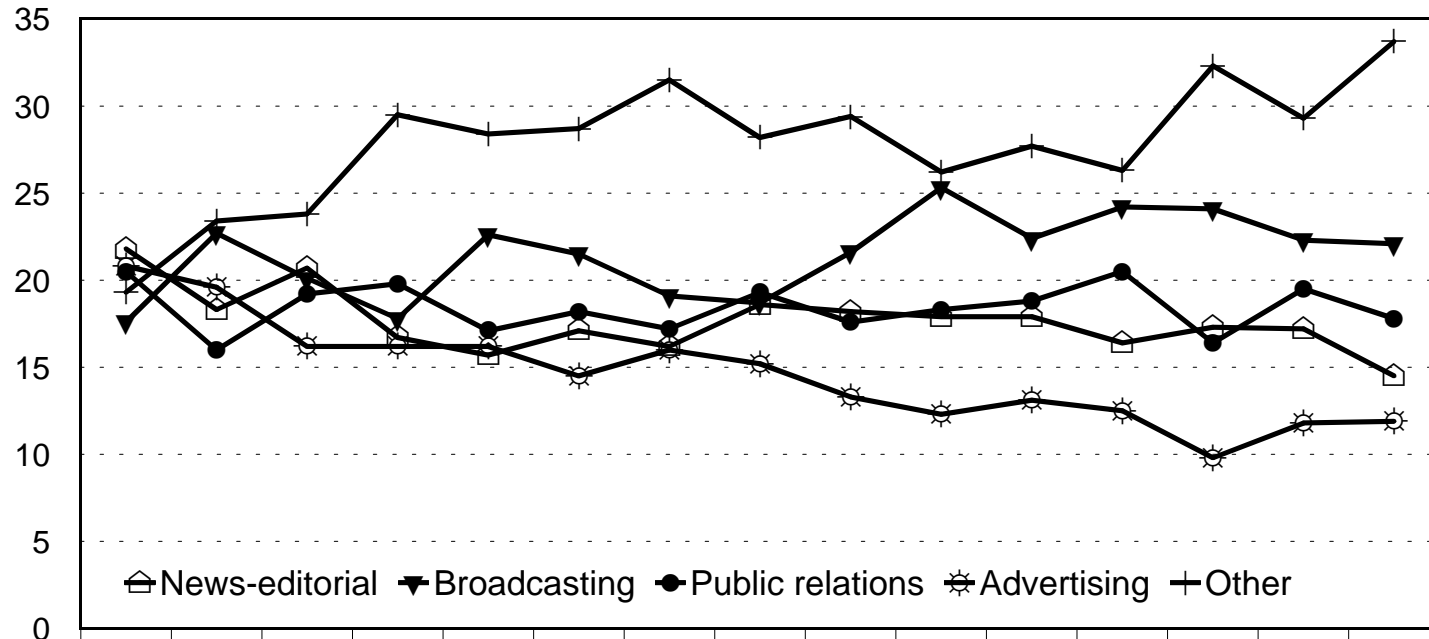


S1. What they studied

Specialty within curriculum of BA recipients

Percent

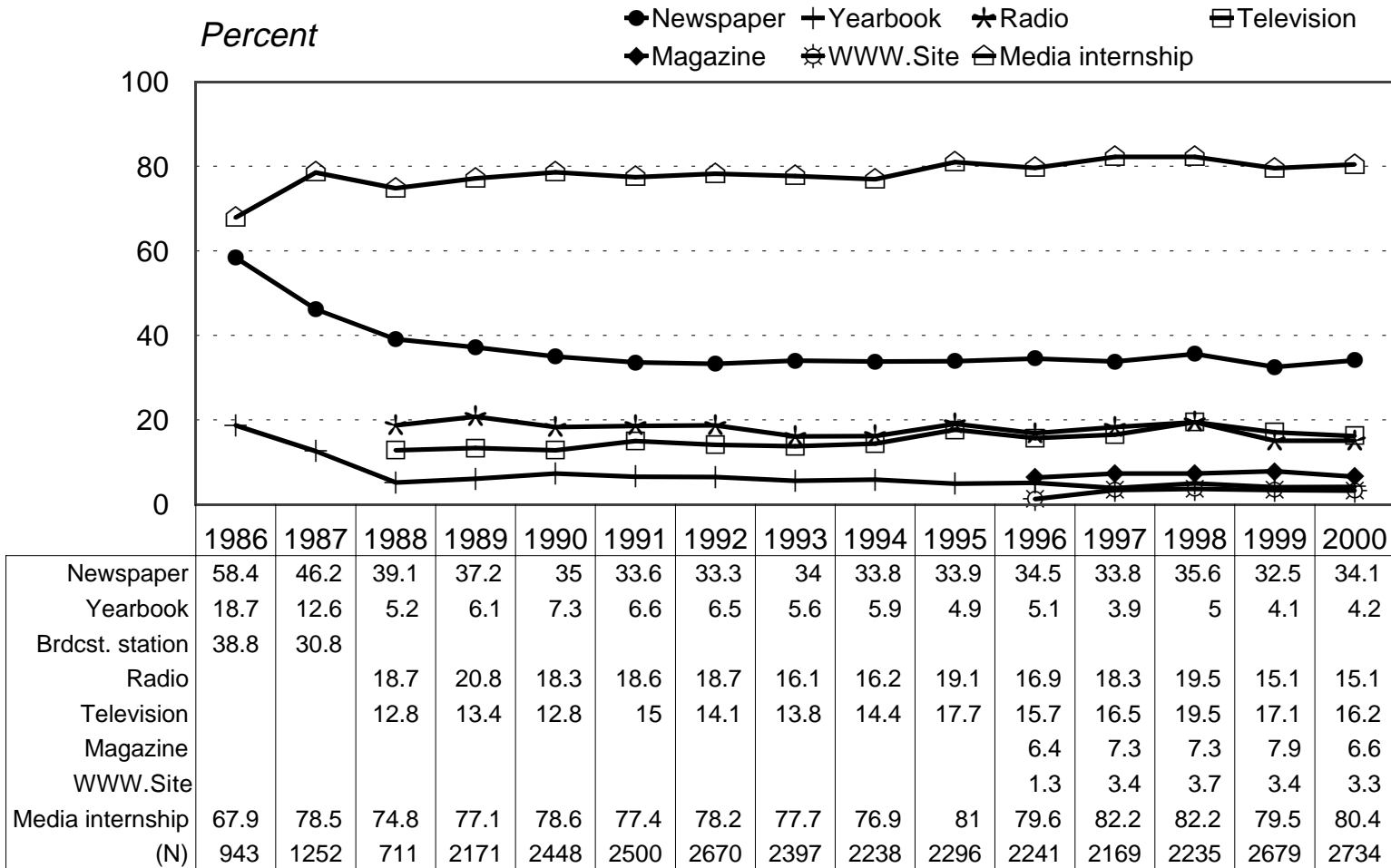


	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
News-editorial	21.8	18.3	20.7	16.7	15.7	17.1	16.2	18.6	18.2	17.9	17.9	16.4	17.3	17.2	14.5
Broadcasting	17.6	22.7	20.1	17.8	22.6	21.5	19.1	18.7	21.6	25.3	22.4	24.2	24.1	22.3	22.1
Public relations	20.5	16	19.2	19.8	17.1	18.2	17.2	19.3	17.6	18.3	18.8	20.5	16.4	19.5	17.8
Advertising	20.8	19.6	16.2	16.2	16.2	14.5	16	15.2	13.3	12.3	13.1	12.5	9.8	11.8	11.9
Other	19.3	23.4	23.8	29.5	28.4	28.7	31.5	28.2	29.4	26.2	27.7	26.3	32.3	29.3	33.7
(N)	943	1252	711	2171	2448	2500	2670	2397	2238	2296	2241	2169	2391	2672	2734

Source: Annual Survey of Journalism & Mass Communication Graduates

S2. Campus activities

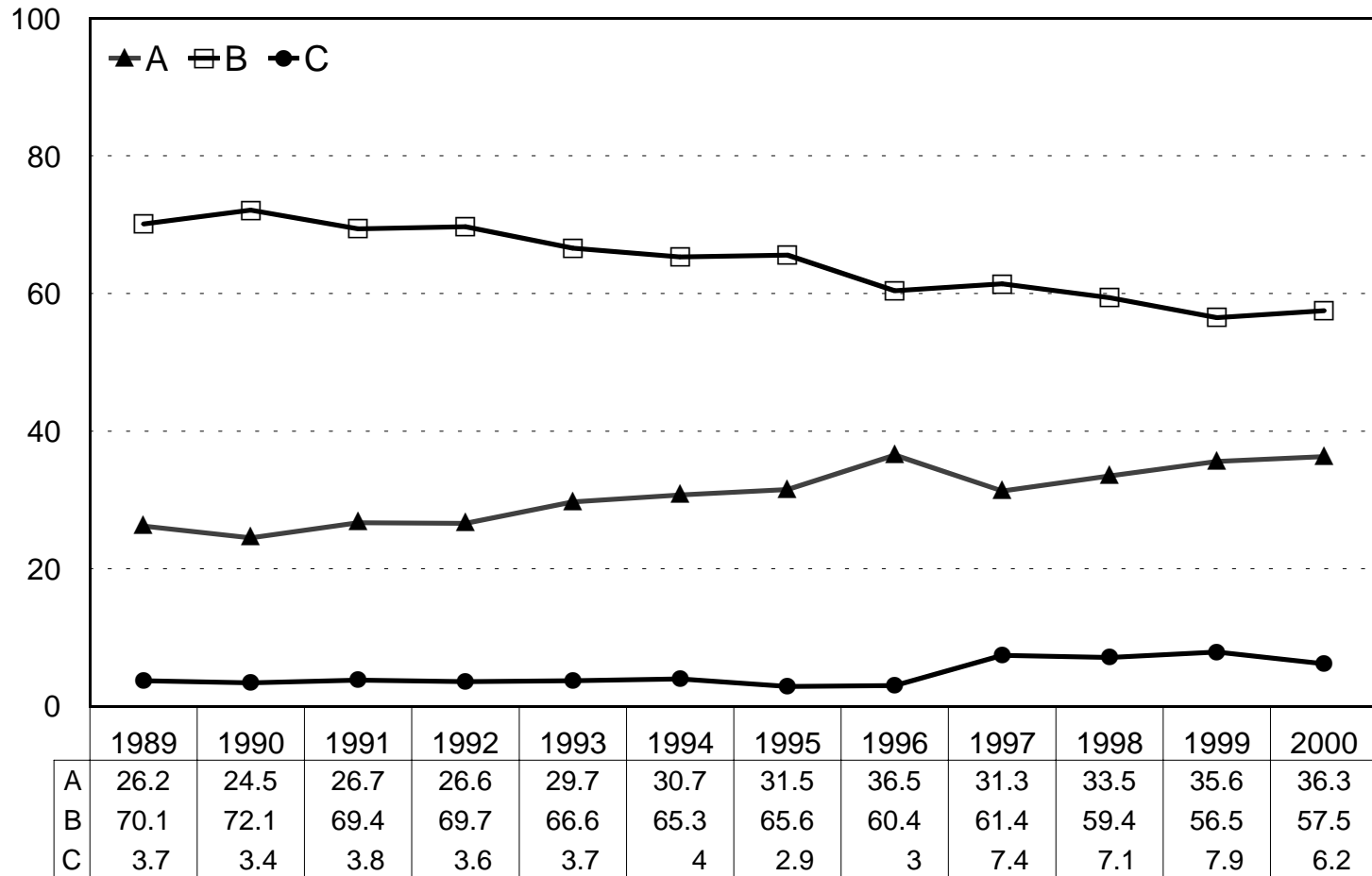
Campus activities of BA recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S3. Gradepoint averages

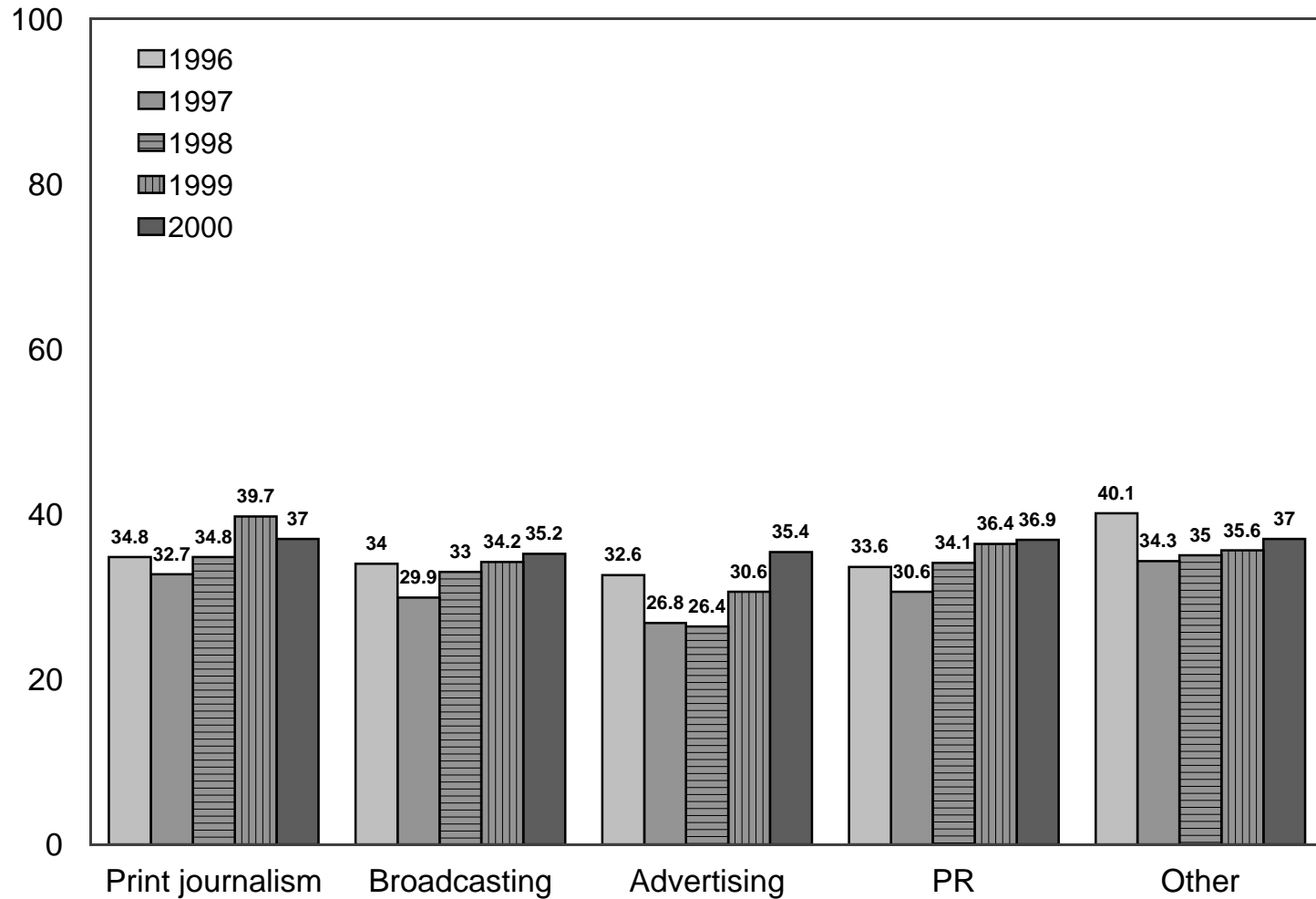
Final grades of BA recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S4. Grades by major

Final grades of BA recipients by major: percent with A or A-

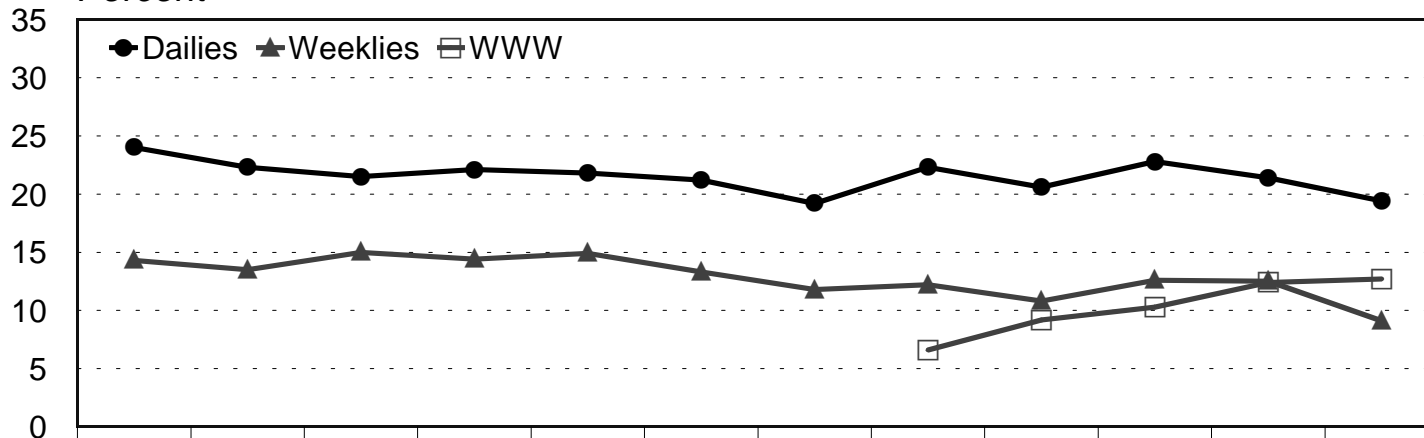


Source: Annual Survey of Journalism & Mass Communication Graduates

S5. Seeking print jobs

Jobs sought by BA recipients in the area of print media.
Excludes students not seeking jobs

Percent



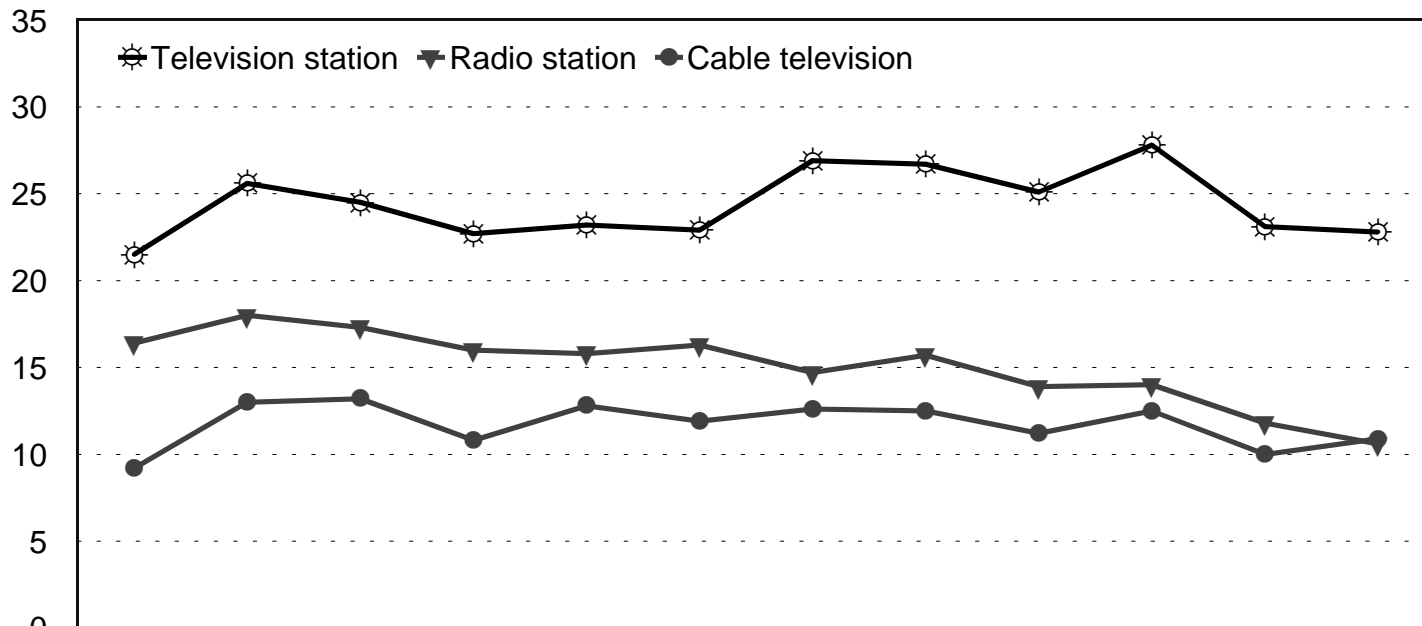
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Dailies	24	22.3	21.5	22.1	21.8	21.2	19.2	22.3	20.6	22.8	21.4	19.4
Weeklies	14.3	13.5	15	14.4	14.9	13.3	11.8	12.2	10.8	12.6	12.5	9.1
Magazines	14.6	13.5	13.8	13.1	13	11.2	12.3					
Consumer Magazines								7.3	6.9	8	7.6	8.2
Trade Press								7.6	7.1	7.5	6	6.1
Book Publishers	9.9	9.1	11.5	9.6	10.1	8	6.2	7.9	6.7	7.8	6.8	6.4
Wire Services	3.1	3	9.1	2.8	3.5	2.7	2.8	2.7	2.9	3.8	3.6	3.4
Newsletters						3.2	2.4	2.2	1.7	2.5	1.9	1.4
Newsletter/Mags						4.8	4.8	5.2	4.7	5	4.6	3.9
WWW								6.6	9.2	10.3	12.4	12.7
(N)	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734

Source: Annual Survey of Journalism & Mass Communication Graduates

S6. Seeking broadcast jobs

Jobs sought by BA recipients in the area of broadcasting
Excludes students not seeking jobs

Percent



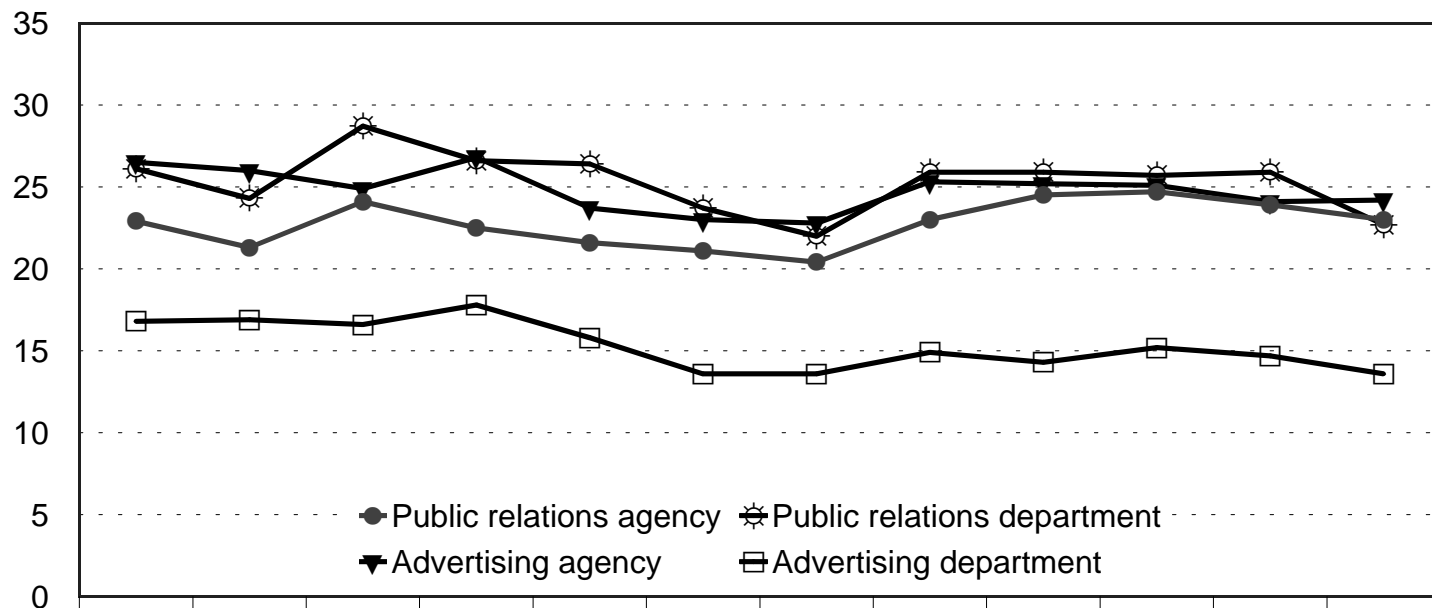
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Television station	21.5	25.6	24.5	22.7	23.2	22.9	26.9	26.7	25.1	27.8	23.1	22.8
Radio station	16.4	18	17.3	16	15.8	16.3	14.7	15.7	13.9	14	11.8	10.6
Cable television	9.2	13	13.2	10.8	12.8	11.9	12.6	12.5	11.2	12.5	10	10.9
(N)	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734

Source: Annual Survey of Journalism & Mass Communication Graduates

S7. Seeking PR/advertising jobs

Jobs sought by BA recipients in the area of PR and advertising
Excludes students not seeking jobs

Percent



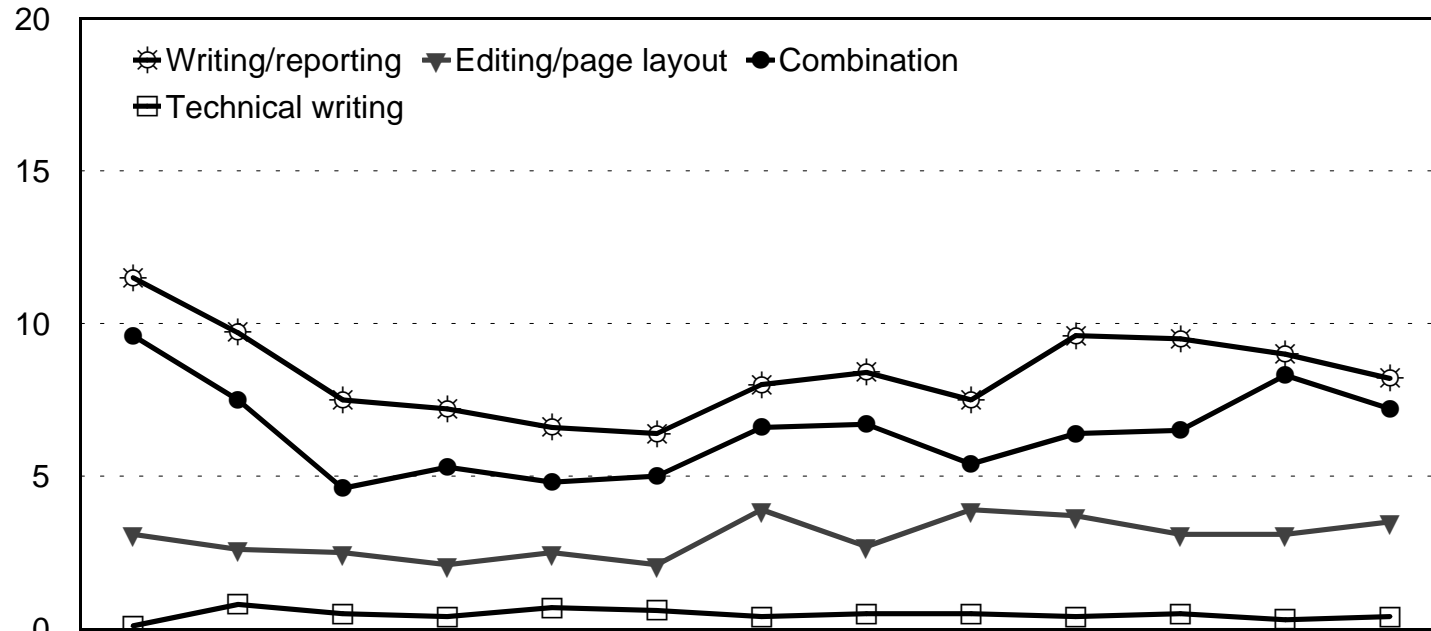
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Public relations agency	22.9	21.3	24.1	22.5	21.6	21.1	20.4	23	24.5	24.7	23.9	23
Public relations department	26.1	24.3	28.7	26.6	26.4	23.7	22	25.9	25.9	25.7	25.9	22.7
Advertising agency	26.5	26	24.9	26.8	23.7	23	22.8	25.3	25.2	25.1	24.1	24.2
Advertising department	16.8	16.9	16.6	17.8	15.8	13.6	13.6	14.9	14.3	15.2	14.7	13.6
(N)	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734

Source: Annual Survey of Journalism & Mass Communication Graduates

S8. News-editorial tasks

BA recipients' job tasks in the area of print journalism

Percent

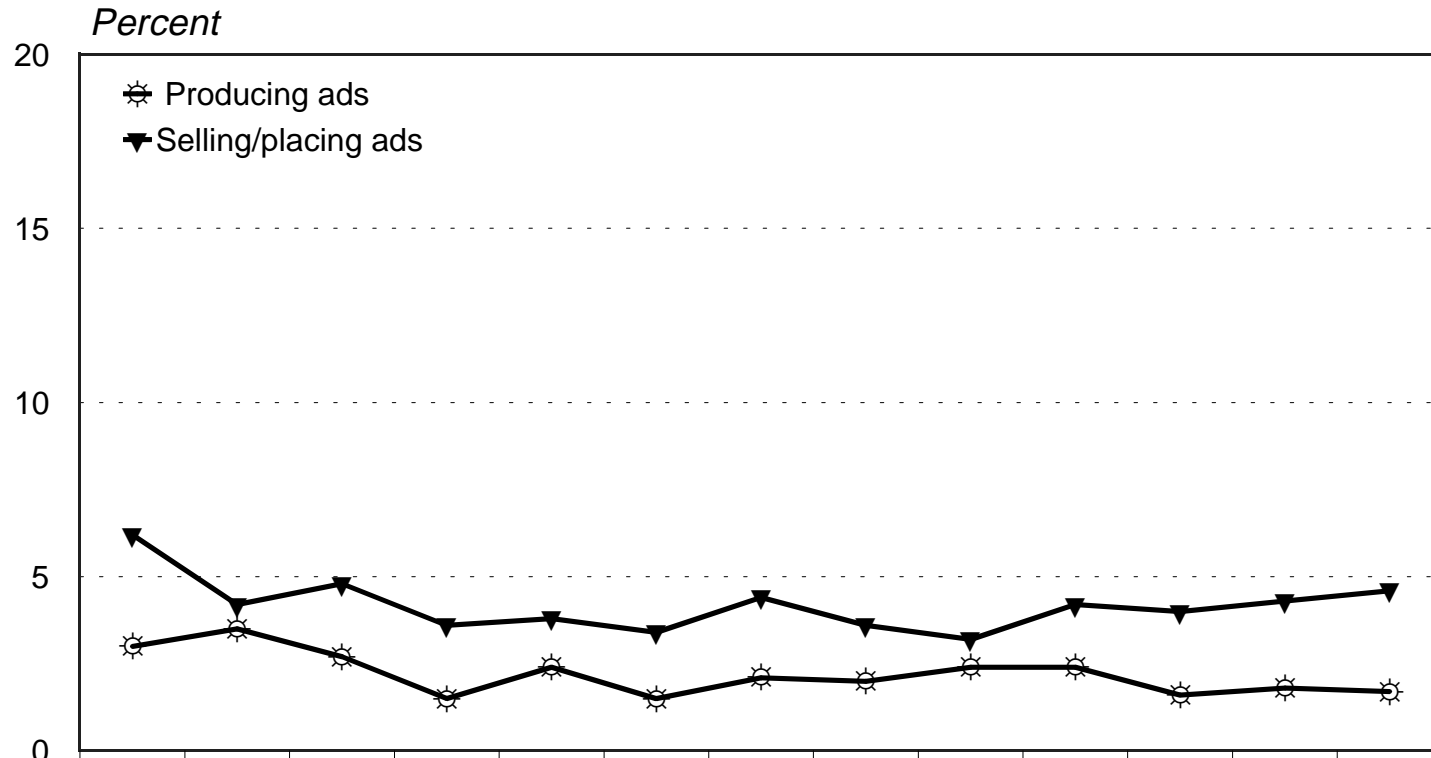


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Writing/reporting	11.5	9.7	7.5	7.2	6.6	6.4	8	8.4	7.5	9.6	9.5	9	8.2
Editing/page layout	3.1	2.6	2.5	2.1	2.5	2.1	3.9	2.7	3.9	3.7	3.1	3.1	3.5
Combination	9.6	7.5	4.6	5.3	4.8	5	6.6	6.7	5.4	6.4	6.5	8.3	7.2
Technical writing	0.1	0.8	0.5	0.4	0.7	0.6	0.4	0.5	0.5	0.4	0.5	0.3	0.4
(N)	711	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235	2679	2734

Source: Annual Survey of Journalism & Mass Communication Graduates

S9. Advertising tasks

BA recipients' job tasks in the area of advertising



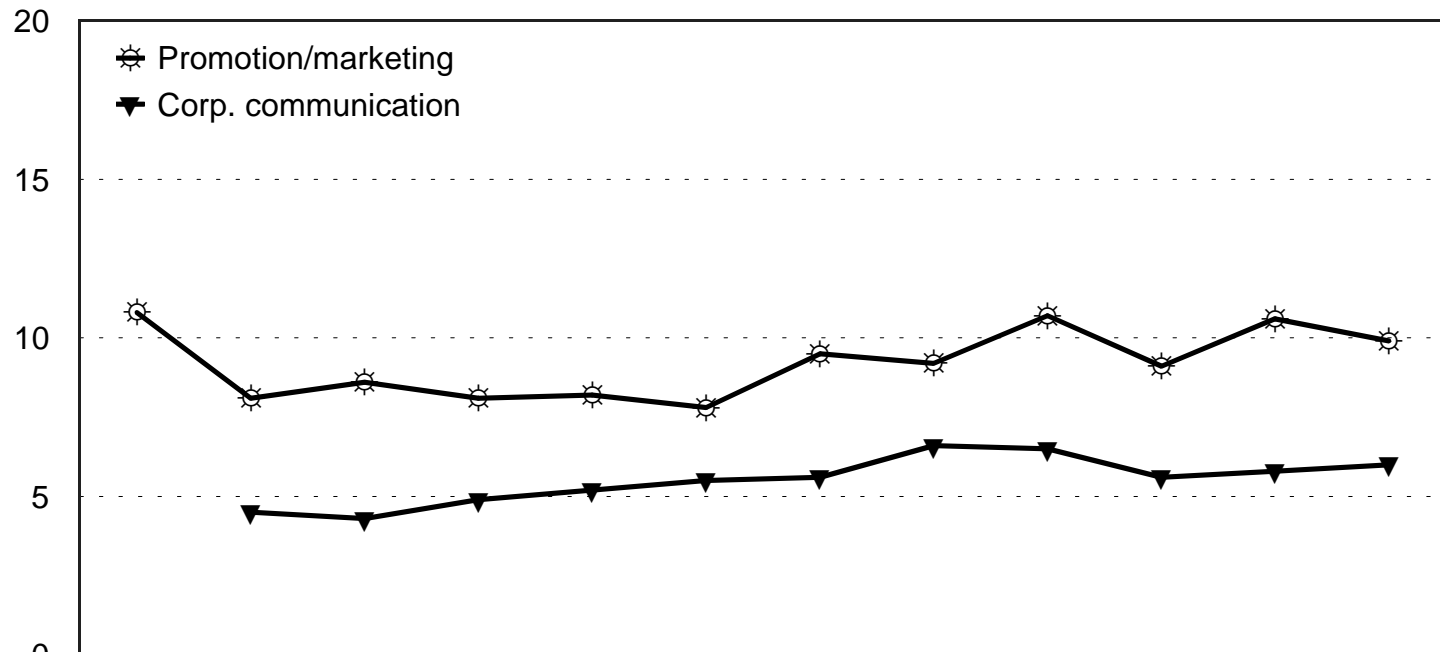
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Producing ads	3	3.5	2.7	1.5	2.4	1.5	2.1	2	2.4	2.4	1.6	1.8	1.7
Selling/placing ads	6.2	4.2	4.8	3.6	3.8	3.4	4.4	3.6	3.2	4.2	4	4.3	4.6
(N)	711	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235	2679	2734

Source: Annual Survey of Journalism & Mass Communication Graduates

S10. Corporate communication tasks

BA recipients' job tasks in the area of corporate marketing and communication

Percent



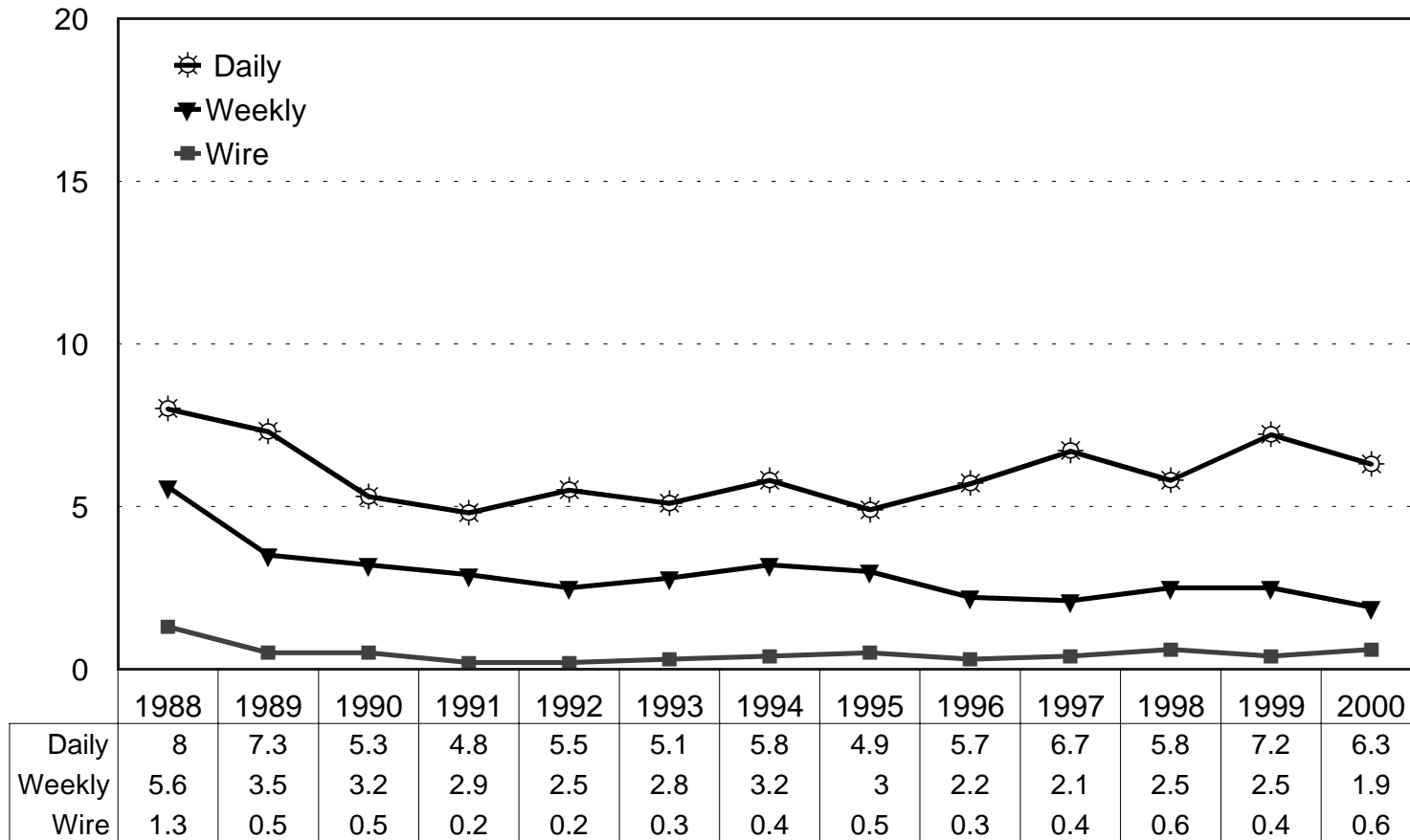
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Promotion/marketing	10.8	8.1	8.6	8.1	8.2	7.8	9.5	9.2	10.7	9.1	10.6	9.9
Corp. communication		4.5	4.3	4.9	5.2	5.5	5.6	6.6	6.5	5.6	5.8	6
(N)	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235	2679	2734

Source: Annual Survey of Journalism & Mass Communication Graduates

S11. Newspaper work

BA recipients working in newspaper jobs

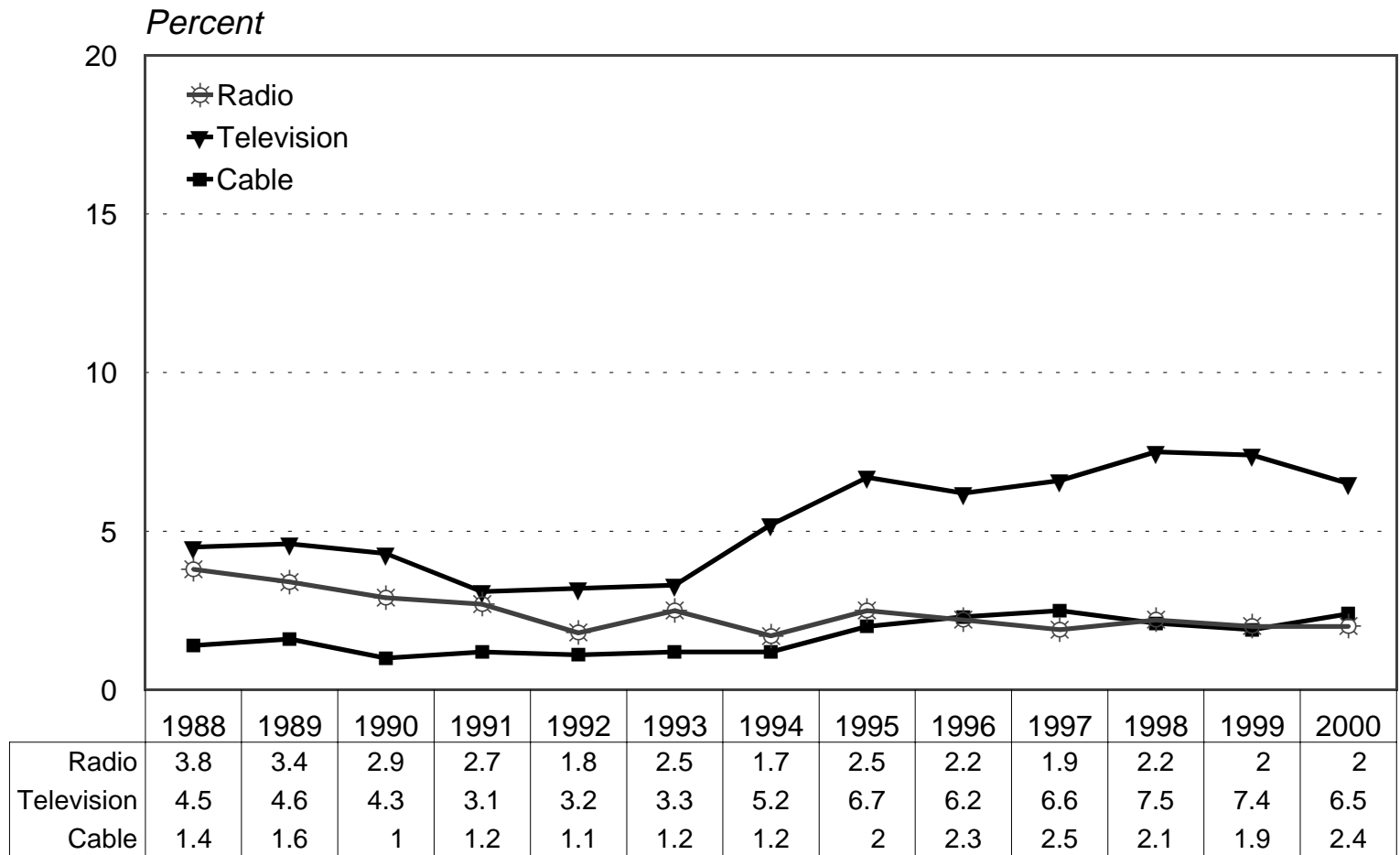
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

S12. Telecom work

BA recipients working in telecommunications jobs

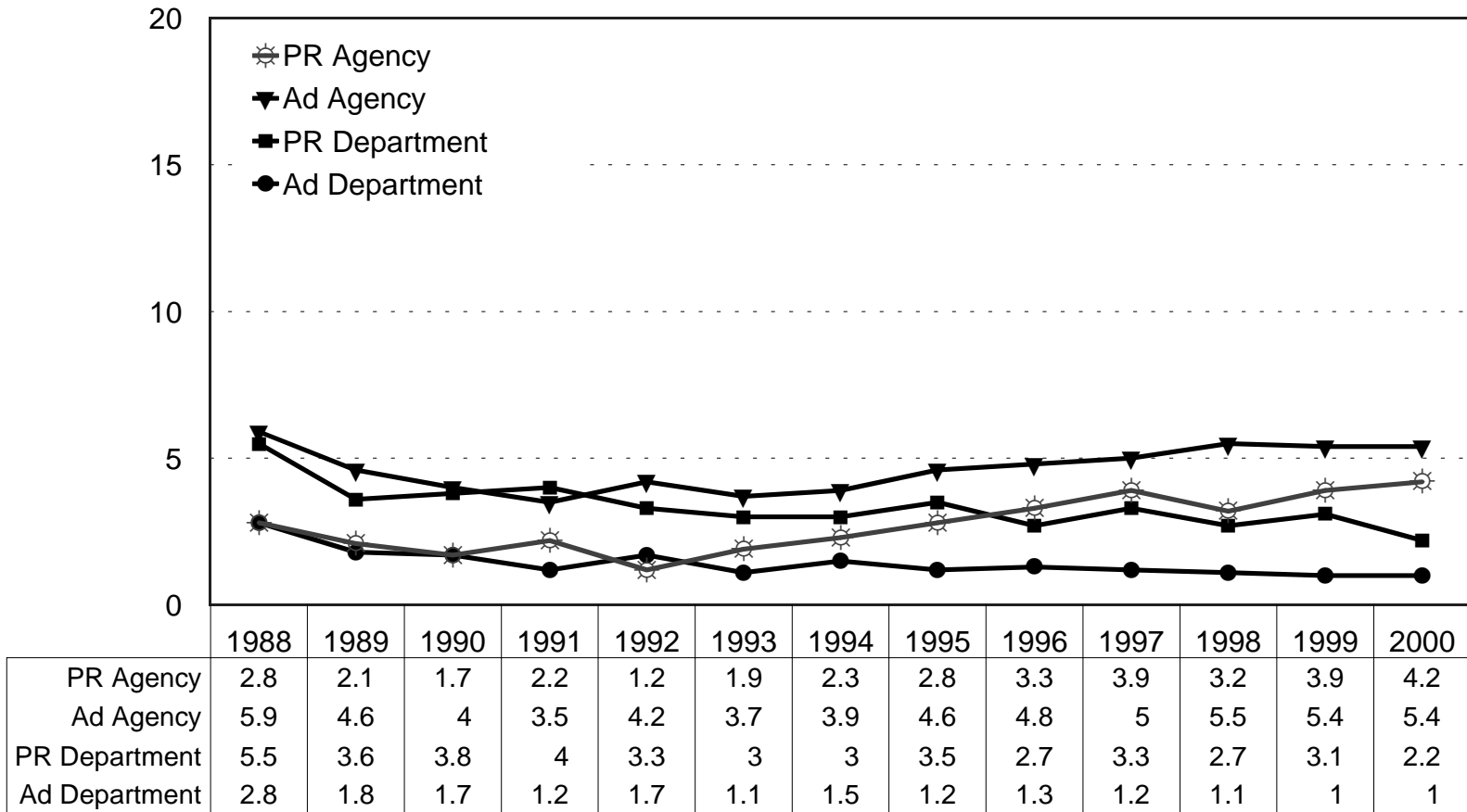


Source: Annual Survey of Journalism & Mass Communication Graduates

S13. PR and advertising work

BA recipients working in public relations and advertising

Percent

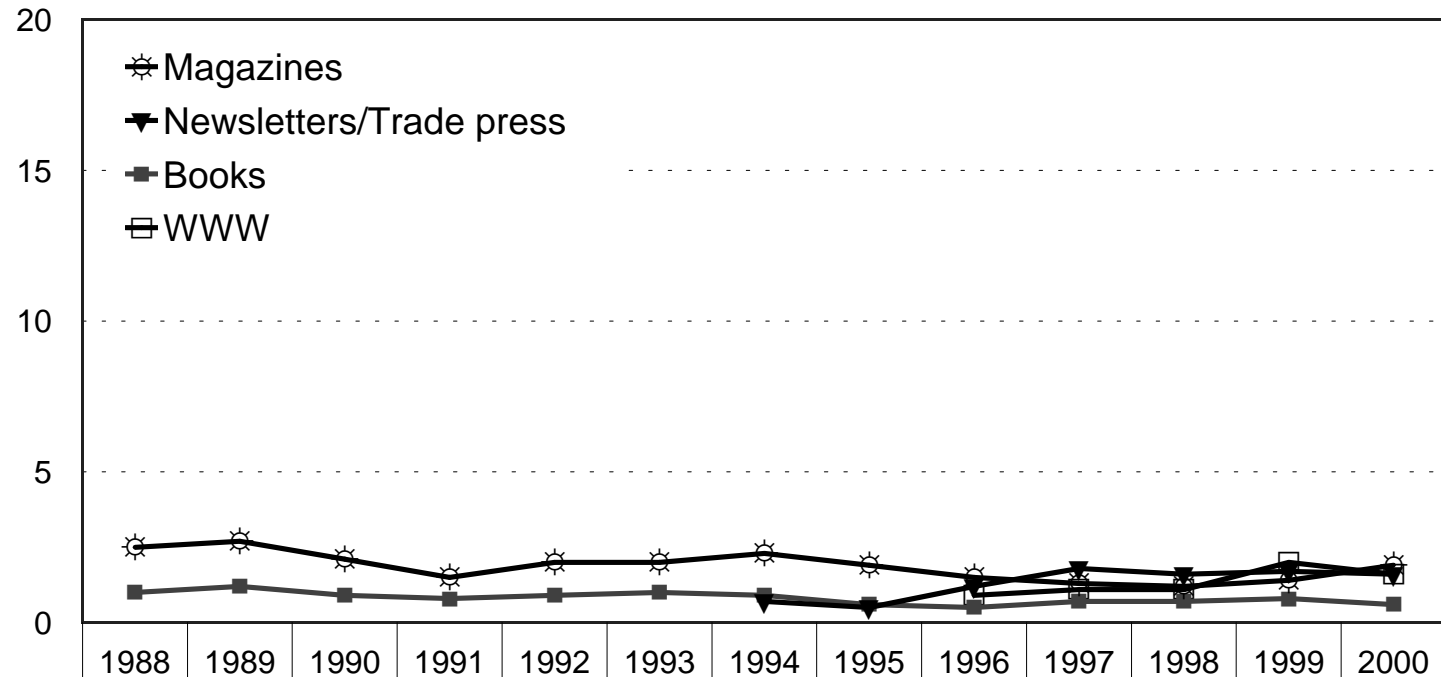


Source: Annual Survey of Journalism & Mass Communication Graduates

S14. Other communication work

BA recipients working for magazines, newsletters/ trade press, book publishers, WWW

Percent



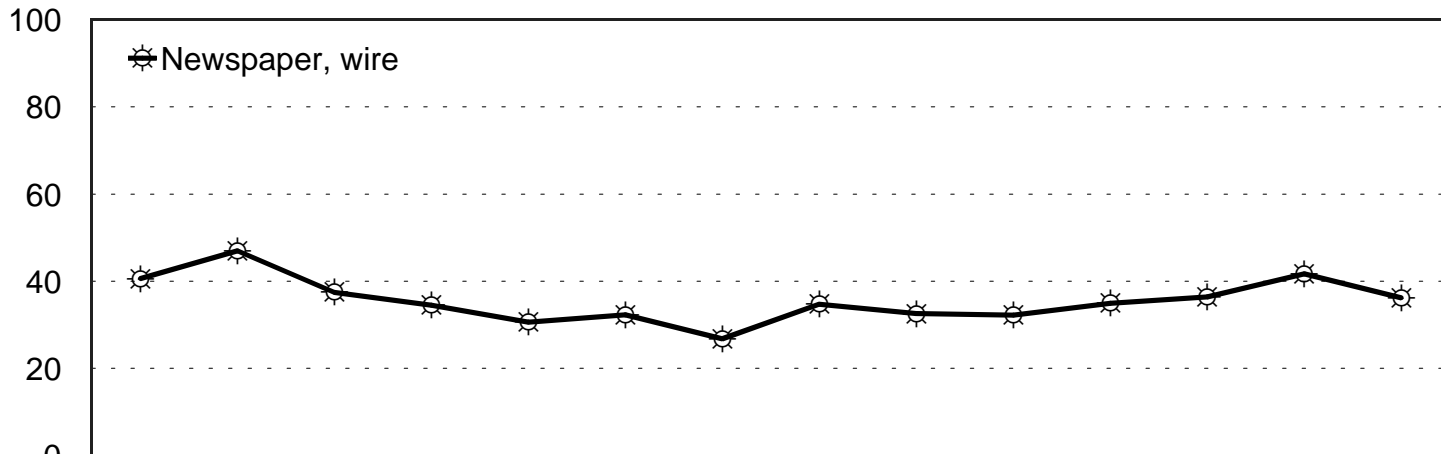
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Magazines	2.5	2.7	2.1	1.5	2	2	2.3	1.9	1.5	1.3	1.2	1.4	1.9
Newsletters/Trade press							0.7	0.5	1.2	1.8	1.6	1.7	1.6
Books	1	1.2	0.9	0.8	0.9	1	0.9	0.6	0.5	0.7	0.7	0.8	0.6
WWW									0.9	1.1	1.1	2	1.6

Source: Annual Survey of Journalism & Mass Communication Graduates

S15. Hiring news students

Employers of BA recipients with a news-editorial emphasis

Percent Employed



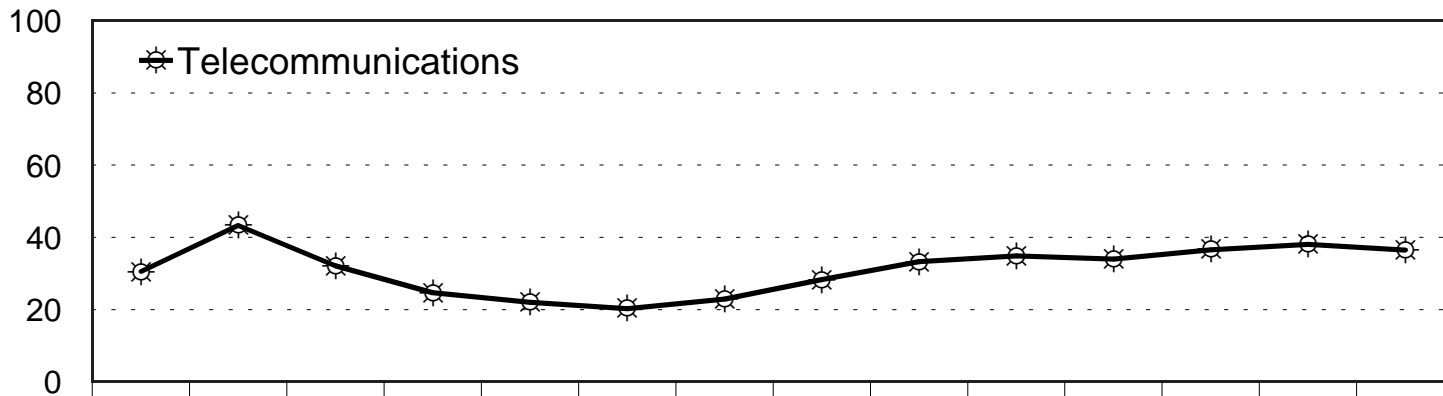
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Newspaper, wire	40.6	47	37.4	34.5	30.6	32.3	26.8	34.7	32.6	32.2	34.9	36.4	41.7	36.2
Broadcasting	0.5	0.9	2.5	1.3	1.9	1.2	1.8	1.5	2.2	3.2	3.1	1.4	2.4	1
Public relations	6.8	3.5	5.5	5.3	5.2	4.4	5.6	3.7	3.9	5	2.5	2.9	3.1	2.5
Advertising	1.8	1.7	2.7	2.4	1.9	1.2	1.4	1	2.5	2.2	2.8	0.3	1.5	1
Other comm.	12.8	6.1	16.2	14.7	12.4	18.6	18.7	22.3	19.9	20.2	22	22	22.3	25.3
In School	12.3	8.7	8.5	9.2	9.5	10.5	11.5	8.7	8.1	9	9.6	6.7	5.7	6.8
Unempl.	10	14.8	13.2	15.6	14	12.8	14.9	9.9	14	11.5	11.5	12.3	9.2	13.2
Non comm.	15.1	17.4	14	16.8	24.5	19.1	19.4	18.3	16.9	16.7	13.5	18	14.2	13.9
(N)	219	115	364	380	421	430	444	404	408	401	355	373	458	395

Source: Annual Survey of Journalism & Mass Communication Graduates

S16. Hiring broadcast students

Students with an emphasis in telecommunications who choose their own specialty

Percent

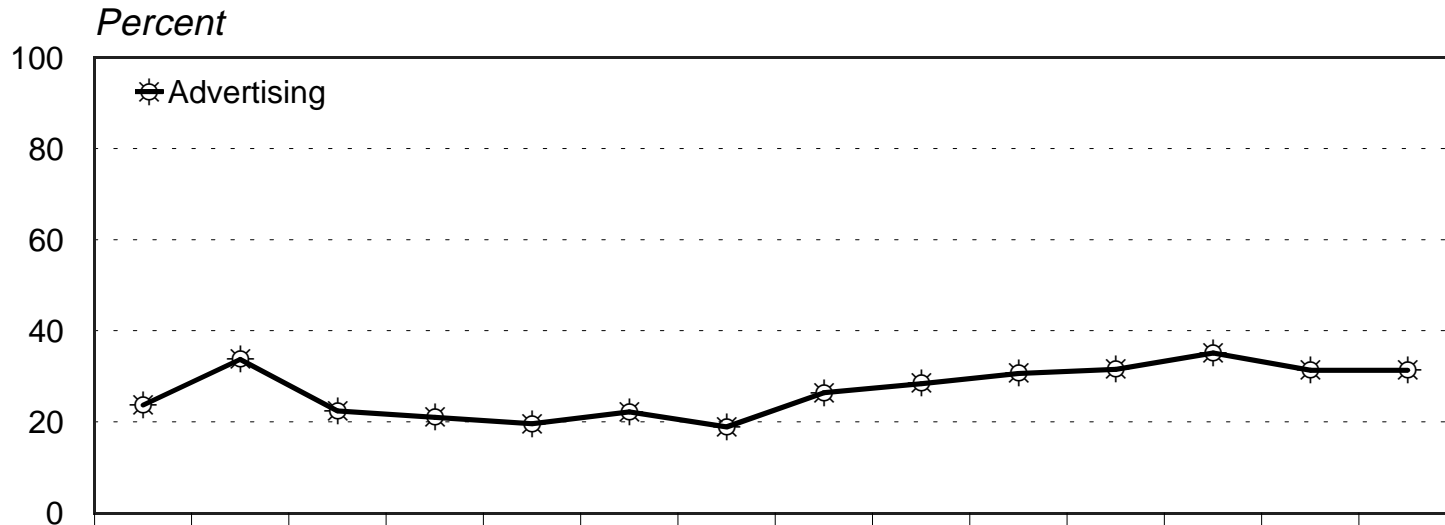


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Newspaper, wire	2.9	2.9	3.7	2.2	0.8	2	1.8	1.2	1.7	1	2.1	1.5	2.9	2.5
Telecommunications	30.5	43.3	32.1	24.7	22	20.3	22.9	28.3	33.3	34.9	34	36.6	38.1	36.5
Public relations	1.8	7.7	2.9	2.2	2.3	1.8	2.2	1.9	3.3	1.4	2.3	1.6	2.4	1.8
Advertising	1.4	6.7	1.8	1.8	1.9	1.4	0.9	1.7	1	1.4	1.3	1.5	2.4	2
Other comm.	21.9	3.8	21.8	18.6	16.5	19.9	18.4	19.8	18.5	16.4	20.5	22.9	17.5	18.6
In School	4.7	5.8	4.7	5.3	6.1	8.5	3.8	6.2	5.7	4.4	4.2	3.7	4.7	5.1
Unempl.	16.1	11.5	12.9	17.2	17.6	17.3	19.5	16	13	18.8	14.8	16.2	13.5	14.8
Non comm.	20.8	18.3	20	28	32.8	28.9	30.5	24.9	23.5	21.6	20.7	21.4	18.5	18.6
(N)	279	104	380	547	527	508	446	481	579	495	521	542	593	602

Source: Annual Survey of Journalism & Mass Communication Graduates

S17. Hiring ad students

Students with an advertising emphasis who choose their own specialty

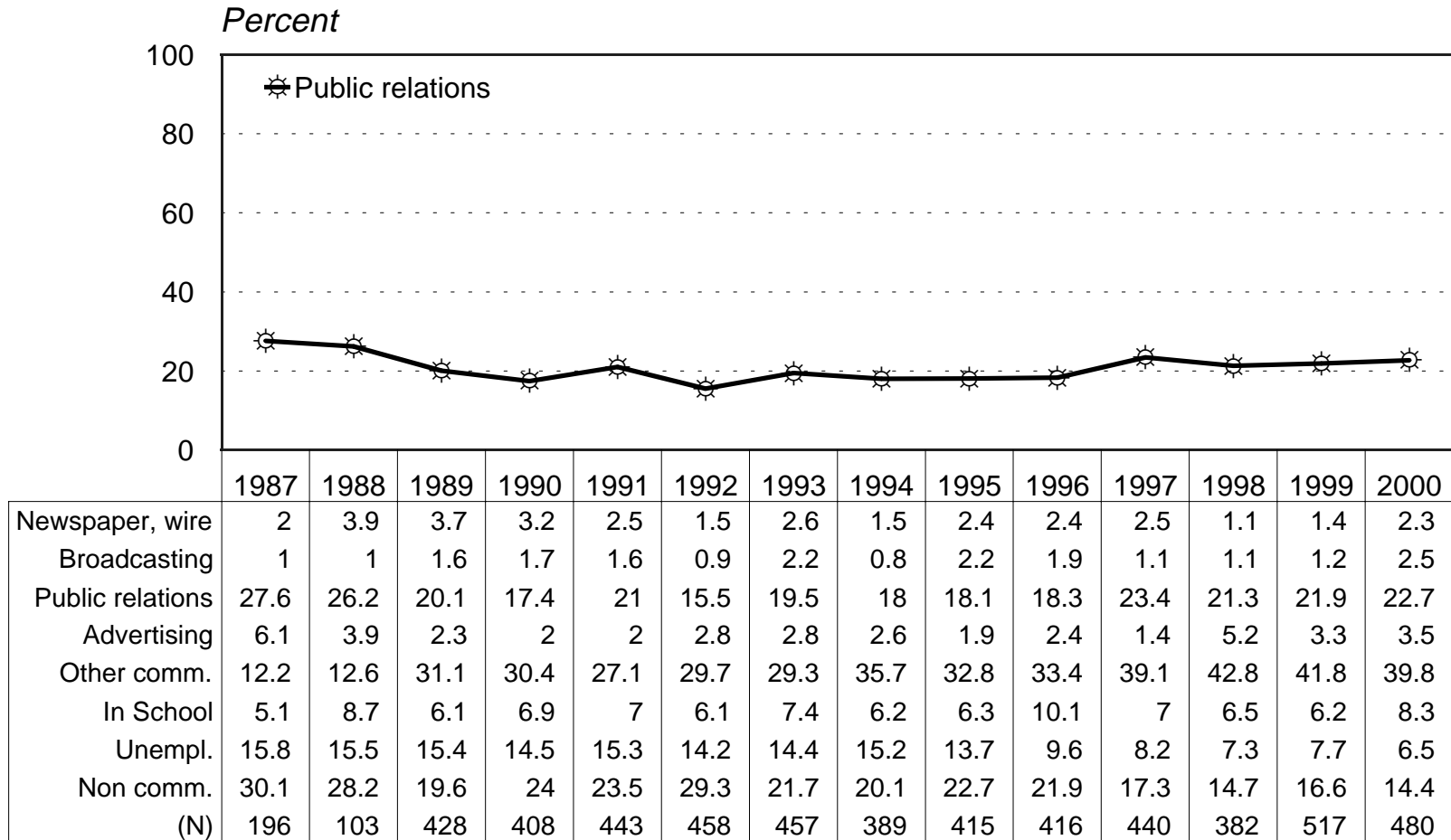


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Newspaper, wire	4.6	6.7	6.9	4.9	4.8	5.2	5.6	4.7	3.2	5.8	4.8	3.9	3.5	4.1
Broadcasting	3.3	4.5	4	2.3	2	1.6	3.3	0.7	1.4	1	2.6	2.6	4.2	3.4
Public relations	1.7	6.7	4.9	4.9	5.6	4.4	3.1	0.7	2.9	2.1	1.9	2.6	2.2	1.6
Advertising	23.7	33.7	22.4	21	19.6	22.2	18.9	26.4	28.4	30.6	31.5	35.1	31.3	31.3
Other comm.	14.1	5.6	19.8	1.2	17.9	18.7	21.4	22.7	23.7	23.4	27.4	22.4	25.6	24.7
In School	7.9	2.2	5.2	6.4	4.5	5.9	5.6	6.8	6.1	6.5	5.2	5.6	5.8	7.2
Unempl.	13.7	11.2	13.8	14.6	17.6	14.5	15.8	14.6	11.9	12	10	7.4	11.5	9.1
Non comm.	31.1	29.2	23	27.7	28	27.4	26.4	23.4	22.3	18.6	16.7	20.3	16	18.8
(N)	241	89	348	390	357	427	360	295	278	291	270	231	313	320

Source: Annual Survey of Journalism & Mass Communication Graduates

S18. Hiring PR students

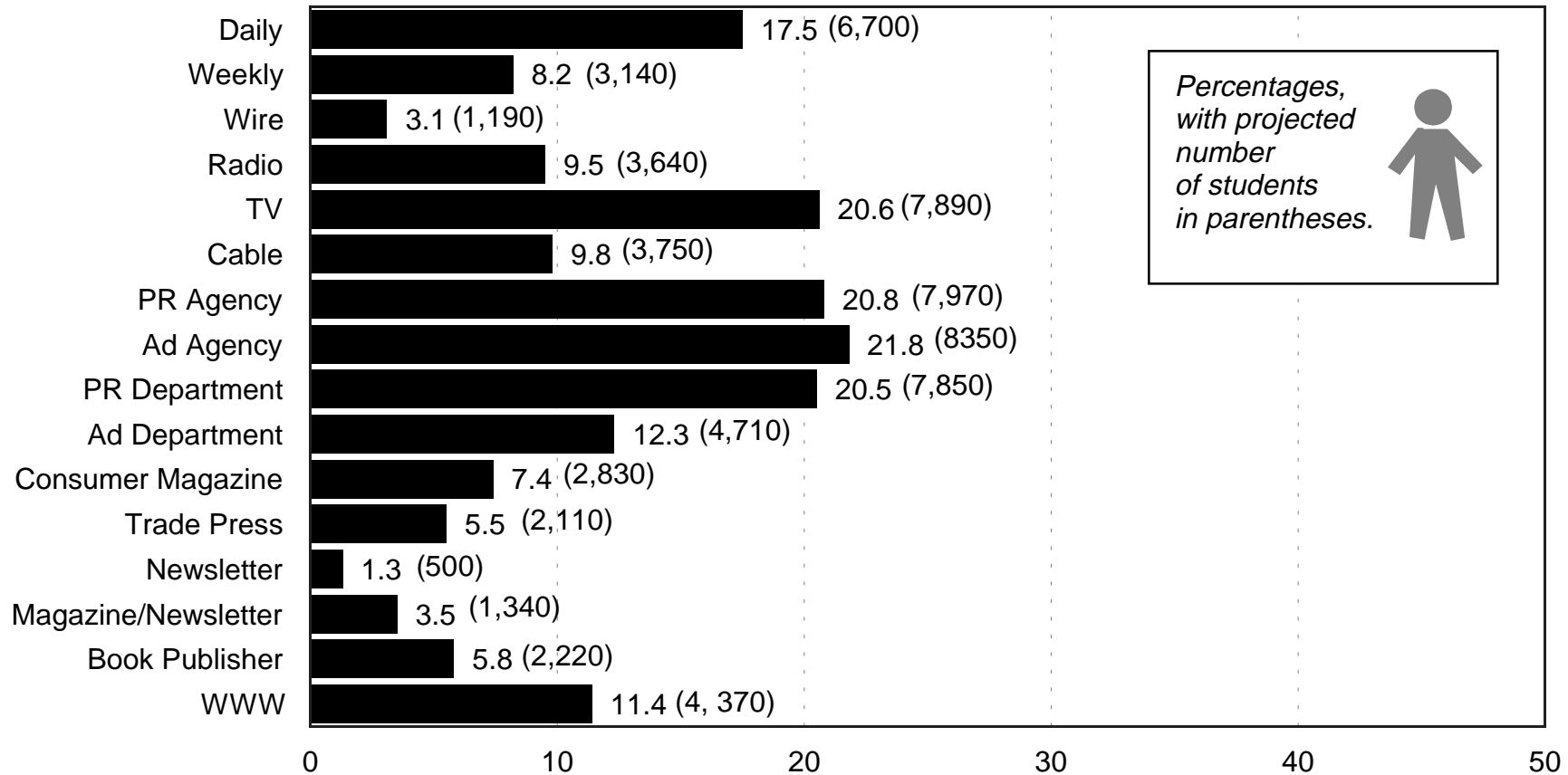
Students with a public relations emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S19. Where grads seek work

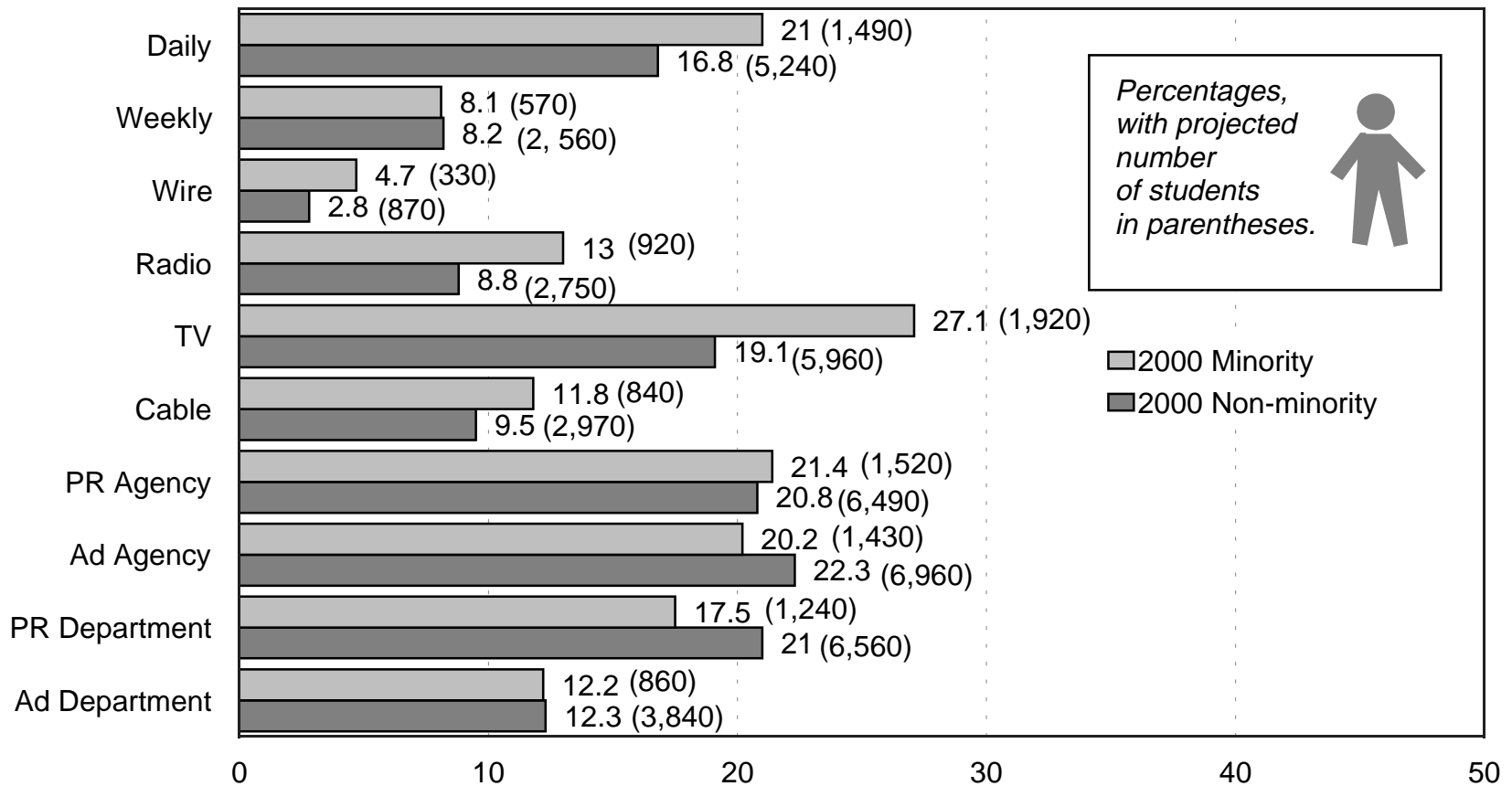
Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2000



Source: Annual Survey of Journalism & Mass Communication Graduates

S20. Minorities and job seeking I

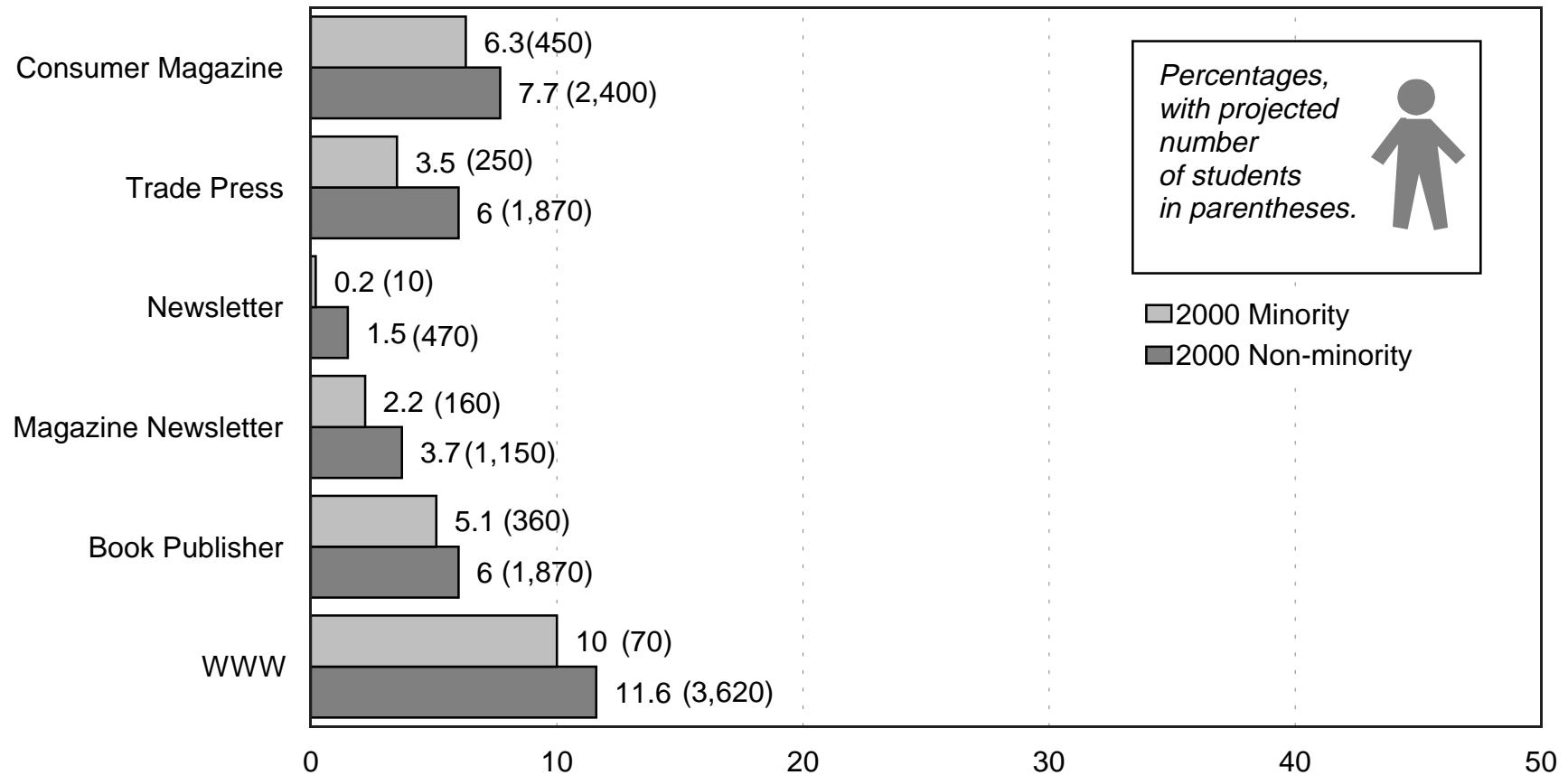
Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2000



Source: Annual Survey of Journalism & Mass Communication Graduates

S21. Minorities and job seeking

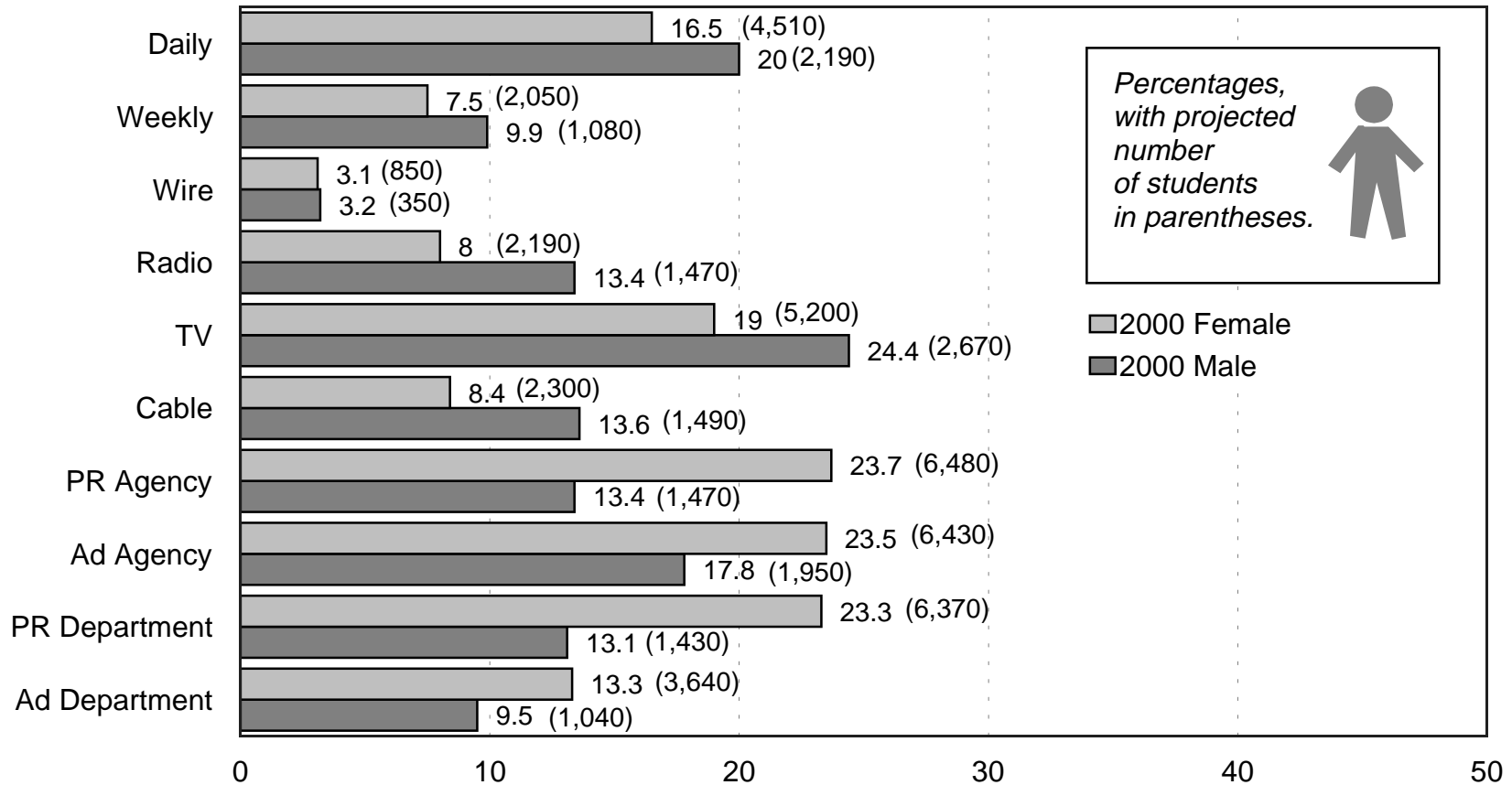
Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2000



Source: Annual Survey of Journalism & Mass Communication Graduates

S22. Gender and job seeking

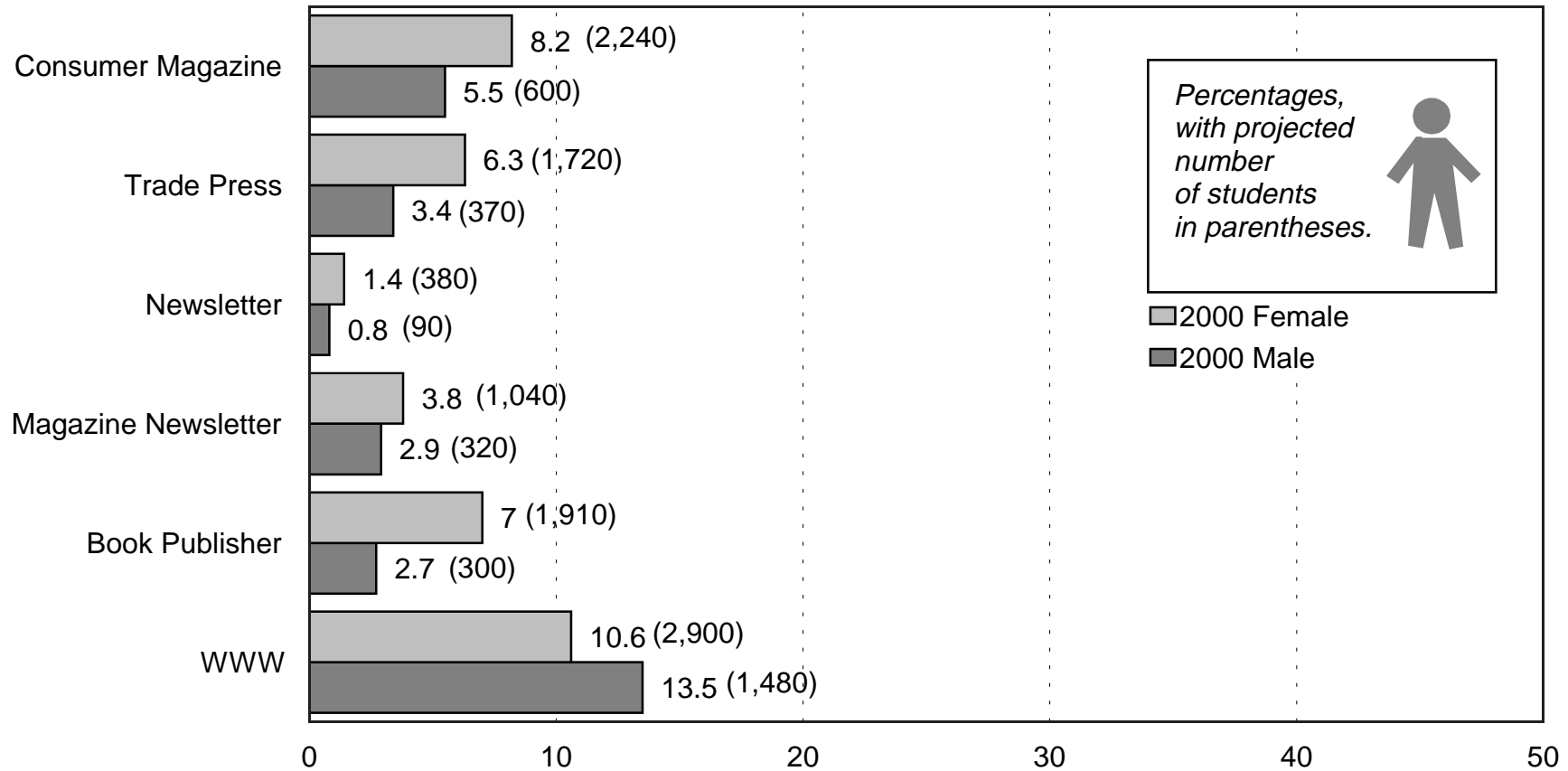
Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2000



Source: Annual Survey of Journalism & Mass Communication Graduates

S23. Gender and job seeking II

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

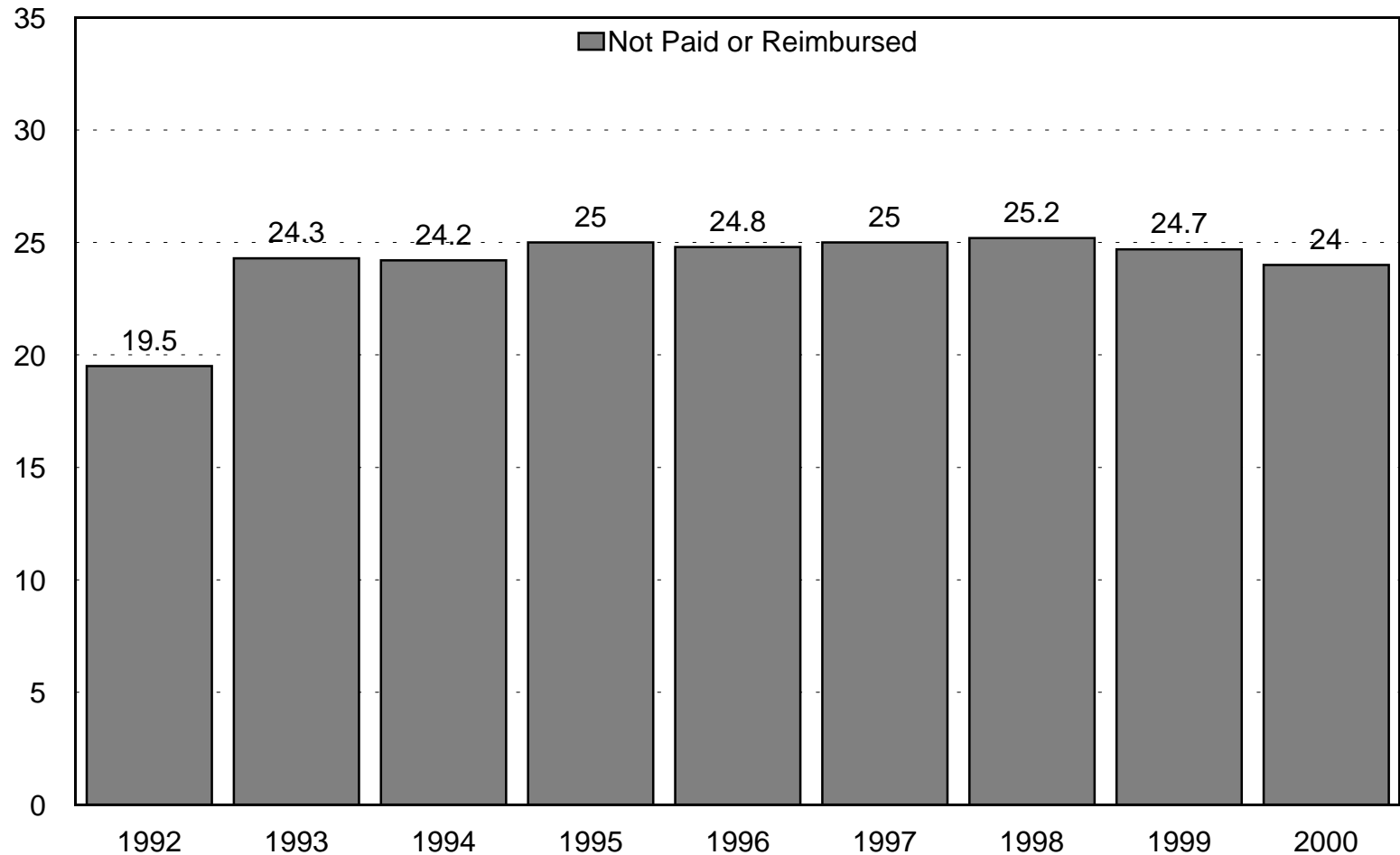


Source: Annual Survey of Journalism & Mass Communication Graduates

S24. Overtime without pay

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

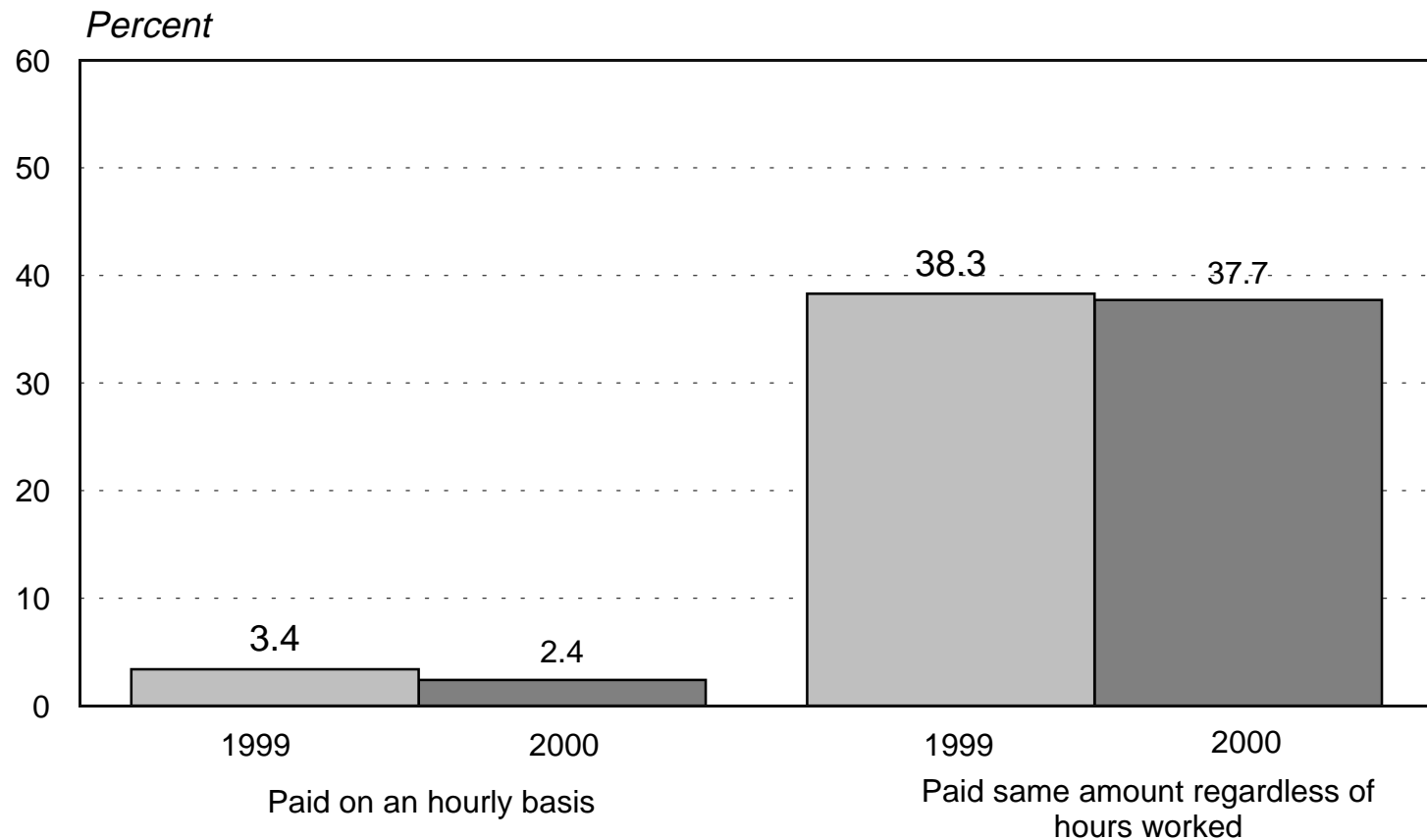
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

S25. Overtime without compensation hourly vs. salary

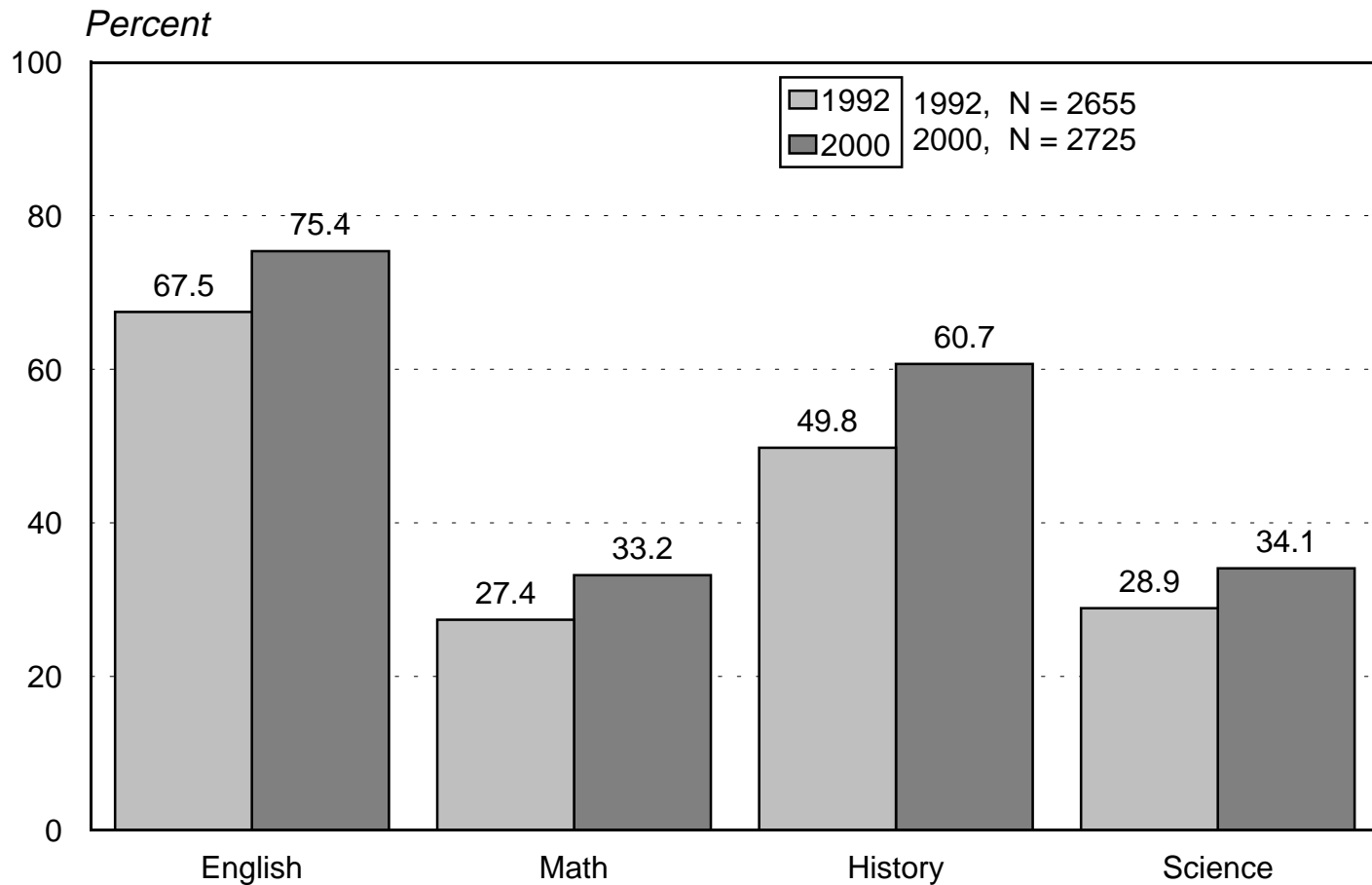
BA recipients working more than 40 hours per week as full-time employees without reimbursement



Source: Annual Survey of Journalism & Mass Communication Graduates

S26. Grades in high school

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

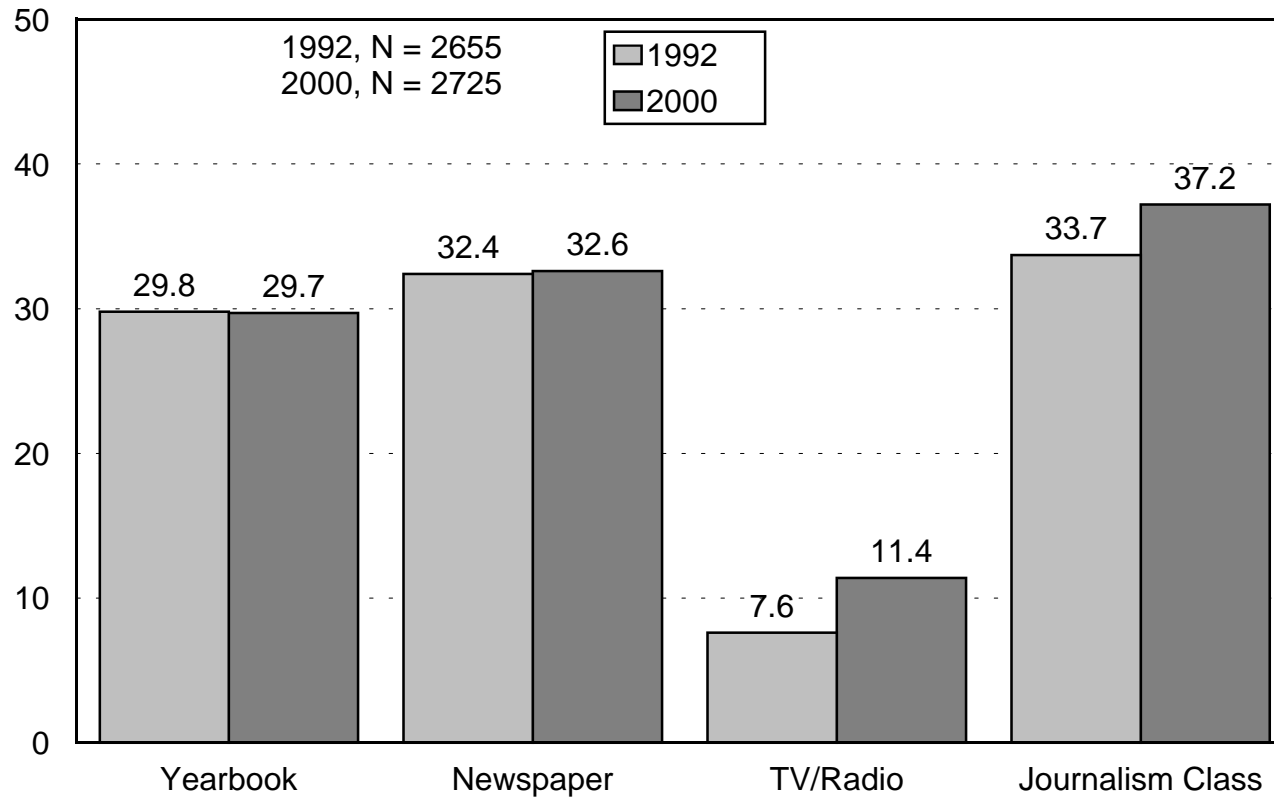


Source: Annual Survey of Journalism & Mass Communication

S27. High school activities

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

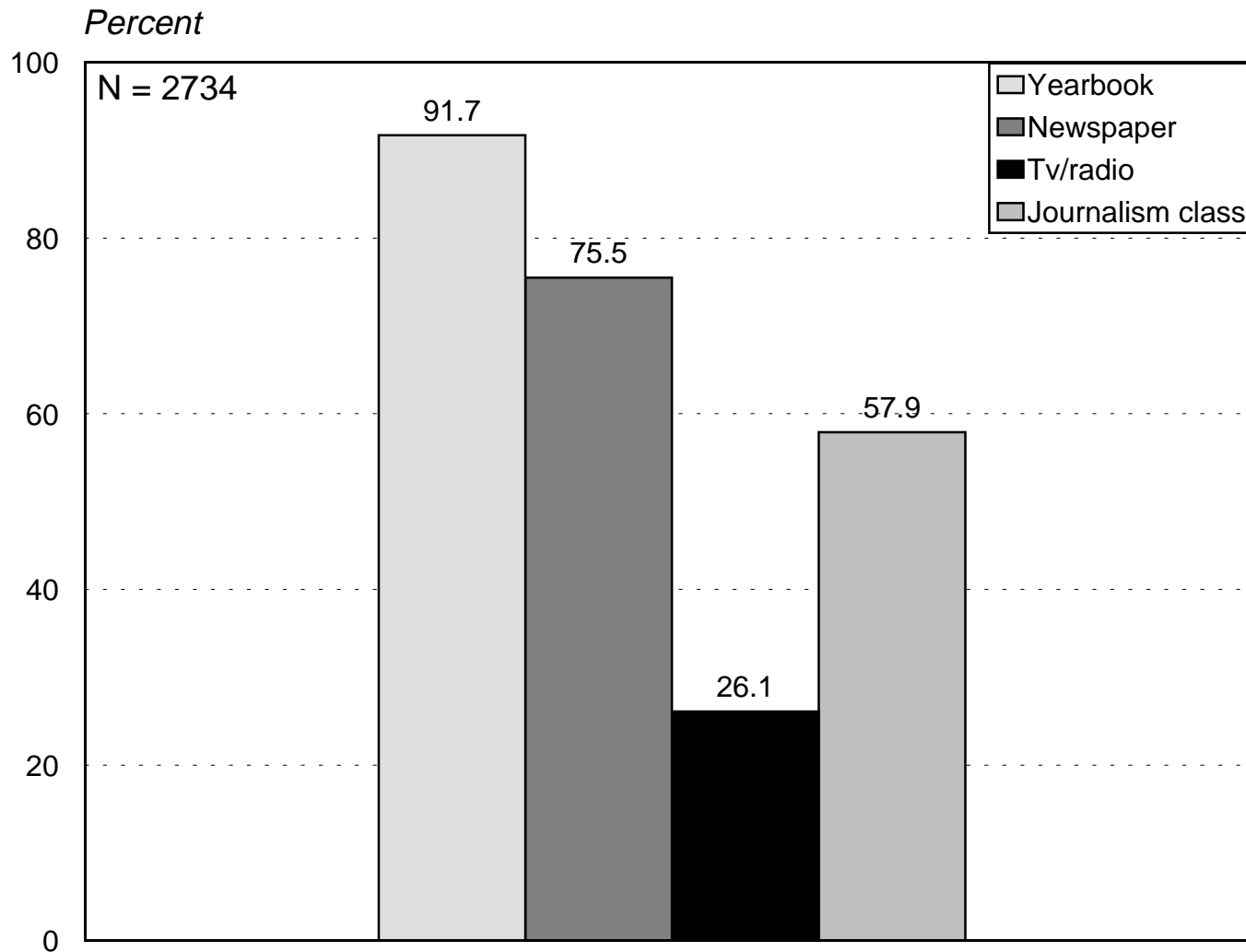
Percent



Source: Annual Survey of Journalism & Mass Communication

S28. High school activities available

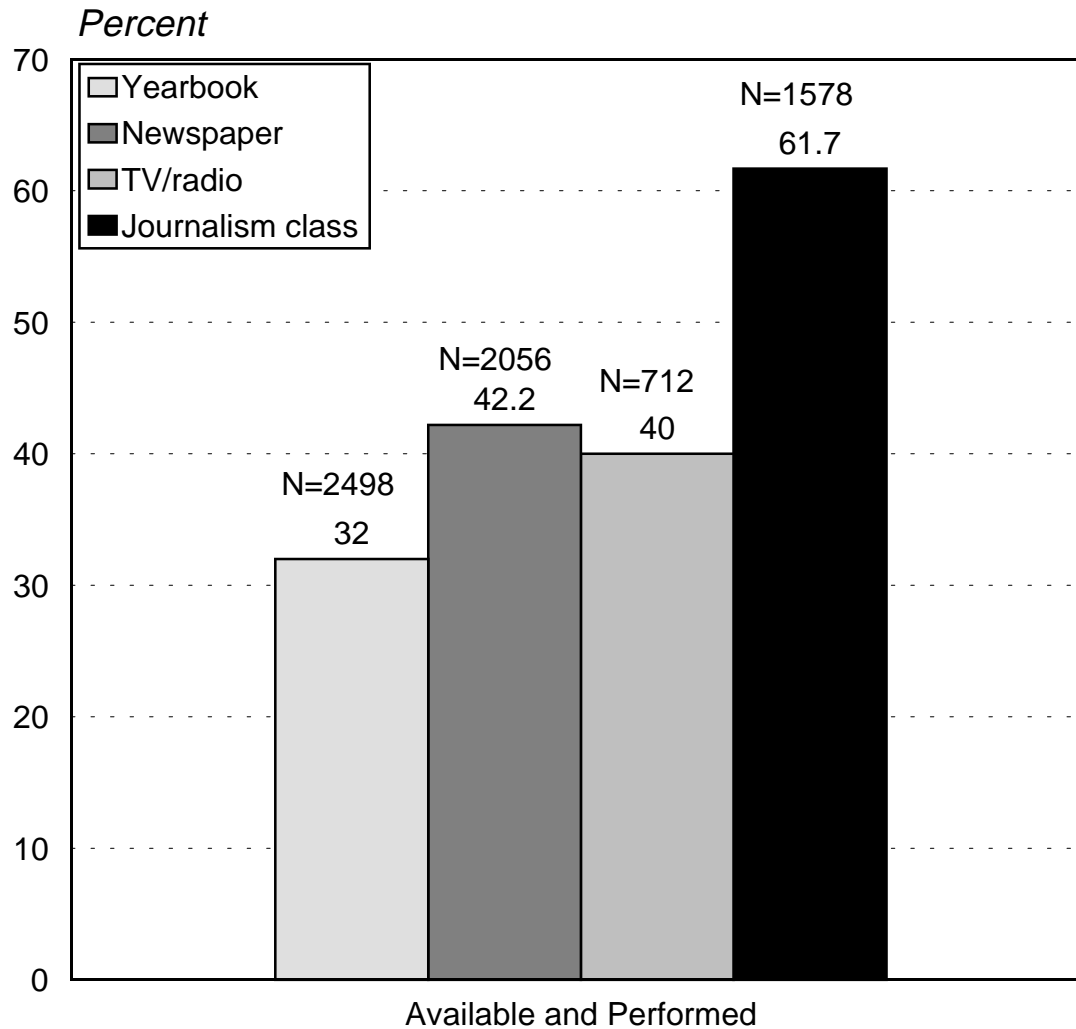
Media related activities available:
yearbook, newspaper, TV/radio, journalism class



Source: Annual Survey of Journalism & Mass Communication Graduates

S29. High school activities used if available

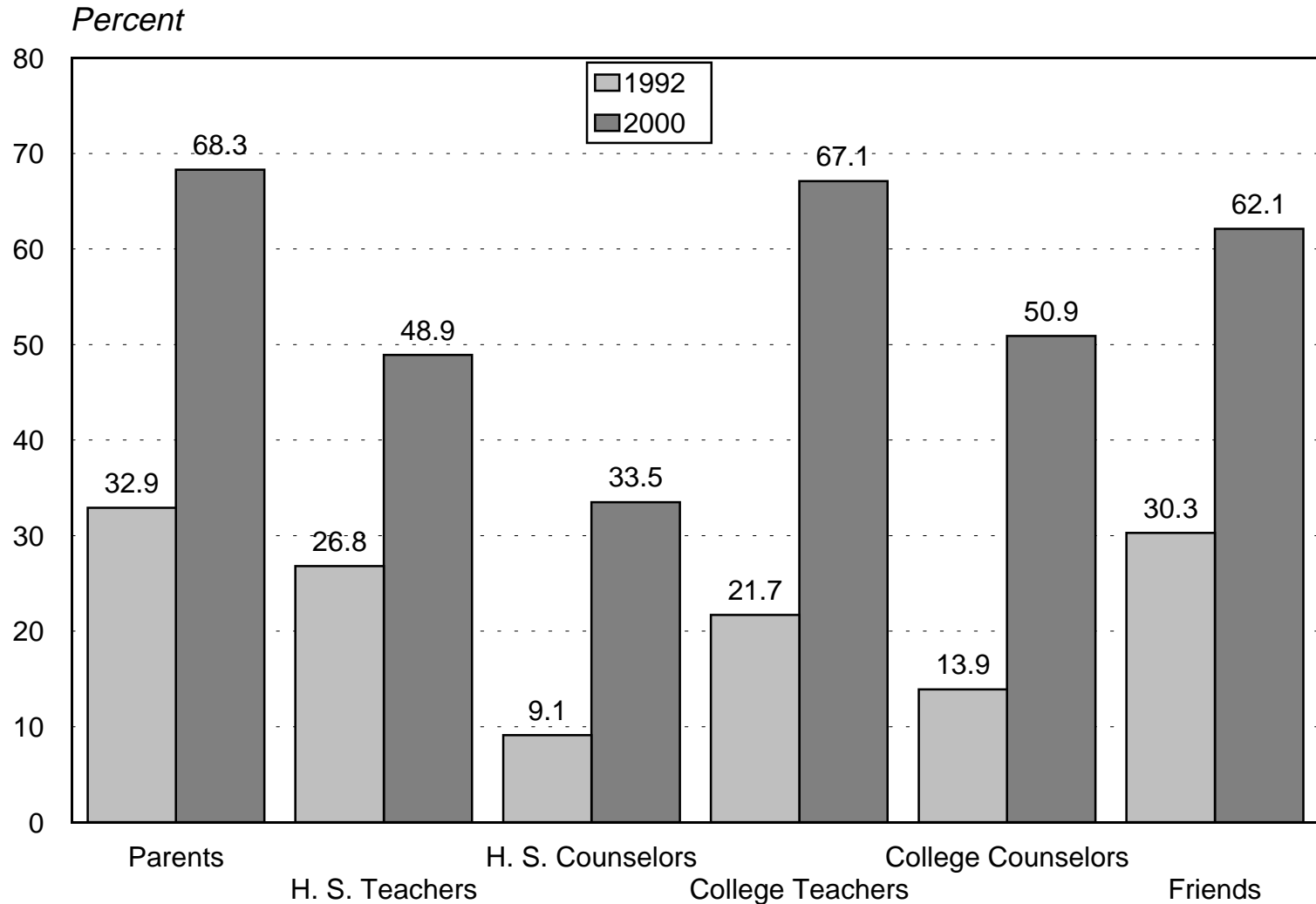
Activities available and performed:
yearbook, newspaper, TV/radio, journalism class



Source: Annual Survey of Journalism & Mass Communication Graduates

S30. Encouraged to study journalism

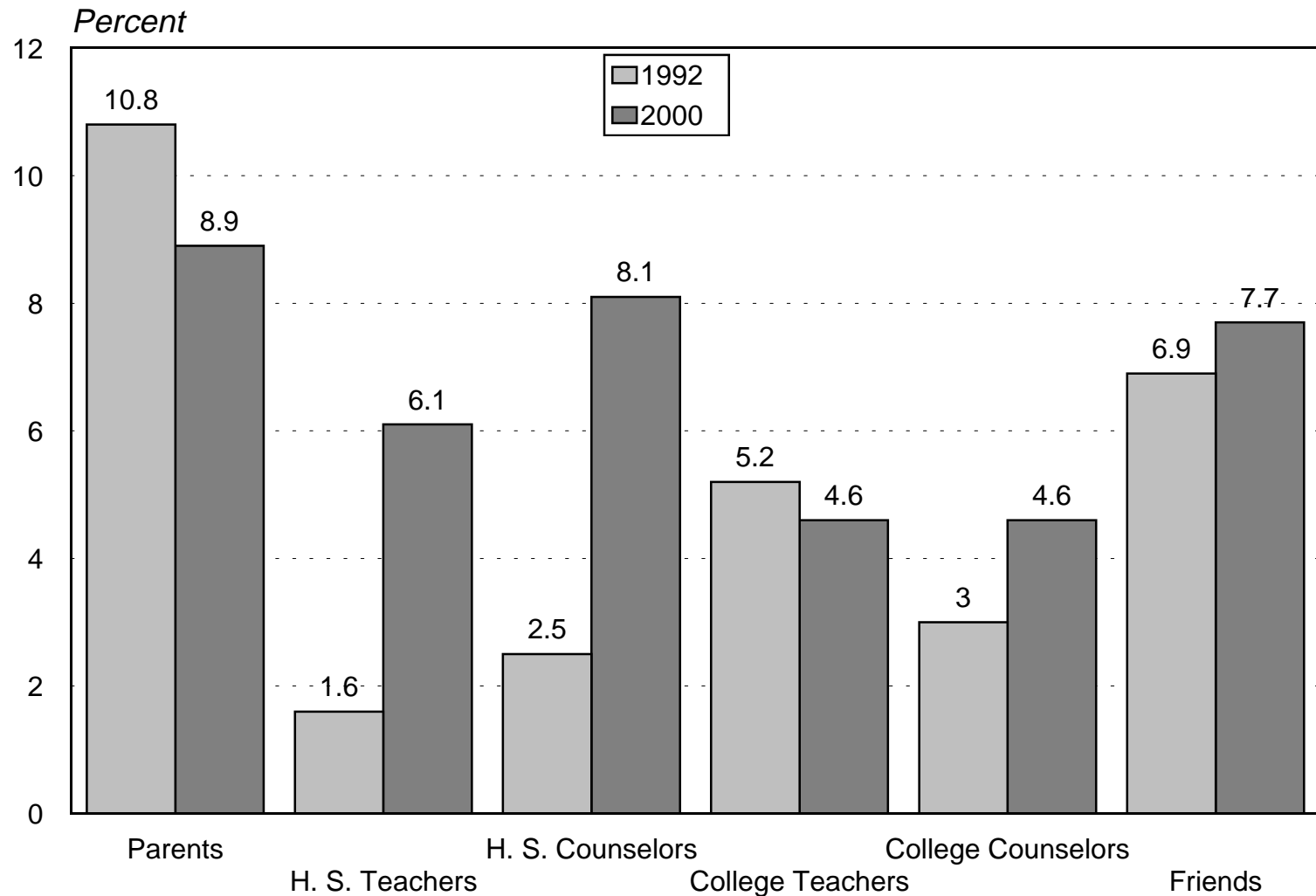
Encouraged by: parents, counselors, teachers and friends



Source: Annual Survey of Journalism & Mass Communication

S31. Discouraged to study journalism

Discouraged by: parents, counselors, teachers and friends

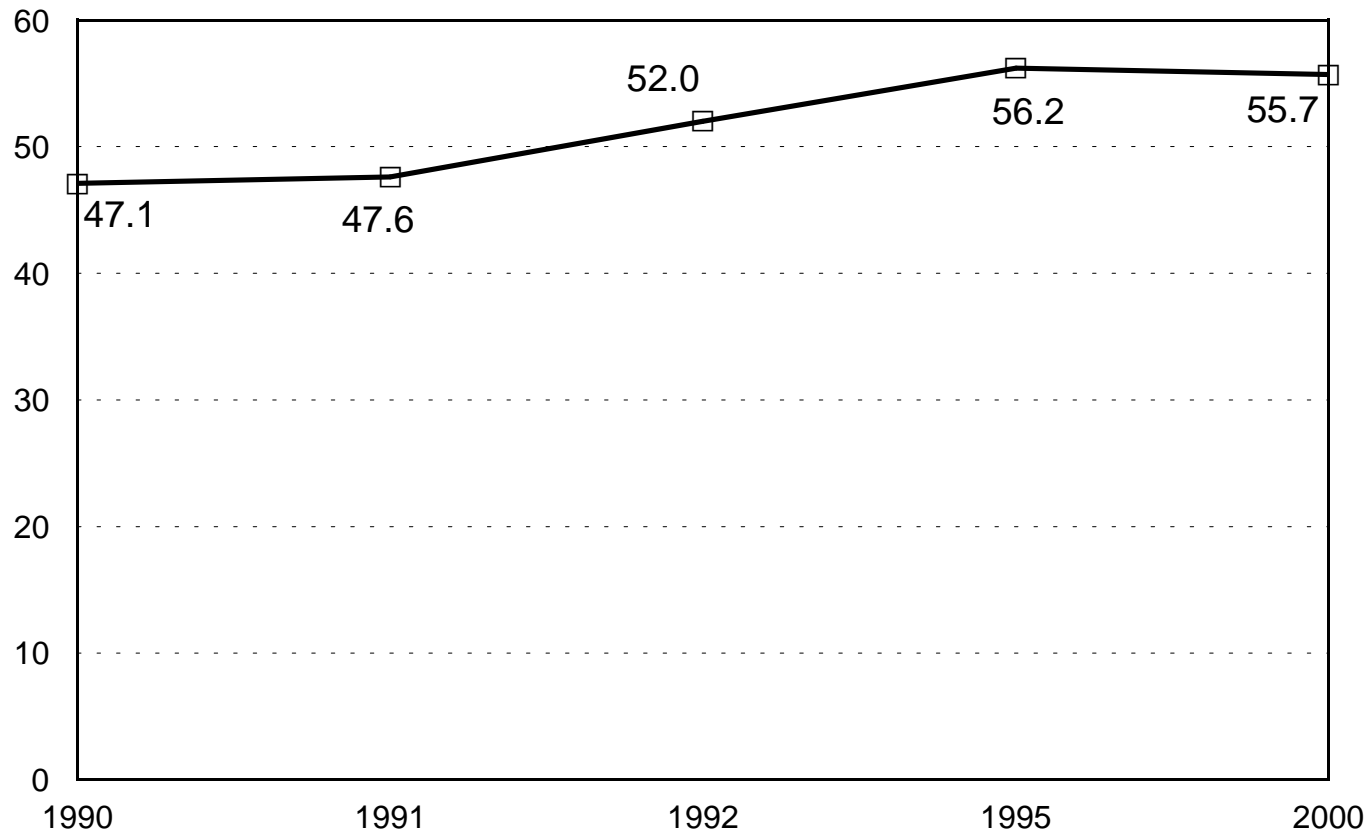


Source: Annual Survey of Journalism & Mass Communication

S32. Debt at graduation

Students who have debt at graduation

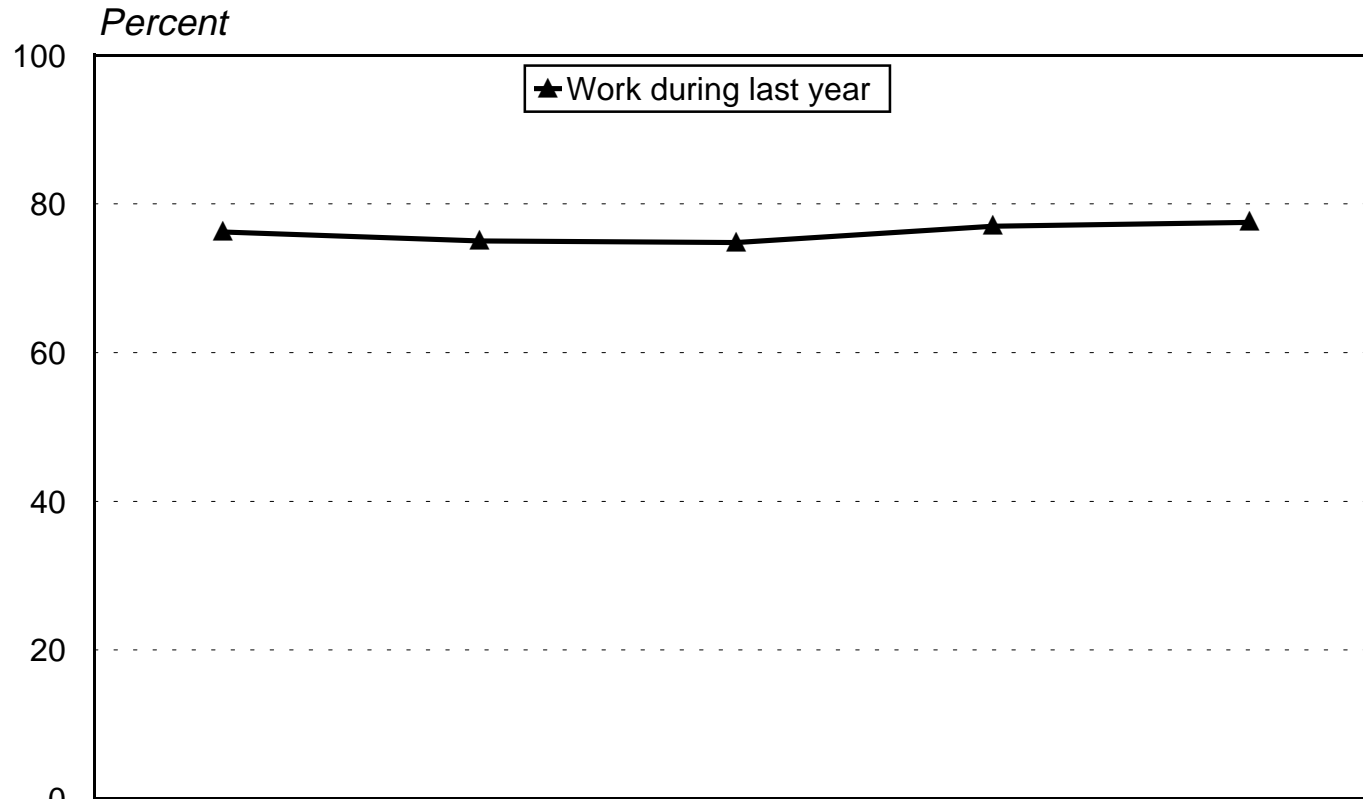
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

S33. Work during last year in school

Percent working

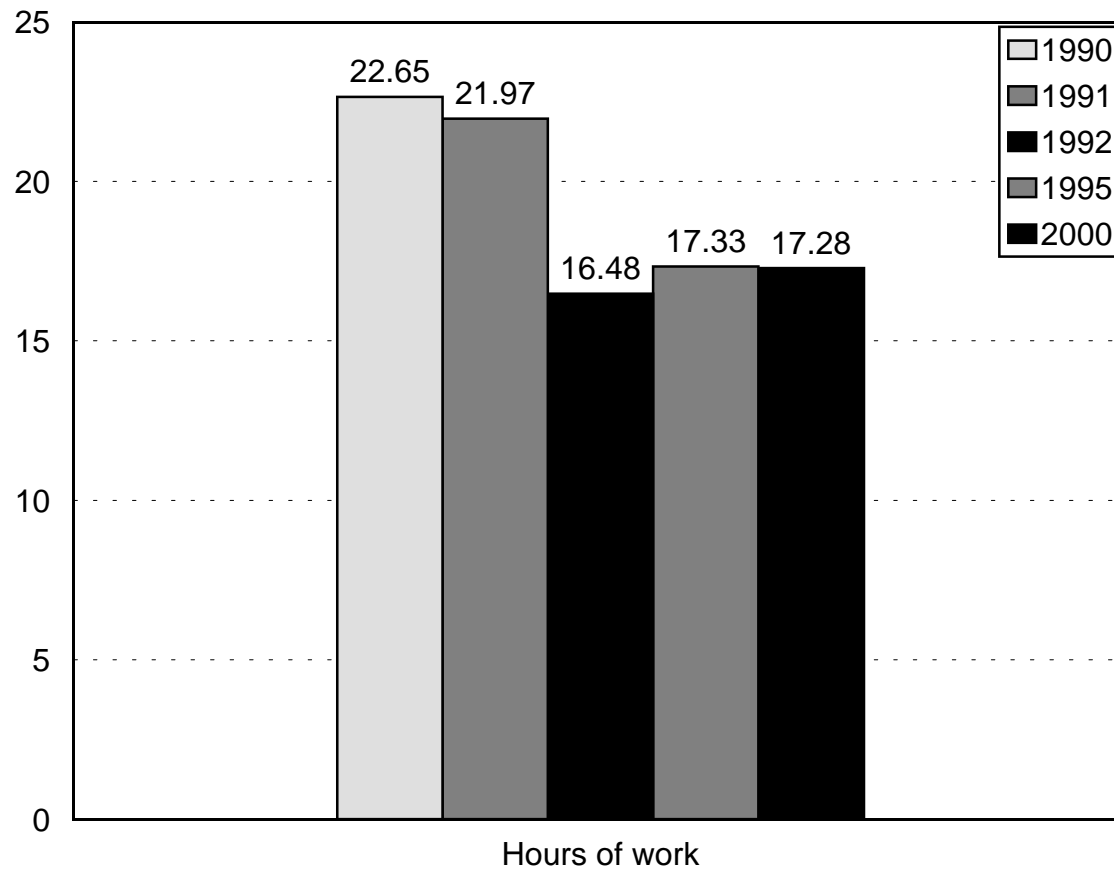


	1990	1991	1992	1995	2000
Work during last year	76.2	75	74.8	77	77.5
N	2576	2603	2809	2468	2868

Source: Annual Survey of Journalism and Mass Communication Graduates

S34. Hours worked during last year in school

Mean number of hours of work during last year in school

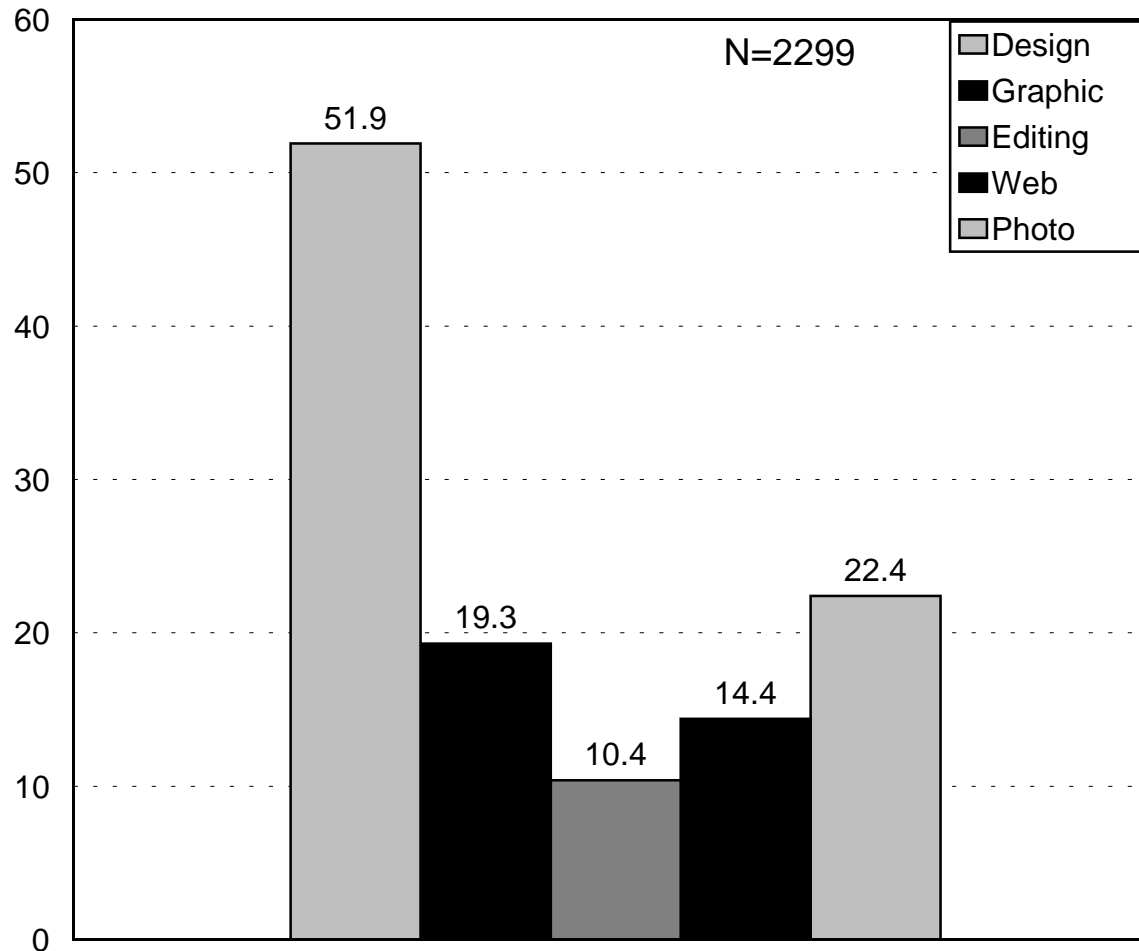


Source: Annual Survey of Journalism & Mass Communication Graduates

S35. Software use

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

Percent



Source: Annual Survey of Journalism & Mass Communication Graduates