

2002
Annual Survey of Journalism
&
Mass Communication Graduates

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Executive Summary

- ' The percentage of journalism and mass communication bachelor's degree recipients with a full-time job six to eight months after graduation dropped for the second year in a row in 2002.
- ' The percentage of journalism and mass communication bachelor's degree recipients with at least one job offer upon graduation also declined, following a sharp decline a year earlier.
- ' Once again in 2002, the unemployment rate for those journalism and mass communication bachelor's degree recipients who were actually seeking jobs was higher than the national unemployment rate, both for the overall labor force and for those in the age cohort of the journalism and mass communication graduates.
- ' The job market was particularly difficult for graduates who were members of racial and ethnic minorities, and the gap between the level of full-time employment of minority graduates and their counterparts increased to more than 10 percentage points.
- ' Six to eight months after graduation, only half of the journalism and mass communication bachelor's degree recipients were working in the field of communication. The ratio has not been this low since 1992.
- ' Salaries remained static in 2002, with the median earned by journalism and mass communication graduates with a full-time job standing at \$26,000.
- ' Benefit packages also remained stable, but only because more graduates were paying for the benefits entirely by themselves.
- ' Job satisfaction for those graduates with a job remained low in 2002, and an increasing number of graduates reported regretting their decision to study for a career in journalism and mass communication.
- ' Despite the bad news, seven in 10 of the graduates with full-time jobs reported they were proud of the company for which they work, and six in 10 said the work they do is meaningful.
- ' Graduates of journalism and mass communication master's degree programs in 2002 also faced a difficult job market, with employment rates low but stable, and the median salary earned up from a year earlier.

Overview

The job market for journalism and mass communication graduates continued to be depressed in 2002 and 2003.

Graduates of journalism and mass communication programs in 2002 reported few job offers on graduation, those who found jobs reported receiving salaries that have not kept up with inflation, and more graduates than a year earlier reported disappointment with their career selection.

While the market did not seem to be declining at the precipitous rate of a year earlier, it also showed no sign of improvement.

Employment Rate Remains Low

Fewer than seven in 10 of those who earned a bachelor's degree from the nation's journalism and mass communication programs in the spring of 2002 had at least one job offer when they finished their studies (**Chart 1**). Only two years ago, eight in 10 reported having at least one job offer upon graduation. The average number of job offers held by graduates when they completed their studies in 2002 was 1.2, down from 1.6 a year earlier and down from 2.3 in 2000!

Half of the graduates in 2002 had no telephone job interviews and a quarter had one or fewer in-person job interviews (**Chart 2**).¹ About one in 20 of the 2002 graduates had no job interviews at all, either by telephone or in person, with just fewer than one in 10 having either no interview or only a telephone interview.

Fewer than six in 10 of those who received their bachelor's degrees from journalism and mass communication programs in the spring of 2002 had found a full-time job by October 31 of that year (**Chart 3**). Of those who actually looked for a job, about seven in 10 had found a full-time job (**Chart 4**). Both figures were just slightly lower than a year earlier, but they were dramatically lower than in 2000.² As both Charts 3 and 4 make clear, the labor market for journalism and mass communication graduates had improved rather consistently in the second half of the 1990s, only to decline precipitously in 2000. In fact, the level of employment of journalism and mass communication graduates within the first year of graduation declined in 2002 almost to the level at the depth of the recession of 1991-92 (**Chart 5**). In the chart, bachelor's degree recipients who had not started to look for a job for one reason or

¹The questions on interviews were used for the first time in the 2002 survey instrument.

²The decline from a year earlier is small enough to be easily explained as due to sampling error.

another were classified as unemployed. In 2002, 63.3% of the graduates had a full-time job within the first year of graduation, while that figure had been 66.3% in 2001 and stood at 76.1% as recently as 1999. In 2002, 12.0% of the graduates had taken a part-time job—though few graduates actually look for part-time work—and 8.4% returned to school. Unemployment stood in 2002 at 16.2%—statistically comparable to the 16.1% in 1991.

Of those 2002 graduates with a full-time job, 86.7% said the job was a permanent one (**Chart 6**). Of those graduates with part-time jobs, only 39.7%

“Don’t expect to get a job without months of searching.”
-Journalism graduate working in non-profit organization

said the job was permanent. In both cases, the figures are lower than a year ago.

The level of unemployment among journalism and mass communication graduates exceeds the level of unemployment in the U.S. civilian labor force, and even the level of unemployment for those 20-24 years old (**Chart 7**). Nationally, for the June 2002 through May 2003 period, unemployment averaged 5.9% overall, and 9.7% for those 20-24 years of age. For journalism and mass communication graduates, the figure was 12.9%. Not only is the figure for journalism and mass communication graduates higher than for those of the comparable age cohort nationally, but the gap has persisted and even increased over the last three years. All figures represent unemployment among those actually looking for work and do not include those who have not yet started looking for work or who have given up efforts to find a job.

The job market for those earning a master’s degree from journalism and mass communication programs in 2002 was slightly more favorable than for those earning undergraduate degrees. Seven in 10 of these graduates had at least one job offer on graduation, as was true a year earlier (**Chart 8**). The average number of jobs available was 1.6, exactly the same as a year earlier. Six in 10 of the master’s degree recipients had a full-time job by October 31 of 2002 (**Chart 9**). Of those who actually looked for work, 67.6% found a full-time job by this date (**Chart 10**). In both cases, the figures were nearly identical a year earlier. Just under seven in 10 of the master’s degree recipients had full-time work when they returned the questionnaire (**Chart 11**). The figure was the same a year earlier. Master’s degree recipients are less likely to return to school than bachelor’s degree recipients, and, consequently, the unemployment rate for master’s degree recipients is higher (when the students returning to school are eliminated from the computation, than for undergraduates, who begin graduate study when they cannot find a job.

Two-thirds of the bachelor’s degree recipients who had specialized in print, or news-editorial, journalism, were employed full-time when they returned the questionnaire (**Chart 12**). The figure was nearly the same a year earlier. The full-time employment rate for those bachelor’s degree recipients who had specialized in broadcasting or telecommunications, in contrast, was 61.3. The figure is slightly lower than a year earlier (**Chart 13**). Approximately two-thirds of the 2002 advertising graduates were employed

full time (**Chart 14**). The figure was nearly the same for public relations bachelor's degree recipients (**Chart 15**).

Only half of the graduates of journalism and mass communication undergraduate programs in 2002 found work in the field of communication (**Chart 16**), providing further evidence of the difficult job market the graduates encountered. The figure was not statistically different from a year ago, though the pattern of decline since 2000 is clear. Not since 1992 have so few of the graduates of the nation's journalism and mass communication programs found work in the field for which they studied and prepared.

Of the 2002 bachelor's degree recipients who had taken a communication job, about a quarter (25.8%) were writing,

reporting or editing—or doing some combination of these. That figure was 27.9% a year earlier. A third (33.0%) of the bachelor's degree recipients with communication jobs were producing or selling advertisements or involved in some other promotional or corporate communication form of work. That figure had been 25.1% a year earlier.

In 2002, 14.9% of the bachelor's degree recipients who were working in the communication field had jobs in the daily or weekly newspaper industry, compared with 13.7% a year earlier. Another 15.8% (17.0% in 2001) had jobs in broadcasting or the cable industry. In 2002, 9.1% of the bachelor's degree recipients took jobs in a public relations department or agency, and another 7.5% were with an advertising agency or department. A year earlier, those figures had been 7.5% and 9.2% respectively. Of the 2002 bachelor's degree recipients who took a job in communication, 2.6% were working for a consumer magazine, and 2.3% were working for a newsletter or trade publication. Both figures were nearly identical (2.5% and 2.1% respectively) a year earlier. Only 0.8% of the 2002 bachelor's degree recipients with a job in the field of communications had a position in on-line publishing. Graduates have found these positions increasingly difficult to obtain since 1999.

Those 2002 graduates of journalism and mass communication bachelor's degree programs who were members of racial or ethnic minorities had even more difficulty finding full-time jobs in 2002 than did graduates who were not members of racial or ethnic minority groups (**Chart 17**). The gap between the level of full-time employment of minorities (60.7%) and non-minorities (71.0%) in 2002 was the greatest since 1998, when the gap had closed to 3.6%. The gap of 10.3% in 2002 resulted from the drop of 17.0% percentage points in the level of full-time employment of minority graduates from 1998 to 2002 versus the drop of 10.3% percentage points for nonminority graduates.

If minorities who have gone back to school for further study are included in the analysis, the gap in 2002 was even greater—12.5%. Data over the years shows that returning to school is often a response to a weak job market. Minorities also are more likely to have obtained part-time work than their

"There are no jobs out there. Go back and get a master's of education."

- Unemployed journalism graduate

counterparts. Part-time employment is most often a form of underemployment, as few graduates actually seek it exclusively. What is clear from these analyses is that minorities have been hit very hard by the weakened journalism and mass communication labor market in the last two years. Any notion that minority hiring initiatives would be protected from the downturn is dashed by the data at hand.

Though female graduates of journalism and mass communication programs historically have achieved just slightly higher levels of full-time employment than the male students, the gaps have generally been small (**Chart 18**). That continued to be the case in 2002, with female students having a full-time employment rate of 69.6% and male students a rate of 67.6%. The difference can be due to simple sample fluctuation, though the pattern across the years would suggest that women do have slight greater success than men in the market.

Salaries Hold Steady

The median salary earned by those who received a bachelor's degree from journalism and mass communication programs around the country in 2002 and who had a full-time job within the year after graduation was \$26,000, or exactly what it had been a year earlier (**Chart 19**). The 2002 figure, however, is \$1,000 less than that earned a year after graduation by those who completed these programs in 2000.

The median salary for master's degree recipients in 2002 with a full-time job was \$32,000, up nearly \$2,000 from the median salary of a year ago but still about \$3,000 lower than the median salary reported by master's students in 1999.

The Consumer Price Index for All Urban Consumers (CPI-U), an index of inflation, was 2.1% higher in May of 2003 than in May of 2002. Corrected for inflation, salaries for bachelor's degree recipients fell by \$320 in 2003, on average, while the salary for master's degree recipients increased by \$732.

In real spending power, salaries for journalism and mass communication bachelor's degree recipients increased in the late 1980s and then declined in the recession of the early 1990s. Those salaries built back up to their 1989 level in 1997 and exceeded that level in 2000. Inflation-adjusted salaries in 2002 dropped back to the 1989 level. In other words, graduates earned more in 2002 in comparable dollars than did graduates in 1986, but they earned less than graduates did two years ago and just the same amount as graduates did in 1989. The line for the inflation-adjusted salary shows that journalism and mass communication employers today are investing no more—and no less—in their new employees in terms of salary than has been the case in recent history.

The median salary of \$26,000 earned by journalism and mass communication graduates in 2002 does not compare favorably to salaries earned by other liberal arts graduates. According to data obtained from college and university career services offices around the country by the National Association of

Colleges and Employers (NACE), English and criminal justice majors have both seen salaries increases of 5.9% over last year. English majors now average \$30,157 and criminal justice majors average \$29,324. According to NACE, psychology graduates have seen increases of 3.8%, pushing their average offer up to \$27,454, while history grads reported averaging \$32,108, an increase of 2.9 percent.³

Salaries earned by bachelor's degree recipients who took full-time jobs with the daily newspaper industry declined by about \$900 over a year earlier. A year earlier the salary had held steady despite an overall decline in salaries of nearly \$1,000

(Chart 20). The median salary earned by the graduates who took full-time jobs in the weekly newspaper industry was \$2,000 less in 2002 than a year earlier **(Chart 21)**.

"Love what you do or you'll be miserable in this highly competitive, underpaid field."
-Unemployed telecommunications graduate

Salaries in that segment of the market had bucked the trend in 2001 and increased more than \$1,100 in dollars not adjusted for inflation. That gain has now been lost.

The median salary earned by bachelor's degree recipients who took full-time jobs in radio also declined in 2002 **(Chart 22)**. Radio salaries, even adjusted for inflation, had been making gains in recent years. The median salary in broadcast television increased slightly in 2002 over a year earlier **(Chart 23)**, but salaries in this segment of the industry remain very low. In 2002, the median salary in television was \$4,000 below the average earned by journalism and mass communication graduates overall.

The salary earned by graduates who took jobs in the advertising industry increased by \$500 in 2002 over 2001 **(Chart 24)**. The median salary for graduates who took a job in public relations is \$1,000 higher than that of all bachelor's degree recipients with full-time jobs **(Chart 25)**. Public relations salaries actually declined by \$750 in 2002, but the median at \$27,000 is also \$1,000 above the overall median for graduates with full-time jobs.

Above average in terms of salaries are the following segments of the industry: cable television, advertising, public relations, the newsletter and trade publications, and consumer magazines **(Chart 26)**. The online publishing industry, which historically has been paying the highest salaries earned by graduates of journalism and mass communication programs, in 2002, paid only \$26,000—or the average. Very few graduates found work in online publishing in 2002 even at the lower salary.

Bachelor's degree recipients who had full-time jobs outside of communication in 2002 reported salaries with a median of \$26,000, which was exactly the same as the median salary of those who took a job in the field of communication.

³A summary of the Salary Survey for the Summer of 2003 is available on the web at <http://www.naceweb.org/press/display.asp?year=2003&prid=176>.

Graduates who took jobs in the northeastern part of the U.S. had a higher median salary (\$27,352) than graduates who took jobs anywhere else in the country (**Chart 27**). The midwest and the south had median salaries of \$26,000, while the west had a median salary of \$26,480.

Only a relatively small percentage of graduates of journalism and mass communication programs reported being members of labor unions. In 2002, 4.1% of the bachelor's degree recipients with a full-time job were in unions (**Chart 28**). This

figure has been nearly the same since at least the late 1990s. Graduates who were members of unions again in 2002 had salaries above those of graduates who were not union members. In 2002, the difference was \$500 (**Chart 29**) in the median salary of the graduates.

The benefit packages received by the 2002 bachelor's degree recipients with full-time jobs held constant in 2002, but only because the graduates picked up more of the costs themselves. Across nine benefits—from basic medical to major medical to dental, to child care—fewer graduates in 2002 reported that employers paid all the benefits than a year earlier. For example, only 25.3% of the 2002 graduates reported that the employers picked up the full cost of basic medical coverage, while 30.4% gave this answer in 2001 (**Chart 30**). For dental coverage, the percentage reporting full payment by the employer dropped from 22.3% to 19.4% (**Chart 31**). For maternity or paternity leave, the percentage declined from 32.4% to 29.4% (**Chart 32**). Of the nine benefits shown in these charts, child care is the least likely to be available to graduates. Only about one in five of the graduates reported that such a benefit was available to them. Two years earlier, one in four of the bachelor's degree recipients with a full-time job reported this benefit.

"The job market is terrible. Keep your options open."
-Telecommunications graduate working outside communication

Job Satisfaction and Commitment

Graduates who found jobs in 2002 were less than satisfied with what they found. The percentage of bachelor's degree recipients who said they took their job because it was what they wanted remained low, at 55.6%, compared with the figure of 64.6% in 2000 (**Chart 33**). The percentage who took their job because it was the only one available increased to 36.5%. That figure was only 18.2% two years ago. Only about one in five of the graduates said "Things are fine" in their current work environment, with about the same ratio saying "A lot of improvement is needed." These figures were unchanged from a year earlier (**Chart 34**).

Job satisfaction remained low, both for those who had full-time and those who had part-time jobs **(Chart 35)**. In addition—or perhaps as a result—more than three in 10 of the graduates (31.6%) said they regretted their career choice, wishing they had selected a different major **(Chart 36)**. That 2002 figure is up from 26.9% a year earlier and compares with the figure of 22.7% from 2000. The percentage of bachelor's degree recipients who think they will retire with their current employer remains unchanged from a year earlier, but the percentage of graduates who plan to retire in the field of communication continues to decline and is down significantly from two years ago **(Chart 37)**.

“Graduates, be prepared for a tough road ahead.”
-Unemployed journalism graduate

On the more positive side, more than two-thirds of the bachelor's degree recipients in journalism and mass communication say they are proud to be working for their employer **(Chart 38)**. While that figure also is down from two years ago, it is unchanged from last year and represents a significant level of positive feeling about the current employer. Only about one in 10 of the graduates said they were not committed to the organization employing them **(Chart 39)**. In addition, just under six in 10 of the bachelor's degree recipients (58.9%) said they felt the work they are doing is meaningful **(Chart 40)**. The ratio was the same a year earlier.

The percentage of students who reported being in debt at the time of graduation is quite high—56.6% in 2002—but the figure is the same as it was in 1995 **(Chart 41)**. The level of debt, however, has increased since that time. In 1995, 18.7% of the graduates said they were in debt for \$15,000 or more, while in 2002 that figure was 29.4%.

Closing Comments

The job market that the 2002 bachelor's degree recipients from journalism and mass communication programs faced was much like the job market that the 2001 graduates entered. The 2002 graduates had few job offers on graduation, had difficulty finding work within the first year after completing their studies, and received salaries that were identical on average to the salaries of the 2001 graduates. Because of inflation, this represented a decline in purchasing power. Employers also were less likely to pay for benefits. The market for master's degree recipients also remained depressed.

The market was particularly difficult for graduates of journalism and mass communication programs who were members of racial or ethnic minorities. They were less likely to find a full-time job than their counterparts. In fact, the gap between the level of employment of minority and graduates not

labeled as minorities increased again in 2002. A difficult labor market was more difficult for minorities, and it has become more problematic across time.

What will it take to reverse these trends?

The obvious answer is an improved economy overall. Journalism and mass communication graduates clearly are not the only ones who have entered a tough job market in recent years.

But the obvious answer may be a little bit misleading. As the data in Chart 7 make clear, the unemployment rate for journalism and mass communication graduates has not followed closely the unemployment rate for the overall workforce or even for the segment of the workforce—those 20 to 24—in which the journalism and mass communication graduates fall. (Graduates of master's programs make up a small part of the journalism and mass communication graduates overall, and their experiences are not as important as those of the bachelor's degree recipients in understanding the overall market.)

In fact, while the simple correlation (Pearson Product Moment) between the national unemployment rate and the unemployment rate for those in the 20 to 24-year-old segment is very high—.98—the unemployment rate of journalism and mass communication graduates across the 1987 to 2002 period correlates only .41 with the national overall figure and .40 with the figure for 20 to 24-year-old segment. Overall, young people just have a higher unemployment rate than all job seekers. The unemployment rate for journalism and mass communication graduates, however, seems to drift about, following less precisely the national pattern.

One common view is that the journalism and mass communication labor market is greatly influenced by the availability of advertising revenues, which support most of the media industries. This turns out to be somewhat true. In the 1986 to 2002 period, total advertising revenues (adjusted for inflation) correlates .52 with the level of full-time employment of all bachelor's degree recipients.⁴ This figure is higher than the correlation between level of full-time employment of journalism and mass communication bachelor's degree recipients and real (inflation-adjusted) Gross Domestic Product. The actual correlation is .31 over this same period.⁵ GDP is a general indicator of economic activity.

Advertising revenues, though only a moderate predictor of whether a journalism and mass communication graduate will obtain a job, are more important in determining the salary received. In the period of 1986 to 2002, total advertising revenue (adjusted for inflation) correlated .78 with inflation-adjusted salary of bachelor's degree recipients. The correlation with GDP was .64.

Chart 43 helps to illustrate the relationship between advertising revenues, GDP, full-time employment of journalism and mass communication bachelor's degree recipients, and the salaries they received. Salary increases and declines follow closely the line for advertising revenues, though not so

⁴The advertising revenue data come from Bob Coen, at www.mccann.com/insight/bobcoen.html.

⁵GDP is reported by the Bureau of Economic Analysis of the U.S. Department of Commerce at www.bea.doc.gov.

closely the line for GDP. Fluctuations in full-time employment do not follow as closely either the line for advertising expenditure or GDP.

Advertising expert Bob Coen predicts that 2003 will be a better year for advertising than was 2002.⁶ Veronis Suhler Stevenson is particularly optimistic about the newspaper industry's likely performance for the year.⁷ If so, journalism and mass communication graduates in 2003 can at least expect better compensation. And Veronis Suhler Stevenson predicts that total communication industry spending, which includes both advertising and consumer spending, will increase for both 2003 and 2004.⁸

At the same time, the national employment picture is quite negative. The unemployment rate in the first six months of 2003 increased each month except one, ending at 6.4%, the highest monthly unemployment rate since April of 1994. In June of 2002, when the 2002 graduates entered the market in full force, that rate was 5.8%. That does not suggest that 2003 graduates will find jobs waiting for them.

The prospects for 2003 graduates then are quite mixed. At present, it seems that they will be less likely to find a job. If they do find one, it seems likely they will be better paid than graduates in 2002.

⁶Bob Coen's Insider Report, at www.mccann.com/insight.bobcoen.html.

⁷Veronis Suhler Stevenson Special Report Spring 2003, obtainable from the web at www.vss.com.

⁸Veronis Shuler Stevenson Communications Industry Report/Forecast Summary, obtainable from the web at www.vss.com.

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/pubcareerguide.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 2002, 103 schools were drawn from the 463 unique entries of four-year programs in the U.S. (including Puerto Rico) in the two directories.

Administrators at the selected schools are asked to provide the names and addresses of their spring bachelor's and master's degree recipients. A questionnaire was mailed in November 2002 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 2003. A third mailing was sent in March 2003 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 2002, the survey was mailed to 7,416 individuals whose names and addresses were provided by the administrators of the 103 programs. A total of 3,148 returned the questionnaires by the end of May of 2003. Of the returns, 2,963 were from students who reported they actually had completed their degrees during the April to June 2002 period. The remaining 185 had completed their degrees either

before or after the specified period, despite their inclusion in the spring graduation lists. A total of 520 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 42.4%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 45.6%.⁹ Of the 2,963 usable questionnaires, 2,798 (94.4%) were from bachelor's degree recipients and 165 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 42,060 students who earned bachelor's degrees and the 3,700 students who earned master's degrees in academic year 2001-2002 from the 463 colleges and universities across the United States and Puerto Rico offering programs in journalism and mass communication. Comparisons are made with data gathered in graduate surveys back through 1986. Data on master's degree recipients have been available since 1989.

Sample error for the 2002 (as well as 1999, 2000, and 2001) 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 2002 is 7.6%, 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 2002 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 72.9% of respondents. Members of racial or ethnic minorities made up 20.2% 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 463 schools from which the sample was drawn.

⁹The return rate was nearly identical a year earlier (42.2% and 45.7% for the two measures.) The rates in 2001, however, were nearly 5% lower than in 2000. In general, return rates have been declining for this and other surveys. Analysis of return rates across time had not shown any linkages to the level of employment up until 2001. 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>).

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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 curricular specialization of the graduates, their job seeking strategies, and other aspects of their college and post-college experiences. Also included is a detailed salary table. As appropriate, data from earlier years are included in the supplemental charts and tables.

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Partner Schools

The following 103 schools participated in the 2002 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 Bachelor's degree recipients

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

2. Job interviews of Bachelor's degree recipients

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

3. Employment status Oct. 31

Employment status of Bachelor's degree recipients

4. Employment status Oct. 31

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

5. Employment status

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

6. Permanent positions

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

7. Unemployment rates

Unemployment rates of journalism Bachelor's degree recipients compared to U.S. labor force data

8. Job offers, Master's degree recipients

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

9. Employment Status Oct. 31

Employment status of Master's degree recipients

10. Employment Status Oct. 31

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

11. Employment status, Master's

Employment status of Master's recipients when they returned questionnaires

12. Employment, news-editorial

Employment of Bachelor's degree recipients in the editorial specialty

13. Employment, broadcasting

Employment of Bachelor's degree recipients in the broadcasting specialty

14. Employment, advertising

Employment of Bachelor's degree recipients in the advertising specialty

15. Employment, PR

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

16. General types of work

An overview of Bachelor's degree recipients' work situations

Charts and Tables (continued)

17. Minority employment

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

18. Gender and employment

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

19. Overall salaries

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

20. Salaries in dailies

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

21. Salaries in weeklies

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

22. Salaries in radio

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

23. Salaries in television

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

24. Salaries in advertising

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

25. Salaries in PR

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

26. Salaries compared

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

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

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

Charts and Tables (continued)

30. Job benefits I

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

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

34. Overall job situation

Overall job situation of employed Bachelor's degree recipients

35. Job satisfaction

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

36. Regret career choices

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

37. Retirement plans

Attitudes toward retirement of Bachelor's degree recipients with jobs

38. Organizational pride

Bachelor's degree recipients with full-time jobs

39. Organizational commitment

Bachelor's degree recipients with full-time jobs

40. Meaningfulness of work

Bachelor's degree recipients with full-time jobs

41. Debt at graduation

Bachelor's degree recipients who had debt at graduation

42. Debt because of college

Bachelor's degree recipients' debt at year of graduation

43. Employment and salary with GDP and advertising expenditures

Trend lines and Pearson Correlation Coefficient

Appendix: Supplemental Charts and Tables

S1. What they studied

Specialty within curriculum of Bachelor's degree recipients

S2. Campus activities

Campus activities of Bachelor's degree recipients

S3. Grade point averages

Final grades of Bachelor's degree recipients

S4. Grades by major

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

S5. Seeking print jobs

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

S6. Seeking broadcast jobs

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

S7. Seeking PR/advertising jobs

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

S8. News-editorial tasks

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

S9. Advertising tasks

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

S10. Corporate communication tasks

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

S11. Newspaper work

Bachelor's degree recipients working in newspaper jobs

S12. Telecommunication work

Bachelor's degree recipients working in telecommunications jobs

S13. PR and advertising work

Bachelor's degree recipients working in public relations and advertising

S14. Other communication work

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

Appendix: Supplemental Charts and Tables (continued)

S15. Hiring news students

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

S16. Hiring broadcast students

Students with an emphasis in telecommunications who choose their own specialty

S17. Hiring ad students

Students with an advertising emphasis who choose their own specialty

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 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

S22. Gender and job seeking I

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

S23. Gender and job seeking II

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

S24. Overtime without pay

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

S25. Software use

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

Table 1. Median salaries by employer type

Comments from the 2002 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 2002 graduates.

Have an internship in the field and city where you would like to work. Internships teach valuable skills about real world public relations, but above and beyond that, it means there is a professional in the field who can vouch for your work and work ethic.

Female bachelor’s degree recipient in public relations, working in non-profit organization

Consider working at smaller employers -i.e weekly newspapers. Take as many different types of classes--design, writing, editing, etc.--as you can.

Male master’s degree recipient in journalism, working at a weekly newspaper

When seeking full-time employment, the most common hindrance I encountered is not enough relevant experience. My advice is to focus on internships.

Male bachelor’s degree recipient in public relations, working outside communication

I have 10 years of professional journalism experience. Although my personal and professional skills are quite good, I have not been offered a full-time job. Graduates, be prepared for a tough road ahead. Gain all of the experience you can and network. You will need all of these things to simply compete in today's market.

Female master’s degree recipient in journalism, unemployed

Do not limit your job search to those jobs that advertise only for someone with your degree (journalism). Your talents & interests are not necessarily limited to what your diploma says, and your diploma should not limit what you choose as your interest (career-wise or otherwise). A journalism degree and a solid background in writing/communications are valuable to many jobs, employers and organizations, so be open-minded!

Female bachelor's degree recipient in journalism, working at a non-profit organization

Take as many different classes as possible in school. You never know where you will end up.

Male master's degree recipient in public relations, working at a movie studio

Despite experience and a 3.85 GPA, it took me six months of active searching to finally get one job offer. It is very difficult to obtain a job in the communication field right now. Make connections while you are in school if you can, because in this business it is all about who you know and unfortunately not what you know.

Female bachelor's degree recipient in journalism, working at a TV station

I am one of only two people from my entire senior class to graduate from my university and get a real job (i.e. on-air, tv reporter) in broadcast journalism thus far. Have a great tape! It worked for me, and now I'm living my dream in a top 110 market station.

Male bachelor's degree recipient in telecommunications, working at a TV station

Love what you do or you'll be miserable in this highly competitive, underpaid field.

Female master's degree recipient in telecommunications, working at a radio station

The job market is terrible. Start looking for a job now. Do not have your heart set on one thing you want to do because you will only set yourself up for disappointment. Keep your options open.

Female bachelor's degree recipient in telecommunications, working outside communication

The battle is not won by graduating from college with a degree. So much of getting a job is who you know. Contacts are highly important and internships and/or related work in your major is also key to getting a job after you graduate.

Female bachelor's degree recipient in advertising, unemployed

Students should learn online publishing and writing and web-based programs. I really can't be positive about my education right now because after 6 years of school I have less money, more debt, and a harder time getting a job than ever before in my life.

Female master's degree recipient in telecommunications, unemployed