

Appendix Table 1. Salaries by Employer Type (Source: Annual Survey of Journalism & Mass Communication Graduates)

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
CPI-U Cumulative from	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
Master Total														
Nominal salary/wk					\$481	\$423	\$476	\$481	\$481	\$548	\$554	\$548	\$577	\$673
Nominal salary/yr					\$25,012	\$21,996	\$24,752	\$25,012	\$25,000	\$28,500	\$28,800	\$28,500	\$30,000	\$34,996
Real Salary 85 \$					\$20,318	\$17,104	\$18,653	\$18,270	\$17,781	\$19,696	\$19,264	\$18,745	\$19,421	\$21,974
N					108	104	106	105	95	121	89	119	118	112
Bachelor Total														
Nominal salaries/wk	\$270	\$292	\$325	\$342	\$346	\$348	\$350	\$356	\$385	\$400	\$413	\$442	\$462	\$481
Nominal salary/yr	\$14,040	\$15,184	\$16,900	\$17,784	\$17,992	\$18,096	\$18,200	\$18,512	\$20,000	\$20,800	\$21,500	\$23,000	\$24,000	\$25,000
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
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
Daily Newspapers														
Nominal salary/wk	\$268	\$268	\$310	\$327	\$348	\$350	\$350	\$350	\$404	\$423	\$400	\$404	\$434	\$480
Nominal salary/yr	\$13,936	\$13,936	\$16,120	\$17,004	\$18,096	\$18,200	\$18,200	\$18,200	\$21,000	\$21,970	\$20,800	\$21,000	\$22,560	\$24,960
Real Salary 85 \$	\$13,663	\$13,147	\$14,562	\$14,608	\$14,700	\$14,152	\$13,715	\$13,294	\$14,936	\$15,183	\$13,913	\$13,812	\$14,604	\$15,672
N	107	84	43	133	112	107	124	96	112	114	117	131	122	181
Weeklies														
Nominal salary/wk		\$249	\$275	\$283	\$300	\$289	\$300	\$300	\$300	\$327	\$350	\$378	\$389	\$404
Nominal salary/yr		\$12,948	\$14,300	\$14,716	\$15,600	\$15,028	\$15,600	\$15,600	\$15,600	\$17,000	\$18,200	\$19,630	\$20,250	\$21,000
Real Salary 85 \$		\$12,215	\$12,918	\$12,643	\$12,673	\$11,686	\$11,756	\$11,395	\$11,095	\$11,748	\$12,174	\$12,911	\$13,109	\$13,186
N		32	33	64	68	64	51	59	64	67	44	40	50	59
Radio														
Nominal salary/wk		\$246	\$280	\$260	\$254	\$269	\$289	\$325	\$308	\$327	\$346	\$385	\$399	\$433
Nominal salary/yr		\$12,792	\$14,560	\$13,520	\$13,208	\$13,988	\$15,028	\$16,900	\$16,000	\$17,000	\$18,000	\$20,000	\$20,750	\$22,500
Real Salary 85 \$		\$12,068	\$13,153	\$11,615	\$10,729	\$10,877	\$11,325	\$12,345	\$11,380	\$11,748	\$12,040	\$13,154	\$13,433	\$14,128
N		37	24	53	55	43	36	35	25	39	37	33	38	38
Television														
Nominal salary/wk		\$249	\$325	\$293	\$289	\$278	\$300	\$300	\$308	\$346	\$337	\$360	\$350	\$384
Nominal salary/yr		\$12,948	\$16,900	\$15,236	\$15,028	\$14,456	\$15,600	\$15,600	\$16,000	\$18,000	\$17,500	\$18,720	\$18,200	\$19,968
Real Salary 85 \$		\$12,215	\$15,266	\$13,089	\$12,208	\$11,241	\$11,756	\$11,395	\$11,380	\$12,440	\$11,706	\$12,312	\$11,782	\$12,538
N		49	25	79	76	60	66	58	87	120	105	111	135	169
Cable Television														
Nominal salary/wk				\$346	\$327	\$404	\$346	\$363	\$456	\$412	\$404	\$404	\$442	\$450
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

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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
N				29	20	19	23	22	24	36	44	45	42	46
	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Ad Agency/Dept														
Nominal salary/wk	\$283	\$289	\$315	\$346	\$356	\$348	\$356	\$365	\$385	\$392	\$423	\$423	\$481	\$481
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
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
N	100	88	55	127	122	111	137	100	114	130	129	127	142	164
PR Agency/Dept														
Nominal salary/wk	\$295	\$322	\$353	\$365	\$378	\$385	\$375	\$402	\$404	\$423	\$442	\$444	\$481	\$481
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
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
N	89	94	50	108	122	136	101	101	104	138	123	143	126	178
Magazine														
Nominal salary/wk				\$355	\$365	\$370	\$370	\$348	\$404	\$414				
Nominal salary/yr				\$18,470	\$19,000	\$19,250	\$19,250	\$18,078	\$21,000	\$21,548				
Real Salary 85 \$				\$15,868	\$15,435	\$14,969	\$14,506	\$13,205	\$14,936	\$14,891				
N				52	47	34	44	38	44	51				
Consumer Magazine														
Nominal salary/wk											\$447	\$423	\$481	\$510
Nominal salary/yr											\$23,250	\$22,000	\$25,000	\$26,494
Real Salary 85 \$											\$15,552	\$14,470	\$16,184	\$16,635
N											28	26	25	34
Newsletter/Trades														
Nominal salary/wk									\$385	\$469	\$453	\$446	\$504	\$500
Nominal salary/yr									\$20,000	\$24,406	\$23,570	\$23,200	\$26,200	\$26,000
Real Salary 85 \$									\$14,225	\$16,867	\$15,766	\$15,259	\$16,961	\$16,325
N									37	38	28	34	36	40
Online Publishing														
Nominal salary/wk											\$500	\$525	\$577	\$538
Nominal salary/yr											\$26,000	\$27,320	\$30,000	\$28,000
Real Salary 85 \$											\$17,391	\$17,969	\$19,421	\$17,581
N											19	22	24	52