

2004  
Annual Survey of Journalism  
&  
Mass Communication Graduates

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## Executive Summary

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- For the first time since 2000, the percentage of journalism and mass communication bachelor's degree recipients who had at least one job offer on graduation increased over a year earlier, as did the average number of job offers graduates had.
- The percentage of graduates who looked for work but had no interviews or had only a telephone interview dropped in 2004 compared with 2003.
- Six in 10 of the 2004 journalism and mass communication bachelor's degree recipients reported that they held a full-time job on October 31, 2004. This represents the first increase in the level of full-time employment since the economic downturn after 2000.
- The level of unemployment for journalism and mass communication bachelor's degree recipients declined, bringing them closer to their age cohort nationally than has been true any year since 2000.
- The job market for those earning a master's degree from the nation's journalism and mass communication programs also improved in 2004 over 2003, though the improvement was less dramatic than for the bachelor's degree recipients.
- The gap between the employment level of bachelor's degree recipients who are members of racial or ethnic minority groups and those who are not persisted in 2004, though the size of the gap was smaller than a year earlier. Minorities continued to have a more difficult time in the job market.
- Female journalism and mass communication bachelor's degree recipients reported slightly higher levels of full-time employment in 2004 than the male students. Across time, this gap is small but persistent and may be increasing in size slightly.
- One in five of the graduates with a job is writing and editing for the web and about one in 20 is designing and building web pages.
- Salaries earned by journalism and mass communication bachelor's degree recipients increased markedly in 2004, with the median standing at \$27,800. In current dollars, the salary earned by the 2004 graduates is the highest ever received, surpassing the old top salary of \$26,988 earned by 2000 graduates.
- The salary earned by master's degree recipients in 2004 also improved, though just slightly.
- Bachelor's degree recipients in 2004 received nearly the same level of benefits as did graduates a year earlier.
- Job satisfaction showed little change in 2004 from a year earlier.
- Journalism and mass communication graduates clearly are not absolutists in terms of media rights. They are more like the public at large than different from it. And the attitudes of the

- graduates have not changed dramatically in ten years, despite the dramatic changes in the media, political and social environment over that time.
- Eight in 10 of the bachelor's degree recipients say the media should be protected when journalists write stories about U.S. soldiers in combat that portray them unfavorably, but only half of the supporters say this right should be present "all of the time."
  - As is true for the public at large, journalism and mass communication graduates make less use of the news media today than they did 10 years ago.
  - Journalism graduates are much more likely to report using the internet for news than is the public at large.
  - Journalism graduates are as likely to use the internet for news as to read a newspaper.

*Consider taking classes either full or part time after you complete your degree to further your knowledge and fine tune your skills. I did this to better my design skills, and it really advanced my skill level and confidence at my place of employment.*

**Female bachelor's degree recipient in advertising,  
working as graphic designer at ad agency**

The job market for journalism and mass communication graduates showed significant signs of improvement in 2004 and the first half of 2005. For the first time since 2000, the level of full-time employment has increased over the year before. Salaries also grew.

The recovery is modest, but numerous indicators are positive. If advertising expenditures continue to grow as predicted, the outlook for the next several years is quite positive.

Graduates of the nation's journalism and mass communication programs are generally satisfied with the jobs they hold, proud of the work they do and committed to the organizations for which they work.

Despite their specialized training and education in journalism, the graduates are more like the public at large in terms of their criticism of the media. They are not absolutists in terms of media rights, again, much like the public at large. In general, there is little evidence of change in this regard over the last decade.

Like the public at large, graduates of the nation's journalism and mass communication programs are less likely to use all forms of the media than were graduates ten years ago. They are more likely to have used the Internet for news "yesterday" than to have read a magazine or a book. They are big television entertainment viewers, and they listen to radio.

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### **Employment Indicators are Positive**

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For the first time since 2000, the percentage of journalism and mass communication bachelor's degree recipients who had at least one job offer on graduation increased over a year earlier, as did the average number of job offers graduates held (**Chart 1**). Nearly seven in 10 of the 2004 graduates reported having at least one job offer. On average, they had 1.4 job offers. This ratio of nearly seven in 10 is considerably below the ratio in 2000, when 82.4% of the graduates reported having at least one job offer on graduation. In fact, the 2004 figure is low by historical comparisons, equal to the level of 1994.

The data in Chart 1, viewed in the historical context, however, are encouraging for the field. The economic decline since 2000 seems not to have hit graduates of the nation's journalism and mass communication programs as hard as did the recession of the early 1990s. In 1991, only 60.5% of the graduates had at least one job offer on graduation. In 2003, at what now appears to be the bottom of this last slowdown, that figure was 64.9%. In addition, the increase from 2003 to 2004 in the percentage of graduates with at least one job offer by nearly five points has occurred in the last recovery only twice, from 1993-94 and from 1995-96. At this rate, the level of employment of the end of the decade—which now seems to be nearly full employment—can be reached in a little more than two years.

The percentage of graduates who looked for work but had no interviews or had only a telephone interview dropped in 2004 compared with 2003 (**Chart 2**). The trend in this question is hard to assess, as it

has only been asked in the last three graduate surveys. Across those years, however, the percentage of bachelor's degree recipients with at least one in-person interview was highest in 2004 at 92.7%.

Actual level of employment was measured via two items in the 2004 graduate survey, as in the past. The first asks the respondents to indicate if they had a job on October 31, 2004. A total of 59.7% of the 2004 journalism and mass communication bachelor's

degree recipients reported that they held a full-time job on that date (**Chart 3**). The figure is more than 10 percentage points below what it was in 2000, but the growth in the level of full-time employment is the first seen since that year. Of those bachelor's degree

recipients who actually looked for work, 69.3% in 2004 found full-time employment (**Chart 4**). In 2003, that figure had been 65.6%. In 2004, 15.8% of the graduates looking for jobs took part-time work, which past research has shown is usually a fall-back when full-time employment isn't available. That figure had been 17.8% a year earlier. In 2004, 14.9% of the bachelor's degree recipients who looked for jobs were unemployed in October of that year. That figure is below the rate of unemployment in the last three years, but considerably higher than as recently as 2000.

The second measure of employment status is employment when the graduate returned the questionnaire. This is six to eight months after graduation and varies based on the promptness of the graduate in responding to the survey requests. The level of employment of journalism and mass communication graduates when they returned the questionnaire in 2004 was 66.5%, up from 62.4% a year earlier (**Chart 5**). Bachelor's degree recipients who had not started to look for a job for one reason or another were classified as unemployed in these analyses.

The patterns are the same in charts 1-5, and they give encouraging evidence of an improved job market for graduates in 2004. Historically, it seems the end of the last decade was a period of nearly full-employment for the field. Eight in 10 of the graduates who looked for work actually found a job, as chart 4 shows. This level of employment was achieved in 1999, and remained so in 2000. In fact, it was only slightly lower in 1998. It seems likely that the graduates who did not find jobs were either not looking very hard or had training deficiencies that made them less than viable candidates. The level of employment from this period, then, is the standard against which other years must be compared.

Of those 2004 graduates with a full-time job, 88.8%, compared with 85.7% in 2003, said the job was a permanent one (**Chart 6**). Decline in this figure has not been very great since 2000. Consistent with the other evidence of recovery, however, movement is toward employment in permanent positions. Of those graduates with part-time jobs, 43.4% said the job was permanent. This figure, too, is higher than a year earlier.

The U.S. Census Bureau calculates unemployment rates for those who are looking for work. **Chart 7** shows those rates, seasonably adjusted, for the full labor force as well as for those aged 20-24—or

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*Your first job won't be your last, so don't be afraid to start out low on the totem pole.*  
Journalism graduate working  
as editor at a daily paper

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the age cohort of most journalism and mass communication graduates. In addition, the table shows the unemployment rate for journalism and mass communication graduates when they returned their survey instruments. This figure also is adjusted to include only those who reported they were looking for work. Nationally, unemployment declined from 2003-04 for the full labor force and for that part of the labor force aged 20-24. The same was true for the adjusted unemployment rate for journalism and mass communication bachelor's degree recipients. The rate of drop was much greater for the journalism graduates, however, bringing them to the level of unemployment for their age cohort than has been true any year since 2000. In most of the last decade, the unemployment rate for journalism and mass communication graduates actually had been lower than for those in the 20-24 year-old age grouping.

The job market for those earning a master's degree from the nation's journalism and mass communication programs also improved in 2004 over 2003. The percentage of graduates with at least one job offer on graduation was 73.5 (**Chart 8**), compared with 70.5% a year earlier and 69.6% for bachelor's degree recipients. The average number of job offers that master's degree recipients had on graduation in 2004 was at (or even slightly below) the figure for a year earlier. Because the number of master's degree recipients included in the graduate survey is actually quite small, it is more difficult to discern trends in the data with year-to-year comparisons. Consistent with the data for bachelor's degree recipients, however, the data in Chart 8 suggest an improved market for journalism and mass communication graduates, regardless of degree earned.

The level of full-time employment for the master's degree recipients on October 31, 2004, however, was just slightly below the level of employment in 2003 (**Chart 9**). The variation could be a chance occurrence, since the samples are small. The level of full-time employment for those master's degree recipients who actually looked for work in 2004 also was down compared with a year earlier (**Chart 10**).

The level of full-time employment of master's degree recipients when they returned the questionnaire, however, was up in 2004 versus 2003 (**Chart 11**). It seems that the recovery for master's degree recipients has been more timid and slower to develop than for bachelor's degree recipients, though the patterns are generally the same in both cases. The level of full-time employment for master's degree recipients is consistently, if slightly higher, than for bachelor's degree recipients.

Historically, the specializations of study of journalism and mass communication undergraduates have had impact on their job market experiences when they graduate. This was true in 2004 as well. Students who specialized in news-editorial (print) journalism found the job market in 2004 to be better than it was a year earlier (**Chart 12**). This also was true for graduates who had specialized in broadcasting and telecommunications (**Chart 13**). Advertising graduates also were more likely to have full-time employment six to eight months after graduation. (**Chart 14**). In fact, in each of these three cases, the growth in level of full-time employment was about five percentage points. In contrast, public relations graduates in 2004 found a job market comparable to that of a year earlier (**Chart 15**). The public relations students were a bit

less likely than the advertising students to find full-time work, but they were at the level of full-time employment of the journalism graduates and considerably above the level of full-time employment of the broadcast/telecommunications graduates.

Regardless of field of study, 2004 journalism and mass communication bachelor's degree recipients were more likely to have found a job in the broad field of communication than their counterparts a year earlier (**Chart 16**). In 2004, 54.2% of the bachelor's degree recipients had jobs in the communication field (by their definition), compared with 49.8% of the 2003 graduates. The pattern for this measure is nearly identical to those for employment generally. When the job market is good, more graduates find jobs, and more find jobs in their field, than when it is weak.

Of the 2004 bachelor's degree recipients who had taken a communication job, about a quarter (25.7%) were writing, reporting or editing—or doing some combination of these. That figure was nearly identical a year earlier. A third (34.8%) 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 is up slightly from a year earlier.

Among the 2004 bachelor's degree recipients who were working in the communication field, 13.9% had jobs in the daily or weekly newspaper industry. Another 15.0% had jobs in broadcasting or the cable industry. In 2004, 9.4% of the bachelor's degree recipients with a communication job were working in a public relations department or agency, and another 9.9% were with an advertising agency or department. Of the 2004 bachelor's degree recipients who took a job in communication, 3.1% were working for a consumer magazine, and 2.0% were working for a newsletter or trade publication. Only 0.8% of the 2004 bachelor's degree recipients with a job in the field of communications had a position in on-line publishing. None of these figures individually is much changed from a year earlier, though cumulatively they add to an increase in the percentages of students who found jobs in their field.

Graduates have found it difficult to find work in online publishing since the decline of the industry in 1999. Yet a new question included in the 2004 graduate survey shows that many graduates are doing work with the world wide web. In fact, one in five of the graduates with a job is writing and editing for the web (**Chart 17**). About one in 20 is designing and building web pages. One in 10 of the graduates is designing and creating computer graphics, and the same ratio is doing photo imaging. Another one in 20 is doing non-linear editing of moving images. Graduates could check more than one of these job descriptors, so it is likely that someone designing and building web pages also is doing some writing and editing for the web and photo imaging. The data in Chart 17 show how technical jobs in the field have become and how prevalent web work is, even if few jobs are currently being found specifically in online publishing per se.

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*Don't expect that a degree from a prestigious university will guarantee you a job in journalism immediately.*

Journalism graduate currently unemployed

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The gap between the employment level of bachelor's degree recipients who are members of racial or ethnic minority groups and those who are not persisted in 2004, though the size of the gap was smaller than a year earlier. In 2004, 68.4% of the minority bachelor's degree recipients had a full-time job when they returned the questionnaire, while 72.8% of the non-minority graduates had full-time work (**Chart 18**). The gap of 4.4% compares with a gap of 8.6% in 2003 and 10.3% a year earlier. The gap is declining, but it continues to be more than can be explained by sampling error. It is a gap that has existed since 1992, the chart shows.

Graduates who decided to return to school are eliminated from the computation shown in the chart. Had they been included, the gap in 2004 would have been 3.6%. Historically, minority students who didn't find work were more likely to return to school, but that does not seem to have been the case in 2004. It may be that special opportunities for minority students to earn graduate degrees are declining.

Among those minority bachelor's degree recipients who had found full-time or part-time work in 2004, 61.0% were working in a communication job. For non-minority graduates, the figure was 71.8% (**Chart 19**). Such a large gap has not existed since 1988, and even the gap itself had disappeared many years. The opening of this gap in 2004 is one of the few indicators about the 2004 journalism and mass communication labor market.

Female journalism and mass communication bachelor's degree recipients historically have achieved just slightly higher levels of full-time employment than the male students, and that continued to be the case in 2004 (**Chart 20**). In the last two years, the gap has stood at about four percentage points, which is larger than can easily be explained by chance fluctuation. It is pretty clear now that, across time, the gap is small but persistent. It may well be increasing in size slightly.

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## Salaries Show Marked Improvement

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After three years of zero growth, salaries earned by journalism and mass communication bachelor's degree recipients increased markedly in 2004 (**Chart 21, Appendix Table 1**). The median annual salary earned by 2004 graduates was \$27,800. The median salary earned by bachelor's degree recipients had been \$26,000 in each of the three previous years. In unadjusted dollars, the salary earned by the 2004 graduates is the highest ever received, surpassing the old top salary of \$26,988 earned by 2000 graduates by just more than \$800.

Even with an adjustment for inflation, the median salary earned by 2004 graduates showed an increase. In 1985 dollars—the benchmark for these comparisons—the 2004 graduates earned a median annual salary of \$15,386, up from \$14,792 a year ago. The Consumer Price Index for All Urban Consumers (CPI-U), an index of inflation, was 2.8% higher in May of 2005 than in May of 2004. The CPI-U

in May of 2004 was 3.1%. In inflation-adjusted terms, however, the 2004 graduates still earned nearly \$1,000 per year less than did graduates in 2000, who, in 1985 dollars, were paid on average \$16,357.

The salary earned by master's degree recipients in 2004 also improved, though just slightly, over the salary earned by master's degree recipients in 2003 (**Chart 21, Appendix Table 1**). In 2004, the median annual salary earned by a graduate of a journalism and mass communication master's degree program was \$33,000, compared with a median salary for 2003 graduates of these programs of \$32,760. Adjusted for inflation, however, the 2004 graduates actually earned less than the graduates a year earlier. In 1985 dollars, the median salary for master's degree recipients in 2004 was \$18,263; that figure had been \$18,638 in 2003. Even in unadjusted (nominal) salary, the 2004 graduates earned nearly \$2,000 less than did graduates in 1999, the previous peak year. In inflation adjusted terms, the 2004 graduates earned \$3,711 less than did the master's degree recipients in 1999. That year—1999—seems to have been an exceptional year. Even in comparison with other years, however, the 2004 inflation-adjusted figure is not impressive.

The median salary of \$27,800 earned by journalism and mass communication bachelor's degree recipients in 2004 was below what graduates with many other types of bachelor's degrees earned, according to data obtained from college

and university career services offices around the country by the National Association of Colleges and Employers (NACE).<sup>1</sup> English majors earned on

average \$31,113 per year, while political

science graduates earned \$32,297 and psychology majors earned \$28,230. Business administration graduates were getting average offers of \$38,254, and accounting graduates were being offered on average \$41,058. Computer engineering graduates were receiving average starting salaries of \$51,297.

The median salary earned by bachelor's degree recipients who took full-time jobs with the daily newspaper industry increased by more than \$500 over salaries earned by graduates with similar jobs a year earlier (**Chart 22**). This was the second year in a row salaries increased by this amount for graduates who took daily newspaper jobs. The unadjusted salary for 2004 graduates equaled what graduates who took newspaper jobs earned in 2000. The median salary earned by graduates who took daily newspaper jobs in 2004 was \$1,700 below the median salary earned by all graduates with full-time jobs. A year earlier the gap had been only about \$500.

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*Don't let a small paycheck keep you from taking the job that you really want. Don't let money dictate your happiness.*  
Journalism graduate interning for a non-media company

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<sup>1</sup>A summary of the findings for 2004 graduates is on the web at: <http://www.nacweb.org/press/display.asp?year=2004&prid=197>.

The median salary earned by the graduates who took full-time jobs in the weekly newspaper industry was the same in 2004 as in 2003 (**Chart 23**). Graduates who took jobs in this segment of the industry in 2004 were earning \$3,800 less than graduates were earning on average.

The median salary earned by bachelor's degree recipients who took full-time jobs in the radio industry dropped by \$1,000 from a year earlier (**Chart 24**). Salaries earned by graduates who took jobs in this segment of the industry had grown steadily through 2001, even outpacing inflation. In recent years, these gains have been seriously eroded.

The median salary in broadcast television increased in 2004 by almost \$1,500 (**Chart 25**). Even so, salaries in broadcast television are more than \$3,000 below what graduates earned on average. Broadcast television and radio continue to make up the segment of the communication industry offering the lowest salaries to recent college graduates in journalism and mass communication.

The median annual salary earned by graduates who took jobs in the advertising industry increased by \$1000 in 2004 over a year earlier (**Chart 26**). The median salary for graduates who took a job in public relations increased by \$500 over 2003 (**Chart 27**).

In 2004, salaries were above the overall median salary for those graduates taking jobs in cable television, advertising, public relations, the newsletter and trade publications industry, and online publishing (**Chart 28**). These same industry segments were above average in 2003. The online publishing industry showed a slight drop in median salaries in 2004, but it again led the field. Very few graduates found work in online publishing in the years since 2000.

Bachelor's degree recipients who had full-time jobs outside of communication in 2004 reported salaries with a median of \$26,000, which compared with the median salary of \$28,000 for those who took a job in the field of communication.

Journalism and mass communication graduates who took jobs in the northeastern part of the U.S. in 2004 had a higher median salary (\$30,000) than graduates who took jobs anywhere else in the country (**Chart 29**). The Northeast also led in salaries in 2003. Salaries on average were \$29,380 in the West, \$27,000 in the Midwest and \$26,000 in the South. Salaries in the South lagged the rest of the nation in 2003 as well, but the gap was greater in 2004 than a year earlier. In 2003, graduates who took a full-time job in the Northeast earned about \$2,000 more than graduates who took a job in the South. In 2004, the gap was \$4,000, or twice as large.

Only a relatively small percentage of graduates of journalism and mass communication programs reported being members of labor unions again in 2004 (**Chart 30**). The figure has not varied much in the years it has been included on the survey. Of the bachelor's degree recipients with a full-time job, 3.3% were in unions. Graduates who were members of unions again in 2004 once again had salaries above those of graduates who were not union members (**Chart 31**). The gap was greater in 2004 than it has ever been in the survey. In 2004, those graduates with full-time jobs who were members of a union had a

median annual salary of \$31,600, compared with \$27,500 for those bachelor's degree recipients not members of a union.

While salaries improved in 2004 compared with 2003, other benefits lagged behind. Across nine different categories of benefits, bachelor's degree recipients in 2004 received nearly the same compensation and protection as did graduates a year earlier. In 2004, 76.8% of the graduates reported that their employer paid either all or part of the costs of basic medical coverage (**Chart 32**). The figure had been nearly the same a year earlier. The percentages also held steady for major medical coverage and disability coverage. The percentage saying that they had prescription drug coverage--either through employer payments or their own contributions--stood at 69.8 in 2004, compared with 69.5% a year earlier (**Chart 33**). Dental coverage or life insurance coverage also stayed steady. The percentage of graduates with maternity and paternity benefits also held steady, while the percentage reporting having child care increased and the percentage with retirement benefits increased just slightly (**Chart 34**).

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## Job Satisfaction and Commitment

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Consistent with the data showing increased job options on graduation, the percentage of graduates who said they took the job they held because it was the only one available to them declined in 2004, compared with 2003 and even 2002 (**Chart 35**). The percentage of graduates who took the job because it was "what they wanted to do" was twice as large. The figure is up just slightly from a year earlier. About half of the graduates said that "things are fine" with the job they held or "small improvements were needed" in 2004 (**Chart 35**). The sentiment was up just slightly from a year earlier.

Job satisfaction has been relatively stable since 2001, both for those with full-time jobs and those with part-time jobs (**Chart 37**). Job satisfaction is much lower for those with part-time work, suggesting that part-time work was not what they really wanted. The percentage of students who said they wish they had selected a different career was about the same in 2004 as it had been a year earlier (**Chart 38**). About a quarter of the graduates said they regretted their career choice, wishing they had selected a different major. The percentage of bachelor's degree

recipients who think they will retire with their current employer remained unchanged from a year earlier (**Chart 39**). Few graduates have this expectation. The percentage of bachelor's degree recipients in 2004 who plan to retire in

the field of communication declined slightly, though the difference might easily be explained by sample fluctuation. Unlike other measures in the graduate survey, this one does seem to jump slightly year-to-year.

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*Just because some place doesn't have the exact job you want, take another that is available because turnover at TV stations (especially in smaller markets) is high.*

Telecommunications graduate working in television station

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The percentage of graduates who said they were proud to be working with their current employer increased slightly in 2004 versus a year earlier (**Chart 40**). The figure seems to be inching back to the level of 2000 and represents a significant level of positive feeling about the current employer. Only about one in 10 of the graduates with a full-time job said she or he was not committed to the organization employing her or him (**Chart 41**). Change from a year earlier was slight but in the positive direction. About three in five of the bachelor's degree recipients said they felt the work they were doing was meaningful (**Chart 42**). The percentage has changed little since the item was first included on the survey in 2000.

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### **Media Rights, Media Accuracy, Media Use**

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The 2004 graduate survey contained a battery of items to measure the attitudes of the 2004 journalism and mass communication graduates toward media rights and media accuracy. In addition, the instrument included measures of use of the media by the graduates.

Most of these items had been included on the graduate survey ten years ago, in 1994. Most of them also have been used in national surveys. The responses to the questions thus allow for a comparison of change in the attitudes and behaviors of the graduates across time and a comparison of these graduates with the population at large.

Because undergraduates make up the heart of journalism and mass communication education in this country, the analyses that follow are based on their responses, not the responses of the master's degree recipients.

Near the end of the survey instrument, respondents were told that "the law protects the media under certain circumstances but not under others." The graduates were asked to indicate if they feel that the media should be protected "all the time, under certain circumstances, or not protected at all" when they engage in 18 different behaviors. The list included 16 items that had been used in earlier national surveys; the remaining items were written for this instrument and dealt with the war in Iraq.

Journalism and mass communication graduates clearly are not absolutists in terms of media rights. They are more like the public at large than different from it. And their attitudes have not changed dramatically in ten years, despite the dramatic changes in the media, political and social environment over that time.

Journalism and mass communication graduates seem more willing than the general public to give protection to the media when they advertise pornographic or obscene materials than the public (**Chart 43**). They have become just slightly less supportive over time. They are also more tolerant of advertising of tobacco and liquor, and they have become increasingly supportive over time (**Chart 44**).

The journalism and mass communication graduates are more supportive of the media when they take sides with a foreign government against the U.S. in foreign affairs than the U.S. public, but this support has dropped a bit since 1994 **(Chart 45)**. The graduates in 2004 were less supportive than 10 years earlier of protection of confidential sources, making them more like the public, it seems, than earlier **(Chart 46)**.

Protection of journalists when using classified materials gets the support, at least under some circumstances, of a majority of the journalism and mass communication students, but not of the public, it seems **(Chart 47)**. These sentiments have not changed much in the last 10 years where the graduates are concerned. The public is more forgiving of journalists' mistakes than are the graduates, who have remained consistent in their critical stance toward their profession over time **(Chart 48)**.

Graduates of the nation's journalism and mass communication programs, and the public, are mixed in their sentiments about election projections **(Chart 49)**. The students seem to have become less accepting of this over time. On the other hand, the graduates have become much more supportive of the rights of high school students to write and report on controversy over time **(Chart 50)**. They seem to be more supportive of this right than the public at large.

Clear majorities of the graduates, both in 1994 and 2004, support the right of the media to use graphic photographs of violent events **(Chart 51)**. The public seems less accepting. Journalism and mass communication graduates have become more supportive of the media when covering national security issues, and they are clearly more supportive than the nation as a whole, based at least on the comparisons from the early 1990s **(Chart 52)**.

The media get strong support from the graduates and the public at large when they write about public figures **(Chart 53)**. Consistent with current media policy, the students do not feel, for the most part, that the media should release the identity of rape victims **(Chart 54)**. The public was a bit more accepting of disclosure. The graduates also are not much in favor of identifying the names of juveniles charged in crimes, and support for that action has decreased in the last 10 years **(Chart 55)**. The public, at least in the early 1990s, was more willing to accept this type of media behavior.

Graduates of the nation's journalism and mass communications programs give conditional support to the presentation of nude or partially clothed persons on television **(Chart 56)**. The public seems to be a bit less supportive. Change in this sentiment is slight on the part of the graduates. The same is true in the case of use of nude pictures in magazines or books **(Chart 57)**. A third of the graduates in both 1994 and 2004 endorsed this as a right that the media should have "all of the time." The public seems less convinced of this. There also is little evidence of change on the part of the graduates in their acceptance of the right of the media to influence trials **(Chart 58)**. Only 15% of the graduates gave complete support to the media here in 2004, a figure nearly the same 10 years ago. The graduates give more qualified support to the media here than the general public, it seems.

Three of 10 of the bachelor's degree recipients feel the media "under all circumstances" should be protected when they broadcast video that may contain a message from terrorists, and nearly six in 10 think that it is acceptable "under certain circumstances" (**Chart 59**). Four in 10 of the graduates think the media should be protected fully when they write unfavorable stories about U.S. soldiers in combat (**Chart 60**). A slightly higher ratio give conditional support to this media behavior.

Journalism and mass communication graduates look very much like the public in terms of their views on media accuracy (**Chart 61**). A third of the graduates and a third of the public think the media mostly get their facts straight. The recent graduates are a bit less likely to think the media are often inaccurate, a view clearly held by a majority of the public at large. Graduates are more likely to feel that reading and hearing the facts about news events give them a better understanding of major news events than seeing pictures and video (**Chart 62**). The public feels the other way around on this matter.

Numerous national reports recently have documented the decline in use of the news media by the general public. Journalism and mass communication graduates also have decreased their use of the media, even though the media are the heart of their occupations. In 1994, eight in 10 of the journalism and mass communication graduates reported reading a newspaper "yesterday" when they returned the graduate survey. In 2004, the ratio was about six in 10 (**Chart 63**). For the public at large, the change was about the same. In 1994, according to Pew Research Center surveys, about six in 10 of the population 18 years old or older read a newspaper "yesterday." That ratio dropped to four in 10 in 2004. Magazine reading dropped for both groups as well (**Chart 63**), though less dramatically in both cases. Reading a book dropped slightly for the journalism graduates but actually increased slightly for the public at large (**Chart 63**).

Watching of television news declined for the graduates from 1994 to 2004 as well as for the public at large, though the drop for graduates was smaller. They started at a higher level and remain today more likely to watch television news than the public at large (**Chart 64**). The use of television for entertainment also declined for both groups, though more so for the graduates (**Chart 64**). Radio listening was high for the graduates even in 2004, though the reported usage was lower than 10 years ago (**Chart 64**). The graduates also are much more likely to report using the internet for news reports than is the public at large (**Chart 64**).

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## Closing Comments

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The job market for journalism and mass communication graduates in 2004 showed improvements compared with the last three years. The 2004 journalism and mass communication graduates had more job prospects, were more likely to get jobs, and got paid better for the work they did. The strong evidence is of a recovery.

Yet there remain signs of weakness. The indicators suggest the job market for journalism and mass communication graduates who earned a master's degree had not improved as markedly as had the market for bachelor's degree recipients. Salaries did not grow in all segments of the industry. Growth in salaries in general has been weak when adjustments are made for inflation. Benefits also appear to be mostly stagnant. Graduates also do not seem to have gained a great deal of satisfaction from their work or strengthened feelings about their work and their employers. These indicators of a strong market are lagging.

To be sure, there is reason to be cautious about the recovery. The job market has not reached the level of employment or even compensation that was present in 2000. That year, it now seems in hindsight, represented something close to full employment for graduates of journalism and mass communication programs. Not all the graduates found jobs, but it seems most of those serious about looking or possessing the minimum requirements were getting jobs.

Analyses have shown that a particular segment of the economy is especially important in predicting the job market journalism and mass communication graduates will encounter: advertising spending. Levels of full-time employment and salaries correlate more with advertising spending than they do with the Gross Domestic Product, an indicant of the overall economy. And advertising spending predicts the level of full-time employment and salaries earned by journalism and mass communication graduates better than does spending in other segments of the industry or overall total spending on the communication industry.<sup>2</sup>

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<sup>2</sup>These conclusions come from comparisons in 2003 of expenditures in the communications industries from 1986 to 2003 with the level of full-time employment for journalism and mass communication graduates shown in Chart 5 and the salary data shown in Chart 21 of this report. Data on expenditures in the communications industry and the GDP figures come from *Investment Considerations for the Communications Industry: A Thirty-Year Review of the Communications Industry*, Veronis Suhler Stevenson, New York, March 2004. VSS reports data on four sectors of the communications industry: Advertising, Speciality Media and Marketing Services, Institutional End-User Spending, and Consumer End-User Spending. Full-time employment and salary for journalism graduates correlate highest with the first of these and better with the first than with total spending across the four categories.

Given these findings, journalism and mass communication graduates should find it encouraging that Veronis Suhler Stevenson Media Merchant Bank predicts that advertising spending will grow strongly through 2009 (**Chart 65**).

The 2004 survey offers new insights into the attitudes of journalism and mass communication graduates to what many would consider fundamental media rights. Despite the four years of instruction, the graduates are hardly absolutists in terms of media rights. They generally give qualified support to the media, and they are sometimes more supportive than the public at large, though they look more like the public than different from it. Two examples illustrate this basic pattern. Journalism and mass communication graduates say television should be protected when its newscasts contain video that may contain a message from terrorists, but the majority of the graduates qualify this position by saying the protection should exist only “under certain circumstances.” Similarly, eight in 10 of the graduates say the media should be protected when journalists write stories about U.S. soldiers in combat that portray them unfavorably, but only half of the supporters say this right should be present “all of the time.” These are current and concrete examples of issues the media faced and are facing in covering Iraq. That so many of the graduates do not see these as basic, clear and absolute rights says a lot.

In fact, the journalism graduates seem to be more inclined than the general public to support protection of the media “under certain circumstances.” This suggests the graduates have a better understanding than the public of the complexities of media circumstances.

Nearly half of the graduates think the media are often inaccurate, and nearly four in 10 say they learn more about news events from seeing pictures and video than reading or hearing the facts about what is happening. The journalism students are a bit less critical of the media than the public at large, and they are more likely to think printed news reports, rather than simply the presentation of pictures, are better for gaining an understanding of major news events. The differences are not so great, particularly regarding the assessment of accuracy. It hardly seems that the four years of journalism and mass communication instruction have led to profound differences in terms of attitudes and beliefs about the media.

And it clearly has not produced a group of graduates that is committed to using the media. Only six in 10 read a newspaper yesterday, just higher than the ratio that read a magazine yesterday. Eight in 10 watched television news. Fewer turned to the internet for news, or about six in 10. It is not hard to argue that all these figures should be close to 100 percent, given the occupations for which the graduates have been preparing. To make matters worse, there is considerable evidence that the journalism and mass communication graduates have caught the same malady as the public at large and are turning away from public affairs information.

Perhaps one should not be surprised by these findings, but they certainly suggest that the communication workforce of the future will be a changed one.

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## Survey Methodology

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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.

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 2004, 97 schools were drawn from the 459 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 2004 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 2005. A third mailing was sent in March 2005 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 2004, the survey was mailed to 9,796 individuals whose names and addresses were provided by the administrators of the 97 programs. A total of 3,640 returned the questionnaires by the end of May of 2005. Of the returns, 3,356 were from students who reported they actually had completed their degrees during the April to June 2004 period. The remaining 284 had completed their degrees either before or after

the specified period, despite their inclusion in the spring graduation lists. A total of 643 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 37.2%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 39.8%.<sup>3</sup> Of the 3,356 usable questionnaires, 3,123 (93.1%) were from bachelor's degree recipients and 233 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 47,925 students who earned bachelor's degrees and the 4,108 students who earned master's degrees in academic year 2003-2004 from the 459 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 2003 undergraduate data is 1.8%. Sample error terms for earlier surveys were: 1.9% (1999-2003), 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 2004 is 6.4%, slightly lower than in previous years. 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 1.8%, depending on the actual number of persons for whom data are reported. In addition, many comparisons between subgroups in the sample and between the 2004 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 72.8% of respondents. Members of racial or ethnic minorities made up 19.1% 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 459 schools from which the sample was drawn.

Funding for the 2004 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

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<sup>3</sup>The return rates in 2003 were 37.0 and 39.0. In 2002 they were 42.4% and 45.6%, and in 2001 they were 42.2% and 45.7%. In general, return rates have been declining for this and other surveys across time.

Newsletter & Electronic Publishers Foundation, Newspaper Association of America, The Newspaper Guild–CWA, the Scripps Howard Foundation, and the Grady College of Journalism and Mass Communication at the University of Georgia.<sup>4</sup>

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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<sup>4</sup>Special thanks are given to the following University of Georgia students who worked as research assistants or research clerks for the 2004 *Annual Survey of Journalism & Mass Communication Graduates*: Noah Arceneaux, Hariqbal Basi, Jennifer Borja, Megan Guilliams, Angela Hains, Ramsey Harris, Douglas Jordan, Ick Lee, Mary Matheny, Evgenia Mussuri, Nancy Nusser, Benandré Parham, Kathryn Purcell, Amanda Swennes, Lauren Tefteau, Maria Tucker, Oana Vlad, Katie Williams, and Katherine Wooten.

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## Partner Schools

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The following 97 schools participated in the 2004 Annual Survey of Journalism & Mass Communication Graduates and are partners in this project:

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

Lenoir-Rhyne College (NC)  
University of North Carolina at Pembroke

(NC)

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**Partner Schools (continued)**

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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)  
Temple University (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 Christian University (TX)  
Lamar University (TX)  
University of Texas Pan American (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)

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## Charts and Tables

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**1. Job offers to Bachelor's degree recipients**

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

**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**

*Employment status of Master's degree 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*

**17. Technical work performed in job**

*An overview of jobs of employed Bachelor's degree recipients*

**18. Minority employment**

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

**19. Minority employment in communications**

*Employment of minority and non-minority Bachelor's degree recipients in communication jobs*

**20. Gender and employment**

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

**21. Overall salaries**

*Overall nominal median annual salaries and adjustments for inflation for Bachelor's and Master's degree recipients with full-time jobs*

**22. Salaries in dailies**

*Annual nominal median salaries and adjustments for inflation at daily newspapers - Bachelor's degree recipients with full-time jobs*

**23. Salaries in weeklies**

*Annual nominal median salaries and adjustments for inflation at weekly newspapers - Bachelor's degree recipients with full-time jobs*

**24. Salaries in radio**

*Annual nominal median salaries and adjustments for inflation in radio - Bachelor's degree recipients with full-time jobs*

**25. Salaries in television**

*Annual nominal median salaries and adjustments for inflation in TV - Bachelor's degree recipients with full-time jobs*

**26. Salaries in advertising**

*Annual nominal median salaries and adjustments for inflation in advertising - Bachelor's degree recipients with full-time jobs*

**27. Salaries in PR**

*Annual nominal median salaries and adjustments for inflation in public relations - Bachelor's degree recipients with full-time jobs*

**28. Salaries compared**

*Median yearly salaries for 2004 Bachelor's degree recipients with full-time jobs*

**29. Salaries by region**

*Median yearly salaries for 2004 Bachelor's degree recipients with full-time jobs*

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## Charts and Tables (continued)

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### **30. Union membership of JMC graduates**

*Union membership of Bachelor's degree recipients*

### **31. 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*

### **32. Job benefits I**

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

### **33. Job benefits II**

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

### **34. Job benefits III**

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

### **35. Why jobs chosen**

*Employed Bachelor's degree recipients' reasons for selecting jobs*

### **36. Overall job situation**

*Employed Bachelor's degree recipients views of their jobs*

### **37. Job satisfaction**

*Job satisfaction of employed Bachelor's degree recipients*

### **38. Regret career choices**

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

### **39. Retirement plans**

*Attitudes toward retirement of Bachelor's degree recipients with jobs*

### **40. Organizational pride**

*Bachelor's degree recipients with full-time jobs*

### **41. Organizational commitment**

*Bachelor's degree recipients with full-time jobs*

### **42. Meaningfulness of work**

*Bachelor's degree recipients with full-time jobs*

### **43. Media rights: pornography**

*Q. Do you feel that the media should be protected when advertising pornographic or obscene materials?*

### **44. Media rights: harmful products**

*Q. Do you feel that the media should be protected when advertising products that are legal but harmful, such as tobacco or liquor?*

### **45. Media rights: against U.S. position**

*Q. Do you feel that media should be protected when journalists take sides with a foreign government against the position of the United States?*

**46. Media rights: confidentiality of sources**

*Q. Do you feel that media should be protected when journalists keep their sources confidential if a court demands to know the identity of the source?*

**47. Media rights: classified materials**

*Q. Do you feel that media should be protected when journalists report classified material that the government wishes to keep secret?*

**48. Media rights: inaccurate information**

*Q. Do you feel that the media should be protected when journalists report inaccurate information that they believe to be true?*

**49. Media rights: election projection**

*Q. Do you feel that the media should be protected when television stations project the winners of an election while the people are still voting?*

**50. Media rights: high school media**

*Q. Do you feel that the media should be protected when high school students report controversial issues in their student newspapers?*

**51. Media rights: violent materials**

*Q. Do you feel that the media should be protected when newspapers or television stations run graphic photographs of violent events?*

**52. Media rights: national security**

*Q. Do you feel that the media should be protected when journalists report about national security without government approval?*

**53. Media rights: public figures**

*Q. Do you feel that the media should be protected when journalists report about the mistakes a public figure made more than 20 years ago?*

**54. Media rights: rape victims**

*Q. Do you feel that the media should be protected when journalists report the name or identity of a rape victim?*

**55. Media rights: juvenile crime**

*Q. Do you feel that the media should be protected when journalists report the name of a juvenile charged with a crime?*

**56. Media rights: broadcasting nudity**

*Q. Do you feel that the media should be protected when television broadcasts pictures of nude or partially clothed persons?*

**57. Media rights: nude pictures**

*Q. Do you feel that the media should be protected when selling magazines or books that feature nude pictures?*

**58. Media rights: criminal trials**

*Q. Do you feel that the media should be protected when journalists report stories that may affect the outcome of a criminal trial?*

**59. Media rights: messages from terrorists**

*Q. Do you feel that the media should be protected when television newscasts include video that may contain a message from terrorists?*

**60. Media rights: U.S. soldiers in combat**

*Q. Do you feel that the media should be protected when journalists write stories about U.S. soldiers in combat that portray them unfavorably?*

**61. Accuracy of U.S. media stories**

*Q. In general, do you think news organizations in the U.S. get the facts straight, or do you think their stories and reports are often inaccurate?*

**62. Understanding of news**

*Q. What do you find gives you the best understanding of major news events?*

**63. Use of print media**

*National public and journalism Bachelor's degree recipients use of print media*

**64. Use of electronic media**

*National public and journalism Bachelor's degree recipients use of electronic media*

**65. Growth in advertising spending from 1979 to 2009**

*Actual spending 1979 to 2004 and projected spending 2005-2009*

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## Appendix: Supplemental Charts and Tables

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### **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*

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## Appendix: Supplemental Charts and Tables (continued)

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**S14. Other communication work**

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

**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 advertising 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 2004*

**S20. Minorities and job seeking I**

*Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2004*

**S21. Minorities and job seeking II**

*Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2004*

**S22. Gender and job seeking I**

*Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2004*

**S23. Gender and job seeking II**

*Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2004*

**S24. Overtime without pay**

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

**Table 1. Median salaries by employer type**

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## Comments from the 2004 Graduates

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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 2004 graduates.

Do not rely solely on your university's career fairs, connections, or alumni to find a job after graduation. In our industry you need to think outside the box... And finally INTERN - I can't stress it enough, even if it's after you graduate.

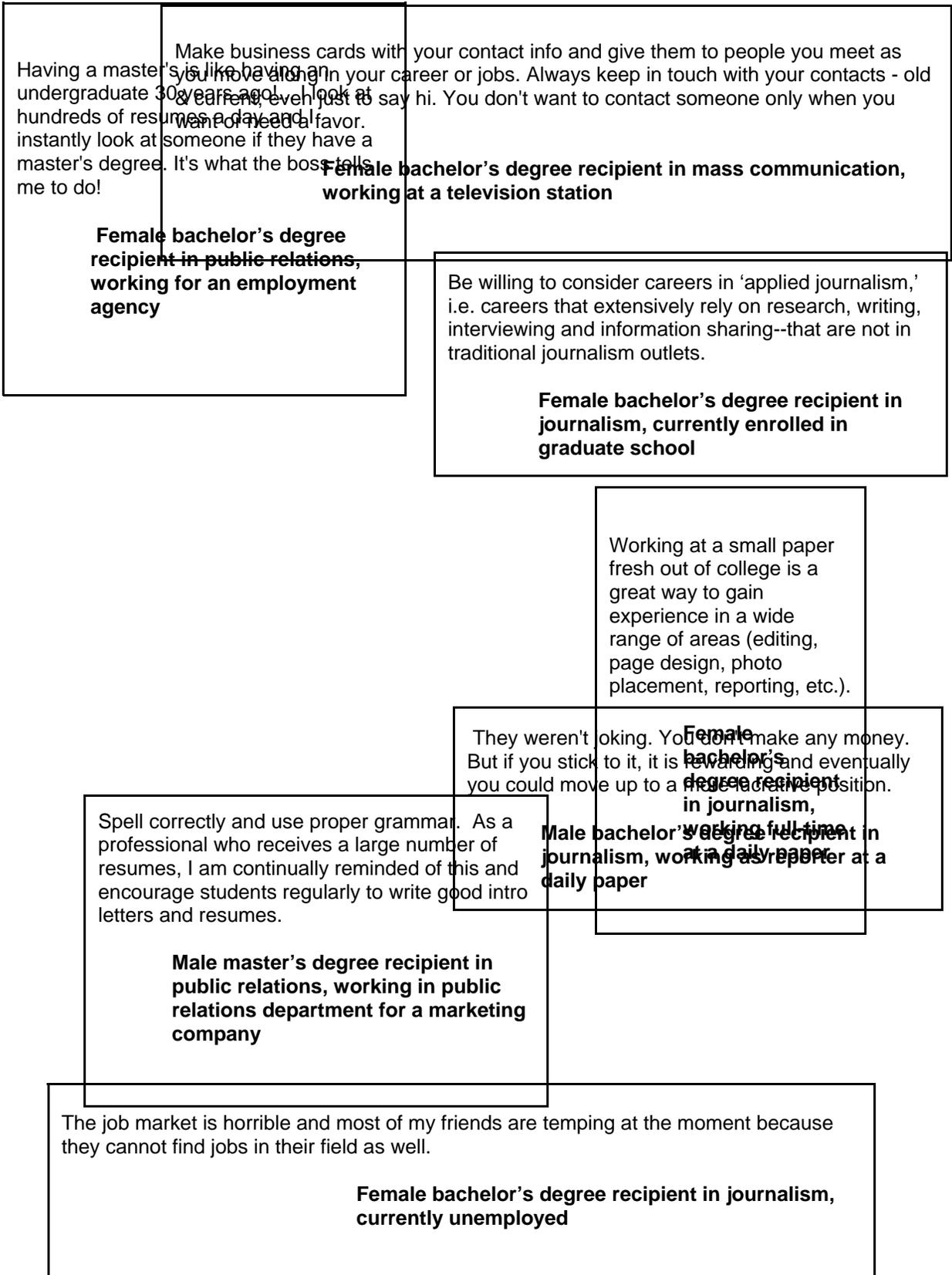
**Female bachelor's degree recipient in telecommunications, working full-time for a talent agency**

I would emphasize the importance of making as many connections as possible. The more people you know, the more avenues you have toward employment.

**Male bachelor's degree recipient in journalism, working as reporter/editor for a television station**

Take classes that are meaningful to you. Don't enroll in a class just because it's an 'easy' A...This is your time to find yourself, not just a time to get the grade and finish credits.

**Female bachelor's degree recipient in journalism, with a marketing position at a non-profit museum**



Once in [school], I found out that the most important aspect of obtaining work is having an internship in the media, or being a member of professional society...I did not join any of these activities and now have to start all over in a completely unrelated field.

**Male bachelor's degree recipient in journalism, working full-time in non-media related job**

You can do anything you set your mind to and despite any negative criticism you may hear on the way, a communications degree is one of the most valuable degrees a person could have.

**Female bachelor's degree recipient in mass communication, interning for a non-media company**

