

2005
Annual Survey of Journalism
&
Mass Communication Graduates

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Executive Summary

- Nearly all of the 2005 journalism and mass communication bachelor's degree recipients who looked for work had at least one in-person job interview in 2005.
- For the second year in a row, the percentage of journalism and mass communication bachelor's degree recipients reporting at least one job offer upon graduation increased in 2005.
- The percentage of bachelor's degree recipients with a full-time job on October 31, 2005, was 62.3, up from 59.7% in 2004 and from 56.1% in 2003.
- Of those graduates who actually looked for work in the five or so months after graduation, the level of full-time employment in 2005 was 73.0%.
- When they returned the questionnaire, 69.9% of the bachelor's degree recipients held full-time jobs.
- The unemployment rate for those who received bachelor's degrees from journalism and mass communication programs in 2005 was just slightly lower than the unemployment rates of their age cohort in the general population.
- The job market for those who earned a master's degree from journalism and mass communication programs around the country also seemed to improve in 2005.
- Salaries for journalism and mass communication bachelor's degree and master's degree recipients in 2005 increased in nominal terms compared with a year earlier. For the bachelor's degree recipients, the gains were erased by inflation; for the master's degree recipients, they were not.
- Graduates in 2005 reported more benefits being offered as part of their employment than was the case in 2004. The improvement in benefits came about because the graduates picked up at least part of the costs.
- Three in 10 of the employed bachelor's degree recipients in 2005 reported that they wrote and edited for the web as part of their jobs.
- Job satisfaction increased in 2005, both for those in full-time and part-time positions.
- Journalism and mass communication bachelor's degree recipients are relatively confident about the future of the newspaper industry and broadcast television and radio.
- About four in 10 of the graduates expect jobs for journalism and mass communication graduates will be greater in 20 years than at present.
- Eight in 10 of the bachelor's degree recipients completed their degree in four years or less.
- The percentage of students working, and the percentage of students working more than 20 hours-per-week, have remained very consistent as well over the last five years.

Employment Indicators Continue to Improve

The job market for journalism and mass communication graduates continued to improve in 2005, suggesting that full recovery from the sharp declines in the market after 2000 is underway.

Graduates reported more job interviews and more job offers in 2005 than a year earlier. The graduates also were more likely to land full-time jobs.

Salaries also increased, though just enough to keep up with inflation. Benefits packages improved, largely through a sharing of costs between the employer and the employee.

The improvements in the job market cut across market segments, with even those graduates seeking jobs in the “old” media enjoying success.

Nearly all of the 2005 journalism and mass communication bachelor’s degree recipients in 2005 who looked for work had at least one in-person job interview in 2005 (**Chart 1**). The actual figure was 95.9%, up from 92.7% in 2004 and 85.4% in 2002. Only a very small percentage of graduates in 2005 reported no interviews at all.

For the second year in a row, the percentage of journalism and mass communication bachelor’s degree recipients reporting at least one job offer on graduation increased in 2005 (**Chart 2**). Three-quarters of the graduates said they had at least one concrete job offer when they left the university, compared with 69.6% a year earlier. Growth over the last two years has been more than 10 percentage points.

Explore all media forms to make yourself more marketable.

--Broadcast news graduate working at a radio station

The percentage of bachelor’s degree recipients with a full-time job on October 31, 2005, was 62.3, up from 59.7% in 2004 and from 56.1% in 2003 (**Chart 3**). Of those graduates who actually looked for work in the five or so months after graduation, the level of full-time employment in 2005 was 73.0% (**Chart 4**). When they returned the questionnaire, 69.9% of the bachelor’s degree recipients held full-time jobs (**Chart 5**).

Across these indicators of the strength of the labor market—number of job interviews, number of job offers, employment on the fixed date of October 31 and employment when the respondent returned the survey instrument—the evidence is consistent. The job market seems well on its way to recovery from the dramatic declines in 2001 through 2003. The recovery has not yet brought the market back to its peak of 2000, when three quarters of the graduates reported being employed full-time when they returned the survey instrument and 82.4% said they had at least one job offer on graduation. Full-time employment is

clearly up, however, and part-time employment—a sign of underemployment—as well as unemployment is down.

In fact, the unemployment rate for those who received bachelor's degrees from journalism and mass communication programs in 2005 was just slightly lower than the unemployment rates of their age cohort in the general population (**Chart 6**). In 2005, 7.9% of the journalism and mass communication graduates were unemployed, based on the same computational procedures as are used by the U.S. Bureau of Labor Statistics, while 8.4% of those 20-24 years old in the overall labor force were unemployed.¹ Journalism and mass communication graduates underperformed their age cohorts in the years from 2001 to 2004, though, historically they generally have shown unemployment rates below those of their age cohort. In general, unemployment in the journalism and mass communication labor force seems to reflect trends in unemployment in the larger society.

An additional indicant of the strength of the labor market for journalism and mass communication graduates is the percentage of graduates with permanent positions. Among those with full-time jobs, 92.2% in 2005 reported that the position was permanent, as opposed to an internship or another type of temporary position. That figure had been 85.7% in 2003. Among those with a part-time job, only 41.5% said the position was permanent, a figure that has been roughly stable in recent years.

Journalism and mass communication graduates seek jobs widely, but most want work in the field for which they studied in college. In 2005, the percentage of bachelor's degree recipients who landed a job in the field of communication was 59.9%, up from 54.2% a year earlier and 49.8% in 2003 (**Chart 8**). The percentage of bachelor's degree recipients who had been able to land a communication job dropped dramatically in 2001 and continued to decline just slightly the next two years. When the job market is tight, graduates take jobs where they can find them. The evidence in this chart is that the recovery is in full force. In 2000, 66.6% of the journalism and mass communication graduates had found communication work. If growth continues in the coming year, graduates will be closing in on the peak figure of 2000.

The recovery in the job market for journalism and mass communication bachelor's degree recipients cut across the four major areas of curricular specialization. Among those graduates who had specialized in print (news editorial) journalism, 73.0% had a full-time job in 2005 when they returned the questionnaire, compared with 68.8% a year earlier and 63.5% in 2003 (**Chart 9**). Of those bachelor's degree recipients who had specialized in telecommunications (or broadcasting, including broadcast journalism), 64.7% had found a full-time job by the time they returned the survey instrument (**Chart 10**). That figure had been 57.1% two years earlier. Among advertising graduates in 2005, 77.2% had found a full-time job by the time they sent in the forms, compared with 69.0% in 2003 and 66.0% back in 2001 (**Chart 11**). Public relations graduates also experienced positive growth in the job market. In 2005, 72.3%

¹The national data are adjusted for season, while the data for journalism graduates are not. In both cases, only those looking for work are included in the computation.

had a full-time job when they were surveyed, compared with 68.8% two years earlier and 65.3% in 2002 **(Chart 12)**.

Clearly what one studies in college, even within the broader field of journalism and mass communication, matters. Telecommunications students in 2005 showed a level of full-time employment that was more than 12 percentage points lower than that for advertising students. In fact, the 2005 figure for telecommunications students, which represented a significant improvement over the low figure of two years earlier, is lower than the 2001 figure for advertising graduates. That year–2001–was the low point in employment for advertising graduates going back to 1988.

What the graduate had studied at the university is a predictor of success in the job market, but so are gender and race/ethnicity. In 2005, as in every year since 1987, women were slightly more successful than men in finding a job **(Chart 13)**. In 2005, the gap was only 2.7 percentage points, and the gap has never been very great. Its consistency, however, is striking.

Similarly, every year since 1988, graduates who are members of a racial or ethnic minority have been less likely to find a job than have been graduates who are not so classified. In 2005, the gap was 7.2%, up from 4.8% a year earlier **(Chart 14)**. Since 2001, members of racial and ethnic minorities have had less success in finding a job in the field of communication, and that was true in 2005 as well **(Chart 15)**. In both of the last two years, the gap was 10 percentage points–larger than it has been at any point since 1988.

Three in 10 of the employed bachelor's degree recipients in 2005 reported that they wrote and edited for the web as part of their jobs **(Chart 16)**. A year earlier, the figure had been closer to two in 10. Slight increases also were reported in the percentage of graduates who were involved in designing and creating computer graphics, non-linear editing, designing web pages, and photo imaging.

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

The job market for those who earned a master's degree from journalism and mass communication programs around the country also seemed to improve in 2005, though the measures are not wholly consistent in showing this trend. In part, this probably reflects the greater instability in the estimates, since only 5.6% of the sample, or 143 graduates, are part of the sample, consistent with national enrollment trends. Journalism education is predominantly an undergraduate field.

The percentage of master's degree recipients with at least one job offer on graduation in 2005 was 69.0, statistically consistent with the estimate from 2004 **(Chart 17)**. The average number of jobs available to the graduates was exactly the same in 2005 as a year earlier. On October 31 of 2005, 65.7% of the master's degree recipients had a full-time job; that figure in 2004 was 62.7% **(Chart 18)**. Of those who had actually started looking for work, 75.8% of the master's degree recipients had full-time employment on October 31 **(Chart 19)**. That figure is up slightly from a year earlier and greatly improved

from the low point of 2001, when 68.9% of those who had sought work had found a full-time job by October 31. When they returned the questionnaire, 72.7% of the master's degree recipients had a full-time job, a figure statistically comparable to that of 2004 (**Chart 20**).

Salaries Improve

Salaries for journalism and mass communication bachelor's degree and master's degree recipients in 2005 increased sharply compared with a year earlier, but so did inflation. For the bachelor's degree recipients, the gains were erased by inflation; for the master's degree recipients, they were not.

In nominal terms, the bachelor's degree recipients in 2005 had a median annual salary of \$29,000, up from \$27,800 in 2004 (**Chart 21, Appendix Table 1**). The figure of \$29,000—in nominal terms—is the highest ever earned by bachelor's degree recipients going back to 1986. The annual inflation rate for the June 2005 to May 2006 period ate up that increase, and the actual salary, in 1985 dollars, was \$15,403, compared with \$15,386 a year earlier. The Consumer Price Index for All Urban Consumers (CPI-U) was 4.2% in May of 2006. It was 2.8% higher in May of 2005 and 3.1% for 2004. In inflation-adjusted terms, graduates in 2000 earned \$1,000 more in 1985 dollars than did graduates in 2005.

Master's degree recipients in 2005 reported a median salary of \$37,000, up from \$33,000 in 2004. The 2005 figure was the highest reported going back to 1989 and up by more than \$1,000 even in inflation adjusted terms from 2004. In 2004, master's degree recipients earned \$18,263 in 1985 dollars, while the figure was \$19,652 in 2005. The gap between the salary earned by master's degree recipients and bachelor's degree recipients in 2005 stood at \$8,000, a figure high in historical terms. In 2004, the gap was \$5,200.

The median salary of \$29,000 earned by journalism and mass communication bachelor's degree recipients in 2005 was nearly \$2,000 below what liberal arts students as a group earned, according to data obtained from college and university career services offices around the country by the National Association of Colleges and Employers (NACE).² Students with business degrees did considerably better still. According to NACE, business administration and management graduates earned \$40,976. Economics and finance majors earned \$45,058, and accounting degree graduates earned \$46,188. Marketing graduates earned \$37,446, while computer science graduates earned \$50,892.

The median salary earned by bachelor's degree recipients who took full-time jobs with the daily newspaper industry increased by \$2,000 over salaries earned by graduates with similar jobs a year earlier

²A summary of the findings for 2005 graduates is on the web at: www.nacweb.org/press/display.asp?year=2006&prid=233

(Chart 22). Salary increases for this industry segment had been at \$500 for each of the last two years, so the 2005 increase was quite striking. The 2005 increase was at a rate that beat inflation.

The median salary earned by the graduates who took full-time jobs in the weekly newspaper industry was just under \$1,000 greater than a year earlier **(Chart 23)**. The increase allowed graduates just to keep up with inflation.

The median salary earned by bachelor's degree recipients who took full-time jobs in the radio industry increased by \$3,000 from a year earlier **(Chart 24)**. The increase outpaced inflation, but salaries in radio dropped in 2004, and the 2005 salary was, in 1985 dollars, about \$1,000 lower than what graduates earned in 2001.

The median salary in broadcast television declined by about \$500 in 2005 **(Chart 25)**. In inflation-adjusted terms, the 2005 graduates were earning almost \$800 below what their counterparts earned after graduation in 2004.

The median annual salary earned by graduates who took jobs in the advertising industry were the same—\$28,000—in 2005 as in 2004 **(Chart 26)**. Because of inflation, that represented about a \$500 decline in earnings. Since 1998, graduates in advertising have not earned so little.

The median salary for journalism and mass communication bachelor's degree recipients who took a job in public relations increased by \$1,500 **(Chart 27)**. The increase outpaced inflation, though only slightly.

In 2005, salaries were above the overall median salary of \$29,000 for those graduates taking jobs with public relations, newsletters and trade publications, and online web publishing **(Chart 28)**. In addition, bachelor's degree recipients who had full-time jobs outside of communication in 2005 reported salaries with a median of \$29,120. This compared with the median salary of \$29,000 for those who took a job in the field of communication.

Journalism and mass communication graduates who took jobs in the northeastern and western parts of the U.S. in 2005 had a higher median salary (\$30,000) than graduates who took jobs in the midwest or the south **(Chart 29)**.

As in previous years, only a relatively small percentage of graduates of journalism and mass communication programs reported being members of labor unions in 2005 **(Chart 30)**. Of the bachelor's degree recipients with a full-time job, 3.5% were in unions. Graduates who were members of unions reported a median salary that was \$5,000 more than graduates who were not in unions **(Chart 31)**. The gap was greater in 2005 than it has ever been in the survey. The gap in 2004 had been a record as well.

In seven of eight comparisons, graduates in 2005 reported more benefits being offered as part of their employment than was the case in 2004. The single exception was for child care. **(See Charts 32-36.)** The improvement in benefits, however, came about because the graduates picked up at least part of the costs. Across five of the eight comparisons, a smaller percentage of the graduates reported that a given benefit was covered entirely by the employer in 2005 than was the case in 2004.

Worker Attitudes

Consistent with the data on level of employment, the percentage of graduates who said they took the job they held because it was the only one available to them declined in 2005 (**Chart 37**). The percentage of graduates who took the job because it was “what they wanted to do” increased slightly. The gap between these two figures was 30 percentage points. In 2005, 55.2% of the graduates said that “things are fine” with the job they held or “small improvements were needed,” up from 49.3% a year earlier (**Chart 38**).

Job satisfaction increased in 2005, both for those in full-time and part-time positions (**Chart 39**).

Satisfaction is near its all-time high for the bachelor’s degree recipients. 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 bachelor’s degree recipients happy with their career choice also increased slightly in 2005 (**Chart 40**). About

Send your resume to everybody, even if they aren’t hiring.

--Advertising graduate working in marketing at a non-media company

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 in the occupation and the percentage thinking they will retire with their current employer both increased slightly from a year earlier (**Chart 41**). Relatively few graduates have either expectation.

The percentage of graduates who said they were proud to be working with their current employer increased slightly in 2005 versus a year earlier (**Chart 42**). The figure is basically back to the level of 2000 and represents a significant amount of positive feeling about the current employer. Three-quarters of the graduates report pride in working for their firm or organization. Organizational commitment also was high, with three-quarters of the bachelor’s degree recipients saying they are “very” or “moderately” committed to the company for which they work (**Chart 43**). Change from a year earlier in both 2005 and 2004 was slight but in the positive direction. About six in 10 of the bachelor’s degree recipients said they felt the work they were doing was meaningful in 2005 (**Chart 44**). The percentage has changed little since the item was first included on the survey in 2000.

Media Use, Media Projections

Journalism and mass communication bachelor's degree recipients in 2005 were even less likely than their counterparts only a year earlier to report having read a newspaper the day before they completed the survey (**Chart 45**). In 2005, 55.8% of the graduates said they read a newspaper "yesterday," compared with 63.2% a year earlier and 81.7% when the same question was included in the 1994 graduate survey. The percentage that reported reading a magazine was the same in 2005 as in 2004, and the percentage reporting having read a book also was nearly the same the two years.

Watching television news "yesterday" also was nearly the same for the 2005 graduates as it was for the 2004 graduates (**Chart 46**). About three-quarters of the graduates reported being television news viewers. Half of the 2005 graduates reported listening to radio news "yesterday." The item was new to the 2005 survey. And just fewer than six in 10 of the graduates reported reading the news online "yesterday" in 2005, up just slightly from a year earlier.

The 2005 graduate survey contained 10 items designed to get a sense of how journalism and mass communication graduates see the future of the media industries and the occupations that surround them. These items had never been included in a graduate survey before.

The journalism and mass communication bachelor's degree recipients are relatively confident about the future of the newspaper industry and about broadcast television and radio—perhaps more confident than many writers in these media themselves. Three-quarters of the graduates said that major cities will have at least one daily newspaper in 20 years, two-thirds expect the current television broadcast networks to survive for 20 years, and more than half said they thought broadcast radio will survive that long (**Chart 47**).

The graduates do not expect the media to look the same in 20 years. Three in 10 disagree with the statement that the media will remain unchanged in terms of appearance (**Chart 48**). Eight of 10 think most people will get their news from the internet in 20 years. Only four in 10 think most people will get their television entertainment via the internet; nearly the same ratio simply said they didn't know the answer to that question. Just fewer than half of the bachelor's degree recipients think that advertisers will find it easier to spread their messages in 20 years; about three in 10 think advertisers will have a more difficult task in 20 years.

About four in 10 of the graduates expect jobs for journalism and mass communication graduates will be greater in 20 years than is present now, while about three in 10 think the number of jobs will

Stay positive. Don't compromise your values and ideas.

—Communication and environmental studies graduate working at an educational institution

decrease (**Chart 49**). Two-thirds of the graduates think “people who know how to communicate” will always find a job. Only three in 10 are convinced that specialization is key. That ratio of students endorsed the statement that students with only one specialization will not find jobs in 20 years; about four in 10 said they disagreed with that statement.

Working, Networking in College

In 2005, 81.4% of the bachelor’s degree recipients reported that they completed their degree in four years or less (**Chart 50**). This is a slight increase from the figure in 2000. The percentage of students working, and the percentage of students working more than 20 hours-per-week, have remained very consistent as well over the last five years (**Chart 51**). Only about one in four students did not work in the last year in college, and about three in 10 worked more than 20 hours-per-week.

Since 1995, the percentage of students reporting that they had at least some debt as a result of college has remained relatively steady (**Chart 52**). More than half of the students report having debt. Nearly three in 10 said the debt is \$15,000 or higher. This figure as well has been consistent going back to 2000.

Despite their heavy work loads, the students get involved in student professional groups. In fact, in 2005, more than two-third of the graduates listed at least one professional organization that they were active in while in college. The dominant organization was Public Relations Student Society of America, with 16.0% of the graduates claiming involvement (**Chart 53**). This figure is an increase from 2002 and 2003, when the survey last included this item. The next most popular group is Society of Professional Journalists, with 5.0% of the 2005 graduates saying they were involved in a campus chapter. This figure is unchanged from 2003 and down slightly from 2002. Participation in Ad Club was at nearly the same level, followed by participation in American Advertising Federation.

Closing Comments

It was, to be sure, a more favorable job market that the 2005 journalism and mass communication graduates experienced than had the 2004 graduates, and a considerably more favorable job market that graduates experienced the year before that.

The 2005 journalism and mass communication bachelor’s degree recipients were more likely to have at least one in-person job interview, had more job offers on graduation, and were more likely to actually land a full-time job than were 2004 graduates. The jobs landed were more likely to be in the field of communication.

While the improvements in the job market cut across industry segments, the market remains weaker for those graduates who specialized in telecommunications than for those in print journalism, in public relations or in advertising. Women enjoyed more success in the job market in 2005; minorities enjoyed less. All of these findings are continuations of long-standing trends in the field.

The job market for journalism and mass communication master's degree recipients was not as favorable as for those who received bachelor's degrees, but the evidence is that this smaller part of the labor market is improving as well.

The recovery in the job market is two years old. The trend is positive for the future, but weaknesses in the overall economy can certainly reverse the patterns. Even with the two years of positive growth, the job market for journalism and mass communication graduates remains behind what it was in 2000—the year that represents the most favorable market for graduates in the last 20 years.

In nominal terms, salaries also increased for the 2005 graduates, both those who earned bachelor's and those who earned master's degrees. Inflation took a heavy toll, particularly on the growth in salaries received by the bachelor's degree recipients. In fact, bachelor's degree recipients in 2005 earned nearly the same amount in inflation-adjusted dollars as did graduates in 1988. Salaries had made some gains against inflation in 2000, but that gain has since eroded. Improvements in the benefits that graduates receive with their jobs also have come about largely as a result of the contributions made by the graduates, rather than as a result of benefits fully funded by employers.

Journalism and mass communication graduates appear to have done less well in 2005 in terms of salary than the average liberal arts graduates, and they did much worse than their counterparts who earned business degrees.

The 2005 graduates reported being satisfied with their jobs, with their employers, and with their decision to study journalism and mass communication in the first place.

The media were filled with negative reports in 2005 and early 2006 about the decline of the traditional media industries, about the poor prospects for those working in these industries, and about the dramatic changes that will take place in the future. Journalism and mass communication graduates seem not to believe the predictions. For the most part, they seem to think the existing media industries will survive, though they will look different. The graduates, who themselves are more likely to have read news online the day before completing the survey than to have read it in a newspaper or a magazine, think the internet will bring about change. They are particularly persuaded that most people will get their news from the internet in the future. The graduates are not certain that jobs will increase in the field, but they feel confident that people who have the kind of skills they sought to acquire in college will have success in the job market in the future.

Most of those who earned a bachelor's degree from a program in journalism and mass communication in 2005 worked while in school yet still completed their degrees in four years. Almost half left the university with no debt. For the most part, these findings are unchanged over recent years.

Methodology

The *Annual Survey of Journalism & Mass Communication Graduates* is designed to monitor the employment rates and salaries of graduates of journalism and mass communication programs in the United States, including Puerto Rico. In addition, the survey tracks the curricular activities of those graduates while in college, examines their job-seeking strategies, and provides measures of the professional attitudes and behaviors of the graduates upon completion of their college studies.

Since 1997, the *Annual Survey of Journalism & Mass Communication Graduates* has been conducted at the Grady College of Journalism and Mass Communication at the University of Georgia.

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 2005, 89 schools were drawn from the 458 unique entries of four-year programs in the U.S. (including Puerto Rico) in the two directories.

Administrators at the selected schools are asked to provide the names and addresses of their spring bachelor's and master's degree recipients. A questionnaire was mailed in November 2005 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 2006. A third mailing was sent in March 2006 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 2005, the survey was mailed to 8,439 individuals whose names and addresses were provided by the administrators of the 89 programs. A total of 2,754 returned the questionnaires by the end of May of 2006. Of the returns, 2,555 were from students who reported they actually had completed their degrees during the April to June 2005 period. The remaining 199 had completed their degrees either before or

after the specified period, despite their inclusion in the spring graduation lists. A total of 531 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 32.6%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 34.8%.³ Of the 2,555 usable questionnaires, 2,412 (94.4%) were from bachelor's degree recipients and 143 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 48,750 students who earned bachelor's degrees and the 3,500 students who earned master's degrees in academic year 2004-2005 from the 458 colleges and universities across the United States and Puerto Rico offering programs in journalism and mass communication. Comparisons are made with data gathered in graduate surveys back through 1986. Data on master's degree recipients have been available since 1989.

Sample error for the 2005 undergraduate data is 2.0%. Sample error terms for earlier surveys were: 1.8% (2004), 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 2006 is 8.4%, slightly higher than in previous years. In many instances in this report, 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 2.0%, depending on the actual number of persons for whom data are reported. In addition, many comparisons between subgroups in the sample and between the 2005 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 75.0% of respondents. Members of racial or ethnic minorities made up 18.6% of those returning questionnaires. These sample characteristics are similar to those in recent years. Overall, the sample reflects slightly higher return rates from women and slightly lower return rates from minorities, based on the known characteristics of the 458 schools from which the sample was drawn.

Funding for the 2005 graduate survey was provided by the American Society of Newspaper Editors, the Arlington Community Foundation, the Association for Education in Journalism and Mass Communication, the Association of Schools of Journalism and Mass Communication, Cox Newspapers

³The return rates in 2004 were 37.2 and 39.8. In general, return rates have been declining for this and other surveys across time. In 2005, four schools provided lists that did not produce a single usable return. An examination of the nonusable returns suggests the lists themselves were faulty. Remove of these four schools from the computation of return rates increases the respective rates to 33.3% and 35.4%.

Inc., Gannett, the Hearst Corporation, the John S. and James L. Knight Foundation, the National Association of Broadcasters, the Newsletter & Electronic Publishers Foundation, Newspaper Association of America, The Newspaper Guild–CWA, the Sigma Delta Chi Foundation of the Society of Professional Journalists, the Scripps Howard Foundation, and the Grady College of Journalism and Mass Communication at the University of Georgia.⁴

Supplemental charts and tables from the *Annual Survey of Journalism & Mass Communication Graduates* are included in an Appendix to this report. The charts and tables report data on the curricular specialization of the graduates, their job seeking strategies, and other aspects of their college and post-college experiences. Also included is a detailed salary table. As appropriate, data from earlier years are included in the supplemental charts and tables.

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Partner Schools

The following 89 schools participated in the 2005 Annual Survey of Journalism & Mass Communication Graduates and are partners in this project:

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

Partner Schools (continued)

Oklahoma State University (OK)
University of Oklahoma (OK)
Southern Oregon University (OR)
University of Oregon (OR)
Elizabethtown College (PA)
LaSalle University (PA)
University of South Carolina (SC)
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)
Howard University (DC)
University of Puerto Rico (PR)

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2. Job offers to Bachelor's degree recipients

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

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Employment status of Bachelor's degree recipients

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Employment of Bachelor's degree recipients in the broadcasting specialty

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15. Minority employment in communications

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Employment status of Master's degree recipients

19. Employment Status Oct. 31

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

20. Employment status

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

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

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

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

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

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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

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Journalism Bachelor's degree recipients' use of electronic media

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48. Graduates' view of the future of the field

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49. Graduates' view of the future of the field

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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

S14. Other communication work

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

Appendix: Supplemental Charts and Tables (continued)

S15. Hiring news students

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

S16. Hiring broadcast students

Students with an emphasis in telecommunications who choose their own specialty

S17. Hiring 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 2005

S20. Minorities and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005

S21. Minorities and job seeking II

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S22. Gender and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005

S23. Gender and job seeking II

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005

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

Comments from the 2005 Graduates

Every year, those completing the *Annual Survey of Journalism and Mass Communication Graduates* are asked to provide advice “to those who follow you.” Here is a sampling of the comments from the 2005 graduates.

Be willing to do something you think is unrelated to your field. Be willing to start at the bottom. Start looking before graduation! Do many internships! They got me my job and I love what I do.

Female bachelor’s degree

**recipient in public relations,
working in design and layout
at a wedding photo studio**

Write for every section of the school newspaper. Never stop asking questions. Never give up.

**Male bachelor’s
degree recipient in
news-editorial/print
journalism, working**

Learn as much as you can. Learn another language. Listen more than you speak.

**Male bachelor’s
degree recipient in
photography, working
at an internet
publishing company**

Do not feel hopeless when job prospects aren't coming your way right after graduation. Ask everyone you know if jobs are available at different companies. Exploit your personal network. Never rule out going to grad school, law school, med school, etc.

**Female bachelor’s degree recipient in
journalism, working in corporate
communication at a cable TV company**

Freelance. Build a relationship with a couple of professors. Don't just look for paid internships--look for one's with great hands-on experience.

**Female bachelor’s degree recipient in news
editorial/print journalism, working in media relations at
a PR company**

Definitely get experience while in school – whether internship or working on projects on campus . As a manager, I look for students who went above and beyond to build a portfolio. Shows perseverance, motivation, and a seriousness regarding profession.

Female master’s degree recipient in public relations, working in media relations in a PR/advertising company

Be a well-rounded student and use co-ops or internships as a way to build job experience. Many employers value past job experience, so build resume early.

Female master’s degree recipient in communication, working in communication research at an educational institution

Get involved as much as possible before you graduate. Find an internship. Be realistic about the market. Realize that no one starts out on top.

Male bachelor’s degree recipient in news-editorial/print journalism, working in a daily newspaper

In the real world, you must have at least 3-5 years of professional experience (often 10) to find an executive level position.

Male Master’s degree recipient in communications, working in customer service in non-media corporation

Don’t expect to find a good job the week you graduate.

Female bachelor’s degree recipient in broadcast news, working in PR company

Search early. Search hard. Learn programming.

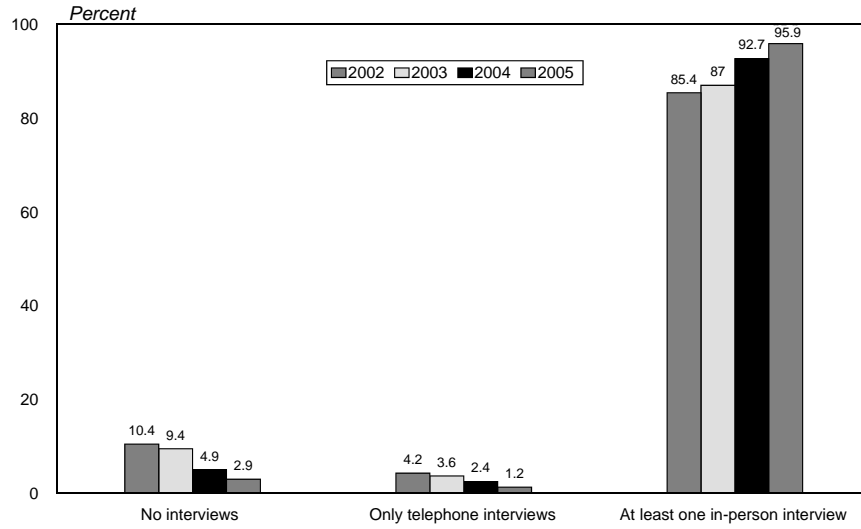
Male bachelor’s degree recipient in news-editorial, working at daily newspaper

Be sure to obtain some kind of professional internship prior to graduation. It does not have to be the ideal internship either. You’ll be surprised at what comes out of them no matter how you feel about the experience initially.

Female bachelor’s degree recipient in public relations, working full-time for a PR/advertising company

1. Job interviews of Bachelor's degree recipients

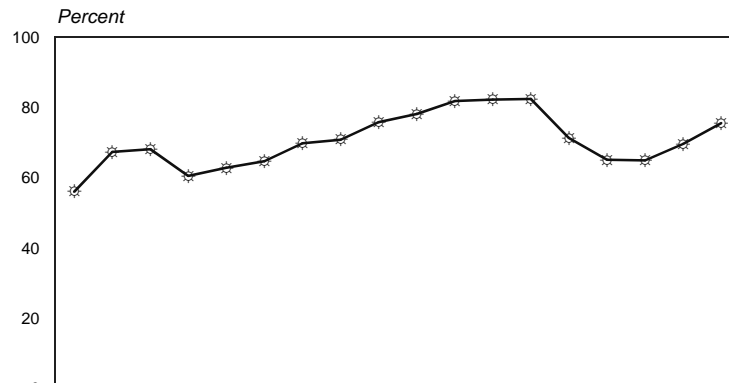
Number of interviews by Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

2. Job offers to Bachelor's degree recipients

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

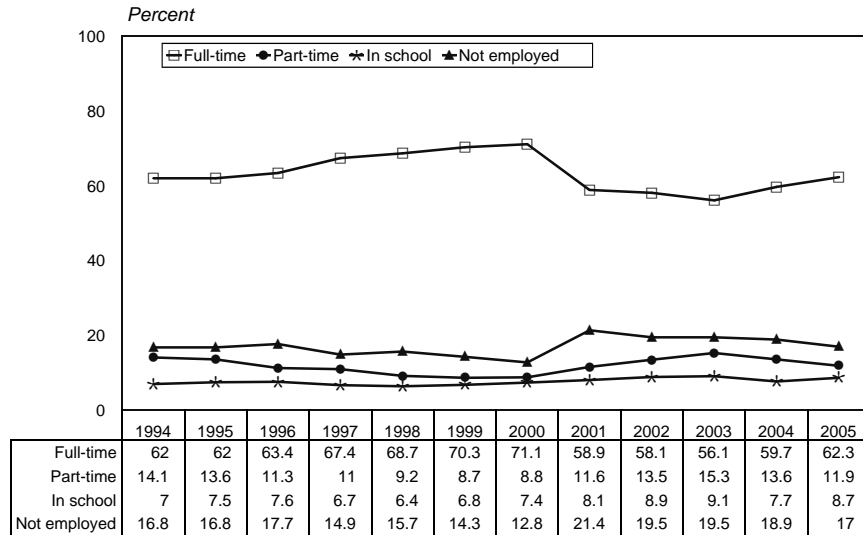


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Percent at least one job offer	56	67.3	68.1	60.5	62.8	64.7	69.8	70.8	75.8	78.1	81.8	82.2	82.4	71.3	65.1	64.9	69.6	75.5
Mean=number of jobs	1.2	1.6	1.5	1.2	1.2	1.4	1.5	1.6	1.7	2	2.2	2.2	2.3	1.6	1.2	1.2	1.4	1.6
(N)	587	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412

Source: Annual Survey of Journalism & Mass Communication Graduates

3. Employment status Oct. 31

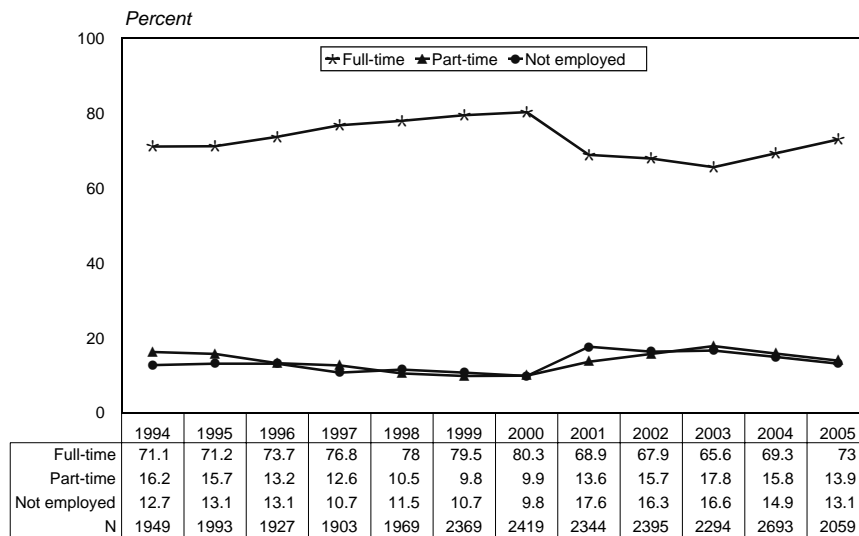
Employment status of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

4. Employment status Oct. 31

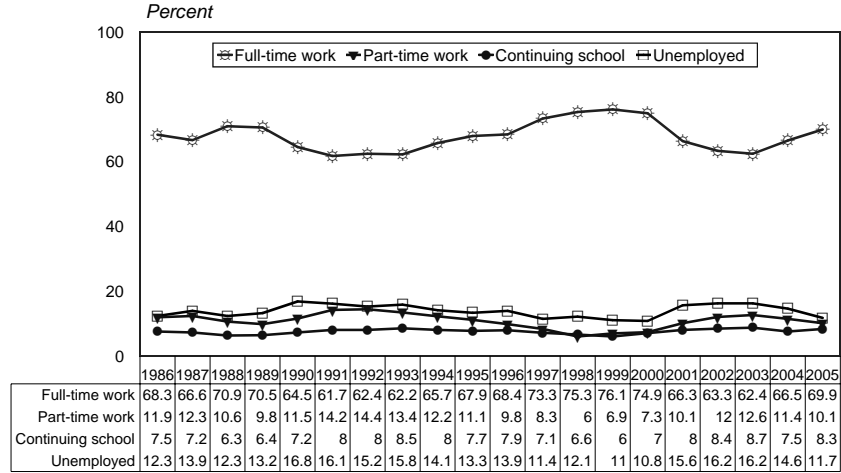
Employment status of Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

5. Employment status

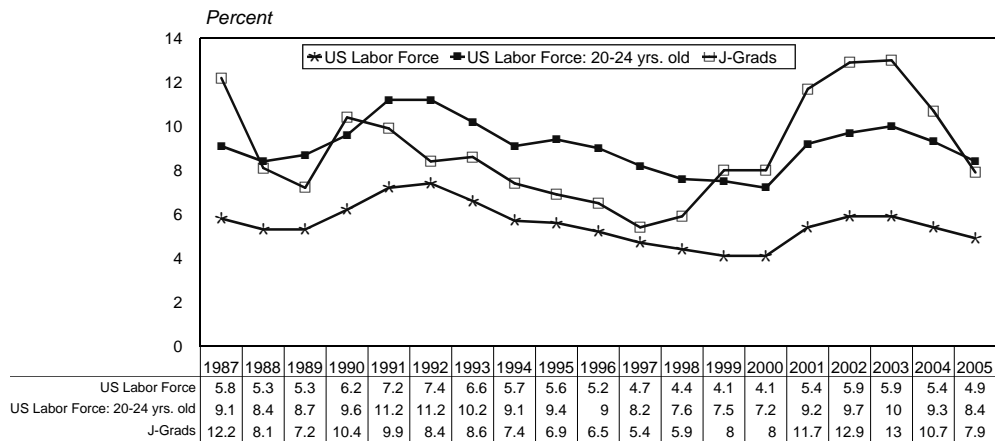
Employment status of Bachelor's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

6. Unemployment rates

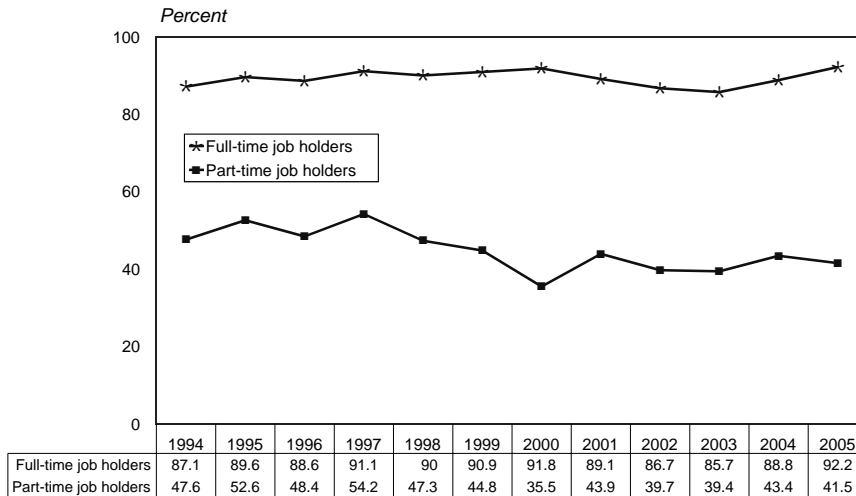
Unemployment rates of journalism Bachelor's degree recipients compared to U.S. labor force data. U.S. figures represent seasonally adjusted unemployment rates averaged across June of the shown year to May of the following year.



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

7. Permanent positions

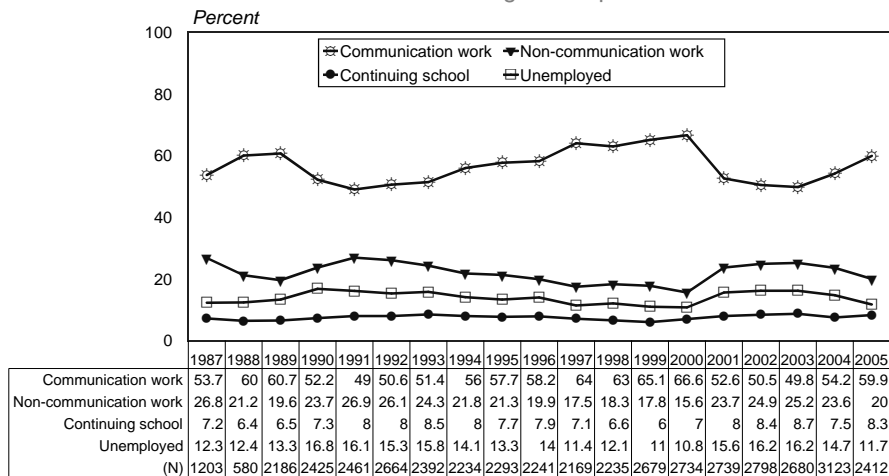
Status of Bachelor's degree recipients: percent in permanent positions



Source: Annual Survey of Journalism & Mass Communication Graduates

8. General types of work

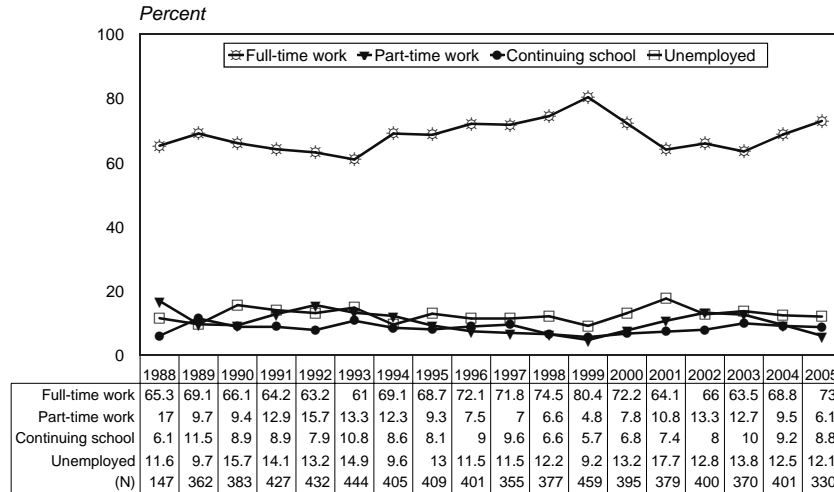
An overview of Bachelor's degree recipients' work situations



Source: Annual Survey of Journalism & Mass Communication Graduates

9. Employment, news-editorial

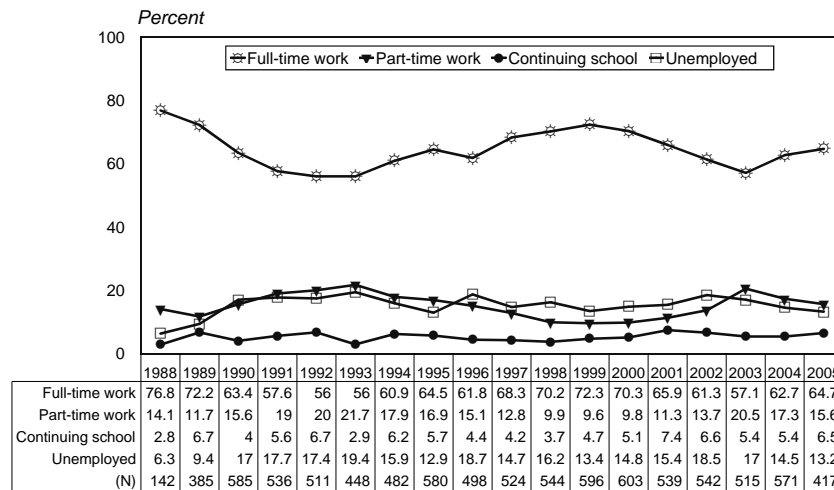
Employment of Bachelor's degree recipients in the editorial specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

10. Employment, broadcasting

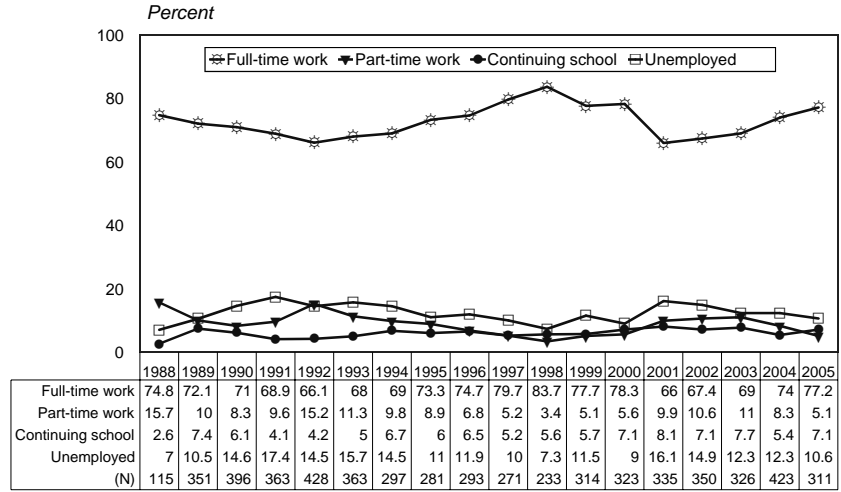
Employment of Bachelor's degree recipients in the broadcasting specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

11. Employment, advertising

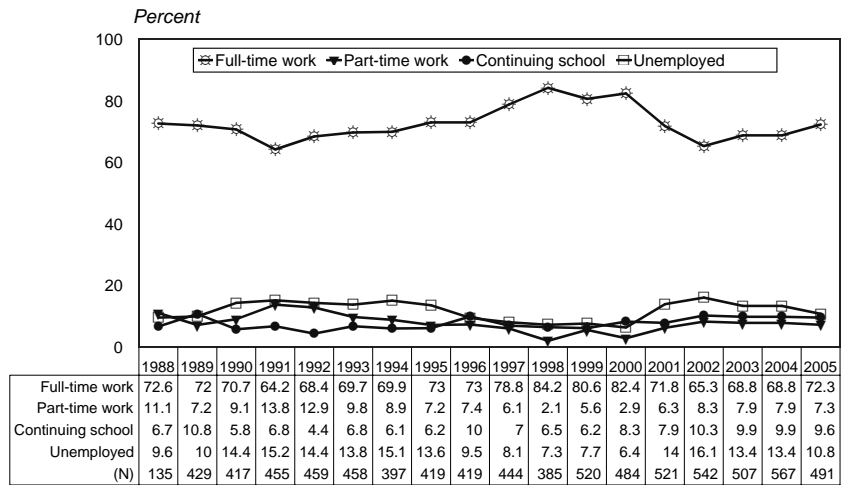
Employment of Bachelor's degree recipients in the advertising specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

12. Employment, PR

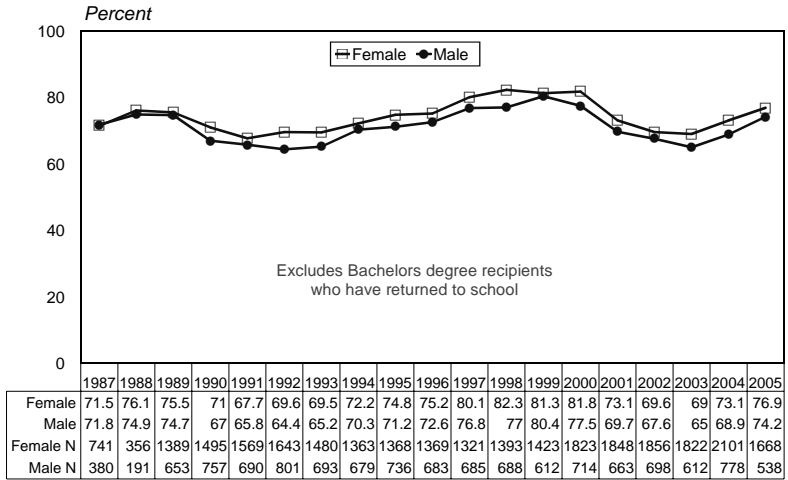
Employment of Bachelor's degree recipients in the public relations specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

13. Gender and employment

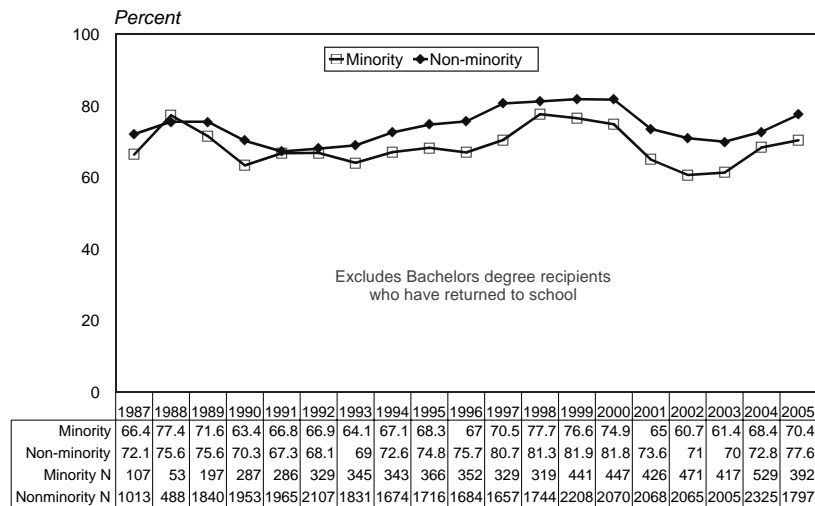
Full-time employment of female and male Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

14. Minority employment

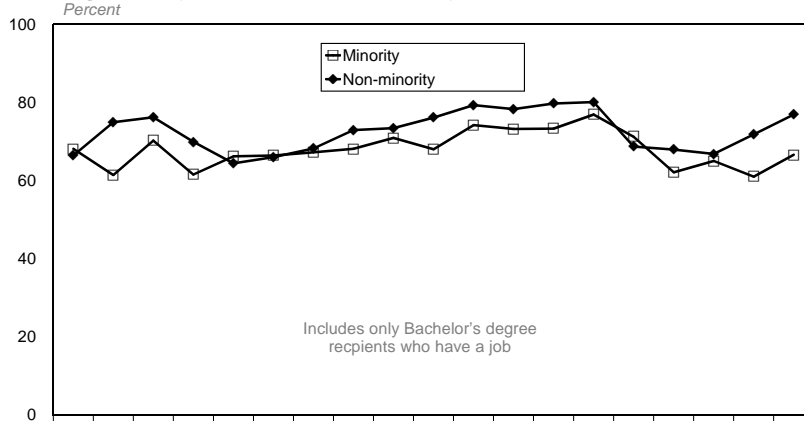
Full-time employment of minority and non-minority Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

15. Minority employment in communications

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



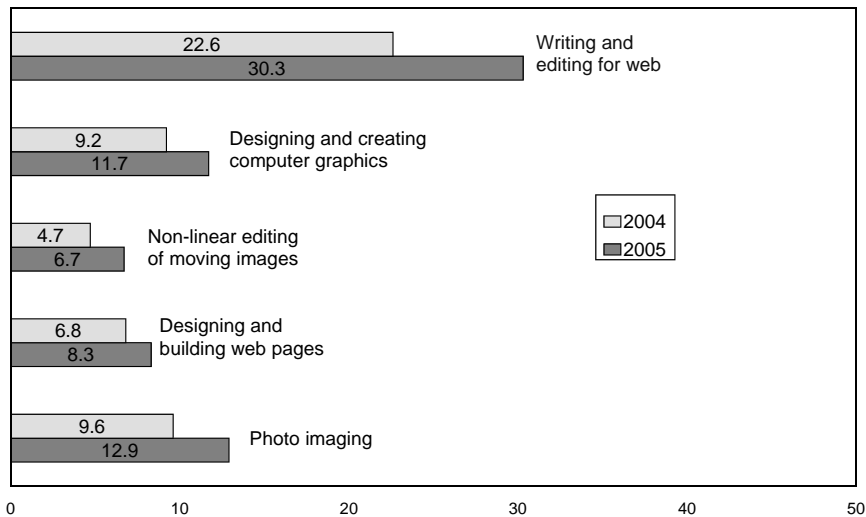
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Minority	68.1	61.4	70.2	61.5	66.2	66.4	67.2	68.1	70.9	68	74.2	73.2	73.3	76.9	71.2	62.1	65	61	66.6
Non-minority	66.4	74.9	76.2	69.9	64.4	66	68.2	72.9	73.4	76.1	79.3	78.3	79.7	80.1	68.7	67.9	66.8	71.8	76.9
Minority N	94	44	168	226	228	268	271	279	296	272	275	269	352	377	330	346	306	443	332
Non-minority N	867	419	1576	1599	1625	1762	1529	1427	1485	1448	1467	1518	1834	1842	1733	1732	1684	1965	1573

Source: Annual Survey of Journalism & Mass Communication Graduates

16. Technical work performed in job

An overview of jobs of employed Bachelor's degree recipients

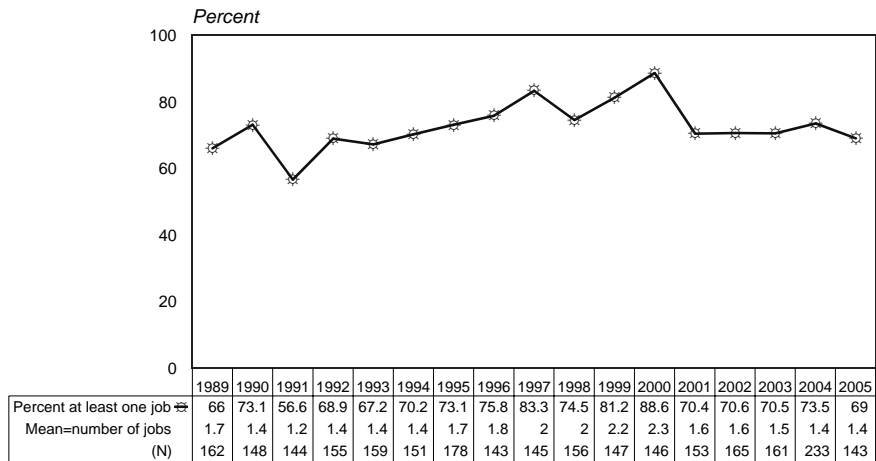
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

17. Job offers, Master's degree recipients

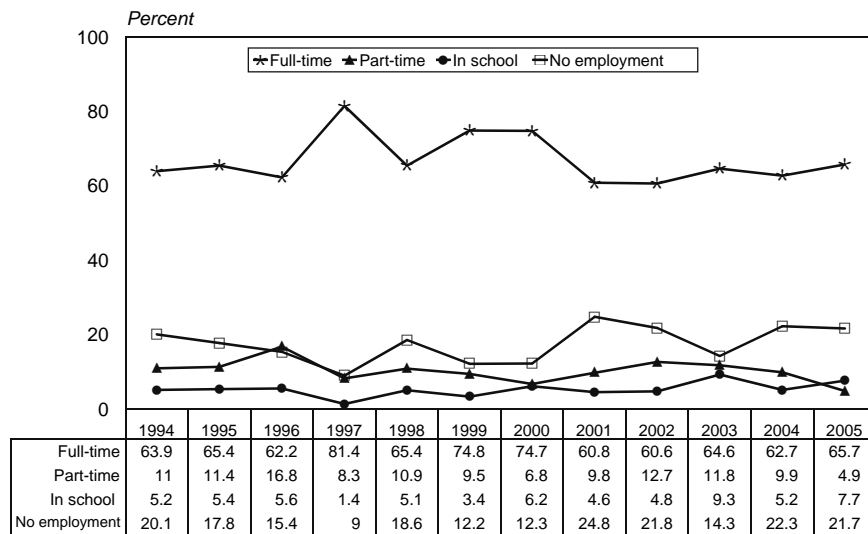
Job offers to Master's degree recipients on graduation:
percent with at least one job



Source: Annual Survey of Journalism & Mass Communication Graduates

18. Employment Status Oct. 31

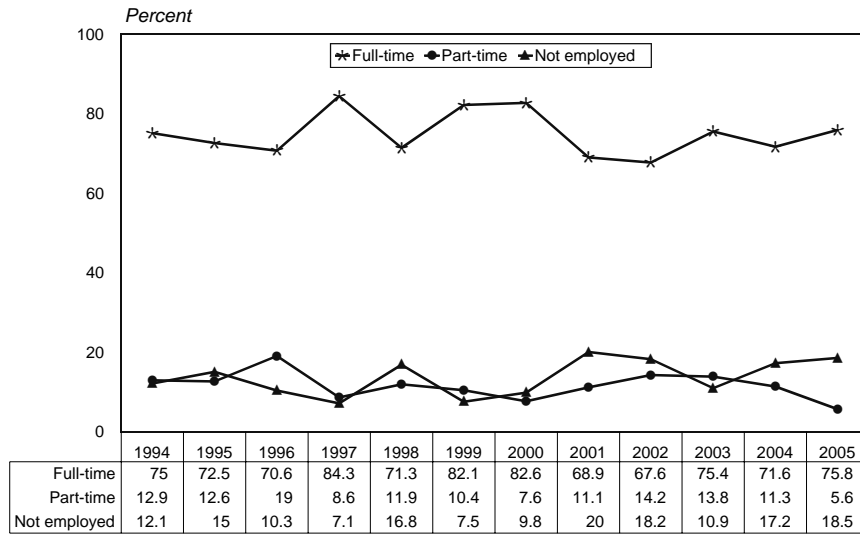
Employment status of Master's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

19. Employment Status Oct. 31

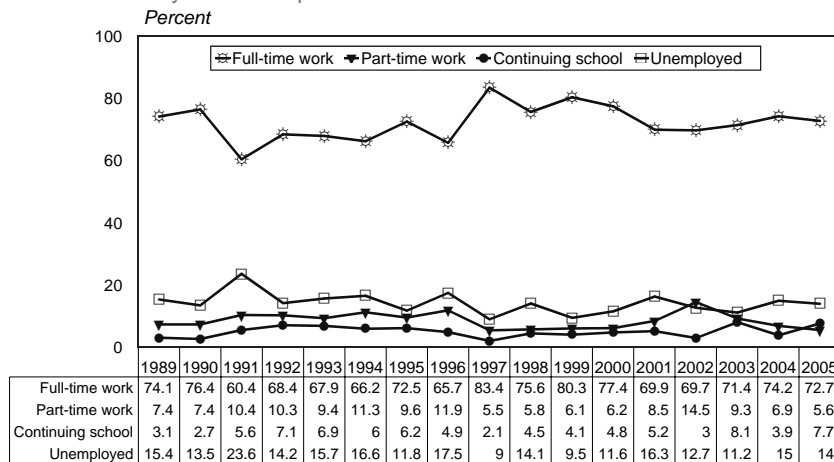
Employment status of Master's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

20. Employment status

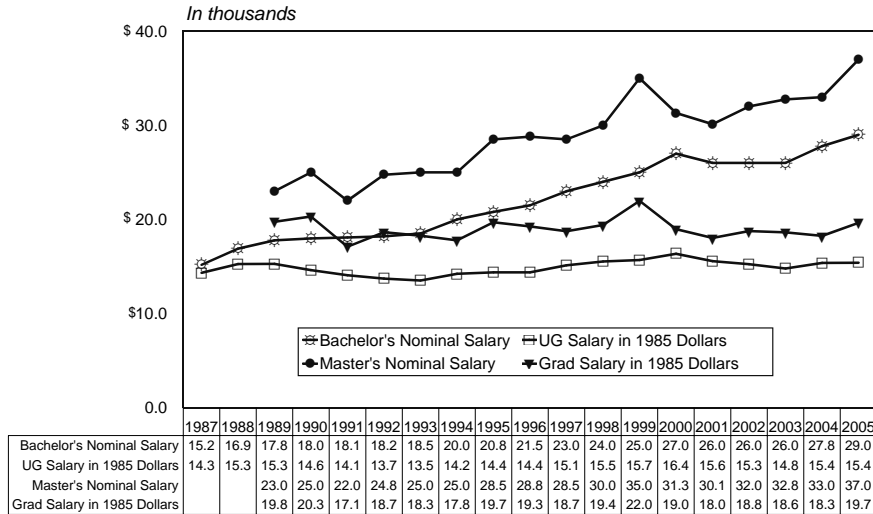
Employment status of Master's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

21. Overall salaries

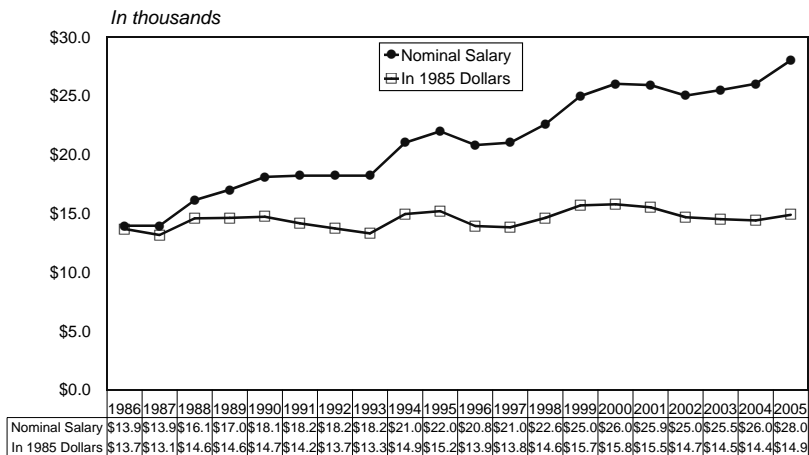
Overall nominal median annual salaries and adjustments for inflation for Bachelor's and Master's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

22. Salaries in dailies

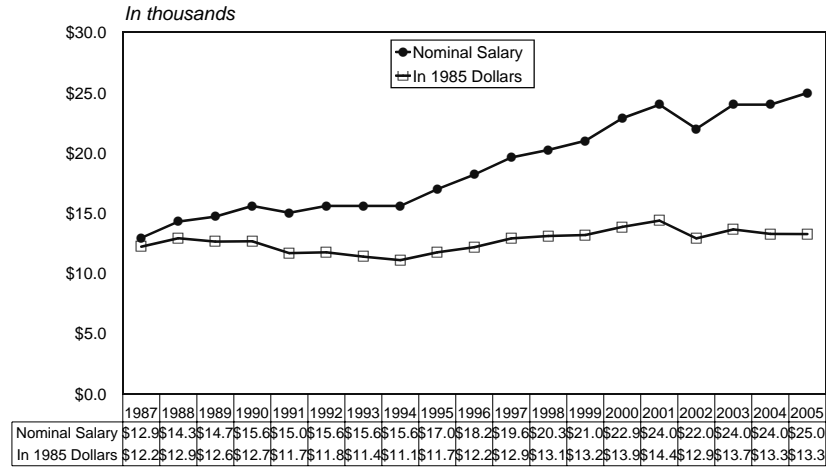
Annual nominal median salaries and adjustments for inflation at daily newspapers - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

23. Salaries in weeklies

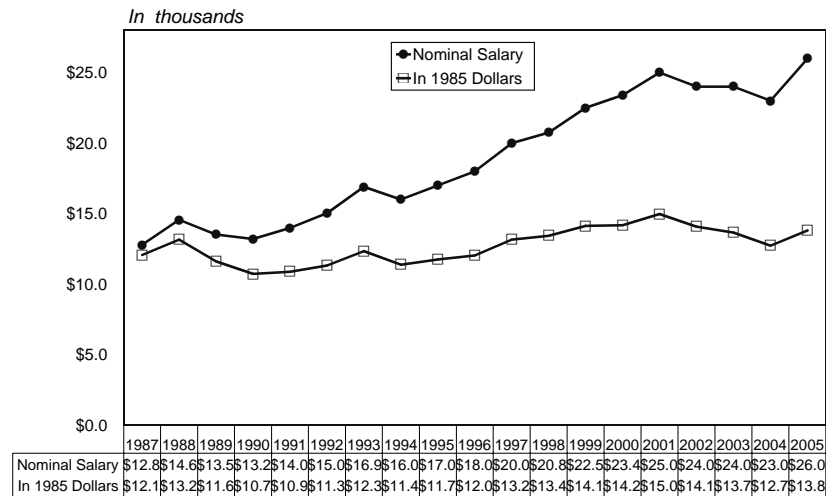
Annual nominal median salaries and adjustments for inflation at weekly newspapers - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

24. Salaries in radio

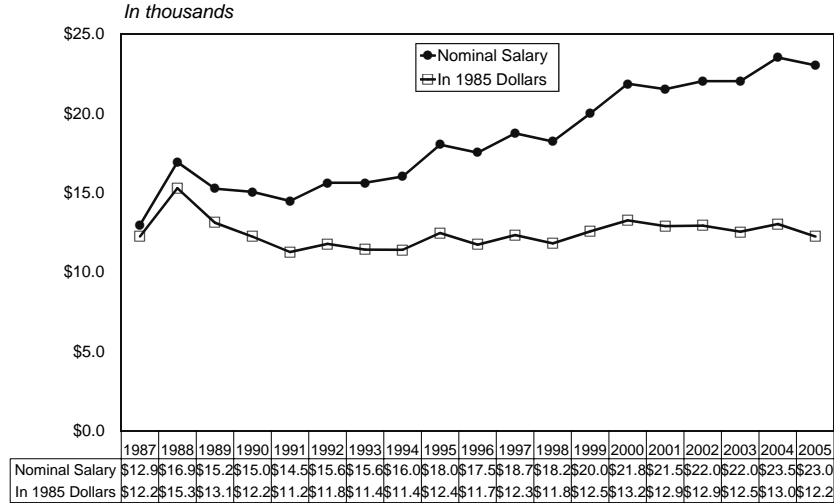
Annual nominal median salaries and adjustments for inflation in radio - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

25. Salaries in television

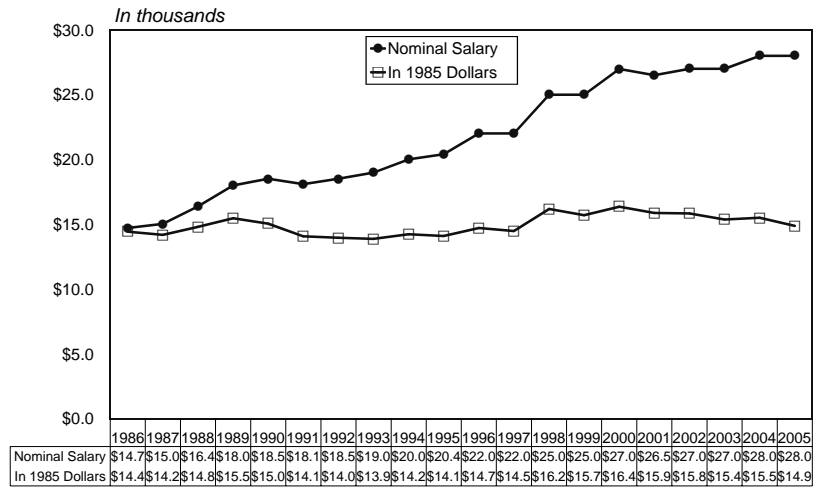
Annual nominal median salaries and adjustments for inflation in TV - Bachelor's degree recipients with full-time jobs



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

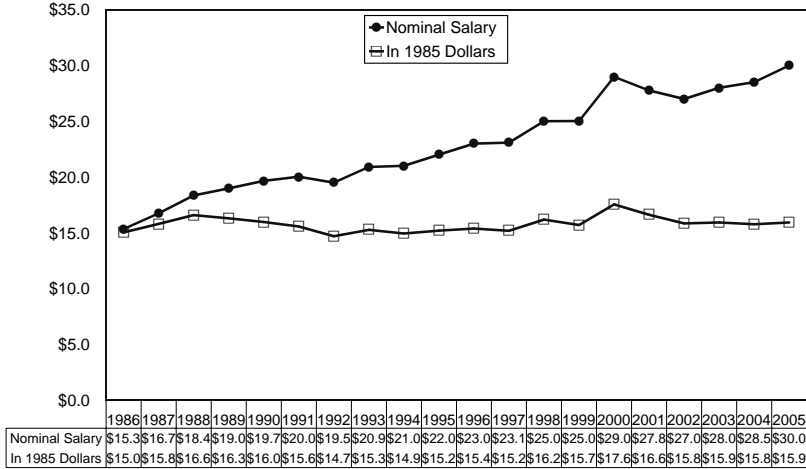


Source: Annual Survey of Journalism & Mass Communication Graduates

27. Salaries in PR

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

In thousands

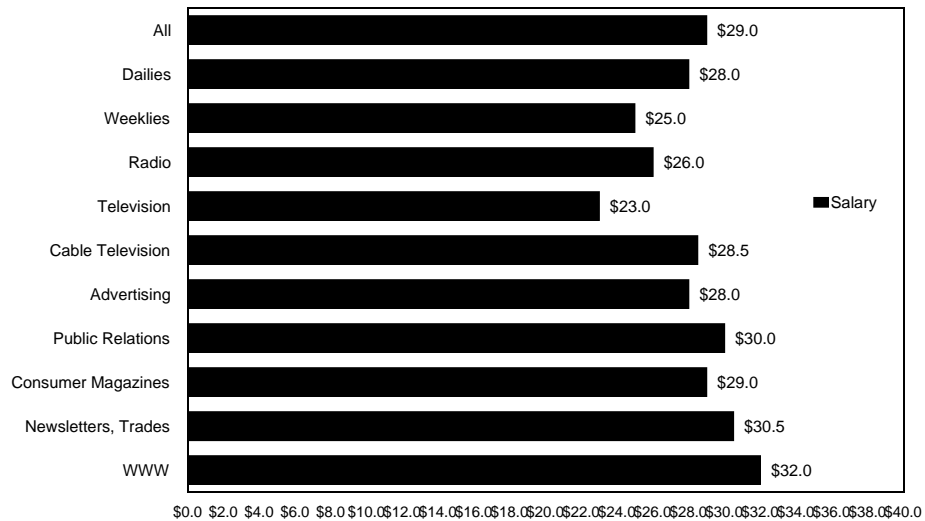


Source: Annual Survey of Journalism & Mass Communication Graduates

28. Salaries compared

Median yearly salaries for 2005 Bachelor's degree recipients with full-time jobs

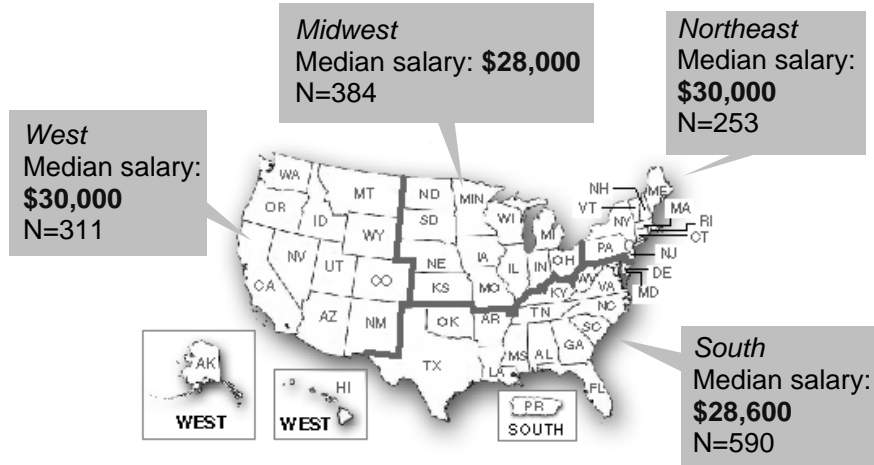
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

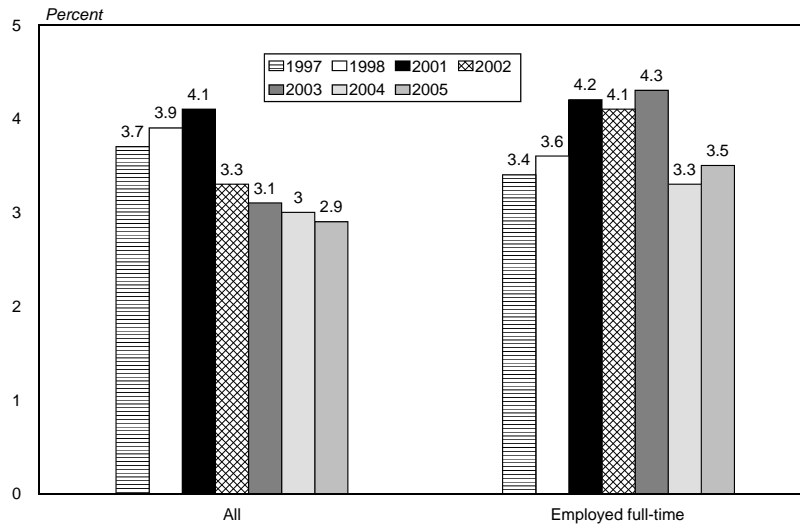
29. Salaries by region

Median yearly salaries for 2005 Bachelor's degree recipients with full-time jobs



30. Union membership of JMC graduates

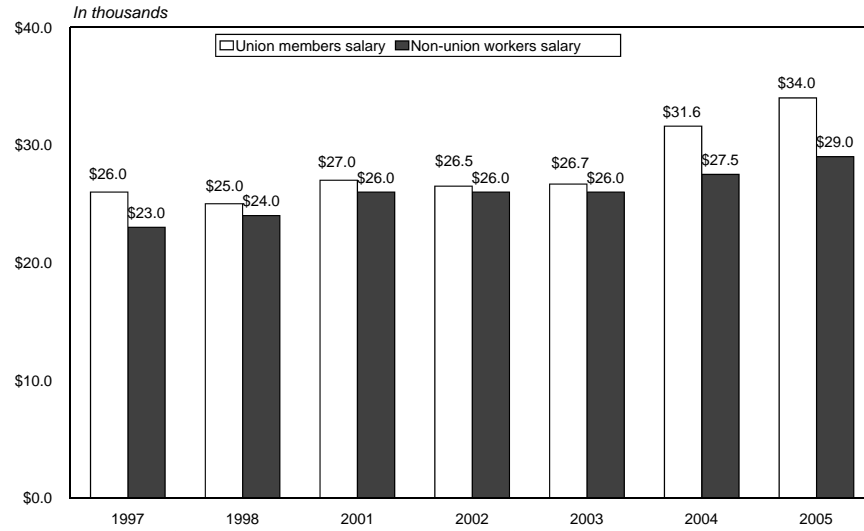
Union membership of Bachelor's degree recipients



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

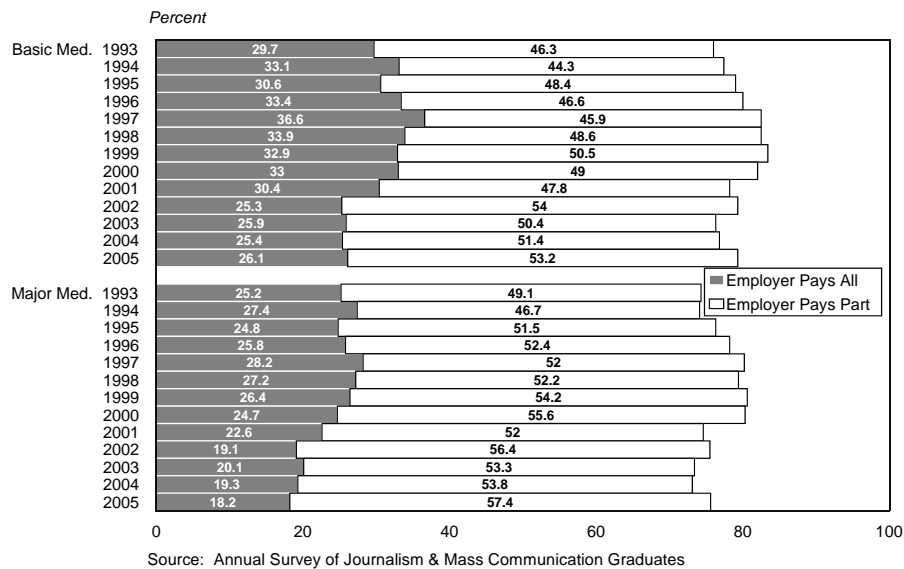
31. Yearly salary for union members and non-union workers

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



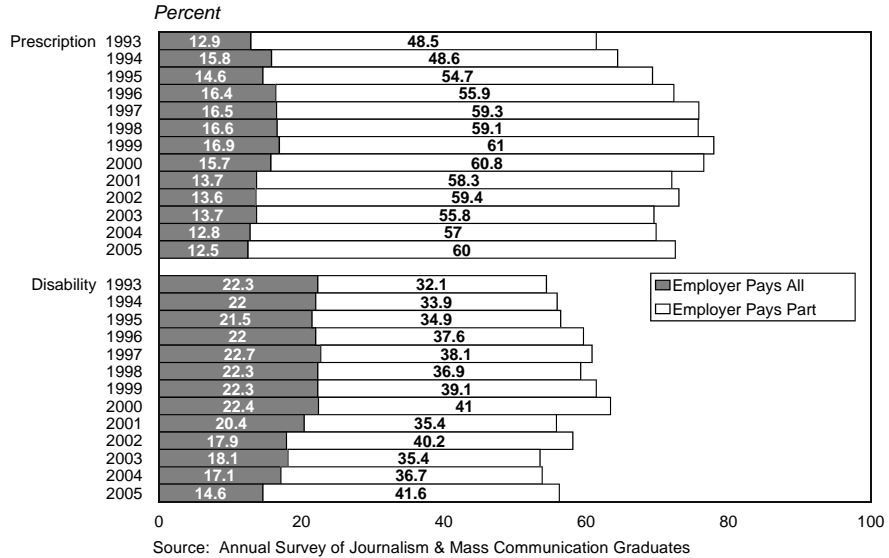
32. Job benefits I

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



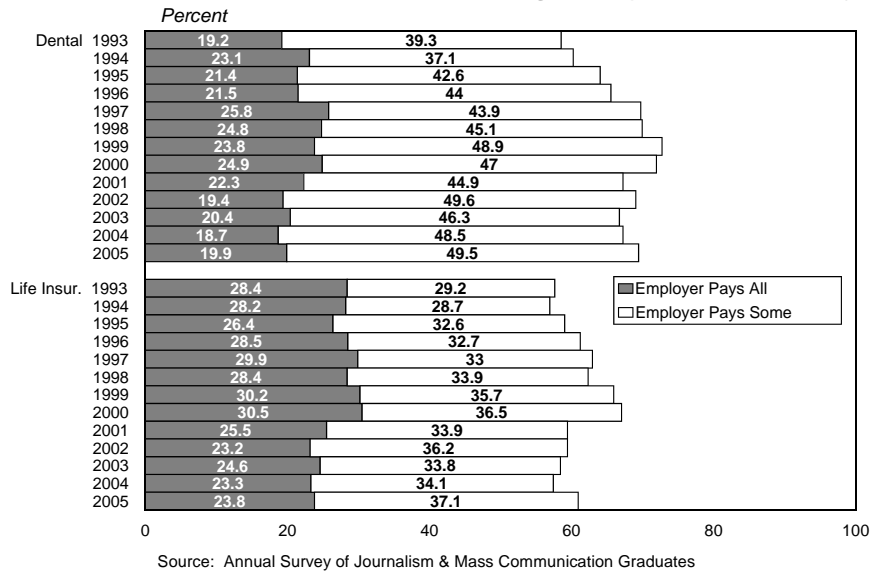
33. Job benefits II

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



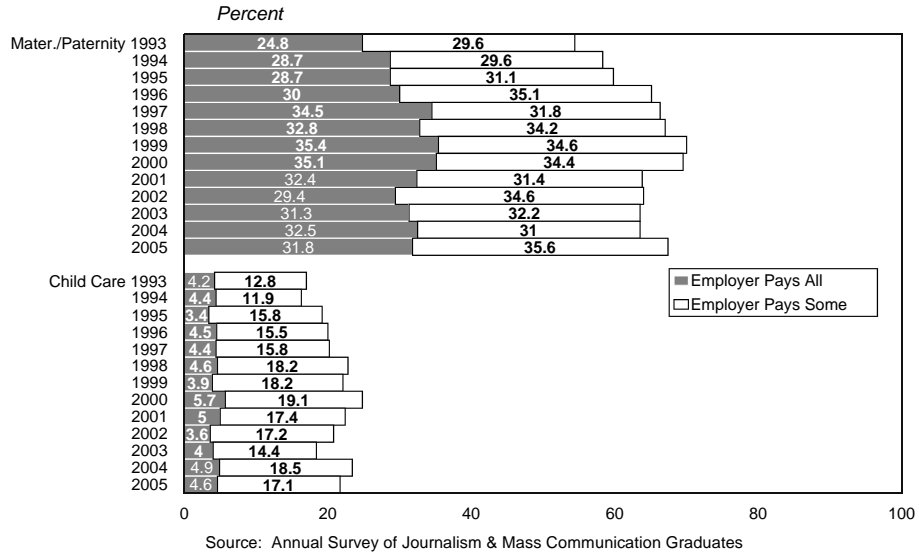
34. Job benefits III

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



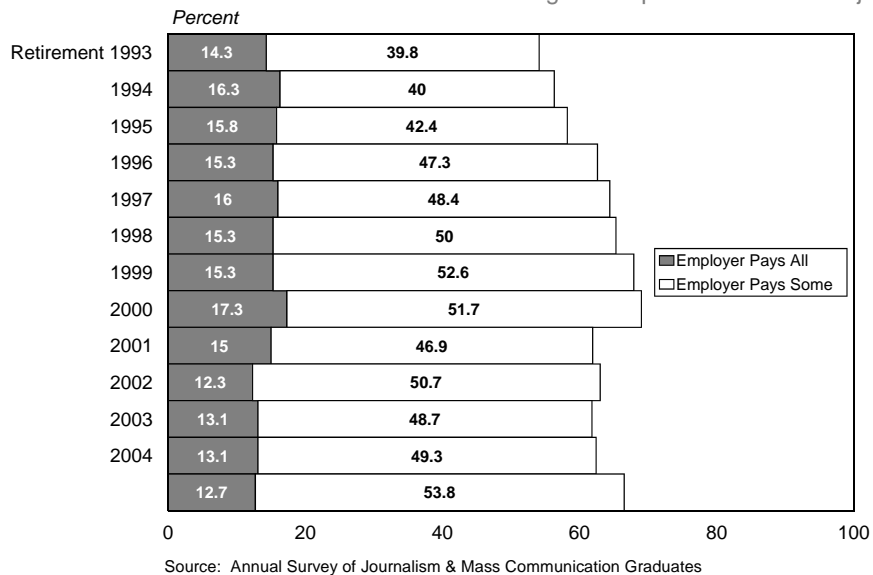
35. Job benefits IV

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



36. Job benefits V

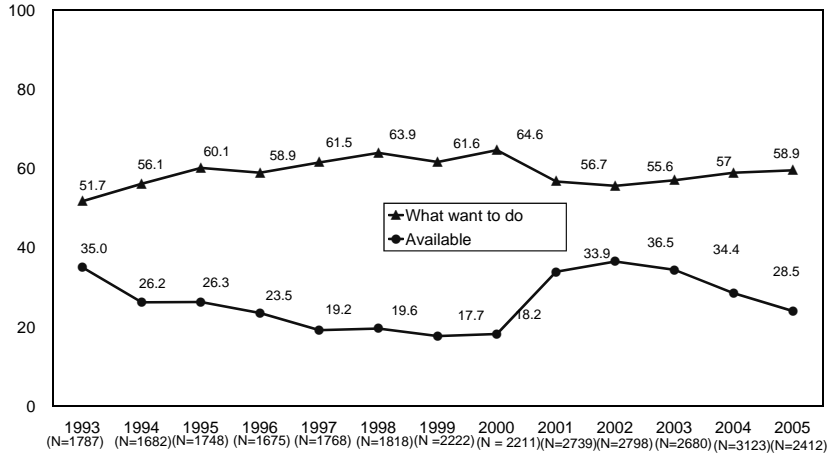
Benefits available to Bachelor's degree recipients with full-time jobs



37. Why jobs chosen

Employed Bachelor's degree recipients' reasons for selecting jobs

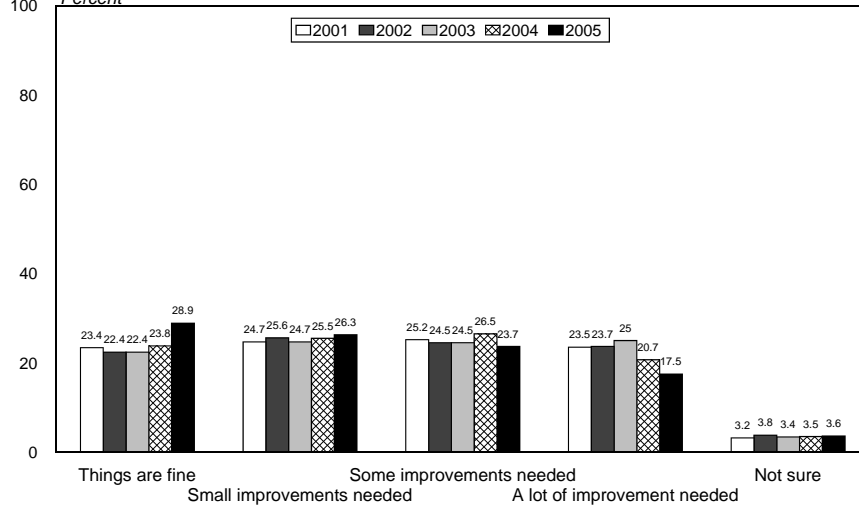
Percent of "very important"



38. Overall job situation

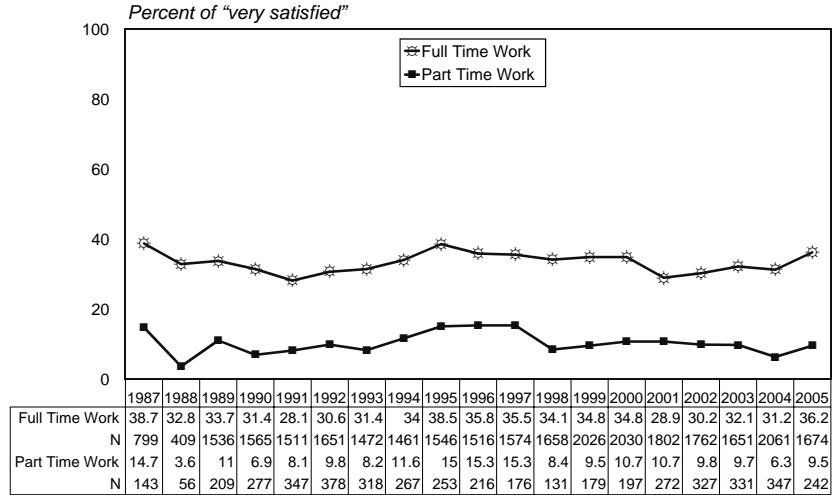
Employed Bachelor's degree recipients views of their jobs

Percent



39. Job satisfaction

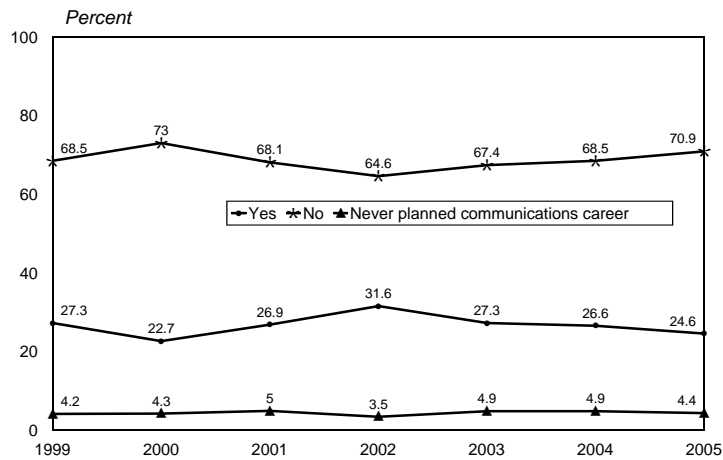
Job satisfaction of employed Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

40. Regret career choices

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



Source: Annual Survey of Journalism & Mass Communication Graduates

41. Retirement plans

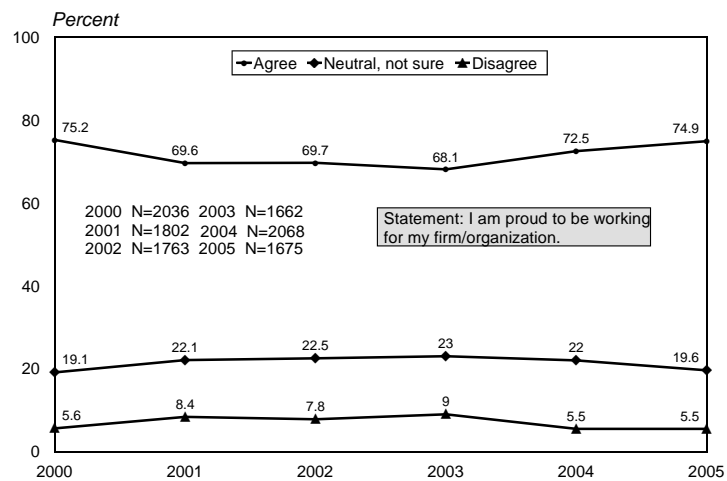
Attitudes toward retirement of Bachelor's degree recipients with jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

42. Organizational pride

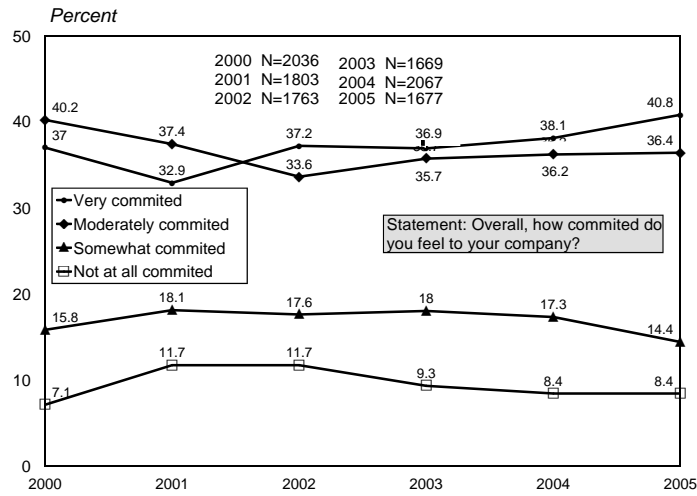
Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication

43. Organizational commitment

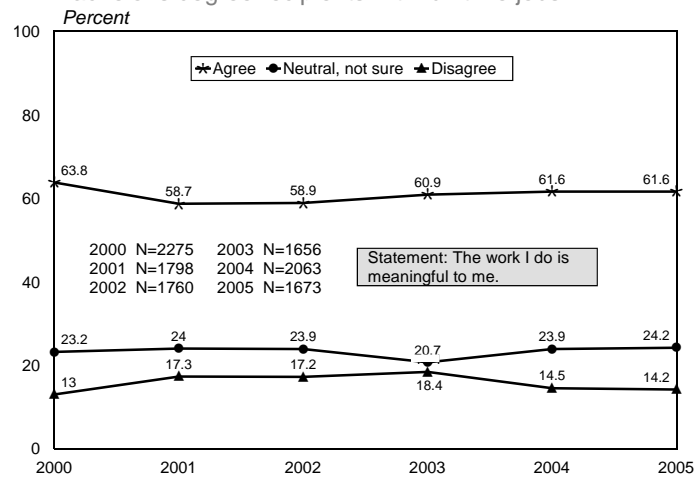
Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

44. Meaningfulness of work

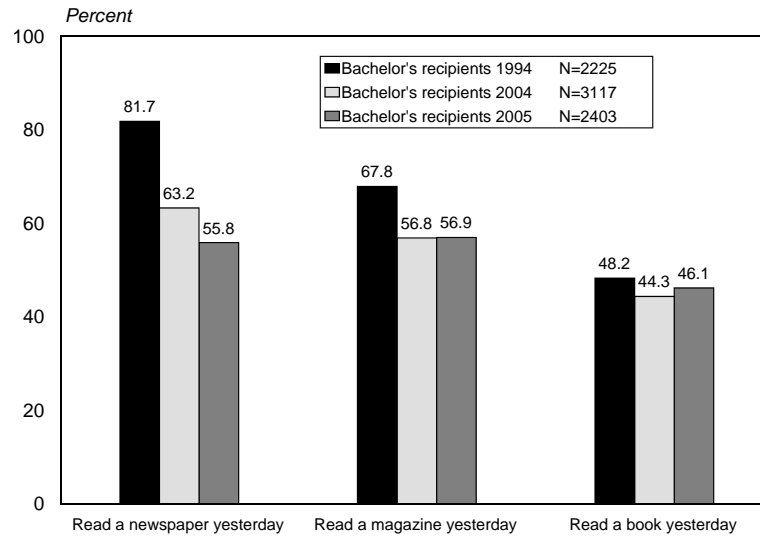
Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

45. Use of print media

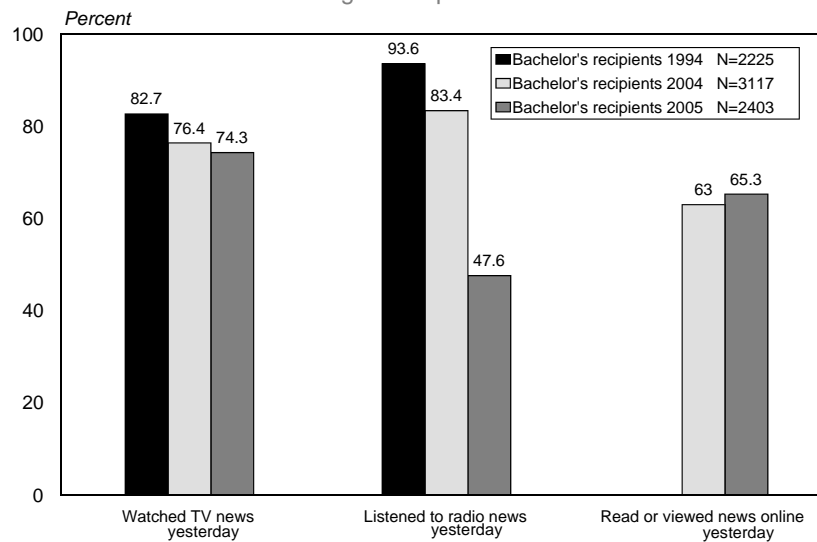
Journalism Bachelor's degree recipients' use of print media



Source: Annual Survey of Journalism & Mass Communication Graduates

46. Use of electronic media

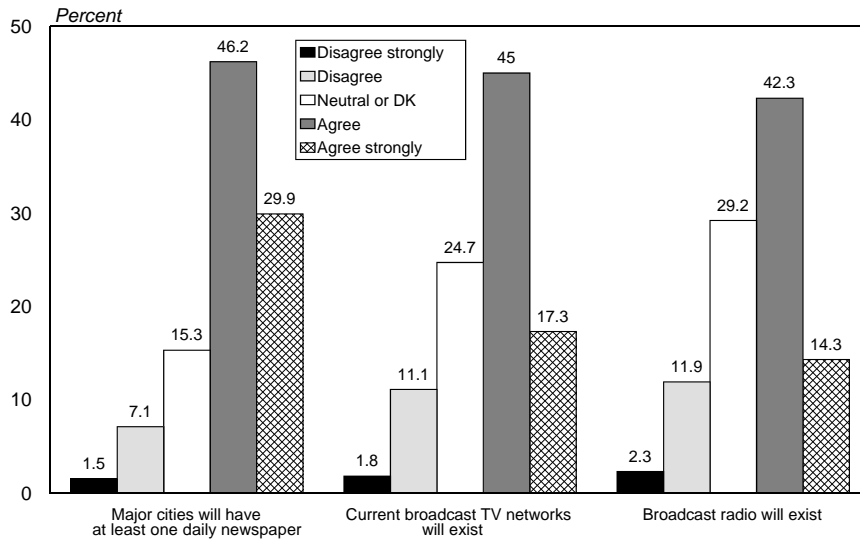
Journalism Bachelor's degree recipients' use of electronic media



Source: Annual Survey of Journalism & Mass Communication Graduates

47. Graduates' view of the future of the field

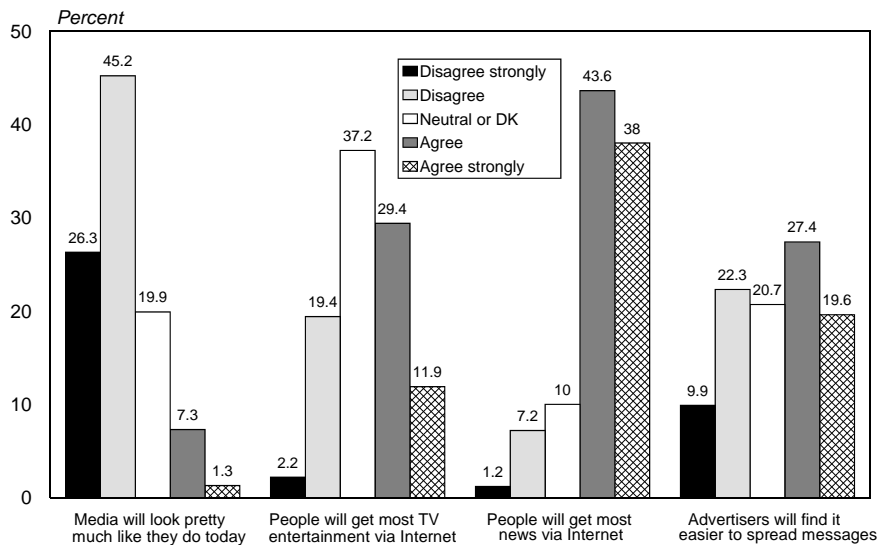
Graduates' predictions about the future of traditional media in 20 years



Source: Annual Survey of Journalism & Mass Communication Graduates

48. Graduates' view of the future of the field

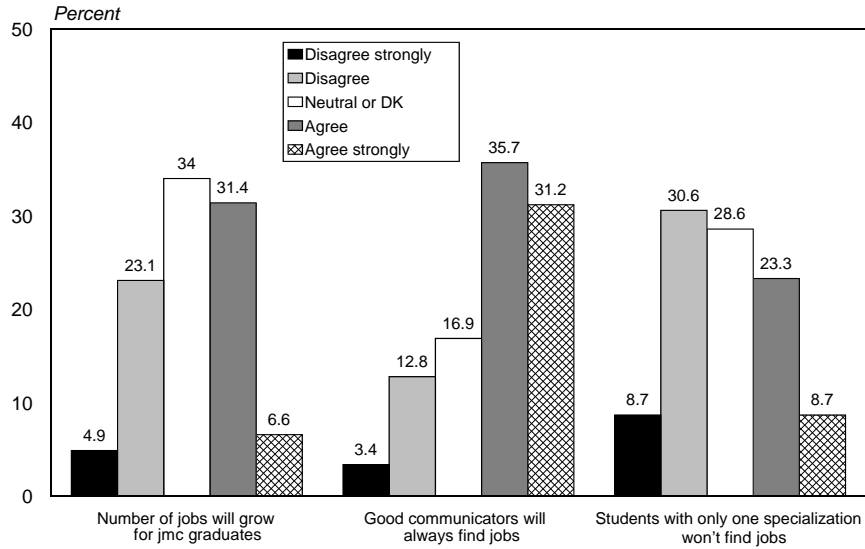
Graduates' predictions about the future of new media in 20 years



Source: Annual Survey of Journalism & Mass Communication Graduates

49. Graduates' view of the future of the field

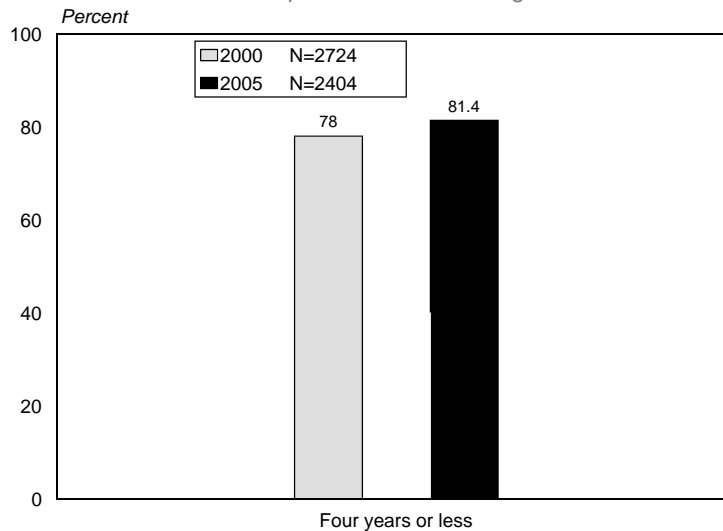
Graduates' predictions about jobs in journalism and communication over the next 20 years



Source: Annual Survey of Journalism & Mass Communication Graduates

50. Time to complete the degree

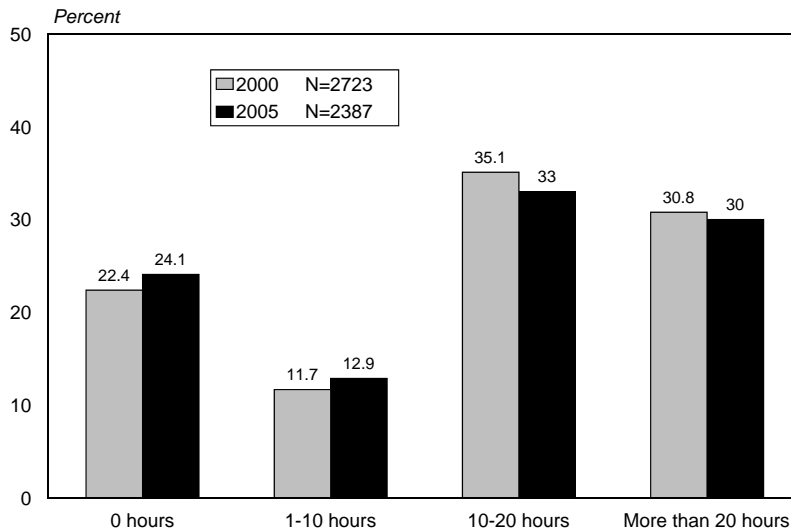
Years needed to complete most recent degree



Source: Annual Survey of Journalism & Mass Communication Graduates

51. Work while being in school

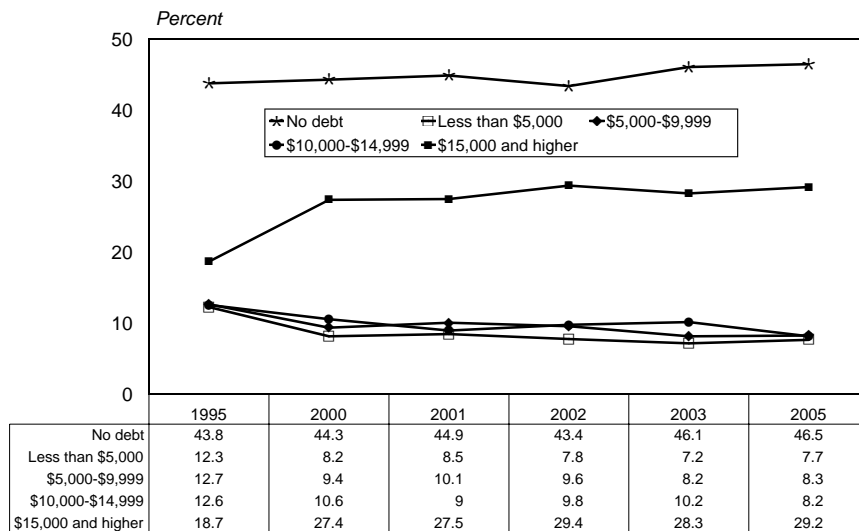
Hours of work per week in a paying job during last year in school



Source: Annual Survey of Journalism & Mass Communication Graduates

52. Debt because of college

Bachelor's degree recipients' debt at year of graduation



Source: Annual Survey of Journalism & Mass Communication Graduates

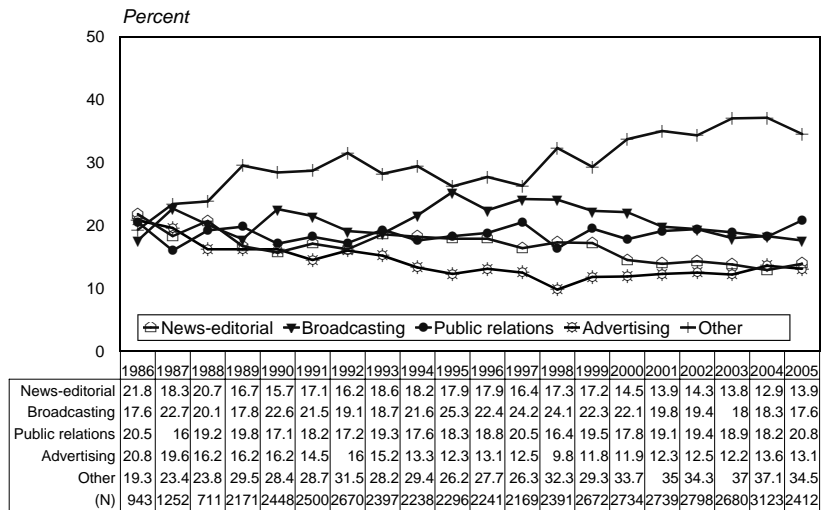
53. Student professional organizations attended while at university

	2002	2003	2005
AD Club	2.8%	2.2%	4.5%
American Advertising Federation	3.6%	3.9%	2.8%
Association of Women in Communication	1.6%	2.0%	1.3%
Di Gamma Kappa	0.7%	0.6%	0.5%
Kappa Tau Alpha	0.3%	0.6%	0.2%
Magazine Club	0.0%	0.0%	0.4%
National Association of Black Journalists	1.6%	1.5%	1.0%
National Broadcasting Society	1.3%	0.9%	0.6%
National Press Photographers Association	0.8%	0.6%	0.3%
Public Relations Student Society	13.5%	12.8%	16.0%
Radio Television News Directors Association	1.3%	1.2%	1.0%
Society of Professional Journalists	7.3%	5.8%	5.0%
Student Society for News Design	0.5%	0.1%	0.0%
N	2,794	2,684	2,412

Source: Annual Survey of Journalism & Mass Communication Graduates

S1. What they studied

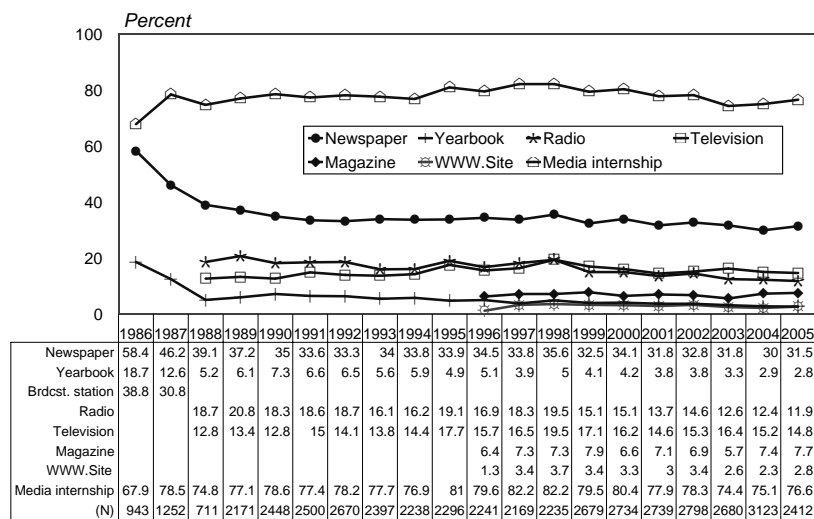
Specialty within curriculum of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S2. Campus activities

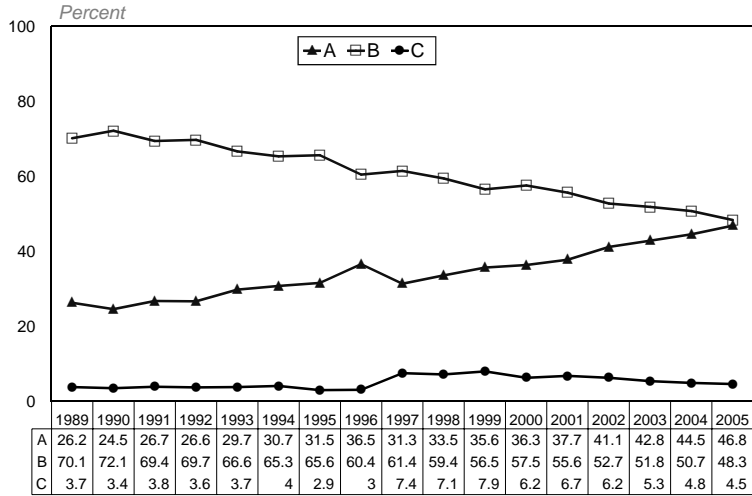
Campus activities of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S3. Grade point averages

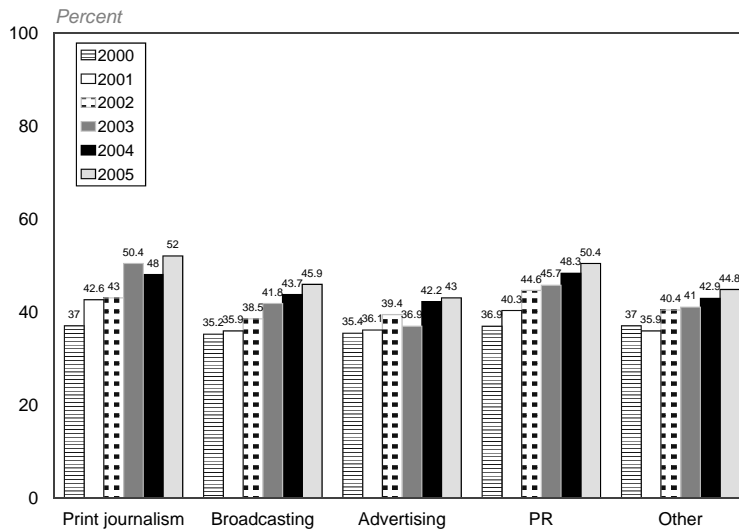
Final grades of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S4. Grades by major

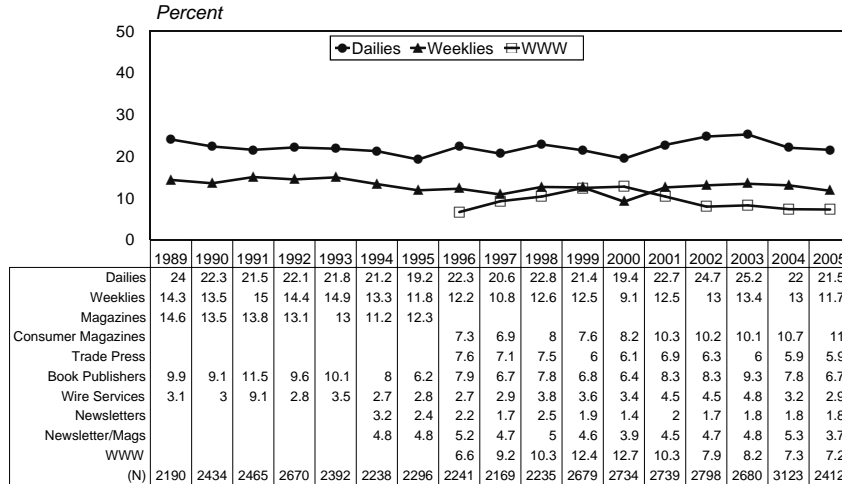
Final grades of Bachelor's degree recipients by major: percent with A or A-



Source: Annual Survey of Journalism & Mass Communication Graduates

S5. Seeking print jobs

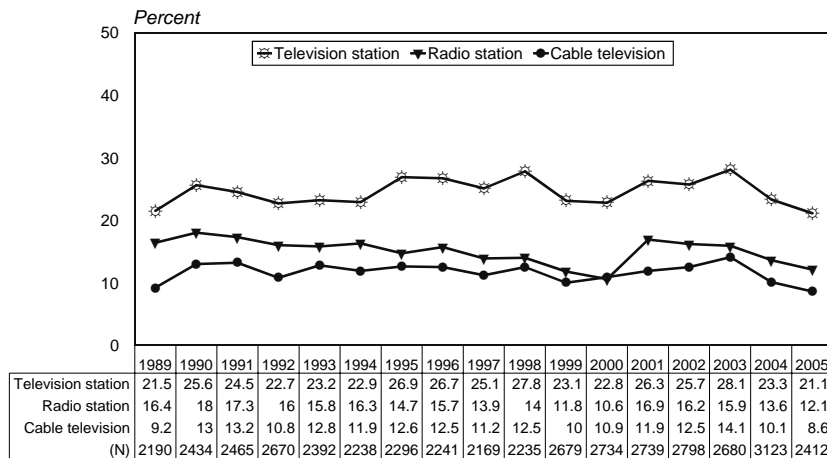
Jobs sought by Bachelor's degree recipients in the area of print media.
Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S6. Seeking broadcast jobs

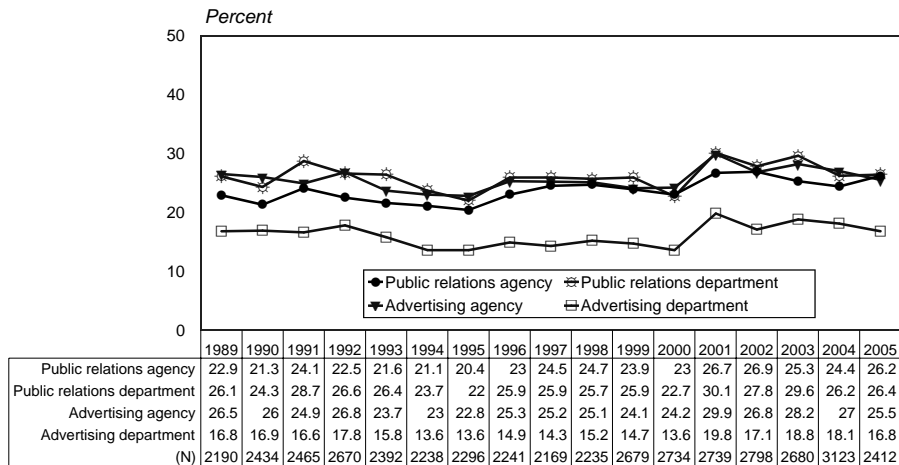
Jobs sought by Bachelor's degree recipients in the area of broadcasting.
Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S7. Seeking PR/advertising jobs

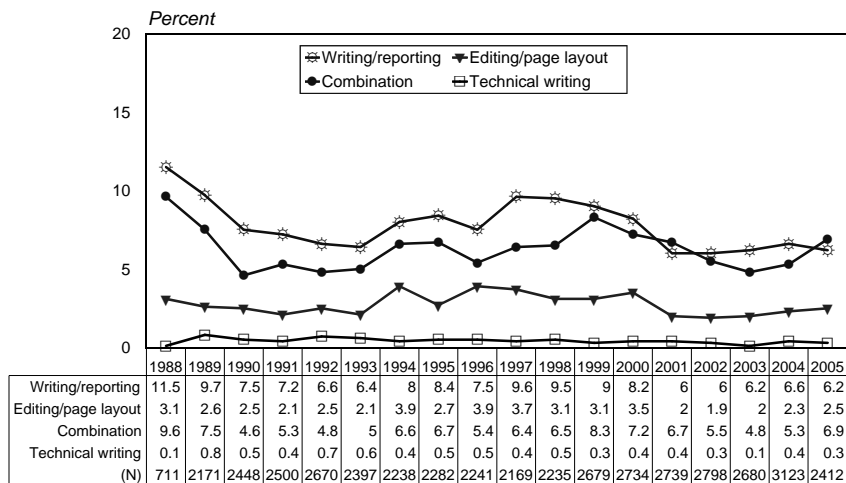
Jobs sought by Bachelor's degree recipients in the area of PR and advertising. Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S8. News-editorial tasks

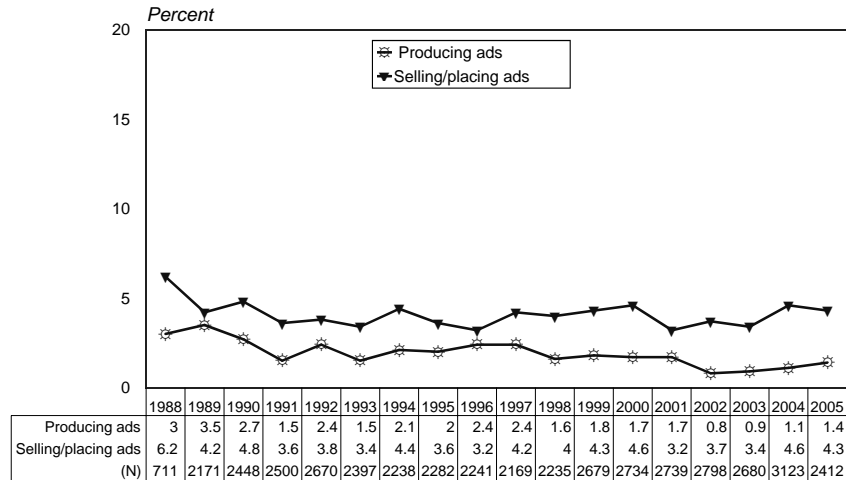
Bachelor's degree recipients' job tasks in the area of print journalism



Source: Annual Survey of Journalism & Mass Communication Graduates

S9. Advertising tasks

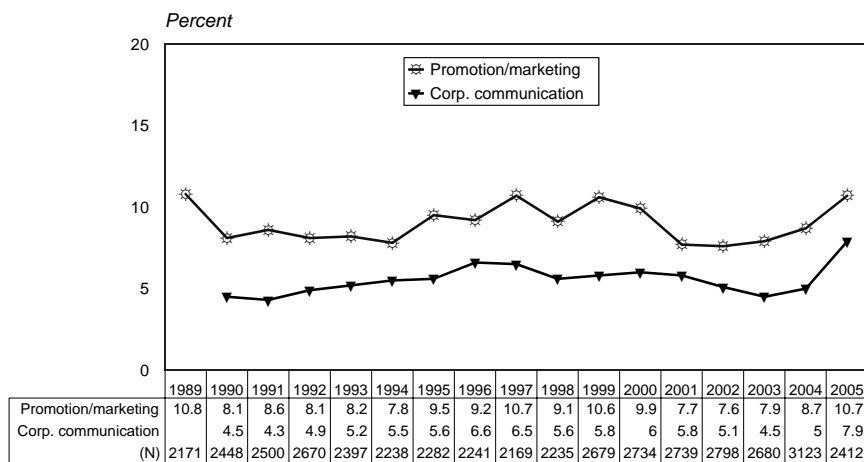
Bachelor's degree recipients' job tasks in the area of advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

S10. Corporate communication tasks

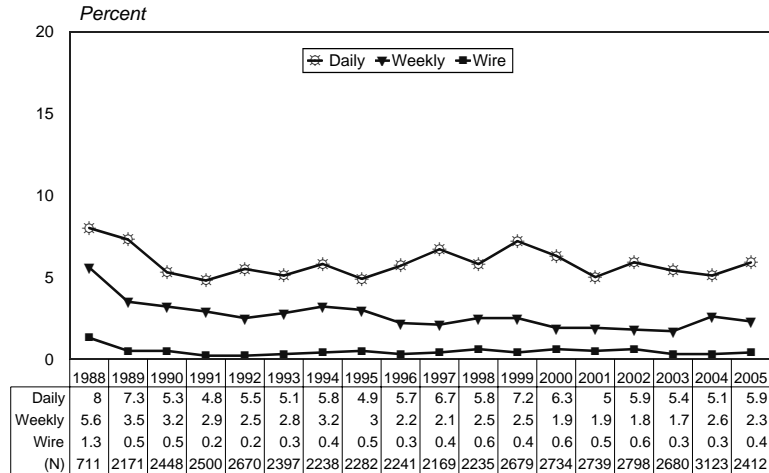
Bachelor's degree recipients' job tasks in the area of corporate marketing and communication



Source: Annual Survey of Journalism & Mass Communication Graduates

S11. Newspaper work

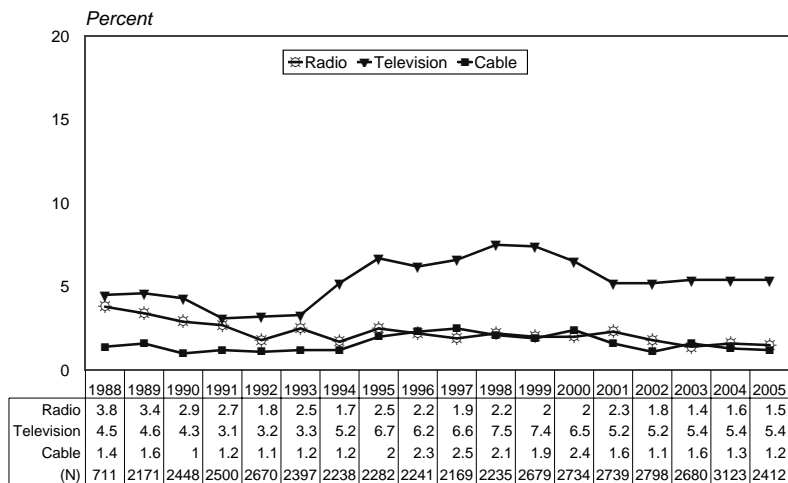
Bachelor's degree recipients working in newspaper jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S12. Telecommunication work

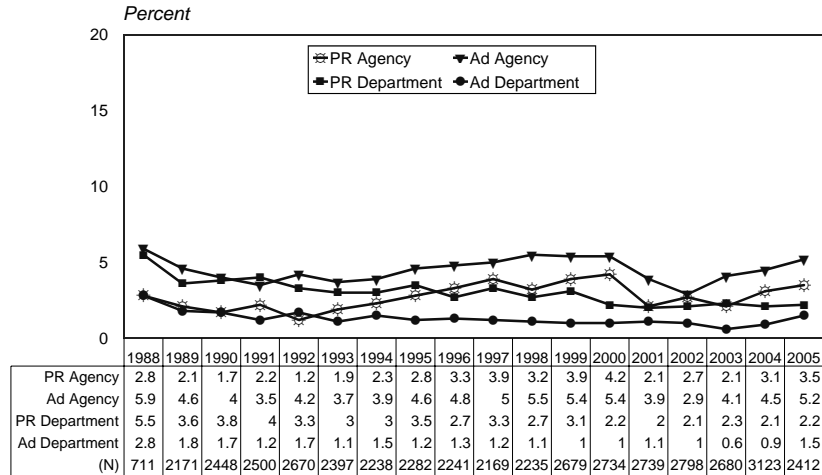
Bachelor's degree recipients working in telecommunications jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S13. PR and advertising work

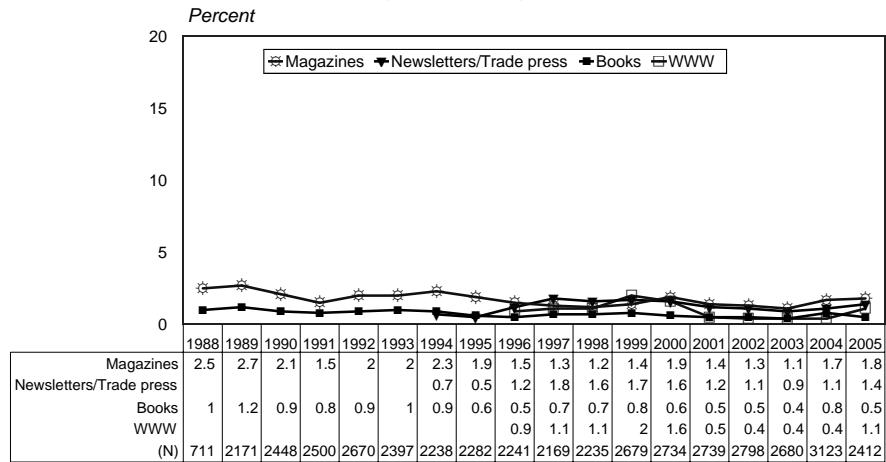
Bachelor's degree recipients working in public relations and advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

S14. Other communication work

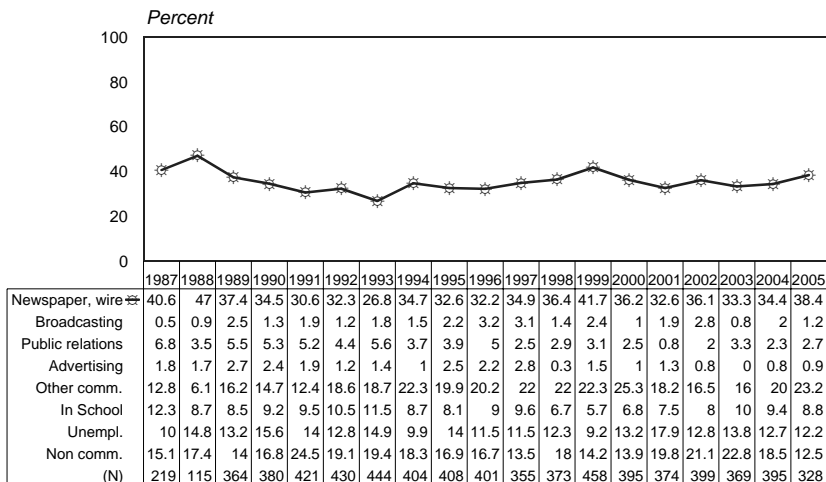
Bachelor's degree recipients working for magazines, newsletters/ trade press, book publishers, WWW



Source: Annual Survey of Journalism & Mass Communication Graduates

S15. Hiring news students

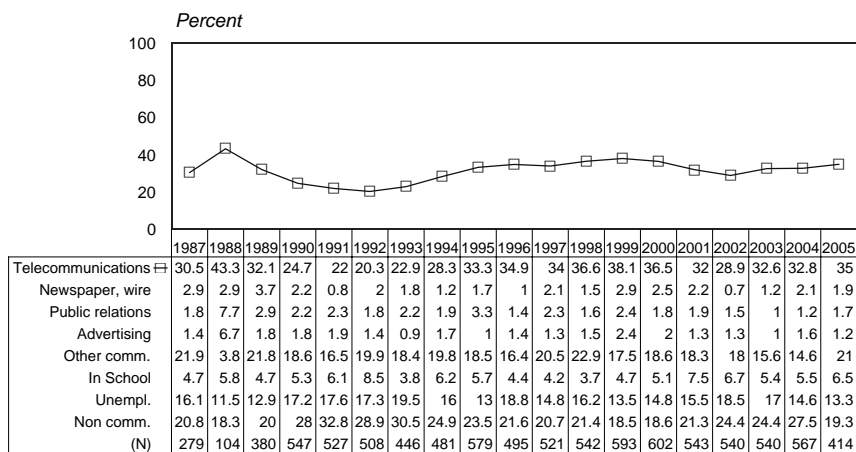
Employers of Bachelor's degree recipients with a news-editorial emphasis



Source: Annual Survey of Journalism & Mass Communication Graduates

S16. Hiring broadcast students

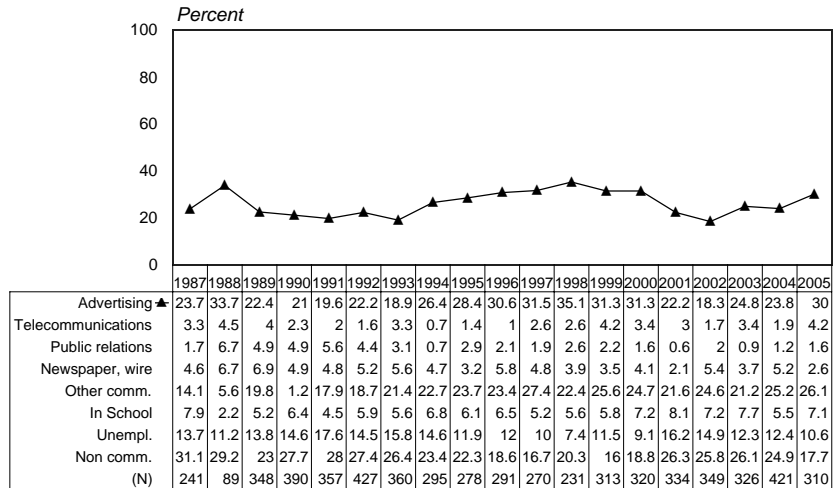
Students with an emphasis in telecommunications who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S17. Hiring advertising students

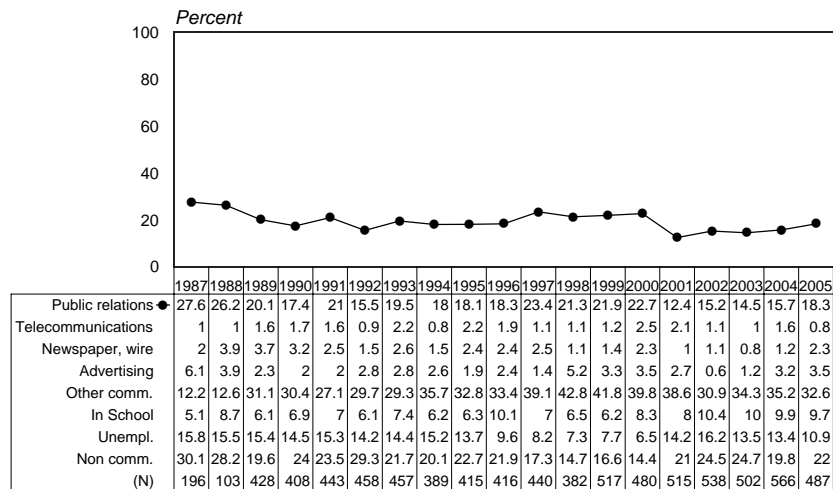
Students with an advertising emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S18. Hiring PR students

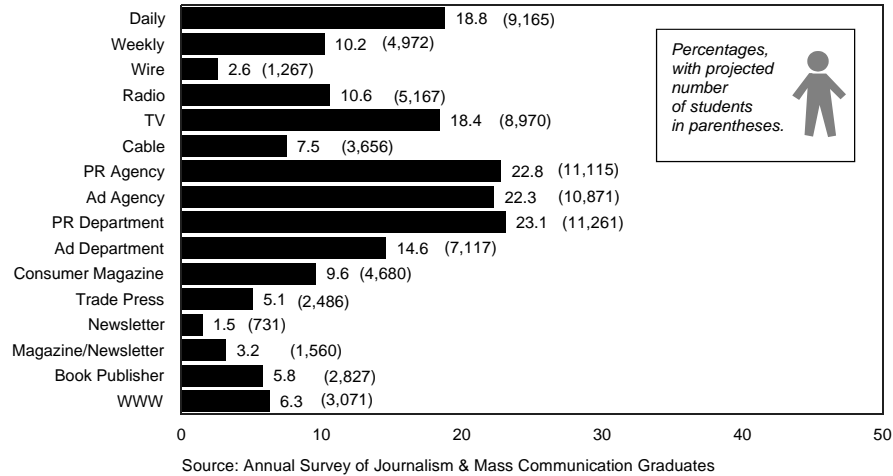
Students with a public relations emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

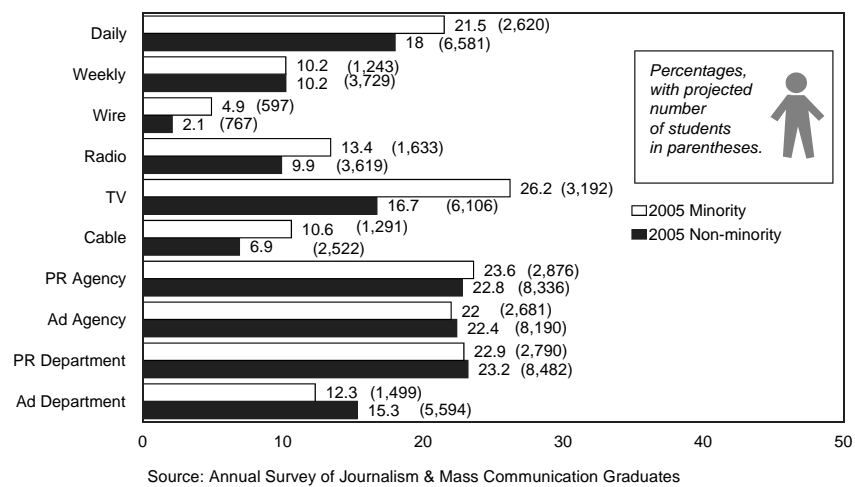
S19. Where grads seek work

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005



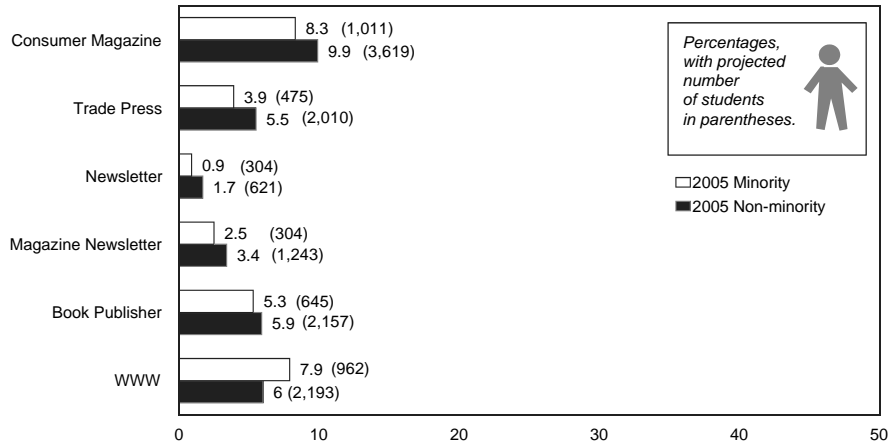
S20. Minorities and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005



S21. Minorities and job seeking II

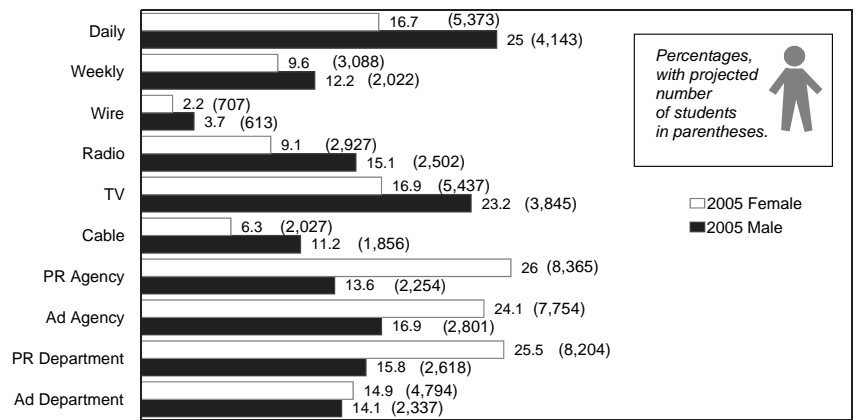
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005



Source: Annual Survey of Journalism & Mass Communication Graduates

S22. Gender and job seeking I

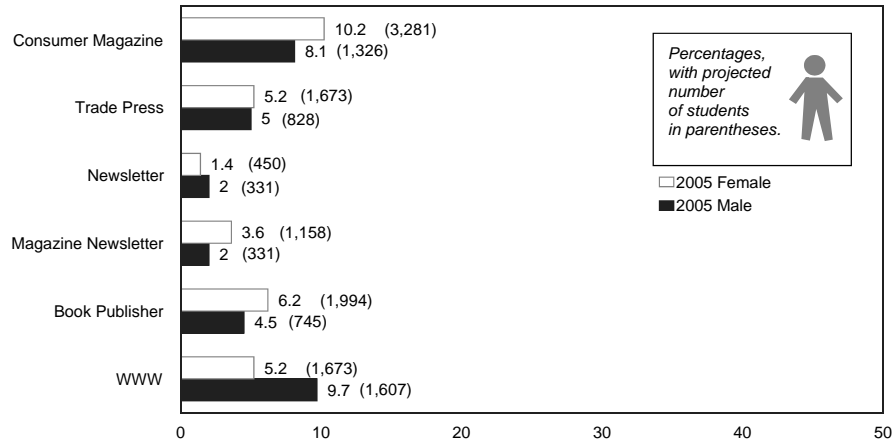
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005



Source: Annual Survey of Journalism & Mass Communication Graduates

S23. Gender and job seeking II

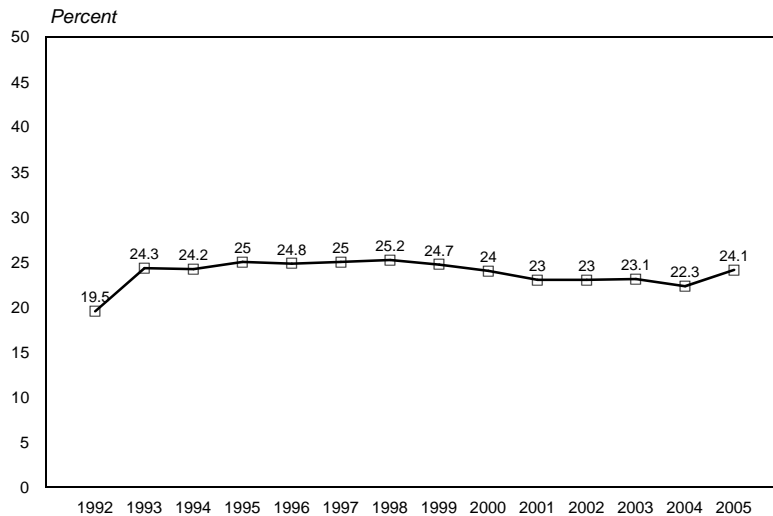
Types of jobs sought by journalism and mass communication
Bachelor's degree recipients in 2005



Source: Annual Survey of Journalism & Mass Communication Graduates

S24. Overtime without pay

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



Source: Annual Survey of Journalism & Mass Communication Graduates

Appendix Table 1. Median Salaries by Employer Type

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

Appendix Table 1. Median Salaries by Employer Type

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Cable Television															
Nominal salary/wk				\$346	\$327	\$404	\$346	\$363	\$456	\$412	\$404	\$404	\$442	\$450	\$481
Nominal salary/yr				\$18,000	\$17,000	\$21,000	\$18,000	\$18,860	\$23,700	\$21,400	\$21,000	\$21,000	\$23,000	\$23,400	\$25,012
Real Salary 85 \$				\$15,464	\$13,810	\$16,330	\$13,564	\$13,776	\$16,856	\$14,789	\$14,047	\$13,812	\$14,889	\$14,693	\$15,159
N				29	20	19	23	22	24	36	44	45	42	46	61
PR Agency/Dept															
Nominal salary/wk	\$295	\$322	\$353	\$365	\$378	\$385	\$375	\$402	\$404	\$423	\$442	\$444	\$481	\$481	\$557
Nominal salary/yr	\$15,340	\$16,744	\$18,356	\$18,980	\$19,656	\$20,020	\$19,500	\$20,904	\$21,000	\$22,000	\$23,000	\$23,088	\$25,000	\$25,012	\$28,964
Real Salary 85 \$	\$15,039	\$15,796	\$16,582	\$16,306	\$15,968	\$15,568	\$14,695	\$15,270	\$14,936	\$15,204	\$15,385	\$15,185	\$16,184	\$15,705	\$17,554
N	89	94	50	108	122	136	101	101	104	138	123	143	126	178	166
Ad Agency/Dept															
Nominal salary/wk	\$283	\$289	\$315	\$346	\$356	\$348	\$356	\$365	\$385	\$392	\$423	\$423	\$481	\$481	\$519
Nominal salary/yr	\$14,716	\$15,028	\$16,380	\$17,992	\$18,512	\$18,096	\$18,512	\$18,980	\$20,000	\$20,400	\$22,000	\$22,000	\$25,000	\$25,000	\$26,988
Real Salary 85 \$	\$14,427	\$14,177	\$14,797	\$15,457	\$15,038	\$14,072	\$13,950	\$13,864	\$14,225	\$14,098	\$14,716	\$14,470	\$16,184	\$15,697	\$16,357
N	100	88	55	127	122	111	137	100	114	130	129	127	142	164	171
Newsletter/Trades															
Nominal salary/wk									\$385	\$469	\$453	\$446	\$504	\$500	\$538
Nominal salary/yr									\$20,000	\$24,406	\$23,570	\$23,200	\$26,200	\$26,000	\$27,976
Real Salary 85 \$									\$14,225	\$16,867	\$15,766	\$15,259	\$16,961	\$16,325	\$16,956
N									37	38	28	34	36	40	44
Magazine															
Nominal salary/wk				\$355	\$365	\$370	\$370	\$348	\$404	\$414					
Nominal salary/yr				\$18,470	\$19,000	\$19,250	\$19,250	\$18,078	\$21,000	\$21,548					
Real Salary 85 \$				\$15,868	\$15,435	\$14,969	\$14,506	\$13,205	\$14,936	\$14,891					
N				52	47	34	44	38	44	51					
Consumer Magazine															
Nominal salary/wk											\$447	\$423	\$481	\$510	\$543
Nominal salary/yr											\$23,250	\$22,000	\$25,000	\$26,494	\$28,236
Real Salary 85 \$											\$15,552	\$14,470	\$16,184	\$16,635	\$17,113
N											28	26	25	34	48
Online Publishing															
Nominal salary/wk											\$500	\$525	\$577	\$538	\$577
Nominal salary/yr											\$26,000	\$27,320	\$30,000	\$28,000	\$30,004
Real Salary 85 \$											\$17,391	\$17,969	\$19,421	\$17,581	\$18,185
N											19	22	24	52	40

Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005
CPI-U Cumulative from '85	1.670	1.705	1.758	1.807	1.883
Master Total					
Nominal salary/wk	\$579	\$615	\$630	\$635	\$712
Nominal salary/yr	\$30,120	\$32,000	\$32,760	\$33,000	\$37,000
Real Salary 85 \$	\$18,038	\$18,770	\$18,638	\$18,263	\$19,652
N	102	105	101	159	93
Bachelor Total					
Nominal salaries/wk	\$500	\$500	\$500	\$535	\$558
Nominal salary/yr	\$26,000	\$26,000	\$26,000	\$27,800	\$29,000
Real Salary 85 \$	\$15,571	\$15,251	\$14,792	\$15,386	\$15,403
N	1,749	1,695	1,585	1,995	1,586
Daily Newspapers					
Nominal salary/wk	\$498	\$481	\$490	\$500	\$538
Nominal salary/yr	\$25,896	\$25,000	\$25,480	\$26,000	\$28,000
Real Salary 85 \$	\$15,509	\$14,664	\$14,496	\$14,389	\$14,872
N	120	152	127	146	127
Weeklies					
Nominal salary/wk	\$462	\$423	\$462	\$462	\$480
Nominal salary/yr	\$24,000	\$22,000	\$24,000	\$24,000	\$24,980
Real Salary 85 \$	\$14,373	\$12,905	\$13,654	\$13,282	\$13,268
N	43	45	39	69	46
Radio					
Nominal salary/wk	\$481	\$462	\$462	\$442	\$500
Nominal salary/yr	\$25,000	\$24,000	\$24,000	\$23,000	\$26,000
Real Salary 85 \$	\$14,972	\$14,078	\$13,654	\$12,729	\$13,809
N	46	33	20	29	25
Television					
Nominal salary/wk	\$413	\$423	\$423	\$452	\$442
Nominal salary/yr	\$21,500	\$22,000	\$22,000	\$23,492	\$23,000
Real Salary 85 \$	\$12,876	\$12,905	\$12,517	\$13,001	\$12,216
N	117	115	112	132	103

Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005
Cable Television					
Nominal salary/wk	\$538	\$548	\$538	\$577	\$548
Nominal salary/yr	\$28,000	\$28,500	\$28,000	\$30,000	\$28,500
Real Salary 85 \$	\$16,769	\$16,717	\$15,930	\$16,603	\$15,137
N	38	28	37	35	25
PR Agency/Dept					
Nominal salary/wk	\$534	\$519	\$538	\$548	\$577
Nominal salary/yr	\$27,750	\$27,000	\$28,000	\$28,500	\$30,000
Real Salary 85 \$	\$16,619	\$15,837	\$15,930	\$15,773	\$15,934
N	104	118	109	145	128
Ad Agency/Dept					
Nominal salary/wk	\$510	\$519	\$519	\$538	\$538
Nominal salary/yr	\$26,500	\$27,000	\$27,000	\$28,000	\$28,000
Real Salary 85 \$	\$15,871	\$15,837	\$15,361	\$15,496	\$14,872
N	124	99	114	161	153
Newsletter/Trades					
Nominal salary/wk	\$577	\$551	\$519	\$538	\$587
Nominal salary/yr	\$30,000	\$28,655	\$27,000	\$28,000	\$30,500
Real Salary 85 \$	\$17,967	\$16,808	\$15,361	\$15,496	\$16,199
N	25	28	21	31	30
Magazine					
Nominal salary/wk					
Nominal salary/yr					
Real Salary 85 \$					
N					
Consumer Magazine					
Nominal salary/wk	\$500	\$526	\$481	\$519	\$558
Nominal salary/yr	\$26,000	\$27,350	\$25,000	\$27,000	\$29,000
Real Salary 85 \$	\$15,571	\$16,043	\$14,223	\$14,943	\$15,403
N	37	28	25	47	34
Online Publishing					
Nominal salary/wk	\$644	\$500	\$620	\$615	\$615
Nominal salary/yr	\$33,500	\$26,000	\$32,250	\$32,000	\$32,000
Real Salary 85 \$	\$20,063	\$15,251	\$18,348	\$17,710	\$16,996
N	13	7	8	13	21