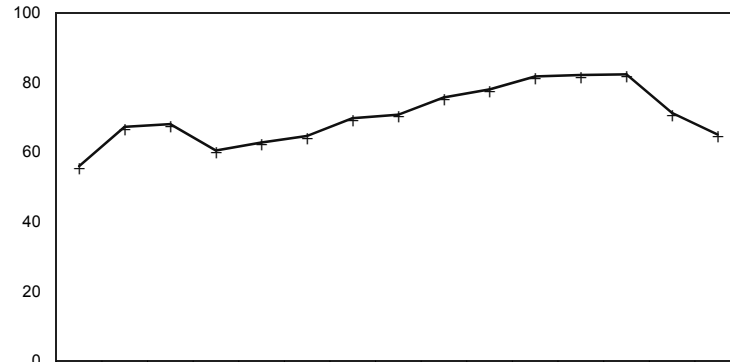


1. Job offers to Bachelor's degree recipients

Job offers for Bachelor's degree recipients on graduation:
percent with at least one job

Percent



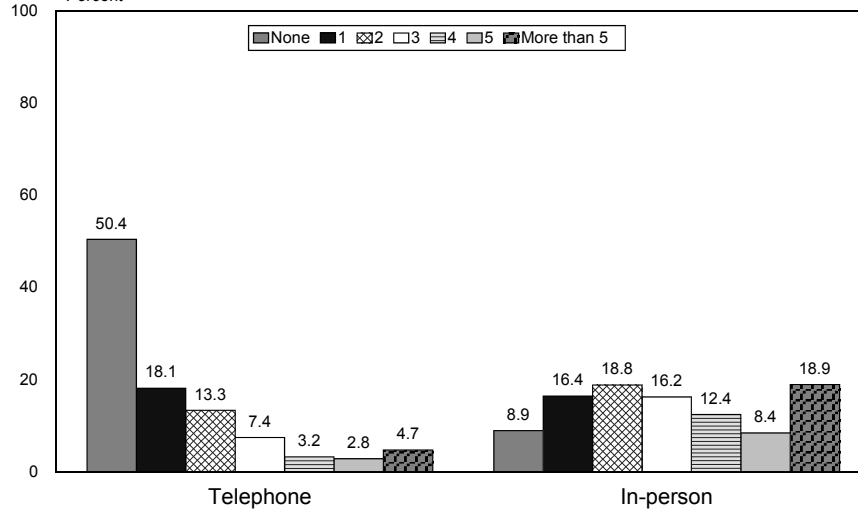
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Percent at least one job	56	67.3	68.1	60.5	62.8	64.7	69.8	70.8	75.8	78.1	81.8	82.2	82.4	71.3	65.1
Mean=number of jobs	1.2	1.6	1.5	1.2	1.2	1.4	1.5	1.6	1.7	2	2.2	2.2	2.3	1.6	1.2
(N)	587	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734	2739	2798

Source: Annual Survey of Journalism & Mass Communication Graduates

2. Job interviews of Bachelor's degree recipients

Number of interviews by Bachelor's degree recipients who looked for work

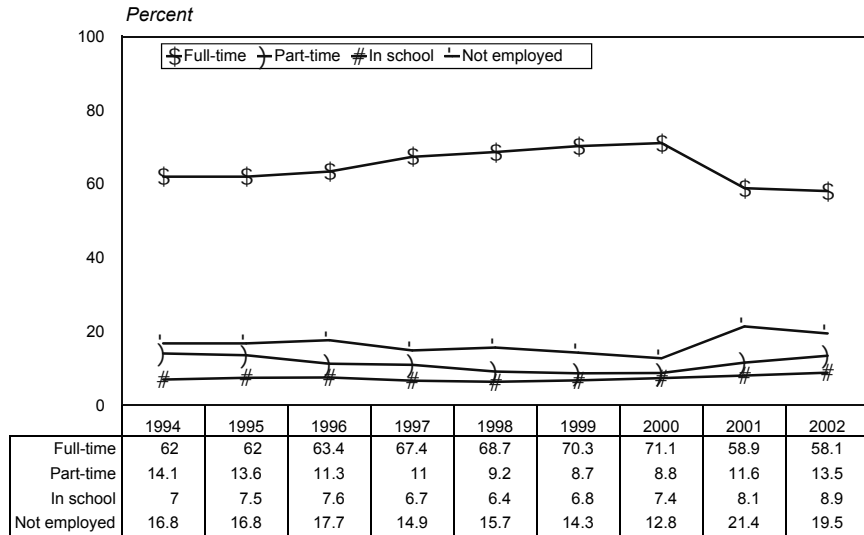
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

3. Employment status Oct. 31

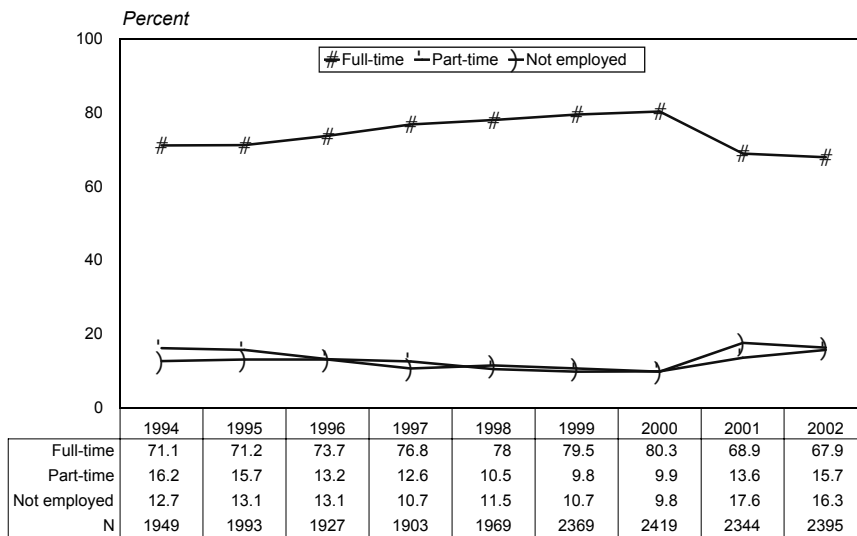
Employment status of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

4. Employment status Oct. 31

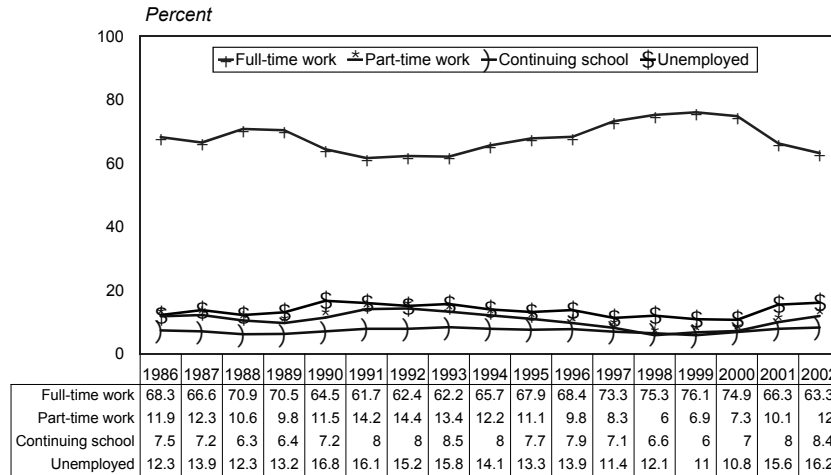
Employment status of Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

5. Employment status

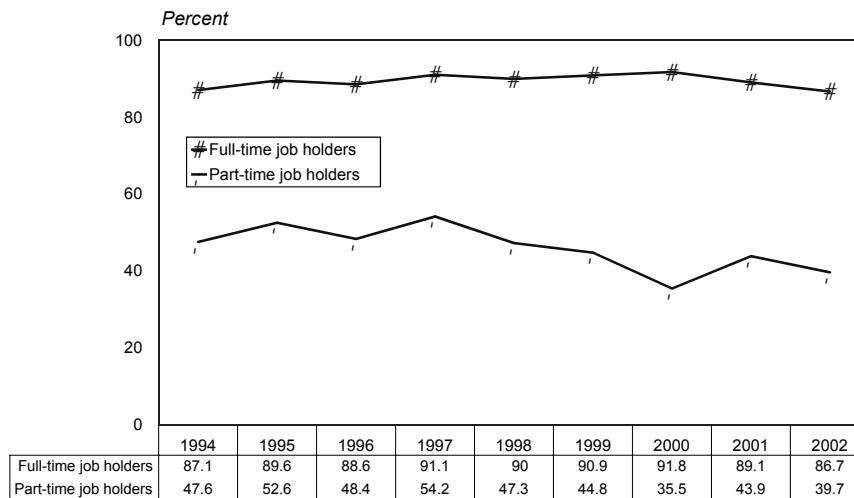
Employment status of Bachelor's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

6. Permanent positions

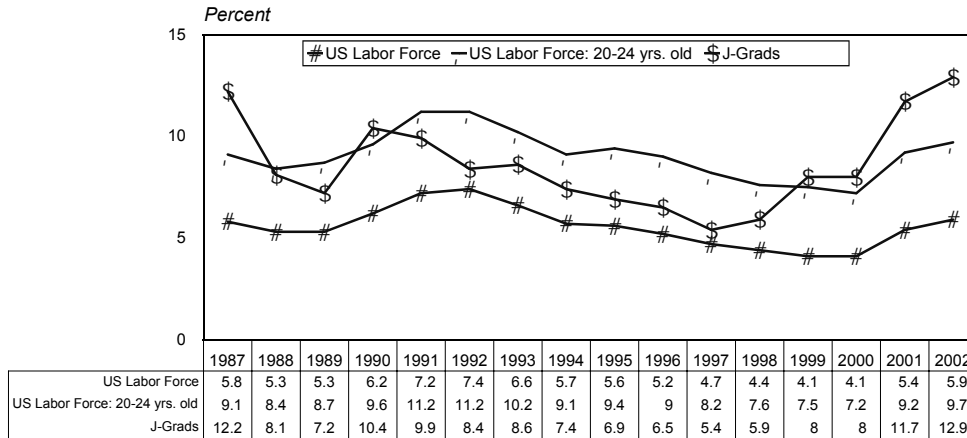
Status of Bachelor's degree recipients: percent in permanent positions



Source: Annual Survey of Journalism & Mass Communication Graduates

7. Unemployment rates

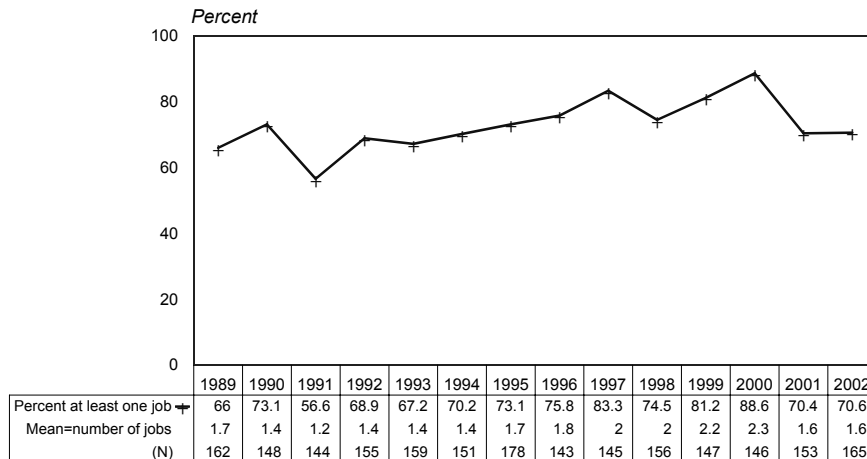
Unemployment rates of journalism Bachelor's degree recipients compared to U.S. labor force data. Figures represent seasonally adjusted unemployment rates averaged across June of the shown year to May of the following year.



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

8. Job offers, Master's degree recipients

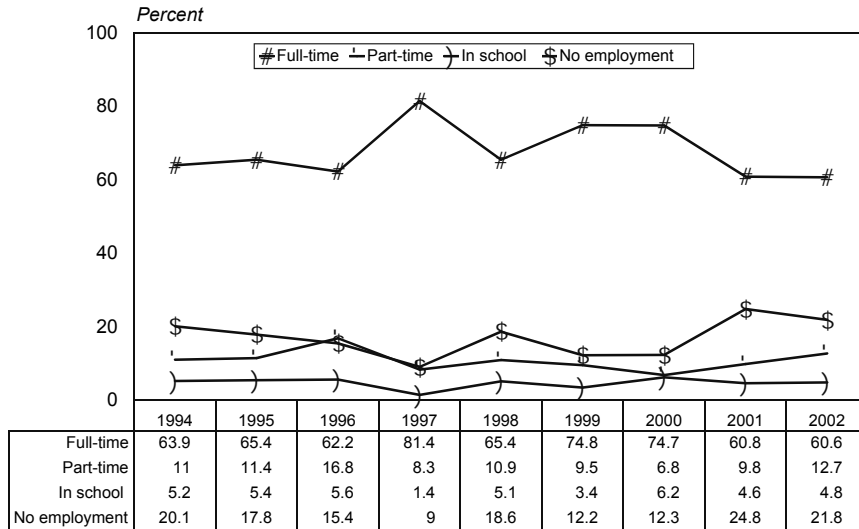
Job offers to Master's degree recipients on graduation:
percent with at least one job



Source: Annual Survey of Journalism & Mass Communication Graduates

9. Employment Status Oct. 31

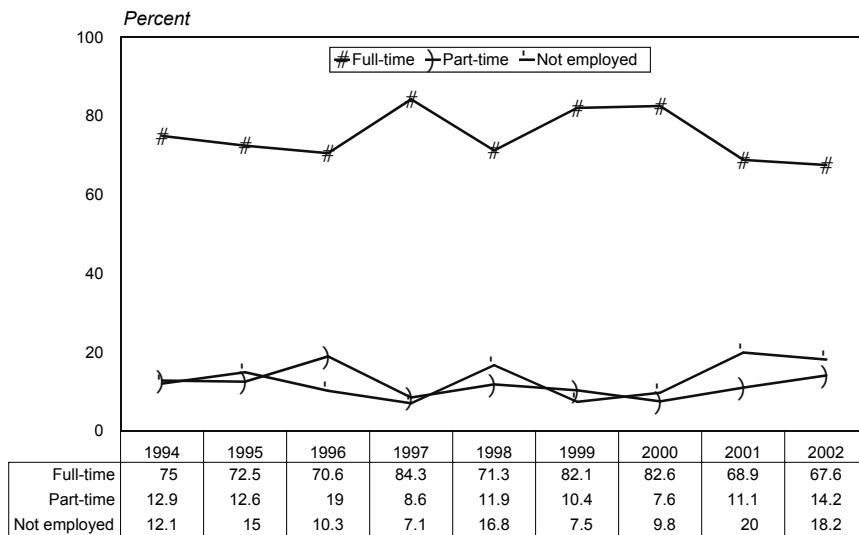
Employment status of Master's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

10. Employment Status Oct. 31

Employment status of Master's degree recipients who looked for work

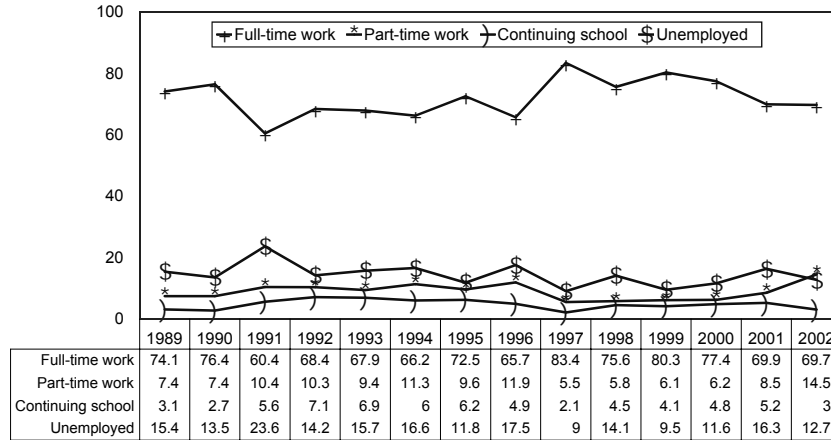


Source: Annual Survey of Journalism & Mass Communication Graduates

11. Employment status

Employment status of Master's recipients when they returned questionnaires

Percent

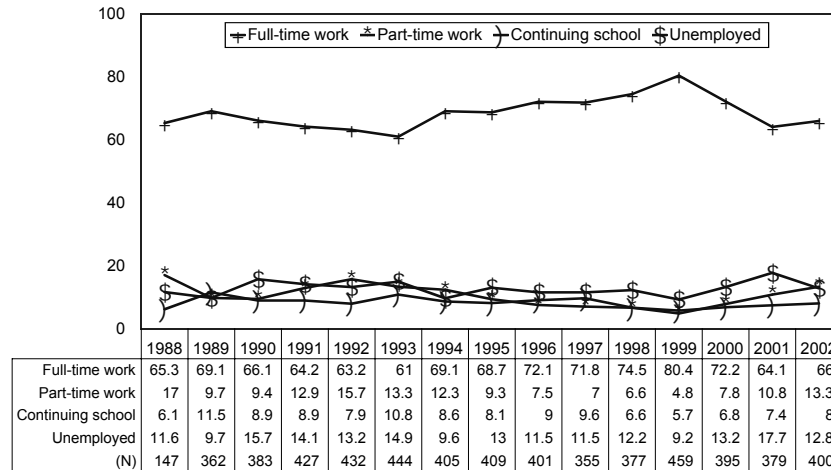


Source: Annual Survey of Journalism & Mass Communication Graduates

12. Employment, news-editorial

Employment of Bachelor's degree recipients in the editorial specialty

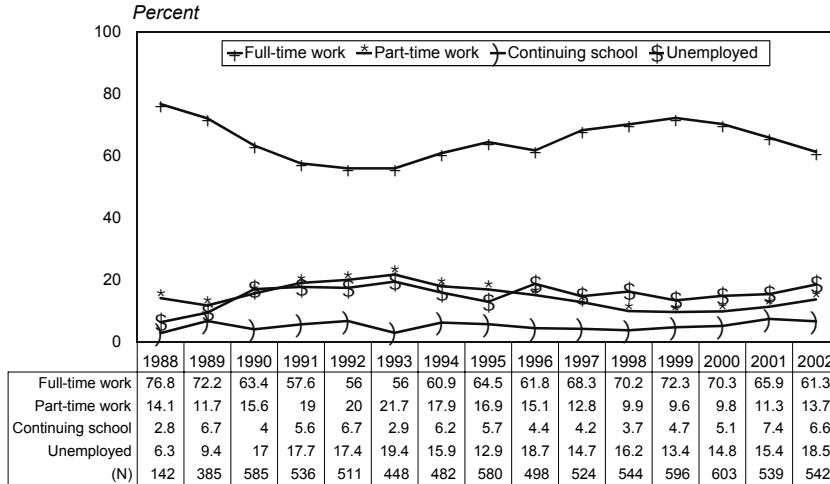
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

13. Employment, broadcasting

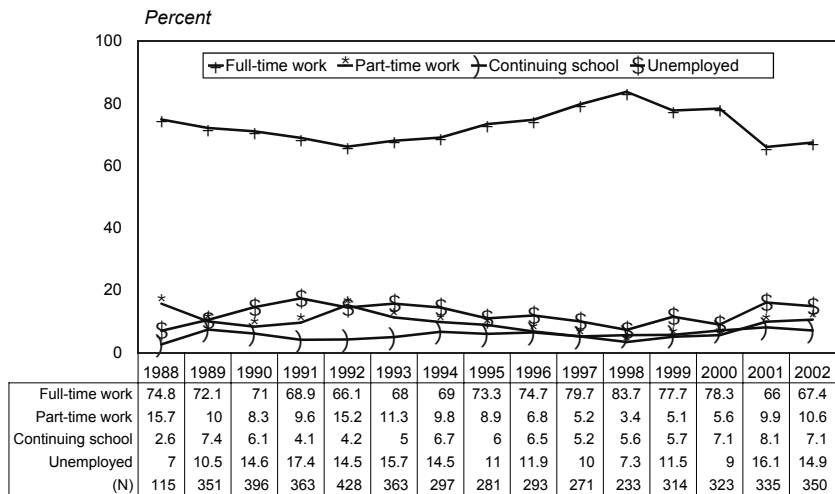
Employment of Bachelor's degree recipients in the broadcasting specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

14. Employment, advertising

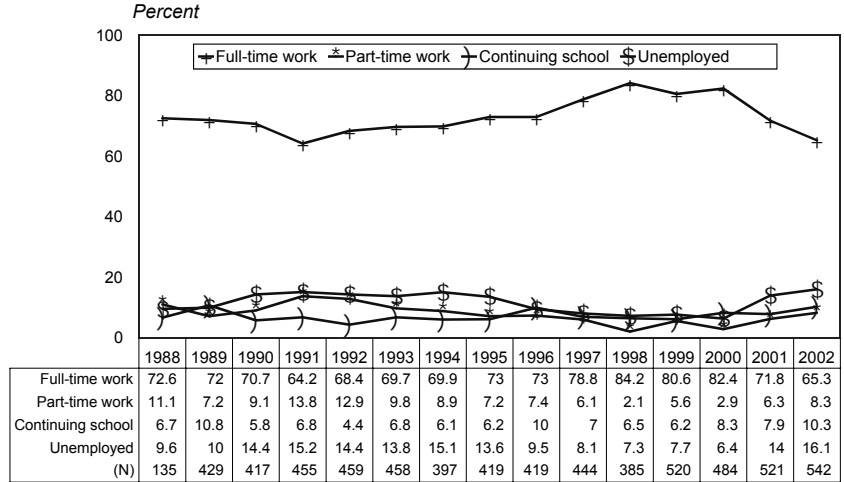
Employment of Bachelor's degree recipients in the advertising specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

15. Employment, PR

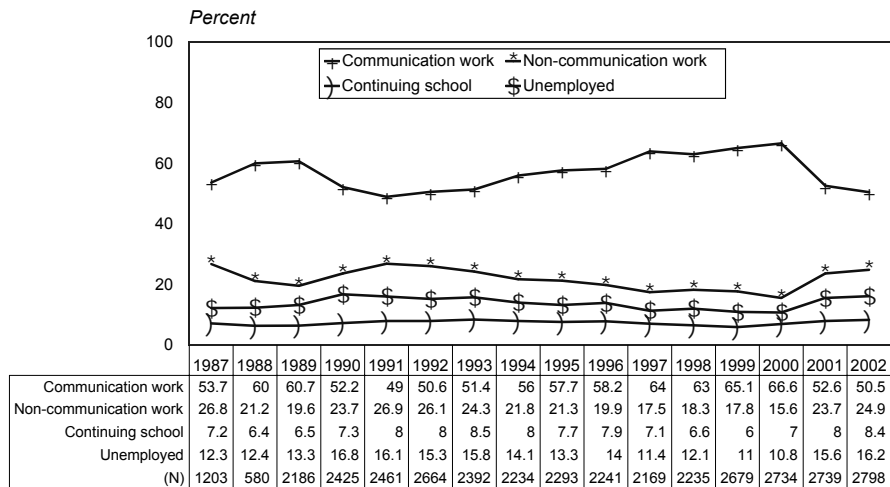
Employment of Bachelor's degree recipients in the public relations specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

16. General types of work

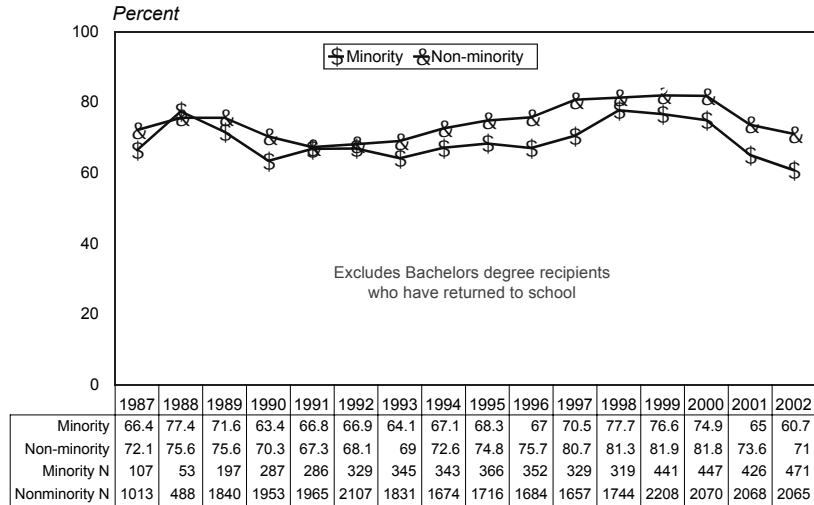
An overview of Bachelor's degree recipients' work situations



Source: Annual Survey of Journalism & Mass Communication Graduates

17. Minority employment

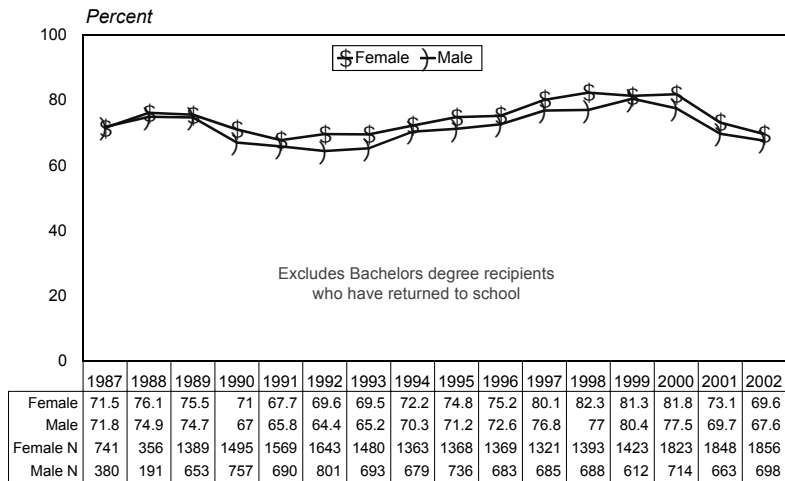
Full-time employment of minority and non-minority Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

18. Gender and employment

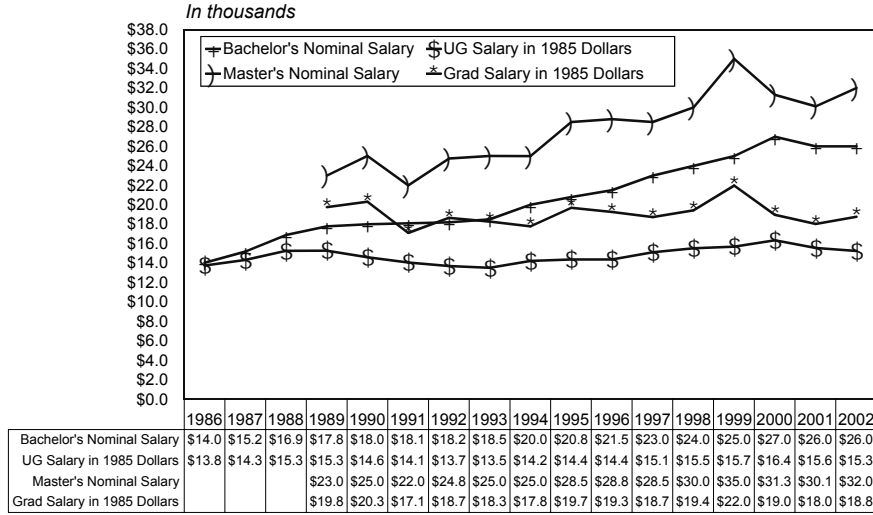
Full-time employment of female and male Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

19. Overall salaries

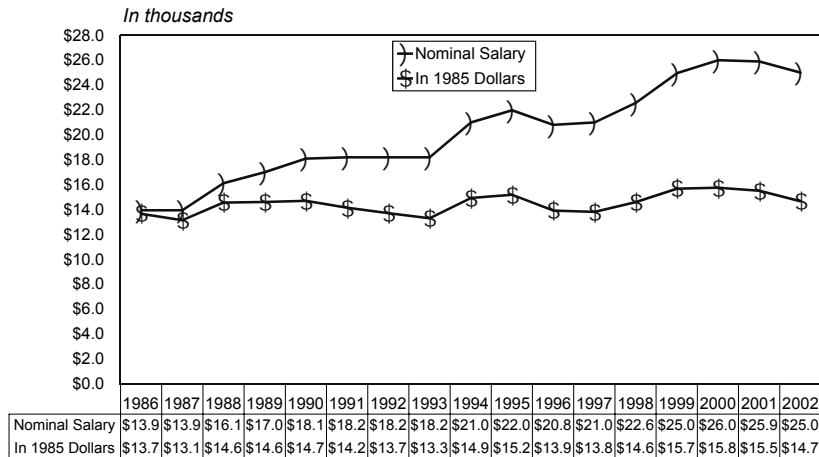
Overall nominal median annual salaries and adjustments for inflation for Bachelor's and Master's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

20. Salaries in dailies

Annual nominal median salaries and adjustments for inflation at daily newspapers - Bachelor's degree recipients

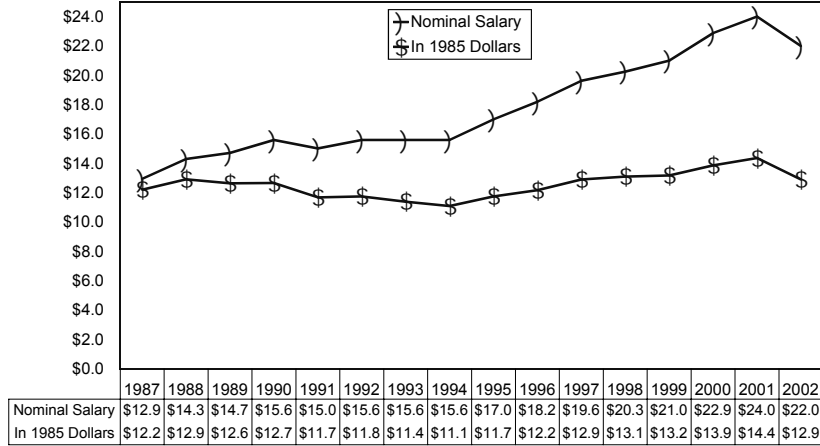


Source: Annual Survey of Journalism & Mass Communication Graduates

21. Salaries in weeklies

Annual nominal median salaries and adjustments for inflation at weekly newspapers - Bachelor's degree recipients

In thousands

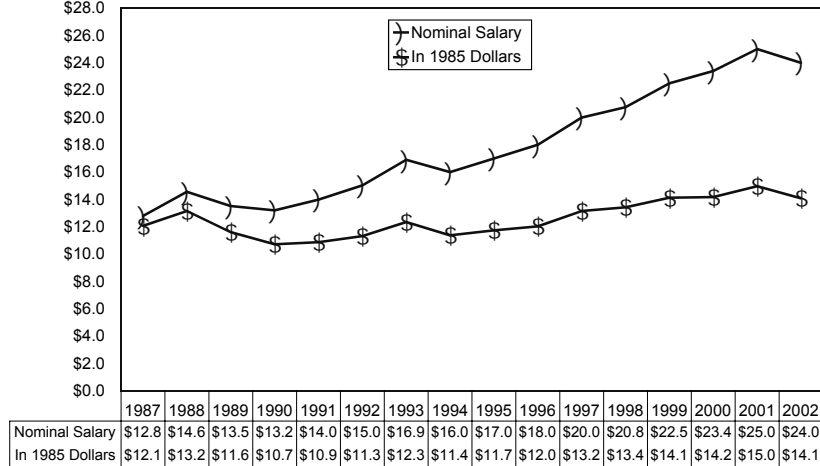


Source: Annual Survey of Journalism & Mass Communication Graduates

22. Salaries in radio

Annual nominal median salaries and adjustments for inflation in radio - Bachelor's degree recipients

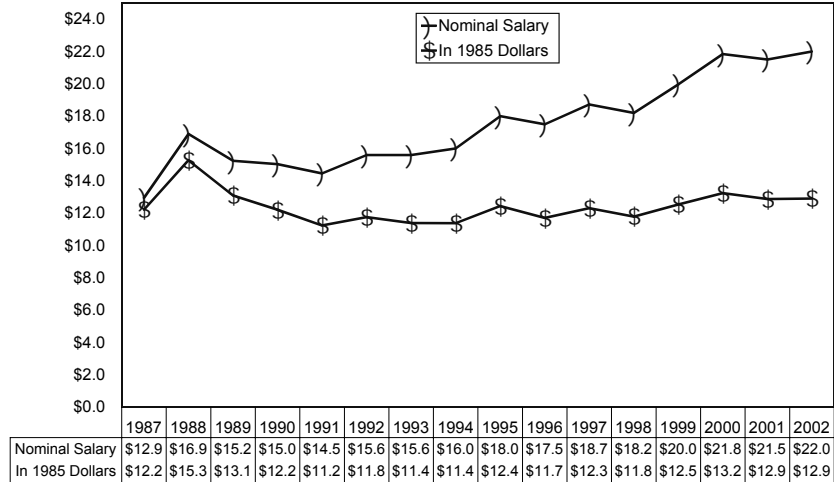
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

23. Salaries in television

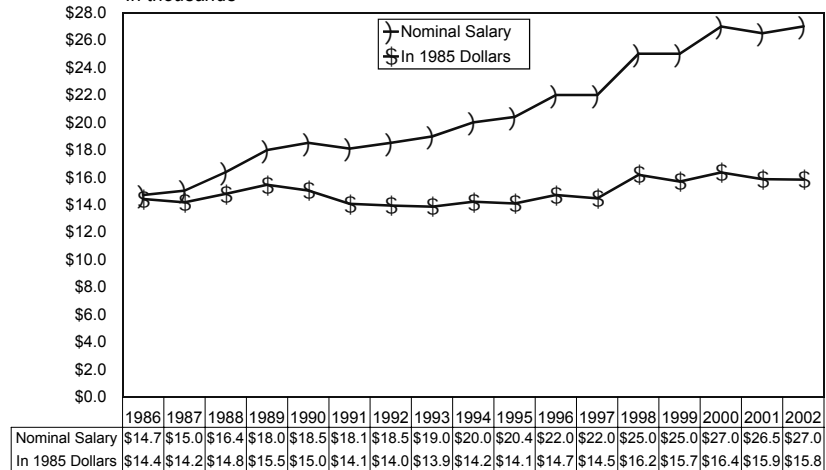
Annual nominal median salaries and adjustments
for inflation in TV - Bachelor's degree recipients
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

24. Salaries in advertising

Annual nominal median salaries and adjustments
for inflation in advertising - Bachelor's degree recipients
In thousands

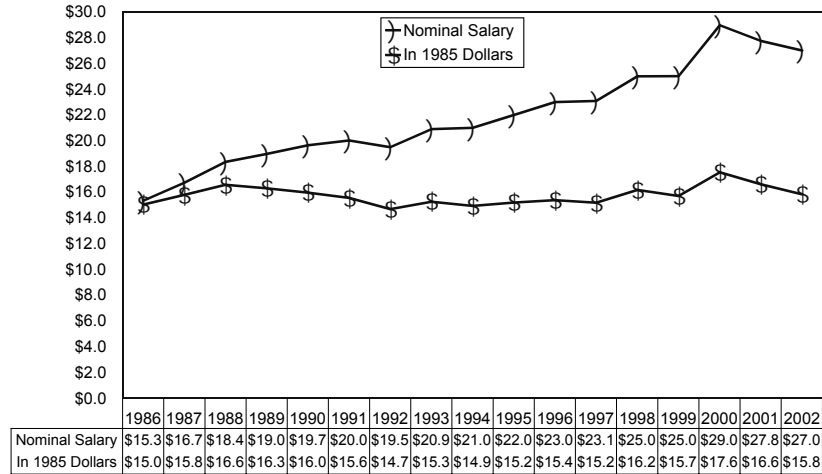


Source: Annual Survey of Journalism & Mass Communication Graduates

25. Salaries in PR

Annual nominal median salaries and adjustments for inflation in public relations - Bachelor's degree recipients

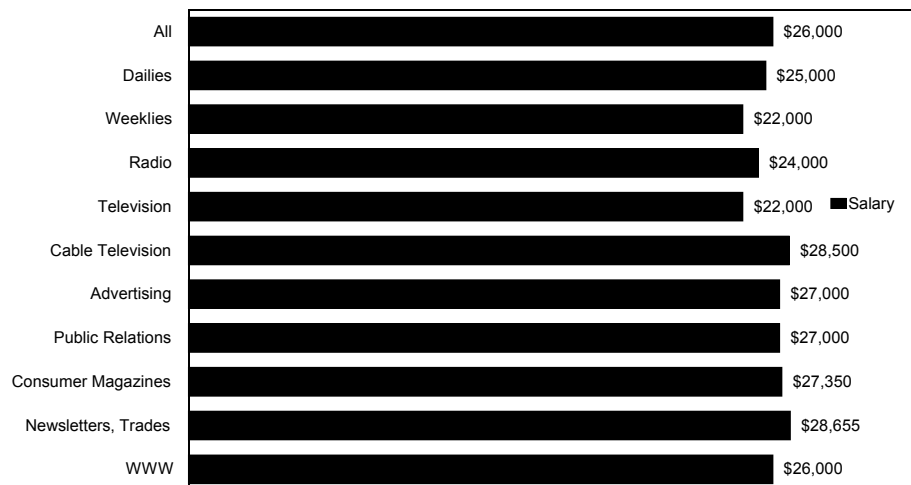
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

26. Salaries compared

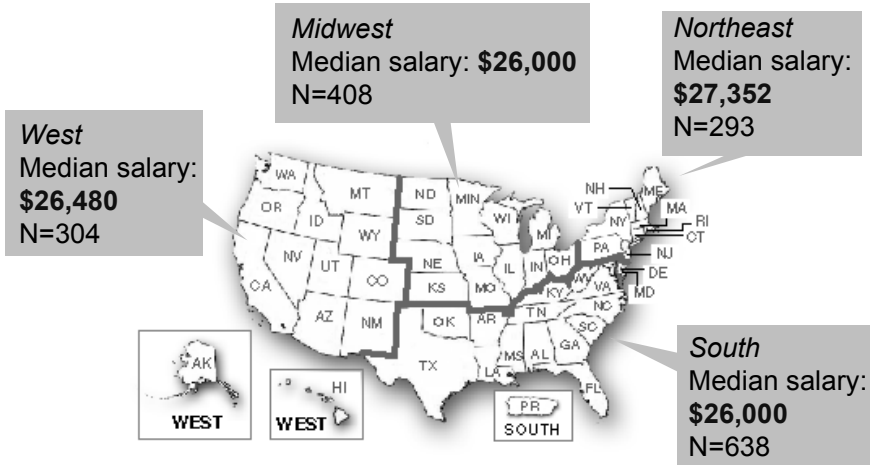
Median yearly salaries for 2002 Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

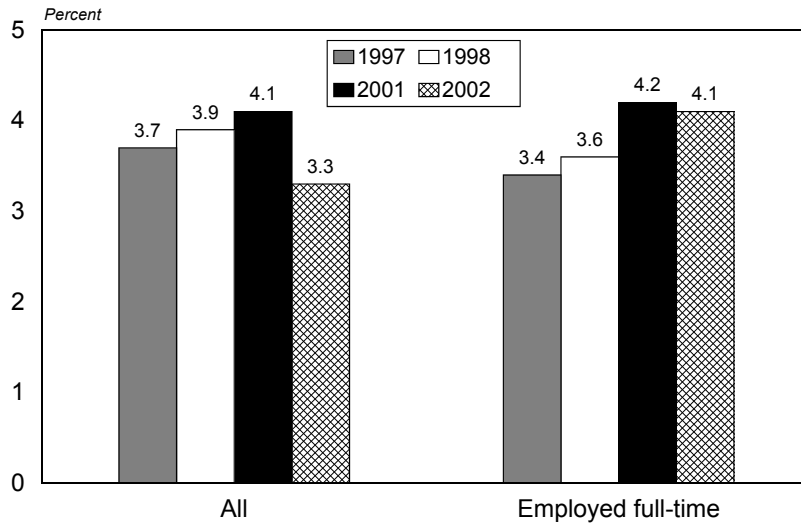
27. Salaries by region

Median yearly salaries for 2002 Bachelor's degree recipients with full-time jobs



28. Union membership of JMC graduates

Union membership of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates
Associated Press Poll, August 2001

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

Median salary per year for Bachelor's degree recipients with full-time jobs: union and non-union

In thousands

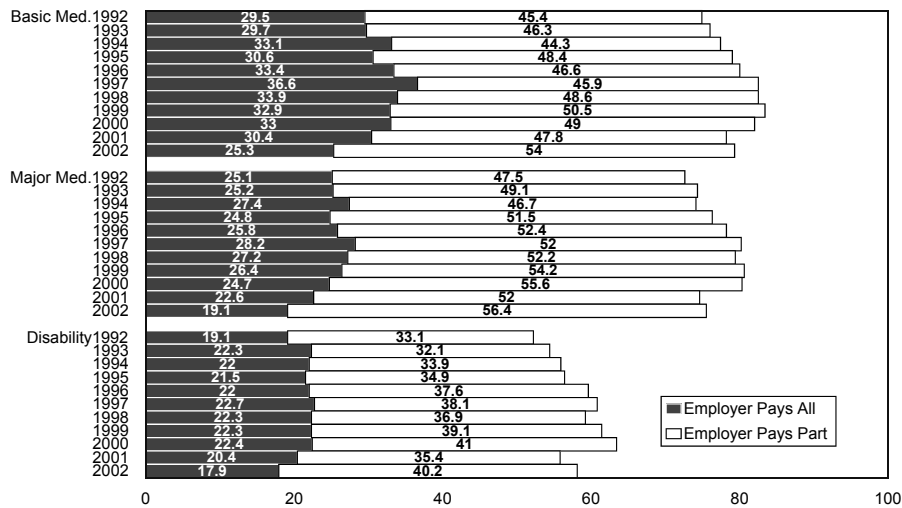


Source: Annual Survey of Journalism & Mass Communication Graduates

30. Job benefits I

Benefits available to Bachelor's degree recipients with full-time jobs

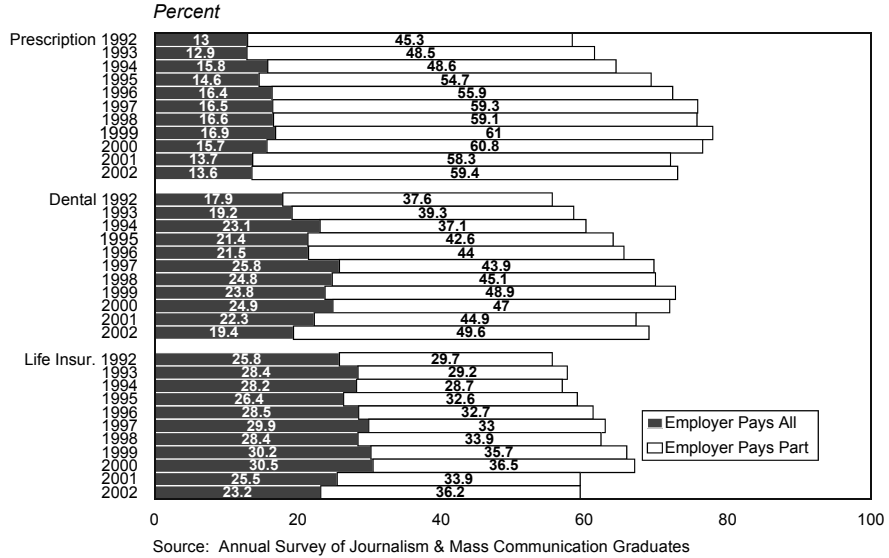
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

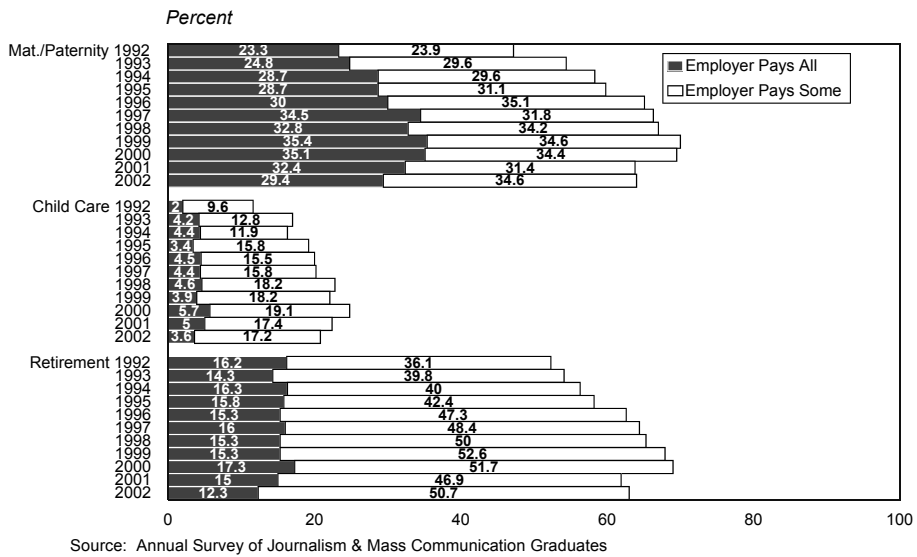
31. Job benefits II

Benefits available to Bachelor's degree recipients with full-time jobs



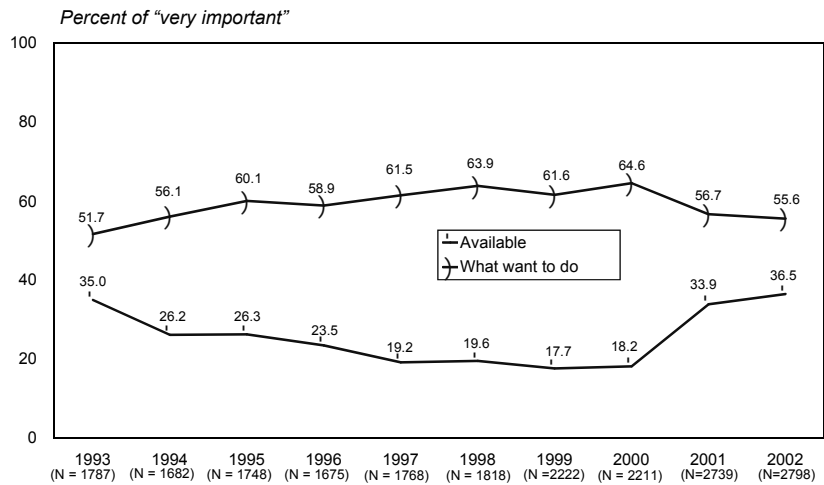
32. Job benefits III

Benefits available to Bachelor's degree recipients with full-time jobs



33. Why jobs chosen

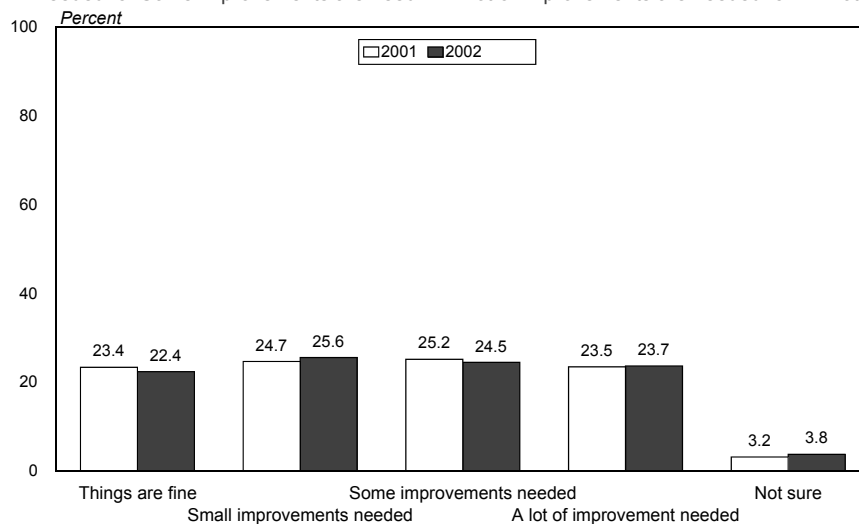
Employed Bachelor's degree recipients' reasons for selecting jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

34. Overall job situation

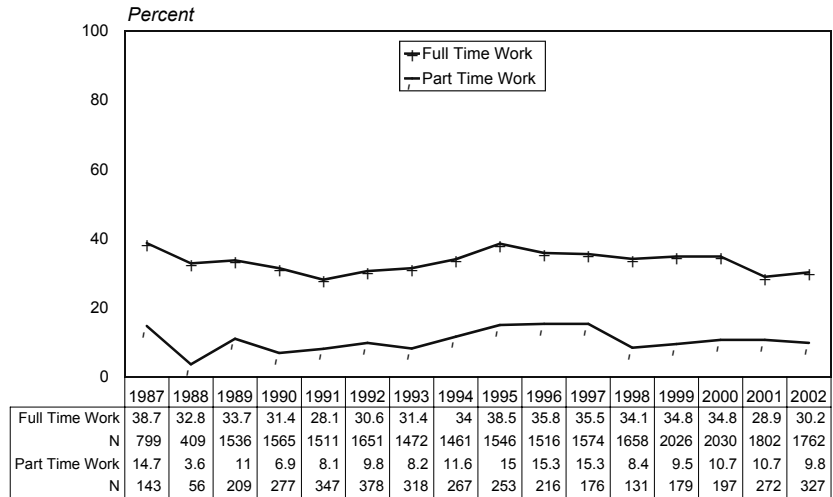
Question: Thinking about your overall situation including things such as wages, benefits and working conditions, would you say: 1. Things are fine as they are. 2. Small improvements are needed. 3. Some improvements are needed. 4. A lot of improvements are needed. 5. I'm not sure.



Source: Annual Survey of Journalism & Mass Communication Graduates
Hart AFL-CIO Survey, July 2001

35. Job satisfaction

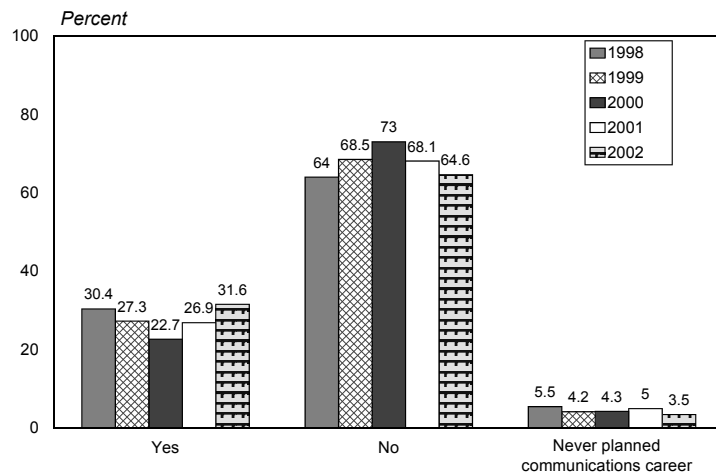
Job satisfaction of employed Bachelor's degree recipients:
percent very satisfied



Source: Annual Survey of Journalism & Mass Communication Graduates

36. Regret career choices

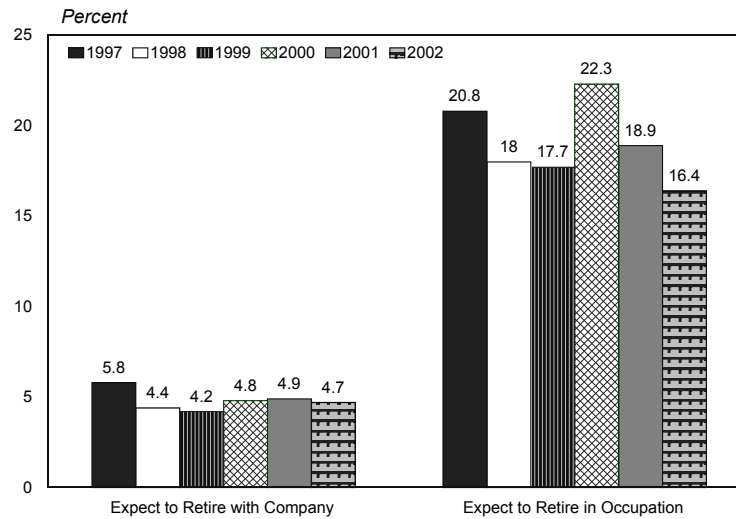
Bachelor's degree recipients who wish they had selected another career



Source: Annual Survey of Journalism & Mass Communication Graduates

37. Retirement plans

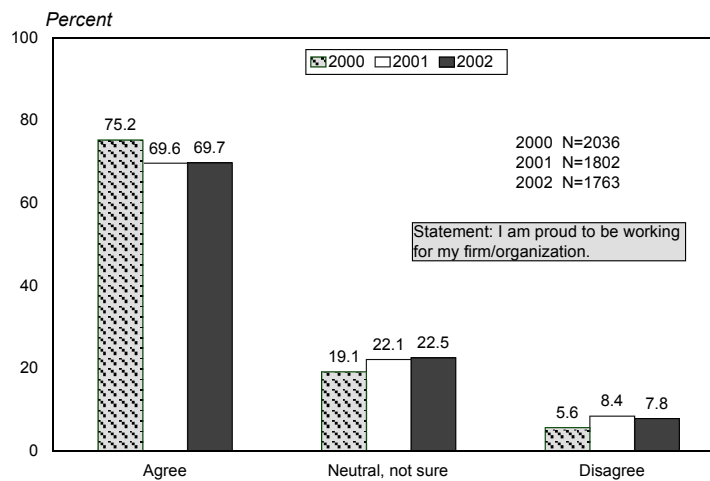
Attitudes toward retirement of Bachelor's degree recipients with jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

38. Organizational pride

Bachelor's degree recipients with full-time jobs

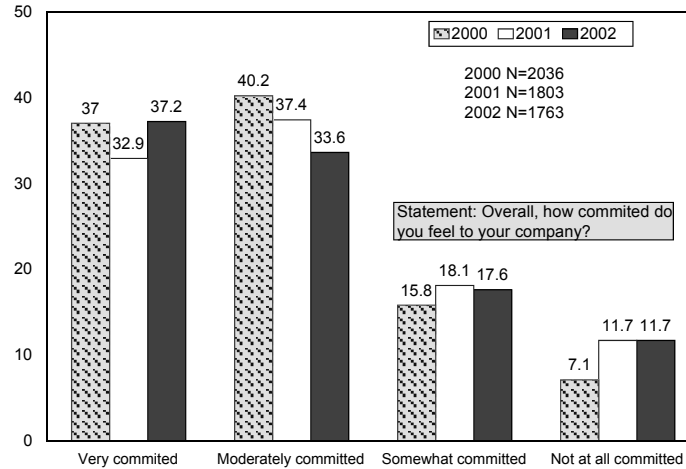


Source: Annual Survey of Journalism & Mass Communication

39. Organizational commitment

Bachelor's degree recipients with full-time jobs

Percent

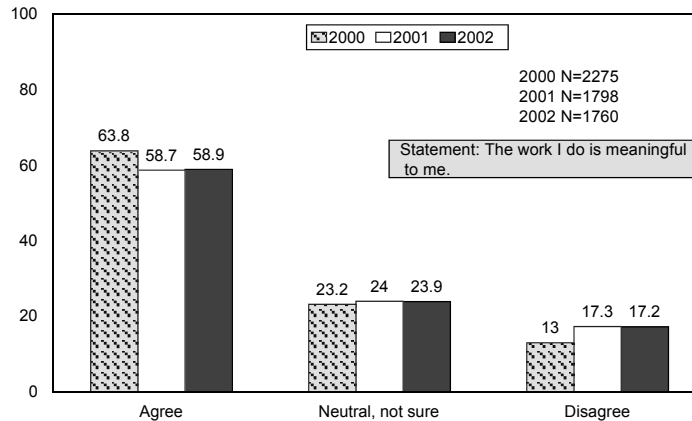


Source: Annual Survey of Journalism & Mass Communication Graduates

40. Meaningfulness of work

Bachelor's degree recipients with full-time jobs

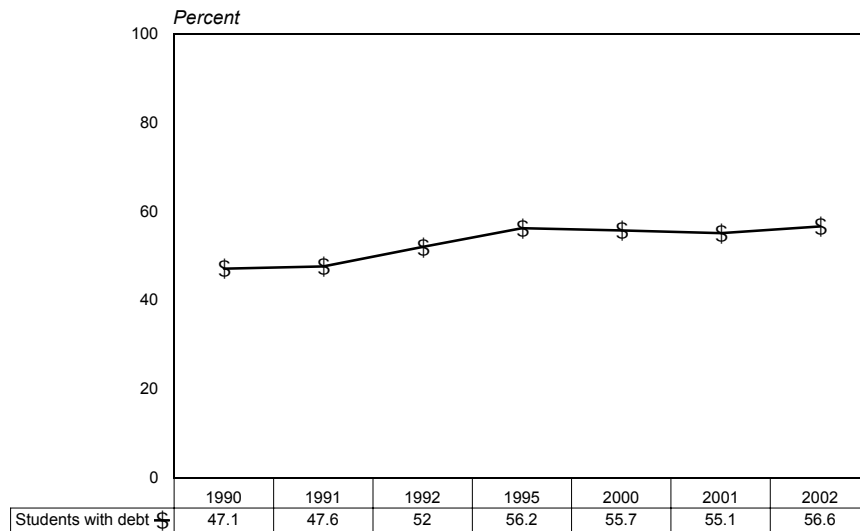
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

41. Debt at graduation

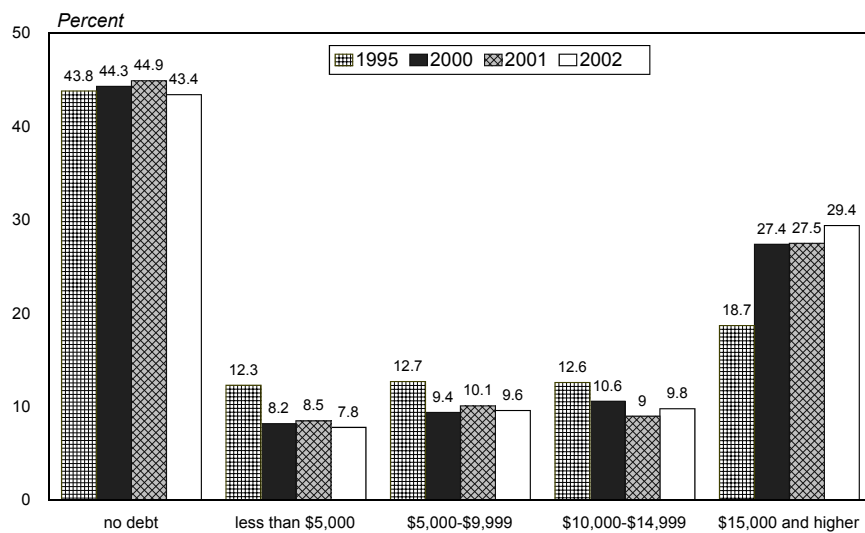
Bachelor's degree recipients who had debt at graduation



Source: Annual Survey of Journalism & Mass Communication Graduates

42. Debt because of college

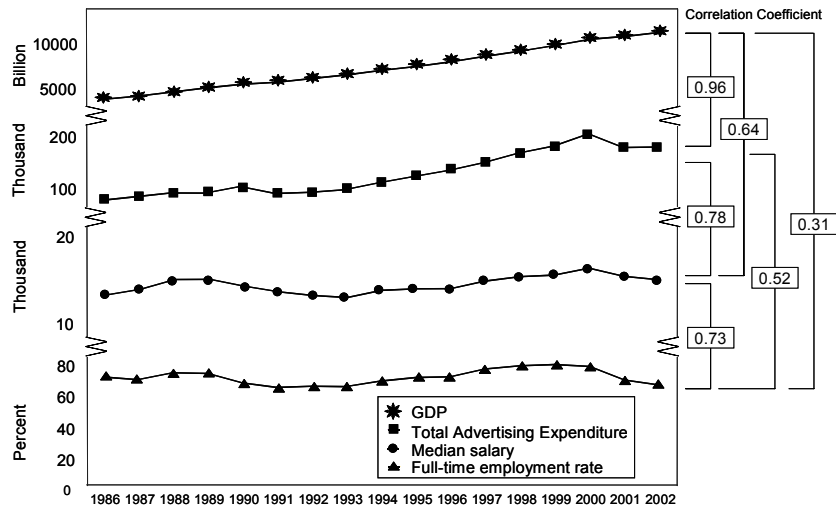
Bachelor's degree recipients' debt at year of graduation



Source: Annual Survey of Journalism & Mass Communication Graduates

43. Employment and salary with GDP and advertising expenditures

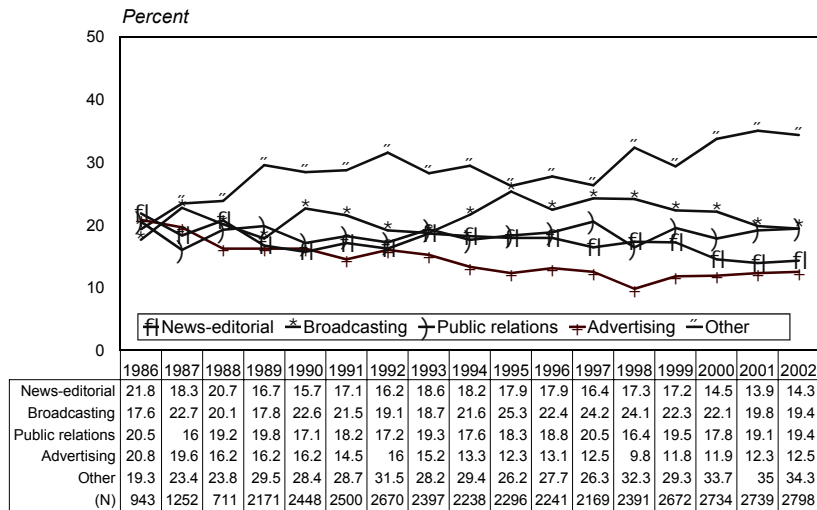
Trend lines and Pearson Correlation Coefficient



Sources: Bureau of Economic Analysis, <http://www.bea.doc.gov/>
 Bob Coen's Insider Report, at www.mccann.com/insight.bobcoen.html
 Annual Survey of Journalism & Mass Communication Graduates

S1. What they studied

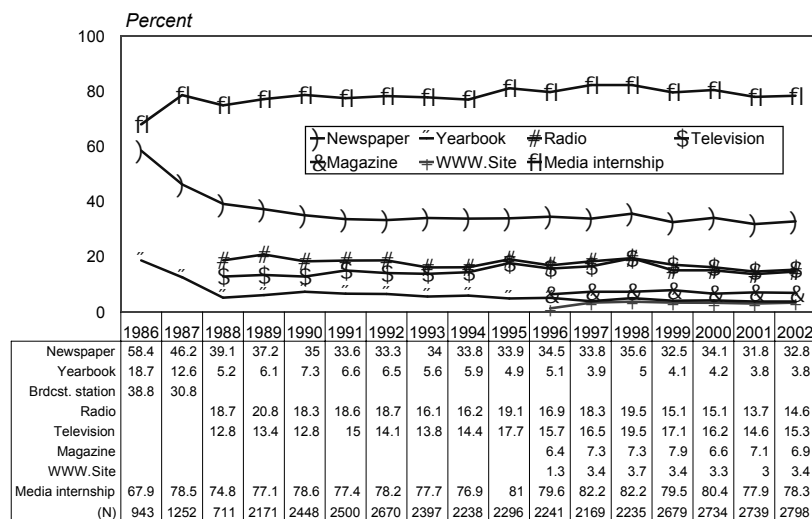
Specialty within curriculum of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S2. Campus activities

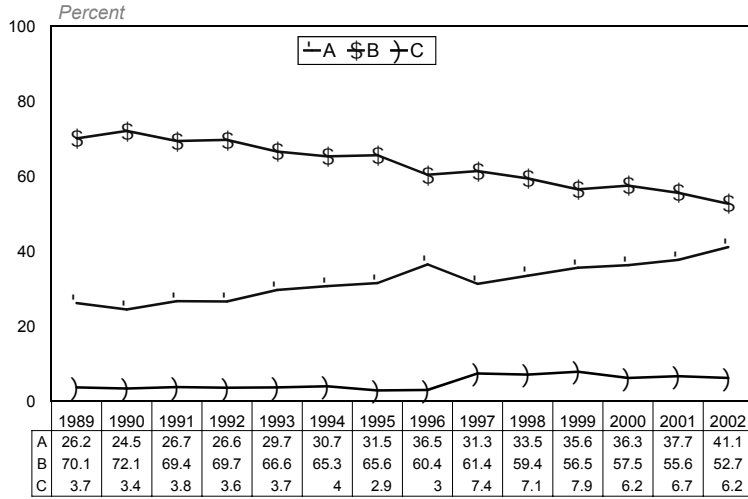
Campus activities of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S3. Grade point averages

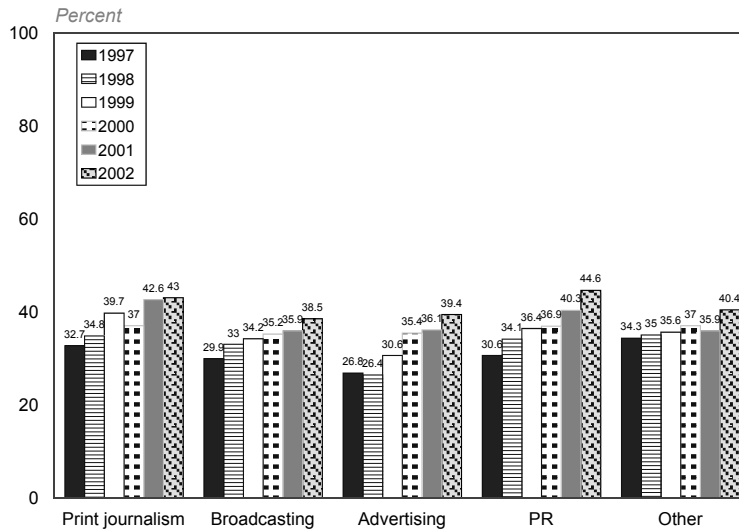
Final grades of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S4. Grades by major

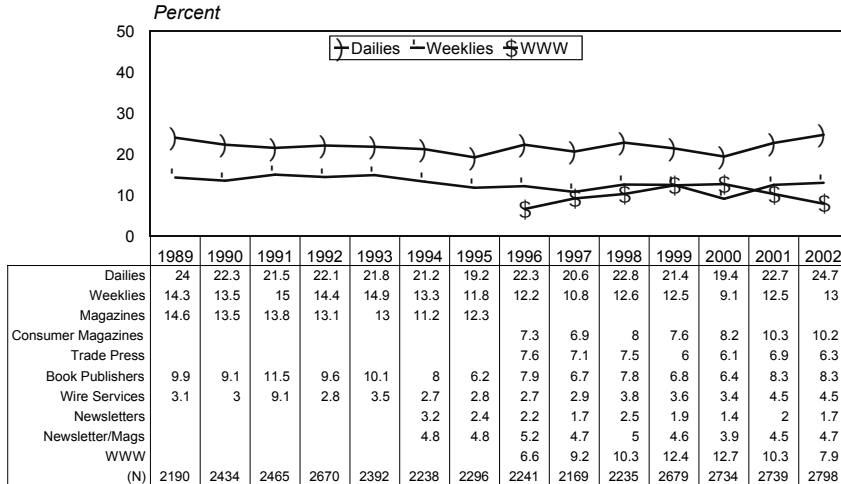
Final grades of Bachelor's degree recipients by major: percent with A or A-



Source: Annual Survey of Journalism & Mass Communication Graduates

S5. Seeking print jobs

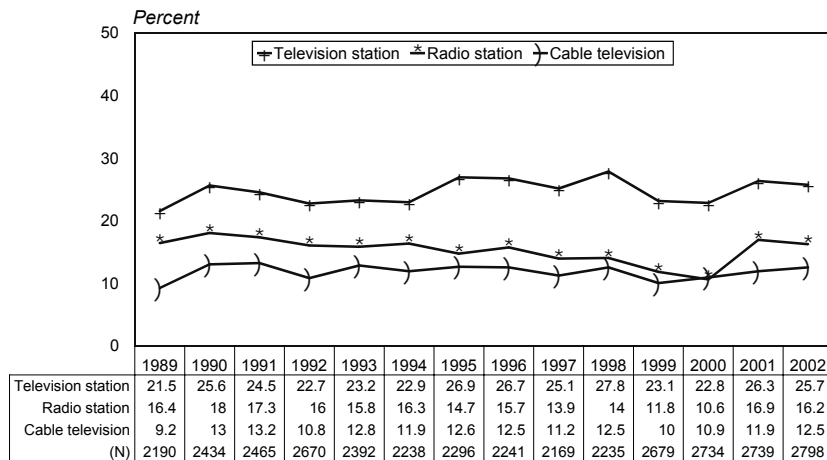
Jobs sought by Bachelor's degree recipients in the area of print media.
Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S6. Seeking broadcast jobs

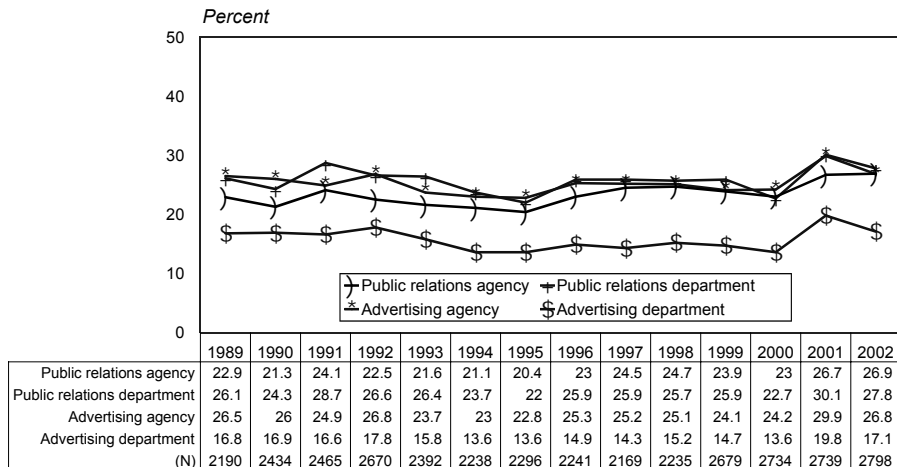
Jobs sought by Bachelor's degree recipients in the area of broadcasting.
Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S7. Seeking PR/advertising jobs

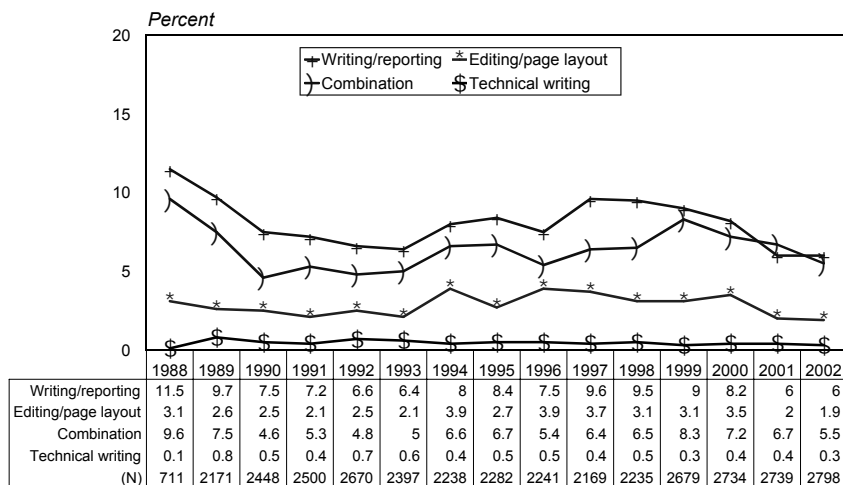
Jobs sought by Bachelor's degree recipients in the area of PR and advertising. Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S8. News-editorial tasks

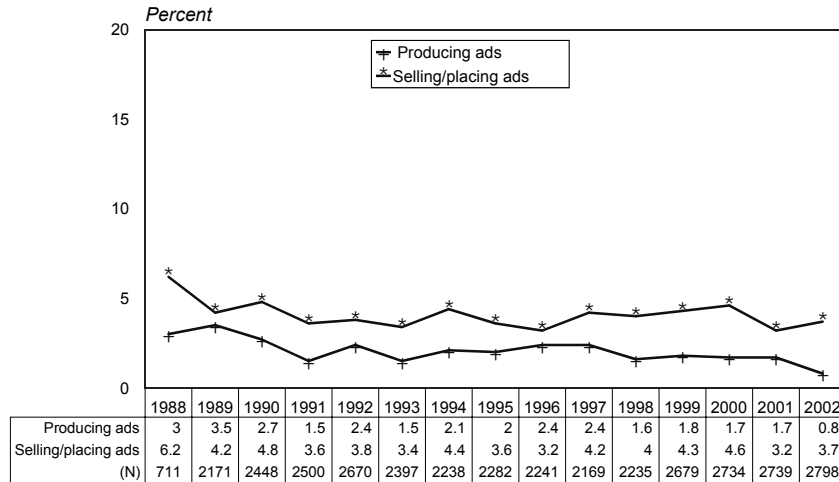
Bachelor's degree recipients' job tasks in the area of print journalism



Source: Annual Survey of Journalism & Mass Communication Graduates

S9. Advertising tasks

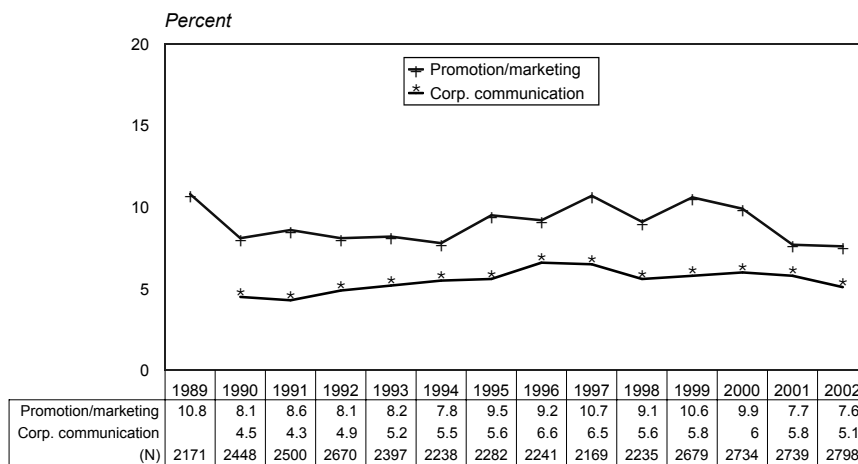
Bachelor's degree recipients' job tasks in the area of advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

S10. Corporate communication tasks

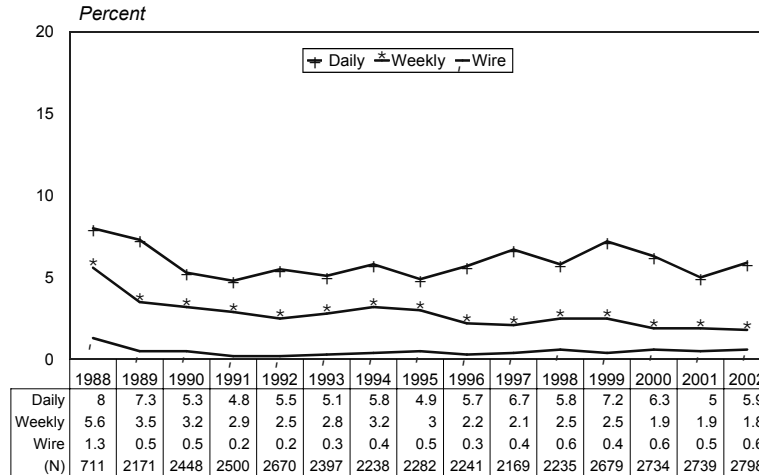
Bachelor's degree recipients' job tasks in the area of corporate marketing and communication



Source: Annual Survey of Journalism & Mass Communication Graduates

S11. Newspaper work

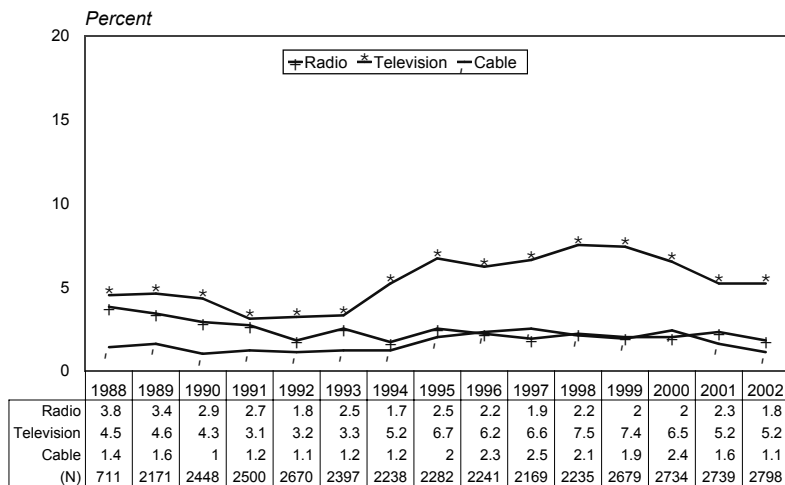
Bachelor's degree recipients working in newspaper jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S12. Telecommunication work

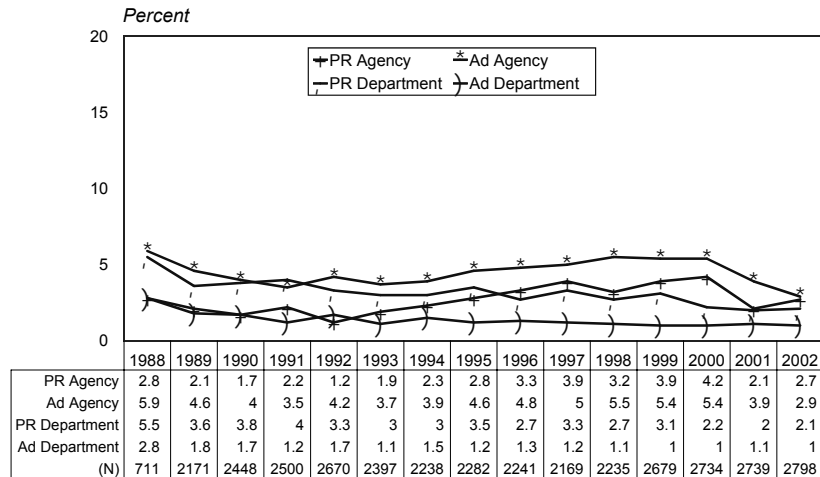
Bachelor's degree recipients working in telecommunications jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S13. PR and advertising work

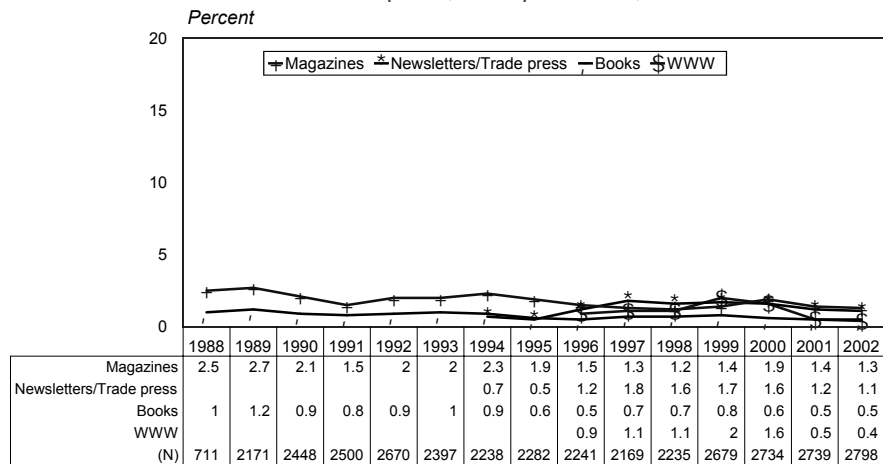
Bachelor's degree recipients working in public relations and advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

S14. Other communication work

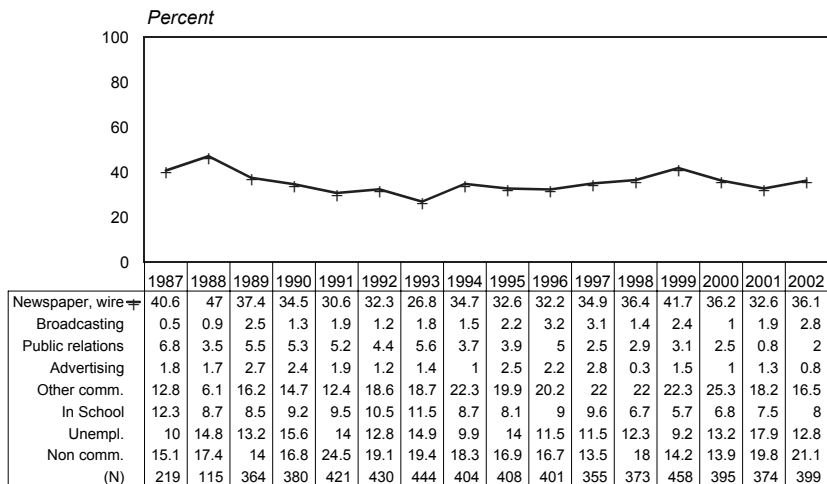
Bachelor's degree recipients working for magazines, newsletters/ trade press, book publishers, WWW



Source: Annual Survey of Journalism & Mass Communication Graduates

S15. Hiring news students

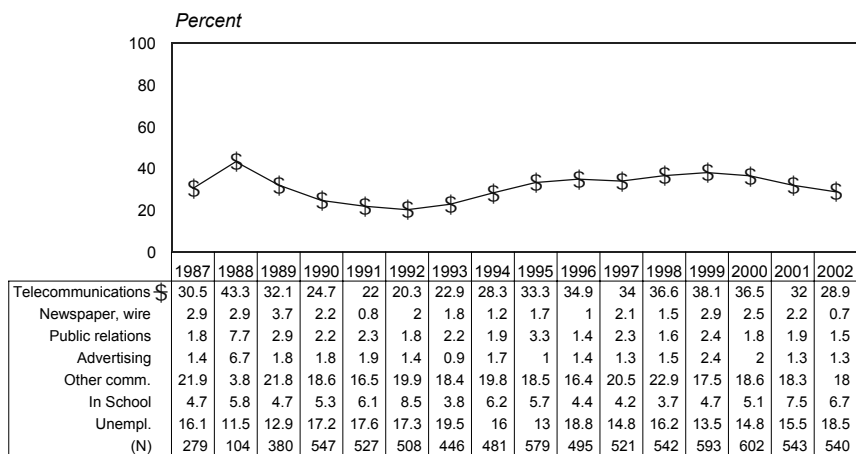
Employers of Bachelor's degree recipients with a news-editorial emphasis



Source: Annual Survey of Journalism & Mass Communication Graduates

S16. Hiring broadcast students

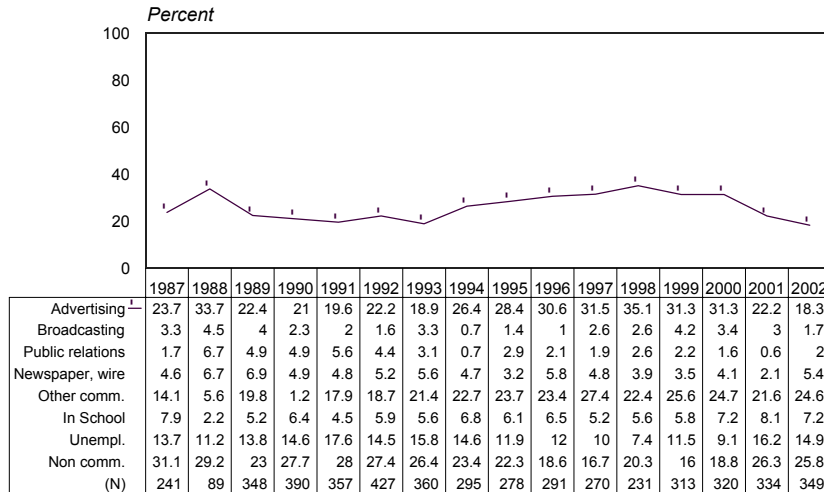
Students with an emphasis in telecommunications who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S17. Hiring ad students

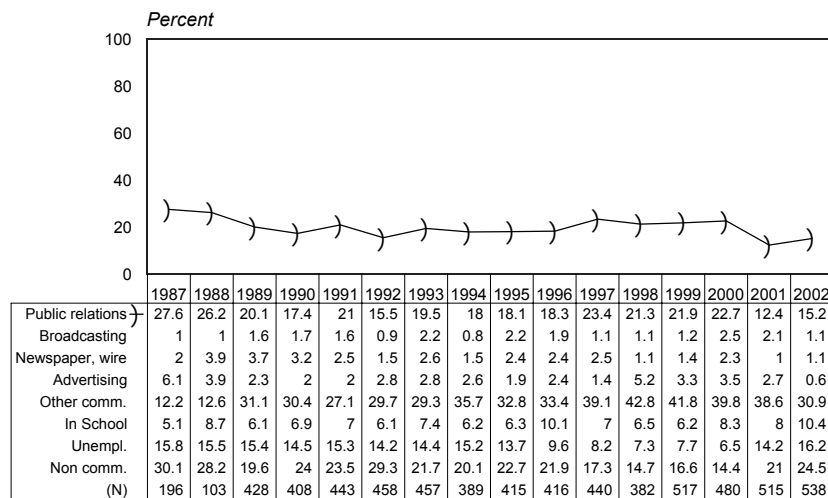
Students with an advertising emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S18. Hiring PR students

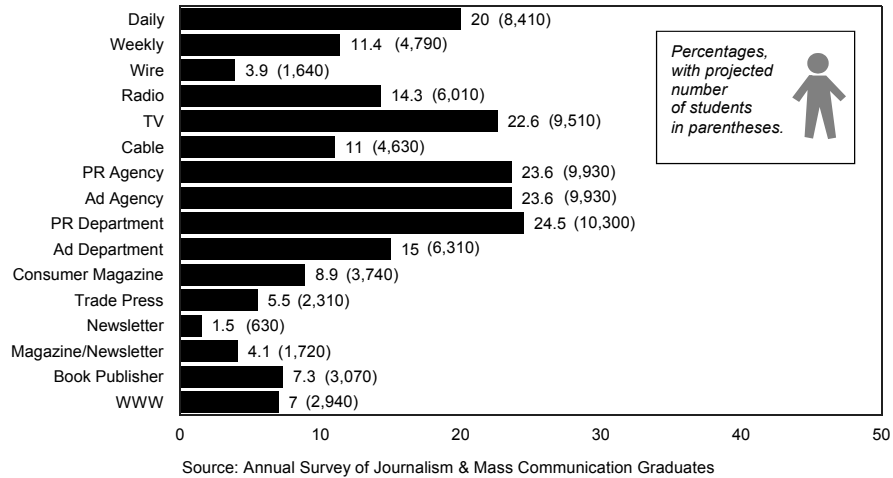
Students with a public relations emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

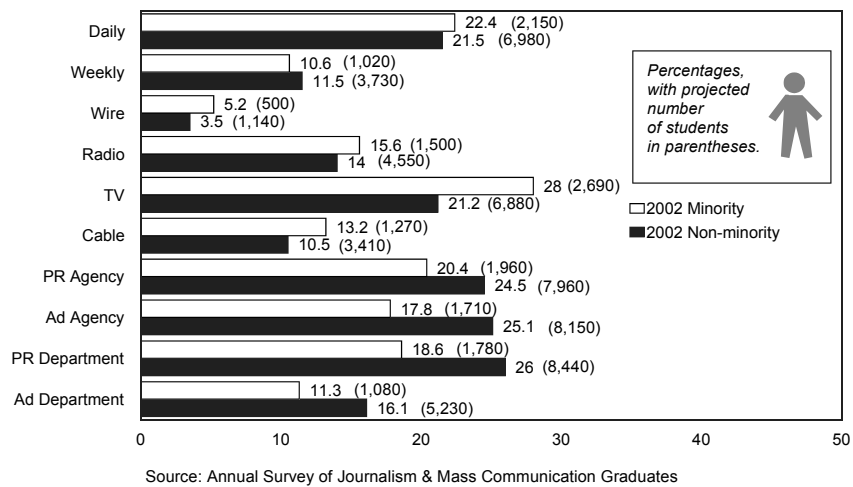
S19. Where grads seek work

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2002



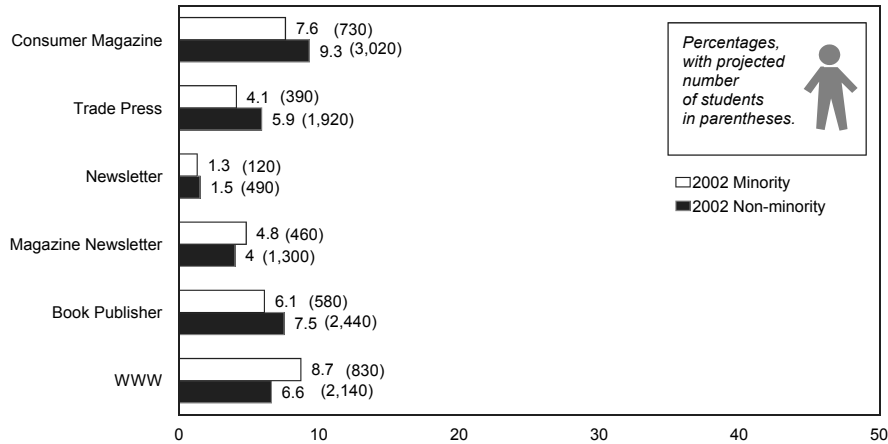
S20. Minorities and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2002



S21. Minorities and job seeking II

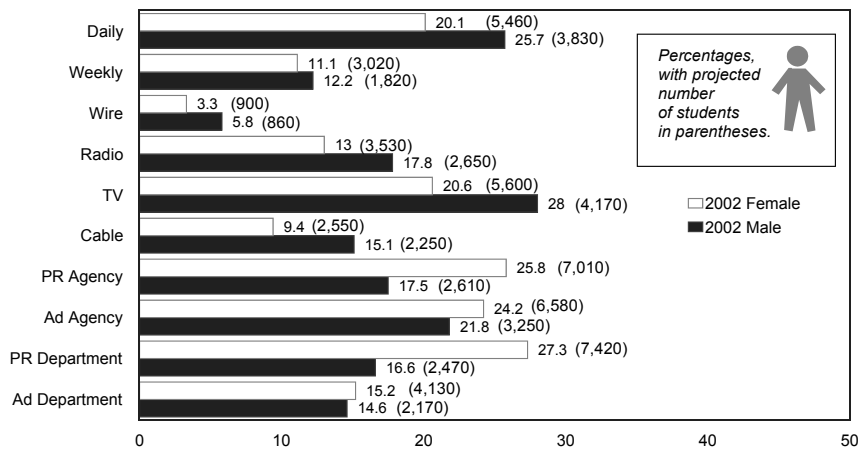
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2002



Source: Annual Survey of Journalism & Mass Communication Graduates

S22. Gender and job seeking I

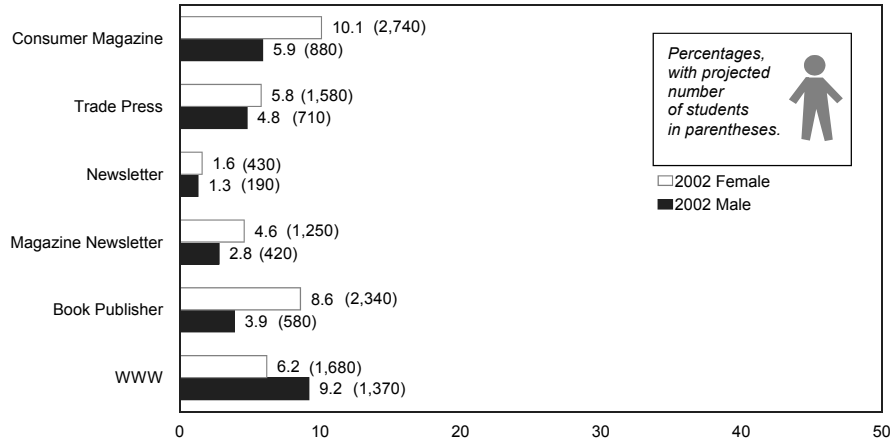
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2002



Source: Annual Survey of Journalism & Mass Communication Graduates

S23. Gender and job seeking II

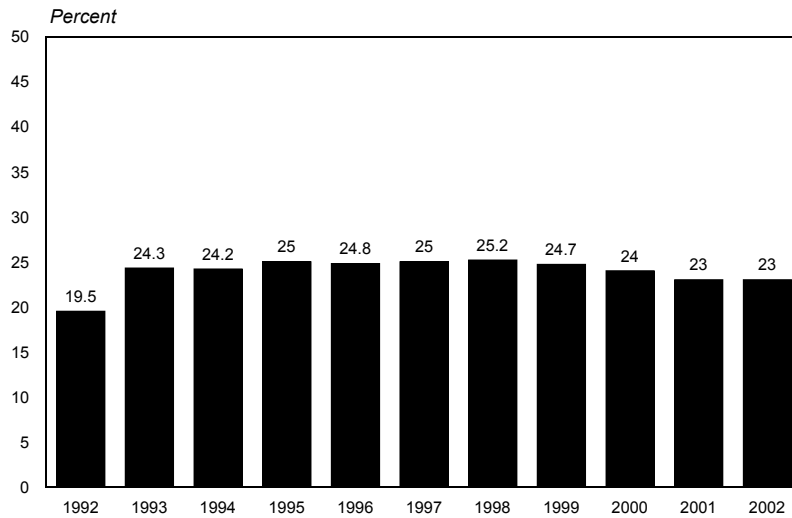
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2002



Source: Annual Survey of Journalism & Mass Communication Graduates

S24. Overtime without pay

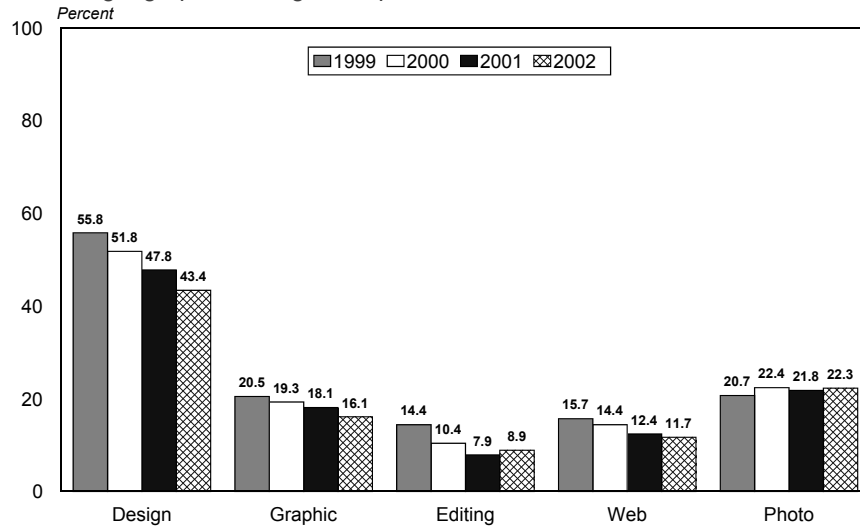
Bachelor's degree recipients working more than 40 hours per week as full-time employees without reimbursement



Source: Annual Survey of Journalism & Mass Communication Graduates

S25. Software use

Types of software used by the Bachelor's degree recipients:
design, graphic editing, web, photo



Source: Annual Survey of Journalism & Mass Communication Graduates

Appendix Table 1. Median Salaries by Employer Type

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
CPI-U Cumulative from '85	1.020	1.060	1.107	1.164	1.231	1.286	1.327	1.369	1.406	1.447	1.495	1.520	1.545	1.593	1.650	1.670	1.705
Master Total																	
Nominal salary/wk					\$481	\$423	\$476	\$481	\$481	\$548	\$554	\$548	\$577	\$673	\$602	\$579	\$615
Nominal salary/yr					\$25,012	\$21,996	\$24,752	\$25,012	\$25,000	\$28,500	\$28,800	\$28,500	\$30,000	\$34,996	\$31,304	\$30,120	\$32,000
Real Salary 85 \$					\$20,318	\$17,104	\$18,653	\$18,270	\$17,781	\$19,696	\$19,264	\$18,745	\$19,421	\$21,974	\$18,973	\$18,038	\$18,770
N					108	104	106	105	95	121	89	119	118	112	108	102	105
Bachelor Total																	
Nominal salaries/wk	\$270	\$292	\$325	\$342	\$346	\$348	\$350	\$356	\$385	\$400	\$413	\$442	\$462	\$481	\$519	\$500	\$500
Nominal salary/yr	\$14,040	\$15,184	\$16,900	\$17,784	\$17,992	\$18,096	\$18,200	\$18,512	\$20,000	\$20,800	\$21,500	\$23,000	\$24,000	\$25,000	\$26,988	\$26,000	\$26,000
Real Salary 85 \$	\$13,765	\$14,325	\$15,266	\$15,278	\$14,616	\$14,072	\$13,715	\$13,522	\$14,225	\$14,375	\$14,381	\$15,127	\$15,537	\$15,697	\$16,357	\$15,571	\$15,251
N	644	850	490	1,460	1,544	1,501	1,597	1,449	1,409	1,622	1,532	1,523	1,624	1,969	1,978	1,749	1,695
Daily Newspapers																	
Nominal salary/wk	\$268	\$268	\$310	\$327	\$348	\$350	\$350	\$350	\$404	\$423	\$400	\$404	\$434	\$480	\$500	\$498	\$481
Nominal salary/yr	\$13,936	\$13,936	\$16,120	\$17,004	\$18,096	\$18,200	\$18,200	\$18,200	\$21,000	\$21,970	\$20,800	\$21,000	\$22,560	\$24,960	\$26,000	\$25,896	\$25,000
Real Salary 85 \$	\$13,663	\$13,147	\$14,562	\$14,608	\$14,700	\$14,152	\$13,715	\$13,294	\$14,936	\$15,183	\$13,913	\$13,812	\$14,604	\$15,672	\$15,758	\$15,509	\$14,664
N	107	84	43	133	112	107	124	96	112	114	117	131	122	181	162	120	152
Weeklies																	
Nominal salary/wk		\$249	\$275	\$283	\$300	\$289	\$300	\$300	\$300	\$327	\$350	\$378	\$389	\$404	\$440	\$462	\$423
Nominal salary/yr		\$12,948	\$14,300	\$14,716	\$15,600	\$15,028	\$15,600	\$15,600	\$15,600	\$17,000	\$18,200	\$19,630	\$20,250	\$21,000	\$22,880	\$24,000	\$22,000
Real Salary 85 \$		\$12,215	\$12,918	\$12,643	\$12,673	\$11,686	\$11,756	\$11,395	\$11,095	\$11,748	\$12,174	\$12,911	\$13,109	\$13,186	\$13,867	\$14,373	\$12,905
N		32	33	64	68	64	51	59	64	67	44	40	50	59	47	43	45
Radio																	
Nominal salary/wk		\$246	\$280	\$260	\$254	\$269	\$289	\$325	\$308	\$327	\$346	\$385	\$399	\$433	\$450	\$481	\$462
Nominal salary/yr		\$12,792	\$14,560	\$13,520	\$13,208	\$13,988	\$15,028	\$16,900	\$16,000	\$17,000	\$18,000	\$20,000	\$20,750	\$22,500	\$23,400	\$25,000	\$24,000
Real Salary 85 \$		\$12,068	\$13,153	\$11,615	\$10,729	\$10,877	\$11,325	\$12,345	\$11,380	\$11,748	\$12,040	\$13,154	\$13,433	\$14,128	\$14,182	\$14,972	\$14,078
N		37	24	53	55	43	36	35	25	39	37	33	38	38	39	46	33
Television																	
Nominal salary/wk		\$249	\$325	\$293	\$289	\$278	\$300	\$300	\$308	\$346	\$337	\$360	\$350	\$384	\$420	\$413	\$423
Nominal salary/yr		\$12,948	\$16,900	\$15,236	\$15,028	\$14,456	\$15,600	\$15,600	\$16,000	\$18,000	\$17,500	\$18,720	\$18,200	\$19,968	\$21,840	\$21,500	\$22,000
Real Salary 85 \$		\$12,215	\$15,266	\$13,089	\$12,208	\$11,241	\$11,756	\$11,395	\$11,380	\$12,440	\$11,706	\$12,312	\$11,782	\$12,538	\$13,237	\$12,876	\$12,905
N		49	25	79	76	60	66	58	87	120	105	111	135	169	149	117	115
Cable Television																	
Nominal salary/wk				\$346	\$327	\$404	\$346	\$363	\$456	\$412	\$404	\$404	\$442	\$450	\$481	\$538	\$548
Nominal salary/yr				\$18,000	\$17,000	\$21,000	\$18,000	\$18,860	\$23,700	\$21,400	\$21,000	\$21,000	\$23,000	\$23,400	\$25,012	\$28,000	\$28,500
Real Salary 85 \$				\$15,464	\$13,810	\$16,330	\$13,564	\$13,776	\$16,856	\$14,789	\$14,047	\$13,812	\$14,889	\$14,693	\$15,159	\$16,769	\$16,717
N				29	20	19	23	22	24	36	44	45	42	46	61	38	28

Appendix Table 1. Median Salaries by Employer Type

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
PR Agency/Dept																	
Nominal salary/wk	\$295	\$322	\$353	\$365	\$378	\$385	\$375	\$402	\$404	\$423	\$442	\$444	\$481	\$481	\$557	\$534	\$519
Nominal salary/yr	\$15,340	\$16,744	\$18,356	\$18,980	\$19,656	\$20,020	\$19,500	\$20,904	\$21,000	\$22,000	\$23,000	\$23,088	\$25,000	\$25,012	\$28,964	\$27,750	\$27,000
Real Salary 85 \$	\$15,039	\$15,796	\$16,582	\$16,306	\$15,968	\$15,568	\$14,695	\$15,270	\$14,936	\$15,204	\$15,385	\$15,185	\$16,184	\$15,705	\$17,554	\$16,619	\$15,837
N	89	94	50	108	122	136	101	101	104	138	123	143	126	178	166	104	118
Ad Agency/Dept																	
Nominal salary/wk	\$283	\$289	\$315	\$346	\$356	\$348	\$356	\$365	\$385	\$392	\$423	\$423	\$481	\$481	\$519	\$510	\$519
Nominal salary/yr	\$14,716	\$15,028	\$16,380	\$17,992	\$18,512	\$18,096	\$18,512	\$18,980	\$20,000	\$20,400	\$22,000	\$22,000	\$25,000	\$25,000	\$26,988	\$26,500	\$27,000
Real Salary 85 \$	\$14,427	\$14,177	\$14,797	\$15,457	\$15,038	\$14,072	\$13,950	\$13,864	\$14,225	\$14,098	\$14,716	\$14,470	\$16,184	\$15,697	\$16,357	\$15,871	\$15,837
N	100	88	55	127	122	111	137	100	114	130	129	127	142	164	171	124	99
Newsletter/Trades																	
Nominal salary/wk									\$385	\$469	\$453	\$446	\$504	\$500	\$538	\$577	\$551
Nominal salary/yr									\$20,000	\$24,406	\$23,570	\$23,200	\$26,200	\$26,000	\$27,976	\$30,000	\$28,655
Real Salary 85 \$									\$14,225	\$16,867	\$15,766	\$15,259	\$16,961	\$16,325	\$16,956	\$17,967	\$16,808
N									37	38	28	34	36	40	44	25	28
Magazine																	
Nominal salary/wk				\$355	\$365	\$370	\$370	\$348	\$404	\$414							
Nominal salary/yr				\$18,470	\$19,000	\$19,250	\$19,250	\$18,078	\$21,000	\$21,548							
Real Salary 85 \$				\$15,868	\$15,435	\$14,969	\$14,506	\$13,205	\$14,936	\$14,891							
N				52	47	34	44	38	44	51							
Consumer Magazine																	
Nominal salary/wk											\$447	\$423	\$481	\$510	\$543	\$500	\$526
Nominal salary/yr											\$23,250	\$22,000	\$25,000	\$26,494	\$28,236	\$26,000	\$27,350
Real Salary 85 \$											\$15,552	\$14,470	\$16,184	\$16,635	\$17,113	\$15,571	\$16,043
N											28	26	25	34	48	37	28
Online Publishing																	
Nominal salary/wk											\$500	\$525	\$577	\$538	\$577	\$644	\$500
Nominal salary/yr											\$26,000	\$27,320	\$30,000	\$28,000	\$30,004	\$33,500	\$26,000
Real Salary 85 \$											\$17,391	\$17,969	\$19,421	\$17,581	\$18,185	\$20,063	\$15,251
N											19	22	24	52	40	13	7