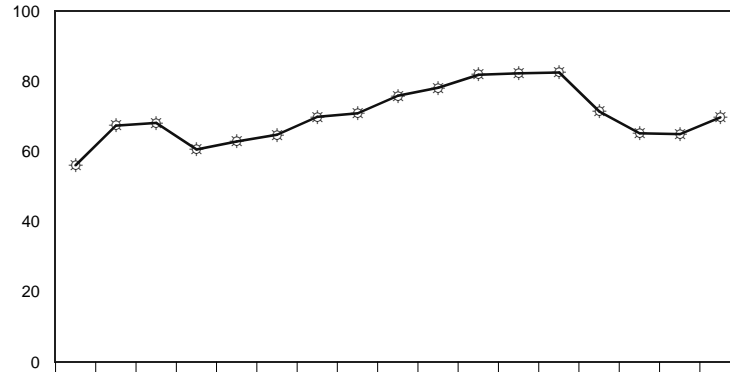


1. Job offers to Bachelor's degree recipients

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

Percent



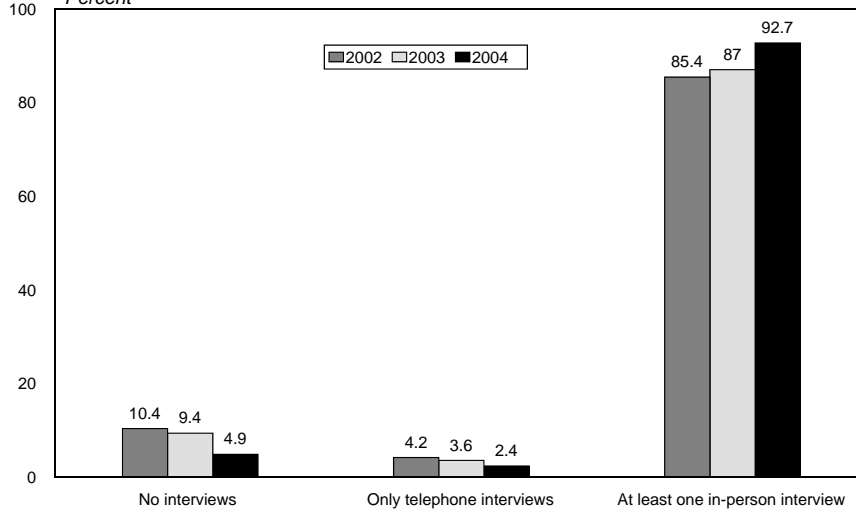
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Percent at least one job offer	56	67.3	68.1	60.5	62.8	64.7	69.8	70.8	75.8	78.1	81.8	82.2	82.4	71.3	65.1	64.9	69.6
Mean=number of jobs	1.2	1.6	1.5	1.2	1.2	1.4	1.5	1.6	1.7	2	2.2	2.2	2.3	1.6	1.2	1.2	1.4
(N)	587	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734	2739	2798	2680	3123

Source: Annual Survey of Journalism & Mass Communication Graduates

2. Job interviews of Bachelor's degree recipients

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

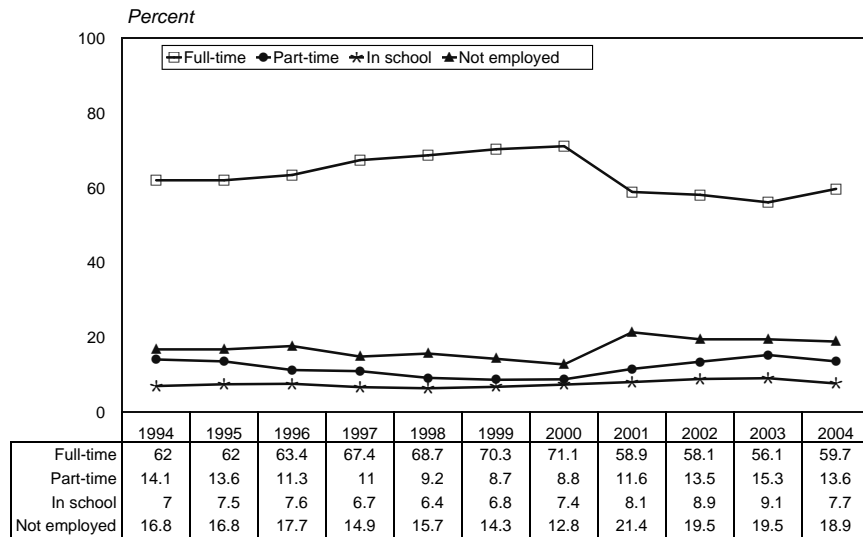
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

3. Employment status Oct. 31

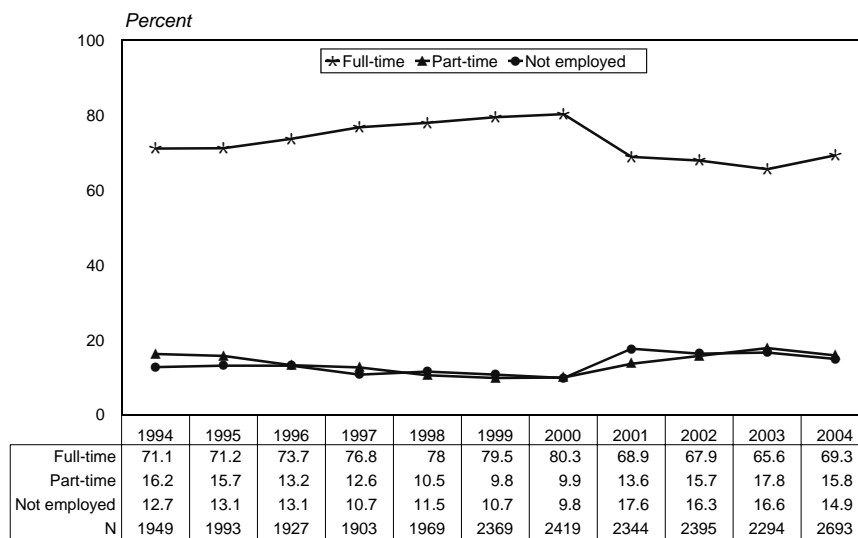
Employment status of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

4. Employment status Oct. 31

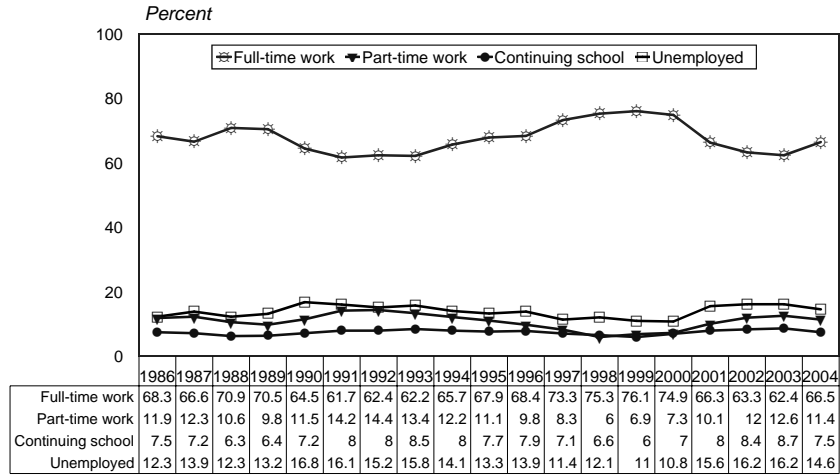
Employment status of Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

5. Employment status

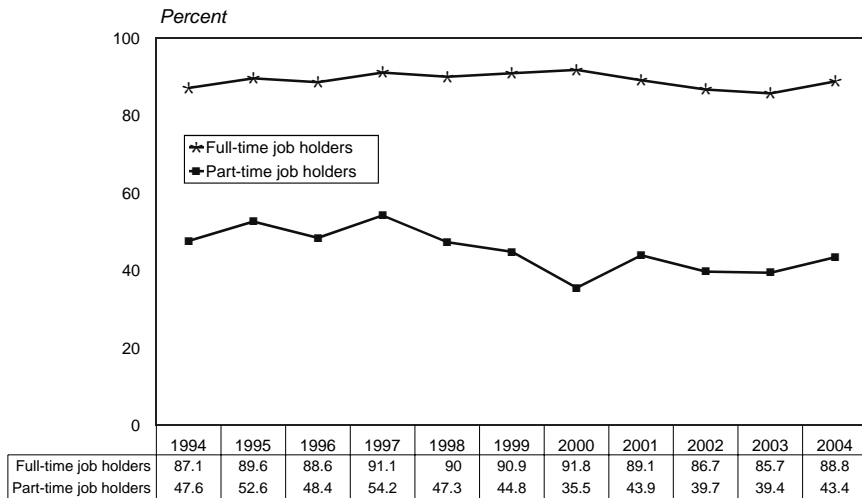
Employment status of Bachelor's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

6. Permanent positions

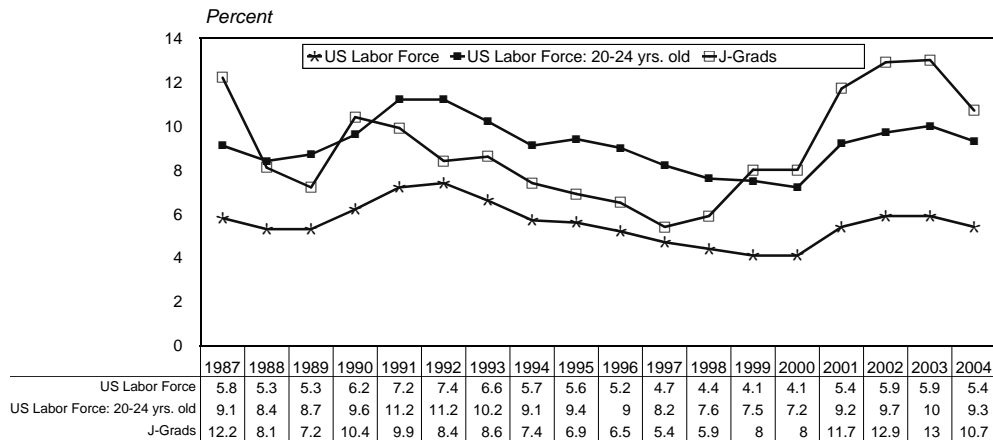
Status of Bachelor's degree recipients: percent in permanent positions



Source: Annual Survey of Journalism & Mass Communication Graduates

7. Unemployment rates

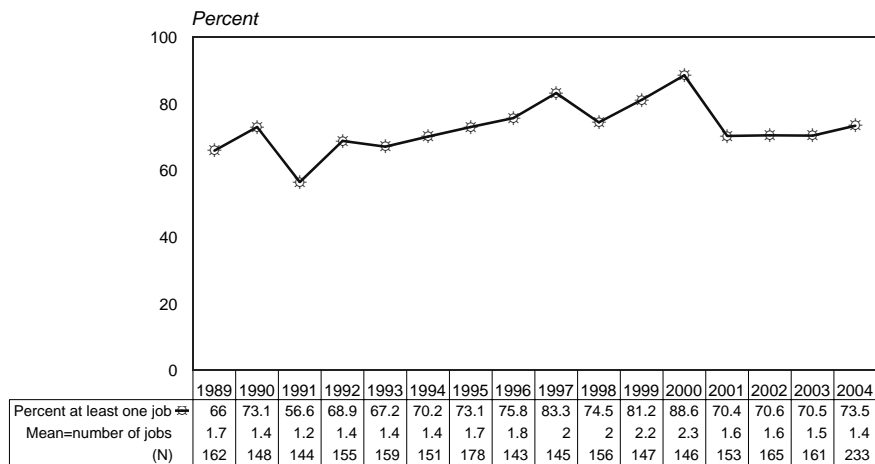
Unemployment rates of journalism Bachelor's degree recipients compared to U.S. labor force data. Figures represent seasonally adjusted unemployment rates averaged across June of the shown year to May of the following year.



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

8. Job offers, Master's degree recipients

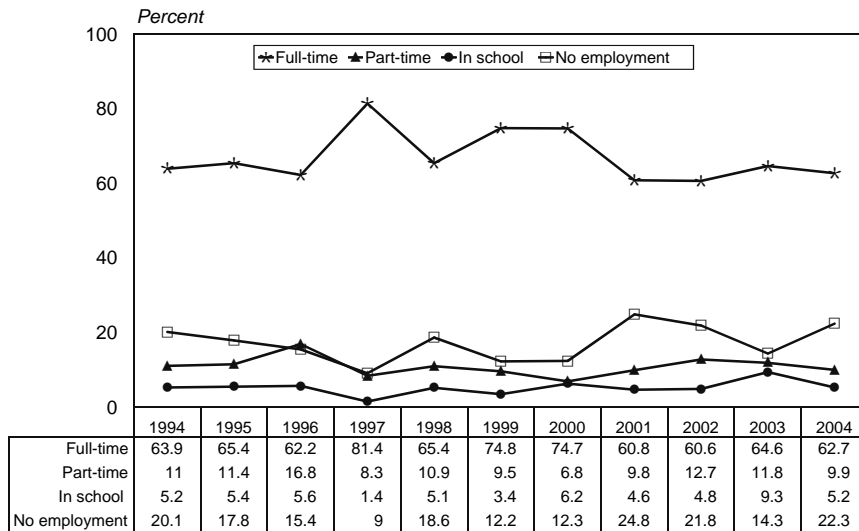
Job offers to Master's degree recipients on graduation:
percent with at least one job



Source: Annual Survey of Journalism & Mass Communication Graduates

9. Employment Status Oct. 31

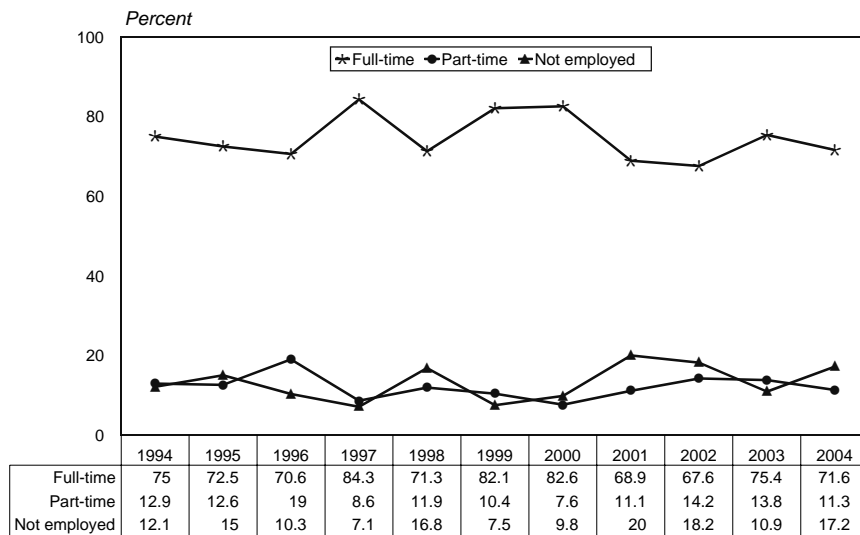
Employment status of Master's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

10. Employment Status Oct. 31

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

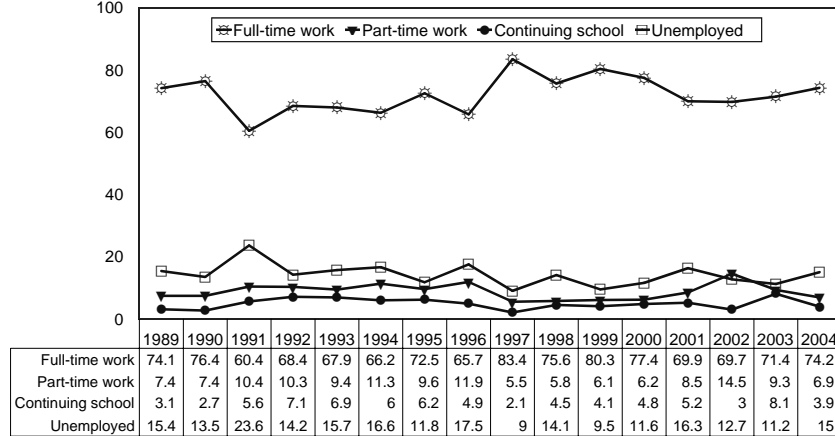


Source: Annual Survey of Journalism & Mass Communication Graduates

11. Employment status

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

Percent

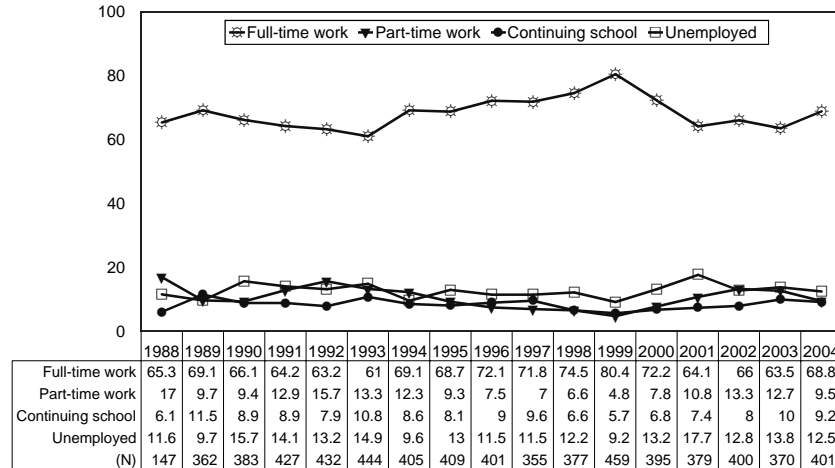


Source: Annual Survey of Journalism & Mass Communication Graduates

12. Employment, news-editorial

Employment of Bachelor's degree recipients in the editorial specialty

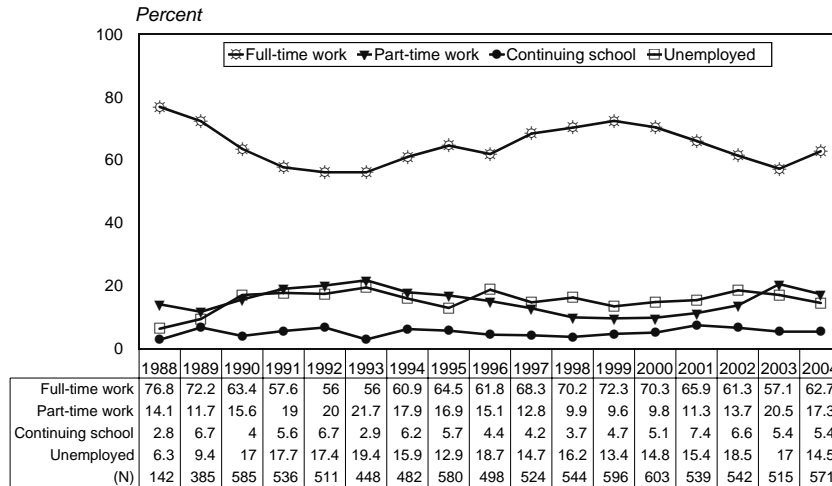
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

13. Employment, broadcasting

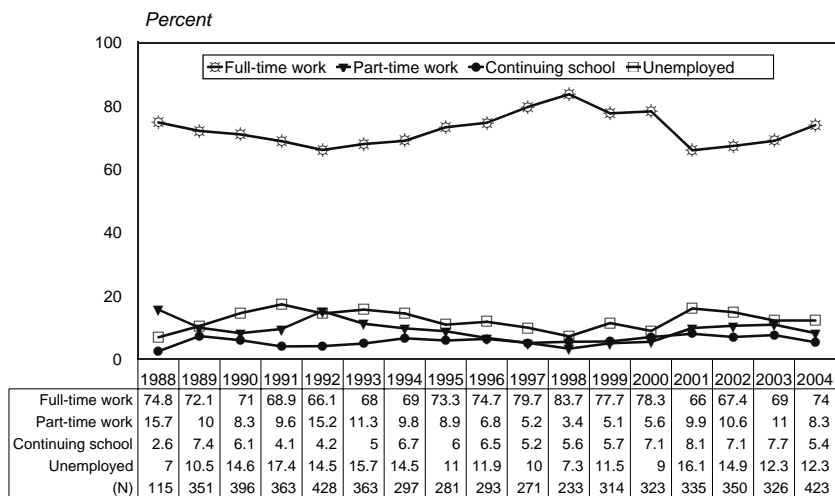
Employment of Bachelor's degree recipients in the broadcasting specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

14. Employment, advertising

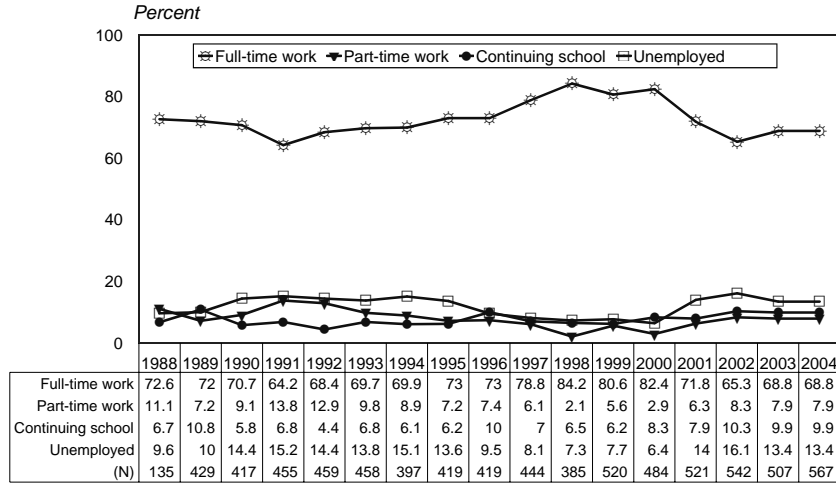
Employment of Bachelor's degree recipients in the advertising specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

15. Employment, PR

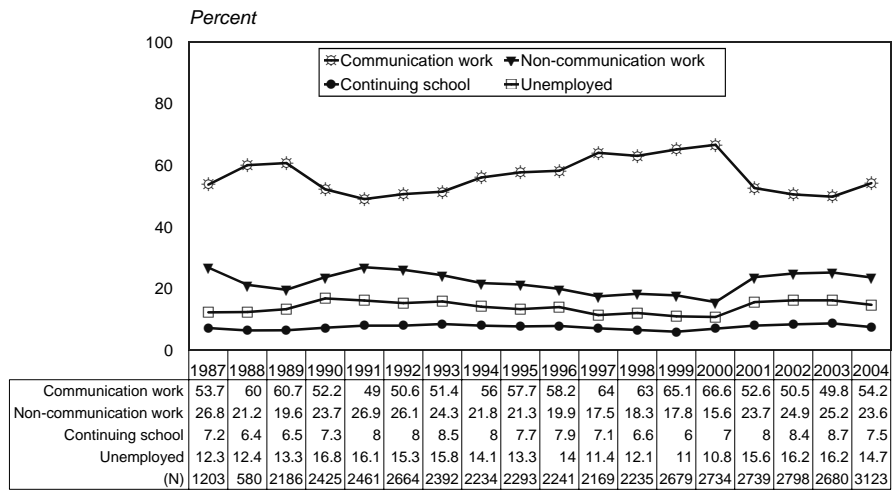
Employment of Bachelor's degree recipients in the public relations specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

16. General types of work

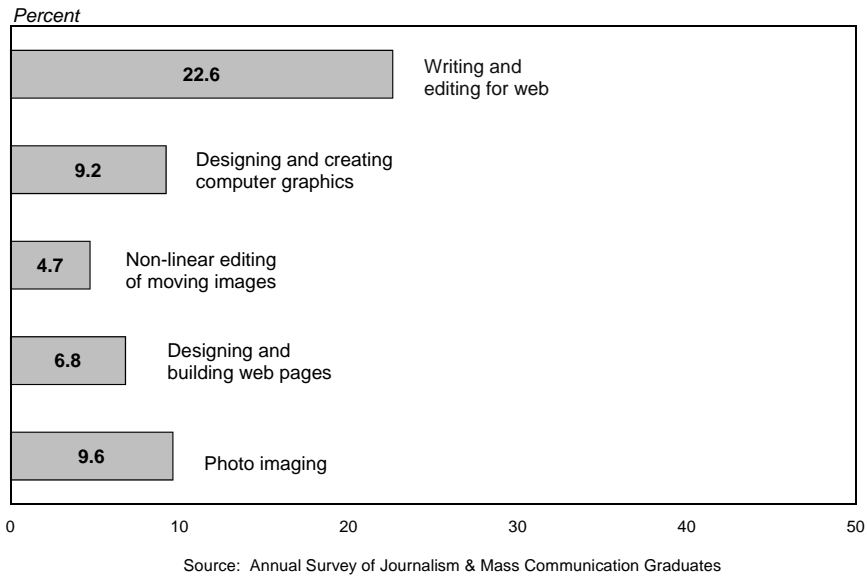
An overview of Bachelor's degree recipients' work situations



Source: Annual Survey of Journalism & Mass Communication Graduates

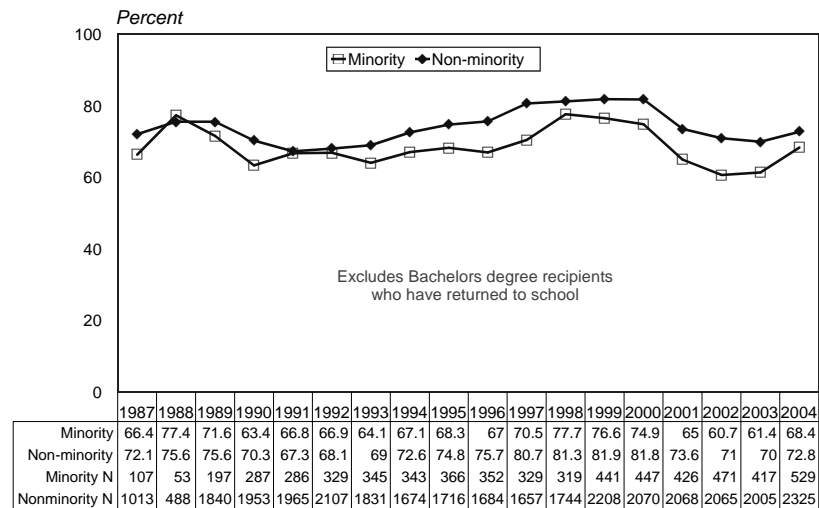
17. Technical work performed in job

An overview of jobs of employed Bachelor's degree recipients



18. Minority employment

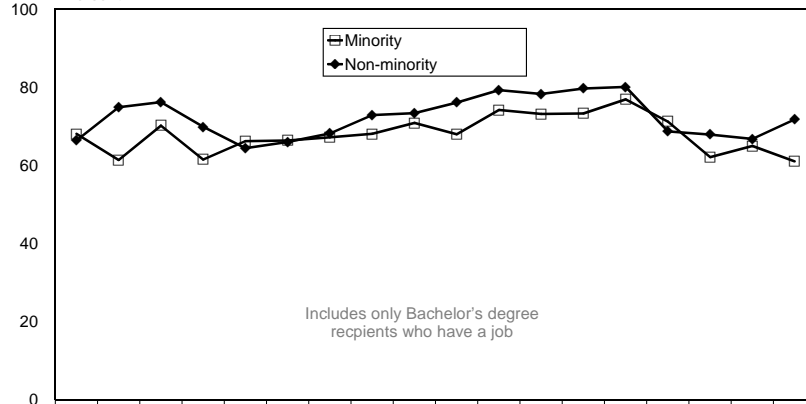
Full-time employment of minority and non-minority Bachelor's degree recipients



19. Minority employment in communications

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

Percent



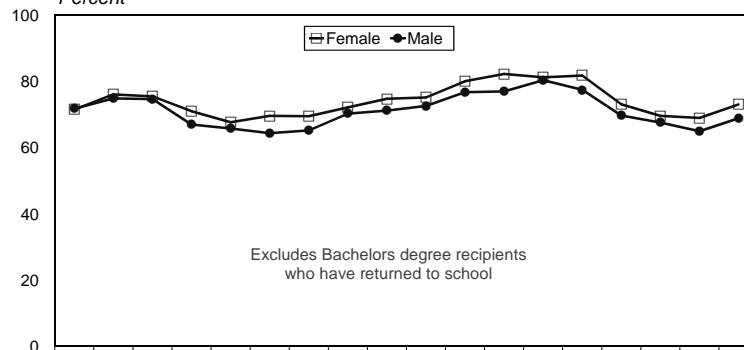
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Minority	68.1	61.4	70.2	61.5	66.2	66.4	67.2	68.1	70.9	68	74.2	73.2	73.3	76.9	71.2	62.1	65	61
Non-minority	66.4	74.9	76.2	69.9	64.4	66	68.2	72.9	73.4	76.1	79.3	78.3	79.7	80.1	68.7	67.9	66.8	71.8
Minority N	94	44	168	226	228	268	271	279	296	272	275	269	352	377	330	346	306	443
Non-minority N	867	419	1576	1599	1625	1762	1529	1427	1485	1448	1467	1518	1834	1842	1733	1732	1684	1965

Source: Annual Survey of Journalism & Mass Communication Graduates

20. Gender and employment

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

Percent

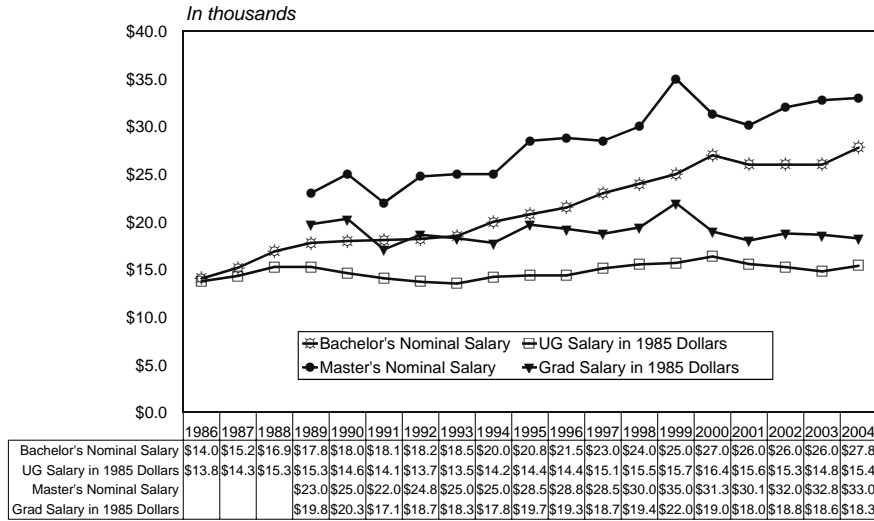


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Female	71.5	76.1	75.5	71	67.7	69.6	69.5	72.2	74.8	75.2	80.1	82.3	81.3	81.8	73.1	69.6	69	73.1
Male	71.8	74.9	74.7	67	65.8	64.4	65.2	70.3	71.2	72.6	76.8	77	80.4	77.5	69.7	67.6	65	68.9
Female N	741	356	1389	1495	1569	1643	1480	1363	1368	1369	1321	1393	1423	1823	1848	1856	1822	2101
Male N	380	191	653	757	690	801	693	679	736	683	685	688	612	714	663	698	612	778

Source: Annual Survey of Journalism & Mass Communication Graduates

21. Overall salaries

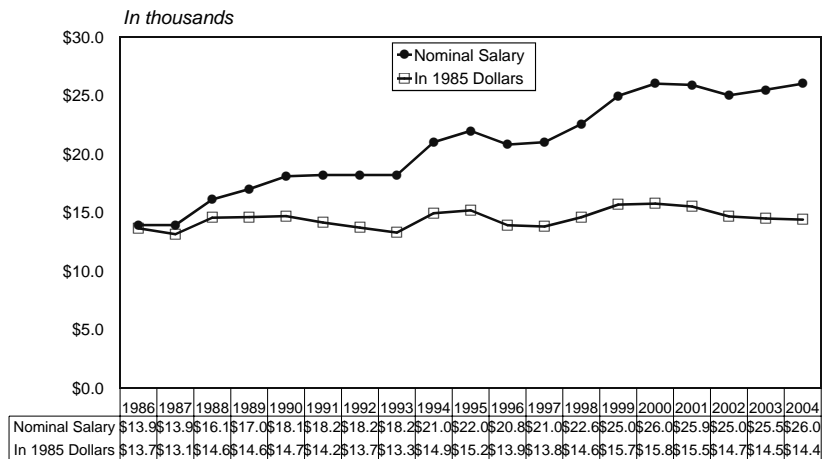
Overall nominal median annual salaries and adjustments for inflation for Bachelor's and Master's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

22. Salaries in dailies

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

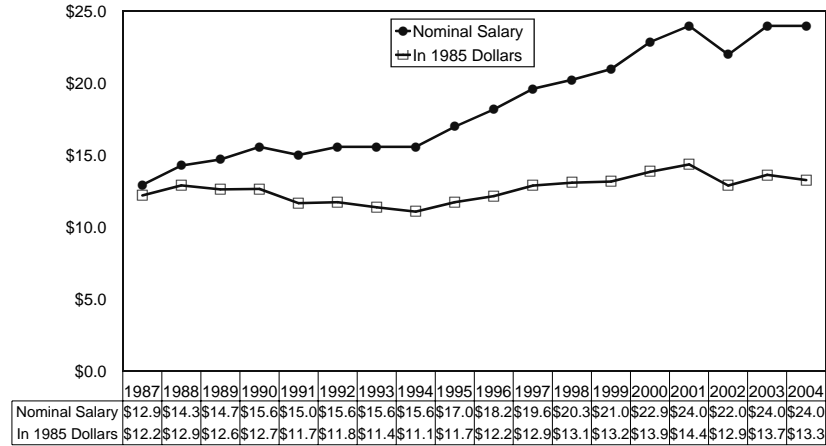


Source: Annual Survey of Journalism & Mass Communication Graduates

23. Salaries in weeklies

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

In thousands

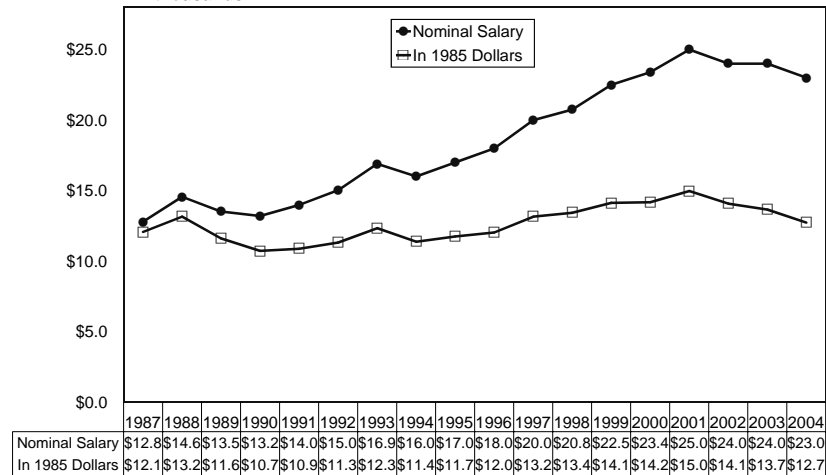


Source: Annual Survey of Journalism & Mass Communication Graduates

24. Salaries in radio

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

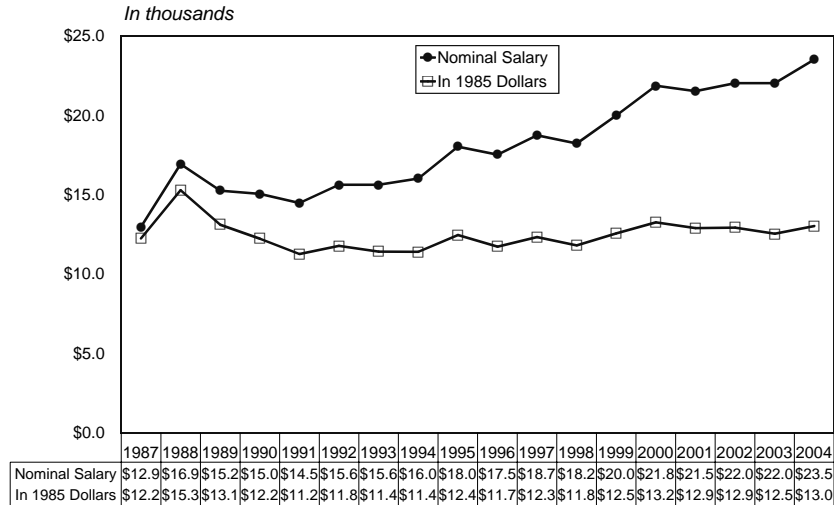
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

25. Salaries in television

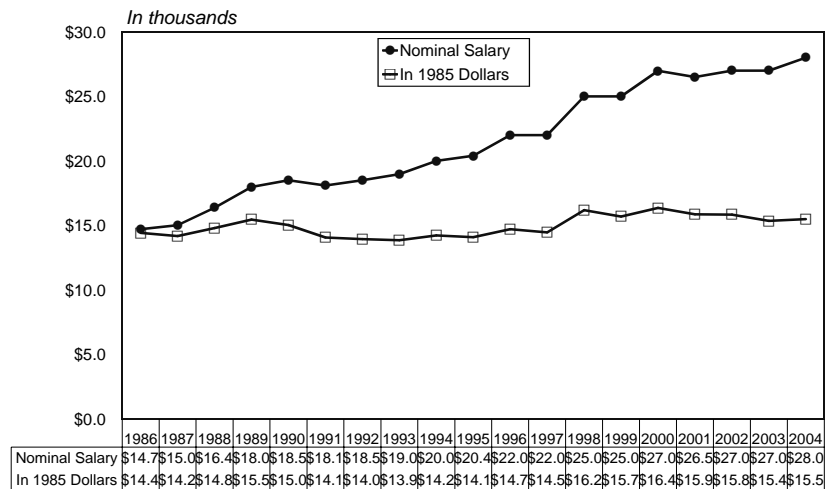
Annual nominal median salaries and adjustments for inflation in TV - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

26. Salaries in advertising

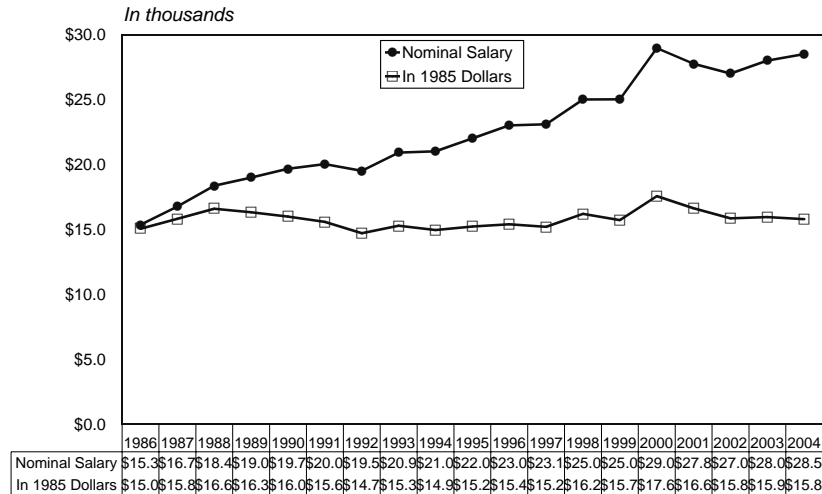
Annual nominal median salaries and adjustments for inflation in advertising - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

27. Salaries in PR

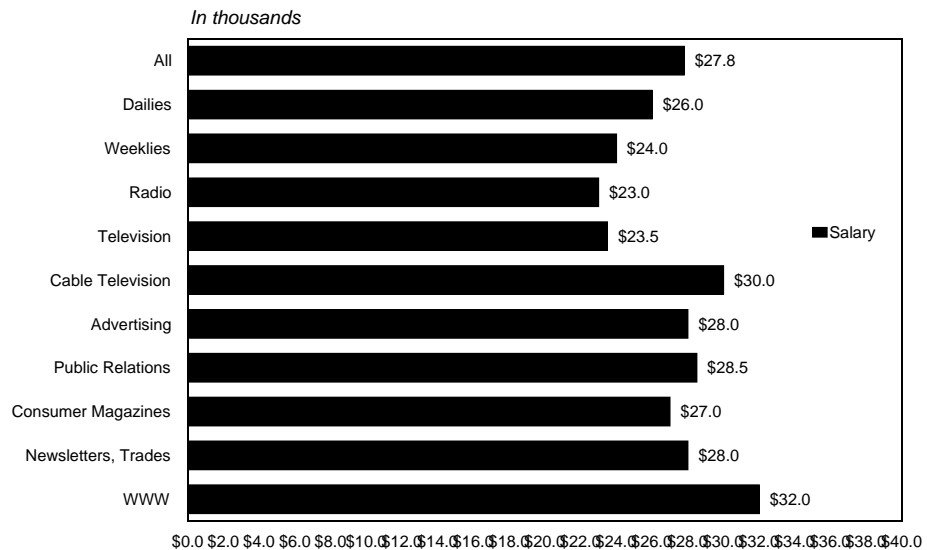
Annual nominal median salaries and adjustments for inflation in public relations - Bachelor's degree recipients with full time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

28. Salaries compared

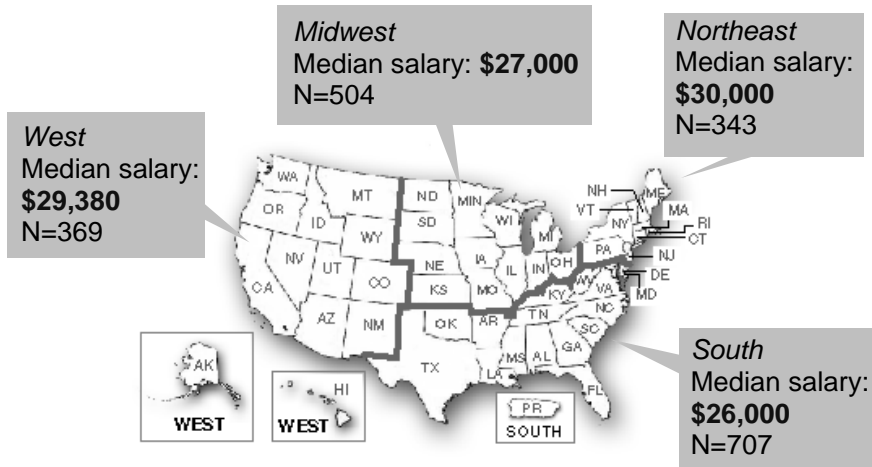
Median yearly salaries for 2004 Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

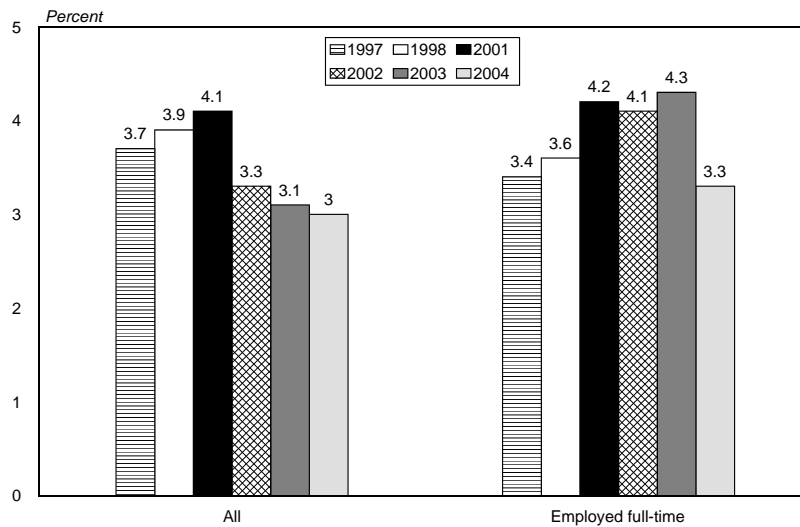
29. Salaries by region

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



30. Union membership of JMC graduates

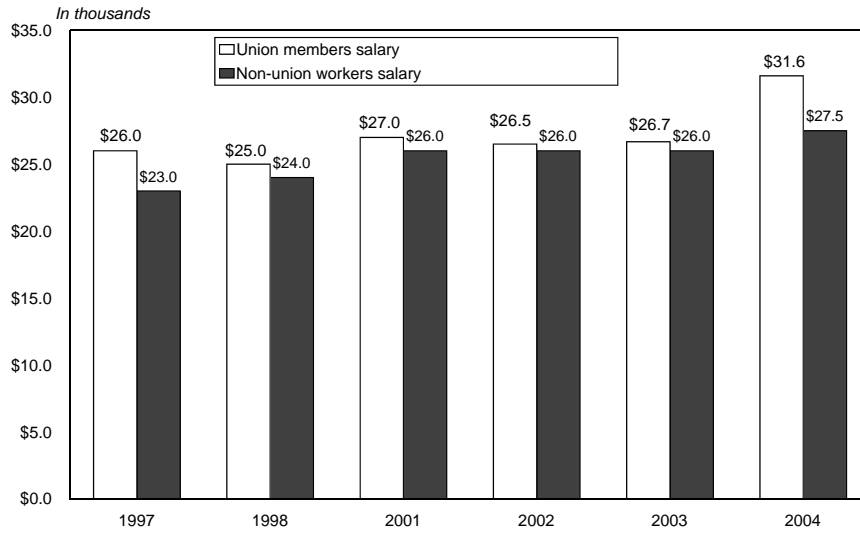
Union membership of Bachelor's degree recipients



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

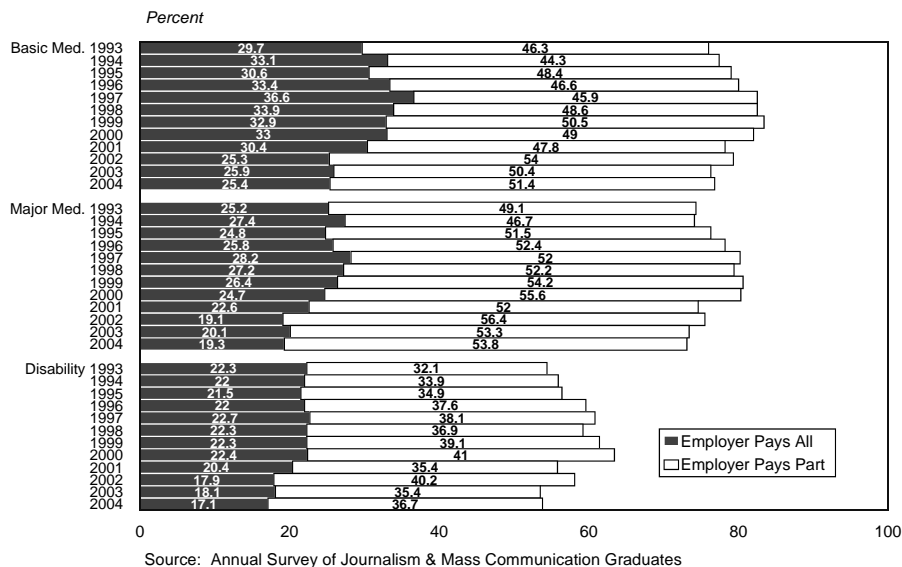
31. Yearly salary for union members and non-union workers

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



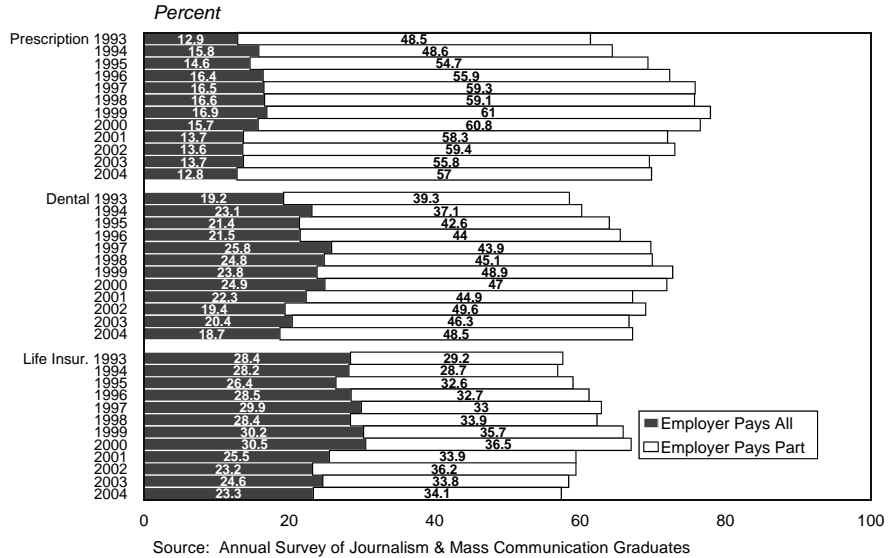
32. Job benefits I

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



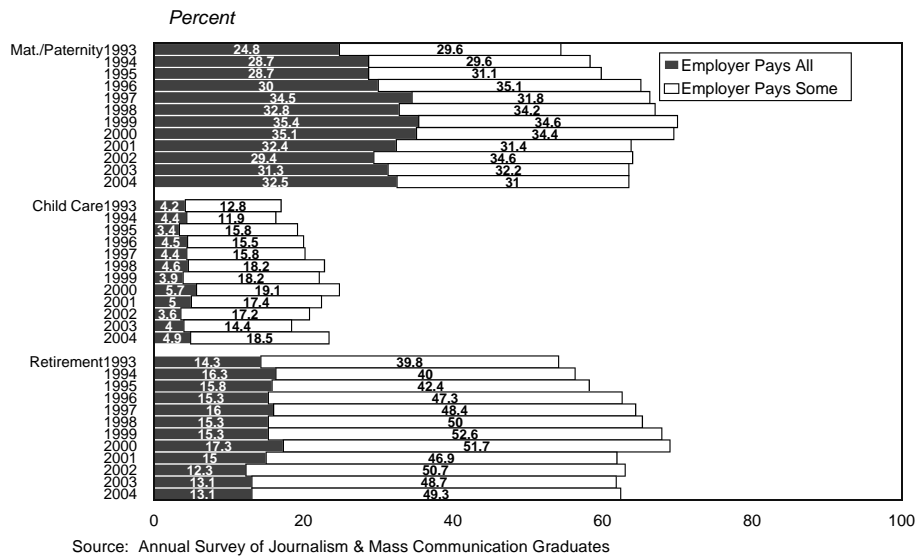
33. Job benefits II

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



34. Job benefits III

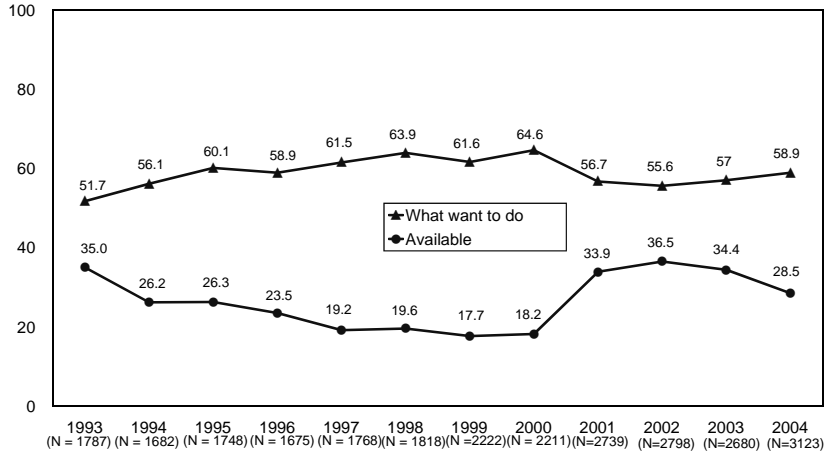
Benefits available to Bachelor's degree recipients with full-time jobs



35. Why jobs chosen

Employed Bachelor's degree recipients' reasons for selecting jobs

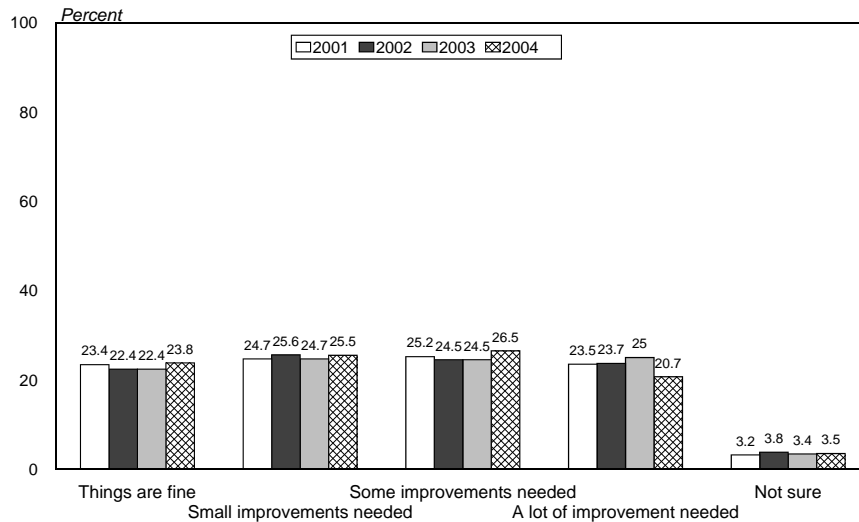
Percent of "very important"



Source: Annual Survey of Journalism & Mass Communication Graduates

36. Overall job situation

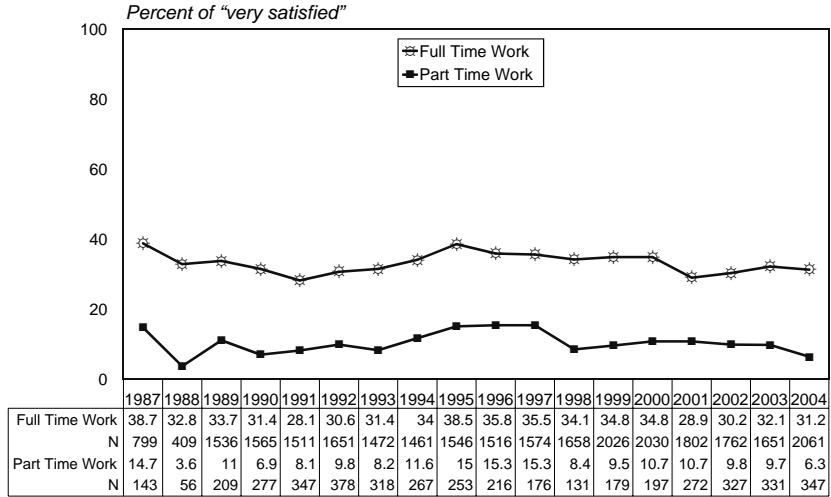
Employed Bachelor's degree recipients views of their jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

37. Job satisfaction

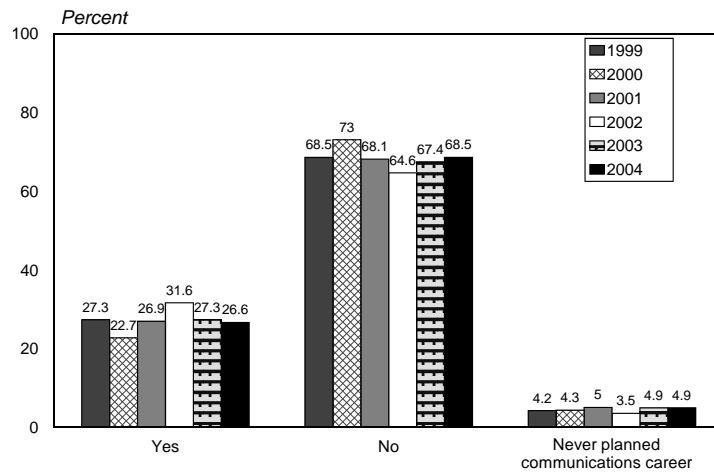
Job satisfaction of employed Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

38. Regret career choices

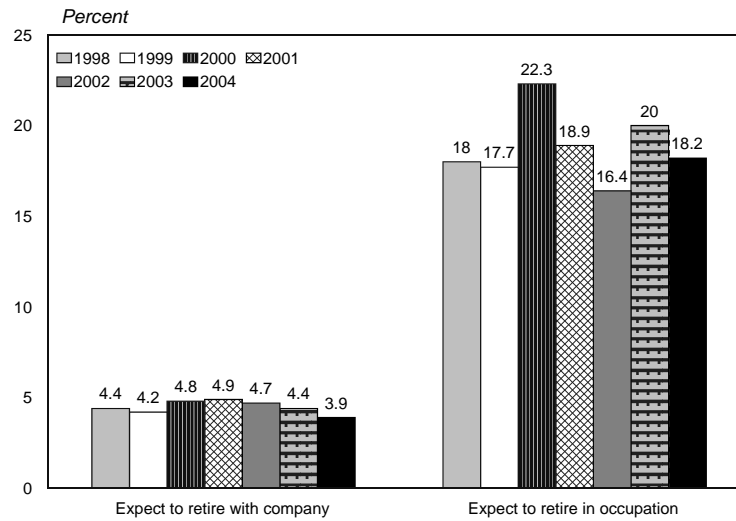
Bachelor's degree recipients who wish they had selected another career



Source: Annual Survey of Journalism & Mass Communication Graduates

39. Retirement plans

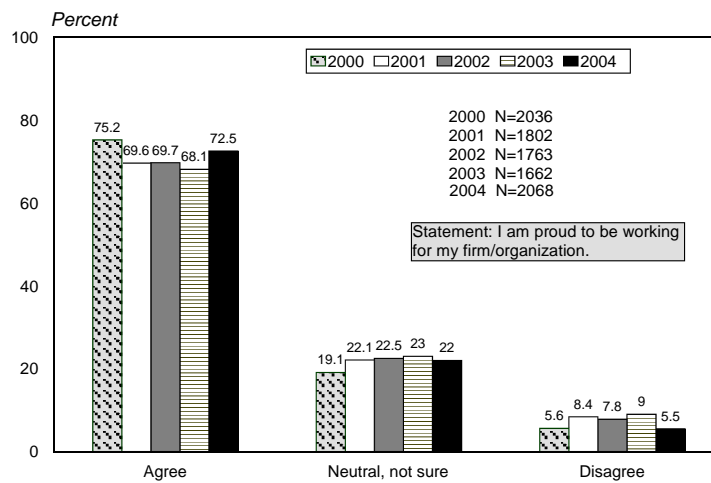
Attitudes toward retirement of Bachelor's degree recipients with jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

40. Organizational pride

Bachelor's degree recipients with full-time jobs

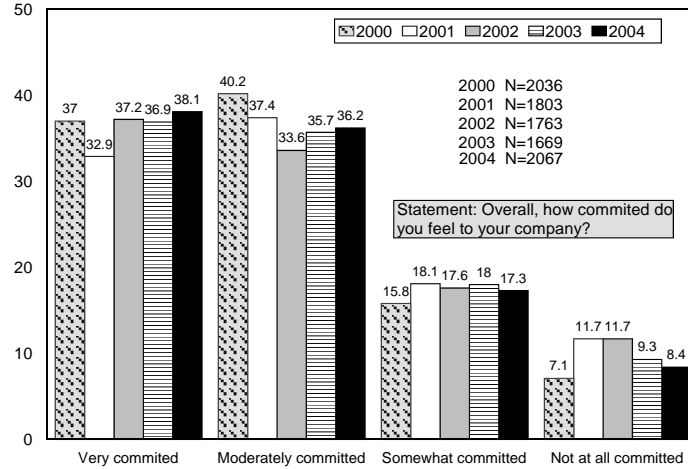


Source: Annual Survey of Journalism & Mass Communication

41. Organizational commitment

Bachelor's degree recipients with full-time jobs

Percent

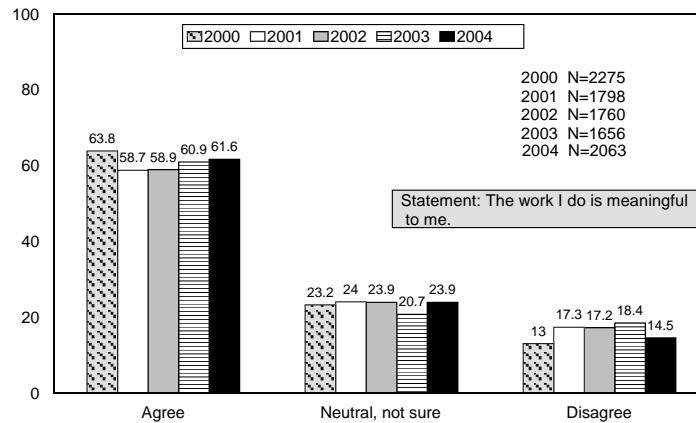


Source: Annual Survey of Journalism & Mass Communication Graduates

42. Meaningfulness of work

Bachelor's degree recipients with full-time jobs

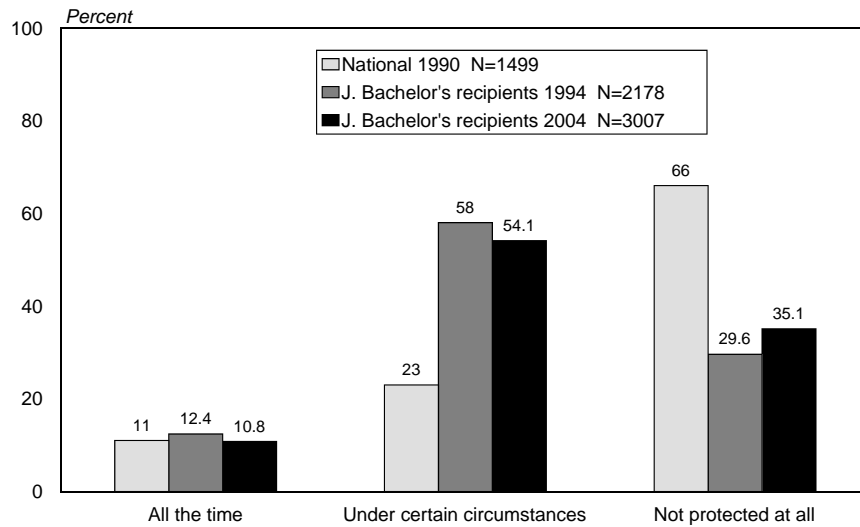
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

43. Media rights: pornography

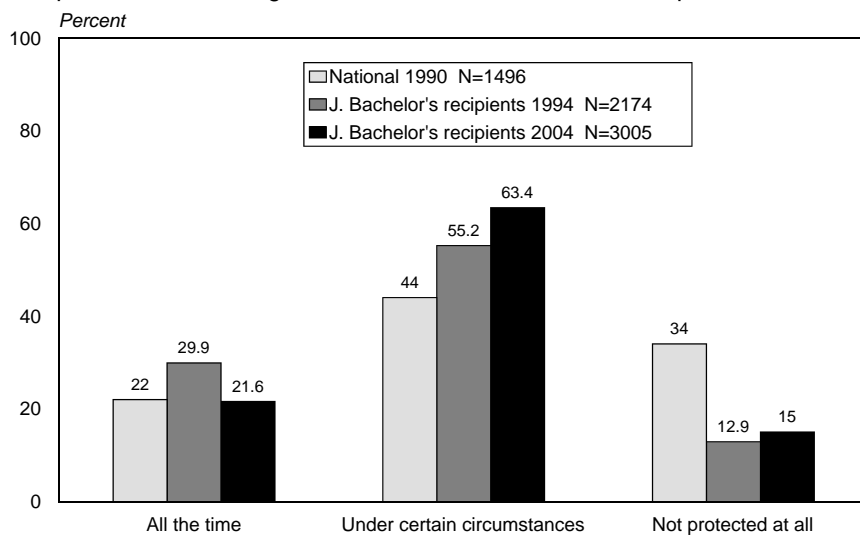
Q. Do you feel that the media should be protected when advertising pornographic or obscene materials?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

44. Media rights: harmful products

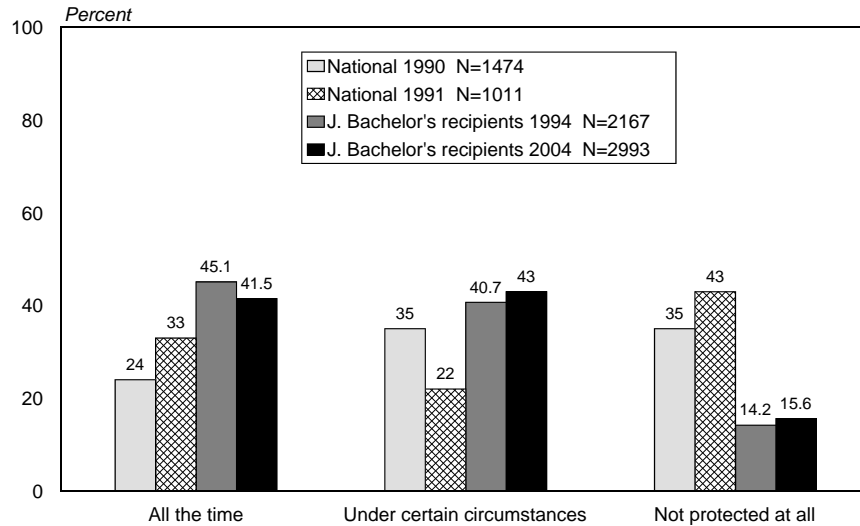
Q. Do you feel that the media should be protected when advertising products that are legal but harmful, such as tobacco or liquor?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

45. Media rights: against U.S. position

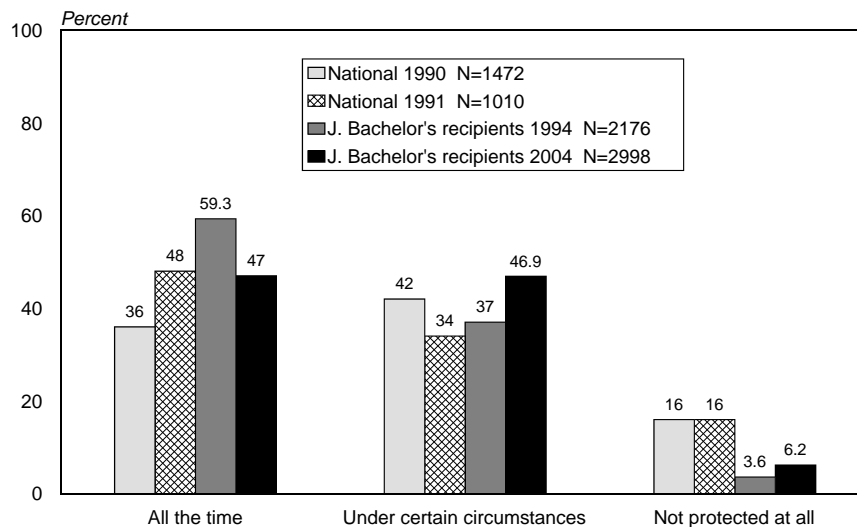
Q. Do you feel that media should be protected when journalists take sides with a foreign government against the position of the United States?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

46. Media rights: confidentiality of sources

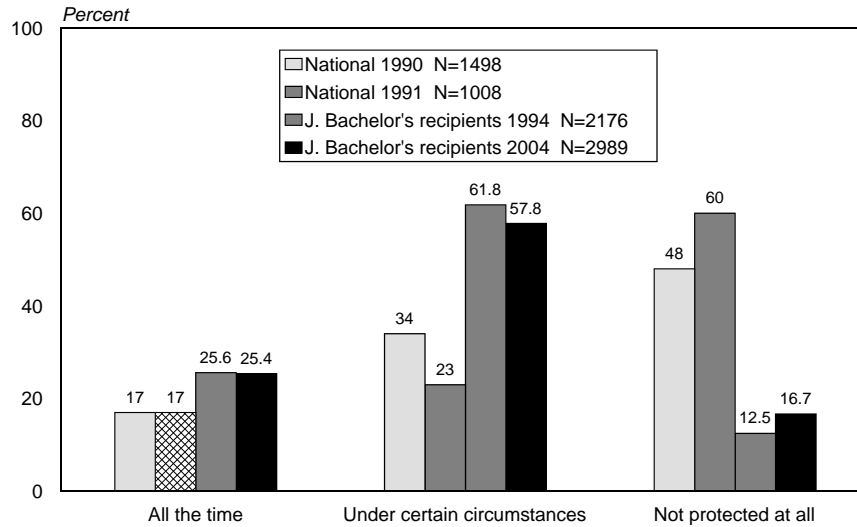
Q. Do you feel that media should be protected when journalists keep their sources confidential if a court demands to know the identity of the source?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

47. Media rights: classified materials

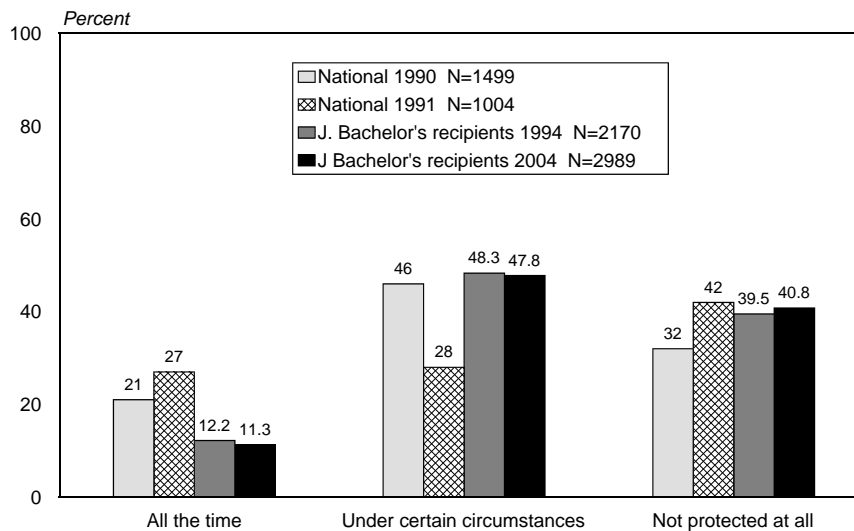
Q. Do you feel that media should be protected when journalists report classified material that the government wishes to keep secret?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

48. Media rights: inaccurate information

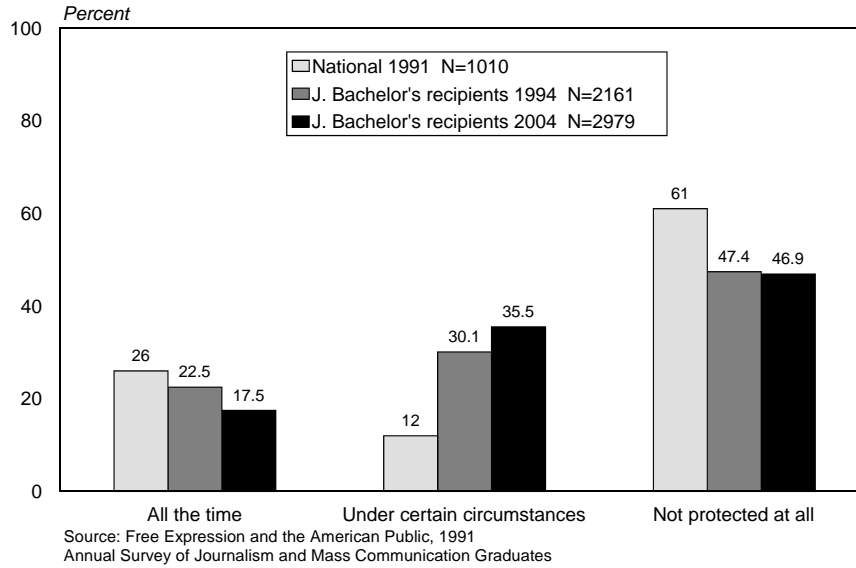
Q. Do you feel that the media should be protected when journalists report inaccurate information that they believe to be true?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

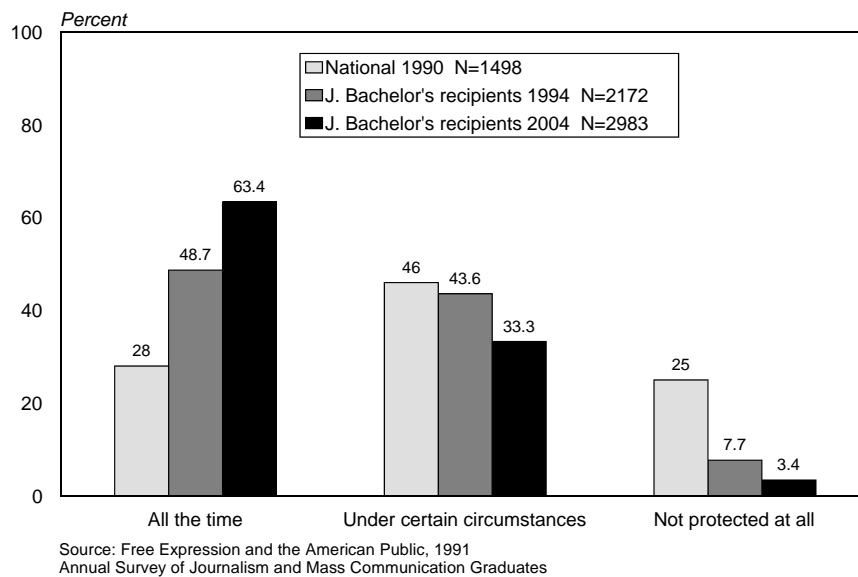
49. Media rights: election projection

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?



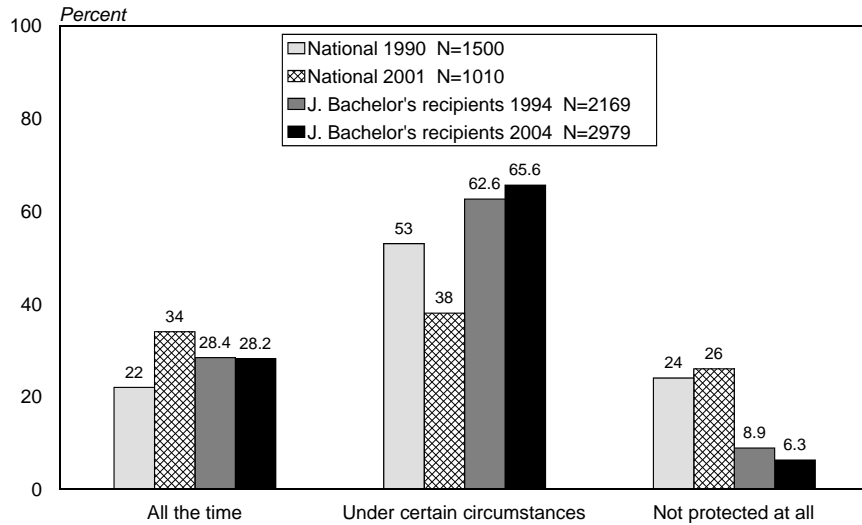
50. Media rights: high school media

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

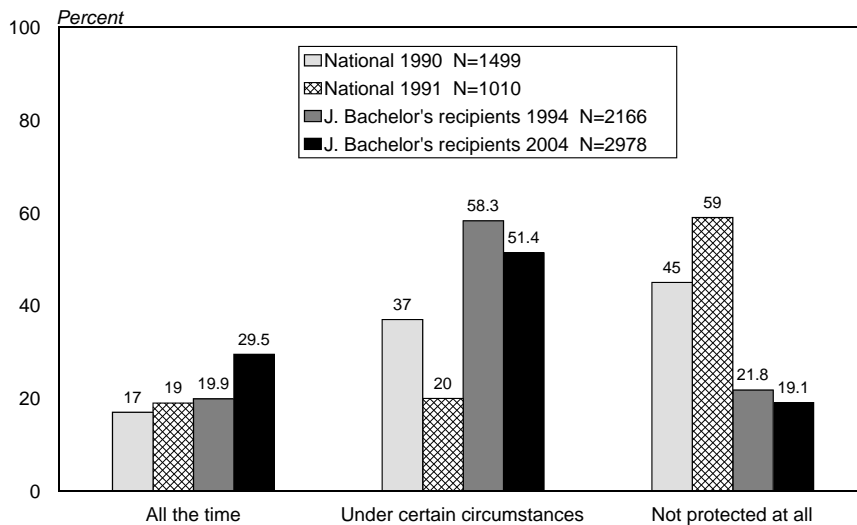
Q. Do you feel that the media should be protected when newspapers or television stations run graphic photographs of violent events?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

52. Media rights: national security

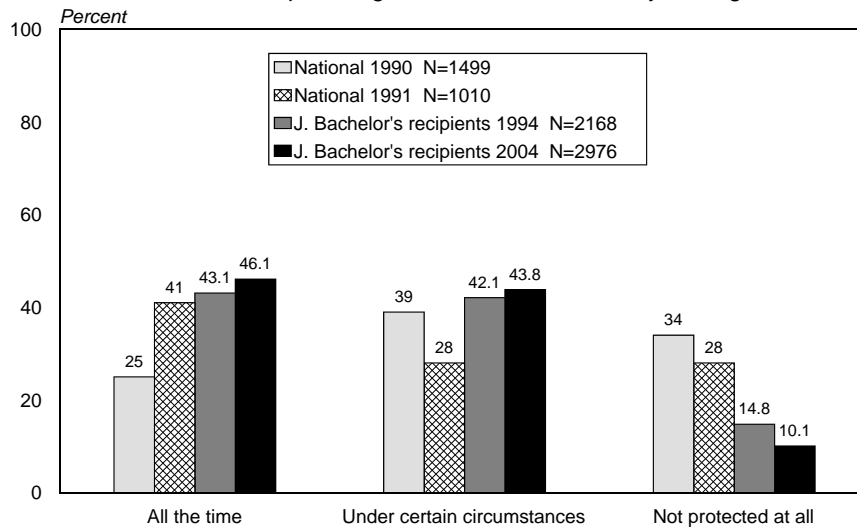
Q. Do you feel that the media should be protected when journalists report about national security without government approval?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

53. Media rights: public figures

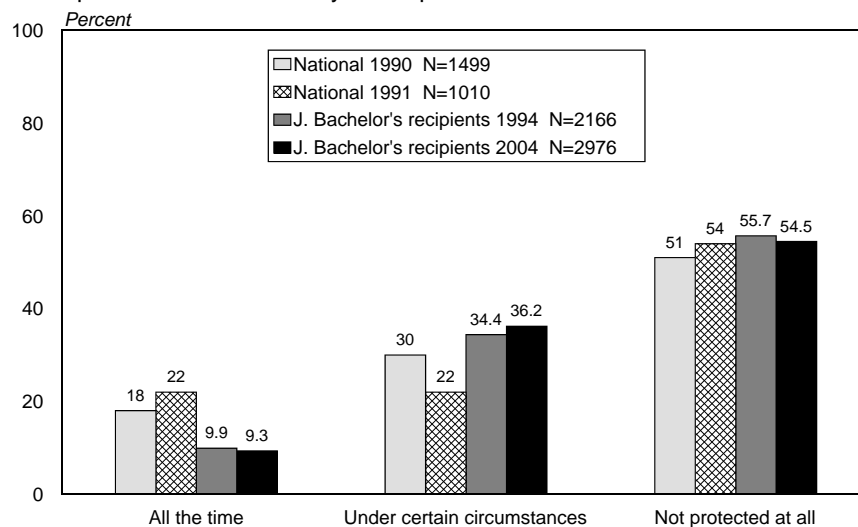
Q. Do you feel that the media should be protected when journalists report about the mistakes a public figure made more than 20 years ago?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

54. Media rights: rape victims

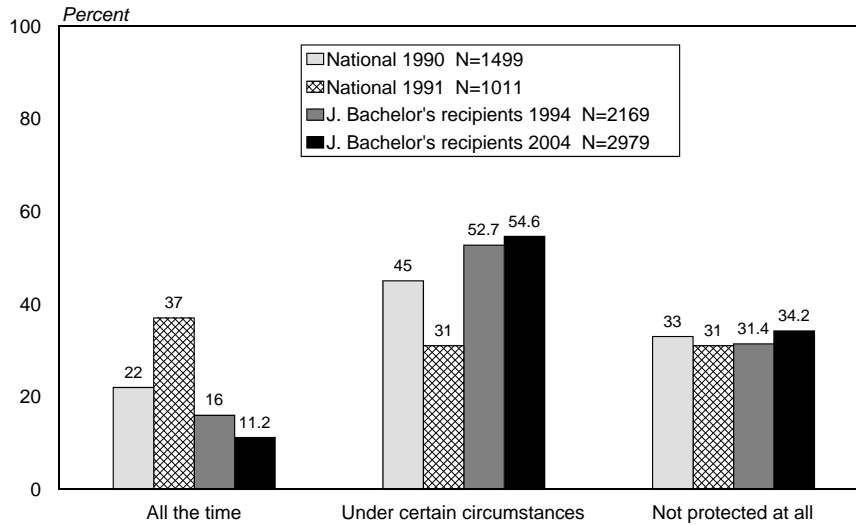
Q. Do you feel that the media should be protected when journalists report the name or identity of a rape victim?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

55. Media rights: juvenile crime

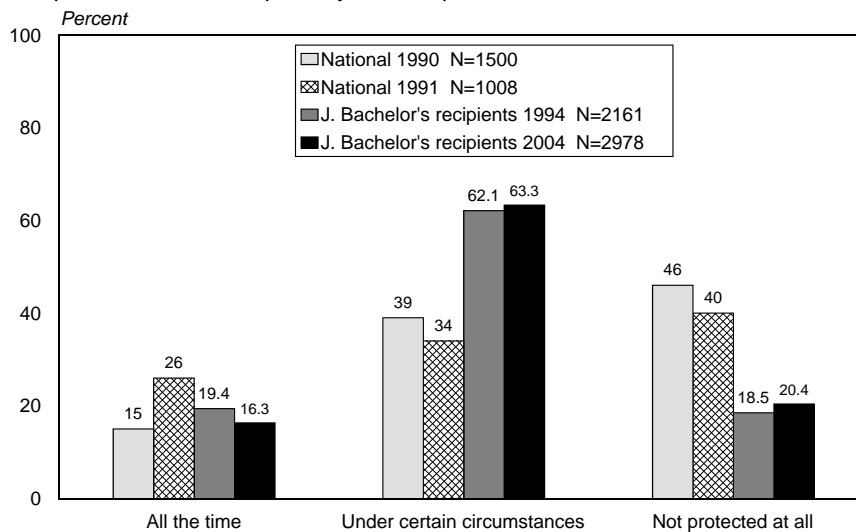
Q. Do you feel that the media should be protected when journalists report the name of a juvenile charged with a crime?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

56. Media rights: broadcasting nudity

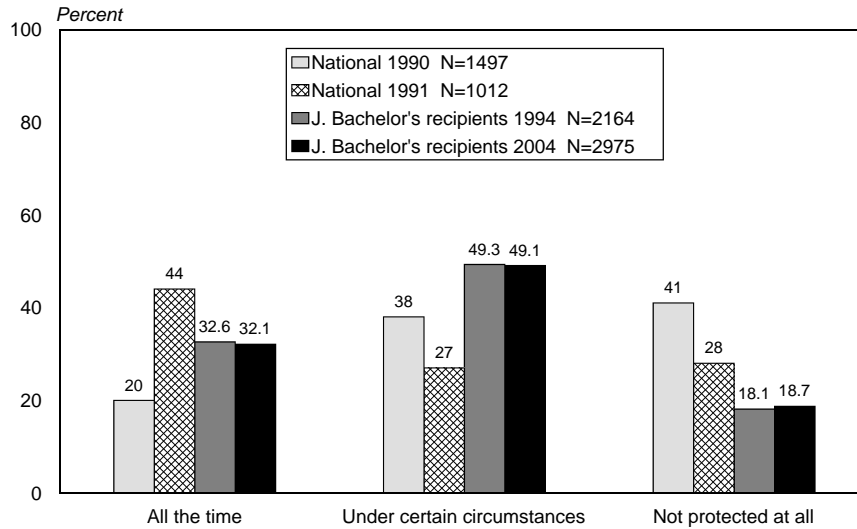
Q. Do you feel that the media should be protected when television broadcasts pictures of nude or partially clothed persons?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

57. Media rights: nude pictures

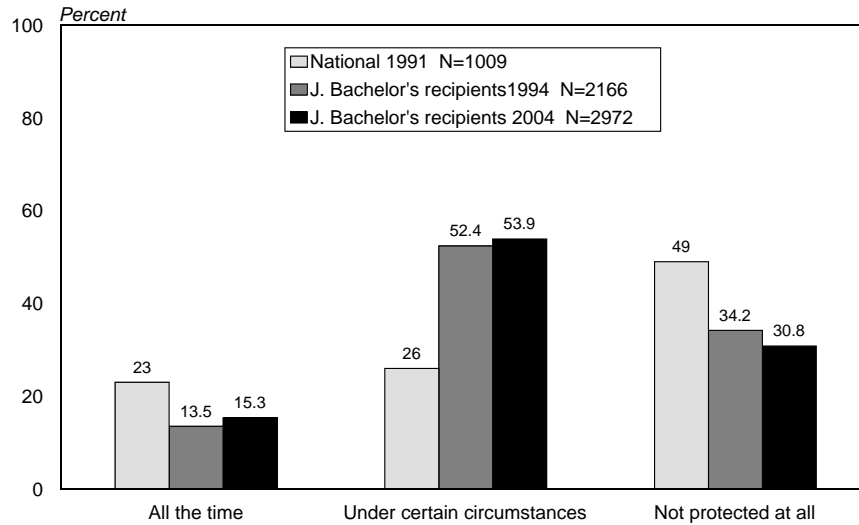
Q. Do you feel that the media should be protected when selling magazines or books that feature nude pictures?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

58. Media rights: criminal trials

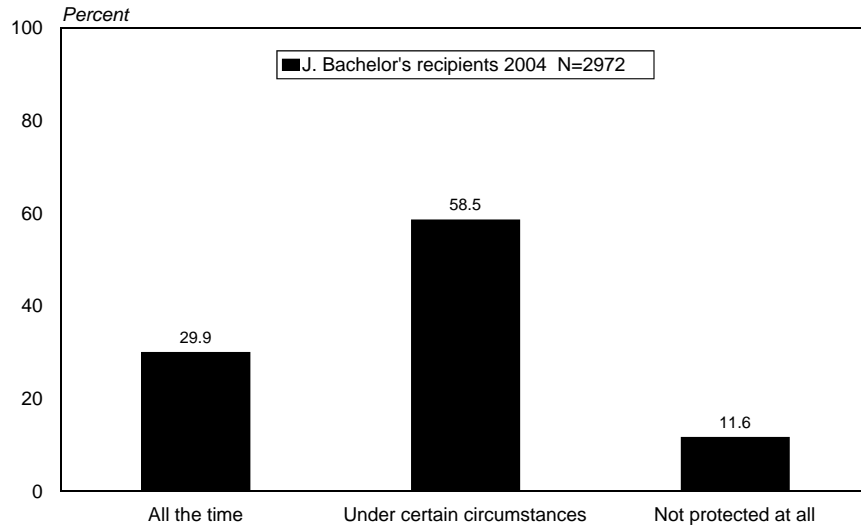
Q. Do you feel that the media should be protected when journalists report stories that may affect the outcome of a criminal trial?



Source: Free Expression and the American Public, 1991
Annual Survey of Journalism and Mass Communication Graduates

59. Media rights: messages from terrorists

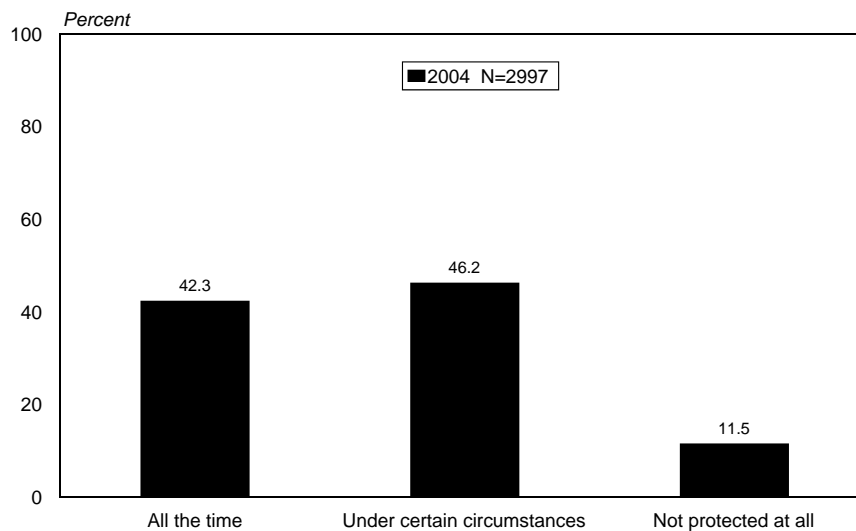
Q. Do you feel that the media should be protected when television newscasts include video that may contain a message from terrorists?



Source: Annual Survey of Journalism and Mass Communication Graduates

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

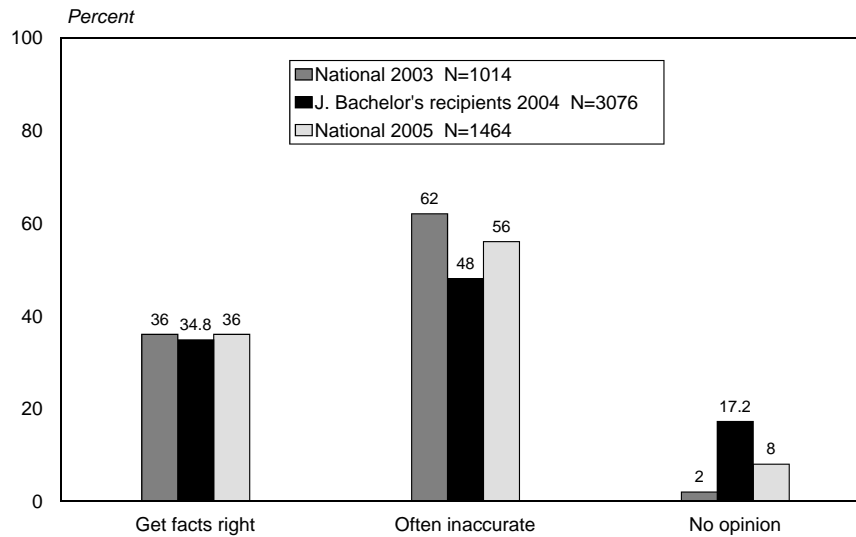
Q. Do you feel that the media should be protected when journalists write stories about U.S. soldiers in combat that portray them unfavorably?



Source: Annual Survey of Journalism and Mass Communication Graduates

61. Accuracy of U.S. media stories

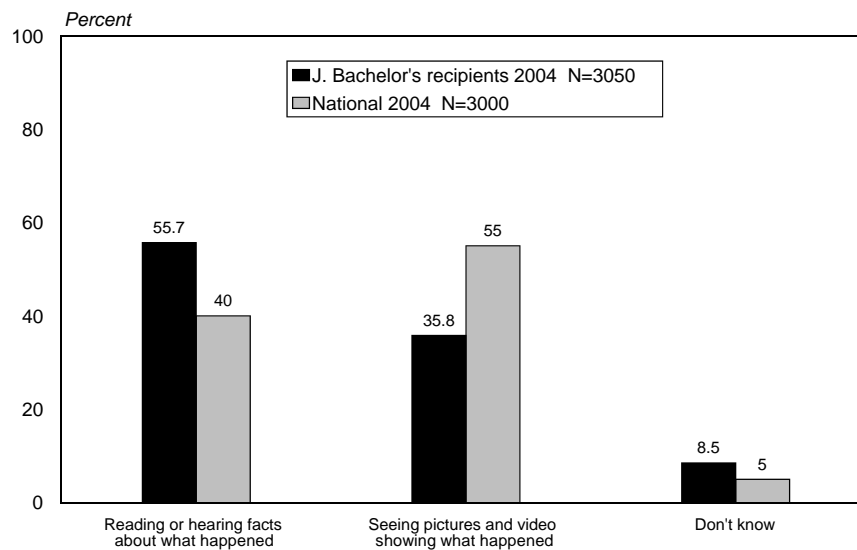
Q. In general, do you think news organizations in the U.S. get the facts straight, or do you think their stories and reports are often inaccurate?



Source: Gallup Survey, May 2003, Pew Research Center Survey June 2005
Annual Survey of Journalism and Mass Communication Graduates

62. Understanding of news

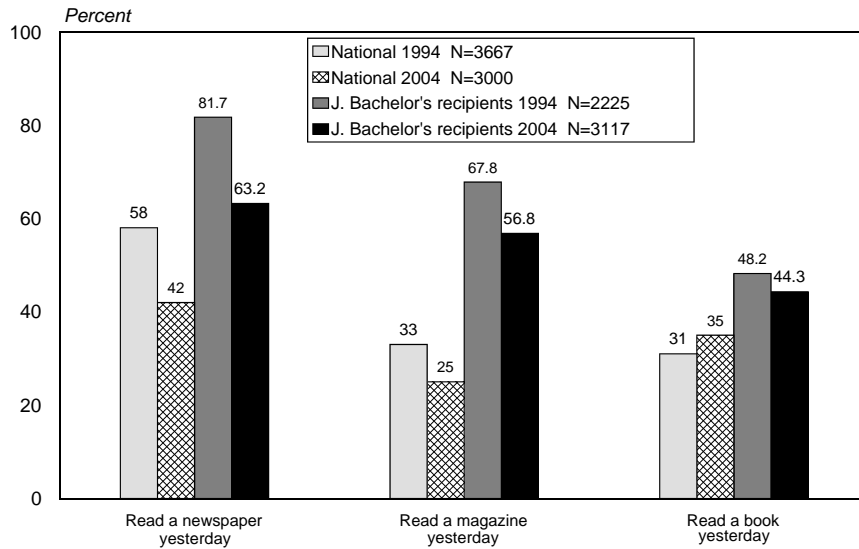
Q. What do you find gives you the best understanding of major news events?



Source: Pew Research Center Survey, June 2005
Annual Survey of Journalism and Mass Communication Graduates

63. Use of print media

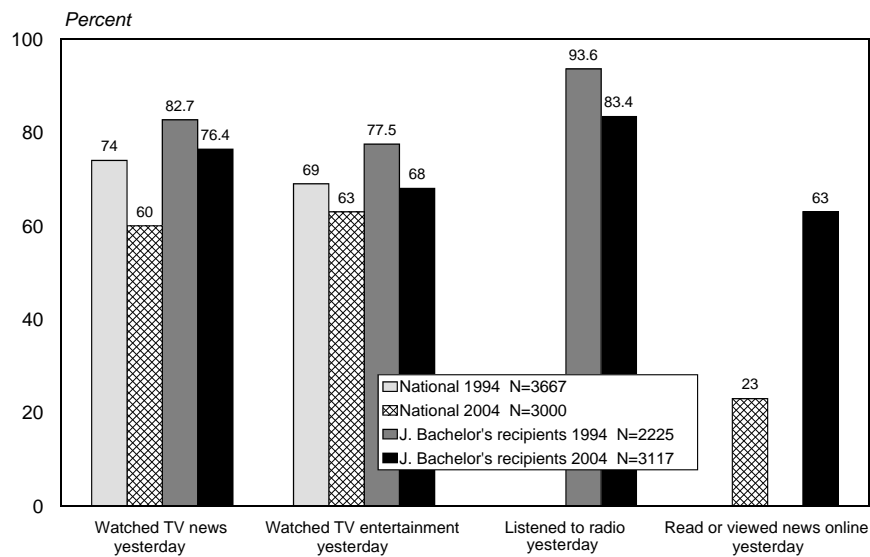
National public and journalism Bachelor's degree recipients use of print media



Source: Pew Research Center Survey, 2004
Annual Survey of Journalism and Mass Communication Graduates

64. Use of electronic media

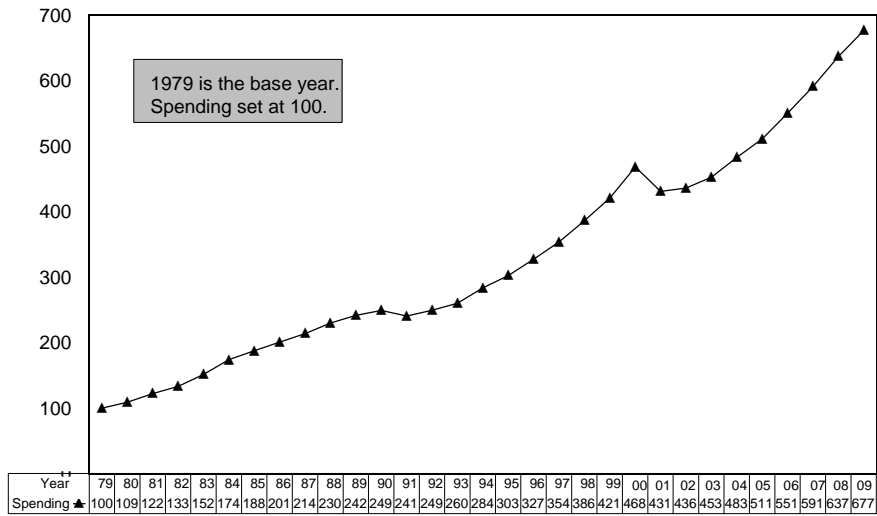
National public and journalism Bachelor's degree recipients' use of electronic media



Source: Pew Research Center Survey, 2004
Annual Survey of Journalism and Mass Communication Graduates

65. Growth in advertising spending from 1979 to 2009

Actual spending 1979 to 2004 and projected spending 2005-2009



Source: Veronis Suhler Stevenson's *Investment Consideration for the Communications Industry*, 2004
 Veronis Suhler Stevenson's *Communications Industry Forecast*, 2005