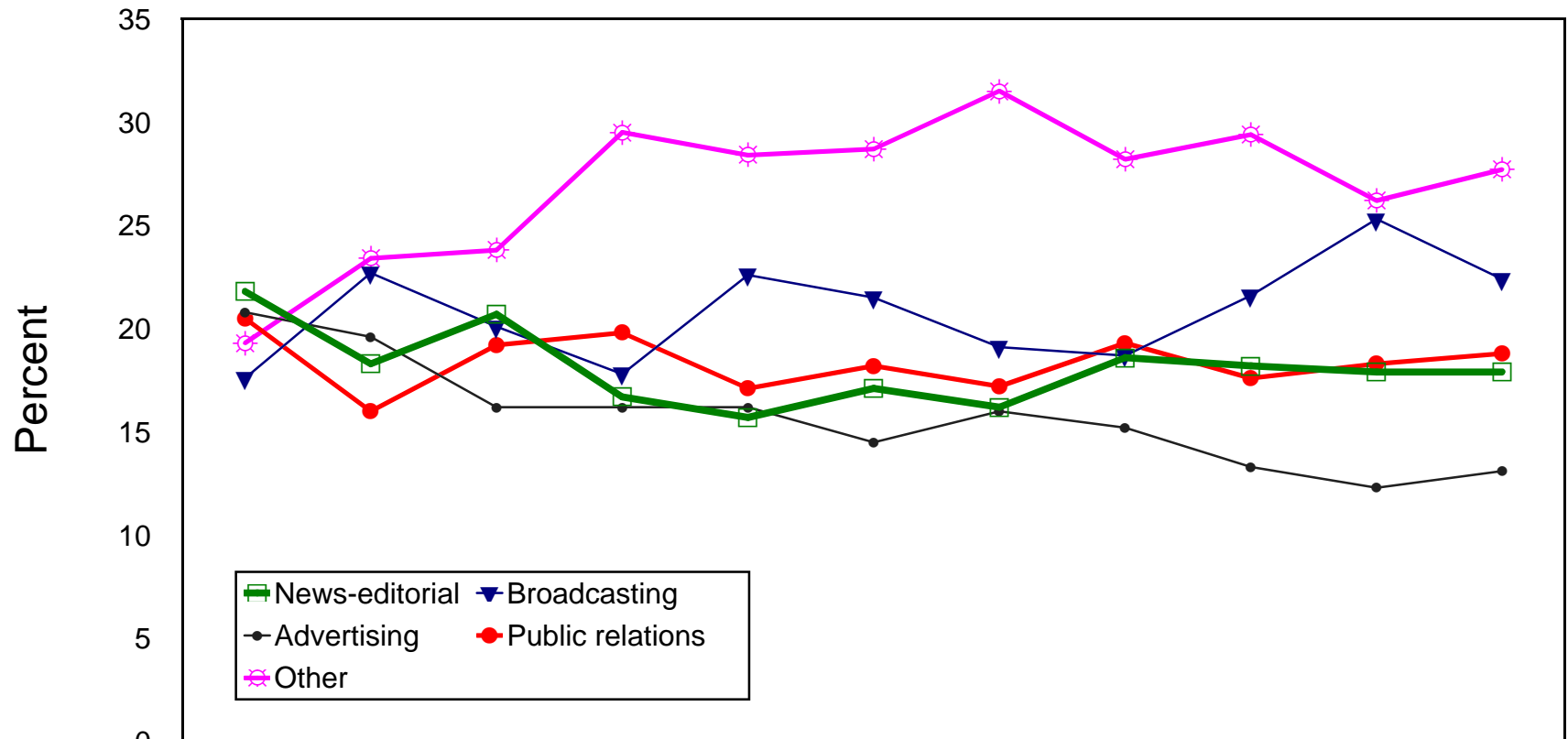


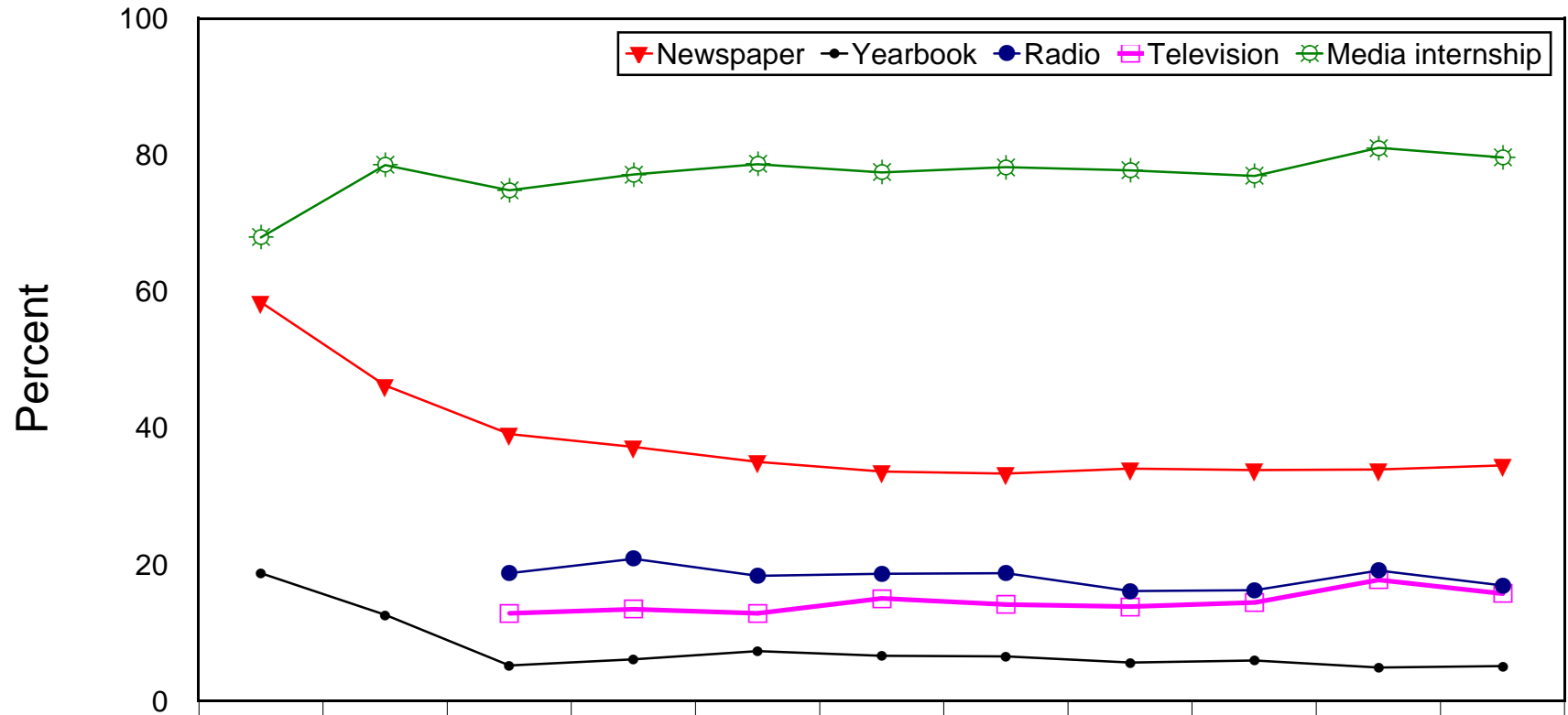
# 1. Specialty within Curriculum of BA Recipients



	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
News-editorial	21.8	18.3	20.7	16.7	15.7	17.1	16.2	18.6	18.2	17.9	17.9
Broadcasting	17.6	22.7	20.1	17.8	22.6	21.5	19.1	18.7	21.6	25.3	22.4
Advertising	20.8	19.6	16.2	16.2	16.2	14.5	16	15.2	13.3	12.3	13.1
Public relations	20.5	16	19.2	19.8	17.1	18.2	17.2	19.3	17.6	18.3	18.8
Other	19.3	23.4	23.8	29.5	28.4	28.7	31.5	28.2	29.4	26.2	27.7
(N)	943	1252	711	2171	2448	2500	2670	2397	2238	2296	2241

Source: Annual Survey of Journalism & Mass Communication Graduates

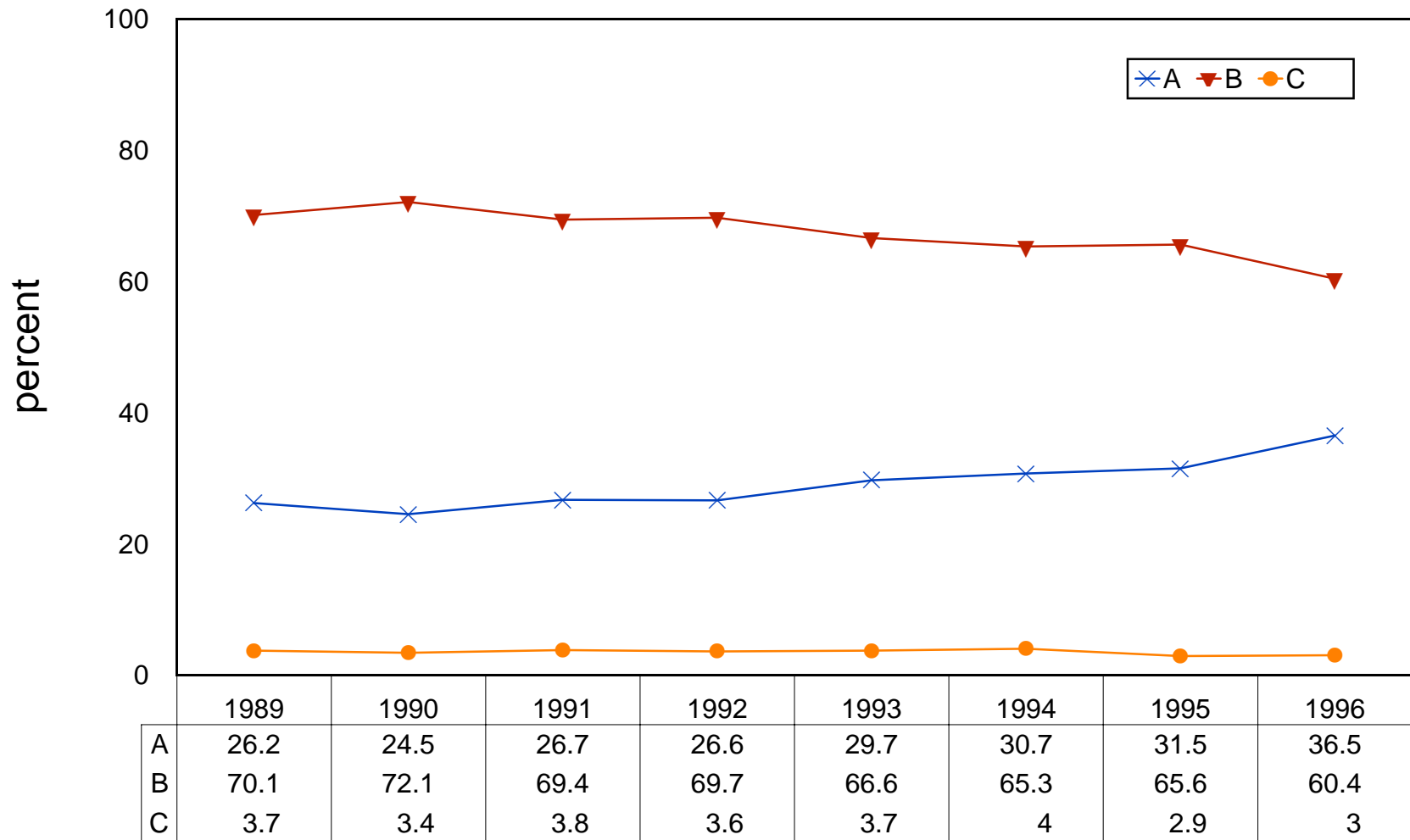
## 2. Campus Activities of BA Recipients



	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
Newspaper	58.4	46.2	39.1	37.2	35	33.6	33.3	34	33.8	33.9	34.5
Yearbook	18.7	12.6	5.2	6.1	7.3	6.6	6.5	5.6	5.9	4.9	5.1
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
Television			12.8	13.4	12.8	15	14.1	13.8	14.4	17.7	15.7
Media internship	67.9	78.5	74.8	77.1	78.6	77.4	78.2	77.7	76.9	81	79.6
(N)	943	1252	711	2171	2448	2500	2670	2397	2238	2296	2241

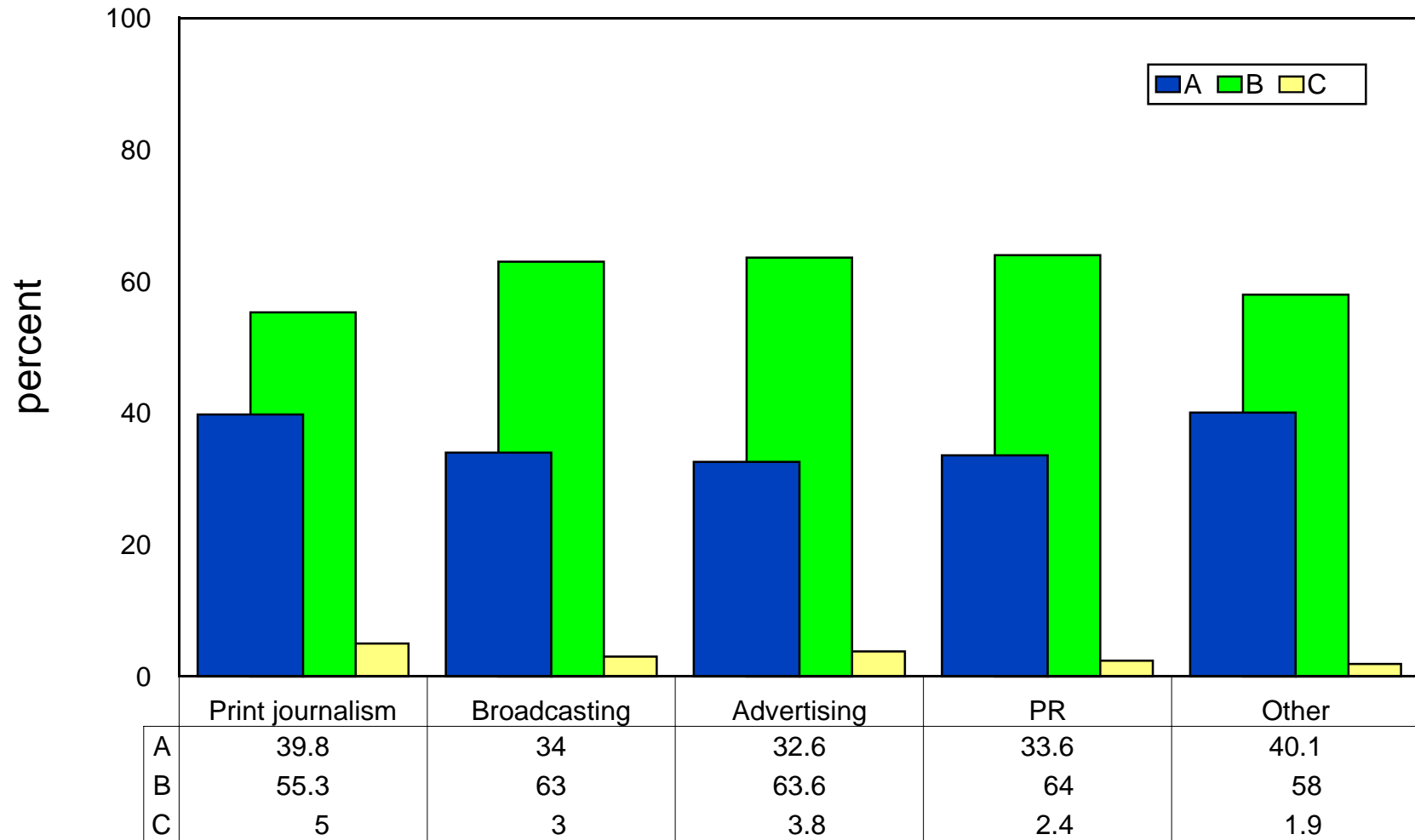
Source: Annual Survey of Journalism & Mass Communication Graduates

### 3. GPA of BA Recipients



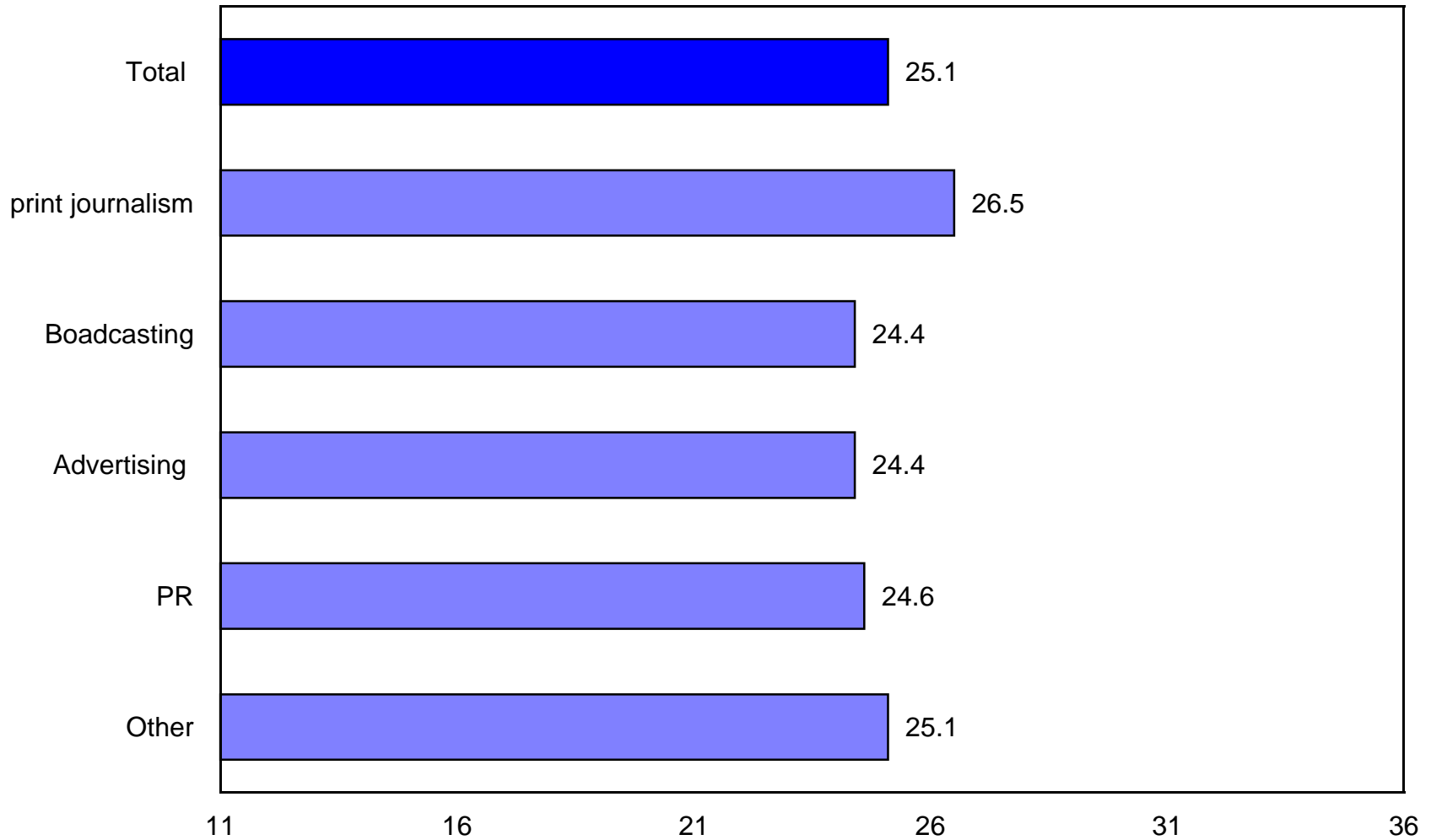
Source: Annual Survey of Journalism & Mass Communication Graduates

## 4. GPA of BA Recipients by Major in 1996



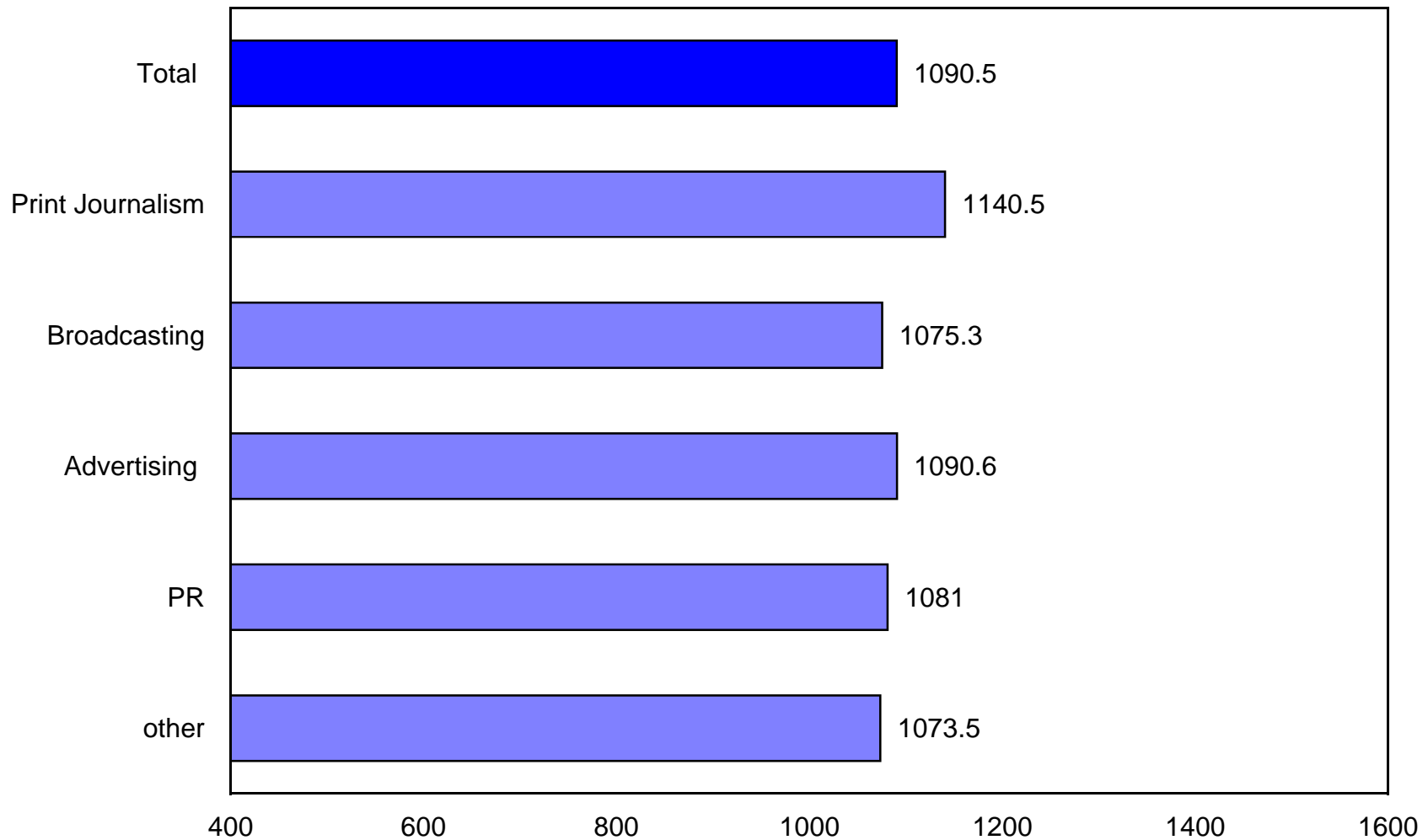
Source: Annual Survey of Journalism & Mass Communication Graduates

## 5. ACT score of BA Recipients in 1996



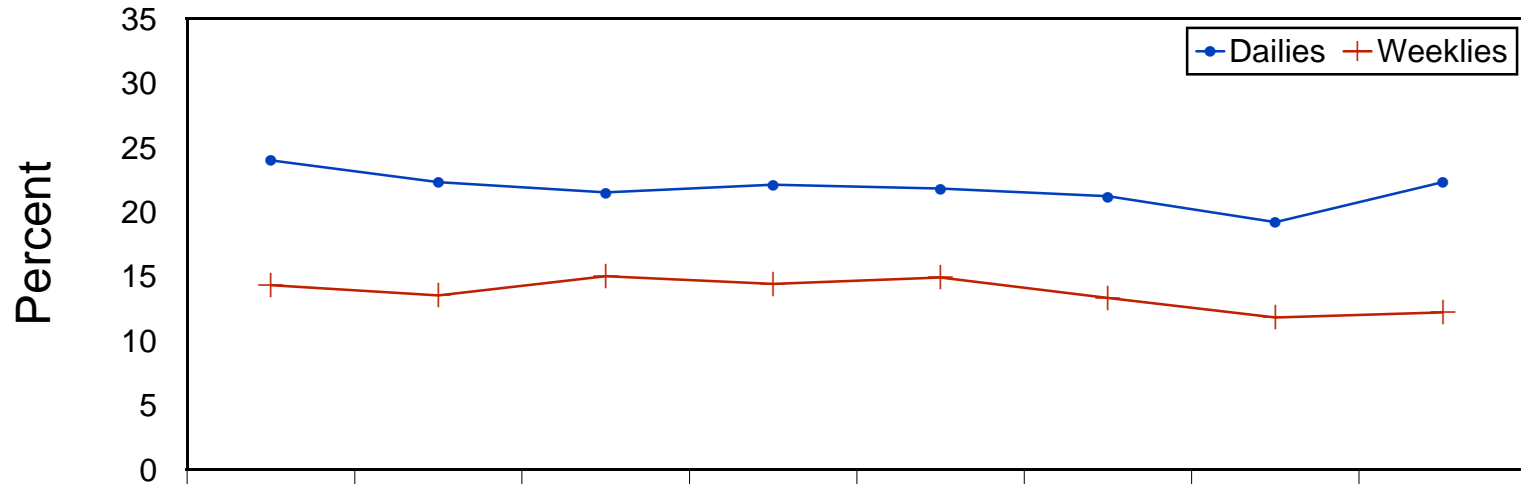
Source: Annual Survey of Journalism and Mass Communication Graduates

## 6. SAT score of BA Recipients by Major in 1996



Source: Annual Survey of Journalism & Mass Communication Graduates

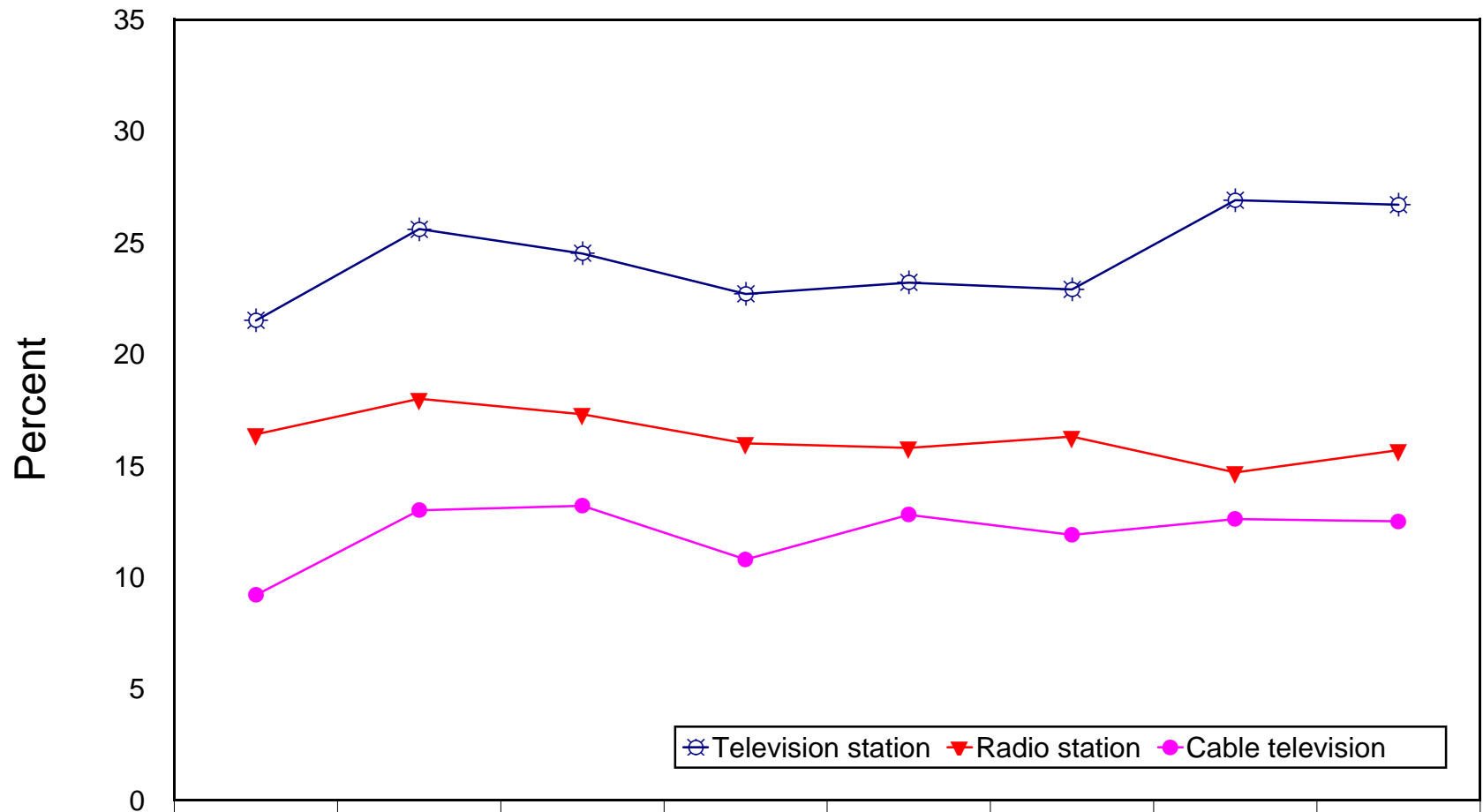
## 7. Jobs Sought by BA Recipients -- Print



	1989	1990	1991	1992	1993	1994	1995	1996
Dailies	24	22.3	21.5	22.1	21.8	21.2	19.2	22.3
Weeklies	14.3	13.5	15	14.4	14.9	13.3	11.8	12.2
Magazines	14.6	13.5	13.8	13.1	13	11.2	12.3	
Consumer Magazines								7.3
Trade Press								7.6
Book Publishers	9.9	9.1	11.5	9.6	10.1	8	6.2	7.9
Wire Services	3.1	3	9.1	2.8	3.5	2.7	2.8	2.7
Newsletters						3.2	2.4	2.2
Newsletter/Mags						4.8	4.8	5.2
(N)	2190	2434	2465	2670	2392	2238	2296	2241

Source: Annual Survey of Journalism & Mass Communication Graduates

## 8. Jobs Sought by BA Recipients -- Broadcasting

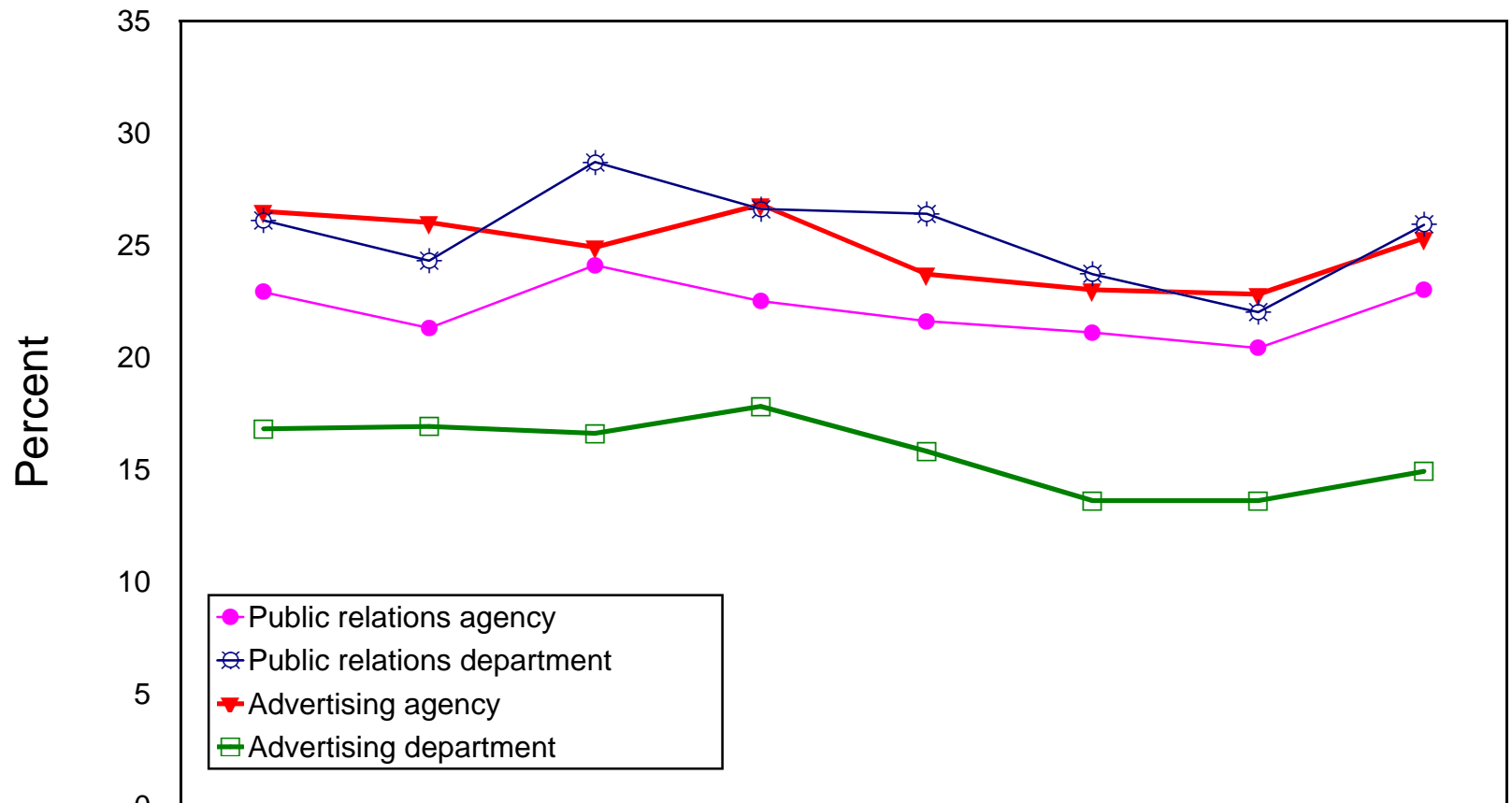


	1989	1990	1991	1992	1993	1994	1995	1996
Television station	21.5	25.6	24.5	22.7	23.2	22.9	26.9	26.7
Radio station	16.4	18	17.3	16	15.8	16.3	14.7	15.7
Cable television	9.2	13	13.2	10.8	12.8	11.9	12.6	12.5
(N)	2190	2434	2465	2670	2392	2238	2296	2241

Source: Annual Survey of Journalism & Mass Communication Graduates



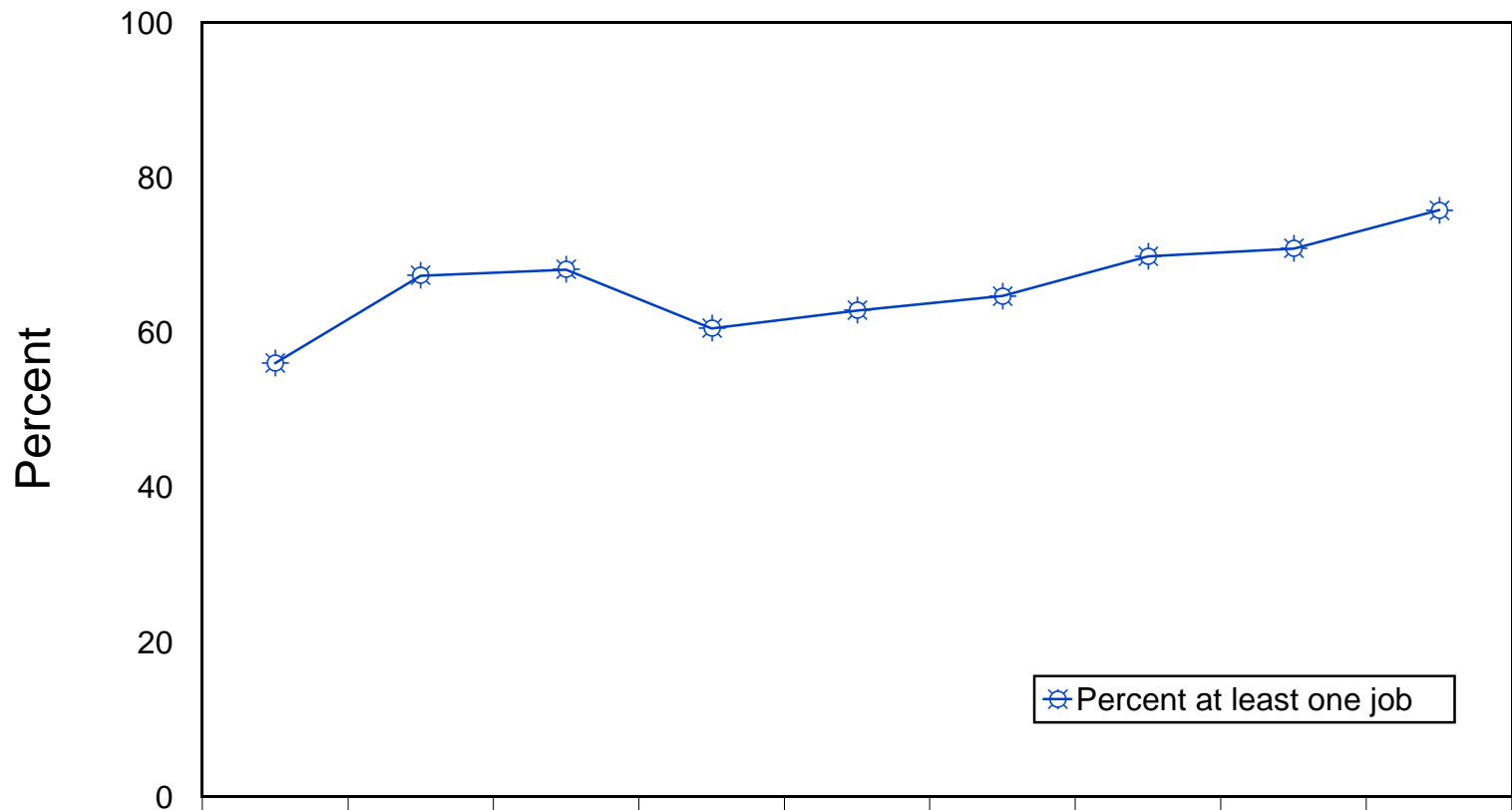
## 9. Jobs Sought by BA Recipients -- PR/Advertising



	1989	1990	1991	1992	1993	1994	1995	1996
Public relations agency	22.9	21.3	24.1	22.5	21.6	21.1	20.4	23
Public relations department	26.1	24.3	28.7	26.6	26.4	23.7	22	25.9
Advertising agency	26.5	26	24.9	26.8	23.7	23	22.8	25.3
Advertising department	16.8	16.9	16.6	17.8	15.8	13.6	13.6	14.9
(N)	2190	2434	2465	2670	2392	2238	2296	2241

Source: Annual Survey of Journalism & Mass Communication Graduates

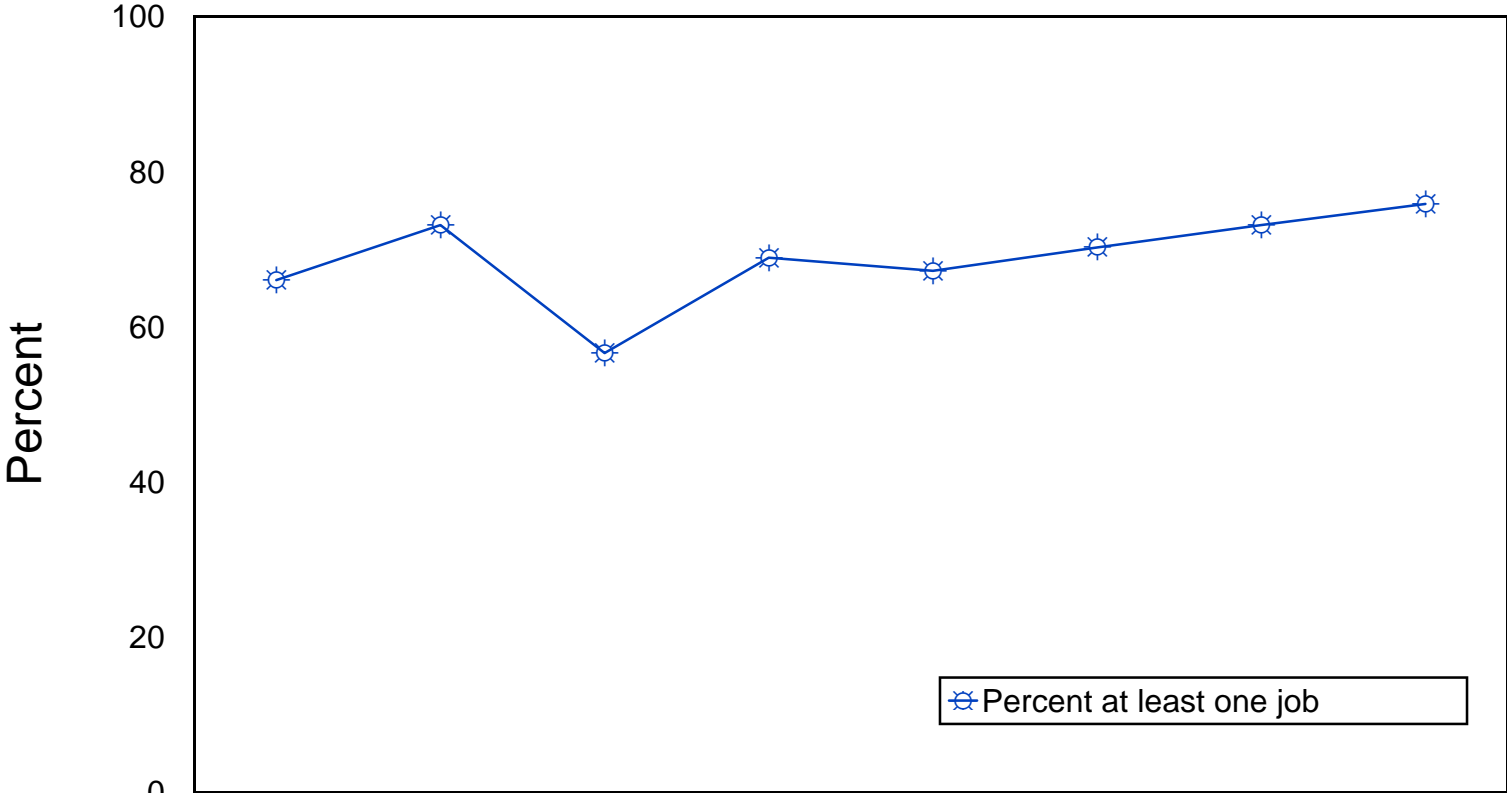
# 10. Job Offers For BA Recipients on Graduation: Percent at Least One Job



	1988	1989	1990	1991	1992	1993	1994	1995	1996
Percent at least one job	56	67.3	68.1	60.5	62.8	64.7	69.8	70.8	75.8
Mean=number of jobs	1.2	1.6	1.5	1.2	1.2	1.4	1.5	1.6	1.7
(N)	587	2190	2434	2465	2670	2392	2238	2296	2241

Source: Annual Survey of Journalism & Mass Communication Graduates

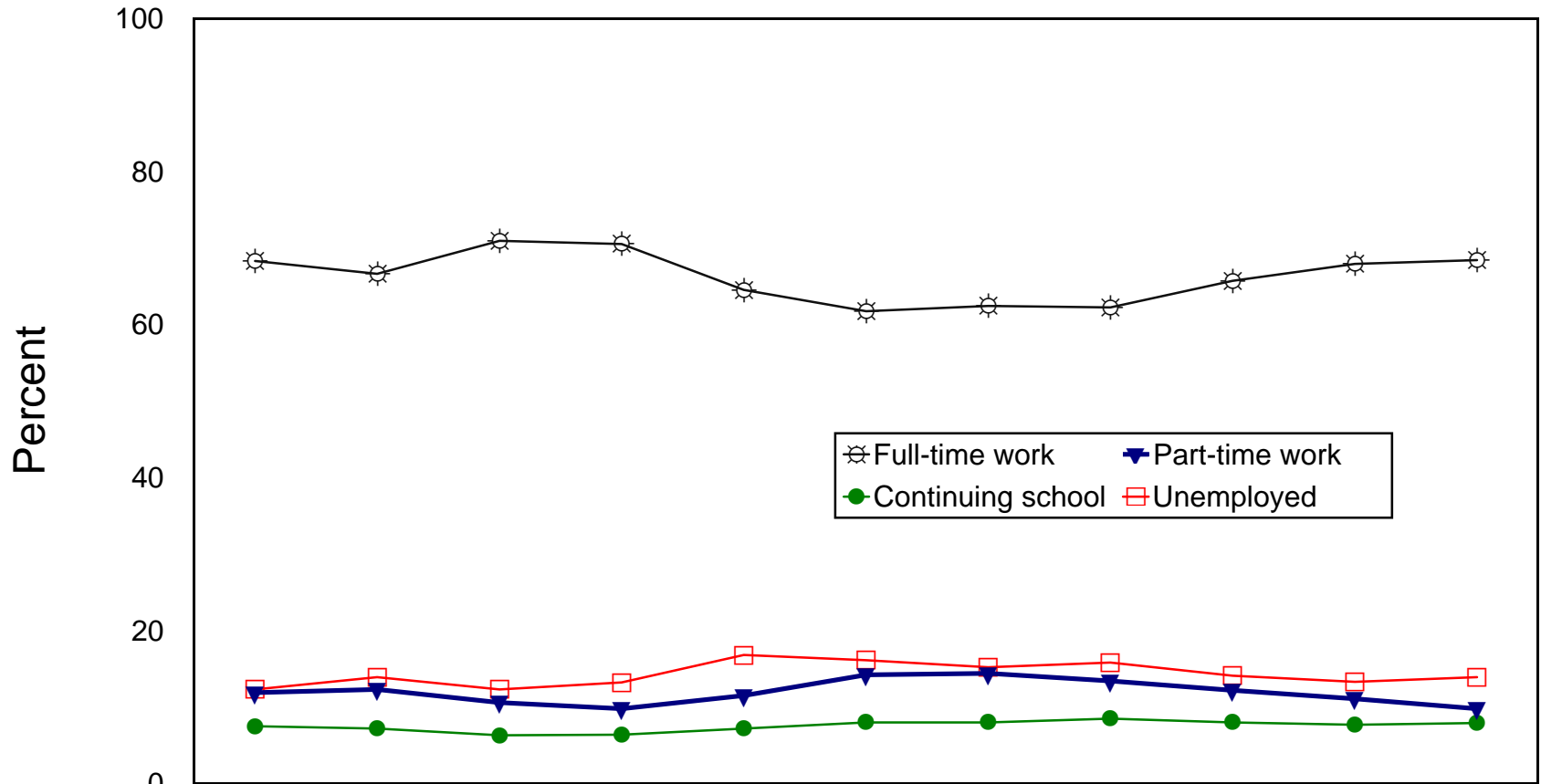
# 11. Job Offers for MA Recipients on Graduation: Percent at Least One Job



	1989	1990	1991	1992	1993	1994	1995	1996
Percent at least one job	66	73.1	56.6	68.9	67.2	70.2	73.1	75.8
Mean=number of jobs	1.7	1.4	1.2	1.4	1.4	1.4	1.7	1.8
(N)	162	148	144	155	159	151	178	143

Source: Annual Survey of Journalism & Mass Communication Graduates

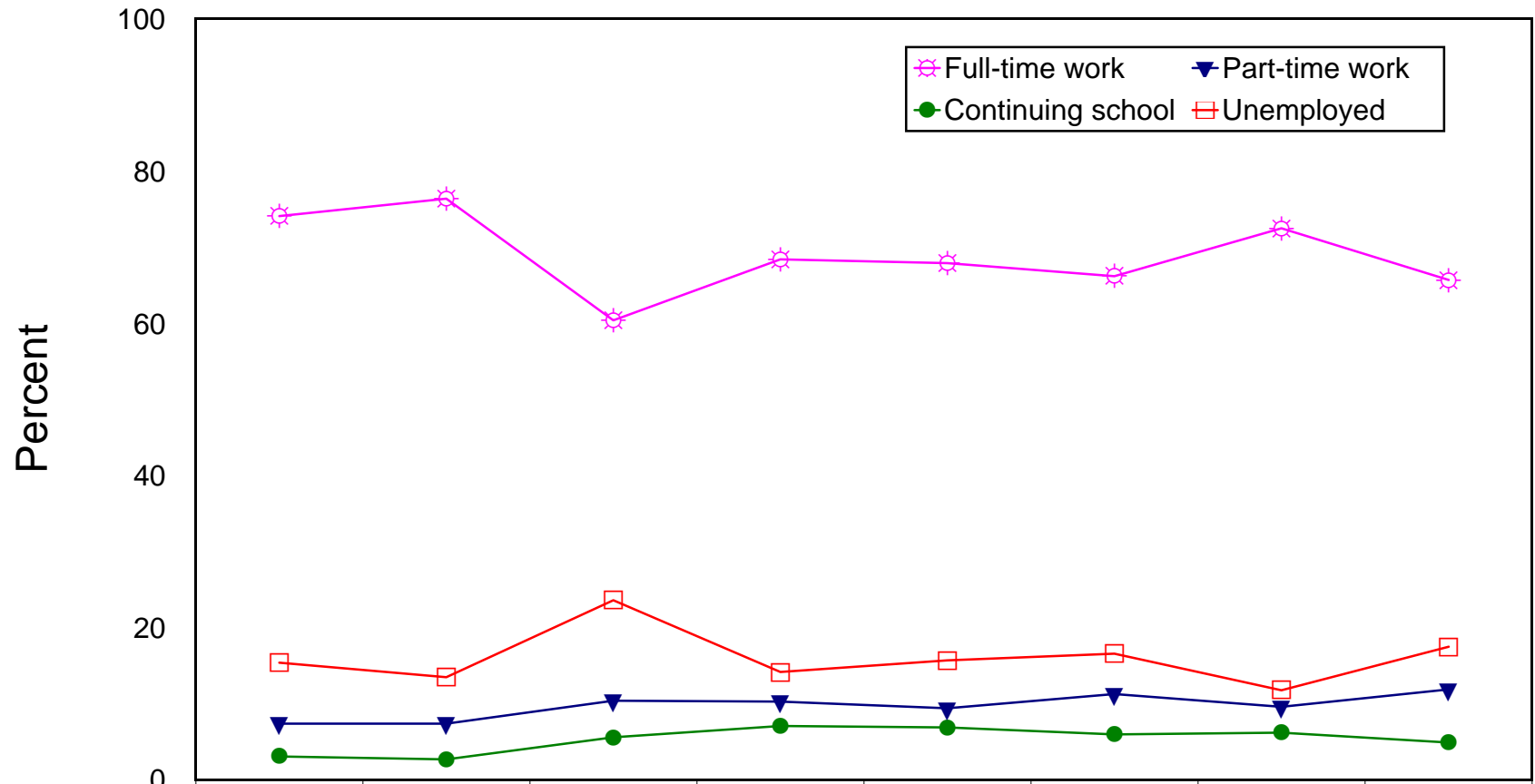
## 12. Employment Status of BA Recipients



	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
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
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
Continuing school	7.5	7.2	6.3	6.4	7.2	8	8	8.5	8	7.7	7.9
Unemployed	12.3	13.9	12.3	13.2	16.8	16.1	15.2	15.8	14.1	13.3	13.9
(N)	943	1215	587	2190	2434	2465	2670	2392	2238	2296	2241

Source: Annual Survey of Journalism & Mass Communication Graduates

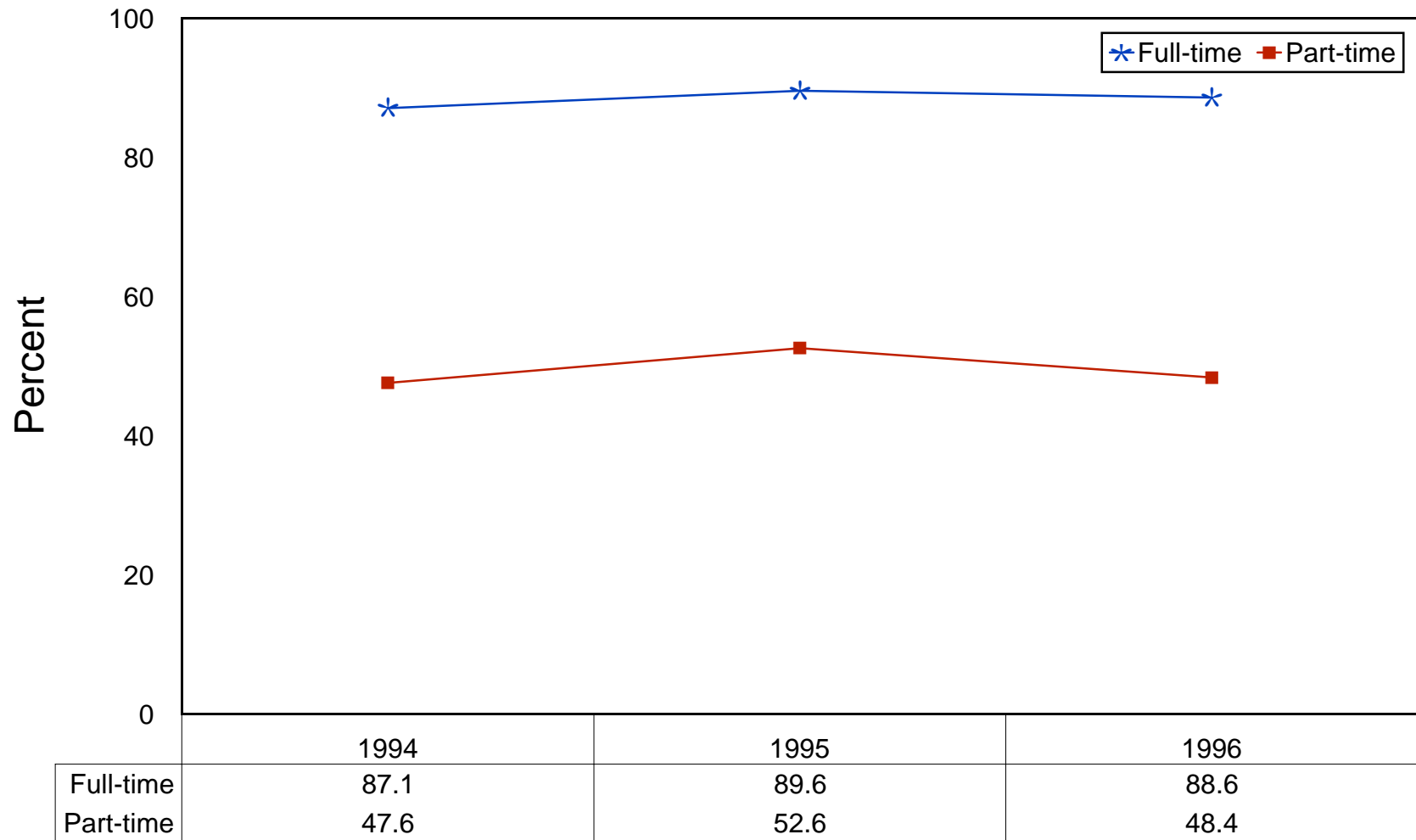
## 13. Employment Status of MA Recipients



	1989	1990	1991	1992	1993	1994	1995	1996
Full-time work	74.1	76.4	60.4	68.4	67.9	66.2	72.5	65.7
Part-time work	7.4	7.4	10.4	10.3	9.4	11.3	9.6	11.9
Continuing school	3.1	2.7	5.6	7.1	6.9	6	6.2	4.9
Unemployed	15.4	13.5	23.6	14.2	15.7	16.6	11.8	17.5
(N)	162	148	144	155	159	151	178	143

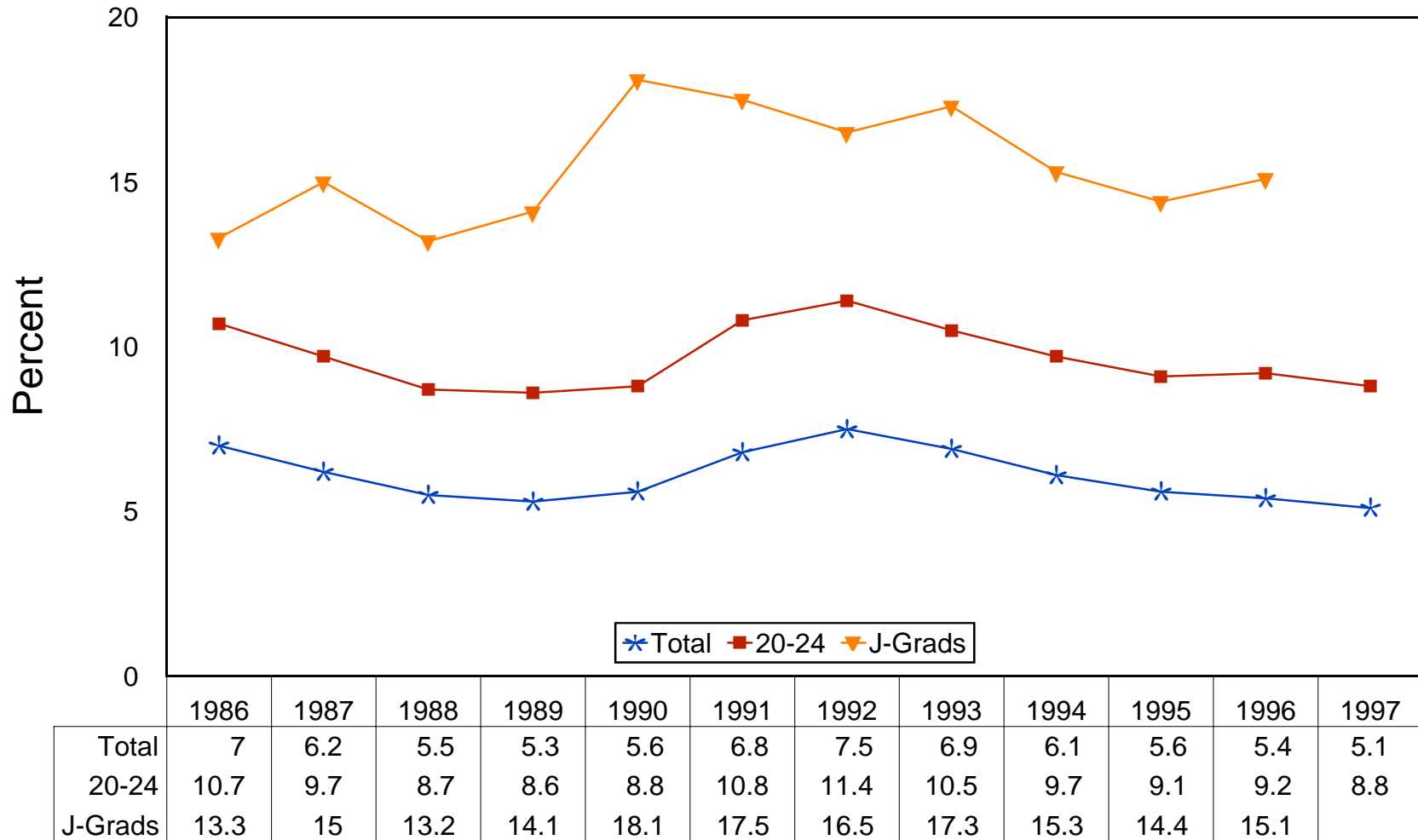
Source: Annual Survey of Journalism & Mass Communication Graduates

## 14. Permanent Employment of BA Recipients (%)



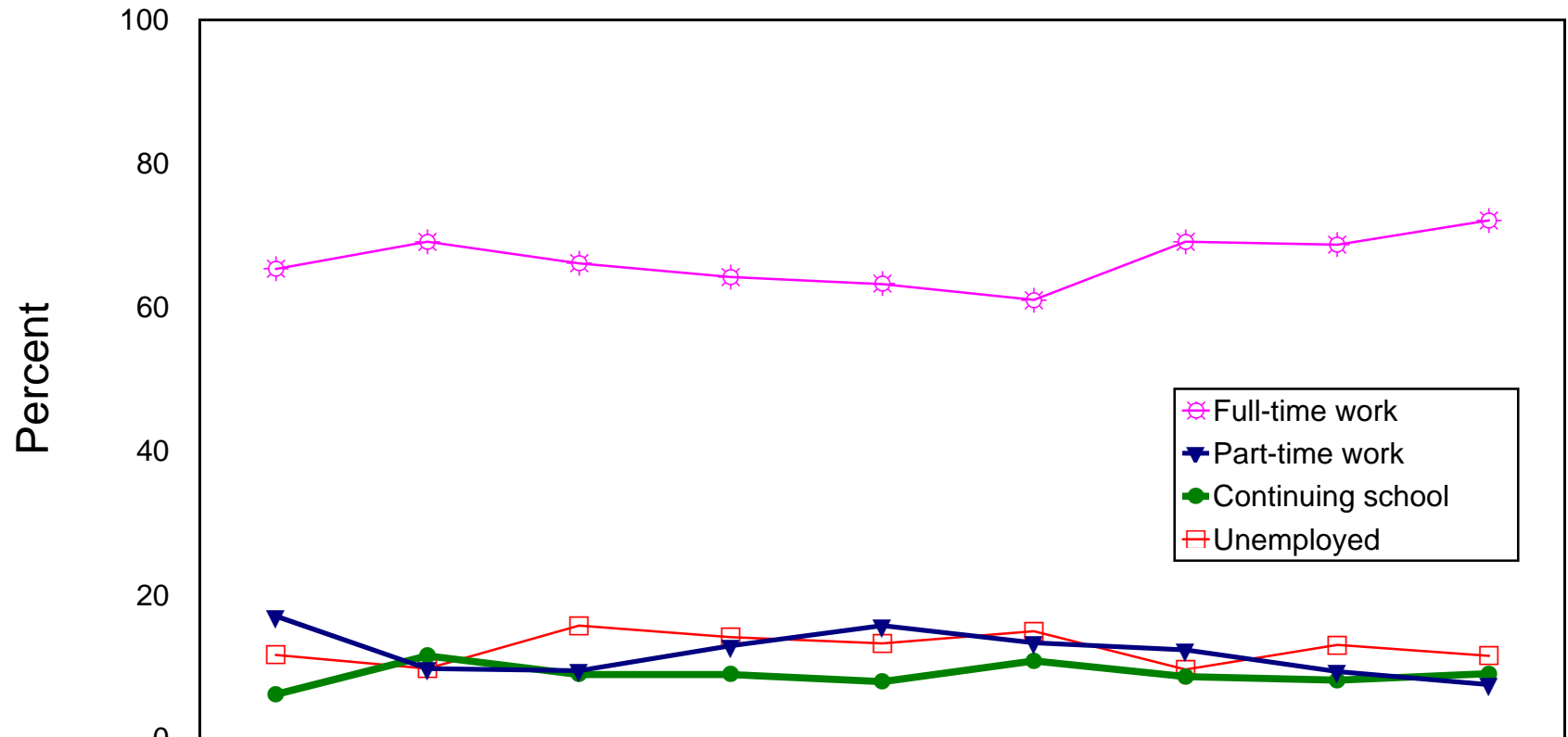
Source: Annual Survey of Journalism & Mass Communication Graduates

# 15. Unemployment Rates of BA Recipients Compared to National Data



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

# 16. Employment Status of BA Recipients -- News-Editorial

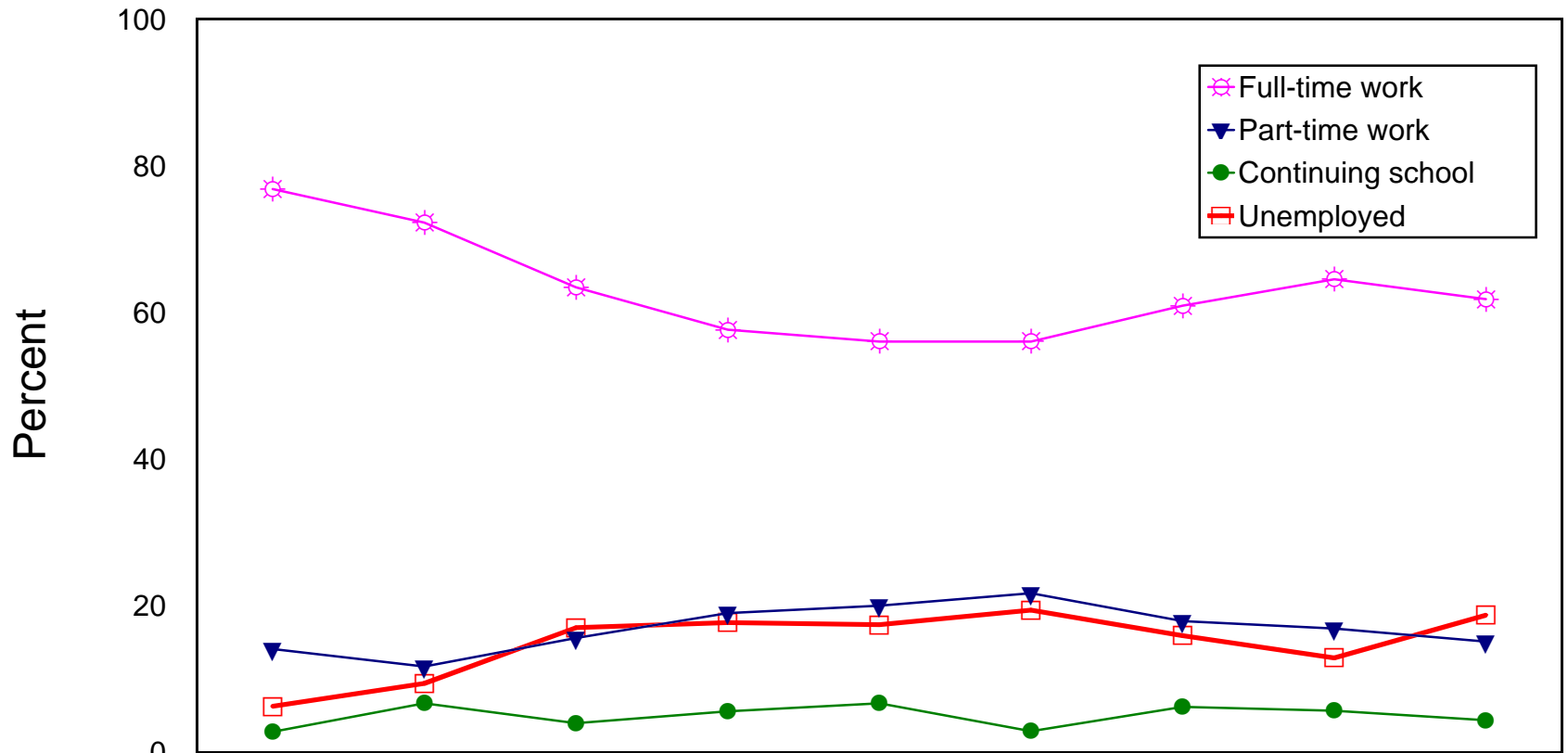


	1988	1989	1990	1991	1992	1993	1994	1995	1996
Full-time work	65.3	69.1	66.1	64.2	63.2	61	69.1	68.7	72.1
Part-time work	17	9.7	9.4	12.9	15.7	13.3	12.3	9.3	7.5
Continuing school	6.1	11.5	8.9	8.9	7.9	10.8	8.6	8.1	9
Unemployed	11.6	9.7	15.7	14.1	13.2	14.9	9.6	13	11.5
(N)	147	362	383	427	432	444	405	409	401

Source: Annual Survey of Journalism & Mass Communication Graduates



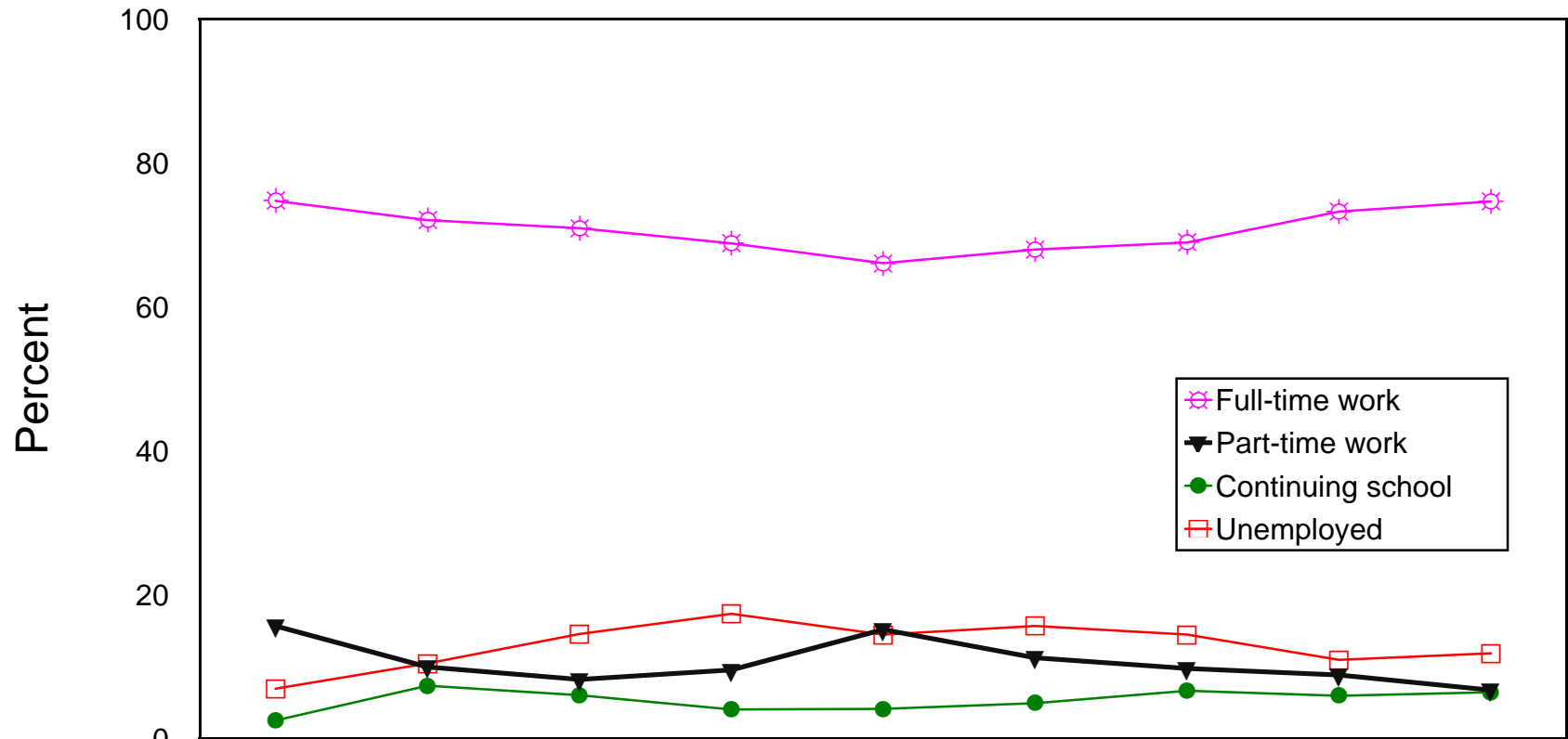
# 17. Employment Status of BA Recipients -- Broadcasting



	1988	1989	1990	1991	1992	1993	1994	1995	1996
Full-time work	76.8	72.2	63.4	57.6	56	56	60.9	64.5	61.8
Part-time work	14.1	11.7	15.6	19	20	21.7	17.9	16.9	15.1
Continuing school	2.8	6.7	4	5.6	6.7	2.9	6.2	5.7	4.4
Unemployed	6.3	9.4	17	17.7	17.4	19.4	15.9	12.9	18.7
(N)	142	385	585	536	511	448	482	580	498

Source: Annual Survey of Journalism & Mass Communication Graduates

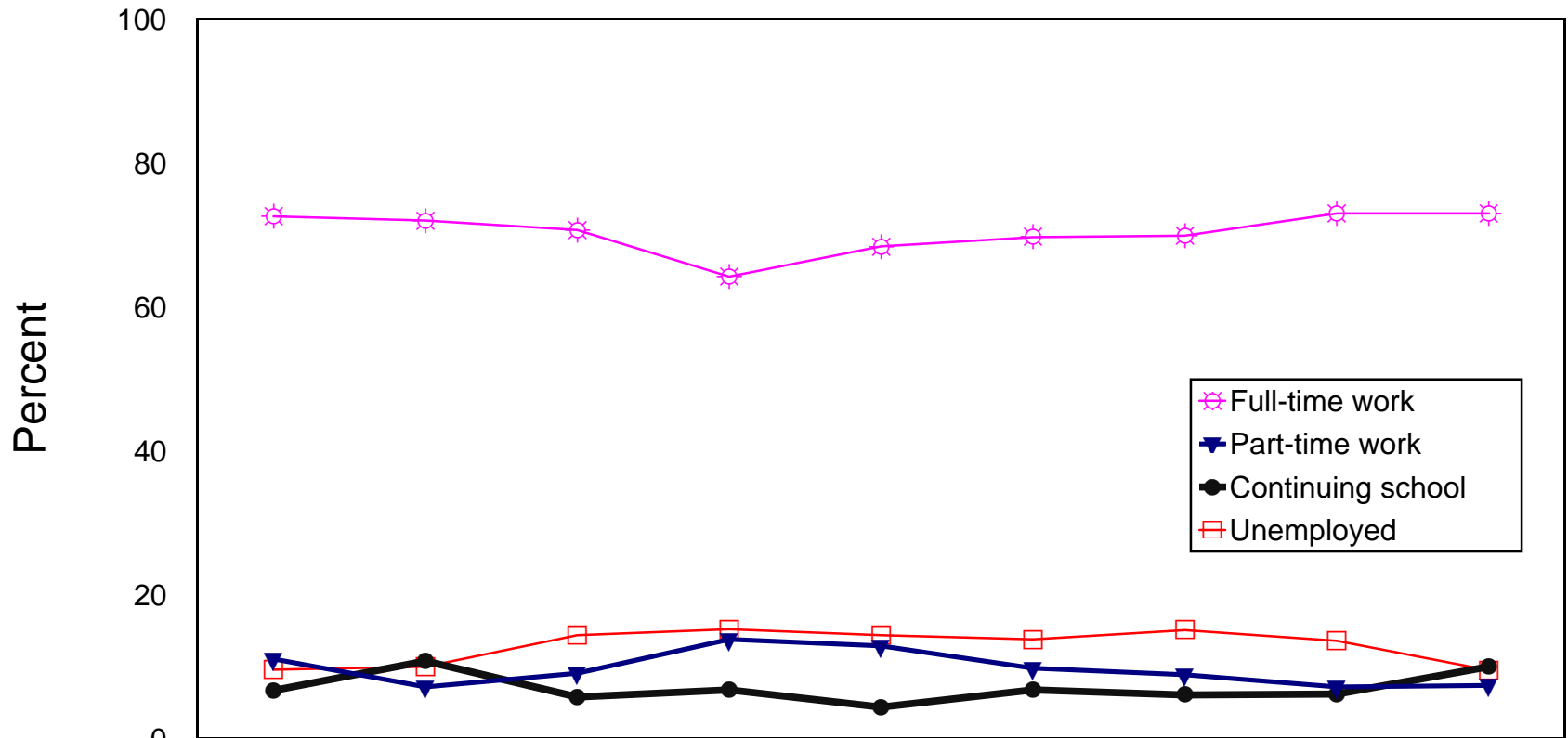
## 18. Employment Status of BA Recipients -- Advertising



	1988	1989	1990	1991	1992	1993	1994	1995	1996
Full-time work	74.8	72.1	71	68.9	66.1	68	69	73.3	74.7
Part-time work	15.7	10	8.3	9.6	15.2	11.3	9.8	8.9	6.8
Continuing school	2.6	7.4	6.1	4.1	4.2	5	6.7	6	6.5
Unemployed	7	10.5	14.6	17.4	14.5	15.7	14.5	11	11.9
(N)	115	351	396	363	428	363	297	281	293

Source: Annual Survey of Journalism & Mass Communication Graduates

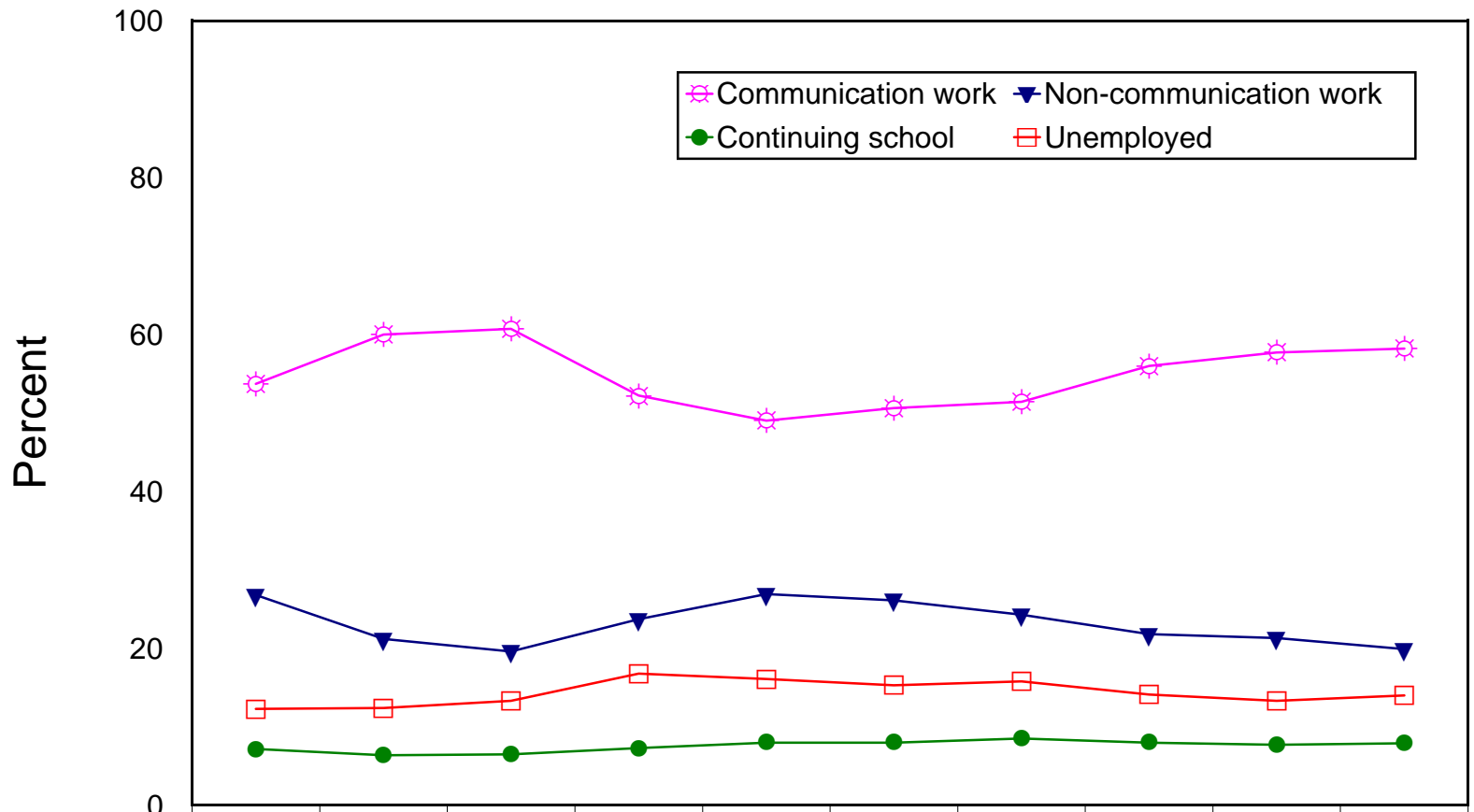
## 19. Employment Status of BA Recipients -- Public Relations



	1988	1989	1990	1991	1992	1993	1994	1995	1996
Full-time work	72.6	72	70.7	64.2	68.4	69.7	69.9	73	73
Part-time work	11.1	7.2	9.1	13.8	12.9	9.8	8.9	7.2	7.4
Continuing school	6.7	10.8	5.8	6.8	4.4	6.8	6.1	6.2	10
Unemployed	9.6	10	14.4	15.2	14.4	13.8	15.1	13.6	9.5
(N)	135	429	417	455	459	458	397	419	419

Source: Annual Survey of Journalism & Mass Communication Graduates

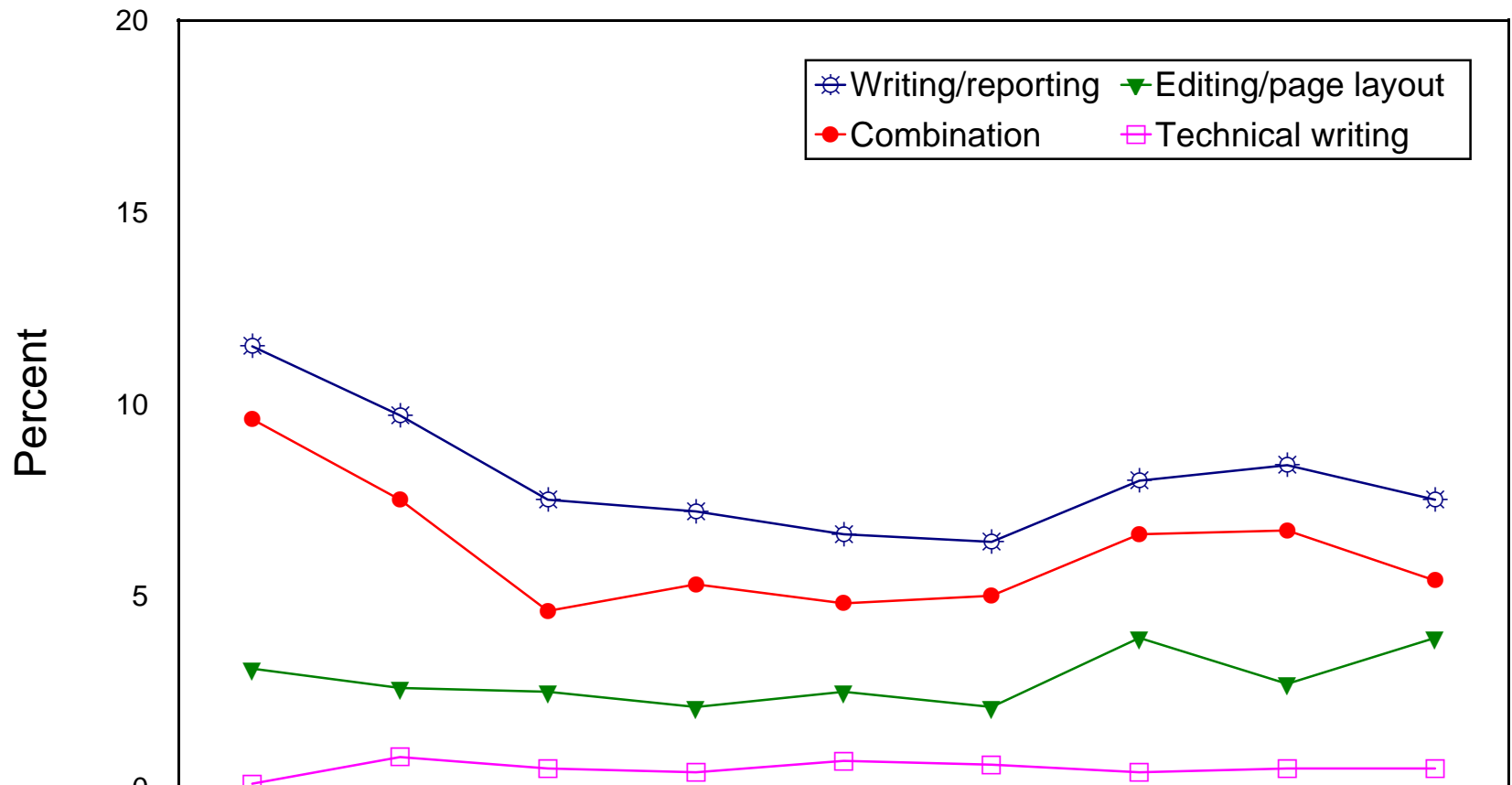
## 20. Overview of BA Recipients' Work Situations



	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
Communication work	53.7	60	60.7	52.2	49	50.6	51.4	56	57.7	58.2
Non-communication work	26.8	21.2	19.6	23.7	26.9	26.1	24.3	21.8	21.3	19.9
Continuing school	7.2	6.4	6.5	7.3	8	8	8.5	8	7.7	7.9
Unemployed	12.3	12.4	13.3	16.8	16.1	15.3	15.8	14.1	13.3	14
(N)	1203	580	2186	2425	2461	2664	2392	2234	2293	2241

Source: Annual Survey of Journalism & Mass Communication Graduates

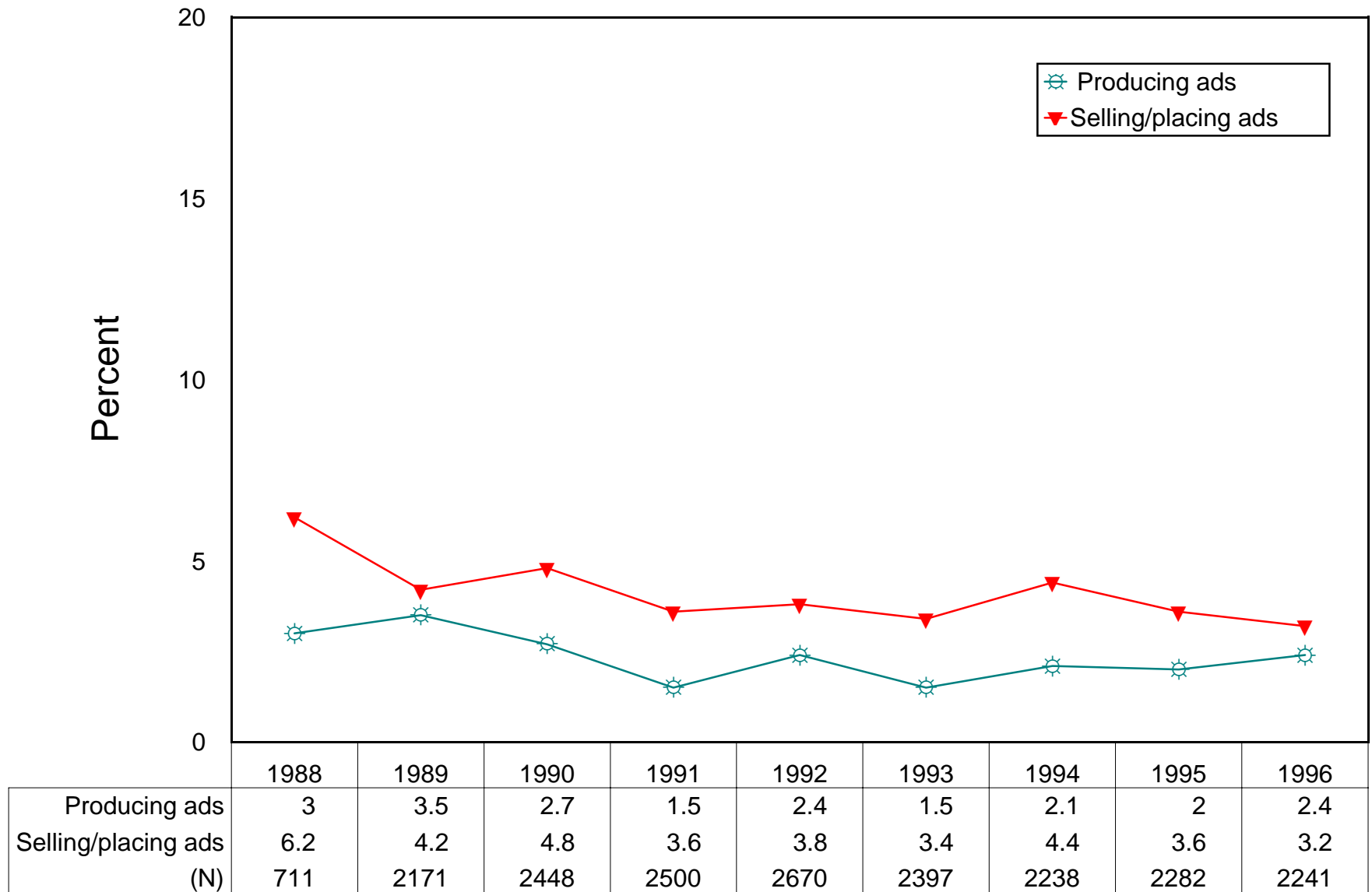
## 21. BA Recipients Who Are Writing/Reporting



	1988	1989	1990	1991	1992	1993	1994	1995	1996
Writing/reporting	11.5	9.7	7.5	7.2	6.6	6.4	8	8.4	7.5
Editing/page layout	3.1	2.6	2.5	2.1	2.5	2.1	3.9	2.7	3.9
Combination	9.6	7.5	4.6	5.3	4.8	5	6.6	6.7	5.4
Technical writing	0.1	0.8	0.5	0.4	0.7	0.6	0.4	0.5	0.5
(N)	711	2171	2448	2500	2670	2397	2238	2282	2241

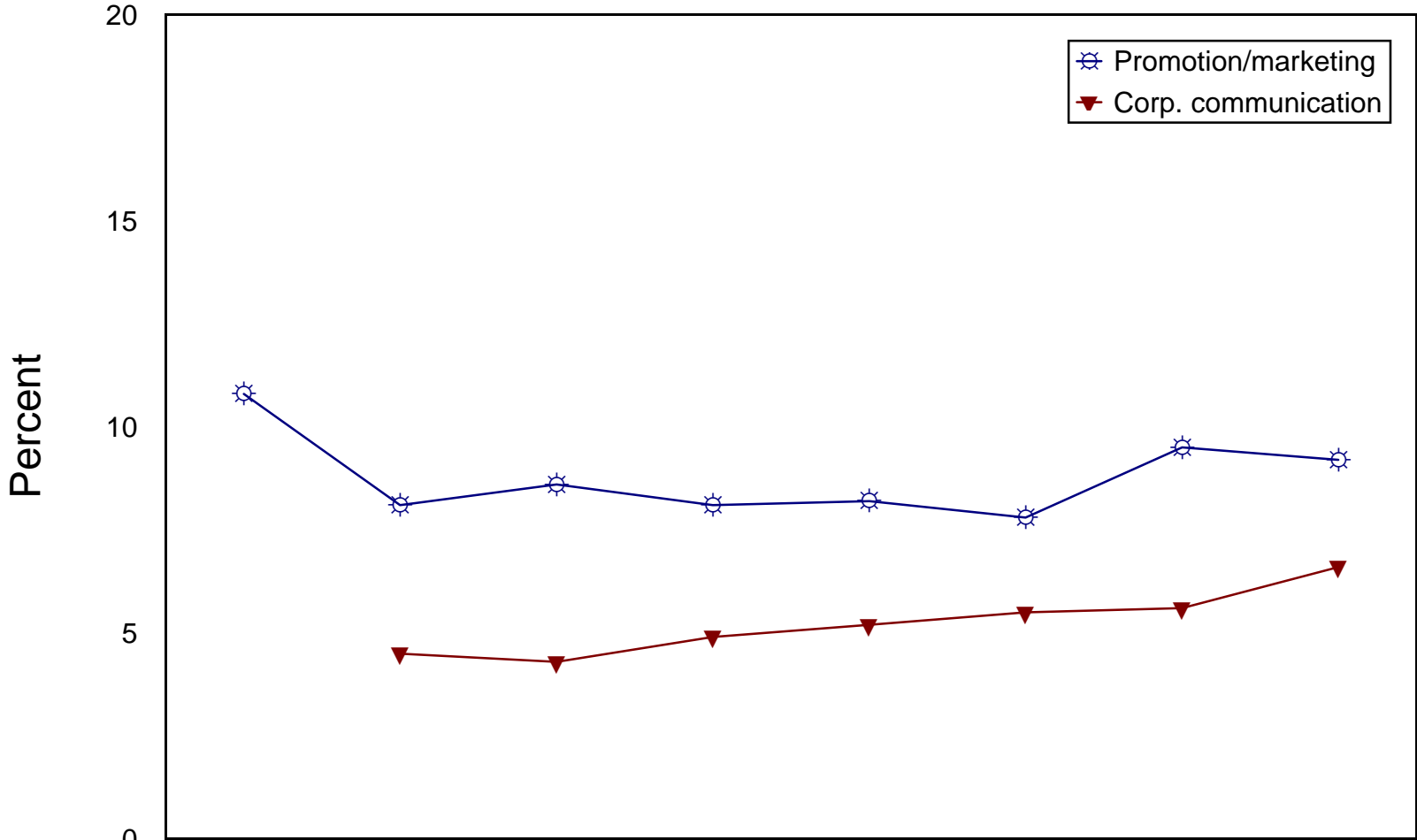
Source: Annual Survey of Journalism & Mass Communication Graduates

## 22. BA Recipients Who Are Producing/Selling Ads



Source: Annual Survey of Journalism & Mass Communication Graduates

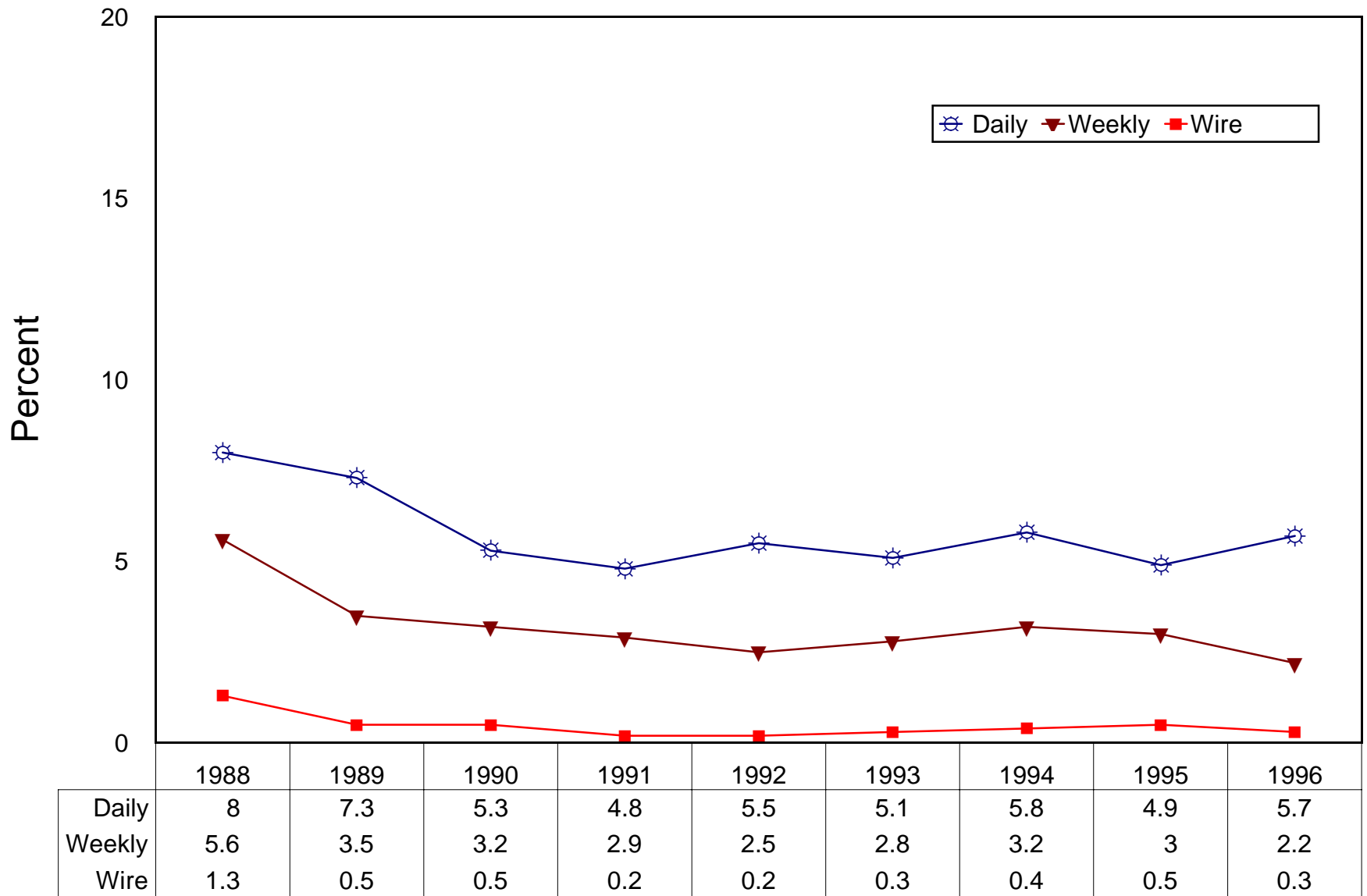
# 23. BA Recipients Doing Corporate Marketing/Communication



	1989	1990	1991	1992	1993	1994	1995	1996
Promotion/marketing	10.8	8.1	8.6	8.1	8.2	7.8	9.5	9.2
Corp. communication		4.5	4.3	4.9	5.2	5.5	5.6	6.6
(N)	2171	2448	2500	2670	2397	2238	2282	2241

Source: Annual Survey of Journalism & Mass Communication Graduates

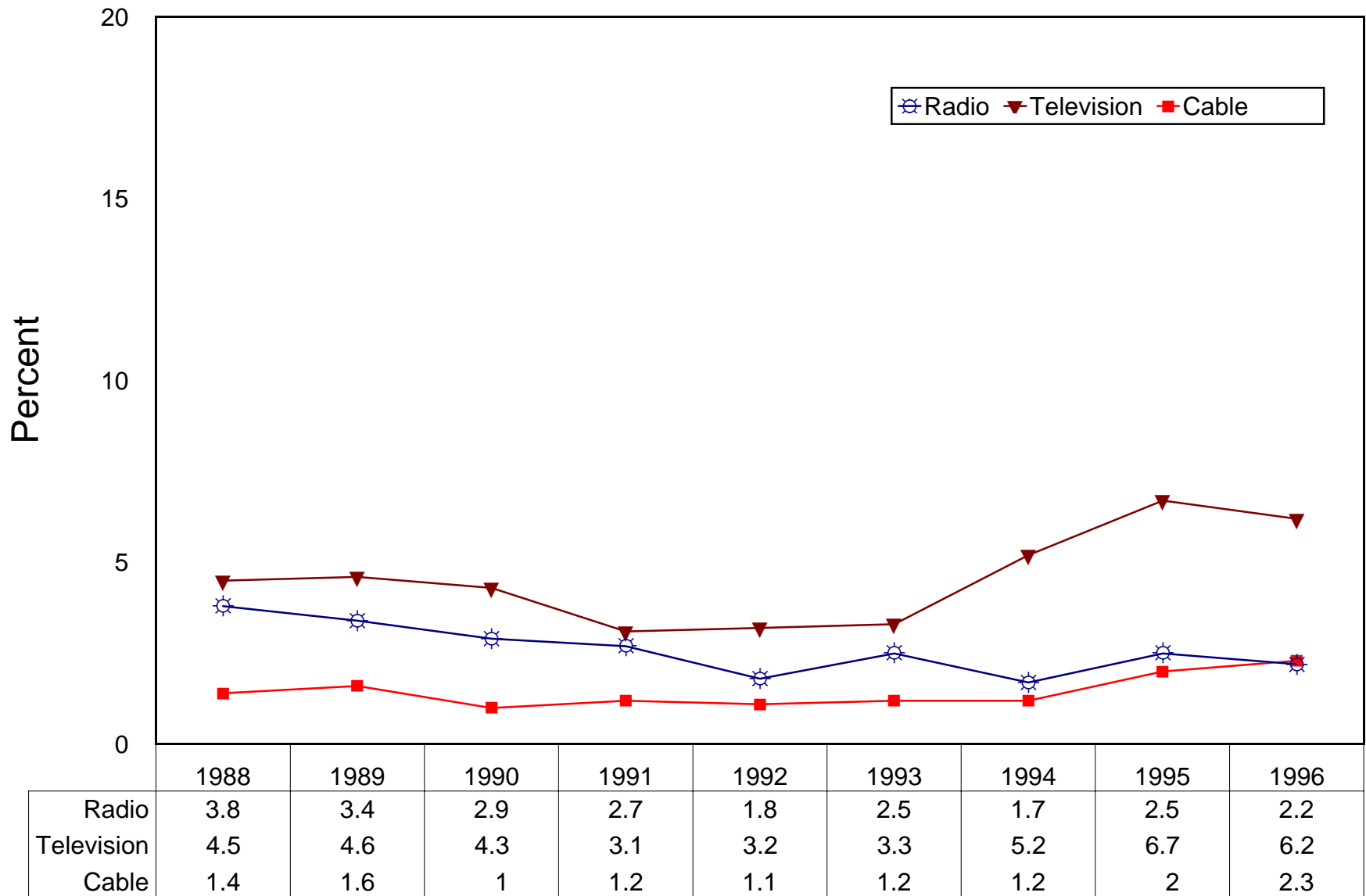
## 24. BA Recipients Working for Newspapers



Source: Annual Survey of Journalism & Mass Communication Graduates

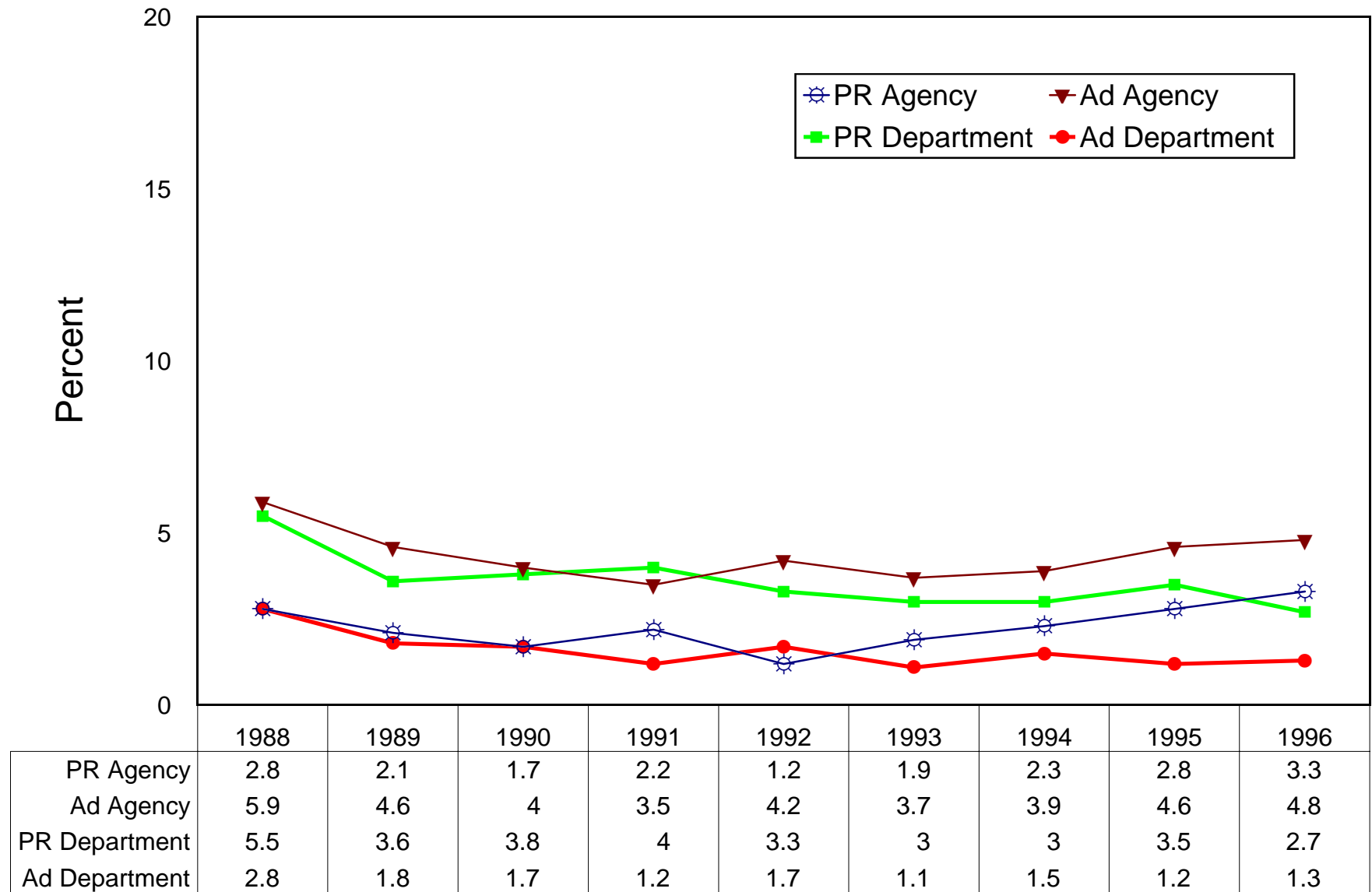


## 25. BA Recipients Working for Television & Radio



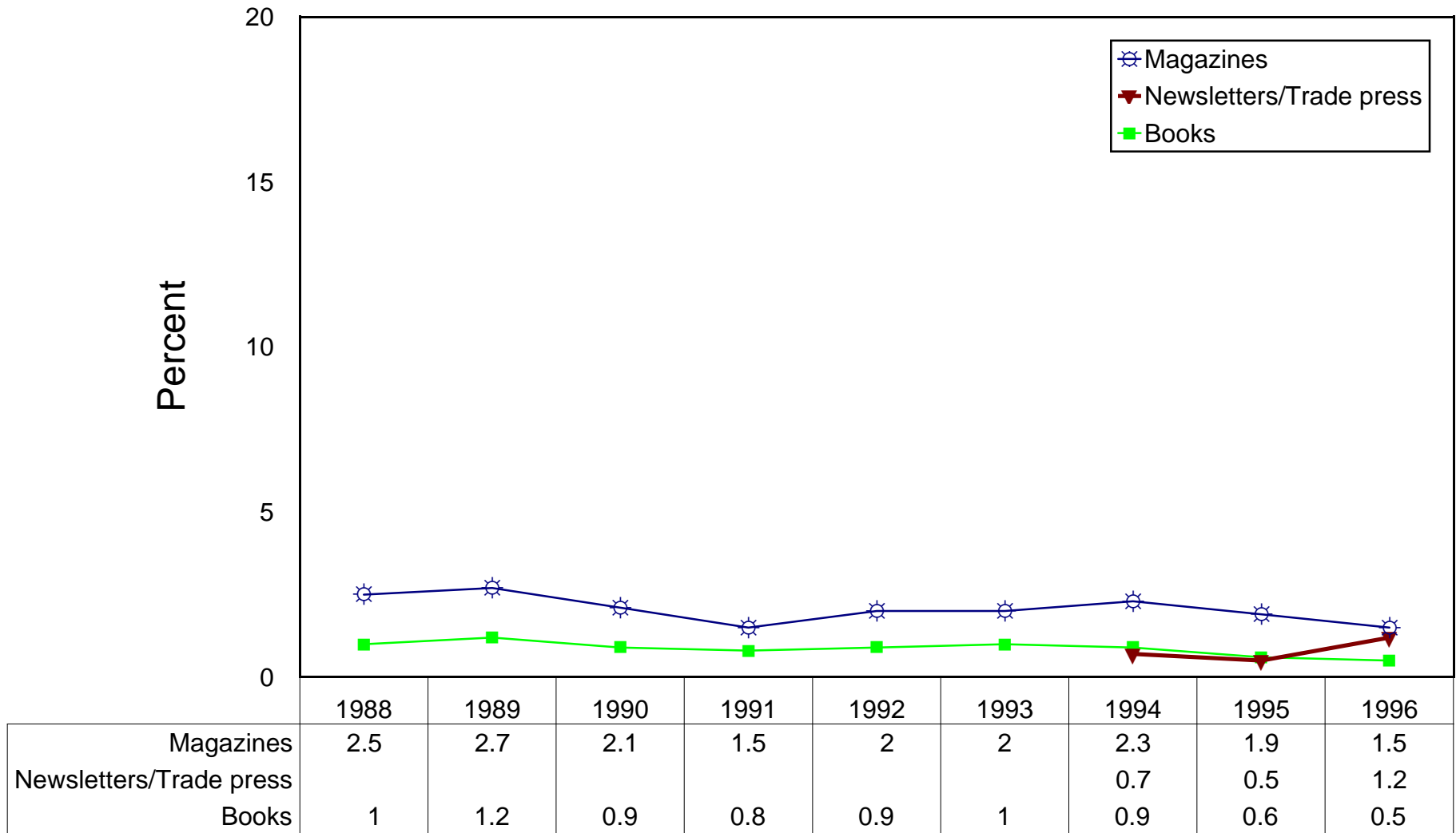
Source: Annual Survey of Journalism & Mass Communication Graduates

## 26. BA Recipients Working in PR & Advertising



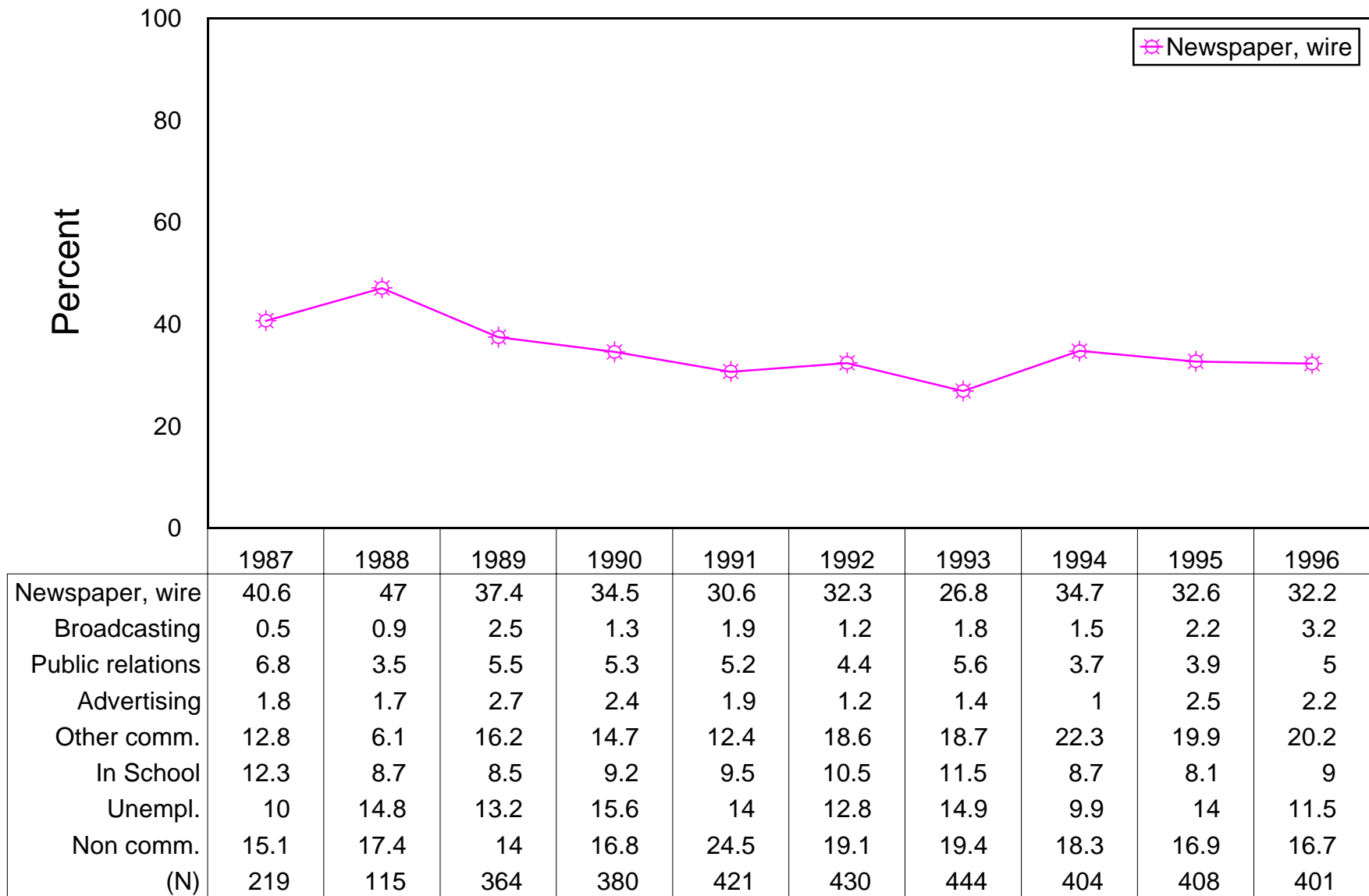
Source: Annual Survey of Journalism & Mass Communication Graduates

## 27. BA Recipients Working for Magazines, Newsletters/Trade Press, Book Publishers



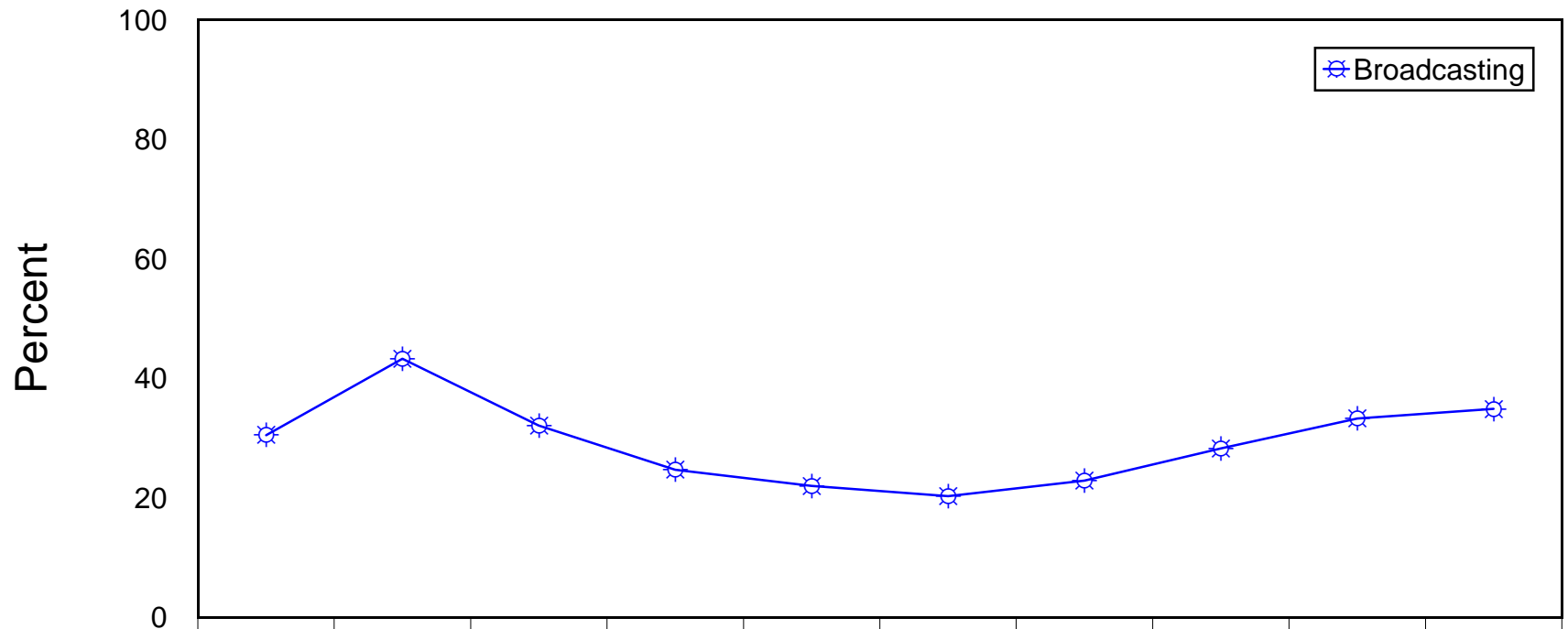
Source: Annual Survey of Journalism & Mass Communication Graduates

## 28. Employers of BA Recipients -- News-Editorial Emphasis



Source: Annual Survey of Journalism & Mass Communication Graduates

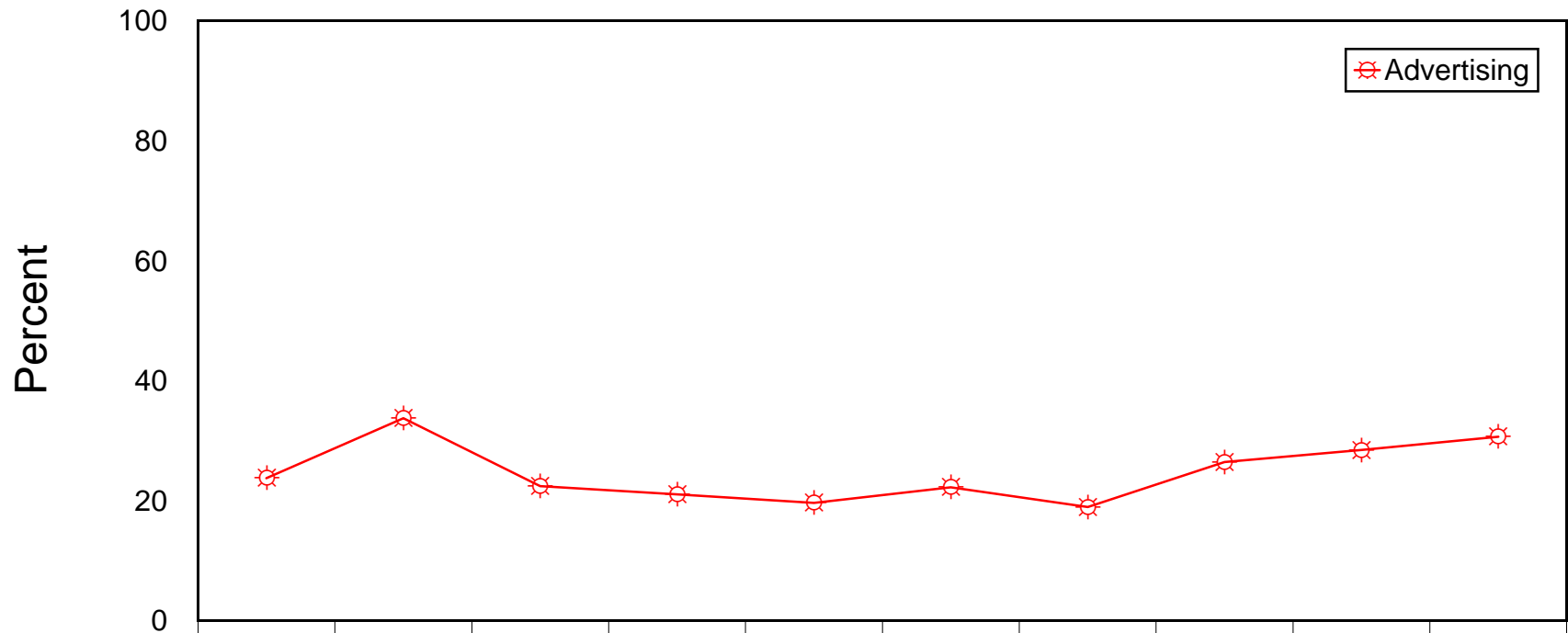
## 29. Employers of BA Recipients -- Broadcasting



	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
Newspaper, wire	2.9	2.9	3.7	2.2	0.8	2	1.8	1.2	1.7	1
Broadcasting	30.5	43.3	32.1	24.7	22	20.3	22.9	28.3	33.3	34.9
Public relations	1.8	7.7	2.9	2.2	2.3	1.8	2.2	1.9	3.3	1.4
Advertising	1.4	6.7	1.8	1.8	1.9	1.4	0.9	1.7	1	1.4
Other comm.	21.9	3.8	21.8	18.6	16.5	19.9	18.4	19.8	18.5	16.4
In School	4.7	5.8	4.7	5.3	6.1	8.5	3.8	6.2	5.7	4.4
Unempl.	16.1	11.5	12.9	17.2	17.6	17.3	19.5	16	13	18.8
Non comm.	20.8	18.3	20	28	32.8	28.9	30.5	24.9	23.5	21.6
(N)	279	104	380	547	527	508	446	481	579	495

Source: Annual Survey of Journalism & Mass Communication Graduates

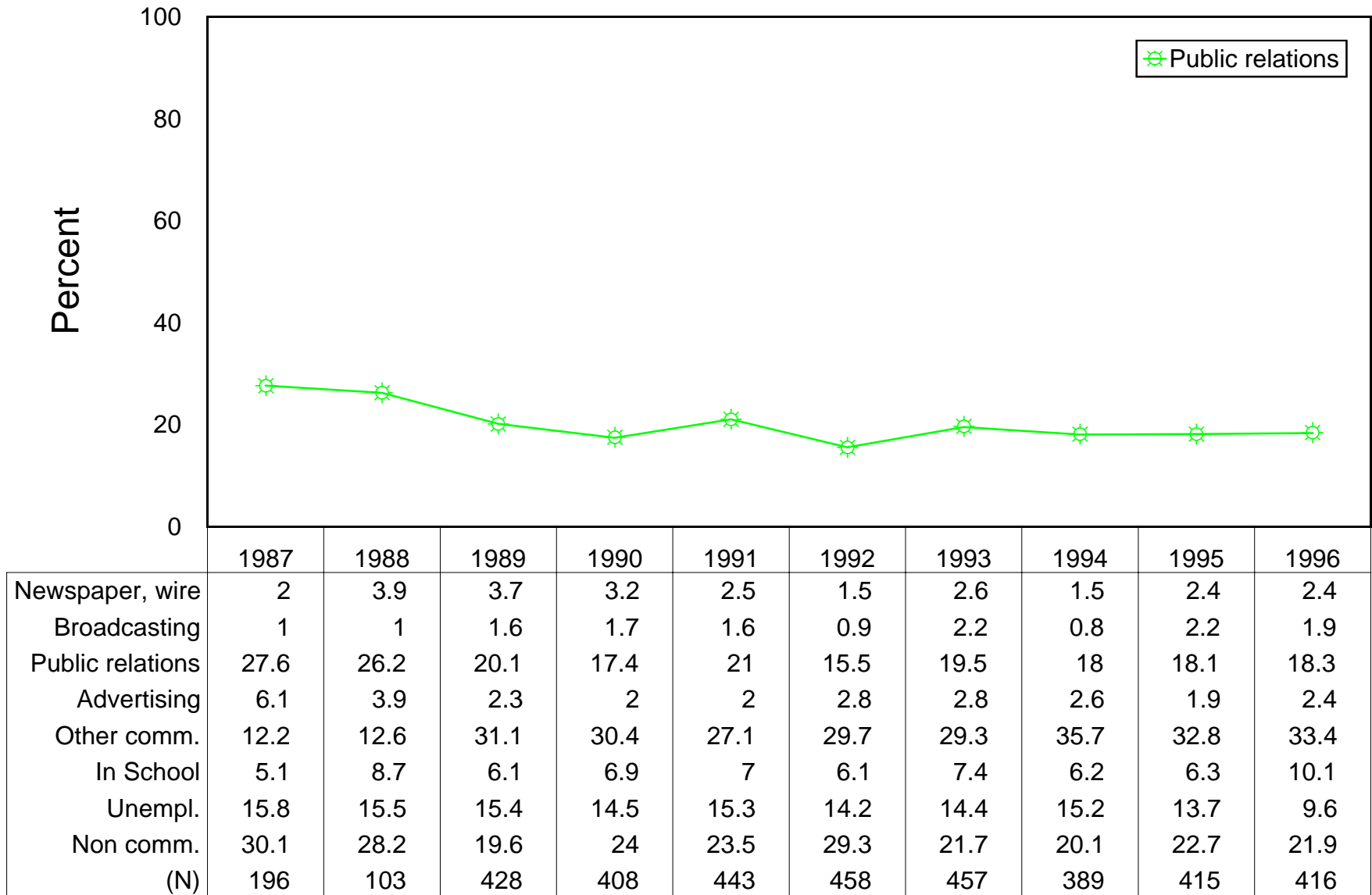
## 30. Employers of BA Recipients -- Advertising



	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
Newspaper, wire	4.6	6.7	6.9	4.9	4.8	5.2	5.6	4.7	3.2	5.8
Broadcasting	3.3	4.5	4	2.3	2	1.6	3.3	0.7	1.4	1
Public relations	1.7	6.7	4.9	4.9	5.6	4.4	3.1	0.7	2.9	2.1
Advertising	23.7	33.7	22.4	21	19.6	22.2	18.9	26.4	28.4	30.6
Other comm.	14.1	5.6	19.8	1.2	17.9	18.7	21.4	22.7	23.7	23.4
In School	7.9	2.2	5.2	6.4	4.5	5.9	5.6	6.8	6.1	6.5
Unempl.	13.7	11.2	13.8	14.6	17.6	14.5	15.8	14.6	11.9	12
Non comm.	31.1	29.2	23	27.7	28	27.4	26.4	23.4	22.3	18.6
(N)	241	89	348	390	357	427	360	295	278	291

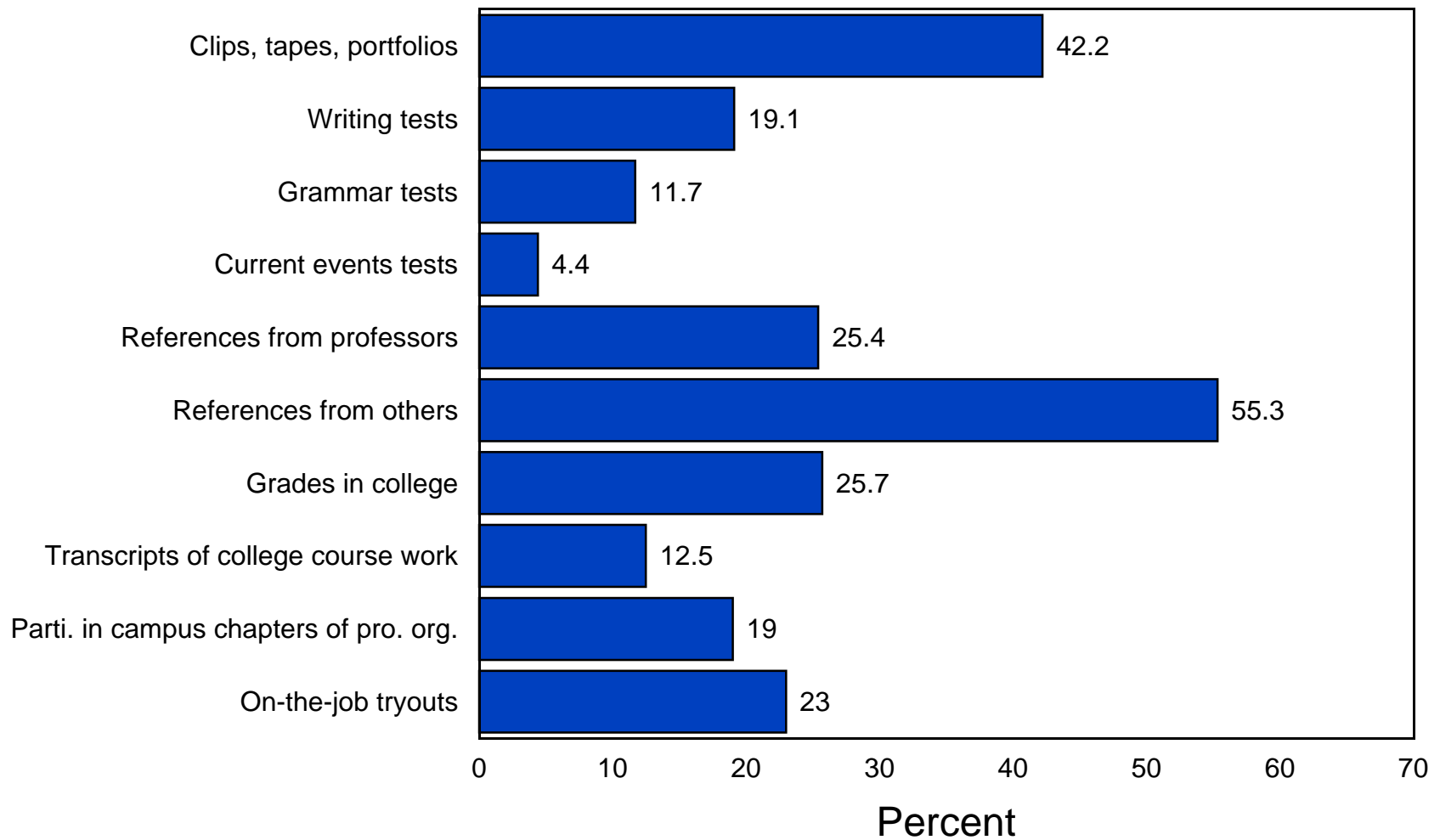
Source: Annual Survey of Journalism & Mass Communication Graduates

## 31. Employers of BA Recipients -- Public Relations



Source: Annual Survey of Journalism & Mass Communication Graduates

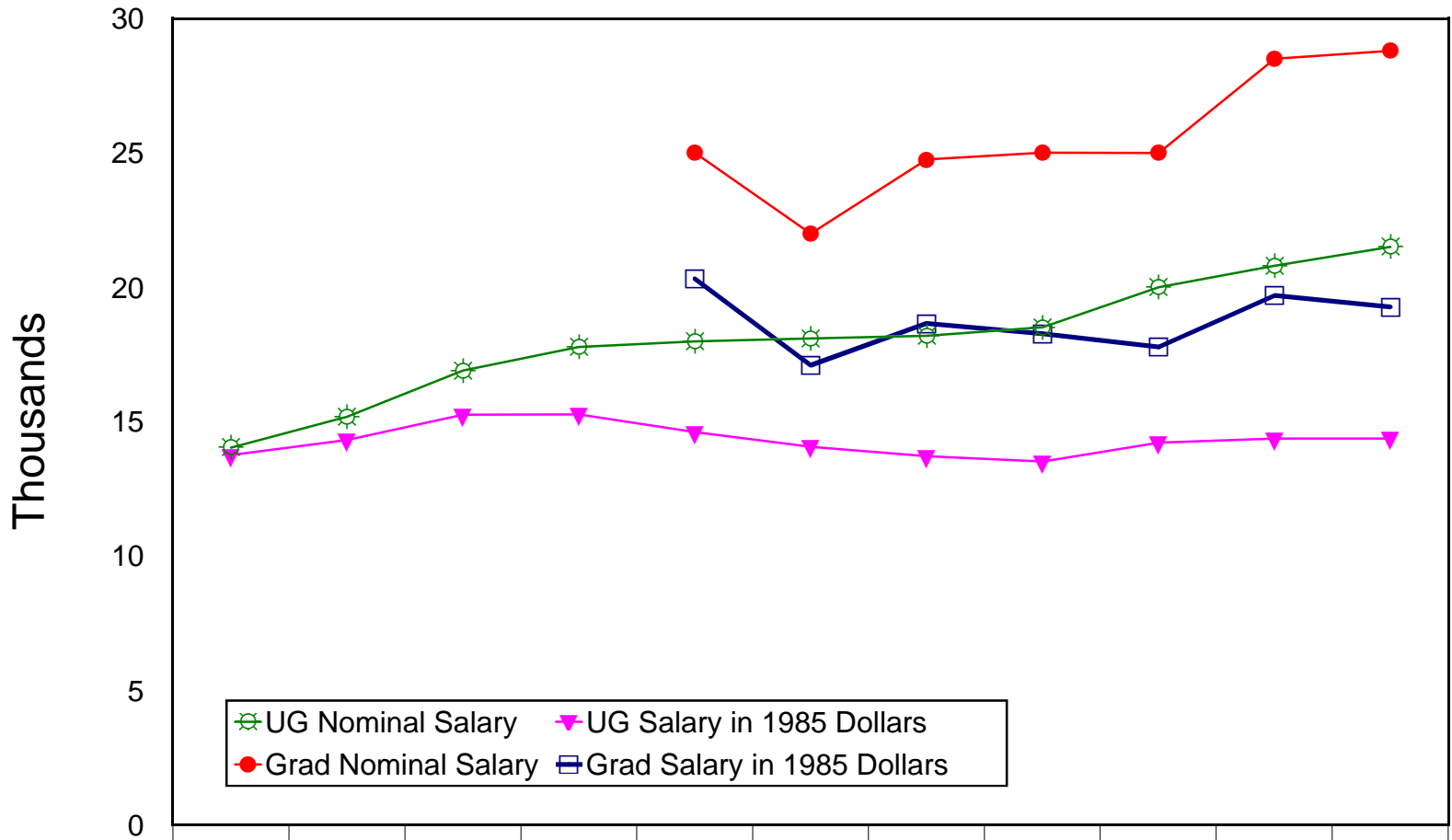
## 32. Items Used by Current Communication Employer in Hiring in 1996



Source: Annual Survey of Journalism & Mass Communication Graduates



### 33. Overall Nominal Salaries and Adjustments for Inflation



	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
UG Nominal Salary	14.04	15.184	16.9	17.784	17.992	18.096	18.2	18.512	20	20.8	21.5
UG Salary in 1985 Dollars	13.765	14.325	15.266	15.278	14.616	14.072	13.715	13.522	14.225	14.375	14.381
Grad Nominal Salary					25.012	21.996	24.752	25.012	25	28.5	28.8
Grad Salary in 1985 Dollars					20.318	17.104	18.653	18.27	17.781	19.696	19.264

Source: Annual Survey of Journalism & Mass Communication Graduates

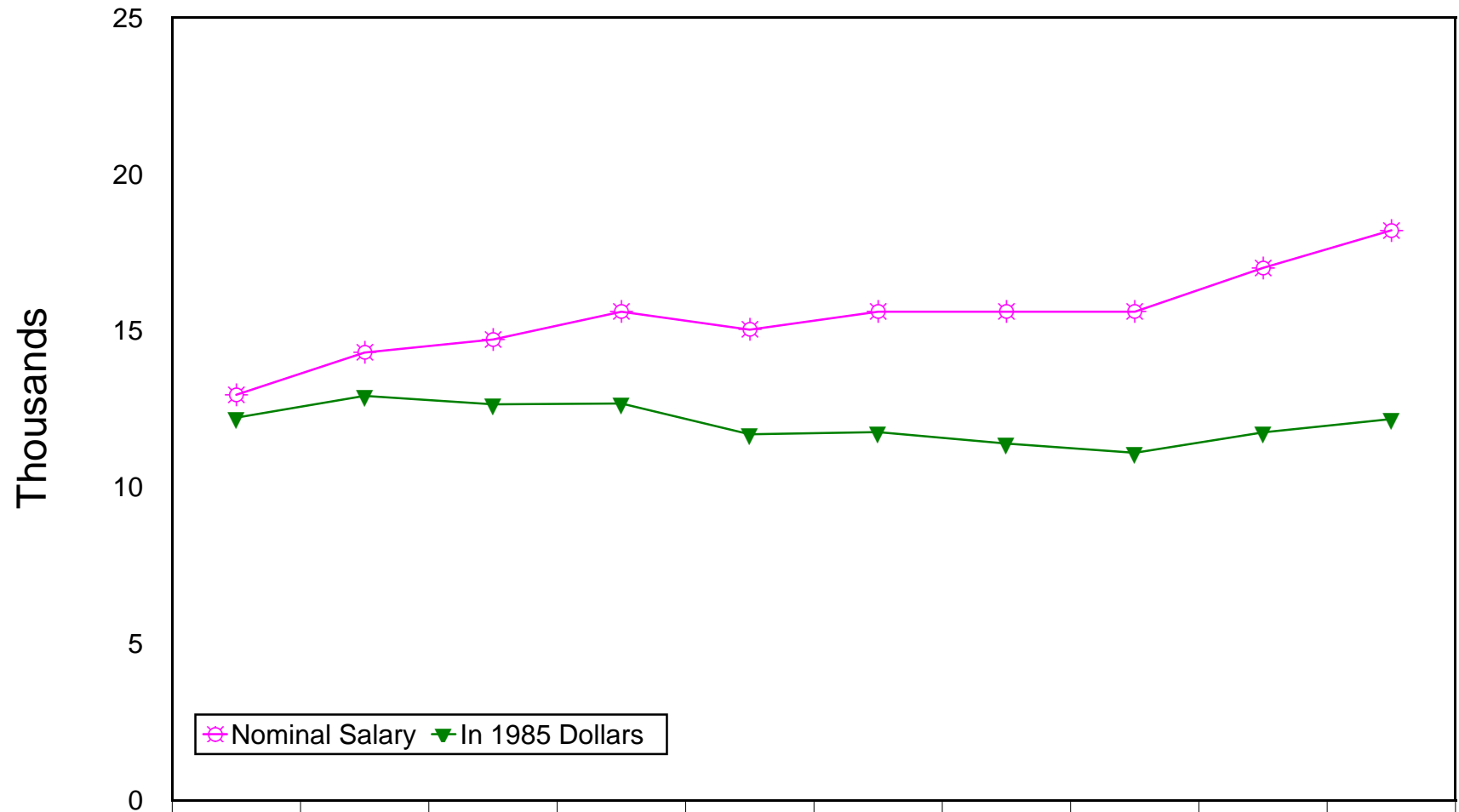
## 34. Daily Newspaper Nominal Salaries and Adjustments for Inflation



	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
Nominal Salary	13.936	13.936	16.12	17.004	18.096	18.2	18.2	18.2	21	21.97	20.8
In 1985 Dollars	13.663	13.147	14.562	14.608	14.7	14.152	13.715	13.294	14.936	15.183	13.913

Source: Annual Survey of Journalism & Mass Communication Graduates

## 35. Weekly Newspaper Nominal Salaries and Adjustments for Inflation



	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
Nominal Salary	12.948	14.3	14.716	15.6	15.028	15.6	15.6	15.6	17	18.2
In 1985 Dollars	12.215	12.918	12.643	12.673	11.686	11.756	11.395	11.095	11.748	12.174

Source: Annual Survey of Journalism & Mass Communication Graduates

## 36. Radio Nominal Salaries and Adjustments for Inflation



	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
Nominal Salary	12.792	14.56	13.52	13.208	13.988	15.028	16.9	16	17	18
In 1985 Dollars	12.068	13.153	11.615	10.729	10.877	11.325	12.345	11.38	11.748	12.04

Source: Annual Survey of Journalism & Mass Communication Graduates

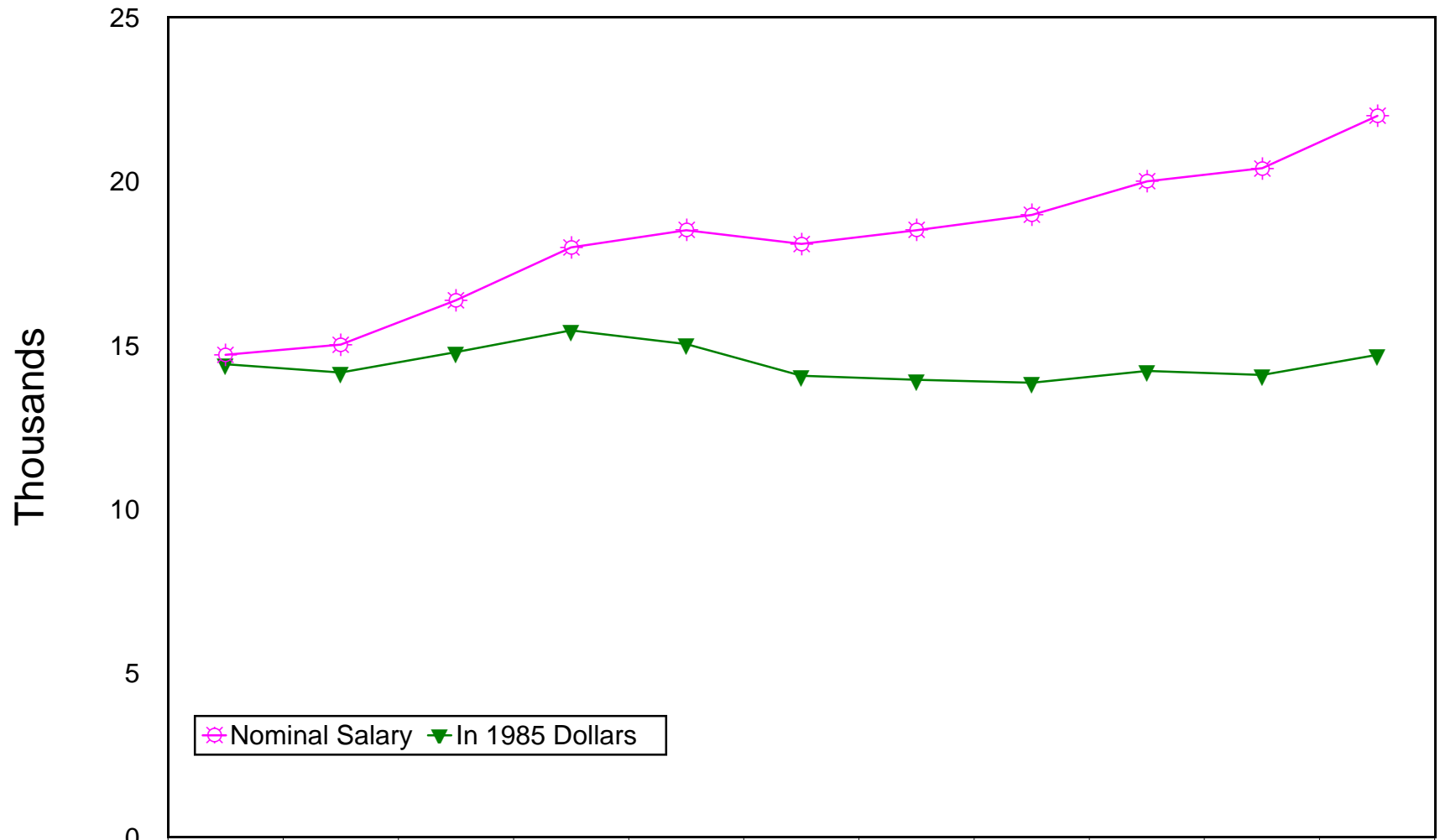
## 37. TV Nominal Salaries and Adjustments for Inflation



	1987	1988	1989	1990	1991	1992	1993	1994	1995
Nominal Salary	12.948	16.9	15.236	15.028	14.456	15.6	15.6	16	18
In 1985 Dollars	12.215	15.266	13.089	12.208	11.241	11.756	11.395	11.38	12.44

Source: Annual Survey of Journalism & Mass Communication Graduates

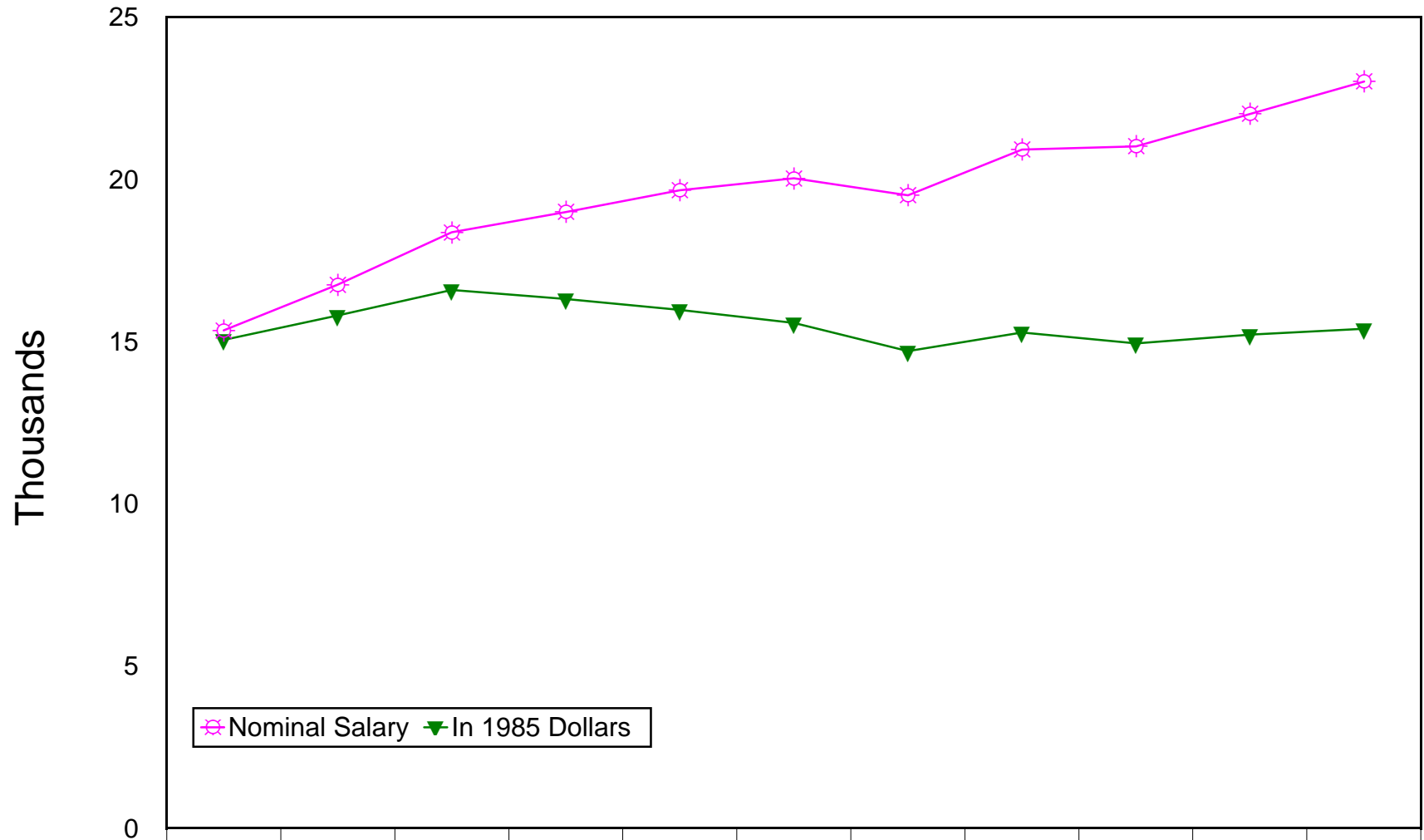
## 38. Advertising Nominal Salaries and Adjustments for Inflation



	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
Nominal Salary	14.716	15.028	16.38	17.992	18.512	18.096	18.512	18.98	20	20.4	22
In 1985 Dollars	14.427	14.177	14.797	15.457	15.038	14.072	13.95	13.864	14.225	14.098	14.716

Source: Annual Survey of Journalism & Mass Communication Graduates

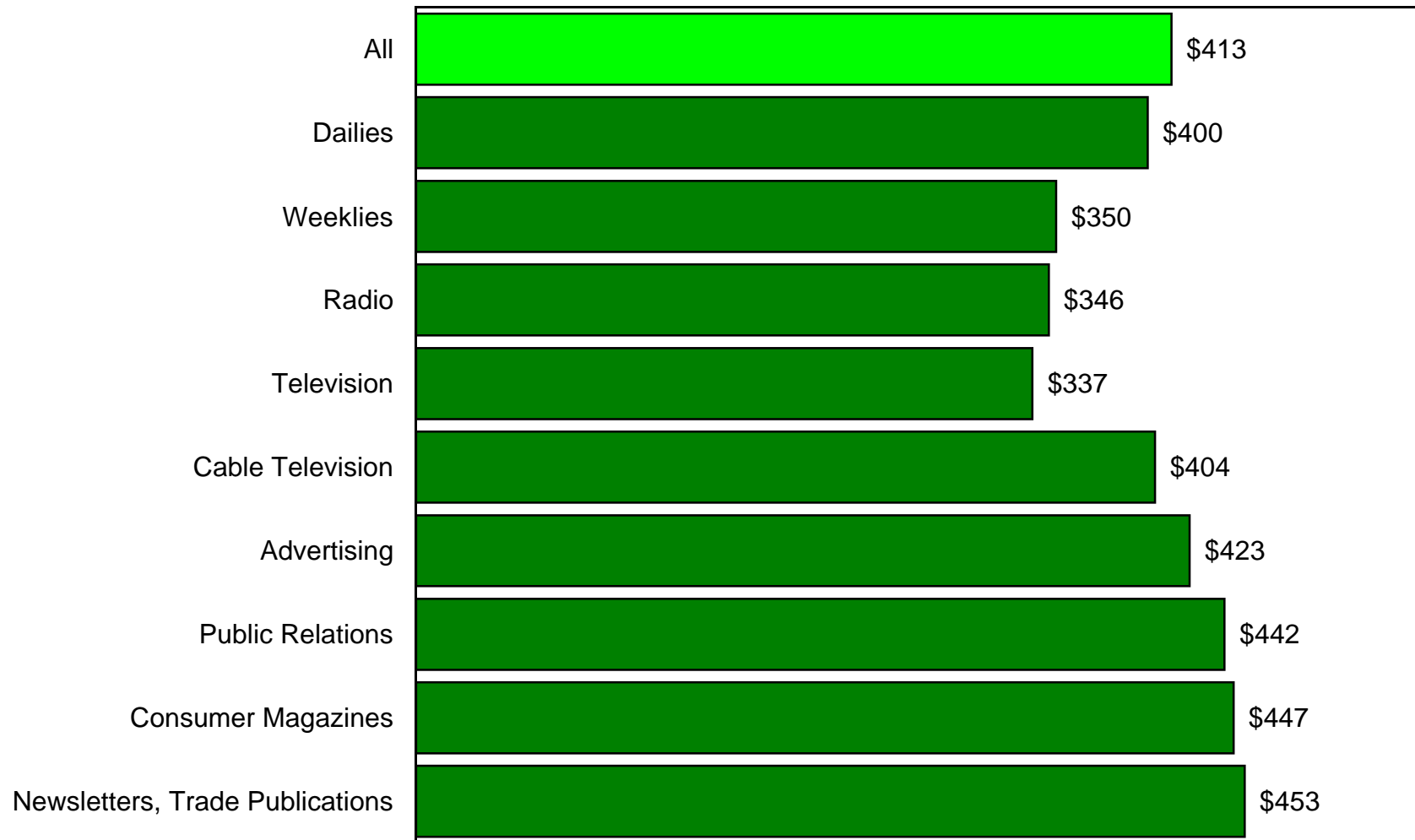
## 39. PR Nominal Salaries and Adjustments for Inflation



	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
Nominal Salary	15.34	16.744	18.356	18.98	19.656	20.02	19.5	20.904	21	22	23
In 1985 Dollars	15.039	15.796	16.582	16.306	15.968	15.568	14.695	15.27	14.936	15.204	15.385

Source: Annual Survey of Journalism & Mass Communication Graduates

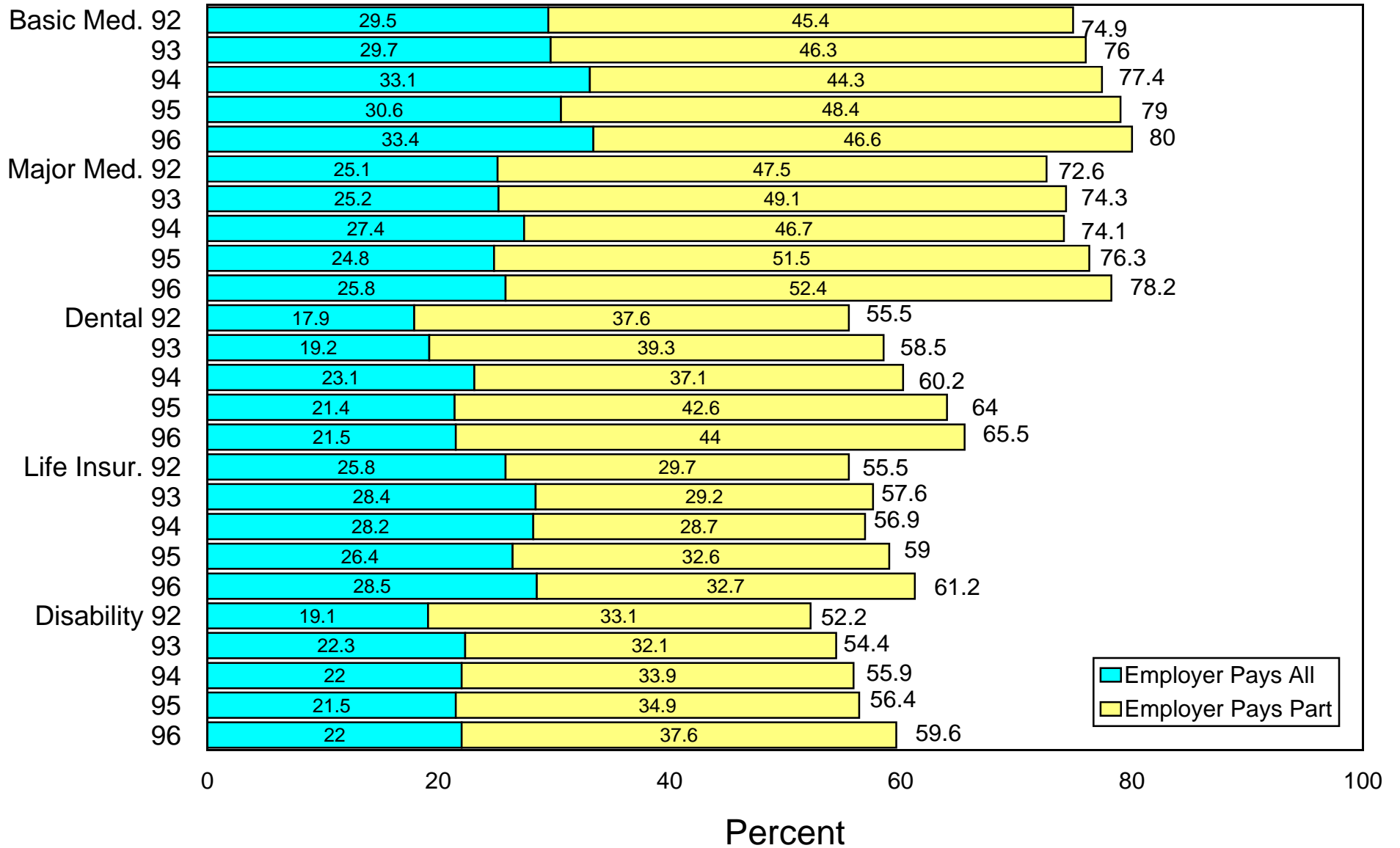
## 40. Median Weekly Salaries for 1996 BA Recipients with Full-Time Jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

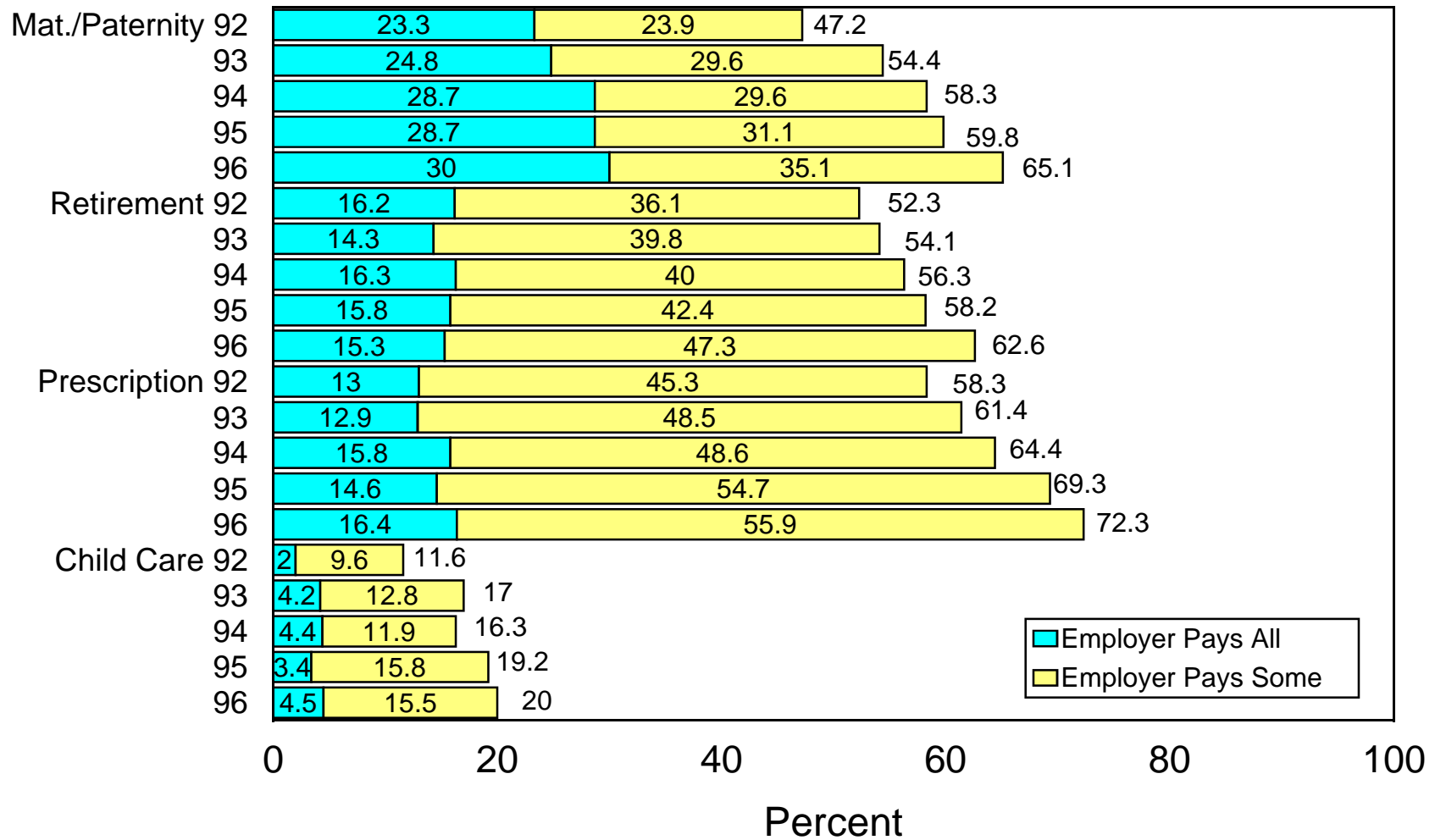


# 41. Benefits Available to BA recipients with Full-Time Jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

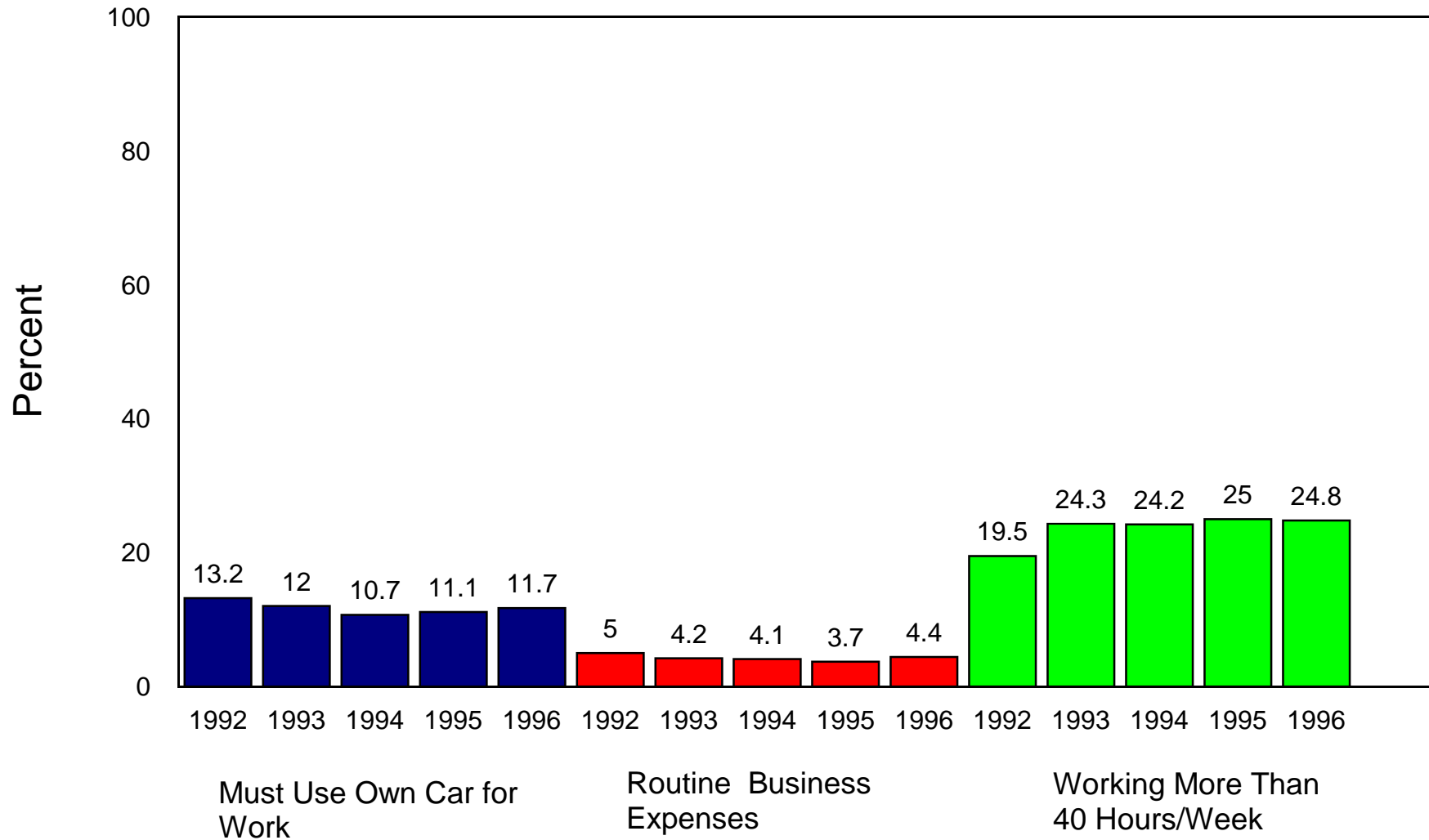
## 42. Benefits Available to BA recipients with Full-Time Jobs



Number of cases: 1992 (1,612); 1993 (1,429); 1994 (1,422); 1995 (1,503).

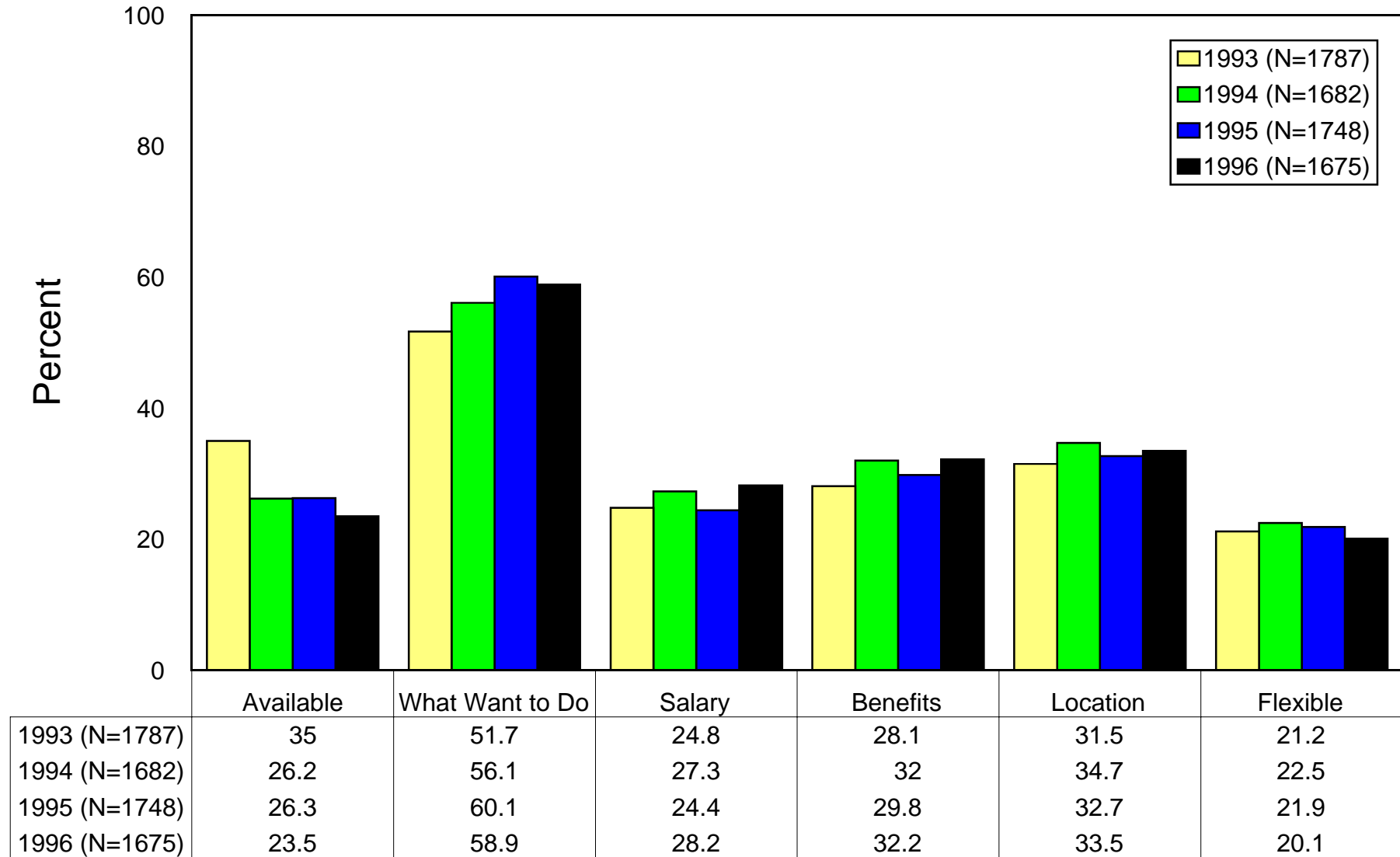
Source: Annual Survey of Journalism & Mass Communication Graduates

## 43. Job Expenses Not Paid by Employer for BA Recipients with Full-Time Jobs



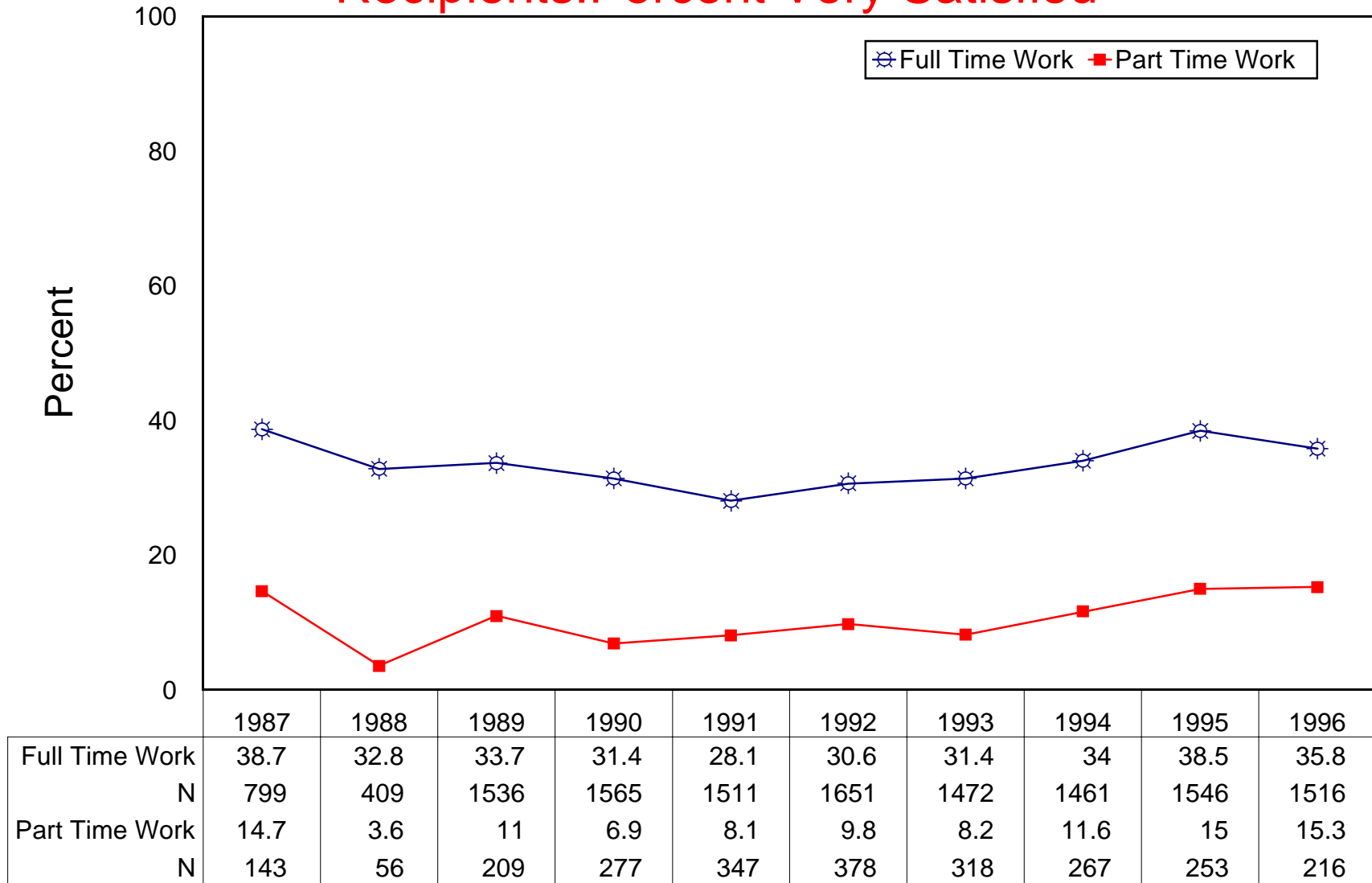
Source: Annual Survey of Journalism & Mass Communication Graduates

## 44. 1993-95 Employed BA Recipients Reasons for Selecting Jobs --Very Important



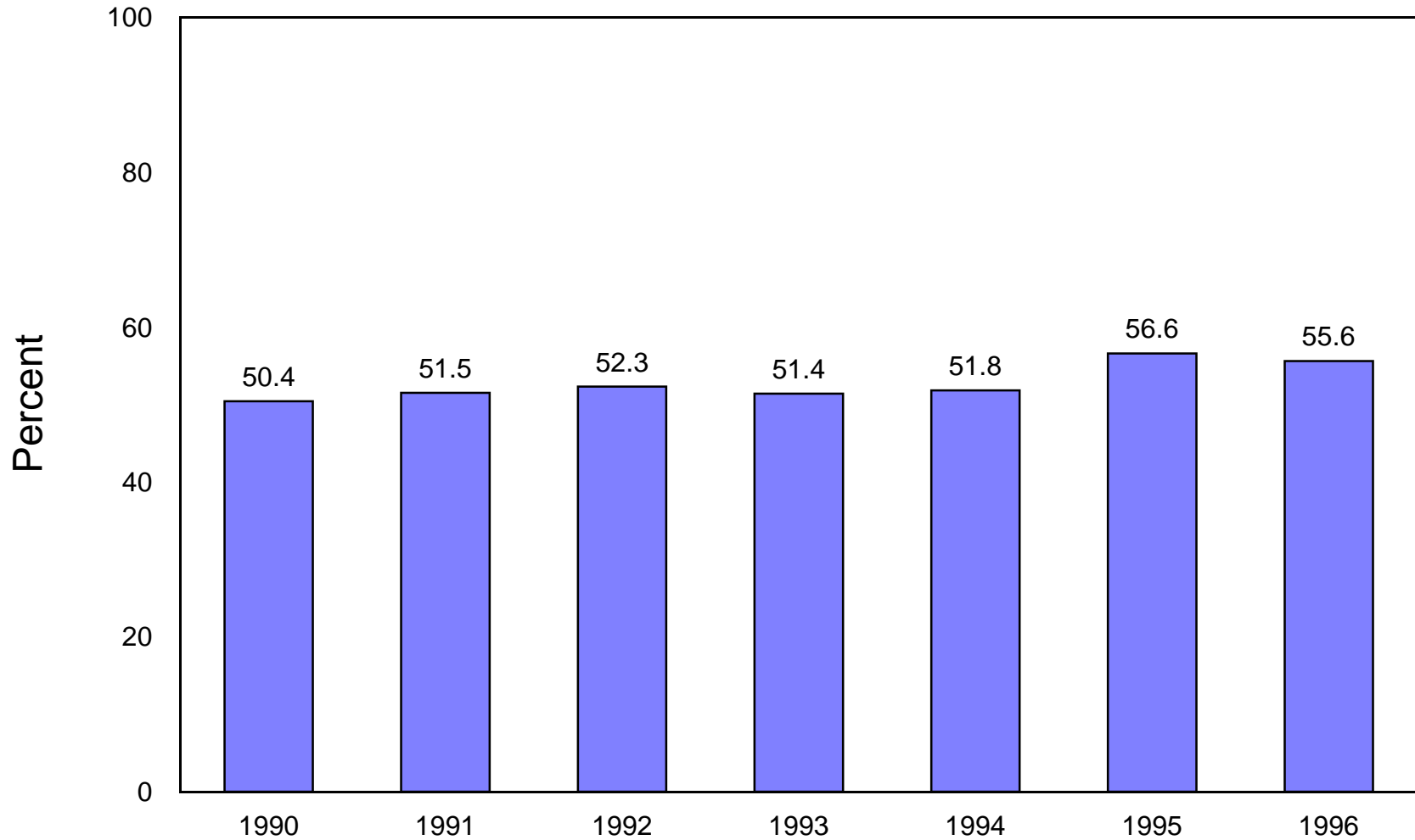
Source: Annual Survey of Journalism & Mass Communication Graduates

## 45. Job Satisfaction of Employed Bachelor's Degree Recipients: Percent Very Satisfied



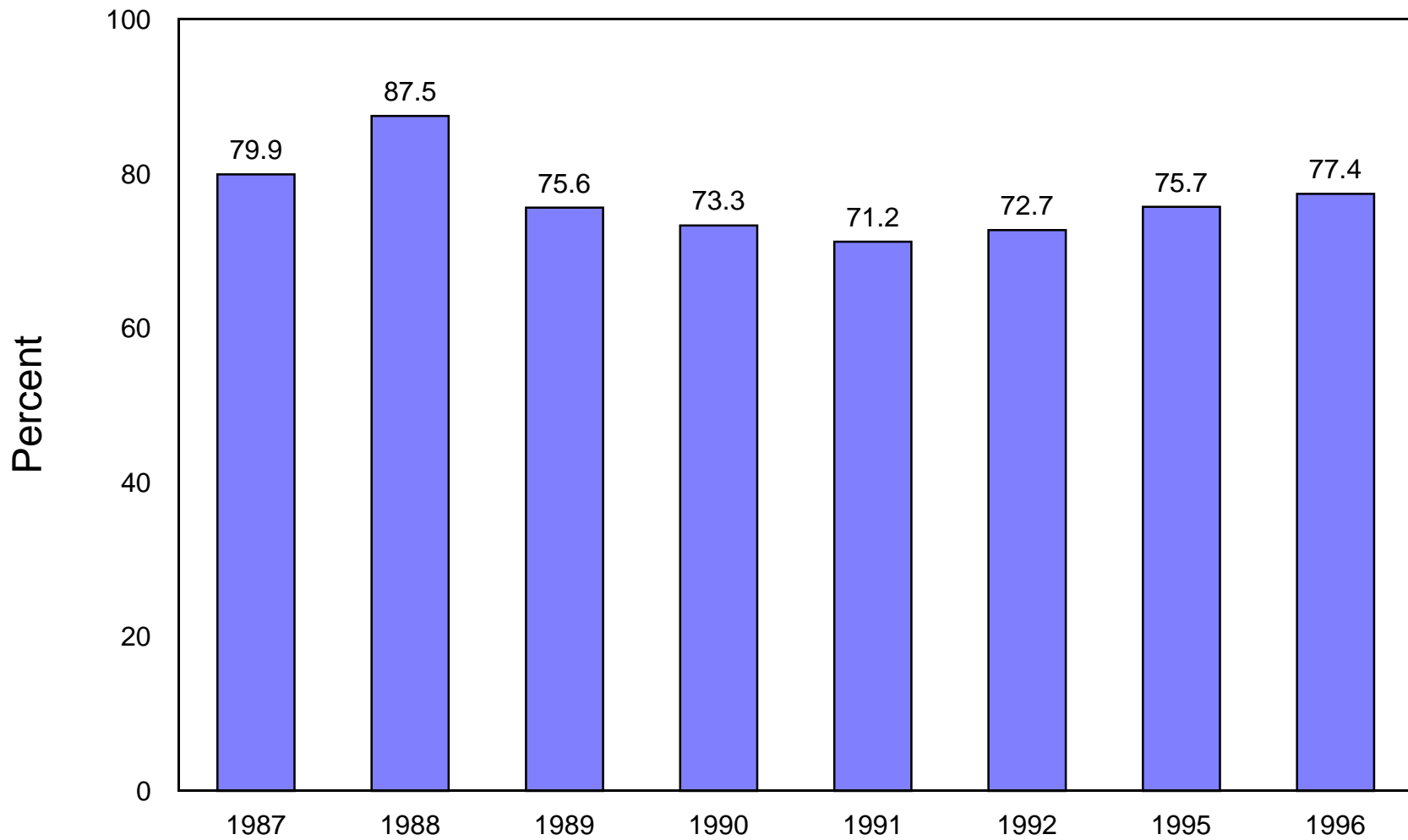
Source: Annual Survey of Journalism & Mass Communication Graduates

## 46. BA Degree Recipients Selecting Major before Entering College



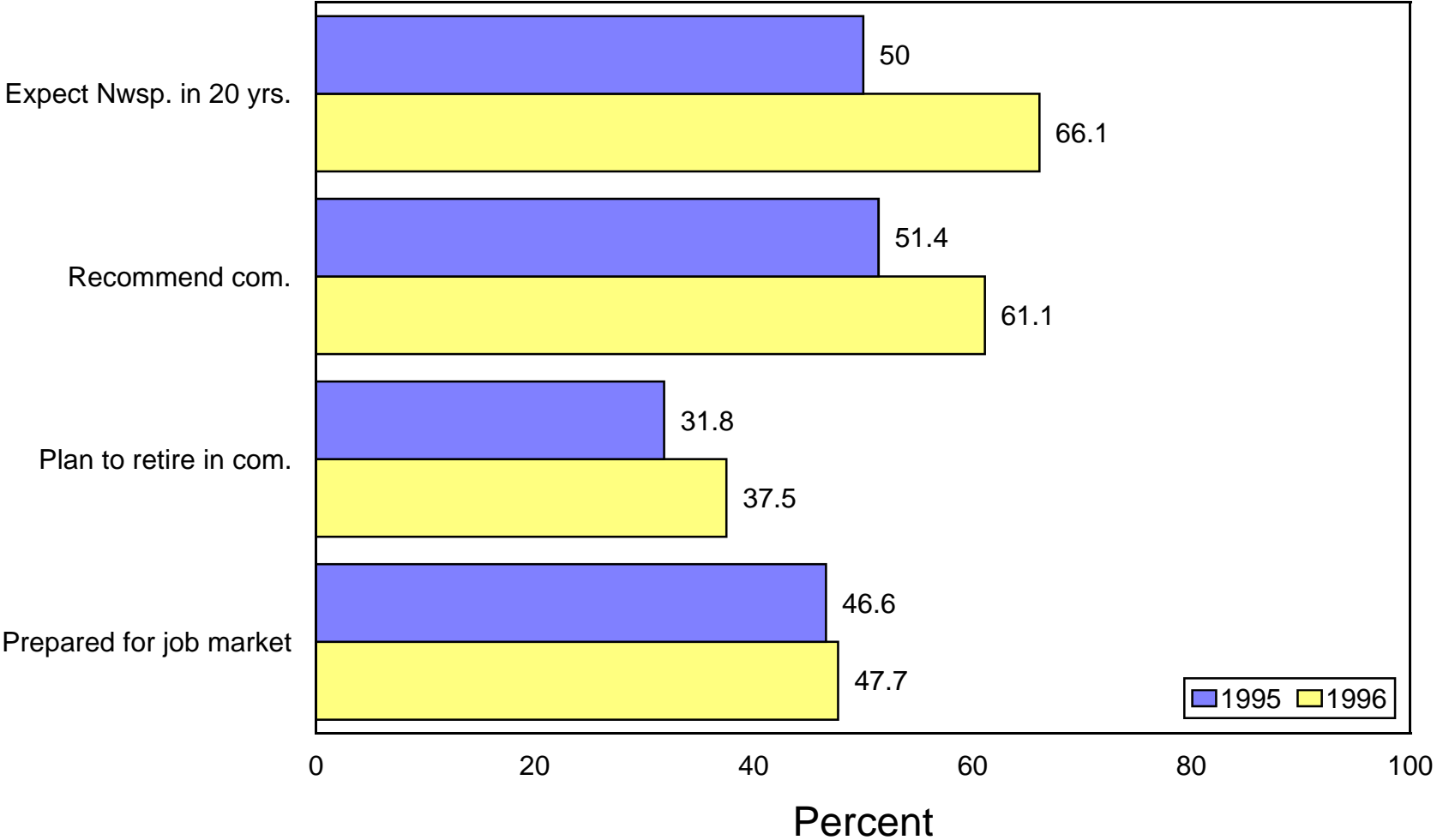
Source: Annual Survey of Journalism & Mass Communication Graduates

## 47. BA Degree Recipients Who Would Choose Major Again



Source: Annual Survey of Journalism & Mass Communication Graduates

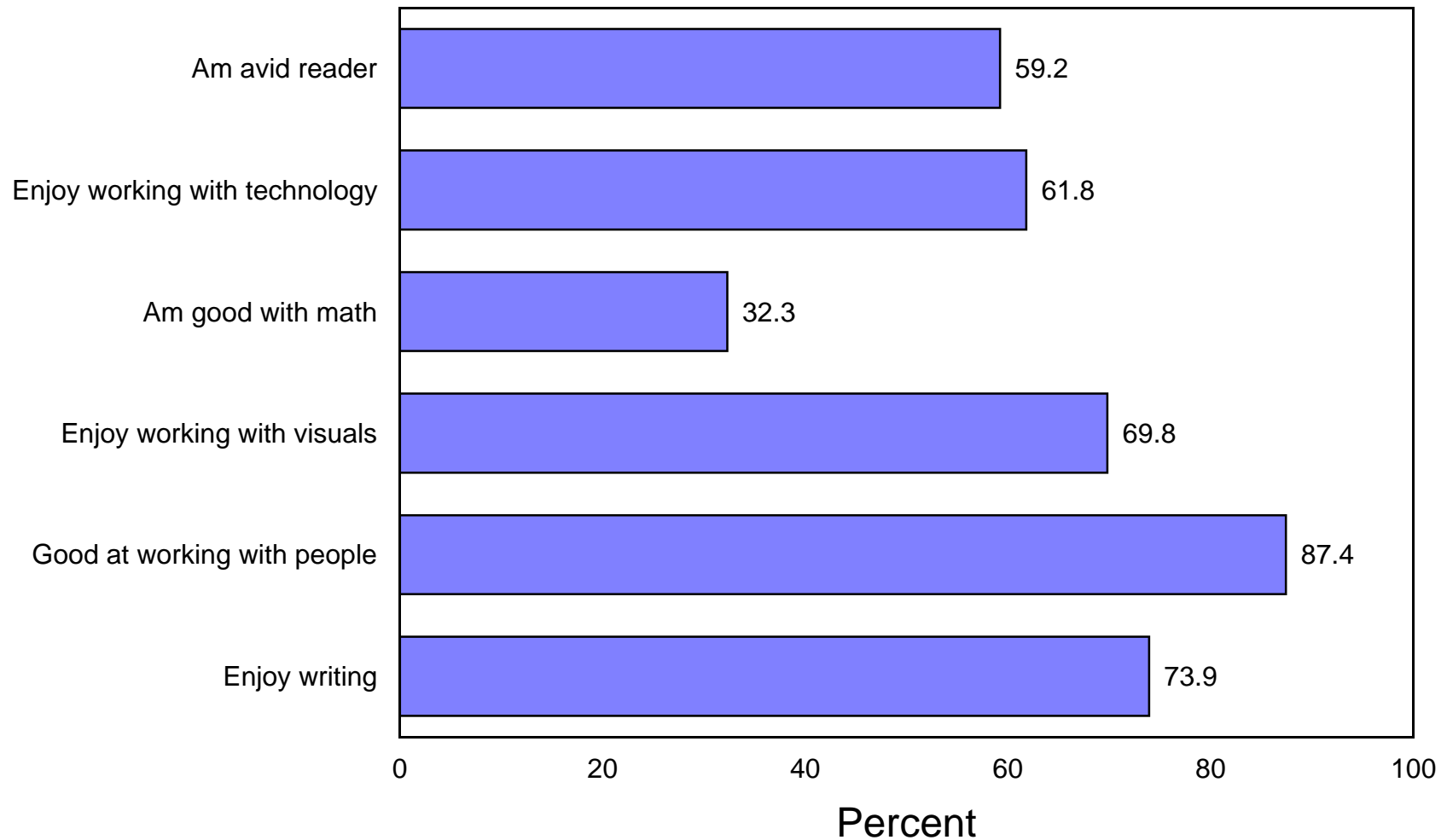
# 48. Beliefs of BA Degree Recipients: Percent Agree



Source: Annual Survey of Journalism & Mass Communication Graduates

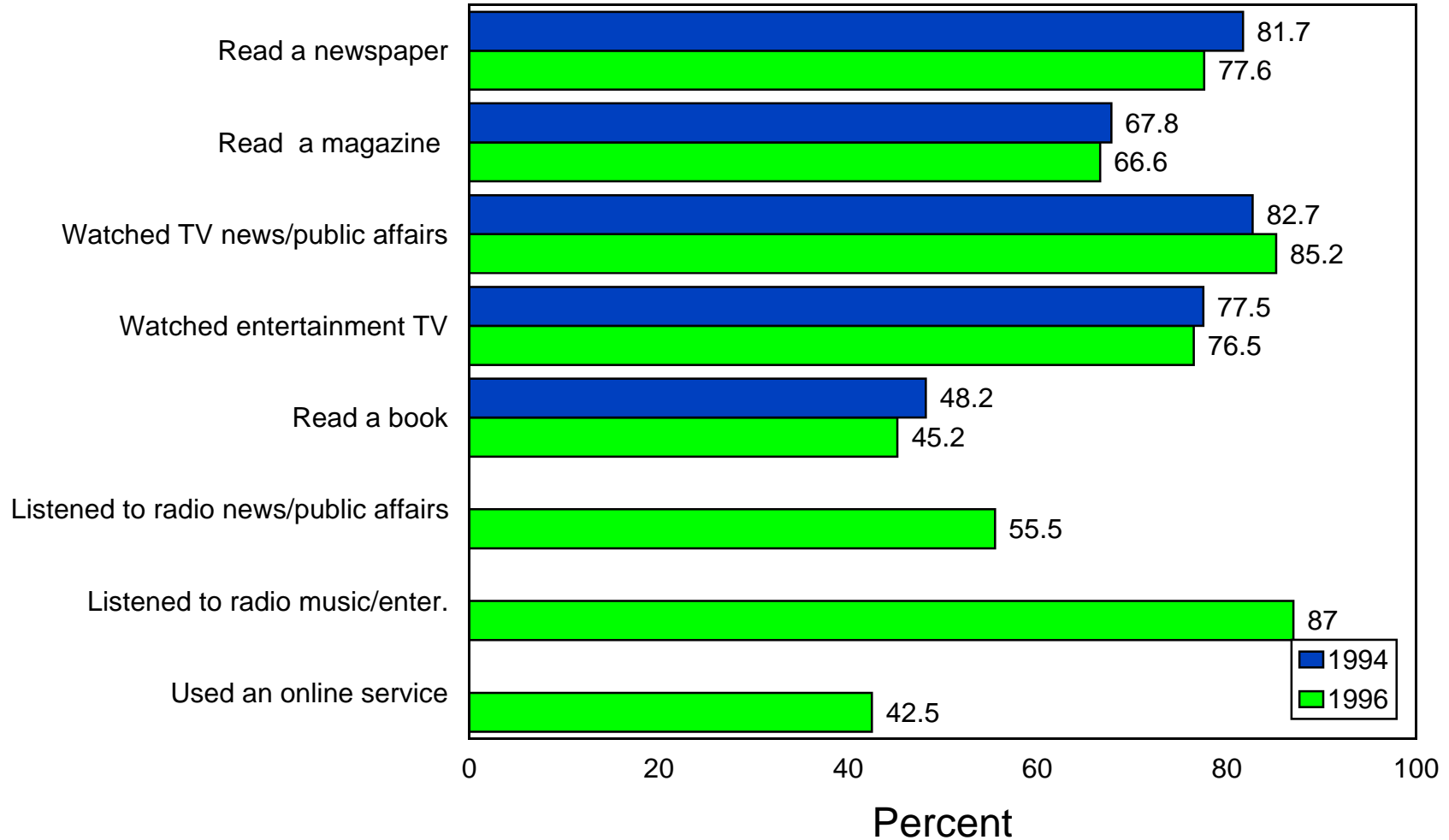


## 49. Self Description of BA Degree Recipients 1996: Percent Agree



Source: Annual Survey of Journalism & Mass Communication Graduates

## 50. Media Use Yesterday by BA Degree Recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

## 51. Online Publishing in 1996

- 30 (1.3%) of BA recipients had worked for a college web site
- 147 (6.6%) looked for work in online publishing
- 71 (3.2%) reported being offered a job in online publishing
- 20 (0.9%) of BA recipients took a job in online publishing
  - 5 of the 1995 BA recipients took a job in online publishing
- Median salary for the 19 BA recipients was \$26,000
- 42.5% used online service "yesterday"