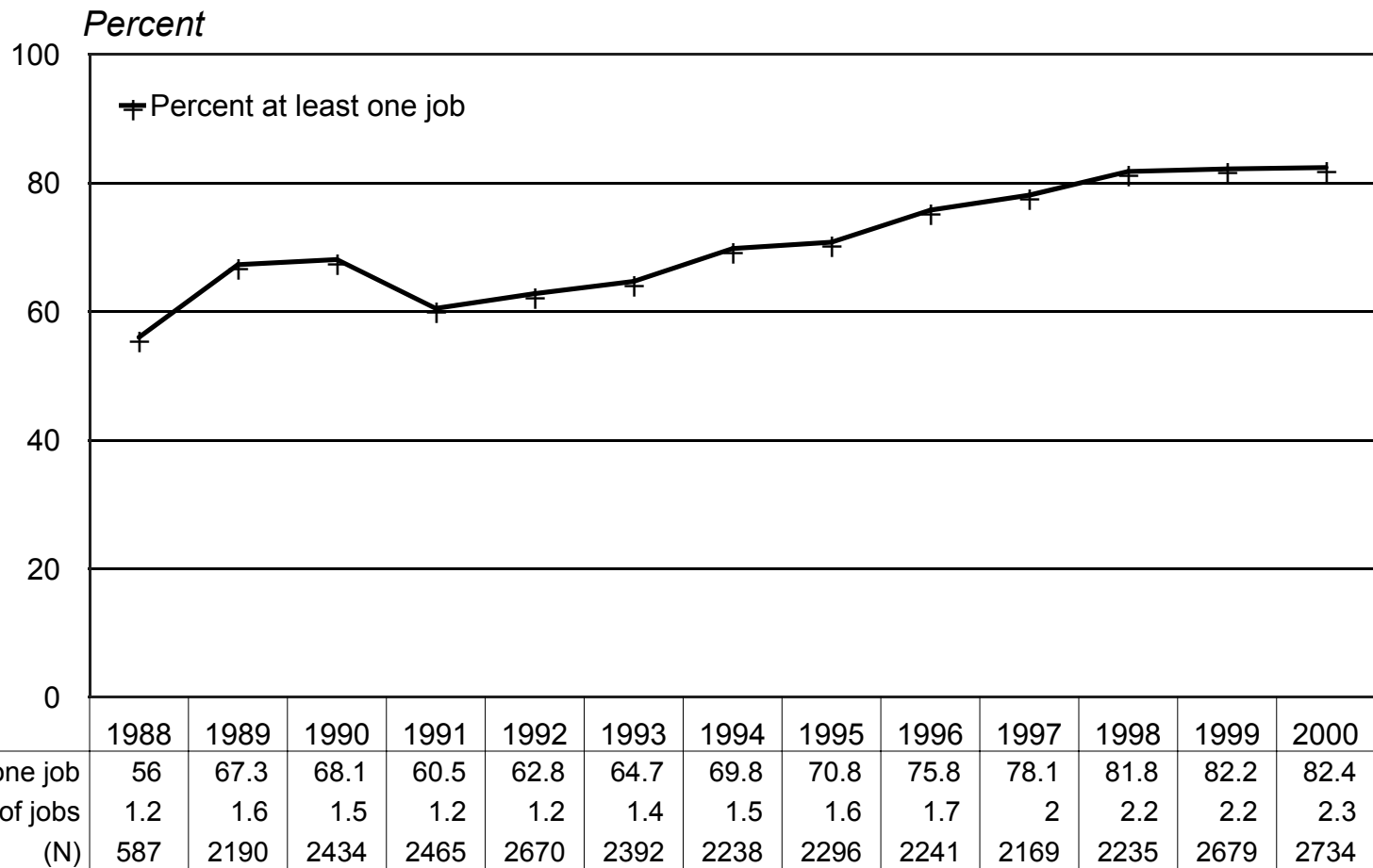


1. Job offers to BA recipients

Job offers for BA recipients on graduation:
percent with at least one job

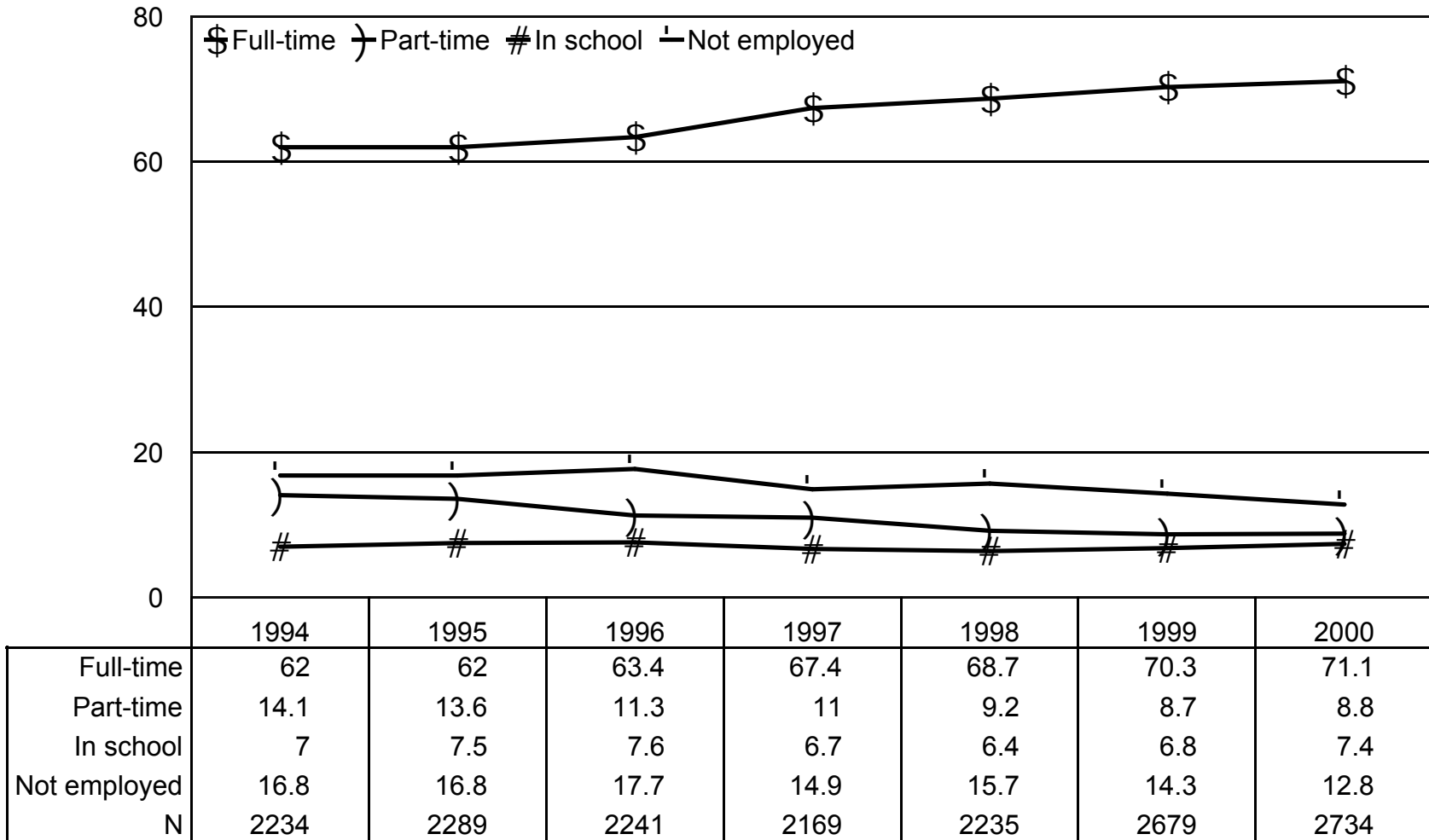


Source: Annual Survey of Journalism & Mass Communication Graduates

2. Employment status Oct. 31, 2000

Employment status of BA recipients

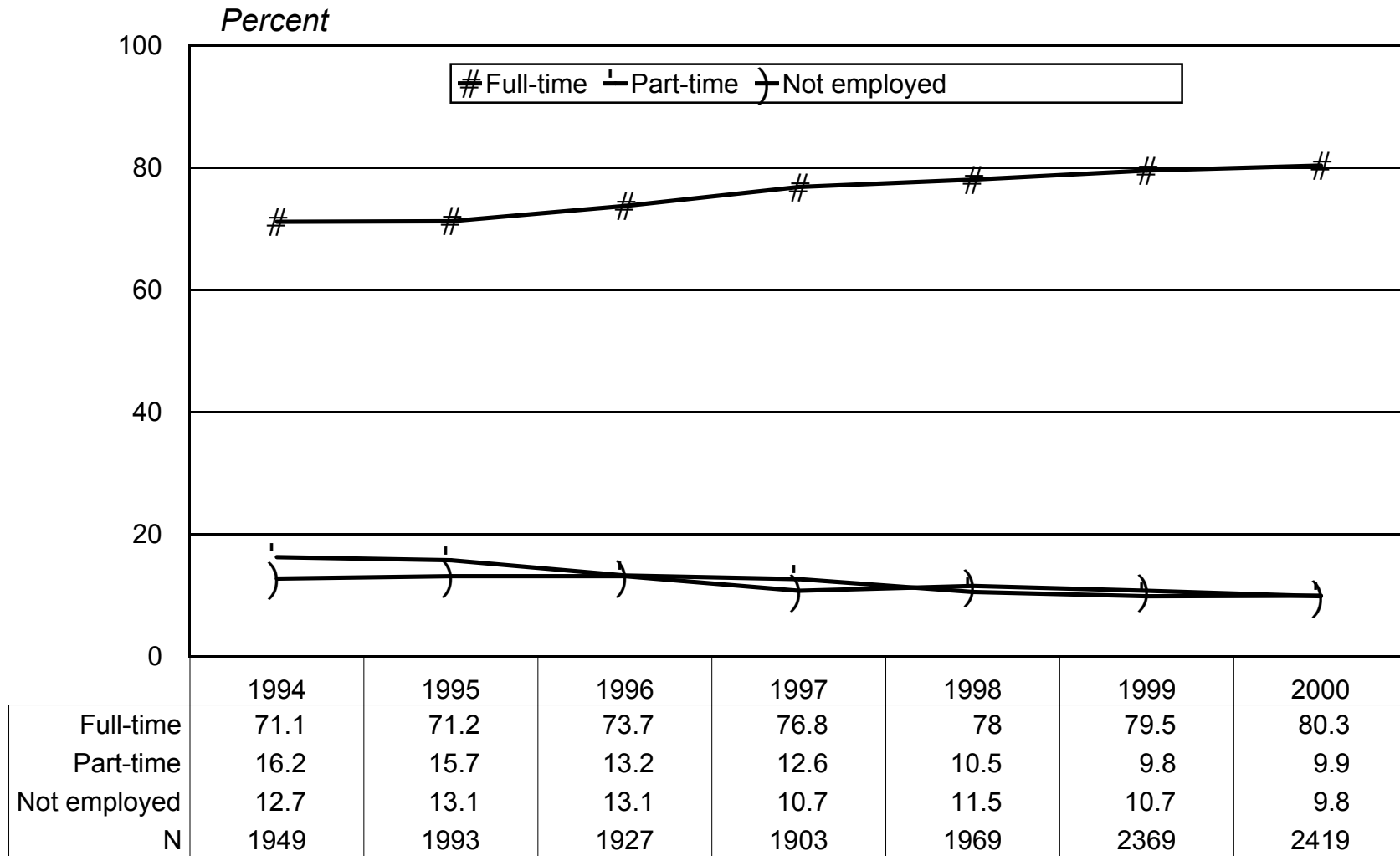
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

3. Employment status Oct. 31, 2000

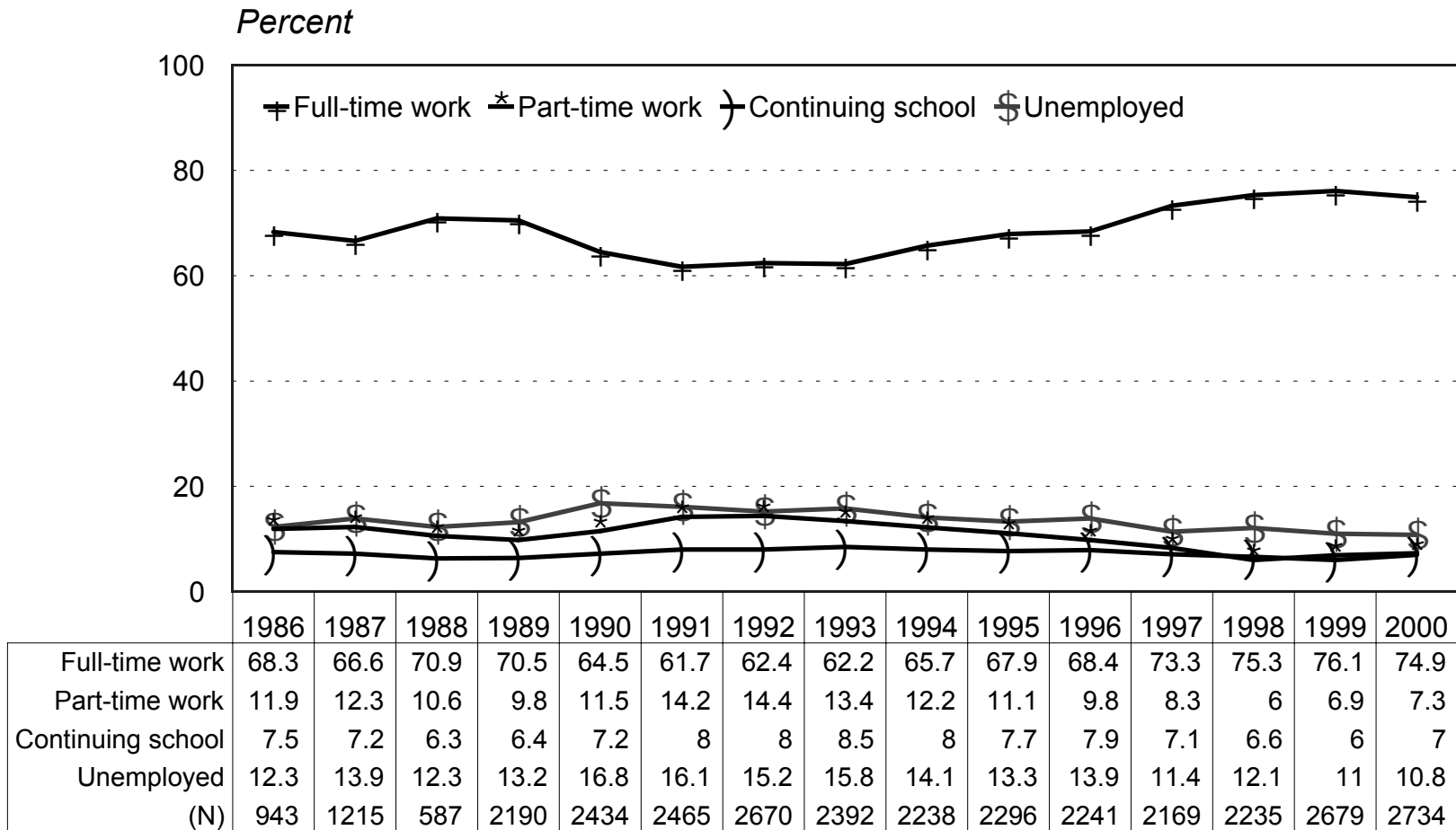
Employment status of BA recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

4. Employment status

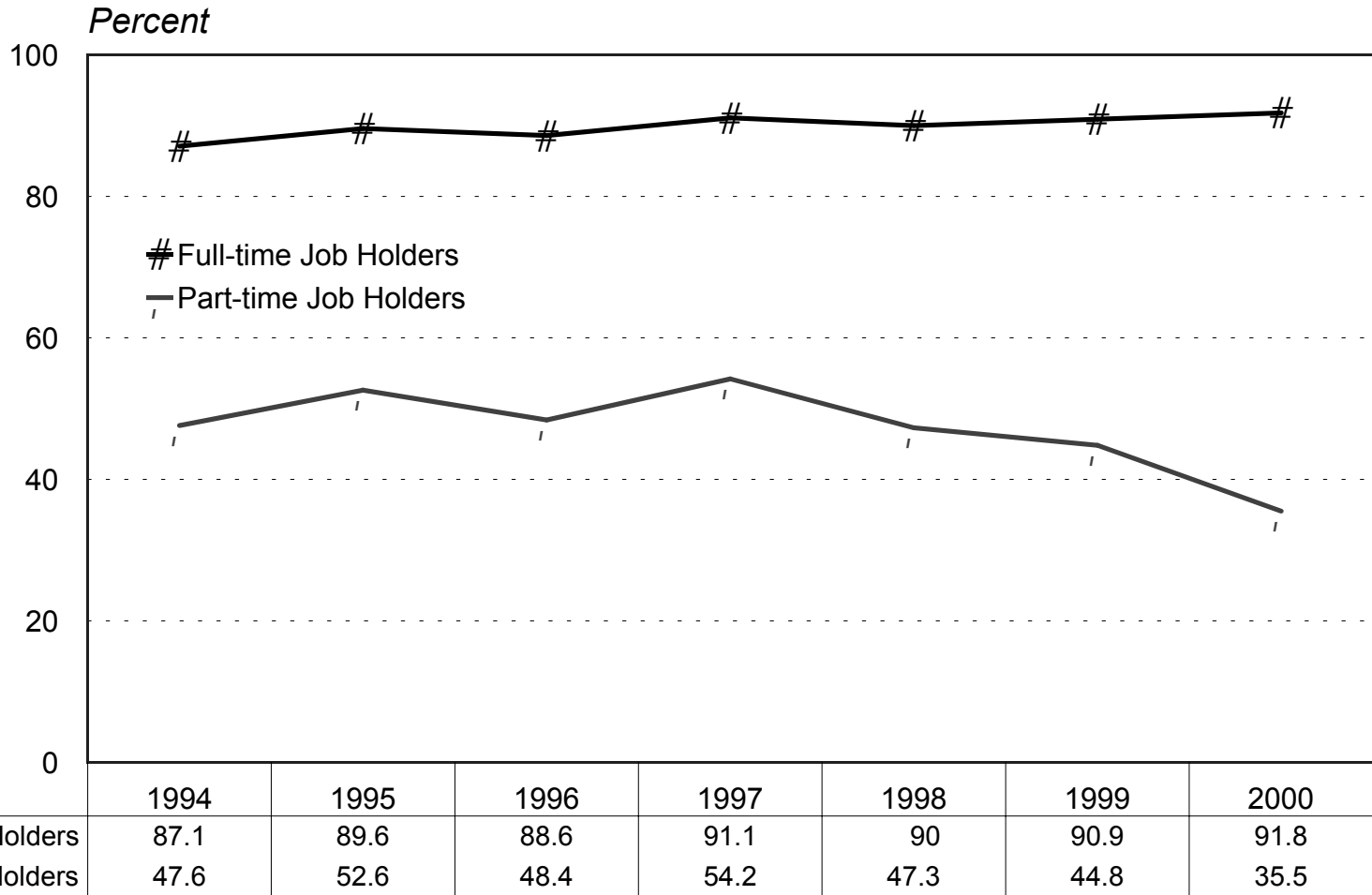
Employment status of BA recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

5. Permanent positions

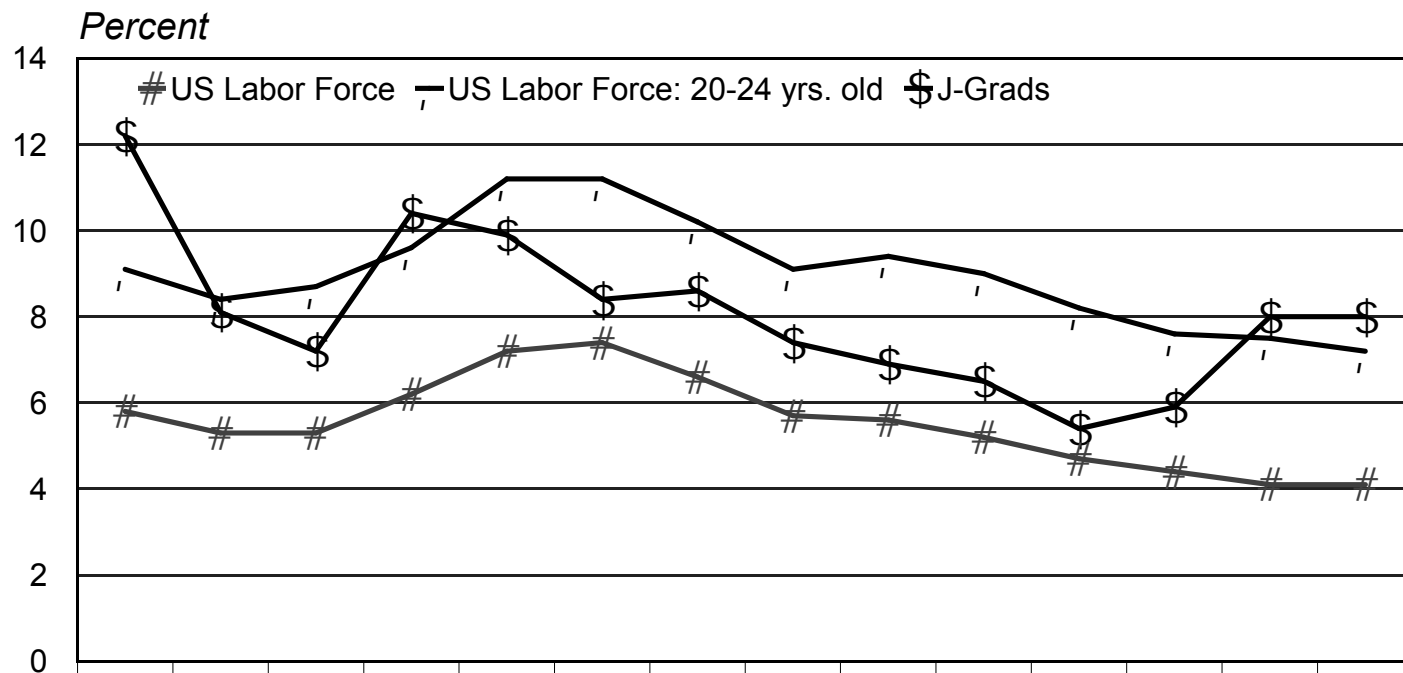
Status of BA recipients: percent in permanent positions



Source: Annual Survey of Journalism & Mass Communication Graduates

6. Unemployment rates

Unemployment rates of journalism BA recipients compared to U.S. labor force data. Figures represent seasonally adjusted unemployment rates averaged across June of the shown year to May of the following year.



	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
US Labor Force	5.8	5.3	5.3	6.2	7.2	7.4	6.6	5.7	5.6	5.2	4.7	4.4	4.1	4.1
US Labor Force: 20-24 yrs. old	9.1	8.4	8.7	9.6	11.2	11.2	10.2	9.1	9.4	9	8.2	7.6	7.5	7.2
J-Grads	12.2	8.1	7.2	10.4	9.9	8.4	8.6	7.4	6.9	6.5	5.4	5.9	8	8

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

7. Job offers, MA recipients

Job offers to MA recipients on graduation:
percent with at least one job

Percent

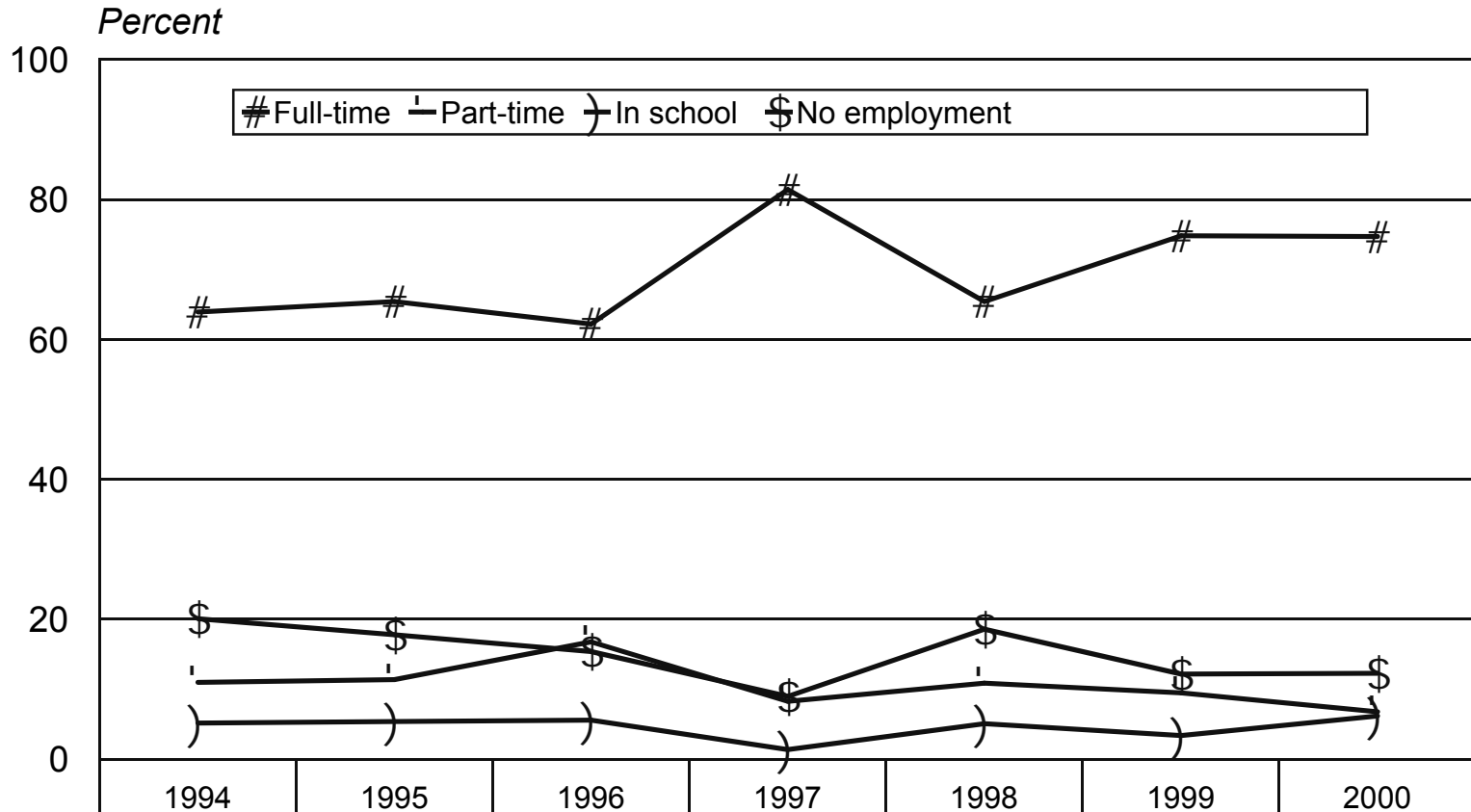


	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Percent at least one job	66	73.1	56.6	68.9	67.2	70.2	73.1	75.8	83.3	74.5	81.2	88.6
Mean=number of jobs	1.7	1.4	1.2	1.4	1.4	1.4	1.7	1.8	2	2	2.2	2.3
(N)	162	148	144	155	159	151	178	143	145	156	147	146

Source: Annual Survey of Journalism & Mass Communication Graduates

8. Employment Status Oct. 31, 2000

Employment status of MA recipients

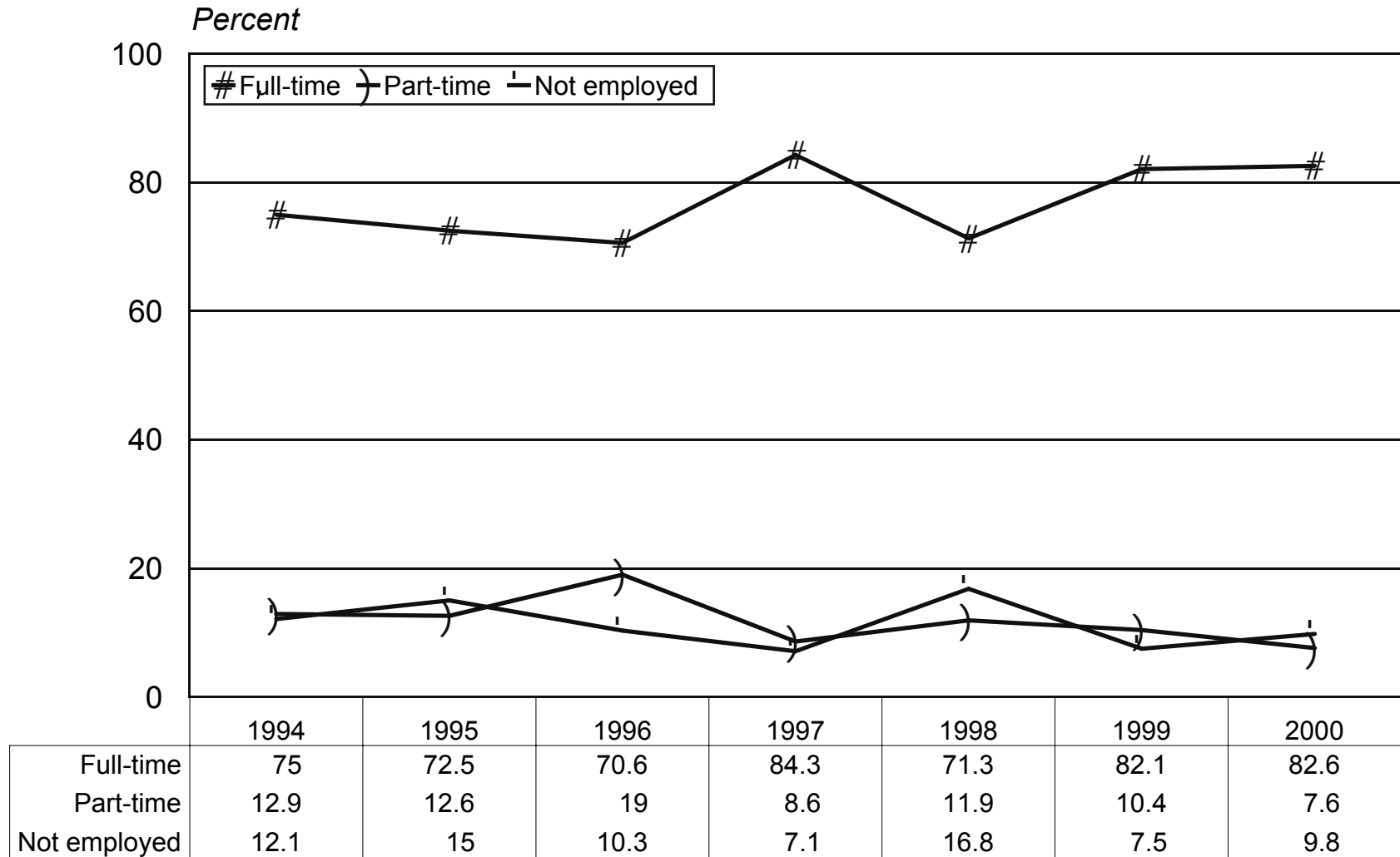


	1994	1995	1996	1997	1998	1999	2000
Full-time	63.9	65.4	62.2	81.4	65.4	74.8	74.7
Part-time	11	11.4	16.8	8.3	10.9	9.5	6.8
In school	5.2	5.4	5.6	1.4	5.1	3.4	6.2
No employment	20.1	17.8	15.4	9	18.6	12.2	12.3

Source: Annual Survey of Journalism & Mass Communication Graduates

9. Employment Status Oct. 31, 2000

Employment status of MA recipients who looked for work

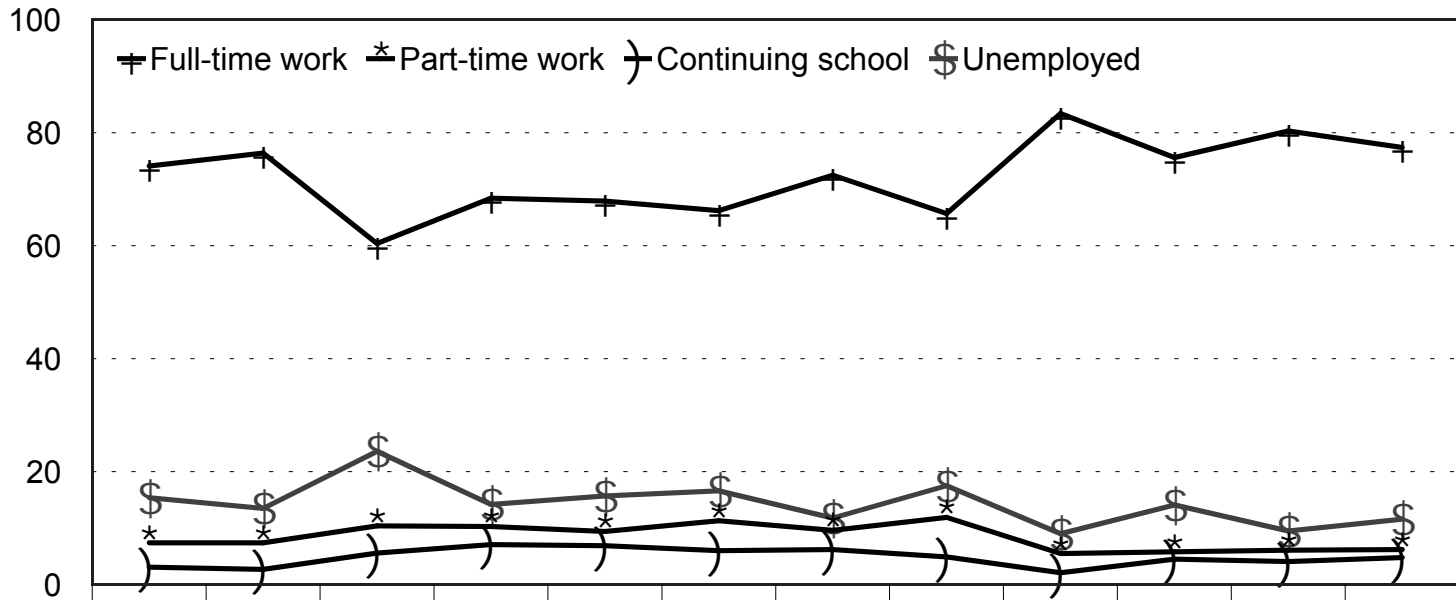


Source: Annual Survey of Journalism & Mass Communication Graduates

10. Employment status, MA

Employment status of MA recipients when they returned questionnaires

Percent



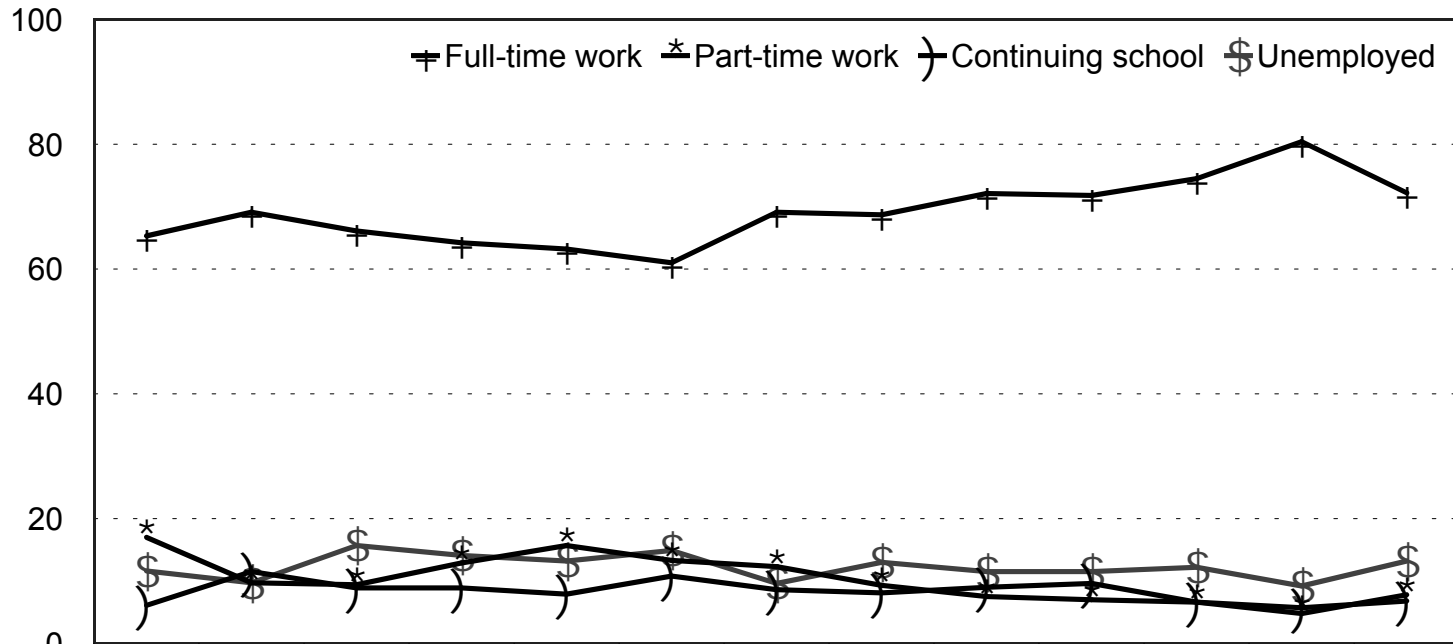
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Full-time work	74.1	76.4	60.4	68.4	67.9	66.2	72.5	65.7	83.4	75.6	80.3	77.4
Part-time work	7.4	7.4	10.4	10.3	9.4	11.3	9.6	11.9	5.5	5.8	6.1	6.2
Continuing school	3.1	2.7	5.6	7.1	6.9	6	6.2	4.9	2.1	4.5	4.1	4.8
Unemployed	15.4	13.5	23.6	14.2	15.7	16.6	11.8	17.5	9	14.1	9.5	11.6
(N)	162	148	144	155	159	151	178	143	145	156	147	146

Source: Annual Survey of Journalism & Mass Communication Graduates

11. Employment, news-editorial

Employment of BA recipients in the editorial specialty

Percent



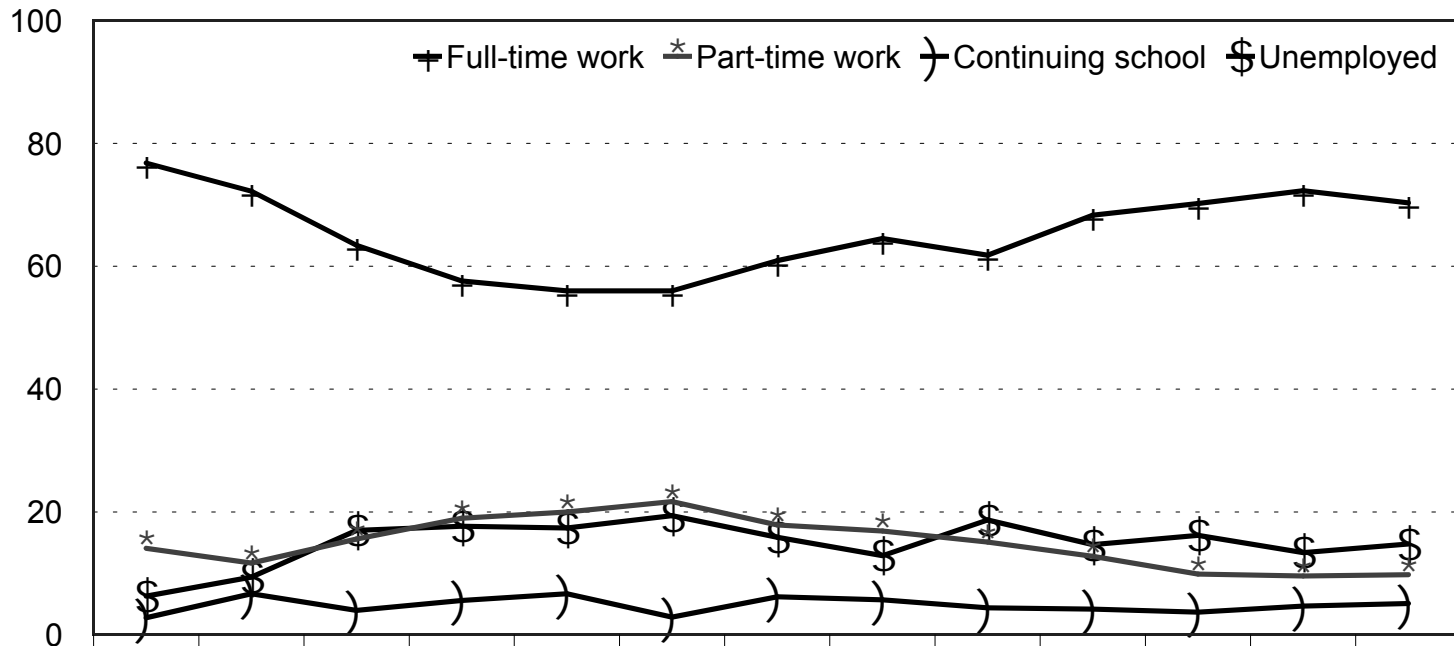
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Full-time work	65.3	69.1	66.1	64.2	63.2	61	69.1	68.7	72.1	71.8	74.5	80.4	72.2
Part-time work	17	9.7	9.4	12.9	15.7	13.3	12.3	9.3	7.5	7	6.6	4.8	7.8
Continuing school	6.1	11.5	8.9	8.9	7.9	10.8	8.6	8.1	9	9.6	6.6	5.7	6.8
Unemployed	11.6	9.7	15.7	14.1	13.2	14.9	9.6	13	11.5	11.5	12.2	9.2	13.2
(N)	147	362	383	427	432	444	405	409	401	355	377	459	395

Source: Annual Survey of Journalism & Mass Communication Graduates

12. Employment, broadcasting

Employment of BA recipients in the broadcasting specialty

Percent



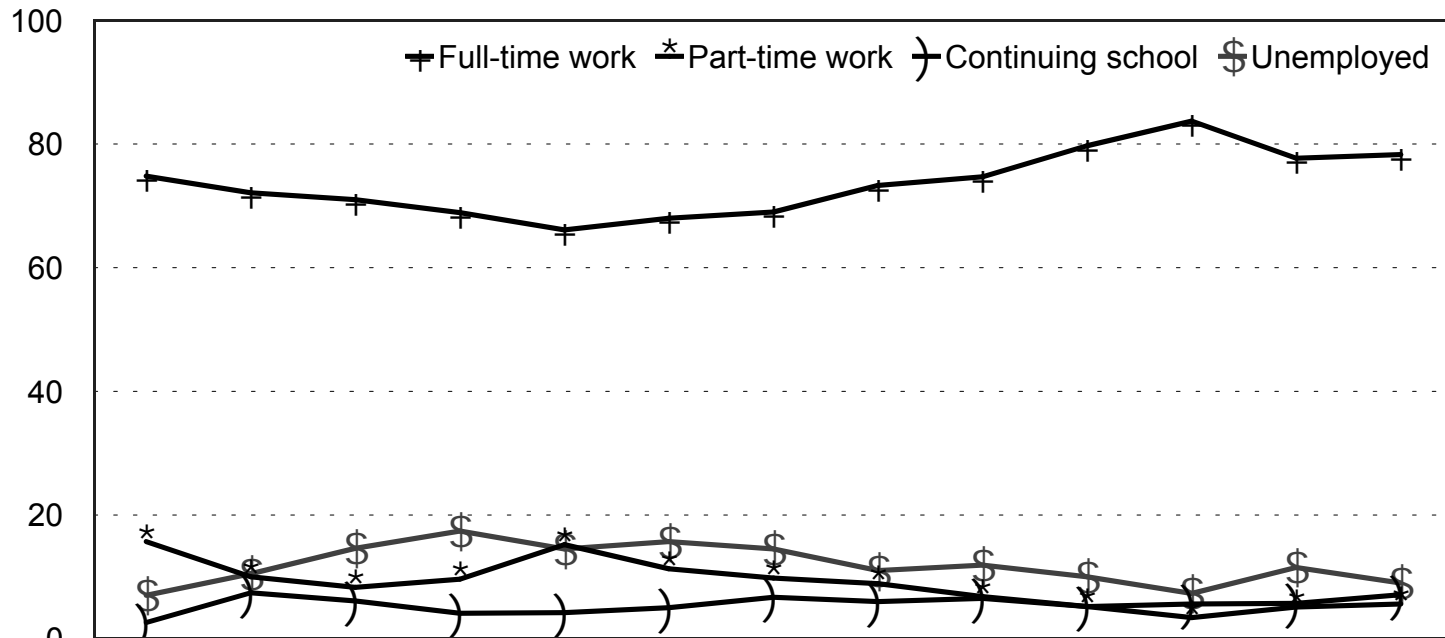
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Full-time work	76.8	72.2	63.4	57.6	56	56	60.9	64.5	61.8	68.3	70.2	72.3	70.3
Part-time work	14.1	11.7	15.6	19	20	21.7	17.9	16.9	15.1	12.8	9.9	9.6	9.8
Continuing school	2.8	6.7	4	5.6	6.7	2.9	6.2	5.7	4.4	4.2	3.7	4.7	5.1
Unemployed	6.3	9.4	17	17.7	17.4	19.4	15.9	12.9	18.7	14.7	16.2	13.4	14.8
(N)	142	385	585	536	511	448	482	580	498	524	544	596	603

Source: Annual Survey of Journalism & Mass Communication Graduates

13. Employment, advertising

Employment of BA recipients in the advertising specialty

Percent

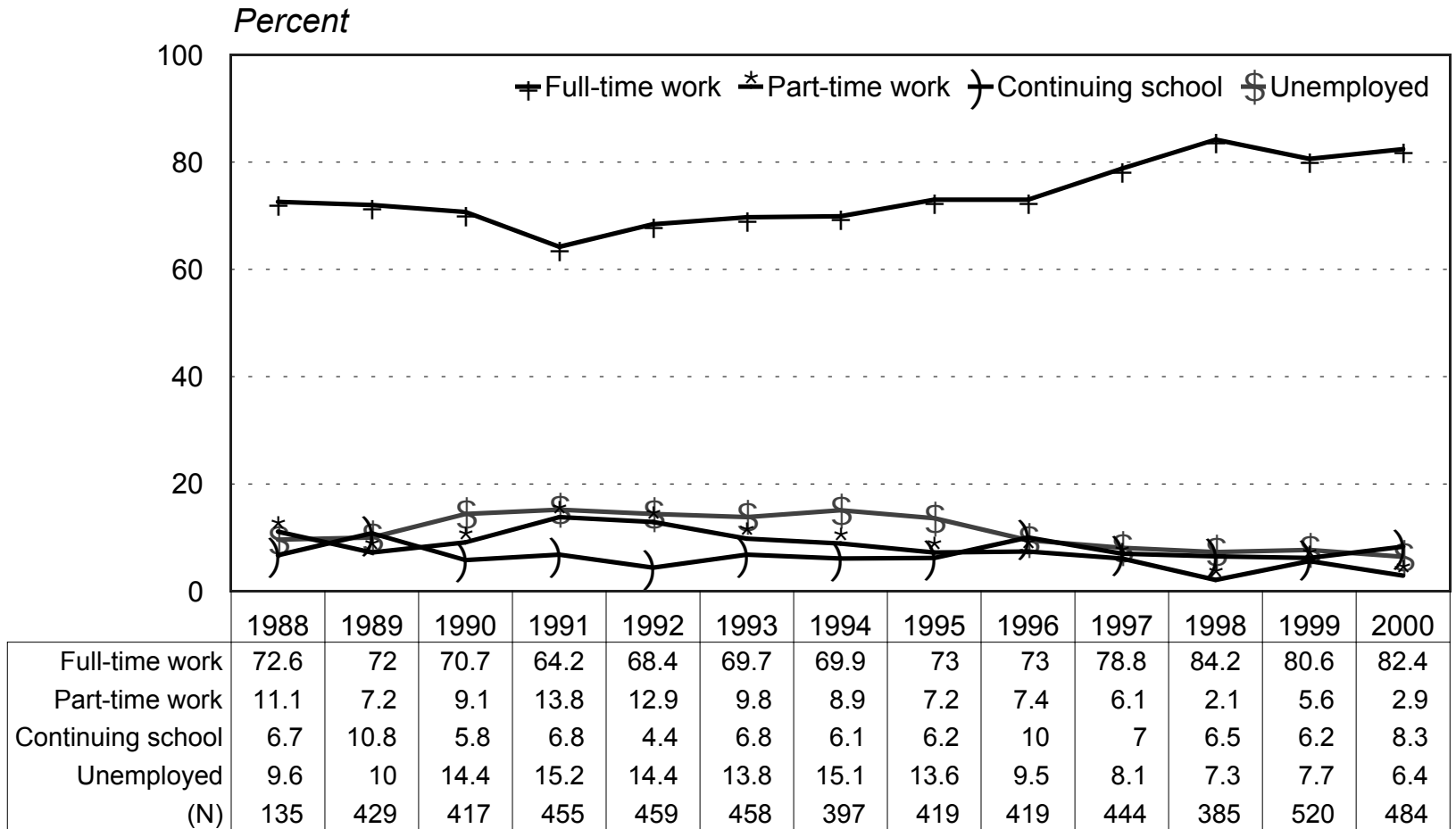


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Full-time work	74.8	72.1	71	68.9	66.1	68	69	73.3	74.7	79.7	83.7	77.7	78.3
Part-time work	15.7	10	8.3	9.6	15.2	11.3	9.8	8.9	6.8	5.2	3.4	5.1	5.6
Continuing school	2.6	7.4	6.1	4.1	4.2	5	6.7	6	6.5	5.2	5.6	5.7	7.1
Unemployed	7	10.5	14.6	17.4	14.5	15.7	14.5	11	11.9	10	7.3	11.5	9
(N)	115	351	396	363	428	363	297	281	293	271	233	314	323

Source: Annual Survey of Journalism & Mass Communication Graduates

14. Employment, PR

Employment of BA recipients in the public relations specialty

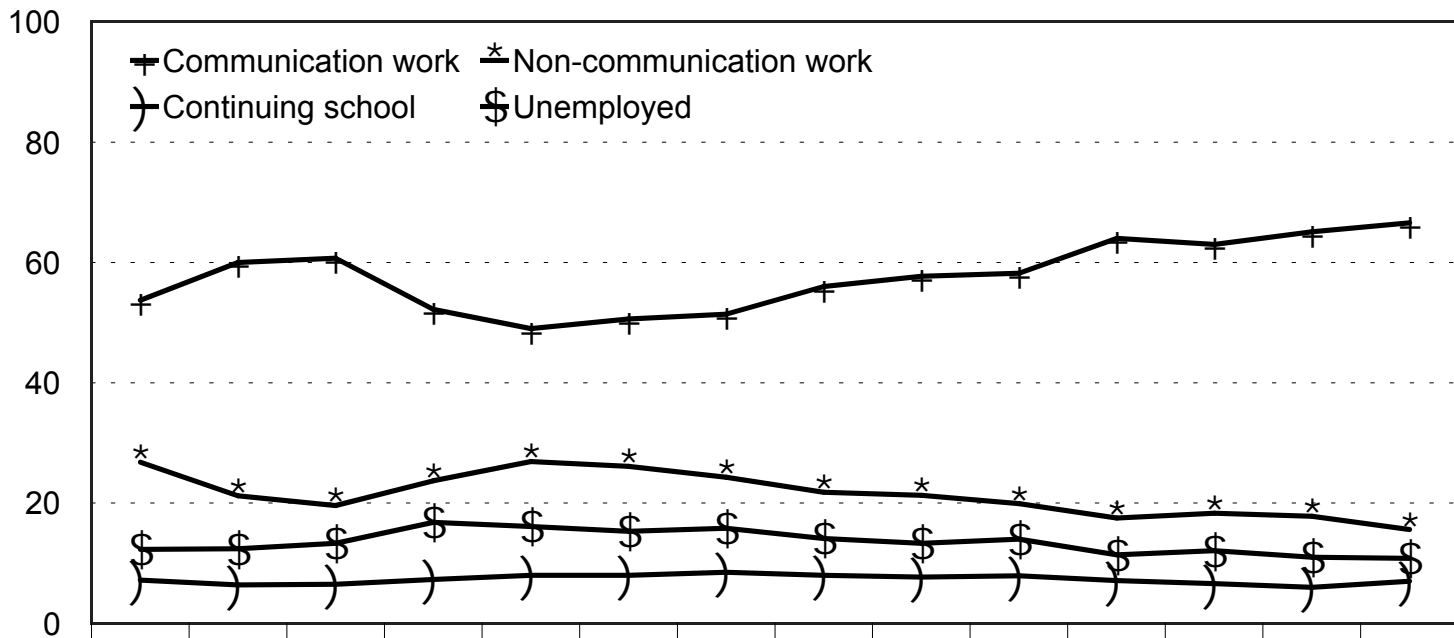


Source: Annual Survey of Journalism & Mass Communication Graduates

15. General types of work

An overview of BA recipients' work situations

Percent

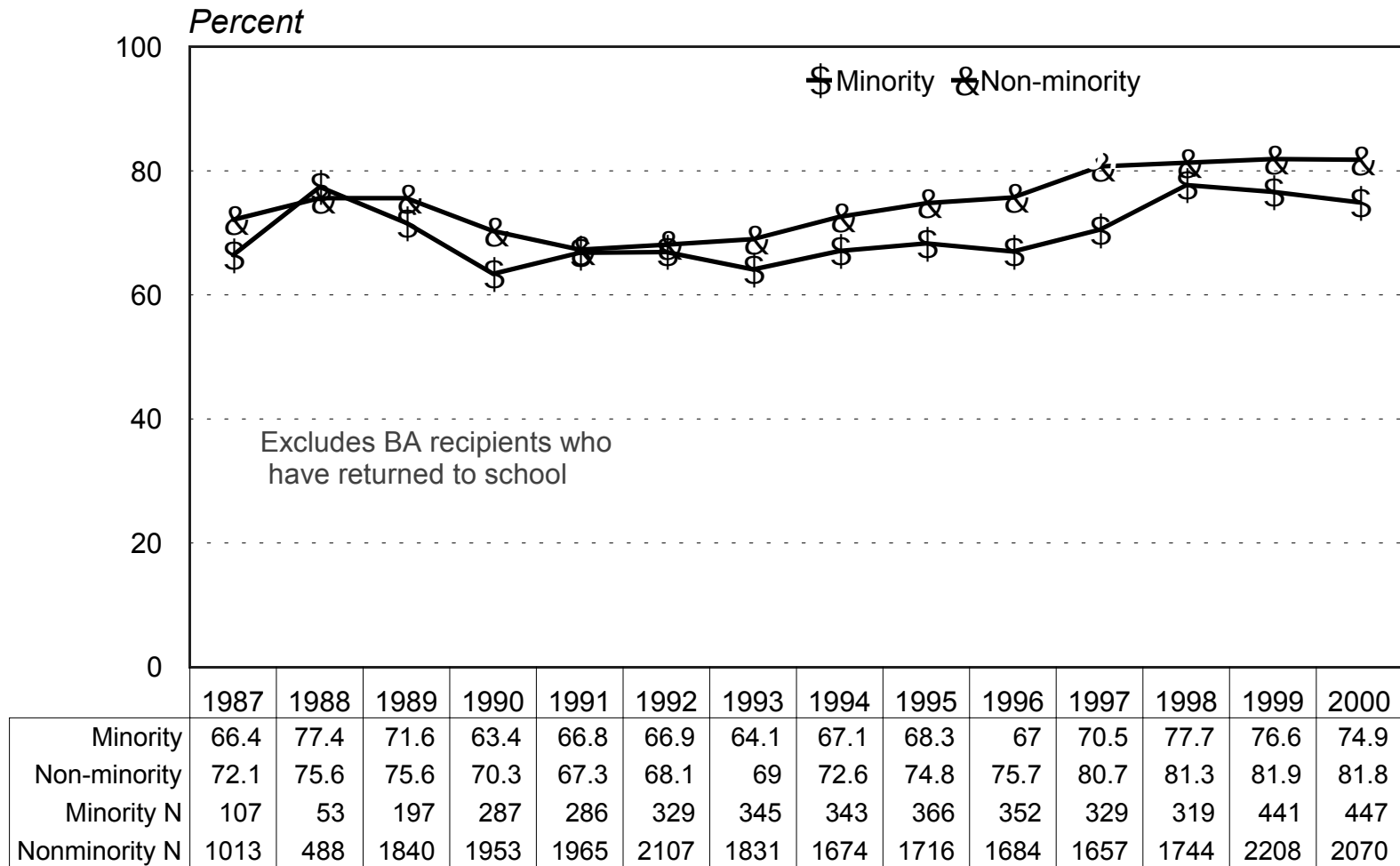


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Communication work	53.7	60	60.7	52.2	49	50.6	51.4	56	57.7	58.2	64	63	65.1	66.6
Non-communication work	26.8	21.2	19.6	23.7	26.9	26.1	24.3	21.8	21.3	19.9	17.5	18.3	17.8	15.6
Continuing school	7.2	6.4	6.5	7.3	8	8	8.5	8	7.7	7.9	7.1	6.6	6	7
Unemployed	12.3	12.4	13.3	16.8	16.1	15.3	15.8	14.1	13.3	14	11.4	12.1	11	10.8
(N)	1203	580	2186	2425	2461	2664	2392	2234	2293	2241	2169	2235	2679	2734

Source: Annual Survey of Journalism & Mass Communication Graduates

16. Minority employment

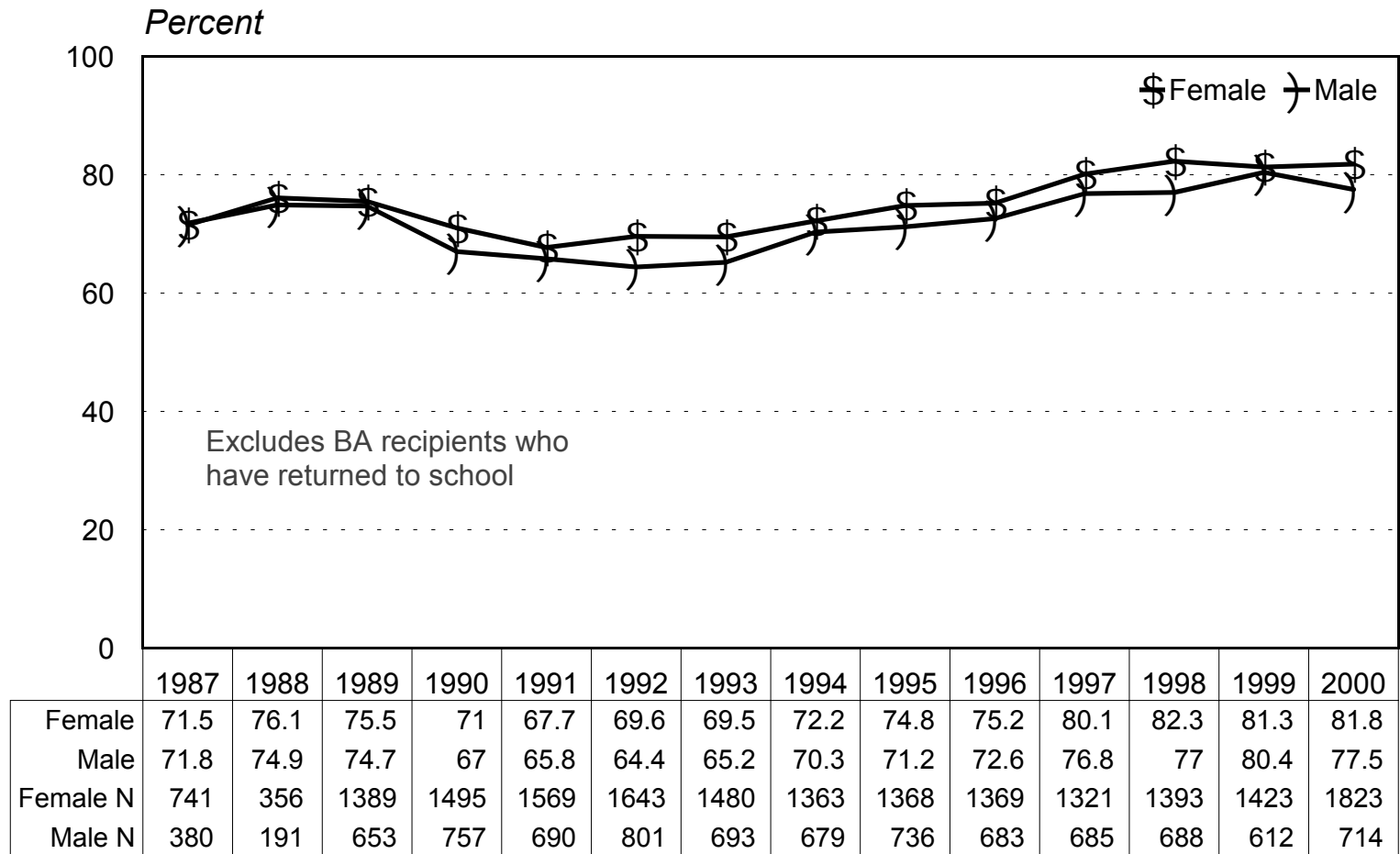
Full-time employment of minority and non-minority BA recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

17. Gender and employment

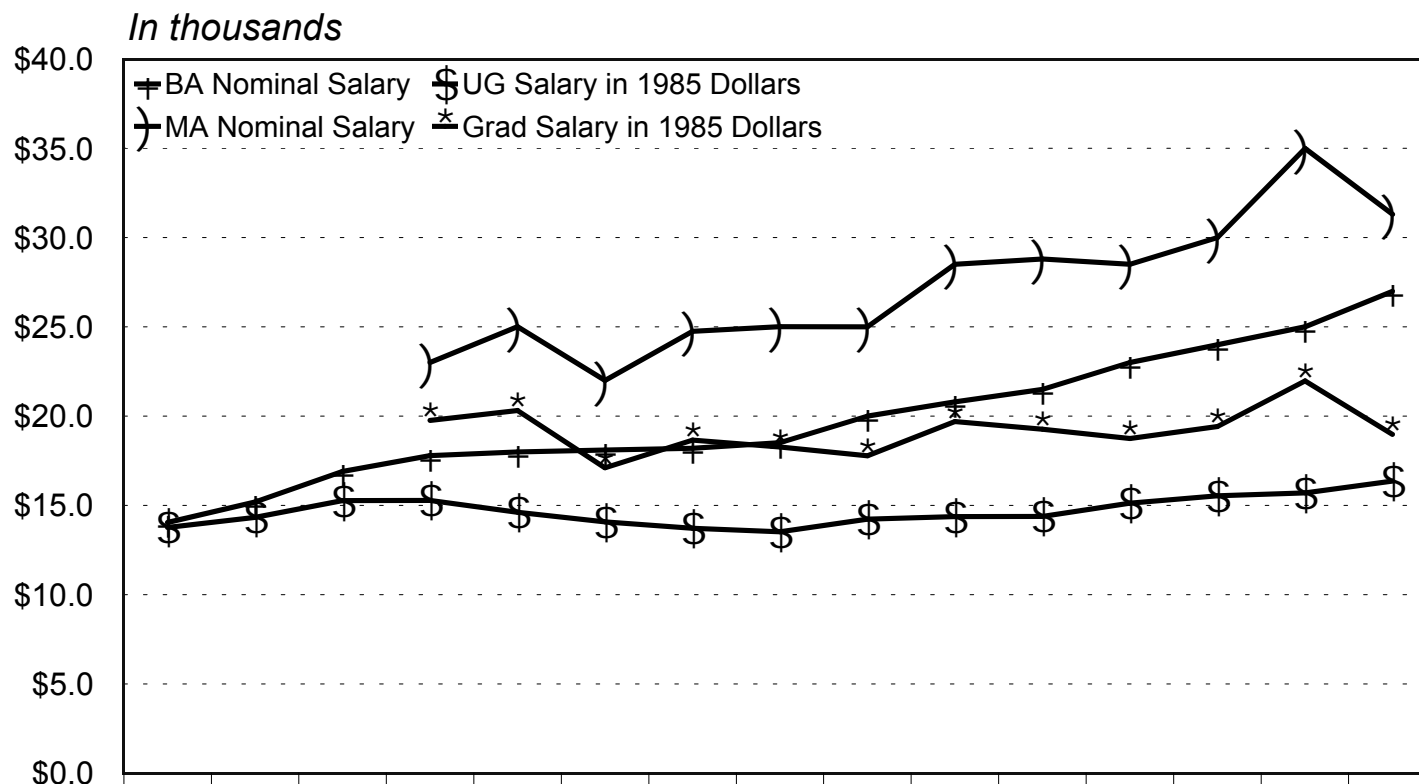
Full-time employment of female and male BA recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

18. Overall salaries

Overall nominal median annual salaries and adjustments for inflation for bachelor's and master's degree recipients

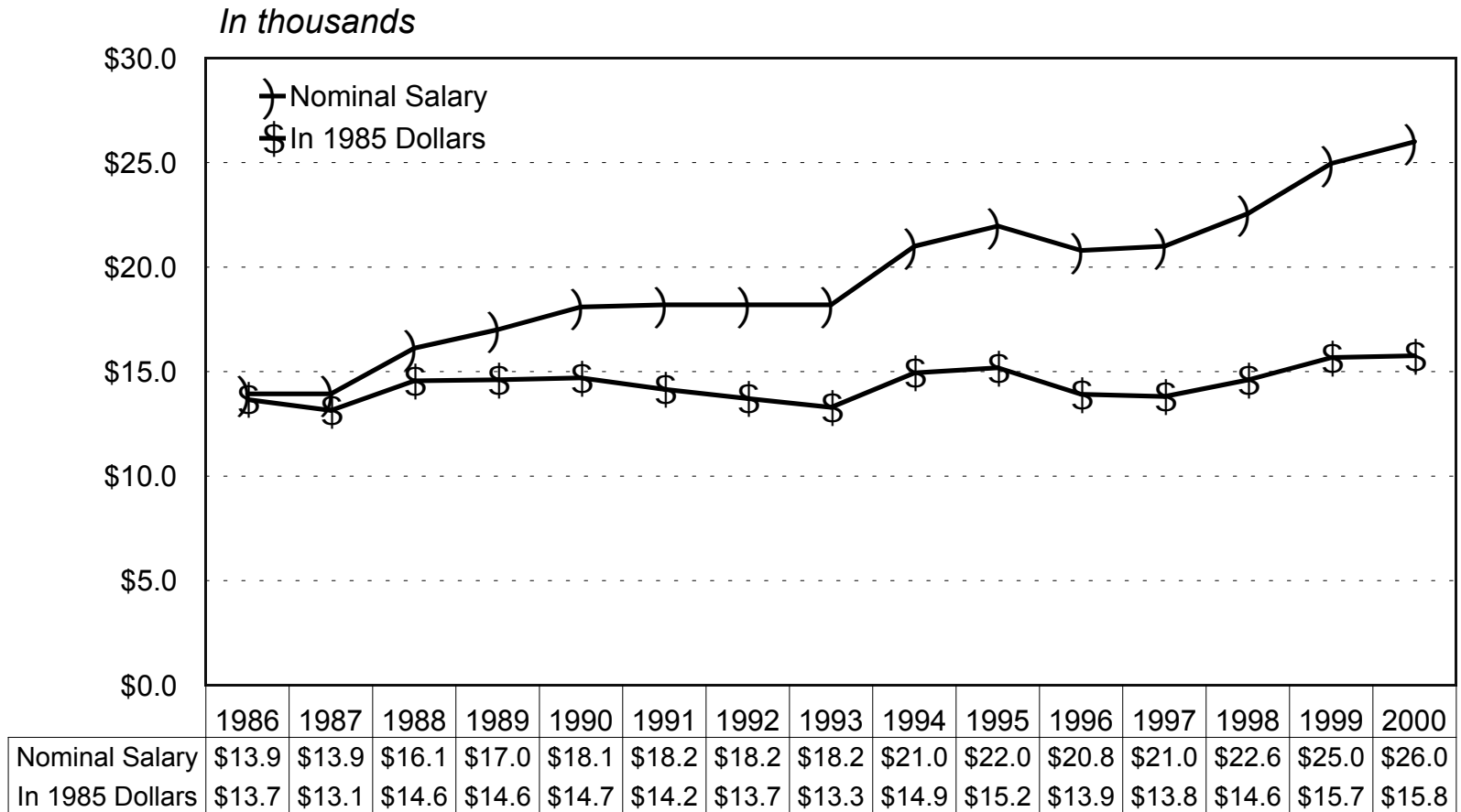


	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
BA Nominal Salary	\$14.0	\$15.2	\$16.9	\$17.8	\$18.0	\$18.1	\$18.2	\$18.5	\$20.0	\$20.8	\$21.5	\$23.0	\$24.0	\$25.0	\$27.0
UG Salary in 1985 Dollars	\$13.8	\$14.3	\$15.3	\$15.3	\$14.6	\$14.1	\$13.7	\$13.5	\$14.2	\$14.4	\$14.4	\$15.1	\$15.5	\$15.7	\$16.4
MA Nominal Salary				\$23.0	\$25.0	\$22.0	\$24.8	\$25.0	\$25.0	\$28.5	\$28.8	\$28.5	\$30.0	\$35.0	\$31.3
Grad Salary in 1985 Dollars				\$19.8	\$20.3	\$17.1	\$18.7	\$18.3	\$17.8	\$19.7	\$19.3	\$18.7	\$19.4	\$22.0	\$19.0

Source: Annual Survey of Journalism & Mass Communication Graduates

19. Salaries and dailies

Annual nominal median salaries and adjustments for inflation at daily newspapers

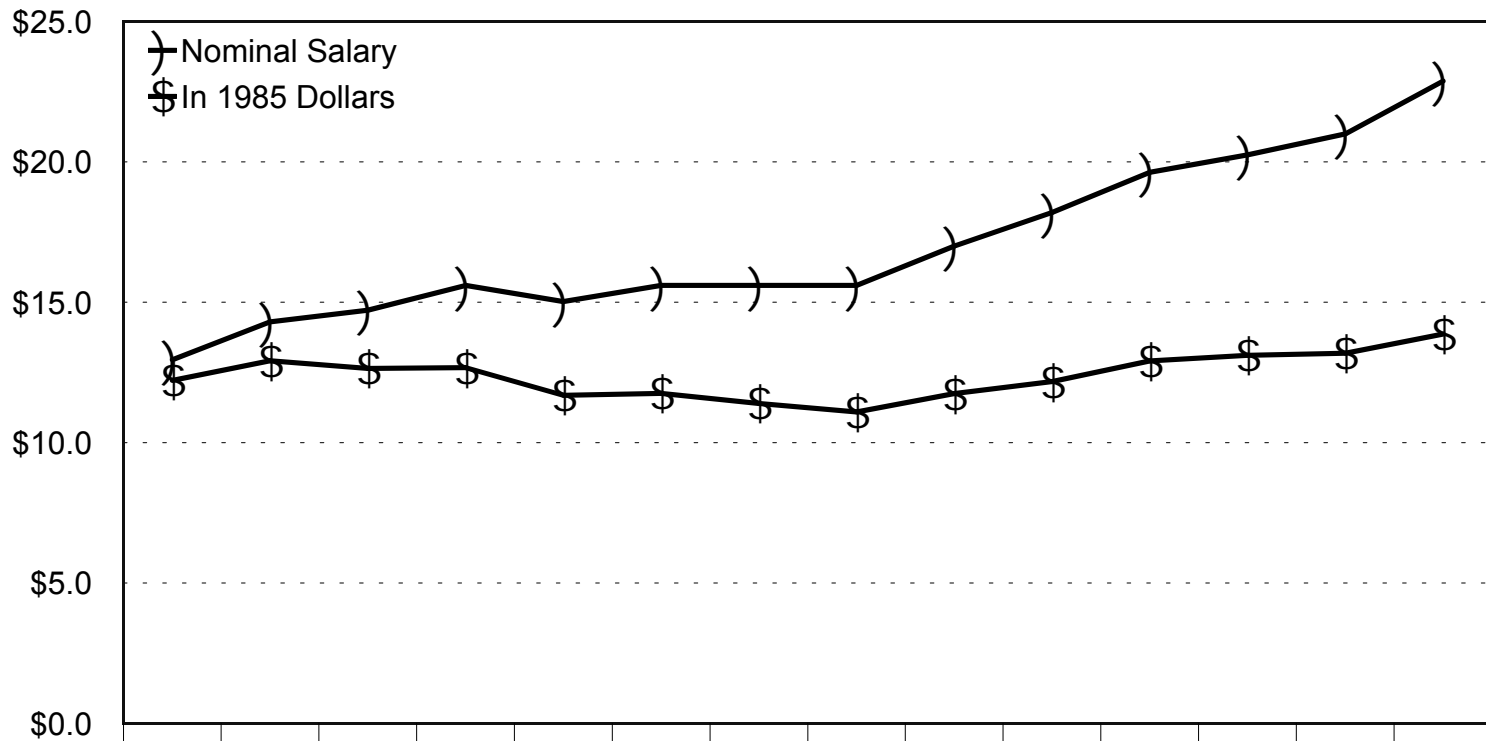


Source: Annual Survey of Journalism & Mass Communication Graduates

20. Salaries and weeklies

Annual nominal median salaries and adjustments for inflation at weekly newspapers

In thousands



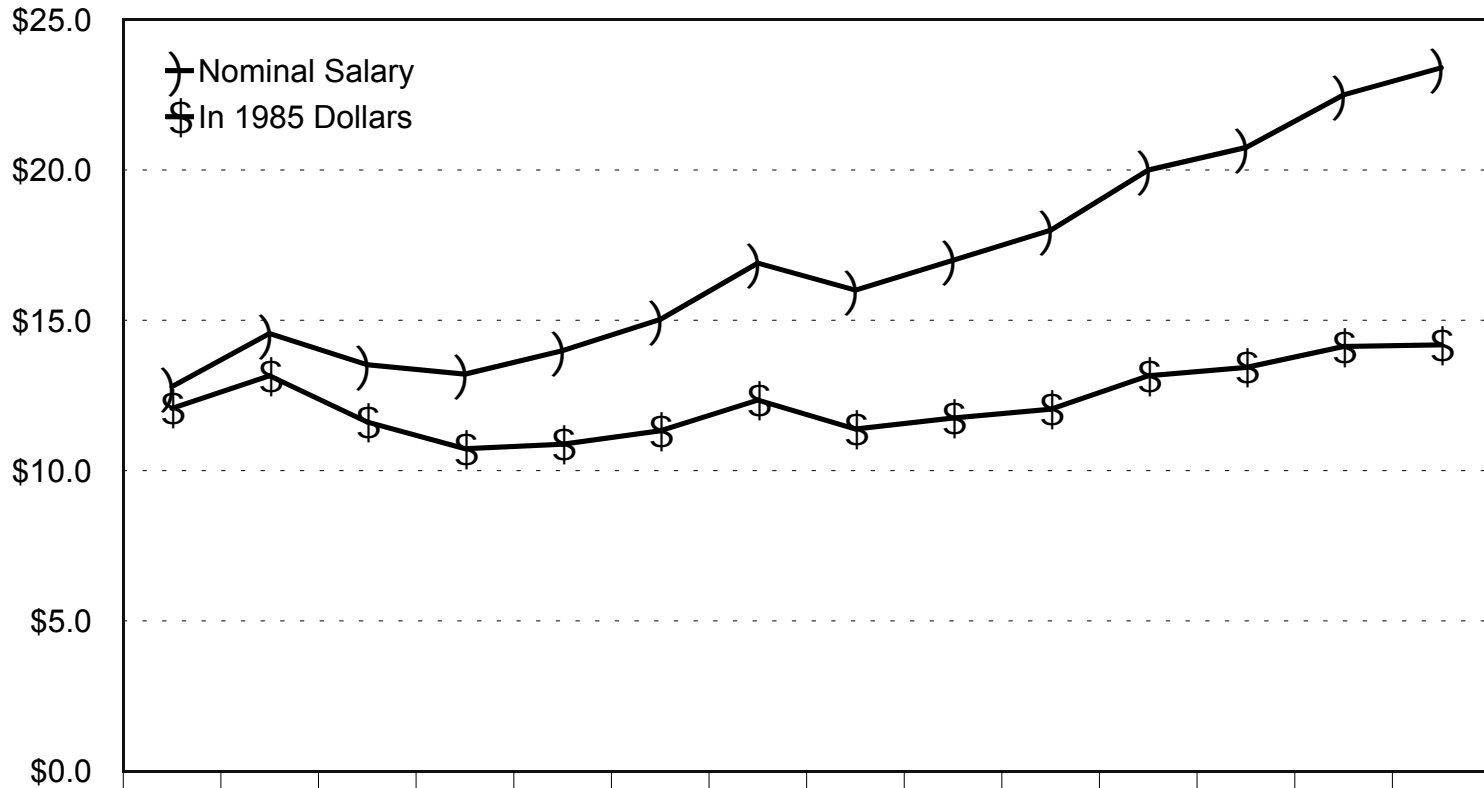
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Nominal Salary	\$12.9	\$14.3	\$14.7	\$15.6	\$15.0	\$15.6	\$15.6	\$15.6	\$17.0	\$18.2	\$19.6	\$20.3	\$21.0	\$22.9
In 1985 Dollars	\$12.2	\$12.9	\$12.6	\$12.7	\$11.7	\$11.8	\$11.4	\$11.1	\$11.7	\$12.2	\$12.9	\$13.1	\$13.2	\$13.9

Source: Annual Survey of Journalism & Mass Communication Graduates

21. Salaries and radio

Annual nominal median salaries and adjustments for inflation in radio

In thousands



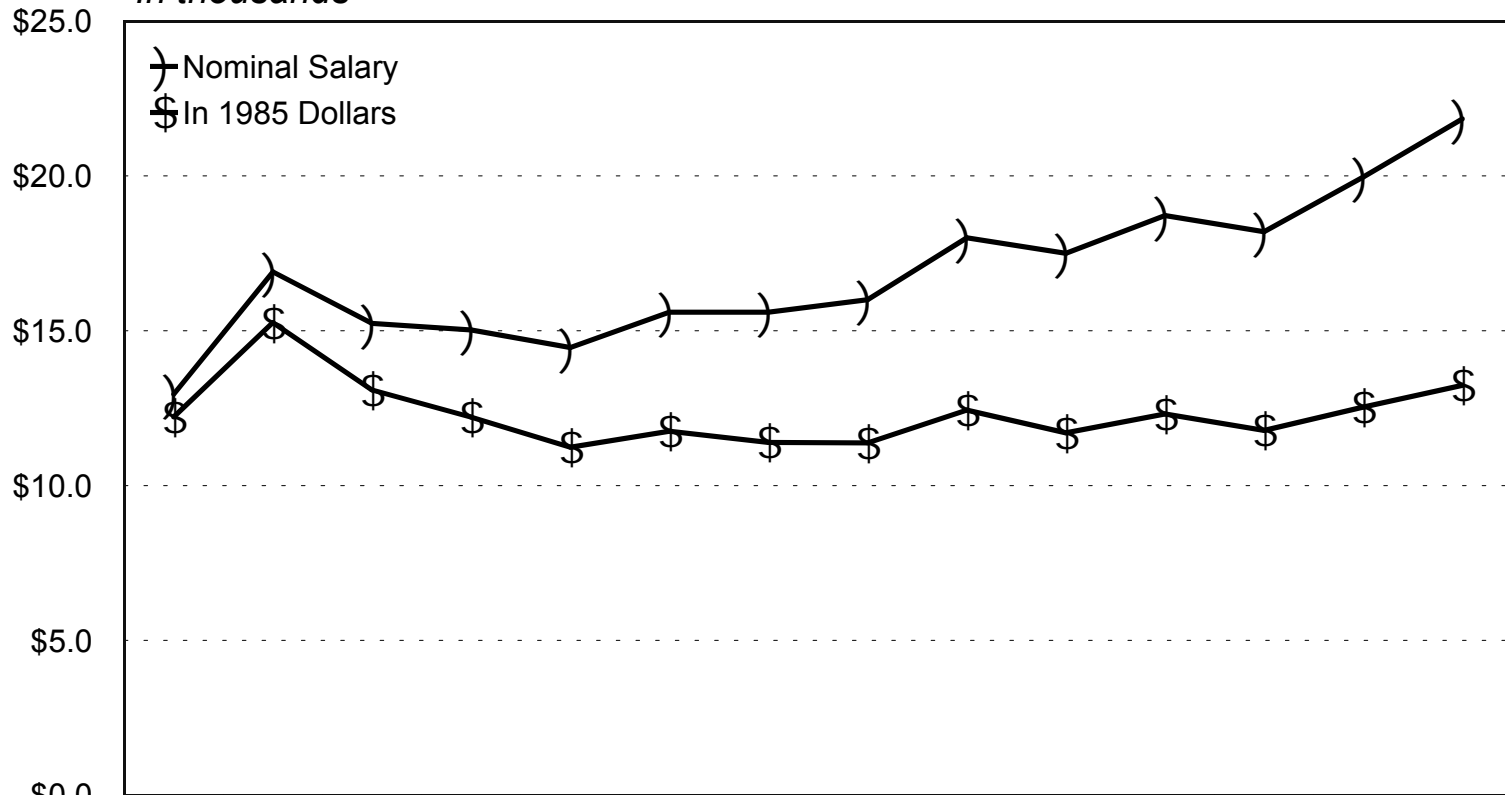
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Nominal Salary	\$12.8	\$14.6	\$13.5	\$13.2	\$14.0	\$15.0	\$16.9	\$16.0	\$17.0	\$18.0	\$20.0	\$20.8	\$22.5	\$23.4
In 1985 Dollars	\$12.1	\$13.2	\$11.6	\$10.7	\$10.9	\$11.3	\$12.3	\$11.4	\$11.7	\$12.0	\$13.2	\$13.4	\$14.1	\$14.2

Source: Annual Survey of Journalism & Mass Communication Graduates

22. Salaries and television

Annual nominal median salaries and adjustments for inflation in TV

In thousands

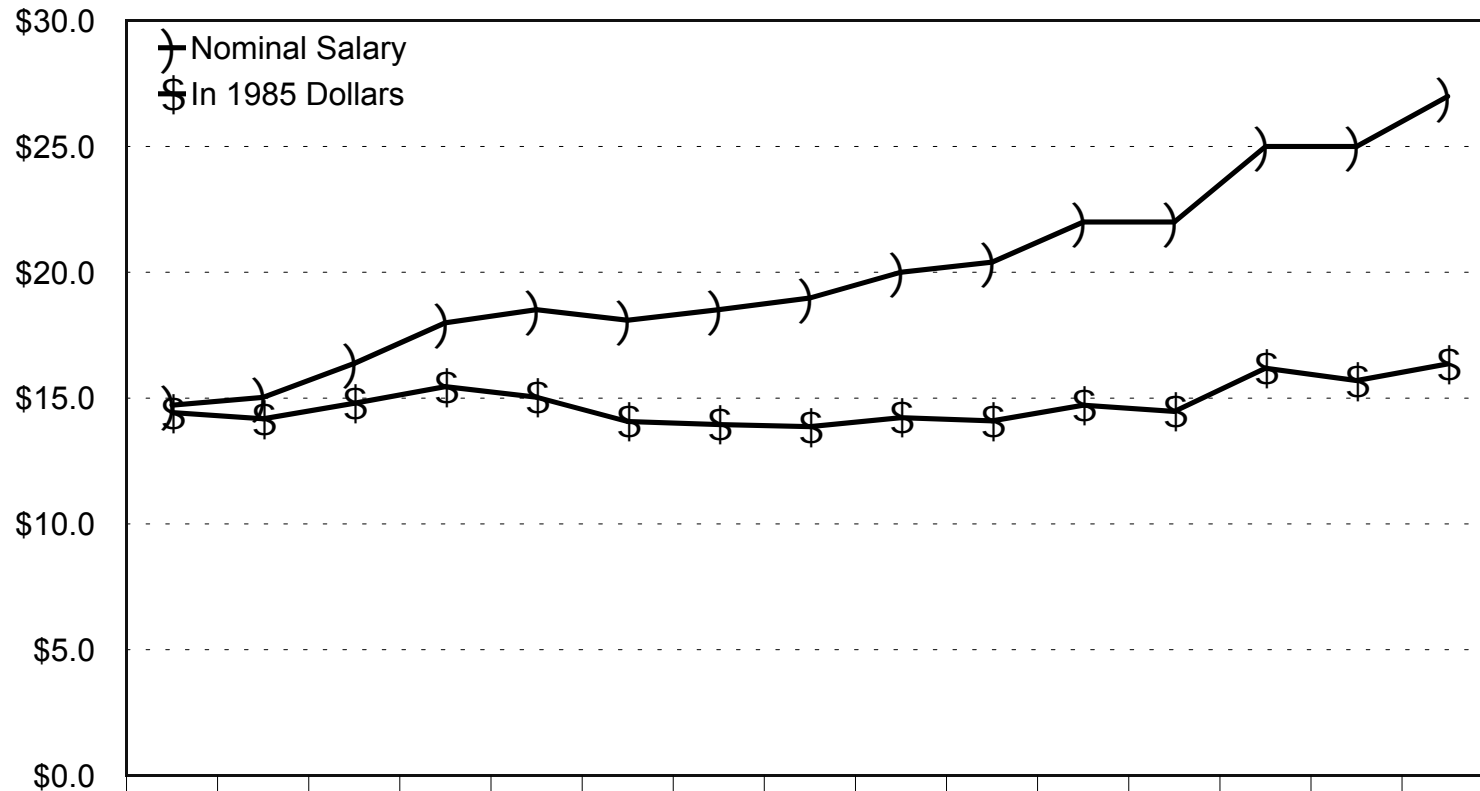


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Nominal Salary	\$12.9	\$16.9	\$15.2	\$15.0	\$14.5	\$15.6	\$15.6	\$16.0	\$18.0	\$17.5	\$18.7	\$18.2	\$20.0	\$21.8
In 1985 Dollars	\$12.2	\$15.3	\$13.1	\$12.2	\$11.2	\$11.8	\$11.4	\$11.4	\$12.4	\$11.7	\$12.3	\$11.8	\$12.5	\$13.2

Source: Annual Survey of Journalism & Mass Communication Graduates

23. Salaries and advertising

Annual nominal median salaries and adjustments for inflation in advertising
In thousands



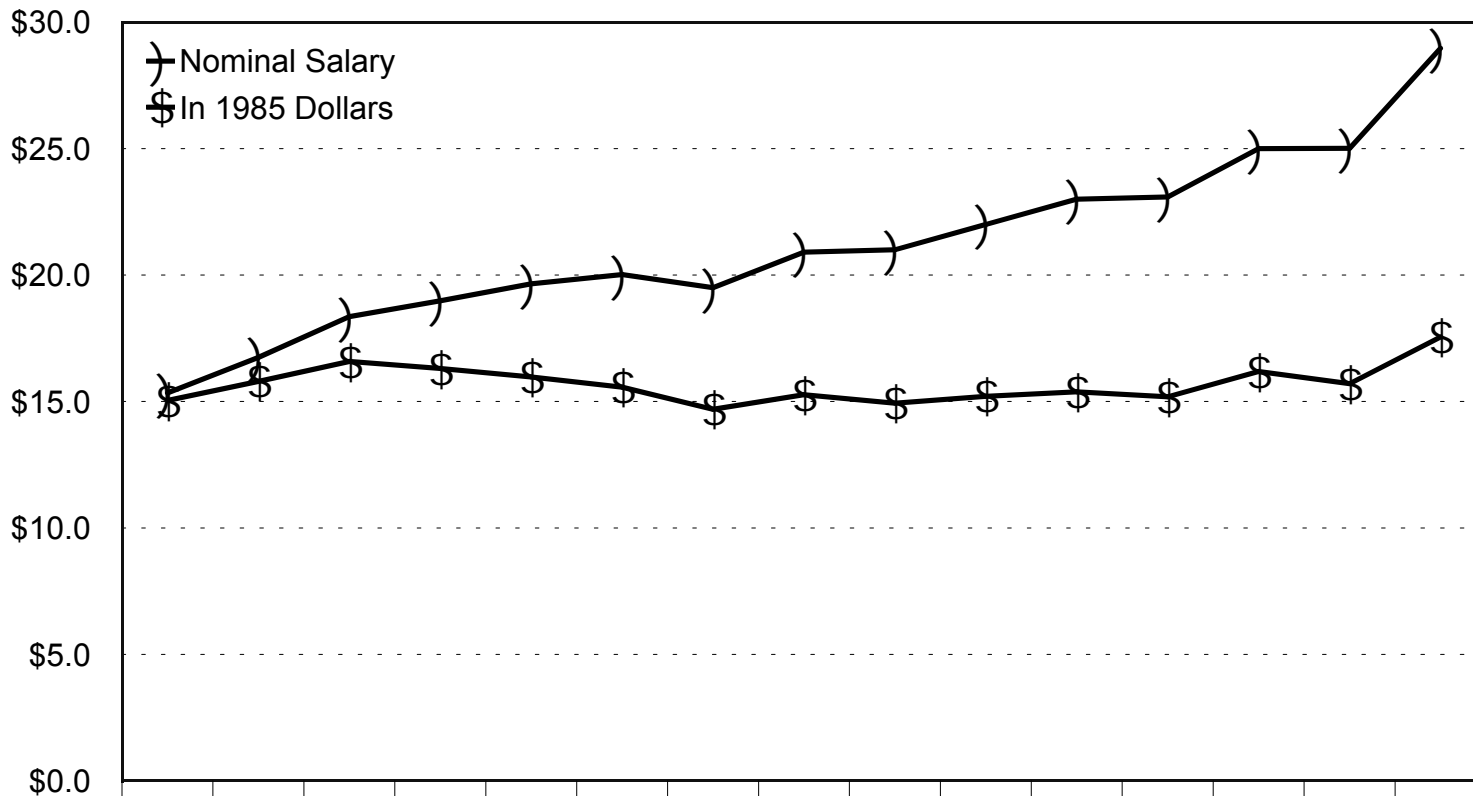
	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Nominal Salary	\$14.7	\$15.0	\$16.4	\$18.0	\$18.5	\$18.1	\$18.5	\$19.0	\$20.0	\$20.4	\$22.0	\$22.0	\$25.0	\$25.0	\$27.0
In 1985 Dollars	\$14.4	\$14.2	\$14.8	\$15.5	\$15.0	\$14.1	\$14.0	\$13.9	\$14.2	\$14.1	\$14.7	\$14.5	\$16.2	\$15.7	\$16.4

Source: Annual Survey of Journalism & Mass Communication Graduates

24. Salaries and PR

Annual nominal median salaries and adjustments
for inflation in public relations

In thousands



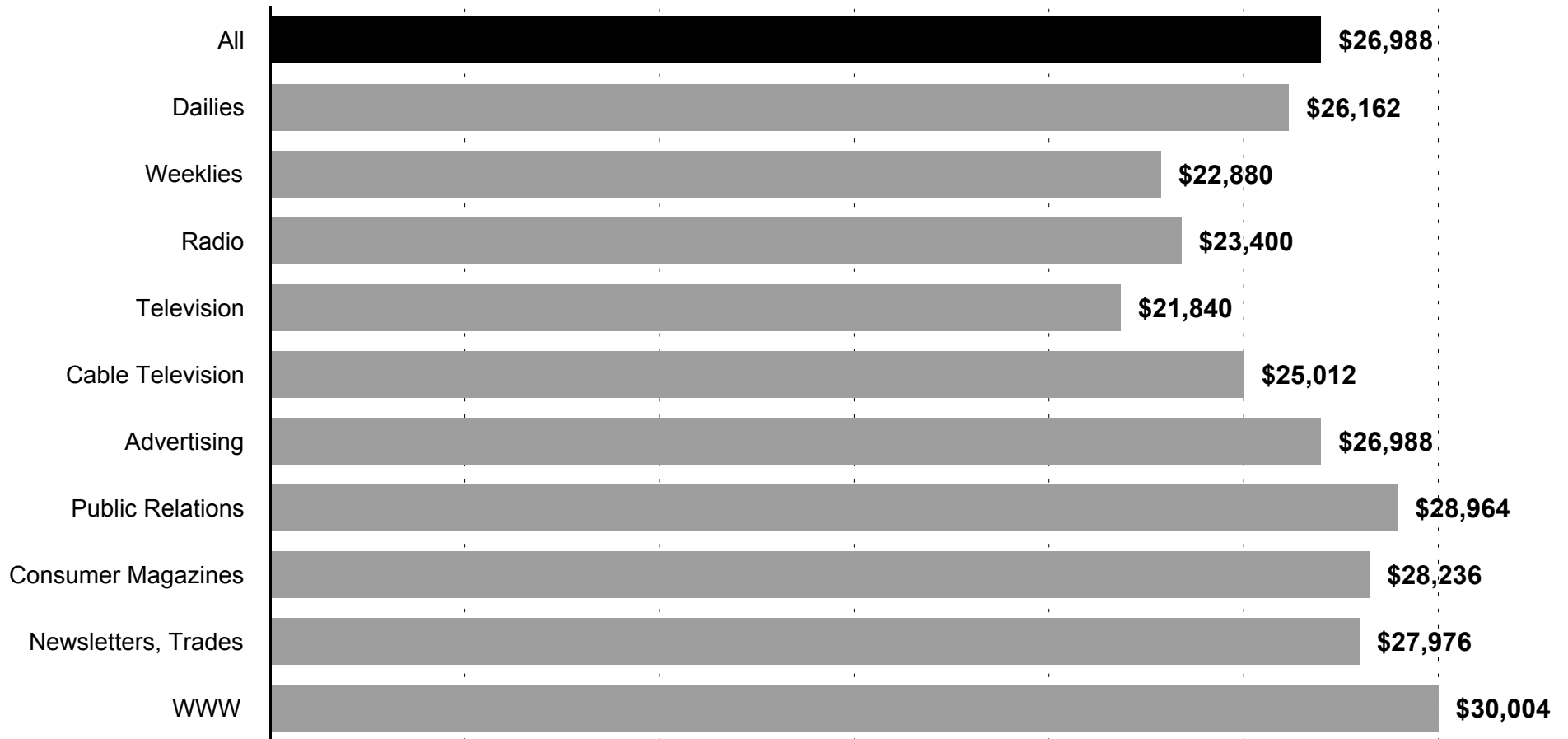
	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Nominal Salary	\$15.3	\$16.7	\$18.4	\$19.0	\$19.7	\$20.0	\$19.5	\$20.9	\$21.0	\$22.0	\$23.0	\$23.1	\$25.0	\$25.0	\$29.0
In 1985 Dollars	\$15.0	\$15.8	\$16.6	\$16.3	\$16.0	\$15.6	\$14.7	\$15.3	\$14.9	\$15.2	\$15.4	\$15.2	\$16.2	\$15.7	\$17.6

Source: Annual Survey of Journalism & Mass Communication Graduates

25. Salaries compared

Median yearly salaries for 2000 BA recipients with full-time jobs

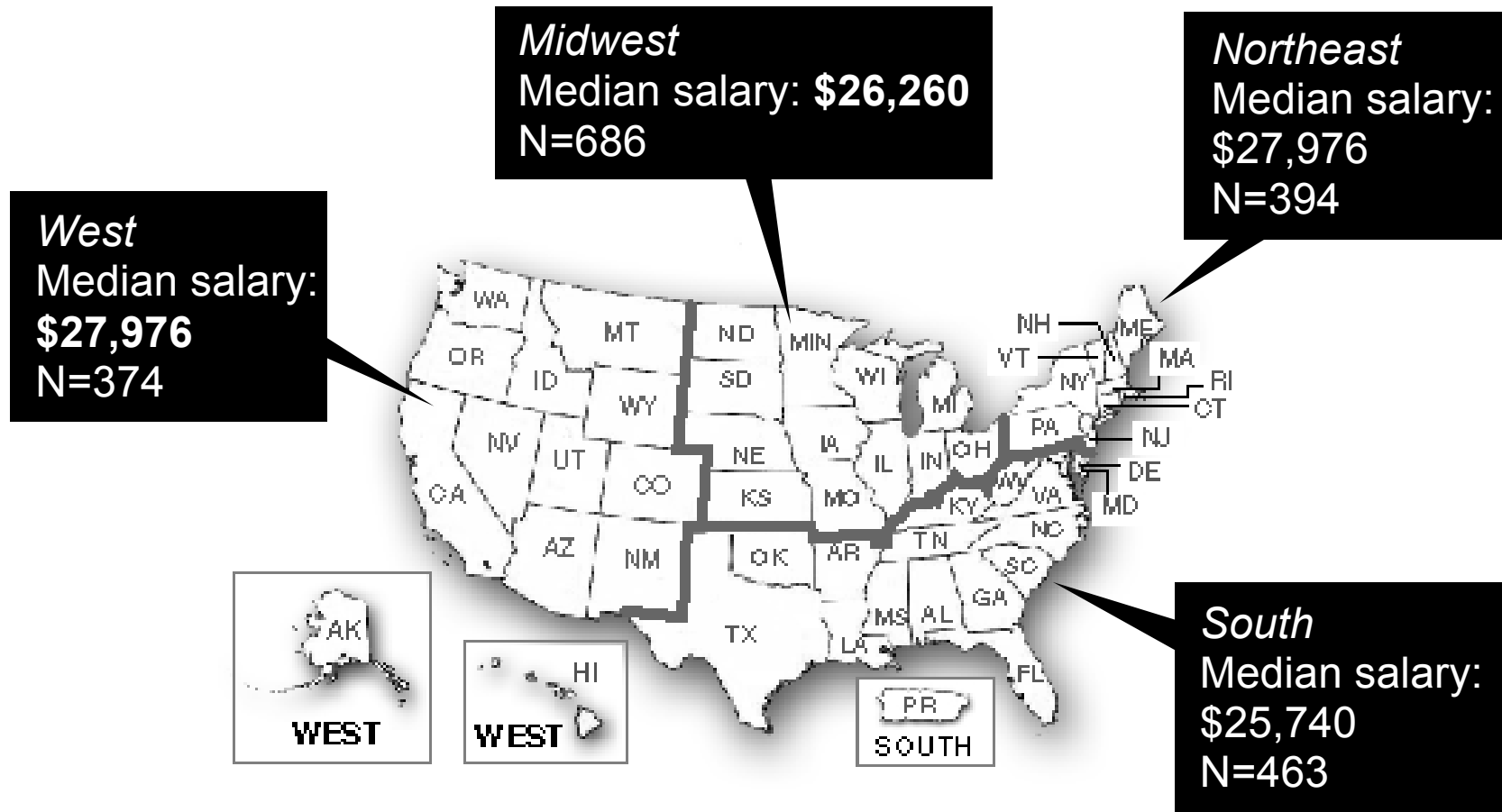
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

26. Salaries by region

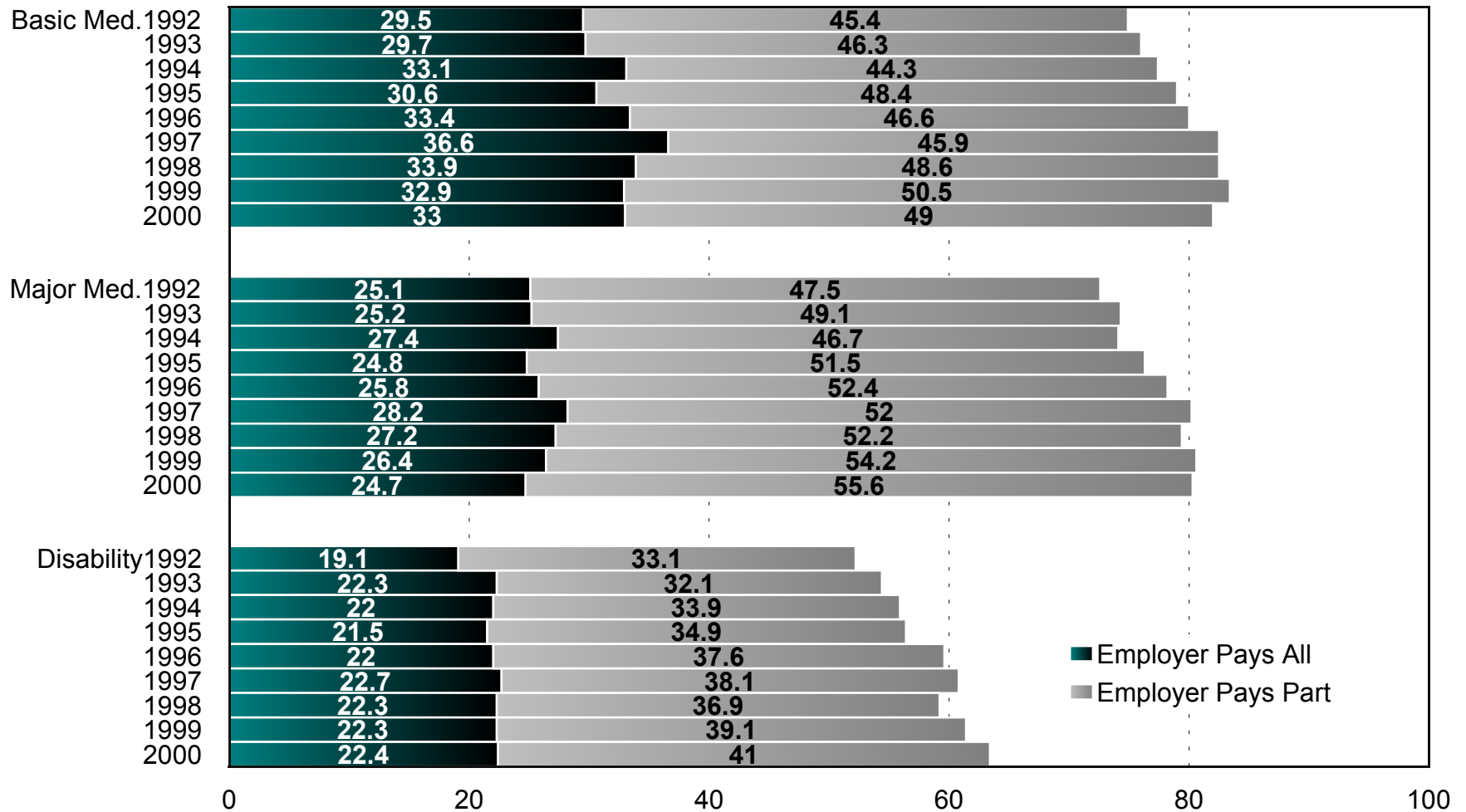
Median yearly salaries for 2000 BA recipients with full-time jobs



27. Job benefits I

Benefits available to BA recipients with full-time jobs

Percent

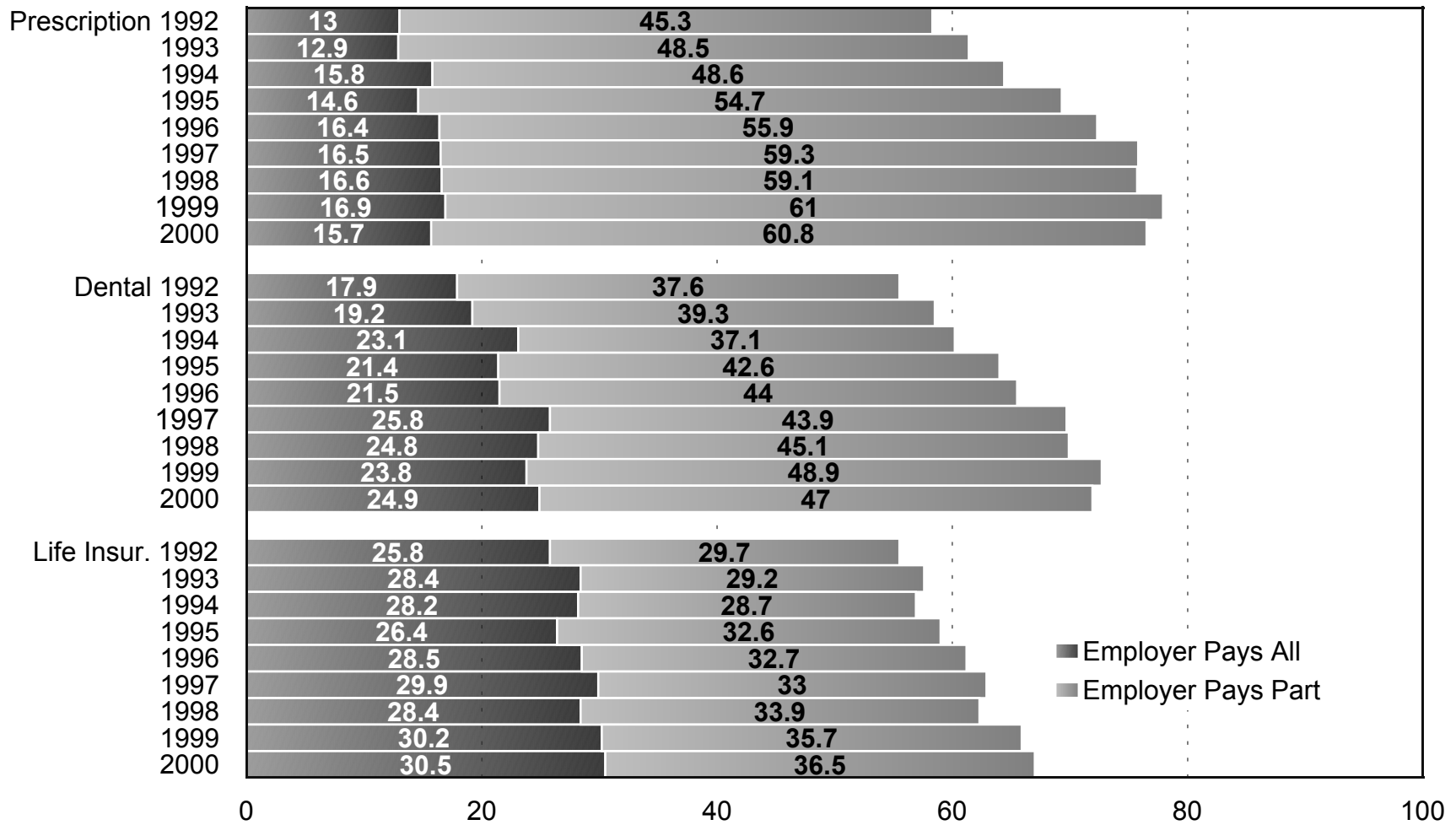


Source: Annual Survey of Journalism & Mass Communication Graduates

28. Job benefits II

Benefits available to BA recipients with full-time jobs

Percent

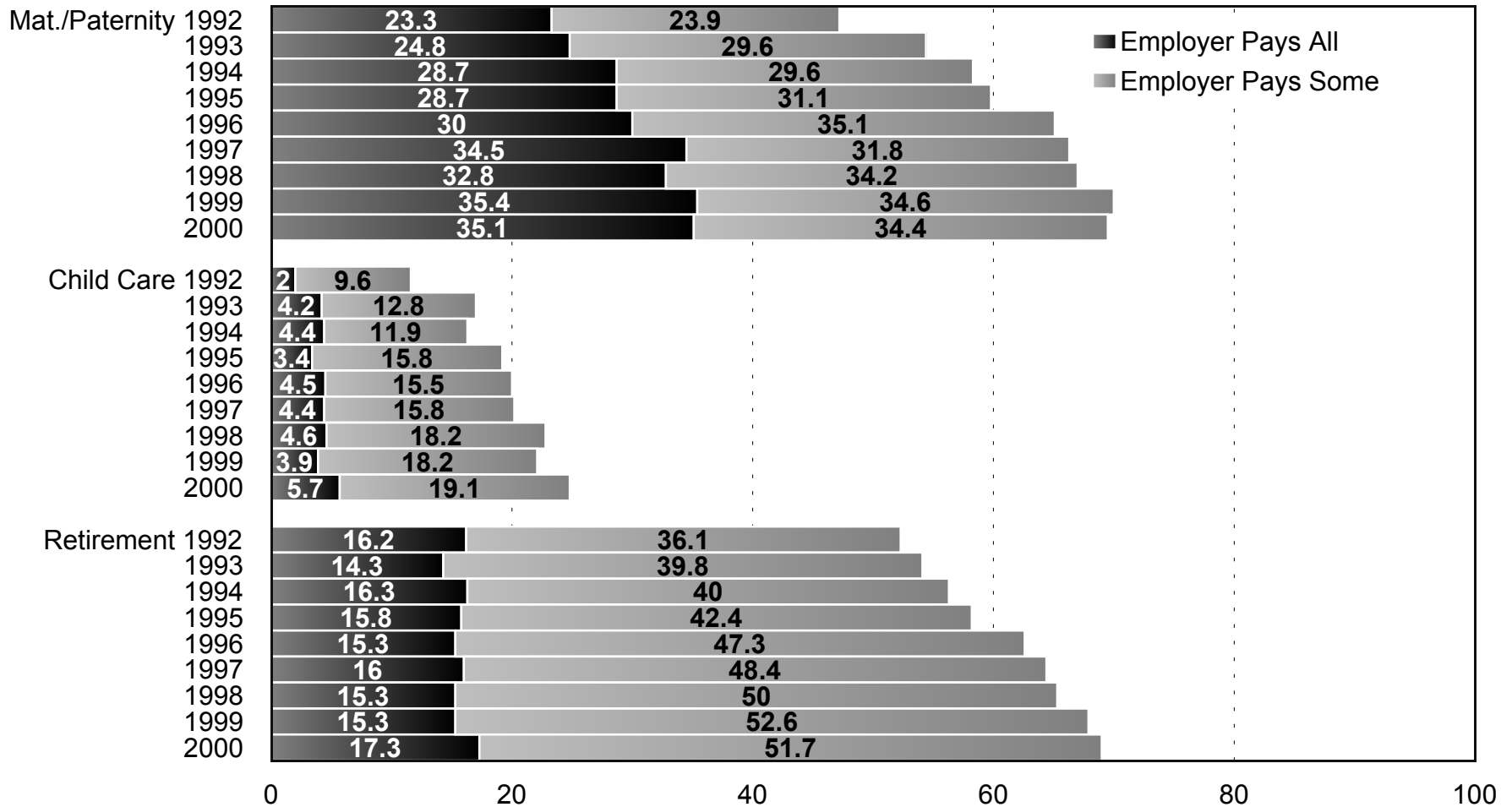


Source: Annual Survey of Journalism & Mass Communication Graduates

29. Job benefits III

Benefits available to BA recipients with full-time jobs

Percent

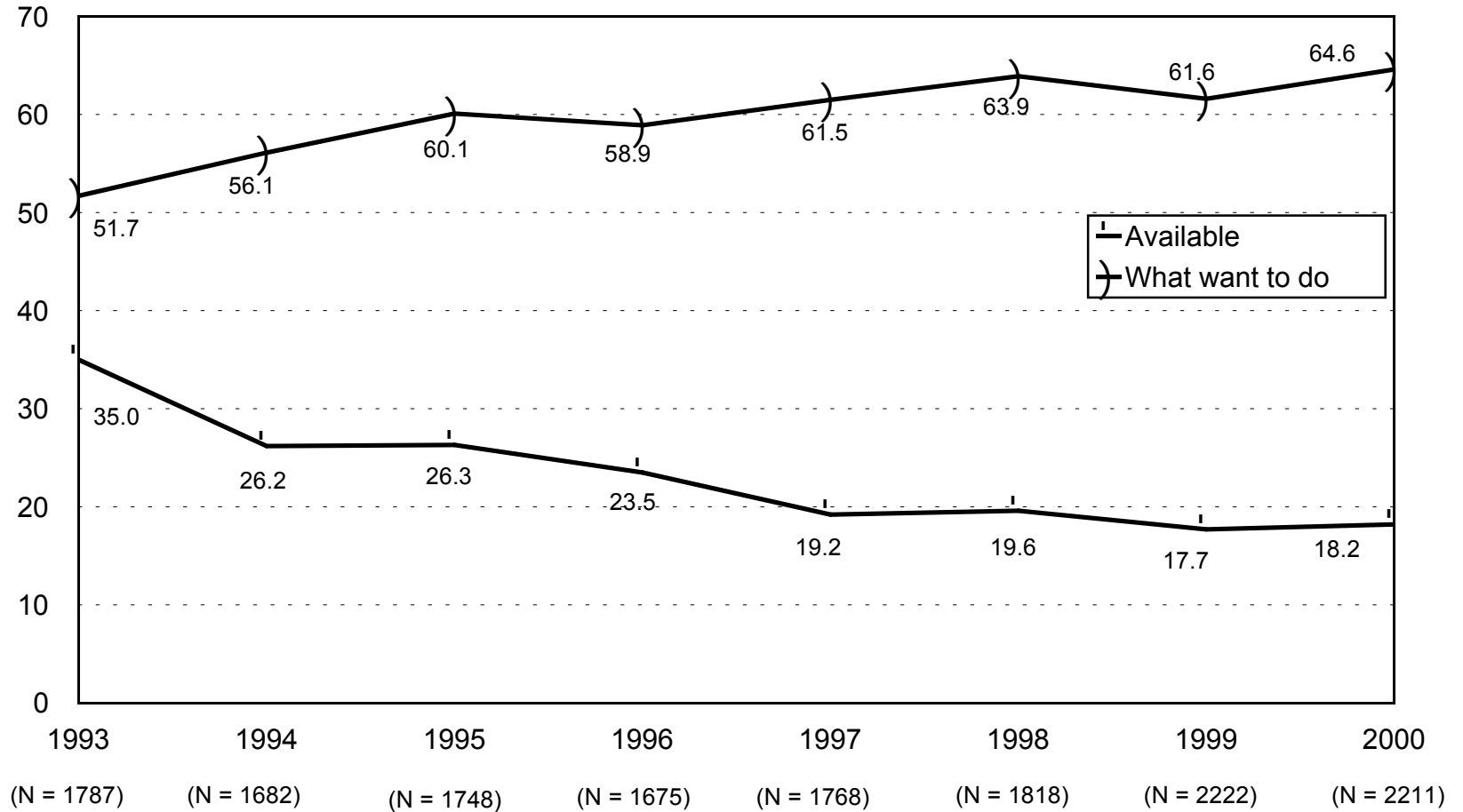


Source: Annual Survey of Journalism & Mass Communication Graduates

30. Why jobs chosen

Employed BA recipients' reasons for selecting jobs

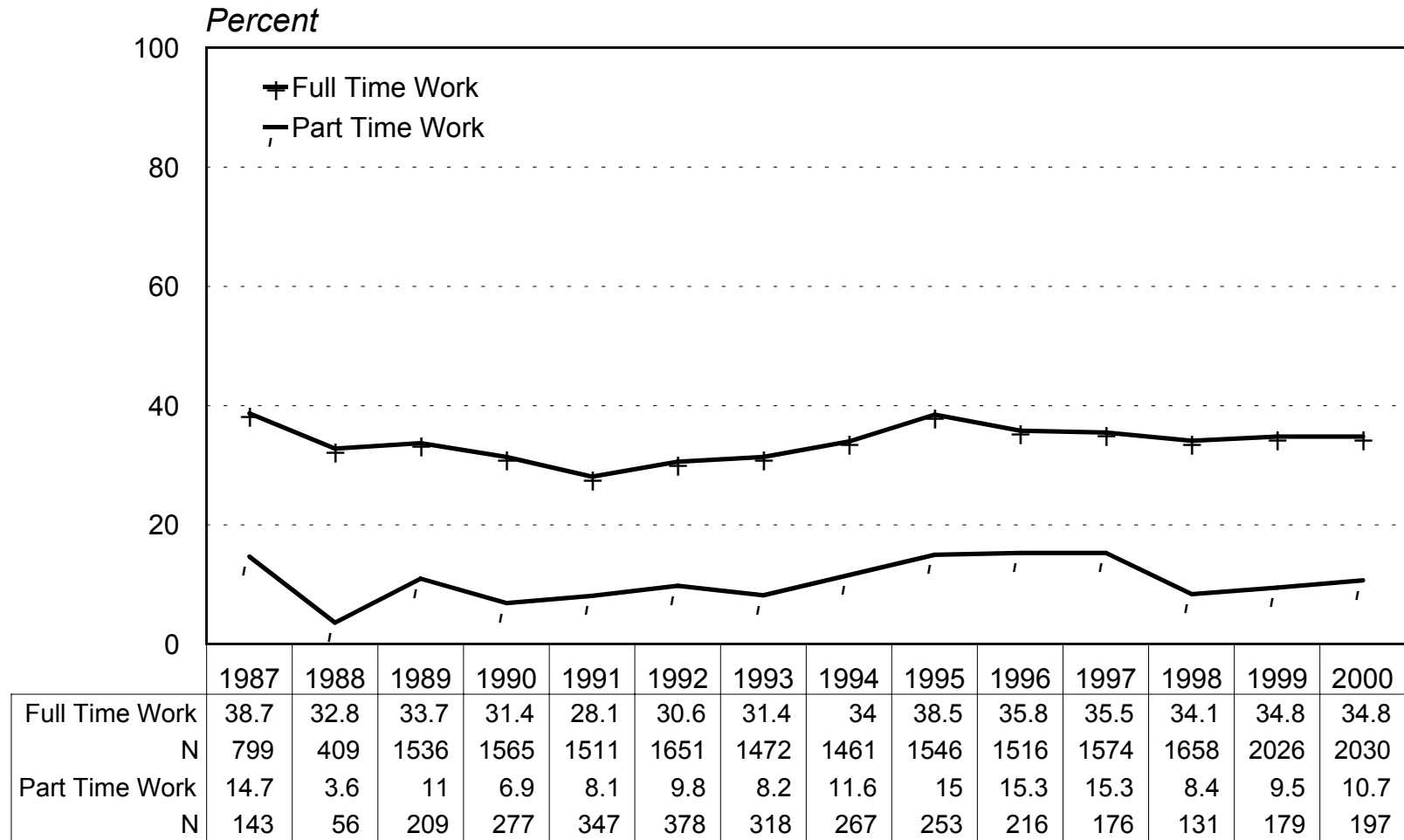
Percent Very Important



Source: Annual Survey of Journalism & Mass Communication Graduates

31. Job satisfaction

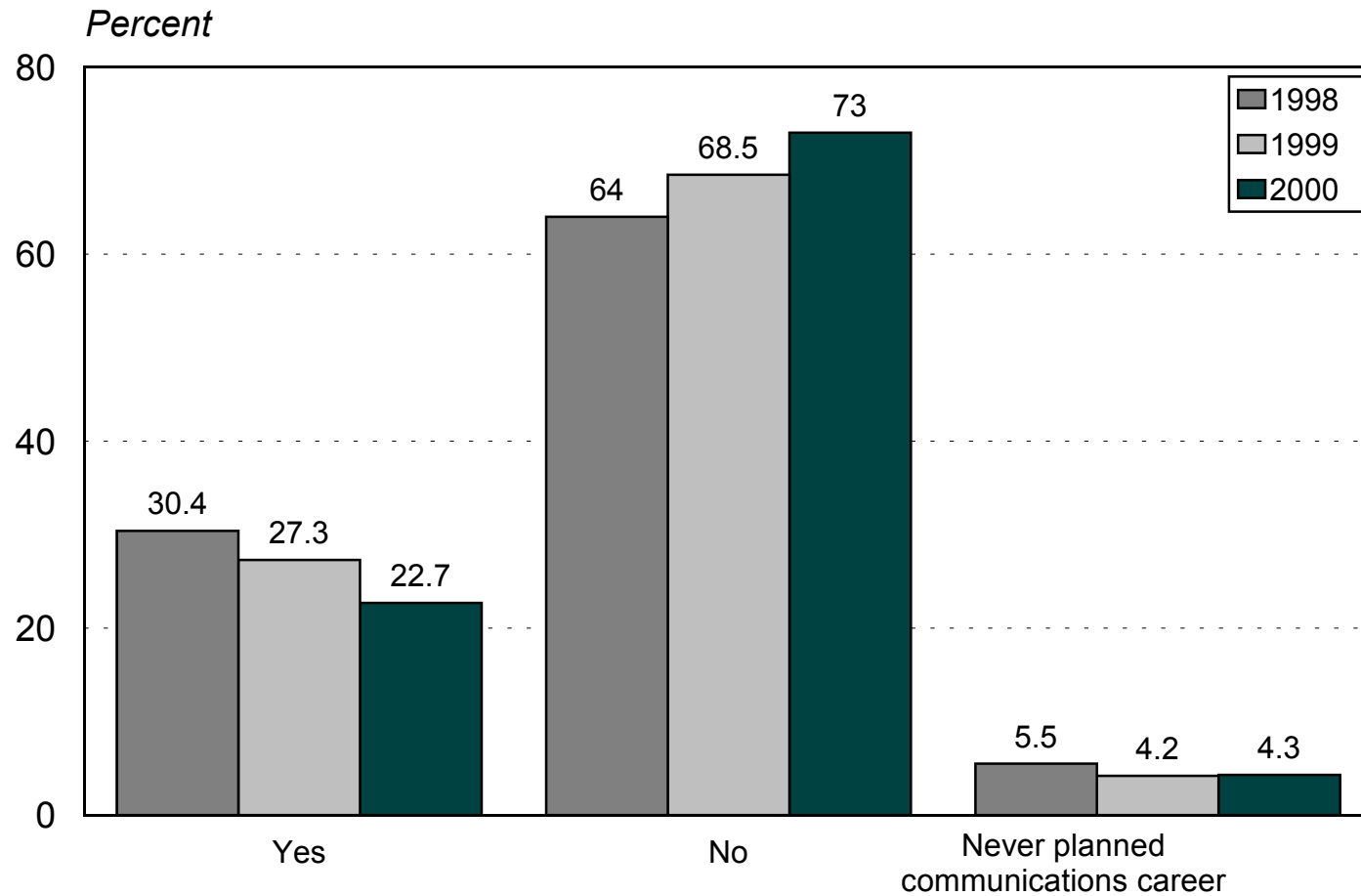
Job satisfaction of employed BA recipients: percent very satisfied



Source: Annual Survey of Journalism & Mass Communication Graduates

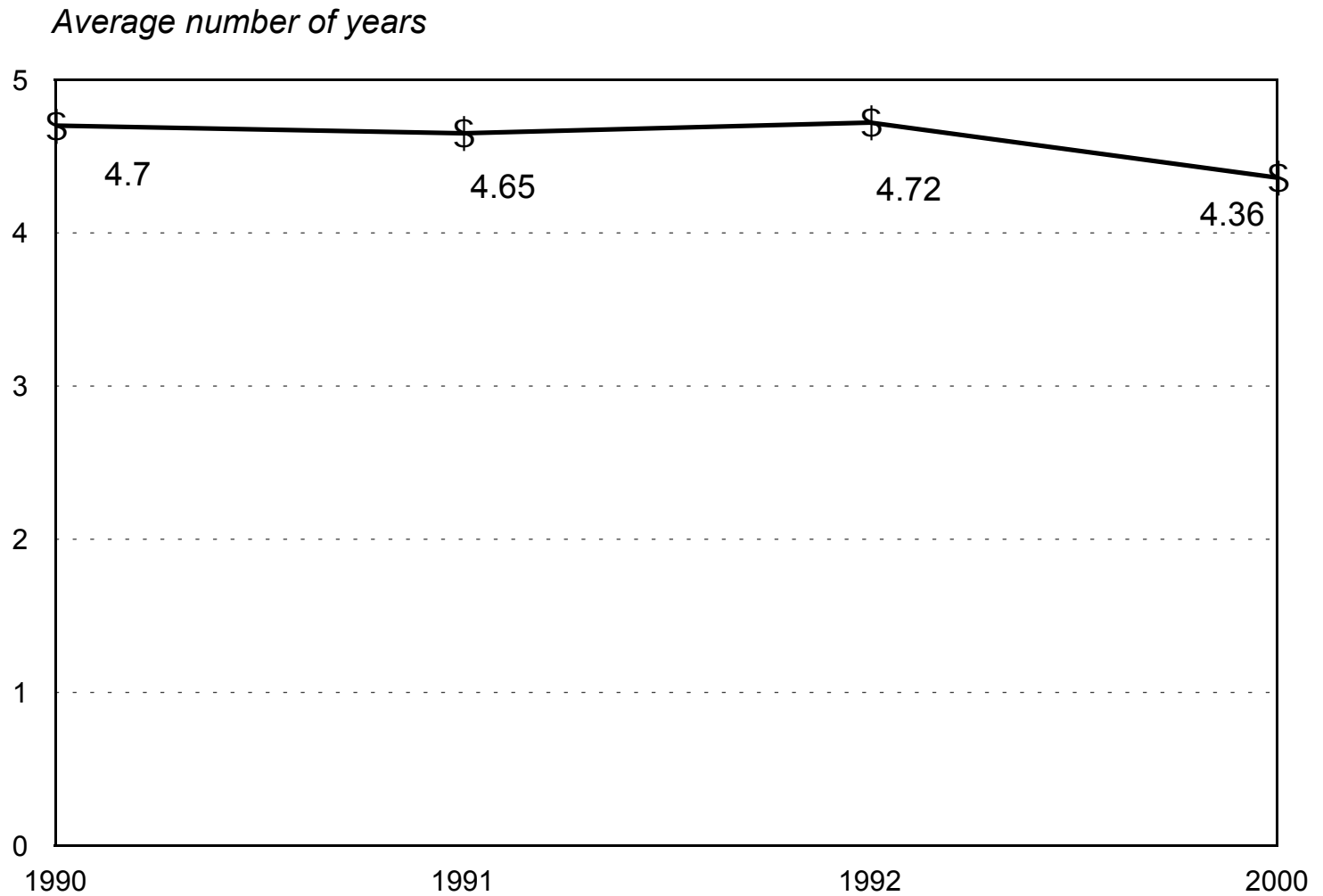
32. Regret career choices

BA degree recipients who wish they had selected another career



Source: Annual Survey of Journalism & Mass Communication Graduates

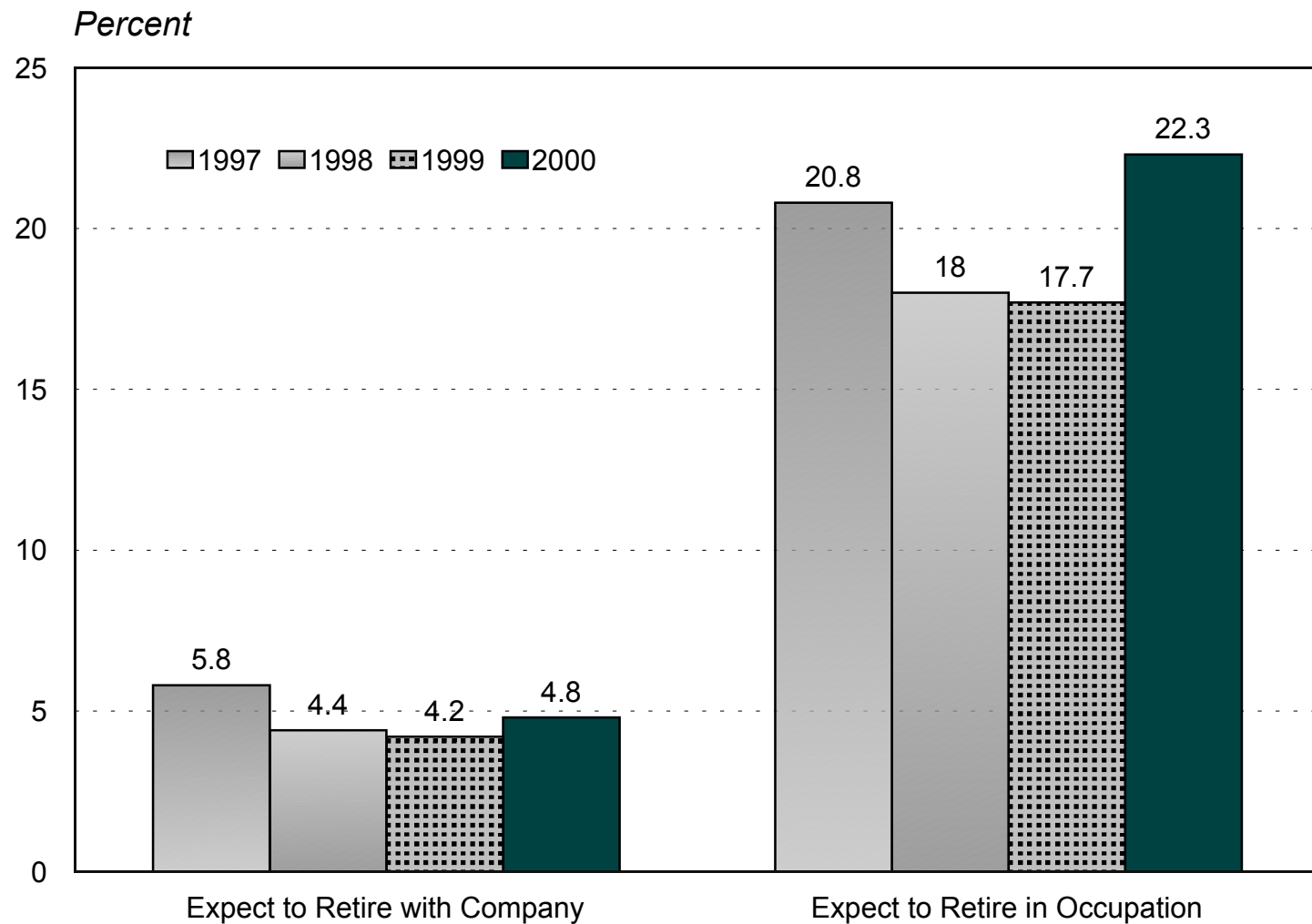
33. Number of years taken to degree



Source: Annual Survey of Journalism & Mass Communication Graduates

34. Retirement plans

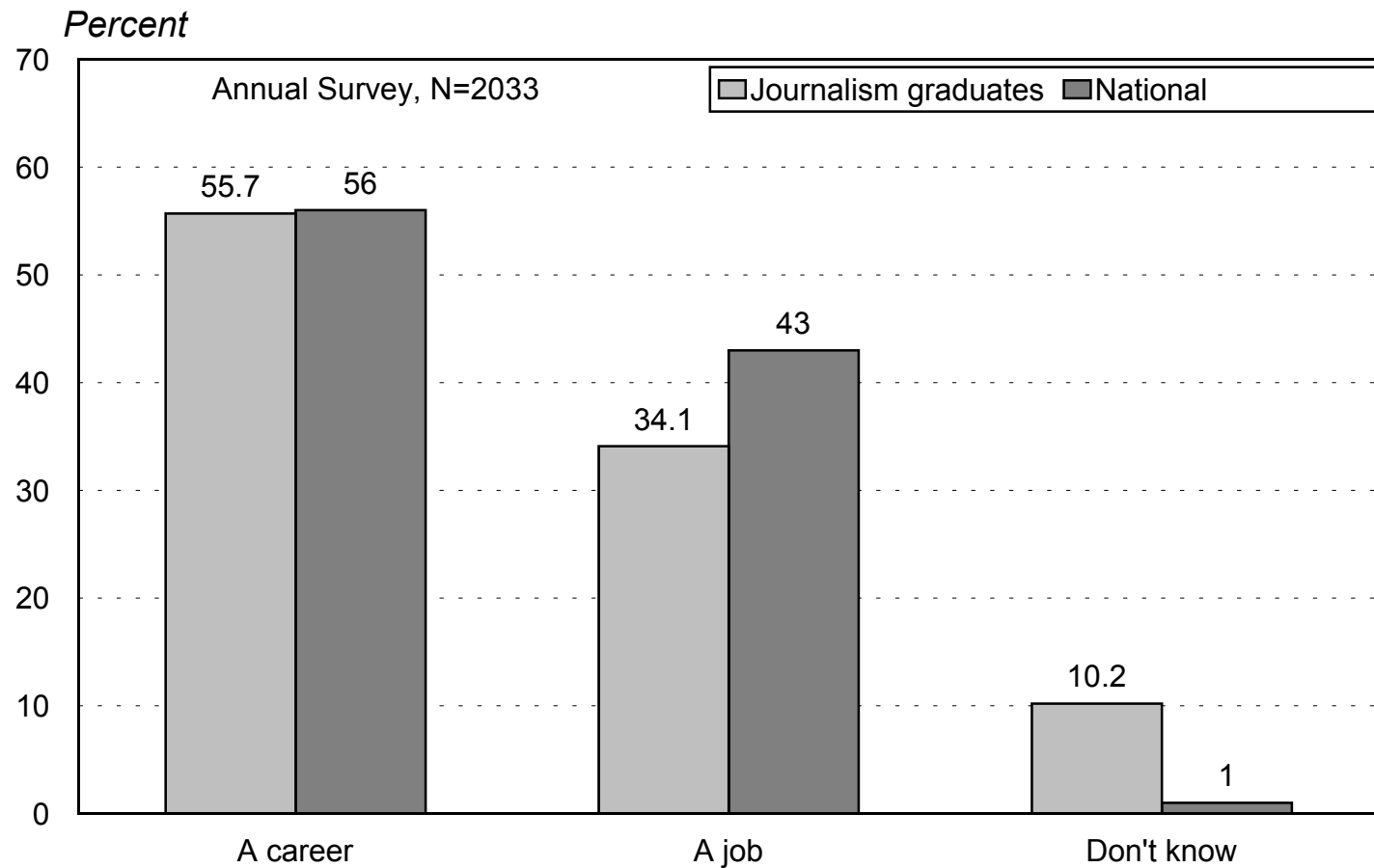
Attitudes toward retirement of BA degree recipients with jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

35. Job vs. Career

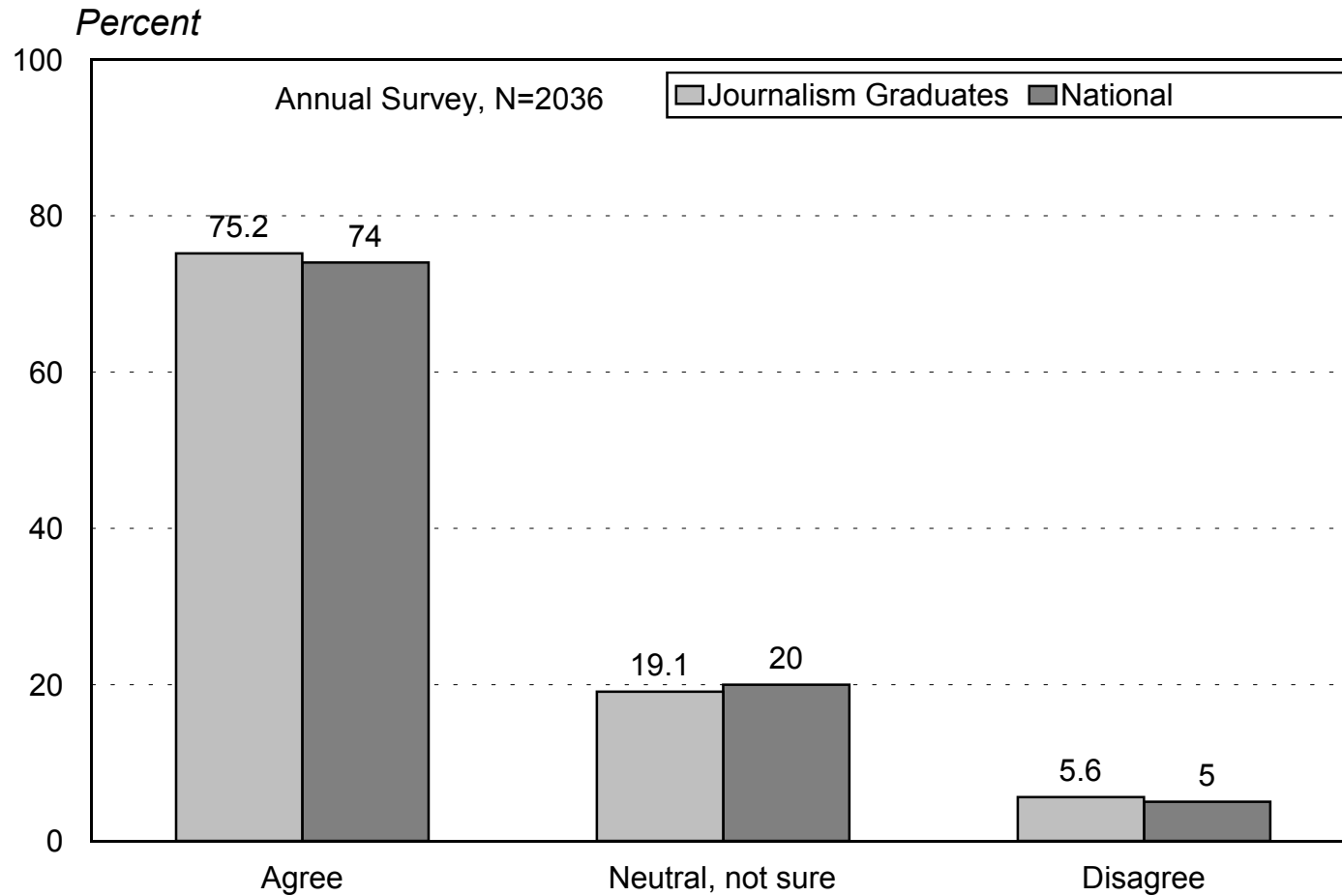
National comparison



Source: Annual Survey of Journalism and Mass Communication Graduates
Survey by Roper Starch Worldwide, April 1-15, 2000

36. Organizational pride

National comparison

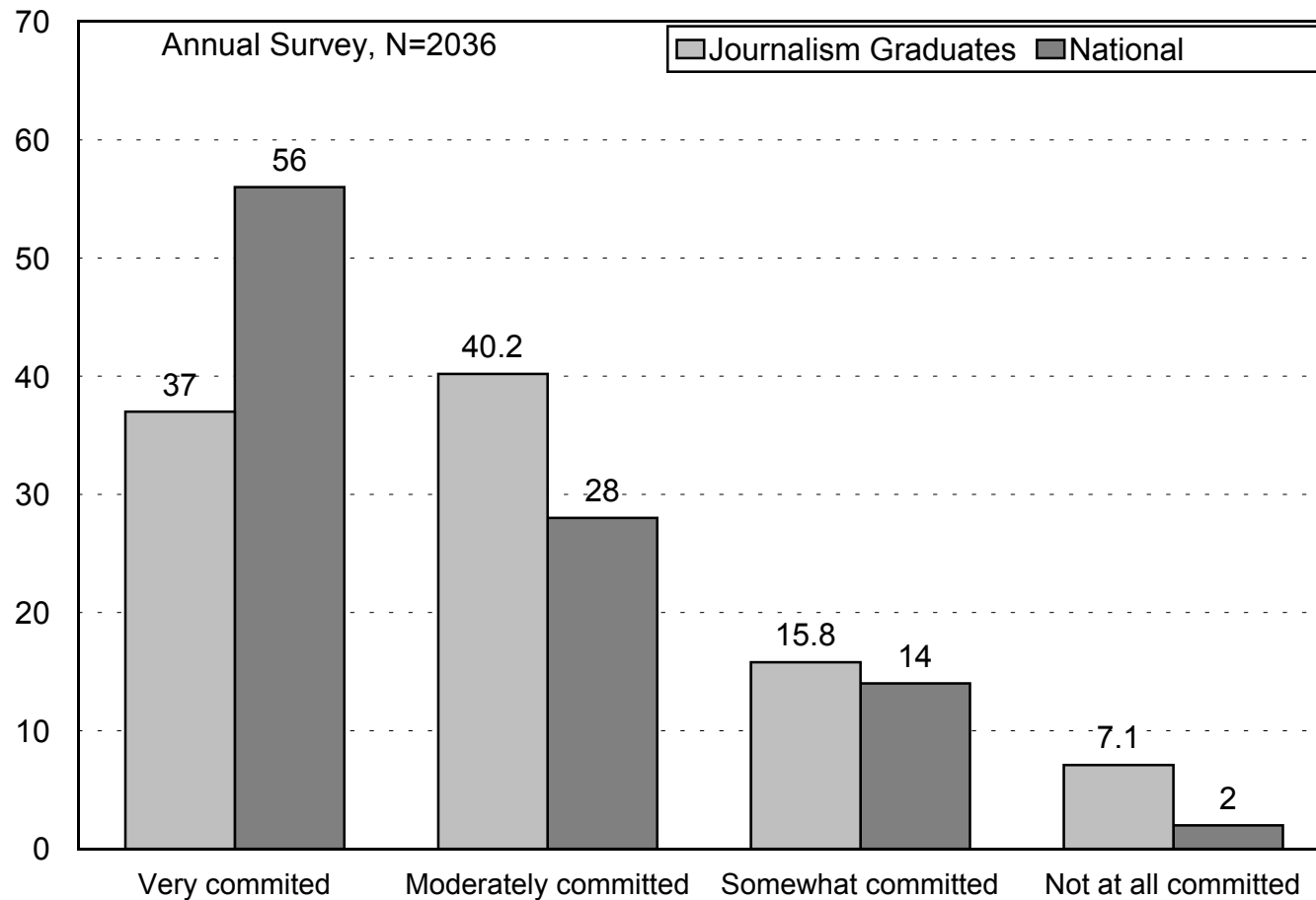


Source: Annual Survey of Journalism & Mass Communication
Survey by the National Opinion Research Center-General Social Survey, February 1-June 19, 1998

37. Organizational commitment

National comparison

Percent

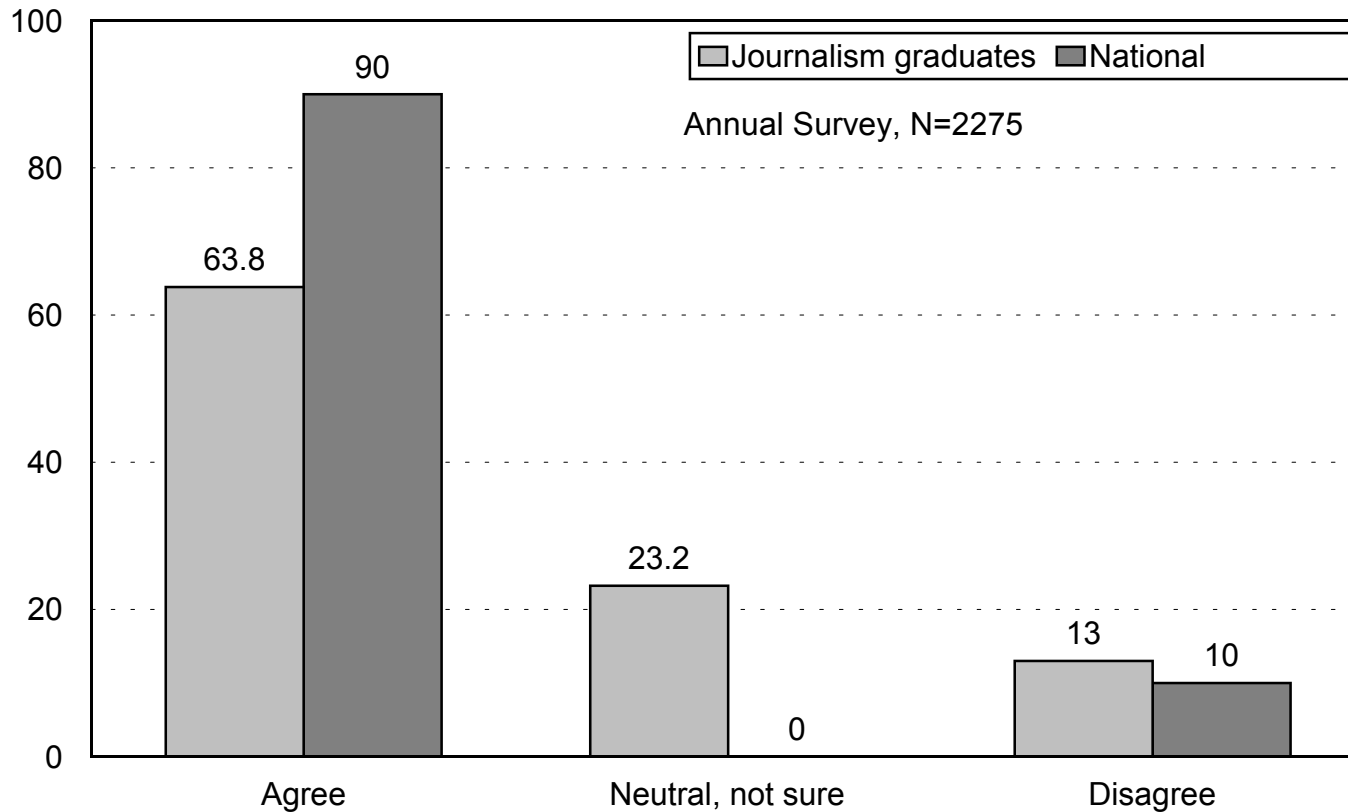


Source: Annual Survey of Journalism & Mass Communication Graduates
Survey by Wirthlin Worldwide, October 16-21, 1998

38. Meaningfulness of work

National comparison

Percent



Source: Annual Survey of Journalism & Mass Communication Graduates
Survey by Louis Harris and Associates for the Families and Work Institute, March 14-July 27, 1997