
N	13	7	8	13	21	24	17	23	19	37	33	26	33
Educational Instution													
Nominal salary/wk											\$615	\$635	\$608
Nominal salary/yr											\$32,000	\$33,000	\$31,600
Real Salary 85 \$											\$14,973	\$15,228	\$14,282
N											33	17	20
Government Agency													
Nominal salary/wk											\$625	\$692	\$712
Nominal salary/yr											\$32,500	\$36,000	\$37,000
Real Salary 85 \$											\$15,207	\$16,612	\$16,723
N											16	17	17

