Executive Summaries
Annual Surveys of Journalism & Mass Communication

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2013 Project Sponsors:

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Aug. 6, 2014
2013 Annual Survey of Journalism & Mass Communication Graduates

- 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.

- 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.

- 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.
Overall enrollments in journalism and mass communication programs declined in the autumn of 2013, marking the third year of lowered enrollments from the previous year.

At the undergraduate level, enrollment dropped 1.0% from 2012, while enrollment in master's degree programs was down 1.2% and enrollment at the doctoral level was down 7.1%.

The drop in enrollments is not unprecedented. The highest rates of enrollments in journalism and mass communication programs were in 2010.

Undergraduate enrollments decreased sharply at the freshmen and sophomore levels but were up more modestly at the junior and the senior levels.

The number of journalism and mass communication programs that were active in 2013 was 480, down from 485 a year earlier.

Even among the same schools that reported enrollment data in 2012 and 2013, enrollments were down across all three levels of degrees.

The number of master's level programs went up from 217 in 2012 to 224, while the number of doctoral programs in 2013 was 51, one up from a year earlier.

The number of journalism and mass communication bachelor’s degrees granted in 2013 was nearly the same as a year earlier, while the number of master’s degree increased by just less than a percentage point and the number of doctoral degrees granted was up significantly.

Nationally, university enrollments have slightly declined in 2011, the last year for which national data are available, but these enrollments are expected to increase slightly in the years to come.

The percentages of students enrolled in the journalism specialization decreased in the autumn of 2013 compared with a year earlier. The percentage of students in public relations and advertising remained largely unchanged.
Women dominate the field of journalism and mass communication, being almost two-thirds of the students enrolled in bachelor’s degree and master’s degree programs in the autumn of 2013. At the doctoral level, the number is the highest ever at 60.3%.

The percentage of undergraduate students classified as members of racial or ethnic minorities was down just slightly from a year earlier, when that percentage was higher than at any point in the history of the field. The percentage of students classified as members of racial and ethnic minorities at the master’s level increased in 2013, while the percentage of doctoral students classified this way was down dramatically.

The financial situation at journalism and mass communication programs improved somewhat in 2013, continuing the trend that started in 2010. One quarter of the programs reported an increase in their operating budget and more than half reported no changes in their budgets.

More than eight out of 10 administrators reported no hiring freeze at their universities.

None of the program administrators said there was any discussion of elimination of their programs.

Journalism and mass communication programs continued to engage in a number of strategies to update their curricula to reflect changes in the media landscape. More than nine in 10 administrators reported their programs taught skills such as: writing for the web, using the web in reporting, and using social media.
Eighty-two universities in the U.S. reported enrollments in doctoral programs as part of the 2011-2012 Integrated Postsecondary Education Data System (IPEDS), the core postsecondary education data collection program of the National Center for Education Statistics (NCES).

These 82 universities listed 120 different programs in terms of the Classification of Instructional Programs (CIP) codes used by IPEDS.

The programs, based on this classification system, focus overwhelmingly on Speech Communication and Rhetoric.

The classification of Mass Communication and Media Studies is tied with Rhetoric and Composition as the second most common classification of the programs.

In academic year 2011-2012, the 82 universities with doctoral programs granted 659 degrees.

Women dominate the field, earning 58.9% of the doctoral degrees conferred in communications in 2011-2012.

Students from outside the U.S. earned 19.3% of the doctoral degrees granted in the field of communication in 2011-2012.

Among domestic graduates, members of racial and ethnic minorities are few. Only 6.1% of the degrees granted went to African-Americans, and only 5.1% went to Hispanics. Asian Pacific Islanders earned 5.3% of the doctoral degrees.

Students who classified themselves as White earned 72.7% of the doctoral degrees in the field of communication conferred on domestic students. This figure is lower than a year earlier but still not at the level of 2007-2008.