

1997
Annual Survey of Journalism
&
Mass Communication Graduates

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1997 Project Sponsors:

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Overview and Summary

- The job market for journalism and mass communication graduates continued to improve in 1997, compared with a year earlier. The percentage of bachelor's and master's degree recipients reporting they had a job offer upon graduation increased over a year earlier, and the percentage of graduates reporting they had a full-time job six to eight months after graduation was greater than a year earlier.
- In fact, the level of full-time employment for bachelor's degree recipients was higher than it has been since at least 1986, and the level of full-time employment for master's degree recipients was higher than it has been since data on these graduates were first gathered in 1989.
- Both full-time and part-time job holders are more likely to report that their jobs are permanent as opposed to temporary positions than has been true in recent years.
- The unemployment rate for journalism and mass communication graduates stands at its lowest level since at least 1986 and is following the national pattern of declining unemployment in the labor force and among age cohorts of the 1997 graduates.
- Despite the improved job market experienced by 1997 journalism and mass communication graduates, those graduates traditionally labeled as racial and ethnic minorities continue to lag behind other graduates in terms of full-time employment.
- Minority graduates generally seek the same types of communication jobs as do other students and are even seem a bit more likely to seek jobs with traditional journalism employers, such as at daily newspapers and with radio and television stations.
The improved labor market experienced by the 1997 graduates also was reflected in salary.
- The median salary earned by 1997 bachelor's degree recipients with full-time jobs was \$1,500 per year higher than the median salary earned by 1996 bachelor's degree recipients.
- The salary gain by 1997 graduates overcame the slight loss to inflation and brought salaries for these graduates nearly up to the peak level of salary compensation in recent years in 1989.
- The median salary received by master's degree recipients was just slightly lower than a year earlier but still more than \$5,000 more per year than received by bachelor's degree recipients.
- Nearly all segments of the journalism and mass communication employment market showed improvements in salaries. Exceptions were in advertising and public relations, which were already high in salaries offered graduates.
- The best salaries were received by graduates taking jobs in the magazine, newsletter, trade publication areas and in online and web publishing. The salary earned by bachelor's degree recipients taking jobs in online and web publishing was more than \$4,000 per year higher than the median salary of graduates overall.
- Graduates in 1997 reported receiving better benefits packages than graduates at any time since at least 1992.

- Only a small percentage of graduates with jobs reported that they were members of labor unions, but their salaries were higher than were those of other graduates.
- ▶ The mood of the 1997 graduates seems to be good.
- The percentage saying they selected the job taken because it is "what they wanted to do" is higher than it has been since at least 1993.
- Job satisfaction among full-time employees is high.
- Three out of four of all graduates said they would select journalism and mass communication again as a major if they were making the decision again.
- The graduates also expressed satisfaction with specifics about their jobs.
- Eight in 10 said they had been given a realistic view of job demands. A similar ratio said they had been adequately advised about job expectations. Just fewer than seven in 10 said they had been given assistance in meeting job demands.
- Six in 10 said the job has met their expectations.
- Despite these positive feelings, graduates have little commitment to their employers or their occupations. Only one in four wants to remain with their employer permanently. Only three of 10 want to remain in the journalism and mass communication occupation permanently.
- Just under one in 10 of the 1997 journalism and mass communication bachelor's degree recipients reported looking for a job with an online or web publisher. About twice that rate looked for work at daily newspapers, and a quarter looked for work with television, public relations agencies and advertising agencies.

Graduate Survey 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 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.

The 1997 Annual Survey of Journalism & Mass Communication Graduates was conducted at the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia. From 1987-1996, the survey was conducted at the School of Journalism at The Ohio State University.

As a first step in the survey, 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 and Scholarship Guide*, published each year by the Dow Jones Newspaper Fund, Inc. Schools list themselves in the AEJMC *Directory*. To be included in the *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.

The sample of schools is modified each year to reflect changes in these two directories. Sample selection is probabilistic, so that schools selected represent the population of schools listed in the two directories. In 1997, 92 schools were drawn from the 451 unique entries of four-year programs in the U.S. (including Puerto Rico) in the two directories.

Administrators at the selected schools are asked to provide the names and addresses of their spring bachelor's and master's degree recipients. As the second step in the 1997 survey, a questionnaire was mailed in November or December 1997 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 or February 1998. A third mailing was sent in April to graduates of schools with return rates of less than 45% after the first two mailings.

The questionnaire asked about the respondent's experiences both while as a student and in the months since graduation. Included were questions about university experiences, job-seeking and employment, and salary and benefits.

In 1997, the survey was mailed to 5,008 individuals whose names and addresses were provided by the administrators of the 92 programs. A total of 2,593 returned the questionnaires by the end of May of 1998. Of the returns, 2,314 were from students who reported they actually had completed their degrees during the April to June 1997 period. The remaining 279 had completed their degrees either before or after the specified period, despite their inclusion in the spring graduation lists. A total of 248 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 51.8%. Return rate, computed

as the number returned divided by the number mailed minus the bad addresses, was 54.5%. Of the usable questionnaires, 2,169 were from bachelor's degree recipients and 145 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 31,375 students who earned bachelor's degrees and the 3,650 students who earned master's degrees in academic year 1997-97 from the 450 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 only since 1990.

Sample error for the 1997 undergraduate data is 2.1%. Sample error terms for earlier surveys were: 2.1% (1996), 2.0% (1990-1995), 2.1% (1989), 3.7% (1988), 2.8% (1987), and 3.2% (1986). In all cases, the confidence level is set at .05, meaning that the odds are 19 to one 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 for responses from those receiving master's degrees in 1997 is 8.1%, nearly the same as in previous years for which data are available.

In many instances in the report that follows, 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 2.1%, depending on the actual number of persons for whom data are reported.

In addition, many comparisons between subgroups in the sample and between the 1997 and earlier samples are made. Standard statistical tests have been used to evaluate the observed differences, or trends. Only those differences likely to hold if a census of all graduates were undertaken are discussed in the text.

Women made up 66.3% of respondents. Members of racial or ethnic minorities made up 18.0% of those returning a questionnaire. These sample characteristics are very similar to those in recent years and generally match the projections for total enrollments at the 450 schools from which the sample was drawn.

Funding for the 1997 graduate survey was provided by the Association for Education in Journalism and Mass Communication, the Association of Schools of Journalism and Mass Communication, the Council of Affiliates of the Association for Education in Journalism and Mass Communication, The Freedom Forum, the Hearst Corporation, Jane Pauley and NBC, the National Association of Broadcasters, the Newsletter Publishers Foundation, the Newspaper Association of America

Foundation, the Radio-Television News Directors Association, the Scripps Howard Foundation, and the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia.¹

Curricular Activities

Students vote via their choices of majors, and, within majors, they vote via their selection of specializations. The journalism and mass communication students who earned a bachelor's degree in the spring of 1997—and who probably made their choices regarding specialization within journalism two or three years earlier—voted pretty conservatively. About the same proportion of them selected print (or news-editorial) journalism as had been true among graduates of a year earlier. The same is true for broadcasting (including broadcast journalism and other forms of telecommunications), advertising and public relations. (The changes from last year shown in Figure 1 are about what would be expected due to chance fluctuations resulting from sampling.)

In fact, the long-term trend, shown in Figure 1, is for selection of one of these “big four” specializations over others offered by journalism and mass communication programs. Going back to 1992—a watershed year, in many ways, data from the *Annual Survey of Journalism and Mass Communication Graduates* show—journalism and mass communication graduates almost every year have been less likely to select something other than the traditional core areas of journalism education than the year before. Since 1992, the percentage of graduates selecting something other than the “big four” has dropped more than five percentage points—considerably more than chance alone due to sample error would predict.

The data shown in Figure 1 represent the responses of graduates. These are how the graduates themselves describe what they did. Data from the companion survey also conducted at the University of Georgia, the *Annual Survey of Journalism & Mass Communication Enrollments*, present a different picture of student interests, as indicated by how they are actually classified by program administrators. Those data show increasing classification of students into sequences other than print journalism, broadcasting (or telecommunications), advertising and public relations. The discrepancy is informative, for it probably means that the university classification scheme represents what students do with their curriculum, while their self-classification represents what they intend to do once they leave the university. They make choices at the university based on availability, convenience, flexibility and interests as they begin their studies. They describe what they did at the end in terms of their goals at that time.

Evidence in support of this interpretation can be found in other data from the survey of graduates. About a third of the journalism and mass communication bachelor's degree recipients in the spring of 1997 had worked for the campus newspaper—as was true a year earlier and has been true since

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1991—when the decline in participation in campus newspapers bottomed out (Figure 2). Involvement with campus radio and television stations is less common among graduates, but here too the figures are stable (in the case of radio) or increasing slightly (in the case of television) over time. The percentage of graduates who had served in an internship of some type (at a newspaper, television station, radio outlet, public relations firm, or advertising agency) continued its long-term pattern of growth. In fact, the student not having had this experience is the exception.

A small number of bachelor's degree recipients now report having worked for the campus yearbook, and the long-term pattern is of decline in this type of on-campus media activity. A bit more robust is the level of participation in a campus magazine, and participation in the operation of a campus web site is on the increase. Levels of participation in this new "medium," however, remain remarkably low, given the prominence of the web in everyday media discourse. It seems that organized extracurricular web site construction—rather than the informal web activities of social and special interest groups—is still relatively uncommon at most journalism and mass communication programs.

The 1997 journalism and mass communication bachelor's degree recipients reported lower final grade point averages than did those who completed their studies a year earlier (Figure 3). Still more than one in three reported ending their studies with an A or A- overall grade point average, and very few—fewer than one in 10—reported only a C grade point average. Even the lowered level of A grade reporting among 1997 graduates is significantly higher than the level of such grade reporting as recently as 1989. This may mean that admission to journalism and mass communication programs is becoming increasingly selective. Grade inflation is the less positive interpretation of the trend. As was true among 1996 journalism and mass communications bachelor's degree recipients, advertising graduates were less likely to report A grades than were graduates in other specializations. The edge print journalism students reported in terms of grades a year earlier seems to have largely faded.

Journalism and mass communication graduates continue to outscore entering students on average in terms of their college entrance scores. The mean ACT score for 1997 graduates, based on their reports, was 25.4, compared with a mean score on the ACT for 1993-94 high school students nationally. The mean score on the SAT for journalism and mass communication graduates in 1997 was 1,083, while the 1994 college bound seniors had an average of 1,003 on the test. To be sure, not all of the 1997 journalism and mass communication graduates remembered or were willing to report their scores, and it could be that the weaker students were the ones not reporting. Weak students, regardless of field, also are no doubt less likely to graduate.

Print journalism bachelor's degree recipients continued to hold an edge in 1997 in comparison to graduates with the other communication specialities in terms of their reported college entrance test scores—whether it be the ACT (Figure 5) or the SAT (Figure 6) examination score. Graduates with an advertising speciality in 1997 seem to have had better test scores than did advertising graduates a year

earlier, but, otherwise, there are few differences between test scores reported by graduates in 1997 and by graduates in 1996.

Job-Seeking Strategies

The 1997 graduates of journalism and mass communication programs sought work in traditional places, just as graduates had a year earlier (Figures 7-9). Two of 10 of the 1997 bachelor's degree recipients sought a job with a daily newspaper; one in 10 looked for a job at a weekly. Smaller, but still significant numbers, sought work with consumer magazines, the trade press, book publishers and newsletter publishers. About one in 10 sought a job with an online or web publisher.

One in four of the 1997 bachelor's degree recipients sought a job with television, while about one in 10 sought jobs in radio and a similar ratio sought jobs in cable. One in four sought jobs in public relations agencies, public relations departments of companies and advertising agencies. More than one in 10 sought a job in an advertising department of a company.

Employment

The *Annual Survey of Journalism & Mass Communication Graduates* includes several indicators of the job market encountered by graduates as they complete their studies. One is the number of job offers available to the journalism and mass communication students upon graduation. Figure 10 shows that 78.1% of bachelor's degree recipients reported having at least one job upon graduation, and the mean number of job offers held was 2. Both figures are increases from a year earlier, and, in fact, represent the highest levels of this measure going back to at least 1988. Among master's degree recipients (Figure 11), 83.3% reported having at least one job offer on graduation; the mean number of jobs available was 2. Both figures are higher than ever recorded for master's graduates, going back to 1989, when they were first included in the *Annual Survey of Journalism & Mass Communication Graduates*.

In 1996, more than two-thirds of the bachelor's degree recipients reported being employed full time six to eight months after graduation. In 1997, the percentage was 73.3. This level of employment has not been recorded in the *Annual Survey of Journalism & Mass Communication Graduates* since at least 1986. The level of employment in 1997 is 2.4 percentage points higher than the previous peak in 1988. Master's degree recipients full-time employment reached an unprecedented 83.4% six to eight months after graduation (Figure 13). One in 10 of the full-time jobs was temporary; about half of the part-time jobs were so classified (Figure 14). The trend movement in these indicators of the job market also are in the positive direction.

The unemployment rate for bachelor's degree recipients—recalculated to eliminate those returning to school—mirrors closely the national unemployment rate (Figure 15), both overall and for the 20-24 year old segment. Unemployment rates for college graduates are not reported by the Bureau of Labor Statistics. It is reasonable to expect college graduates to have higher unemployment rates than others in their age cohort, however, as they are entering the labor force anew, and many do not even begin looking for work until several months after graduation. In 1997, 33.2% of the journalism and mass

communication who were unemployed reported they had not seriously looked for work in the time since graduation, and 0.9% reported they were not looking at the time they completed the survey. If the unemployment rate were calculated for the journalism and mass communication graduates with those not looking for work eliminated—as is the case in the national figures—the journalism unemployment rate shown in Figure 15 would be 11.5%, rather than the 12.3% shown. In 1996, this adjusted figure was 14.5%.

The full-time employment rate for graduates of the undergraduate news-editorial sequences of journalism and mass communication programs in 1997 was 71.8%, or at its 1996 level (Figure 16). Broadcasting students, however, showed remarkable improvement in their full-time employment rate (Figure 17). Also improved was the full-time employment rate of advertising and public relations graduates (Figures 18 and 19). In terms of full-time employment, graduates of the advertising and public relations sequences had the greatest success in 1997.

Not all graduates take jobs in the communication field, and, of course, not all even seek such jobs. (Some students decided by the time they had finished their degrees that they had no interest in the field.) In 1997, 64.0% of the bachelor's degree recipients had taken a job in the field of communications six to eight months after graduation, up from 58.2% a year earlier (Figure 20). In other words, just more than three of four of those with jobs had a job in communication. Of those without a communication job, however, 28.8% had never looked for a job in the field.

In 1997, 20.1% of the journalism and mass communication bachelor's degree recipients had found work in some reporting, writing or editing capacity, compared with 17.3% a year earlier. Figure 21 reports the individual writing, reporting and editing responses. There is no appreciable change in the percentage of students getting jobs producing or selling advertising (Figure 22) or doing promotional or corporate communication work (Figure 23). Gains also are small in terms of the percentages of students getting work with daily or weekly newspapers (Figure 24), in television or radio (Figure 25), in public relations and advertising (Figure 26), and with magazines and the newsletter industry (Figure 26). While web and online publishing has a presence in terms of employment (Figure 26), it remains relatively small overall, with only about 1 in a hundred of the graduates taking a job there. Compared to 1995, when only five (.02%) of the bachelor's degree could be counted as taking a job in online publishing, the 1997 figure is impressive.

News editorial students continue to be those most likely to go to find jobs with newspapers (Figure 28), broadcasting students are most likely to go into broadcasting (Figure 29), advertising students are most likely to go to advertising agencies and departments (Figure 30), and public relations students are most likely to go into that field (Figure 31). Public relations students are less likely to end up in public relations departments or agencies than are graduates of other specialities to end up in the jobs most clearly linked to their training. They are much more likely to report finding communication jobs outside the traditional employment area than are other graduates, and this figure increased rather noticeably

from 1996 to 1997 (Figure 31). Public relations continues to be the most general of the “big four” communication specialities. In terms of percentages of its graduates who end up taking jobs outside communication, however, it remains in the middle, with advertising. New-editorial students are least likely to take jobs outside communication, while broadcasting students are most likely.

Debate within the daily newspaper industry in the last year has focused on the slowness of progress of the industry to reach parity with the population in terms of the diversity of its newsroom. At present, 11.5% of the journalists in daily newspaper newsrooms are classified as members of racial and ethnic minorities, while in the population at large, 27.6% were so classified in 1998. As noted, 18.0% of the 1997 sample of graduates were members of racial and ethnic minorities (17.6% of the bachelor’s degree recipients and 24.1 of the master’s degree recipients). The companion Annual Survey of Journalism & Mass Communication Enrollments estimated that 22.9% of the 1996-97 domestic bachelor’s degree recipients at the nation’s 450 journalism and mass communication programs were members of a racial or ethnic minority, while 19.4% of the domestic master’s degree recipients were so classified.

Among the 1997 journalism and mass communication bachelor’s degree recipients who were members of a racial or ethnic minority, full-time employment six to eight months after graduation actually was lower than was the case for graduates not classified as minorities (Figure 32). The gap is pronounced, and present regardless of minority grouping. The full-time employment rate for African-American graduates, for example, was 69.5%, and for Hispanic graduates it was 68.1%.

Minority graduates, however, look very much like nonminority graduates in terms of actually seeking jobs in the communication field. Figure 33 shows, for example, that minority graduates are at least as likely—if not more likely--to seek jobs with daily newspapers, radio, television and cable. When the employment rates of those who sought jobs in the daily newspaper industry are compared with those of nonminority graduates who sought such jobs (Figure 34), the gap between rate of full-time employment for the two groups actually increases. Though the number of cases is small, the 17.5% gap is not likely to be attributable to sampling error. In other words, the daily newspaper industry simply is not hiring all of the minority graduates who have sought jobs with it. The same can be said of the television industry, though the gap in this case between the rate of full-time employment of minorities who sought television jobs and those not classified as minorities who sought television jobs is a lower 8.8%.

Figure 35 reports that graduates were most likely to be asked by their eventual employers to provide clips, tapes and portfolios to supplement their applications, and that references continue to play a crucial role. Writing, grammar and current-events tests were taken by only a minority of those who landed jobs, and transcripts and grades were used only in a minority of cases.

Only a very small percentage (3.7%) of the graduates report they are members of a union (Figure 36).

Salaries and Benefits

Further evidence of the robustness of the job market encountered by 1997 graduates comes from their reports on salaries and other forms of compensation. The median annual salary received by 1997 bachelor's degree recipients with full-time work was \$23,000, up from \$21,500 a year earlier (Figure 37). The increase was enough to offset the effects of inflation, only 1.7% for all of 1997 (as measured by the Consumer Price Index for Urban Areas) and represented a level of inflation-adjusted salary compensation not received by graduates since 1989. The median salary reported by master's degree recipients was just below that reported a year earlier, but the gap between salaries received by bachelor's degree recipients and master's degree recipients remained sizeable at \$5,500.

Salaries received by journalism and mass communication bachelor's degree recipients who went to work for the daily newspaper industry increased only slightly from a year earlier (Figure 38) and did not reach the average level of salary received by graduates in 1995. Weekly newspaper salaries, while still low in comparison with those received by graduates who found jobs at dailies, did increase in 1997 over a year earlier and increased at a rate above that of inflation (Figure 39). Radio (Figure 40) and Television (Figure 41) salaries also increased enough from 1996 to 1997 to represent real, inflation-adjusted gains. Salaries received by graduates who took jobs in advertising (Figure 42) and public relations (Figure 43) remained basically unchanged from a year earlier. Salaries in public relations remain high, however, at just above the median level of salary compensation received by bachelor's degree recipients.

In relative terms, graduates who found jobs in web and online publishing and with the newsletter and trade publication industries did best in terms of salaries (Figure 44). Those with jobs in online and web publishing received annual salaries, on average, of \$4,320 above the median salary earned by all journalism and mass communication graduates with full-time jobs. Graduates who are members of a union, as noted, make up a small minority of journalism and mass communication graduates with jobs, but they receive much higher salaries (Figure 45). The gap is \$3,000 per year. Minority graduates with full-time jobs also receive salaries higher than those of nonminority graduates. The median salary for minority graduates was \$23,684, compared with the median for others of \$23,000.

In terms of benefits received, the 1997 graduates bested their 1996 counterparts in every category. They were more likely to have basic medical, major medical and disability insurance benefits (Figure 46). They also were more likely to have prescription drug, dental and life insurance (Figure 47), and to have maternity leave, child care and retirement coverage. The gain in many of the cases was slight, but the pattern was consistent. Few graduates find themselves with either employer-paid or employee-paid child care.

As was true in past years, about one in four of the bachelor's degree recipients with full-time jobs report being expected to work overtime without compensation (Figure 49). About one in 10 uses a personal car without compensation.

Job Orientations and Attitudes toward Work

More of the 1997 bachelor's degree recipients with work report having selected the job held because it was what the individual wanted to do than has been true any year going back to at least 1993 (Figure 50). Fewer than ever report taking the job because it was the only one available.

Job satisfaction for bachelor's degree recipients with full-time jobs remained high in 1997, if off slightly from its recent peak in 1995 (Figure 51). Satisfaction for graduates with part-time jobs was much lower, but it remains at its recent high point.

More than half of the 1997 bachelor's degree recipients had selected their major before entering the university (Figure 52), as in the past, and three-quarters said they would select the same major were they making the decision again (Figure 53).

Eight in 10 of the graduates with jobs said their employer provided them a realistic view of job demands upon employment, and the same ratio said the employer provided an explanation of work expectations (Figure 54). Seven out of 10 said they received on-the-job supervision, and about half participated in a newcomer orientation session. Just under seven in 10 said they were given assistance in dealing with demands of their jobs.

About six in 10 of the graduates reported that the job held meets expectations, and three-quarters said they had a realistic view of job requirements (Figure 55). Only one in four wants to remain with the present employer. Only three of 10 want to remain in the present occupation. Expectations about retirement are consistent with these sentiments. The vast majority of 1997 graduates expects to move during the career and begins the career with the expectation that it is only a stepping stone to some other career before retirement. It is hard to imagine the communication field having high retention rates given these initial attitudes of its entry-level employees.

Concluding Comments

The journalism and mass communication job market has rebounded from the effects of the economic downturn of the country in the early years of the decade. The employment levels of graduates are high, and salaries have even begun to recover. Low inflation has allowed the gains to be translated into increased purchasing power for the 1997 graduates. Benefits packages also are better. The 1998 report on recruiting trends conducted at Michigan State University suggests 1998 graduates also will experience a favorable job market.

Minority graduates in 1997 did not experience the same success in the job market as did graduates not classified as minorities. This does not result from a lack of interest in communication jobs on the parts of minorities. They look for communication jobs. When they find them, they receive salaries slightly above those of other graduates.

Evidence continues to exist that journalism and mass communication graduates enter the labor force without much long-term commitment to the field. The 1997 graduates said, for the most part, they would

pick the same major if doing so again, that they had a realistic view of the job demands, and that the job meets their expectations. But they don't intend to stay with the current job, and they aren't committed to staying in the field.

Employers of journalism and mass communication graduates have made some progress in terms of salary compensation—though salaries still remain low. The next challenge may seem to be in terms of retention. It is hard to imagine that the product is not adversely affected by low job and career commitment and resultant high turnover.

Participating Schools

The following 92 schools participated in the 1997 Annual Survey of Journalism & Mass Communication Graduates:

Alabama State University (AL)	Northwestern State U. of Louisiana (LA)
University of South Alabama (AL)	University of Maryland (MD)
Arizona State University (AZ)	Emerson College (MA)
Arkansas State University (AR)	University of Massachusetts (MA)
Azusa Pacific University (CA)	Michigan State University (MI)
California State University Fullerton (CA)	Oakland University (MI)
California State University Long Beach (CA)	University of Minnesota (MN)
Humboldt State University (CA)	University of St. Thomas (MN)
San Jose State University (CA)	Rust College (MS)
Santa Clara University (CA)	University of Mississippi (MS)
University of Northern Colorado (CO)	Central Missouri State University (MO)
University of Bridgeport (CT)	Lincoln University (MO)
University of Delaware (DE)	Maryville University of Saint Louis (MO)
Florida A & M University (FL)	University of Missouri--Kansas City (MO)
University of Florida (FL)	University of Montana (MT)
Berry College (GA)	Hastings College (NE)
Clark Atlanta University (GA)	University of New Hampshire (NH)
University of Georgia (GA)	Rider University (NJ)
University of Idaho (ID)	University of New Mexico (NM)
Columbia College Chicago (IL)	Ithaca College (NY)
Northern Illinois University (IL)	Long Island University Brooklyn Campus (NY)
Northwestern University (IL)	New York University (NY)
Southern Illinois University (IL)	St. Bonaventure University (NY)
Purdue University (IN)	Syracuse University (NY)
University of Southern Indiana (IN)	Elon College (NC)
University of Iowa (IA)	Lenoir-Rhyne College (NC)
Wichita State University (KS)	University of North Carolina at Pembroke (NC)
Eastern Kentucky University (KY)	Franciscan University of Steubenville (OH)
Union College (KY)	Ohio University (OH)
University of Kentucky (KY)	Ohio State University (OH)
Northeast Louisiana University (LA)	Youngstown State University (OH)

Oklahoma State University (OK)
Oral Roberts University (OK)
Southern Oregon State College (OR)
University of Oregon (OR)
Indiana University of Pennsylvania (PA)
Elizabethtown College (PA)
LaSalle University (PA)
University of Scranton (PA)
Tennessee Technological University (TN)
University of Tennessee--Martin (TN)
Lamar University--Beaumont (TX)
Stephen F. Austin State University (TX)
Texas Wesleyan University (TX)
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University of Texas--Tyler (TX)
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Bethany College (WV)
West Virginia State College (WV)
Marquette University (WI)
University of Wisconsin--Milwaukee (WI)
University of Wisconsin--Stevens Point (WI)
University of Wyoming (WY)
Howard University (DC)
University of Puerto Rico (PR)