

2000
Annual Survey of Journalism
&
Mass Communication Graduates

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Executive Summary

More than eight of 10 bachelor's degree recipients in 2000 had at least one job offer when they completed their studies. This is the highest level since the measure was first included in the graduate survey in 1988.

The mean number of job offers available to students upon graduation was 2.3—also the highest level since 1988.

By October 31, 2000, eight in 10 of the graduates were employed—seven in 10 in full-time positions.

The unemployment rate was the lowest it has been since this measure for employment was first used in the graduate survey in 1994.

More graduates than ever before found and took jobs in the communications field upon graduation.

Nearly nine in 10 of the master's degree recipients had at least one job offer at the time of graduation—the highest level since data on master's degree recipients was first gathered in 1989, but the rate of full-time employment for the master's degree recipients on October 31, 2000 was the same as a year earlier.

While the employment market for most journalism and mass communication graduates remained solid in 2000, the minority employment rate declined, and the gap between the full-time employment rate of minorities and the full-time employment rate of nonminorities increased from a year earlier.

The median salary earned by year 2000 journalism and mass communication bachelor's degree recipients with a full-time job was \$27,000, up \$2,000 from the median salary earned by 1999 graduates.

The increase in the median salary earned by the bachelor's degree recipients in 2000 was the largest recorded going back at least to 1986 and follows a string of annual increases of at least \$1,000 going back to 1996.

The result of the salary increase was an inflation-adjusted median salary earned by the 2000 graduates \$2,600 higher than what graduates earned in 1986.

Journalism and mass communication master's degree recipients in 2000 earned a lower salary on average than did master's degree recipients a year earlier.

Journalism and mass communication graduates in 2000 selected their jobs because they liked them, rather than because they were the only jobs available and those bachelor's degree recipients with full-time jobs in 2000 reported high levels of job satisfaction.

Employment Rates Remain High

The year 2000 graduates of journalism and mass communication programs entered a very dynamic job market in the months immediately after they left the university. Most of those who wanted jobs found them. Those who took jobs were well compensated in comparison with graduates in the years immediately before them.

The slowdown in the economy as the year ended seems to have had only slight effects on the job market most journalism and mass communication graduates encountered.

More than eight of 10 bachelor's degree recipients in 2000 had at least one job offer when they completed their studies. The actual percentage—82.4% with at least one job offer—is the highest it has been since the measure was first included in the graduate survey in 1988. The mean number of job offers available to students upon graduation was 2.3—also the highest level since 1988. **(Chart 1)**.

By October 31, 2000, eight in 10 of the graduates were employed—seven in 10 in full-time positions **(Chart 2)**. The unemployment rate stood at 12.8%. Both figures are lower than a year earlier, but the differences are not so great as to rule out chance (sampling error) as the explanation.

If those who were attending university and those not looking for jobs at the time are eliminated from the computation, the employment rate was 90%, with eight in 10 of the graduates holding a full-time job.¹ The unemployment rate was the lowest it has been since the October 31 reference point measure for employment was first used in the graduate survey in 1994. **(Chart 3)**.

The employment rate is even a few percentage points higher (82.2%) if a second measure—employment when the graduates completed the questionnaire, or roughly six to eight months after graduation in most cases—is used **(Chart 4)**. Nine in 10 of those holding full-time positions reported that they were permanent positions, rather than internships or other types of temporary positions **(Chart 5)**. The unemployment rate for journalism graduates who actually looked for work stood at 8%, where it was in 1999 and

**8% unemployment
is same as national
figure for age
cohort.**

¹The unemployment rate used in Chart 2 is conservative in that it assigns respondents who did not indicate if they were employed to the unemployment category. This procedure is not used in the computations in Chart 3.

at roughly the level of unemployment for the age cohorts of the graduates nationally **(Chart 6)**.²

Further evidence that the softening economy had little impact on the job prospects of the 2000 graduates comes from a comparison of the employment rates of those who returned their questionnaires in November or December of 2000 or in January of 2001 and the employment rates of those who returned their questionnaires in February, March or April of 2001. The average full-time employment rate reported across the first three months was 84.1%, compared with an average full-time employment rate

for the second three months of 82.3%, or a difference of 1.8%. But the respondents who returned their

“If you are sharp with good communication skills, any job can become available.”

-Graduate with IT job

questionnaires in the first three months also reported slightly higher employment rates on October 31, 2000, than did those returning their questionnaires in the

February to April period. In fact, the difference was 1.6%. In other words, those who returned their

questionnaires later had just slightly lower employment rates on both measures, meaning that time of return really didn't explain the difference. The data are consistent with the argument that the 2000 graduates enjoyed a very positive job market throughout the year after their graduation.

Nearly nine in 10 of the master's degree recipients had at least one job offer at the time of graduation—the highest level since data on master's degree recipients was first gathered in 1989 **(Chart 7)**. The mean number of jobs available to the master's degree recipients was 2.3, also the highest level ever recorded.

The rate of full-time employment for the master's degree recipients on October 31, 2000, when the first surveys were mailed, was the same as a year earlier. Three quarters of the master's degree recipients each year had taken full-time jobs **(Chart 8)**. Among those who actually looked for work, the percentage with full-time jobs at the end of October was 82.6, also the same as a year earlier. The unemployment rate was 9.8%, statistically comparable to the figure a year earlier **(Chart 9)**.

Most of the graduates write, report and edit.

The level of full-time employment for the master's degree recipients when they returned the questionnaire was slightly lower in 2000 than a year earlier, but the difference is easily explained by sampling error **(Chart 10)**.

²As in Chart 3, the data in Chart 6 are based on computations in which the missing data are not included in the analysis.

The full-time employment rate for bachelor's degree recipients who specialized in news editorial (print) journalism was down in 2000 versus a year earlier (**Chart 11**). The rate also was lower for broadcasting students, but the difference is easily explained by sample fluctuation (**Chart 12**). The full-time employment rates for advertising (**Chart 13**) and public relations (**Chart 14**) were unchanged from 1999 to 2000.

Not all of the graduates of journalism and mass communication programs find jobs in a communication occupation, but, in 2000, two-thirds of them did so. The figure is the highest ever recorded in the graduate survey (**Chart 15**). Of those who took jobs, eight in 10 took positions in communications.

Most of the graduates of journalism and mass communication programs find themselves engaged in some form of writing, reporting and editing after graduation. Of all graduates, two in 10 report this activity, but three in 10 of the graduates with communication jobs report this activity. Promotion, marketing and corporate communication activities, which often also involve writing, reporting and editing skills, are the major work activities of 15.9% of the graduates, or just under a quarter of those with communication jobs. Another 6.3% of the graduates, or about one in 10 of those with communication jobs, are involved in producing or selling advertisements.

Of the bachelor's degree recipients who took communication jobs, 13.2% were employed in the newspaper industry. Another 16.3% were working in radio, television or cable, 9.6% were working in a public relations agency or department of a company, and the same percentage (9.6%) were working in an advertising agency or department. In addition, 2.8% were working in consumer magazines, and 2.4% were working in the newsletter or trade publication industry. The percentage of graduates taking jobs in online or Internet publishing organizations in 2000 was 1.6%, compared with the figure of 2.0% a year earlier. This was the first decline in the percentage of graduates taking online jobs since the measure was first used in 1996.

<p>13.2% in newspaper industry 16.3% in radio, television or cable 9.6% in public relations agency or department 9.6% in an advertising agency or department 2.8% in consumer magazines 2.4% in newsletters or trades</p>

While the employment market for most journalism and mass communication graduates remained solid in 2000, minority employment rates continued their decline, and the gap between the full-time employment rate of minorities and the full-time employment rate of nonminorities grew again in 2000 (**Chart 16**). If those who returned to school are eliminated, minority full-time employment in 2000 was 6.9% lower than it was for nonminority graduates. Minorities are more likely to have taken part-time employment and to have returned to school. Both are usually signs of difficulties in the job market.

The gap between minority and nonminority full-time employment increases to 8.3% if those returning to school are used in the computation.

Female graduates showed steady employment in 2000, while male graduates experienced slightly less success in the job market in 2000 in comparison with male graduates in 1999 (**Chart 17**). As a consequence, male bachelor's degree recipients had a lower rate of full-time employment when they returned the questionnaire than did female graduates.

Minorities are much like nonminorities in terms of their job seeking strategies, except that minorities in 2000 were more likely to seek jobs with daily newspapers and in radio and television than nonminorities. In 2000, an estimated 6,730 bachelor's degree recipients sought work in daily newspapers, and 1,490 of them were minorities. For radio, the figures were 3,670 job seekers, 920 of whom were minorities. A projected 7,880 graduates sought jobs with television stations, of whom 1,920 were minorities.

Gap between employment rates for minorities and nonminorities increased; so did gap between employment rates for women and men.

Salaries Increase Dramatically

The average salary earned by year 2000 journalism and mass communication bachelor's degree recipients with a full-time job was \$27,000, up \$2,000 from the median salary earned by 1999 graduates (**Chart 18**). The increase in the median salary earned by the bachelor's degree recipients was the largest recorded in the *Annual Survey of Journalism & Mass Communication Graduates* going back at least to 1986 and follows a string of annual increases of at least \$1,000 going back to 1996.

The result of the salary increase is an inflation-adjusted median salary earned by the 2000 graduates that is \$2,600 ahead of what graduates earned in 1986. In 1985 dollars, the 2000 graduates earned \$16,400, compared with the \$14,000 median salary of 1986 graduates. The median salary earned by graduates increased by 8.0% over the median salary earned by graduates a year earlier at a time when inflation was 3.6%.³

The communications employers probably gained little competitive advantage from these salary increases, as the gains experienced by journalism and mass communication graduates probably were mirrored by salary gains of other graduates. The College Employment Research Institute at Michigan State University projected, based on

³Inflation is indexed by the Consumer Price Index for Urban areas averaged across the June 2000 to May 2001 period.

interviews with prospective employers of the 2000 graduates, that salaries would increase by 4% to 6%.⁴ But the Institute noted that salaries could go higher, based on the experiences of recent years, when employers ended up paying higher salaries than they expected to land employees in the tight labor market.

“Don’t be discouraged by people who say there is no money when you first start out in this major. This major is huge.”
–Graduate in writing/editing job

The average salary earned by journalism and mass communication graduates still is below that earned by liberal arts graduates generally, based on estimates of the National Association of Colleges and Employers, which monitors salaries by campus recruiters.⁵ English majors in the fall of 2000 were getting offers with an average salary of \$30,690, while political science majors earned offers of \$33,690, and psychology majors received offers of \$29,931. Economics/finance majors earned \$41,522.

Journalism and mass communication master’s degree recipients in 2000 earned a considerably lower salary on average than did master’s degree recipients a year earlier, but the 2000 median salary was higher than the median salary earned by master’s degree recipients in 1998. The 1999 median salary seems to have been an unusually high one, but the overall pattern is for growth in the salaries for master’s degree recipients (**Chart 18**). The salary gains for master’s degree recipients generally have not kept up with inflation, however, and, in 1985 dollars, the 2000 graduates actually earned about \$1,000 less than did the graduates in 1990.

The median salary for master’s degree recipients is unstable across years because of the differences in the types of persons who earn these degrees. Some of those who enroll in a master’s program bring considerable professional experience with them, and they may even be working full time while enrolled in the program. The salaries of those with prior professional experience when they finish their degrees are higher than those of master’s degree recipients who have never worked professionally prior to earning the master’s degree, the survey data show. Across the years of the graduate survey, the gap in salaries earned upon graduation between graduates with prior professional experience and those without has varied but has often been considerable—as high as \$11,000 in 1998 and \$6,500 in 1999. In 2000, this gap disappeared, and the number of master’s degree recipients with prior professional experience was considerably lower than

⁴For a summary of the College Employment Research Institute report, see <http://www.csp.msu.edu/ceri/pubs/rectrends9899.htm>.

⁵ A summary of the report on salaries of the National Association of Colleges and Employers is available at <http://www.nacweb.org/press/display.cfm/2001/pr041001.htm>.

in previous years. This explains the lower salary of master's degree recipients in 2000. More than nine in 10 of the graduates of journalism and mass communications programs receive the bachelor's degree, so overall the salary picture for graduates of journalism and mass communication programs is much more influenced by the experiences of the bachelor's degree recipients than of the master's degree recipients.

In 2000, bachelor's degree recipients going to work for daily newspapers (**Chart 19**), weekly newspapers (**Chart 20**), radio (**Chart 21**), television (**Chart 22**), advertising (**Chart 23**), and public relations (**Chart 24**) all earned more on average than did graduates a year earlier. In each case, the increase was enough to offset the effects of inflation.

The best salaries earned by 2000 bachelor's degree recipients were earned by those who took jobs in online or Internet publishing (median of \$30,004), public relations (median of \$28,964), consumer magazines (median of \$28,236) and in the newsletter and trade industry (median of \$27,976) (**Chart 25**).

As in the past, graduates who took jobs in communication earned more than graduates who took jobs outside the field of communication. The median salary for those with full-time jobs in communication was \$26,988, while the median salary for those with full-time jobs outside communication was \$26,234.

Graduates with a journalism and mass communication bachelor's degree taking jobs in the Northeast and the West earned the highest median salaries in 2000 (**Chart 26**). The lowest salaries were earned by graduates taking jobs in the South.

The benefits packages offered to journalism and mass communications bachelor's degree recipients in 2000 generally were equal to those offered to the 1999 graduates or slightly better. Basic medical coverage was part of the benefits package of 82.0% of the graduates, compared with 83.4% of the 1999 graduates (**Chart 27**). Life insurance was part of the package of benefits received by 67.0% of the 2000 graduates and 65.9% of the 1999 graduates (**Chart 28**). Child care continues to be available to only a small number of graduates (24.8% in 2000). Mostly this is a benefit paid for by the employee herself or himself (**Chart 29**).

**Best salaries:
web, PR,
magazine,
and
newsletter
jobs**

Job Satisfaction and Commitment

Journalism and mass communication graduates in 2000 selected their jobs because they liked them, rather than because they were the only jobs available—providing further evidence of the positive nature of the job market these graduates encountered. In fact, the trend over the last eight years has been toward selecting jobs because the job allowed the graduate to do what he or she “wanted to do” rather than because it was the “only one available” (**Chart 30**).

Those bachelor’s degree recipients with full-time jobs in 2000 reported high levels of job satisfaction—as did their counterparts in earlier years (**Chart 31**). Three quarters of the 2000 graduates reported being “very satisfied” with their jobs. Only one in 10 of those with a part-time job reported being “very satisfied.” Clearly part-time work is being chosen less out of desire than of necessity.

About one in five of the bachelor’s degree recipients in 2000 reported that she or he wished she or he “had prepared for a career other than in journalism/communication.” The percentage has declined in recent years (**Chart 32**).

The number of years that the bachelor’s degree recipients in 2000 had spent in school was, on average, 4.4, compared with 4.7 for those who graduated 10 years earlier (**Chart 33**). Perhaps the positive job market led graduates to move more quickly through their studies.

“This is a wonderful field to be in right now, since it has proved to be a booming time.”

—Graduate with a job in PR

As in the past, the percentage of bachelor’s degree graduates who expected to retire with the company for which they were working when they returned the questionnaire was very small—only one in 20 (**Chart 34**). The percentage of graduates intending

to remain in the communication occupation also was low, at one in 20. But the latter percentage has increased in recent years.

While these job sentiments may seem surprising, comparisons of responses of the graduates and of the working population generally on another battery of questions used in the graduate survey for the first time in 2000 suggest that the graduates may not be so unusual in their occupational outlooks. The majority of journalism and mass communication graduates with a job said they thought about “the work” they did more as a career than simply as a job (**Chart 35**). The figure was about at the same level as this sentiment in the national population. Similarly, about three-quarters of the graduates

reported feeling “proud to be working” for their employer (**Chart 36**). The sentiment is nearly identical at the national level. Only about a third of the bachelor’s degree recipients report being “very committed” to their employer, while more than half of the population has this sentiment (**Chart 37**). Such a discrepancy isn’t surprising, giving that the journalism graduates have been with the company a relatively short period of time. Six in 10 of the journalism and mass communication graduates report that the work they are doing is “meaningful” to them, while almost nine in 10 report that sentiment at the national level (**Chart 38**).

Closing Comments

The overall picture based on the reports of the 2000 graduates of journalism and mass communication programs as they entered the job market is positive. The graduates had jobs available to them upon the completion of their studies, they reported success in actually selecting jobs, and they were better compensated than graduates in the past.

In addition, the graduates report relatively high levels of satisfaction with their work, feel it is meaningful, feel linked to a career, and even have reasonable levels of pride in and commitment to their employers. The vast majority do not expect to remain with their employers or even with the communications career until retirement. Perhaps such a sentiment isn’t surprising or unusual for a twenty-something-year old.

The “rosiness” of the job reports of the graduates is somewhat surprising, given the slowdown in the national economy. The findings of the graduate survey, however, are consistent with those of the National Association of Colleges and Employers and College Employment Research Institute at Michigan State University, both of which also monitor the labor market for college graduates.

The strength of the labor market in 2000 should offer some hope for the 2001 graduates entering the labor market in the summer and autumn of this year. Without a doubt, however, there was more uncertainty as the 2001 graduates went job hunting than was the case for the 2000 graduates a year earlier.

The positive picture of the job market of the 2000 graduates is tainted, however, by the gap in experiences of minority and nonminority graduates. As in the past, minority graduates had less success at finding work than did the graduates who were not members of racial or ethnic minorities. The gap in employment actually increased in 2000, as it had a year earlier. The gap is growing in the wrong direction.

It is not possible to know all the reasons for this discrepancy of experiences of the minority and nonminority graduates. The persistence of the gap—and even its growth—offers strong counter arguments to those who feel race and ethnicity make no difference in the hiring experience. Those who would argue that minority graduates have some kind of advantage should find these data problematic.

A national survey by The Washington Post, the Henry J. Kaiser Family Foundation and Harvard University, released in July of 2001, showed that white American and black Americans have rather different views of the world experienced by blacks in this country.⁶ What is more important, the survey found that misperceptions on the part of whites about the experiences of blacks are associated with white resistance to a number of policies associated with racial inequalities. Whites with a misunderstanding of government findings of employment rate, income and other differences are less supportive, for example, of affirmative action plans designed to address these discrepancies.

It is important for this and other reasons not to let the positive experiences of the majority of graduates of journalism and mass communication programs as they entered the job market in 2000 hide a significant negative finding. Our experience of the world is still shaped by race and ethnicity.

Supplemental charts and tables from the *Annual Survey of Journalism & Mass Communication Graduates* are included in an Appendix to this report. The charts and tables report data on the high school and college grades of the journalism and mass communication graduates, the curricular specialization of the graduates, their participation in high school media, the determinants of their career choices, and their level of debt from college. Also included is a detailed salary table. As appropriate, data from earlier years are included in the supplemental charts and tables.

⁶The report is available at www.washingtonpost.com/wp-dyn/articles/A42062-2001Jul10.html.

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.

Since 1997, the *Annual Survey of Journalism & Mass Communication Graduates* has been 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 Ohio State University.

Each year 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 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. Selection of schools is probabilistic, so that those chosen represent the population of schools in the two directories. In 2000, 103 schools were drawn from the 463 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. A questionnaire was mailed in November 2000 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 2001. A third mailing was sent in March 2001 to graduates who had not responded to the first two mailings. The questionnaire asked about the respondent's experiences both while a student and in the months since graduation. Included were questions about university experiences, job-seeking and employment, and salary and benefits.

In 2000, the survey was mailed to 6,670 individuals whose names and addresses were provided by the administrators of the 103 programs. A total of 3,139 returned the questionnaires by the end of May of 2001. Of the returns, 2,880 were from students who reported they actually had completed their degrees during the April to June 2000 period. The remaining 259 had completed their degrees either before or after the specified period, despite their inclusion in the spring graduation lists. A total of 446 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 47.1%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 50.4%. Of the 2,880 usable

questionnaires, 2,734 (94.9%) were from bachelor's degree recipients and 146 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 38,300 students who earned bachelor's degrees and the 3,300 students who earned master's degrees in academic year 1999-2000 from the 463 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 since 1989.

Sample error for the 2000 (as well as the 1999) undergraduate data is 1.9%. Sample error terms for earlier surveys were: 2.1% (1996-8), 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, of course, is only one of the sources of error in survey estimates.) Sample error for responses from those receiving master's degrees in 2000 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 1.9%, depending on the actual number of persons for whom data are reported. In addition, many comparisons between subgroups in the sample and between the 2000 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 71.4% of respondents. Members of racial or ethnic minorities made up 18.5% of those returning questionnaires. These sample characteristics are similar to those in recent years and generally match the projections for graduates of the 463 schools from which the sample was drawn.

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Partner Schools

The following 103 schools participated in the 2000 Annual Survey of Journalism & Mass Communication Graduates and are partners in this project:

Alabama State University (AL)	Loras College (IA)
University of South Alabama (AL)	University of Iowa (IA)
University of Alaska Fairbanks (AK)	Wichita State University (KS)
Arizona State University (AZ)	Eastern Kentucky University (KY)
Arkansas State University (AR)	University of Kentucky (KY)
Ouachita Baptist University (AR)	Northwestern State U. of Louisiana (LA)
Azusa Pacific University (CA)	Southeastern Louisiana University (LA)
California State University Fullerton (CA)	University of Louisiana at Monroe (LA)
California State University Long Beach (CA)	University of Maryland (MD)
Humboldt State University (CA)	University of Massachusetts (MA)
San Jose State University (CA)	Michigan State University (MI)
Santa Clara University (CA)	Oakland University (MI)
University of Northern Colorado (CO)	University of Minnesota (MN)
University of Southern Colorado (CO)	University of St. Thomas (MN)
University of Bridgeport (CT)	Rust College (MS)
Delaware State University (DE)	University of Mississippi (MS)
Florida A & M University (FL)	Central Missouri State University (MO)
University of Florida (FL)	Evangel University (MO)
Berry College (GA)	Lincoln University (MO)
Clark Atlanta University (GA)	University of Missouri Kansas City (MO)
University of Georgia (GA)	University of Missouri Columbia (MO)
University of Hawaii at Manoa (HI)	University of Montana (MT)
Columbia College Chicago (IL)	Hastings College (NE)
Northern Illinois University (IL)	University of Nevada Reno (NV)
Northwestern University (IL)	University of New Hampshire (NH)
Southern Illinois University Edwardsville (IL)	Rider University (NJ)
Indiana University (IN)	University of New Mexico (NM)
Purdue University (IN)	Ithaca College (NY)
Taylor University Fort Wayne (IN)	Long Island University Brooklyn Campus (NY)
University of Southern Indiana (IN)	New York University (NY)

Partner Schools (continued)

St. Bonaventure University (NY)	University of Tennessee Martin (TN)
State University of New York Plattsburgh (NY)	Abilene Christian University (TX)
Syracuse University (NY)	Stephen F. Austin State University (TX)
Elon College (NC)	Texas A & M University College Station (TX)
Lenoir-Rhyne College (NC)	Texas Christian University (TX)
University of North Carolina at Pembroke (NC)	Lamar University (TX)
University of North Dakota (ND)	University of Texas Pan American (TX)
Ohio University (OH)	West Texas A&M University (TX)
Ohio State University (OH)	Brigham Young University (UT)
Ohio Wesleyan University (OH)	Castleton State College (VT)
Youngstown State University (OH)	James Madison University (VA)
Oklahoma State University (OK)	University of Richmond (VA)
Southern Oregon University (OR)	Virginia Union University (VA)
University of Oregon (OR)	Eastern Washington University (WA)
Indiana University of Pennsylvania (PA)	University of Washington (WA)
Elizabethtown College (PA)	Bethany College (WV)
LaSalle University (PA)	Marquette University (WI)
University of Scranton (PA)	University of Wisconsin--Milwaukee (WI)
University of South Carolina (SC)	University of Wisconsin--Stevens Point (WI)
Black Hills State University (SD)	University of Wyoming (WY)
Tennessee Technological University (TN)	Howard University (DC)
	University of Puerto Rico (PR)

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24. Salaries and PR

Annual nominal median salaries and adjustments for inflation in public relations

25. Salaries compared

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

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

28. Job benefits II

Benefits available to BA recipients with full-time jobs

29. Job benefits III

Benefits available to BA recipients with full-time jobs

30. Why jobs chosen

Employed BA recipients' reasons for selecting jobs

31. Job satisfaction

Job satisfaction of employed BA recipients: percent very satisfied

32. Regret career choices

BA degree recipients who wish they had selected another career

33. Number of years taken to degree

Average number of years

Charts and Tables (continued)

34. Retirement plans

Attitudes toward retirement of BA degree recipients with jobs

35. Job vs. Career

National comparison

36. Organizational pride

National comparison

37. Organizational commitment

National comparison

38. Meaningfulness of work

National comparison

Appendix: Supplemental Charts and Tables

- S1. What they studied**
Specialty within curriculum of BA recipients
- S2. Campus activities**
Campus activities of BA recipients
- S3. Gradepoint averages**
Final grades of BA recipients
- S4. Grades by major**
Final grades of BA recipients by major: percent with A or A-
- S5. Seeking print jobs**
Jobs sought by BA recipients in the area of print media. Excludes students not seeking jobs
- S6. Seeking broadcast jobs**
Jobs sought by BA recipients in the area of broadcasting
- S7. Seeking PR/advertising jobs**
Jobs sought by BA recipients in the area of PR and advertising
- S8. News-editorial tasks**
BA recipients' job tasks in the area of print journalism
- S9. Advertising tasks**
BA recipients' job tasks in the area of advertising
- S10. Corporate communication tasks**
BA recipients' tasks in the area of corporate marketing and communication
- S11. Newspaper work**
BA recipients working in newspaper jobs
- S12. Telecom work**
BA recipients working in telecommunications jobs
- S13. PR and advertising work**
BA recipients working in public relations and advertising
- S14. Other communication work**
BA recipients working for magazines, newsletters/ trade press, book publishers, WWW
- S15. Hiring news students**
Employers of BA recipients with a news-editorial emphasis
- S16. Hiring broadcast students**
Students with an emphasis in telecommunications who choose their own specialty
- S17. Hiring ad students**
Students with an advertising emphasis who choose their own specialty

Appendix: Supplemental Charts and Tables (continued)

S18. Hiring PR students

Students with a public relations emphasis who choose their own specialty

S19. Where grads seek work

Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2000

S20. Minorities and job seeking I

Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2000

S21. Minorities and job seeking II

Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2000

S22. Gender and job seeking I

Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2000

S23. Gender and job seeking II

Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2000

S24. Overtime without pay

BA recipients working more than 40 hours per week as full-time employees without reimbursement

S25. Overtime without compensation hourly vs. salary

BA recipients working more than 40 hours per week as full-time employees without reimbursement

S26. Grades in high school

'A' grade at high school level English, Math, History and Science

S27. High school activities

Media related activities: yearbook, newspaper, TV-radio, journalism class

S28. High school activities available

Media related activities available: yearbook, newspaper, TV/radio, journalism class

S29. High school activities used if available

Activities available and performed: yearbook, newspaper, TV/radio, journalism class

S30. Encouraged to study journalism

Encouraged by: parents, counselors, teachers and friends

S31. Discouraged to study journalism

Discouraged by: parents, counselors, teachers and friends

Appendix: Supplemental Charts and Tables (continued)

S32. Debt at graduation

Students who have debt at graduation

S33. Work during last year in school I

Percent working

S34. Work during last year in school II

Number of hours of work during last year in school

S35. Software use

Types of software used by graduates: design, graphic, editing web, photo

Table 1. Salaries by employer type