

2001
Annual Survey of Journalism
&
Mass Communication Graduates

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August 8, 2002

Executive Summary

- ' The percentage of the graduates from a journalism and mass communication program with a bachelor's degree who found full-time employment by the end of October was 12 points lower in 2001 than a year earlier.
- ' Those leaving the university with a master's degree in journalism and mass communication also fared much poorer in 2001 than a year earlier.
- ' The percentage of bachelor's degree recipients leaving the university with at least one job offer was down dramatically from a year earlier.
- ' The unemployment rate for journalism and mass communication graduates, which had been lower than the national unemployment rate for 20-24 year-olds until recently, was more than 2 percentage points higher in 2001.
- ' The level of full-time employment dropped even more for members of racial and ethnic minorities than it did for others, making the gap between the level of employment for minorities and others greater in 2001 than a year earlier. The gap, which seemed to be closing only a couple of years ago, now seems to be growing.
- ' The salaries the 2001 graduates earned also dropped sharply from a year earlier.
- ' Bachelor's degree recipients reported earning nearly a thousand dollars less per year than graduates reported earning in 2000.
- ' Master's degree recipients reported a drop in median annual salary of nearly \$1,200.
- ' Not all segments of the industry registered drops in salaries. Fewer graduates than earlier found work in online publishing and with newsletter and trade publications, but those who did find jobs got considerably higher salaries than did 2000 graduates who found work with these types of employers.
- ' The 2001 graduates who found full-time work also received fewer benefits than did graduates in 2000.
- ' Job satisfaction of those with full-time jobs declined from a year earlier, and a higher percentage reported regretting the decision to study journalism and mass communication.
- ' Fewer graduates than in 2000 expect to remain in the field of journalism and mass communication until retirement, and fewer reported pride in the organizations for which they worked.
- ' One of the few positive notes is that graduates in 2001 reported the same level of debt upon graduation as did graduates in 2000. Just under a half reported carrying no debt at all into their first job.

Employment Rate Drops Sharply

The bottom fell out of the job market as the 2001 journalism and mass communication graduates were entering it.

The graduates had fewer job offers upon graduation and less success in landing a job and reported receiving lower salaries and fewer benefits. Those who did take jobs reported less satisfaction with them and less commitment to their employers and to the field.

Seven in 10 of bachelor's degree recipients from journalism and mass communication programs in 2001 reported they had at least one job offer on graduation. In 2000, the ratio had been eight of 10 **(Chart 1)**.

The average bachelor's degree recipient had 1.6 job offers in 2001. A degree recipient in 2000 had 2.3 **(Chart 1)**.

By October 31, 2001, seven in 10 of the graduates were employed—six in 10 in full-time positions **(Chart 2)**. The unemployment rate stood at 21.4%. A year earlier, eight in 10 of the graduates had jobs, seven in 10 of them full-time. The unemployment rate at the end of October for the 2000 graduates was 12.8%!

If those who were attending university and those not looking for jobs at the time are eliminated from the computation, the employment rate was 82.4%, compared with 90% a year earlier. In 2001, only 68.9% of those who looked for work had a full-time job, while the figure was 80.3% in 2000 **(Chart 3)**.¹

The unemployment rate was the highest it has been since the October 31 reference point measure for employment was first used in the graduate survey in 1994.

"The job market is Harsh with a capital H."
-Unemployed TV-Radio-Film graduate

A second measure of employment—at the time the respondent returned the questionnaire—confirms the bleakness of the job market. Only two-thirds of the 2001 bachelor's degree recipients were employed when they returned the questionnaire, compared with three-quarters of the 2000 graduates **(Chart 4)**. The survey instruments are mailed beginning on November 1 each year. Returns are accepted until the end of May. The unemployment rate, based on this measure, increased from 10.8% to 15.6%.

1

The 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.

A larger percentage of the graduates in 2001 than in 2000 took part-time positions, and more of those positions in 2001 than in 2000 were permanent (**Chart 5**). This figure had been dropping in recent years.

While, going back to 1991, the unemployment rate for journalism and mass communication graduates has been below or at the national average for those in the 20-24 year-old age cohort in which they fall, in 2001, the figure for journalism and mass communication graduates was 2.5 percentage points higher

"If you're really looking to begin work right after you graduate, start looking at least 3-4 months ahead of time."

-Ad /PR graduate working at a consumer magazine

(**Chart 6**).² The job market for journalism and mass communication graduates seems to have suffered more than the job market generally.

The seasonably adjusted unemployment rate for all workers and for those 20-24 began to increase in early 2001 and continued to do so throughout the spring. Yet, last year, there was little evidence that the softening economy had impact on the journalism and mass communication job market.³ The level of employment for bachelor's degree recipients using the October 31 measure (**Chart 2**) was at its highest ever.

The market had weakened by the time the 2001 graduates entered it and continued to be weak for the entire year. The level of full-time employment had not fallen back to the recession years of the early 1990s, but rather to the years just after that recession. Clearly the period of growth following the recession has been broken (**Chart 4**).

Graduates of journalism and mass communication programs with a master's degree also had problems in the labor market in 2001 (**Chart 7**). Only seven in 10 had a job offer when they graduated, compared with nearly nine in 10 a year earlier. The mean number of jobs available to the master's degree recipients was 1.6, down from 2.3 in 2000.

2

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

3

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 showed that 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 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 rate of full-time employment for the master's degree recipients on October 31 was nearly 15 percentage points below its level a year earlier (**Chart 8**). Among those who actually looked for work, the percentage with full-time jobs at the end of October was 68.9, down from 82.6% in 2000 (**Chart 9**). The level of full-time employment for the master's degree recipients when they returned the questionnaire also was lower in 2001 than a year earlier (**Chart 10**).

The full-time employment rate for bachelor's degree recipients who specialized in news-editorial (print) journalism dropped by 8.1% in 2001, showing

the second year of declining employment for graduates with this speciality (**Chart 11**). The rate dropped 4.4% for broadcasting students, who had registered a slight decline a year earlier (**Chart 12**). The full-time employment rates for advertising students (**Chart 13**) and public relations students (**Chart 14**) dropped 12.3% and 10.6% respectively in 2001, following slight growth the year earlier. In 2001, the full-time employment rates for students in three of these four specialities were remarkably similar: 64.1% (news editorial), 65.9% (broadcasting), 66.0% (advertising). Only public relations students enjoyed more success, with a full-time employment rate of 71.8%. For news-editorial and broadcast students, 1999 was the best year in terms of full-time employment following the recession of the early 1990s, while for advertising and public relations it was 1998.

"If you are committed, it's easily recognizable. Be energetic, passionate, and thick-skinned."
-Master's graduate working in Ad/PR

In a strong labor market, journalism and mass communication graduates not only find jobs, but they find them in communications. In 2001, only a little more than half of the graduates found a job in some aspects of communications, based on their own reports of the work they did. Near a quarter took a job in another field (**Chart 15**). Not since 1993, when the figure was 51.4%, has such a small percentage taken communication jobs or such a large percentage taken jobs outside the field.

As in the past, many of the graduates of journalism and mass communication programs find themselves engaged in some form of writing, reporting and editing after they complete their studies. Of all bachelor's degree recipients, 15.1% reported this activity. In 2000, 19.3% reported this kind of job assignment. Of those 2001 bachelor's degree recipients with a communication job, 27.9% reported writing, reporting and editing as their main job responsibility, roughly comparable to the figure a year earlier. Promotion, marketing and corporate communication activities, which often also involve writing, reporting and editing skills, were the major work activities of 13.5% of the 2001 bachelor's degree recipients, just under the percentage of a year earlier. In 2001, of those bachelor's degree recipients who had a communication job, 25.1% were doing promotion, marketing or corporate communication, as was true a year earlier. Another 4.9% of the graduates, or 9.2% of those with communication jobs, were involved in producing or selling advertisements. Both figures were comparable to those of a year earlier.

Of the bachelor's degree recipients who took communication jobs, 13.7% were employed in the newspaper industry. Another 17.0% were working in radio, television or cable, 7.5% were working in a public relations agency or department of a company, and 9.2% were working in an advertising agency or department. In addition, 2.5% were working in consumer magazines, and 2.1% were working in the newsletter or trade publication industry. The percentage of bachelor's degree recipients generally taking a job in online or Internet publishing organizations in 2001 was 0.5%, compared with 1.6% in 2000 and 2.0% a year earlier. Clearly the decline in employment opportunities in electronic publishing was a part of the weakening of the job market for 2001 graduates.

"Keep your ear out, work hard and you'll get to where you want to be. It just may take a little time."

-Advertising graduate working at a radio station

Graduates of journalism and mass communication programs who are racial or ethnic minorities had a particularly difficult time finding full-time work in 2001 (**Chart 16**). The level of full-time employment dropped nearly 10 percentage points for bachelor's degree recipients in this classification, while it dropped about eight percentage points for others. As a consequence, the gap between the level of full-time employment of minorities and non-minorities increased in 2001 over a year earlier. In 1998, that gap had been only 3 percentage points, while it was 8.6 percentage points in 2001. As **Chart 16** makes clear, the gap has been a persistent one for the last 13 years.

As in past years, in 2001 minorities were more likely to have taken part-time employment and to have returned to school than their counterparts. Both are usually signs of difficulties in the job market. The gap between minority and nonminority full-time employment was 9.7% if those returning to school are used in the computation, rather than dropped from the analysis, as is the case in **Chart 16**.

Female graduates and male graduates both saw declines in employment in 2001 (**Chart 17**), and the gap between the two remained at nearly the same level as a year before. In 2001, female graduates had a employment rate of 73.1%, or 3.4% higher than their male counterparts.

Minorities were much like non-minorities in terms of their job seeking strategies in 2001, except that minorities were once again more likely to seek jobs with daily newspapers and in radio and television than non-minorities. In 2001, an estimated 7,690 bachelor's degree recipients sought work in daily newspapers, and 1,790 of them were minorities. For radio, the figures were 5,710 job seekers, 1,300 of whom were minorities. A projected 8,870 graduates sought jobs with television stations, of whom 1,750 were minorities.

Salaries Drop

The median salary earned by 2001 journalism and mass communication bachelor's degree recipients--\$26,000--was \$1,000 less than what their counterparts in 2000 received. Those who earned a master's degree in journalism and mass communication in 2001 also earned less on average than did master's degree recipients in 2000. The median salary for 2001 master's degree recipients was \$30,120, compared with \$31,304 in 2000 (**Chart 18**).

Inflation in the June 2000 to May 2001 period was low, with the Consumer Price Index for Urban Areas (CPI-U) registering only 1.2%. This moderated the effect of the drop in salaries somewhat. Still, in 1985 dollars, the 2001 bachelor's degree recipients earned \$15,571, which means salaries have fallen back to their 1998 level. Salaries, adjusted for inflation, grew in the 1993 to 2000 period and were, in 2000, at their highest level since at least 1986. In inflation-adjusted dollars, the 2001 bachelor's degree recipients, on average, earned \$1,806 more than did 1986 graduates. Salaries were depressed by the economic downturn of the early 1990s, **Chart 18** shows, and it was not until 1998 that salaries exceeded their level in 1989.

"Don't expect to earn a living wage."
-Comm. Tech. graduate working in
technical support

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.⁴ Liberal arts graduates in 2001 were earning on average \$28,667, compared with the \$26,000 figure for journalism and mass communication graduates. The liberal arts graduate salary was down 5.6% from a year earlier, however, while the journalism and mass communication median salary drop was 3.7%.

The College Employment Research Institute at Michigan State University had projected in the autumn of 2001, based on interviews with prospective employers of the 2001 graduates, that salaries could increase by 1% to 3%.⁵ The Institute projected a 6% to 13% drop in hiring. Obviously, the job market was worse than many expected.

4

A summary of the report on salaries of the National Association of Colleges and Employers is available at <http://www.nacweb.org/press/display.asp?year=2002&prid=155>.

5

For a summary of the College Employment Research Institute report, see <http://newsbulletin.msu.edu/dec6/jobs.html>.

The drop of \$1,000 in salaries earned by journalism and mass communication graduates in 2001 is a little misleading. Not all segments of the journalism and mass communication labor market experienced declines of this magnitude, and some even showed significant increases.

In 2001, bachelor's degree recipients going to work for daily newspapers (**Chart 19**) earned, on average, only \$104 less than did the graduates of 2000 who took daily newspaper jobs. Those taking jobs with weekly newspapers earned \$1,120 more (**Chart 20**). Bachelor's degree recipients who took jobs in radio also earned \$1,600 more (**Chart 21**), while graduates who took jobs in television earned, on average, \$340 less in 2001 than in 2000 (**Chart 22**). Salaries in advertising dropped \$488 (**Chart 23**), and public relations salaries were down \$1,214 (**Chart 24**). The graduates who took jobs at weeklies and in radio in 2001 earned salaries, on average, that were higher in inflation-adjusted dollars than graduates a year earlier.

The best salaries earned by 2001 bachelor's degree recipients were once again earned by those who took jobs in online or Internet publishing (median of \$33,500, compared with \$30,004 in 2000) and in the newsletter and trade industry (median of \$30,000, up from \$27,976 a year earlier) (**Chart 25**). Relatively small numbers of graduates found such relatively lucrative positions.

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 \$26,400, down \$588 from what graduates with a communication job earned in 2000. The median salary for those with full-time jobs outside communication was \$25,000 in 2001, a drop of \$1,234 from the salary earned by bachelor's degree recipients with non-communication jobs in 2000.

Graduates with a journalism and mass communication bachelor's degree taking jobs in the Northeast and the West earned the highest median salaries in 2001, as was the case in 2000 (**Chart 26**). The lowest salaries were earned by graduates taking jobs in the Midwest. In 2000, employers in the Midwest paid about \$500 per year more than employers in the South. Salaries actually grew slightly in the South from 2000 to 2001, while they fell most markedly in the Midwest.

As has been true in the past, bachelor's degree recipients with full-time jobs who are members of labor unions have higher salaries, on average, than do those who are not members of a labor union (**Chart 27**). In 2001, the salary gap was \$1,000. The gap also was \$1,000 in 1998, and even wider in 1997. Only small percentage of bachelor's degree recipients in 2001 were members of a union (4.1%).

Not only did the 2001 graduates receive lower salaries than did graduates a year earlier, but they also were more likely to have a diminished benefits package. Across nine different benefits, from basic medical plans to child care to retirement packages, bachelor's degree recipients in 2001 were less likely to report receiving the benefits, either as an employer paid or self-paid benefit, than were 2000 bachelor's degree recipients.

Basic medical coverage was part of the benefits package of 78.2% of the bachelor's degree recipients in 2001, compared with 82.0% of the 2000 graduates (**Chart 28**). Life insurance was part of the package of benefits received by 59.4% of the 2001 graduates, compared with 67.0% of the 2000 (**Chart 29**). Child care was available to 22.4% of the 2001 graduates, compared with 24.8% of the graduates in 2000 (**Chart 30**).

Job Satisfaction and Commitment

Dramatic evidence of the difficulty 2001 journalism and mass communication graduates experienced in the job market is found in responses they provided to two questions about why they took the jobs they found. In 2001, a third of the journalism and mass communication degree recipients said one "very important" reason they took the job they held was because it was the only one available to them, up from 18.2% only a year earlier. And the percentage of graduates who indicated they took the job because it was what they "wanted to do" dropped to 56.7% from 64.6% in 2000 (**Chart 31**).

Job satisfaction also dropped. In 2001, 28.9% of those with full-time work reported being "very satisfied" with the job held, down from 34.8% a year earlier (**Chart 32**). Only one in 10 of those with a part-time job reported being "very satisfied." That figure was identical a year earlier, but, clearly part-time work is being chosen less out of desire than of necessity.

The percentage of bachelor's degree recipients in 2001 reporting dissatisfaction with the career choice they made also increased over a year earlier. In 2001, 26.9% reported a wish to have prepared for a career other than in journalism/communication, up from 22.7% a year earlier (**Chart 33**).

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, and the figure dropped from a year earlier. In 2001, 18.9% of the bachelor's degree recipients reported they planned to stay in the communication career until retirement. A year earlier, the figure had been 22.3%.

"I am mostly miserable at work, do not earn enough to move out of my mom's house and I can't stay awake in my free time."
-TV-Radio-Film graduate working in radio

Organizational pride and organizational commitment suffered as a result of the difficult job market. Among the 2001 bachelor's degree recipients, 69.6% said they were "proud to be working for my firm/organization" (**Chart 35**). Among 2000 graduates, 75.2% had that sentiment. Among 2001 bachelor's

degree recipients, 32.9% said they were very committed to their company (**Chart 36**). In 2000, 37.0% of the graduates had this sentiment. In 2001, 58.7% of the graduates said they felt the work they were doing was “meaningful” to them, while 63.8% of the 2000 graduates expressed this sentiment (**Chart 37**).

If there is one piece of good news in the responses of the 2001 graduates, it is regarding their debt upon leaving college. In 2001, the percentage of bachelor’s degree recipients who had some debt “because of expenses incurred” to attend college was the same as a year earlier (**Chart 38**). In fact, the figure has been nearly the same since 1995. The percentage of students with debt of \$15,000 and higher, however, has increased sharply in that time period, though not from 2000 to 2001 (**Chart 39**). Perhaps because of the strong economy while students were in college, they entered the difficult job market of 2001-2002 on relatively sound footing financially. Nearly two-third had debt of \$10,000 or less, and between four and five of 10 had no debt at all.

Closing Comments

The difference between the experiences of the 2001 graduates of journalism and mass communication programs and the experiences of those a year or two earlier is extremely dramatic.

Graduates in 1999 and 2000 entered a robust job market that offered them job choices and improving salaries. Most took jobs in their chosen occupation. The graduates were relatively happy with their jobs, satisfied with their career choices, reasonably proud in their employers, and filled with the view that the work they were doing was meaningful.

Written comments the 2000 graduates provided with the survey forms they returned were upbeat. They offered encouraging advice for their colleagues still studying to enter the communications field.

The 2001 graduates had few job choices, were generally offered lowered salaries with fewer benefits. Fewer were able to land jobs in their chosen field. They expressed less satisfaction with their jobs and their career choices, less pride in their employers, and less of a sense that the work they were doing was meaningful to them.

The 2001 graduates were more caustic in their comments, more critical of their instructors, and more cautious in the advice they provided those behind them. (See a sampling of these comments in the Appendix.)

In fact, **Chart 1** is a simple yet dramatic graphic illustration of the change in the journalism and mass communication labor market in 2001 and the uncertainties of the near future. The number of bachelor's degree recipients with at least one job offer on graduation dropped dramatically in 2001, heading back to the level of 1995. The long pattern of positive growth in this indicator going back to the recession of 1991 ended with the drop of more than 11 points.

While the job market for 2001 graduates certainly was less attractive than the job market experienced by 2000 graduates, it was not wholly negative. As **Chart 1** also shows, seven in 10 of the bachelor's degree recipients completed their studies with at least one job offer. The same ratio had taken a job by five months after a May graduation. For master's degree recipients, the picture was the same—seven in 10 had at least one job offer on graduation, and seven in 10 had taken a job by the end of October of 2001.

Yet, 2001 saw a real decline in the fortunes of the journalism and mass communication graduates, compared with graduates of the last several years.

It took four years—from 1991 to 1995—to build to the level of employment of 1995 and another five years to get to the level of employment of 2000. It took only one year to return to 1995 levels. Will the drop continue? Even if no more change is in store, how long will it take to recover to the 2000 level?

These are the questions confronting the 2002 graduates—and still haunting many of the 2001 graduates seeking full-time employment in the communication occupations.

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.

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 Grady College of Journalism and Mass Communication at the University of Georgia. From 1987-1996, the survey was conducted at 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 Guide*, formerly published and printed by the Dow Jones Newspaper Fund, Inc., and now available on the web at the following site: http://djnewspaperfund.dowjones.com/fund/cg_jschools.asp. Schools list themselves in the AEJMC *Directory*. All U.S. programs accredited by the Accrediting Council on Education in Journalism and Mass Communications and all U.S. members of the Association of Schools of Journalism and Mass Communication are in the AEJMC *Directory*. To be included in the Newspaper Fund *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 for the sample is probabilistic, so that those chosen represent the population of schools in the two directories. In 2001, 103 schools were drawn from the 458 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 2001 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 2002. A third mailing was sent in March 2002 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 2001, the survey was mailed to 7,382 individuals whose names and addresses were provided by the administrators of the 103 programs. A total of 3,112 returned the questionnaires by the end of May of 2002. Of the returns, 2,892 were from students who reported they actually had completed their degrees during the April to June 2001 period. The remaining 220 had completed their degrees either

before or after the specified period, despite their inclusion in the spring graduation lists. A total of 571 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 42.2%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 45.7%.⁶ Of the 2,892 usable questionnaires, 2,739 (94.7%) were from bachelor's degree recipients and 153 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 38,400 students who earned bachelor's degrees and the 3,240 students who earned master's degrees in academic year 2000-2001 from the 458 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 2001 (as well as 1999 and 2000) 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 2001 is 7.9%, 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 2001 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 73.4% of respondents. Members of racial or ethnic minorities made up 18.1% of those returning questionnaires. These sample characteristics are similar to those in recent years. Overall, the sample reflects slightly higher return rates from women and slightly lower return rates from minorities, based on the known characteristics of the 458 schools from which the sample was drawn.

6

This return rate was 4.7% lower than in 2001. In general, return rates have been declining for this and other surveys. Analysis of return rates across time has not shown any linkages to the level of employment. See Lee B. Becker and Wilson Lowrey (2000), "Monitoring US journalism and mass communication labor market: findings, history and methods of an ongoing survey project," *Australian Journalism Review*, 22 (1):20-36 (available at <http://www.grady.uga.edu/annualsurveys/suprpts.htm>).

Funding for the 2001 graduate survey was provided by the American Society of Newspaper Editors, the Association for Education in Journalism and Mass Communication, the Association of Schools of Journalism and Mass Communication, Cox Newspapers Inc., The Freedom Forum, Gannett, the Hearst Corporation, the John S. and James L. Knight Foundation, the National Association of Broadcasters, the Newsletter & Electronic Publishers Foundation, the Newspaper Association of America Foundation, The Newspaper Guild–CWA, the Scripps Howard Foundation, and the Grady College of Journalism and Mass Communication at the University of Georgia.⁷

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Special thanks is given to the following University of Georgia students who worked as research assistants or research clerks for the 2001 *Annual Survey of Journalism & Mass Communication Graduates*: Leslie Buschbom, Kim Cooper, Elizabeth Crevis, Shelley George, Erica Hartman, Keerti Hasija, Sara Hays, Gilad Kat, Anna-Elisa Mackowiak, Becca Martin, Summer Saunders, Vandana Shankar, Lacey Smith, Hien Vu, Jennifer Wiggins, and Katherine Wooten.

Partner Schools

The following 103 schools participated in the 2001 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 Anchorage (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)
Butler University (IN)	University of New Mexico (NM)
Indiana University (IN)	Ithaca College (NY)
Purdue University (IN)	Long Island University Brooklyn Campus (NY)
University of Southern Indiana (IN)	New York University (NY)

Partner Schools (continued)

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

Charts and Tables

1. Job offers to BA recipients

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

2. Employment status October 31

Employment status of BA recipients

3. Employment status October 31

Employment status of BA recipients who looked for work

4. Employment status

Employment status of BA recipients when they returned questionnaires

5. Permanent positions

Status of BA recipients: percent in permanent positions

6. Unemployment rates

Unemployment rates of journalism BA recipients compared to U.S. labor force data

7. Job offers, MA recipients

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

8. Employment status October 31

Employment status of MA recipients

9. Employment status October 31

Employment status of MA recipients who looked for work

10. Employment status, MA

Employment status of MA recipients when they returned questionnaires

11. Employment, news-editorial

Employment of BA recipients in the editorial specialty

12. Employment, broadcasting

Employment of BA recipients in the broadcasting specialty

13. Employment, advertising

Employment of BA recipients in the advertising specialty

14. Employment, PR

Employment of BA recipients in the public relations specialty

15. General types of work

An overview of BA recipients' work situations

16. Minority employment

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

17. Gender and employment

Full-time employment of female and male BA recipients

Charts and Tables (continued)

18. Overall salaries

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

19. Salaries and dailies

Annual nominal median salaries and adjustments for inflation at daily newspapers

20. Salaries and weeklies

Annual nominal median salaries and adjustments for inflation at weekly newspapers

21. Salaries and radio

Annual nominal median salaries and adjustments for inflation in radio

22. Salaries and television

Annual nominal median salaries and adjustments for inflation in TV

23. Salaries and advertising

Annual nominal median salaries and adjustments for inflation in advertising

24. Salaries and PR

Annual nominal median salaries and adjustments for inflation in public relations

25. Salaries compared

Median yearly salaries for 2001 BA recipients with full-time jobs

26. Salaries by region

Median yearly salaries for 2001 BA recipients with full-time jobs

27. Yearly salary for union members and non-union workers

Median salary per year for full-time union members and for non-union workers

28. Job benefits I

Benefits available to BA recipients with full-time jobs

29. Job benefits II

Benefits available to BA recipients with full-time jobs

30. Job benefits III

Benefits available to BA recipients with full-time jobs

31. Why jobs chosen

Employed BA recipients' reasons for selecting jobs

32. Job satisfaction

Job satisfaction of employed BA recipients: percent very satisfied

33. Regret career choices

BA degree recipients who wish they had selected another career

Charts and Tables (continued)

34. Retirement plans

Attitudes toward retirement of BA degree recipients with jobs

35. Organizational pride

BA recipients with full-time jobs

36. Organizational commitment

BA recipients with full-time jobs

37. Meaningfulness of work

BA recipients with full-time jobs

38. Debt at graduation

Students who had debt at graduation

39. Debt because of college

Debt at year of graduation

Appendix: Supplemental Charts and Tables

S1. What they studied

Specialty within curriculum of BA recipients

S2. Campus activities

Campus activities of BA recipients

S3. Grade point 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 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

Appendix: Supplemental Charts and Tables (continued)

S17. Hiring ad students

Students with an advertising emphasis who choose their own specialty

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 2001

S20. Minorities and job seeking I

Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2001

S21. Minorities and job seeking II

Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2001

S22. Gender and job seeking I

Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2001

S23. Gender and job seeking II

Types of jobs sought by journalism and mass communication bachelor's degree recipients in 2001

S24. Overtime without pay

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

Table 1. Median salaries by employer type

Comments from the 2001 graduates

Comments from the 2001 Graduates

Every year, those completing the *Annual Survey of Journalism and Mass Communication Graduates* are asked to provide advice “to those who follow you.” Here is a sampling of the comments from the 2001 graduates.

I have looked for a job for four months now, and with such a poor economy, there are not many opportunities. It's tough to not be discouraged, but everyone whom I speak to in the industry tells me to keep at it, so I do.

Male bachelor's degree recipient with a broadcast news specialization, unemployed

The job market is HARSH with a capital H. Get experience. Get an internship with the company you want to work for. Otherwise, you'll have a hard and stressful post-college experience. Unless, that is, of course, you know someone--can you sense the sarcasm!

Female bachelor's degree recipient with a TV-Radio-Film specialization, unemployed

People say that in this market you should take what you can get and that people are lucky to even have jobs--I disagree with this. I took an assistant job for very little money. I am mostly miserable at work, do not earn enough to move out of my mom's house and I can't stay awake in my free time. If you can avoid work--TRY! This is not what was supposed to happen. I am angry, frustrated, and wish I was back at school with no worries and a life. Is this too much to ask?

Female bachelor's degree recipient with a TV-Radio-Film specialization, working in radio

My advice is if you do not have an internship or another type of experience before you graduate, finding a permanent position in the communication field is EXTREMELY difficult.

Female bachelor's degree recipient with an advertising specialization, working outside communication

Internships are definitely the key to success. I had two offers after graduation, both from places I interned with while in school. Having that "real world" experience made a huge difference in successfully getting full-time employment.

Female, bachelor's degree recipient with a public relations specialization, working in public relations

The basic job market for a tv/film major is not very good. At least right now. Most jobs available to me paid \$6 to \$7 an hour. That's less than I was making while working during school.

Male bachelor's degree recipient in broadcast production, working outside communication

Don't expect to get a job right away. Live at home with your parents and save money.

Female master's degree recipient in mass communication, working outside communication

This is a field that takes a lot out of you. If you are committed, it's easily recognizable. Be energetic, passionate, and thick-skinned. Also, the power of the internship should not be underestimated. Have at least one under your belt as assurance that you can not only study, but also practice in reality. And above all, do not go into the world lacking the flexibility of a plan.

Female master's degree recipient in public relations/advertising, working in a public relations/advertising agency

Don't expect to earn a living wage.

Male bachelor's degree recipient in communication technology specialization, working in technical support

My problem lies in finding work I am passionate about. Not knowing makes job applications and interviews difficult. My major was meant to provide a broad knowledge base--too broad. I am not a specialist in any one area. Internships or on-the-job training would have provided useful experience pre-graduation; however, I was never advised about such opportunities. And, telecommunications is a horribly inappropriate name for what I studied.

Female, bachelor's degree recipient with a media studies specialization, unemployed

Get as much experience as you can, do as many internships as you can, even if they're unpaid. Learn a foreign language, or spend time working in a foreign country as a journalist.

Male master's degree recipient with a news-editorial specialization, unemployed

If you're really looking to begin work right after you graduate, start looking at least 3-4 months ahead of time. Personally, I gave myself the summer to enjoy and was very fortunate that I stumbled upon a wonderful opportunity for employment. So, even though many of my advisors were persistent about job searching while I was in my last semester I don't feel as though I was behind. Remember, you will be working your entire life, so what's the rush in finding a job. Once you're in a good position with your company, time off for exploring and touring Europe is impossible--have fun while you're not working.

Female bachelor's degree recipient in advertising and public relations, working at a consumer magazine

Do not get discouraged by your first position post-graduation. Everyone starts somewhere, learn as much as you can in many different areas within your position.

Female bachelor's degree recipient in public relations, working at a radio station at an educational institution

Please keep in mind that in this field you start at the bottom of the ladder with little pay and little benefits. Personally, I make less now than when I was a waitress. However, getting my degree affords me the opportunity to work in a professional environment. In my opinion, I should've picked a different major in terms of finances, fun, and working environment. I suggest that for students now.

Female bachelor's degree recipient in public relations, working in public relations and advertising

Don't worry if you don't have a high GPA or a long list of internships. One thing that is often overlooked in the classroom is the power of connections. Keep your ear out, work hard and you'll get to where you want to be. It just may take a little time. You went to college for four years so don't lose heart in four months.

Female bachelor's degree recipient in advertising, working at a radio station