

2006
Annual Survey of Journalism
&
Mass Communication Graduates

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Executive Summary

- Only 3.1% of the journalism and mass communication graduates in 2006 had no job interviews as they entered the market.
- The percentage of 2006 journalism and mass communication bachelor's degree recipients with at least one job offer on graduation was 76.2, comparable to the figure of a year earlier.
- On October 31, 2006, 63.7% of the journalism and mass communication bachelor's degree recipients from the past spring held a full-time job, and 11.9% had a part-time job. These figures are statistically comparable with the figures from a year earlier.
- The percentage of master's degree recipients with at least one job offer on graduation in 2006 was 72.2, statistically consistent with the estimate from a year earlier.
- On October 31 of 2006, 64.8% of the master's degree recipients had a full-time job; that figure in 2005 was 65.7%.
- For the women, the market remained largely unchanged from a year earlier, while for men the market was weaker.
- The gap between the experiences of bachelor's degree recipients who are members of racial or ethnic minority groups and those who are not also persisted in 2006. Students who are members of minority groups had a harder time finding a job.
- Four in 10 of the 2006 journalism and mass communication bachelor's degree recipients with a job in communication reported that at least part of their assignment involved writing and editing for the web, an increase from 2005. The percentage of graduates reporting that they are designing and building web pages also increased in 2006.
- Only half of the journalism and mass communication bachelor's degree recipients in 2006 with a job in communication were working a 40-hour week when they returned the survey instrument. A quarter were working between 41 and 50 hours.
- Median salaries for journalism and mass communication graduates, both at the bachelor's and master's degree level, increased by \$1,000 in 2006 compared with a year earlier. The increase was just enough to keep up with inflation.
- Those receiving bachelor's degrees from the nation's journalism and mass communication programs who found a job received fewer benefits than did graduates in 2005.
- The percentage of bachelor's degree recipients who reported reading or viewing online news "yesterday" increased in 2006 compared with a year earlier, and seven in 10 now report getting news online.

Job Market Flattens

Graduates of U.S. journalism and mass communication programs confronted a weakened job market in 2006 and early 2007, as the recovery that began only two years earlier stalled.

Graduates were no more likely to have a job offer when they finished their studies than graduates a year earlier and no more likely to have landed a full-time job by the end of October—approximately five months after leaving the university.

Salaries for graduates with full-time jobs did increase and even managed to outpace inflation just slightly. Benefits, however, showed a marked decline.

As in previous years, nearly all of the 2006 journalism and mass communication bachelor's degree recipients who looked for work had at least one in-person job interview (**Chart 1**). The actual figure was 93.4%, down slightly but significantly from the 95.9% figure in 2005. Only a very small percentage (3.1) of graduates reported no interviews at all in 2006. The figure was unchanged from a year ago.

The percentage of journalism and mass communication bachelor's degree recipients with at least one job offer on graduation was 76.2 in 2006, a figure statistically comparable to the figure of a year earlier (**Chart 2**). The percentage of graduates with at least one job offer dropped sharply after 2000, when 82.4% of the graduates reported leaving the university with at least one job offer. In 2003, the drop bottomed out, and graduates in 2004 and 2005 each were more likely to leave the university with at least one job offer than the year before. The improvements seem to have flattened. In 2006, the average number of job offers on graduation was 1.5, or roughly the same as the year before.

On October 31, 2006, 63.7% of the nation's journalism and mass communication bachelor's degree recipients from the past spring held a full-time job, and 11.9% had a part-time job. These figures are statistically comparable with the figures from a year earlier (**Chart 3**). Here too, the evidence is that the positive growth since 2003 has come to an end. Of those graduates who actually looked for work in the five or so months after graduation, the level of full-time employment in 2006 was 73.6% (**Chart 4**), or nearly the same figure as a year earlier.

The first mailing of the survey was sent to the graduates in November 2006, so the October 31, 2006, reference for employment is constant. Returns from graduates were accepted through the end of May of 2007, and graduates were asked to indicate their employment status at the time they completed the instrument. Responses to this second question are shown in **Chart 5**. In 2006, 68.8% of the bachelor's degree recipients in journalism and mass communication were employed full-time when they returned the questionnaire, and 10.6% were employed part-time. The figures were statistically comparable to those of a year earlier, when 69.9% reported full-time employment and 10.1% reported part-time employment. An analysis of these responses across the November 2006 to May 2007 period shows little consistency or

evidence of a trend. In May of 2007, 73.8% of those returning the instrument reported having a full-time job, but in April, only 66.9% did. In March, the figure was 71.3%, while it was 66.0% in February.

In **Chart 6**, the unemployment rate for journalism and mass communication bachelor's degree recipients, using the same measure of employment as in Chart 5, is compared with the unemployment rate for the overall U.S. labor market.¹ Those graduates who did not look for work, including those who returned to school, are not included in the computation of those unemployed. Journalism and mass communication graduates had a slightly higher unemployment rate than their age cohort of persons 20-24 years of age in 2006 and a considerably higher unemployment rate than for workers overall. Journalism and mass communication graduates have had a higher unemployment rate than their age cohort every year since 1999, with the exception of 2005. From 1991 to 1998, however, journalism and mass communication graduates had outperformed their age cohort in terms of success in the job market.

The overwhelming majority of 2006 journalism and mass communication bachelor's degree recipients with full-time jobs reported that those positions were permanent (**Chart 7**). The figure—90.2%—was, however, down slightly but significantly from a year earlier. The percentage of graduates with part-time jobs who reported they were permanent was the same in 2006 as in 2005.

In 2006, the percentage of bachelor's degree recipients who held a job in the field of communication when they returned the survey instrument was 58.8%, a figure statistically comparable to the 59.9% a year earlier (**Chart 8**). In 2000, this figure had been 66.6%. When the job market weakens, a larger percentage of graduates take work outside their field of study. Chart 8 underscores the basic conclusion that the recovery underway for two years has stalled.

Slight differences in the job market appear in Charts 9-12, which look at the experiences of journalism and mass communication bachelor's degree recipients based on field of study. The differences are small, however, and may be attributable to sample fluctuation, rather than real differences in the market segments. Of the students who specialized in news-editorial journalism, 69.9% in 2006 reported finding full-time work, compared with 73.0% a year earlier (**Chart 9**). Students who graduated with a broadcasting or telecommunications speciality, in contrast, fared better in 2006 than did their counterparts in 2005 (**Chart 10**). In fact, there is evidence the improvements in the labor market that began in 2003 have continued for these students. The experiences of the advertising graduates mirrored those of the

The field is extremely competitive, while pay is not. Internships don't make a difference if you can't get a job. Have a back-up plan and network!

Female bachelor's degree recipient in broadcast journalism, currently unemployed

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.

news-editorial students (**Chart 11**), while the experiences of the public relations students showed the same improvements as those for the telecommunications students (**Chart 12**). As noted, the changes are small enough to be due to sample error in all cases, rather than to actual changes in the labor market.

Male and female students experienced slightly different job markets in 2006. For the women, the market remained largely unchanged from a year earlier (**Chart 13**). For the men, the market was slightly, but significantly, weaker. In 2006, 68.7% of the male graduates were employed full-time when they returned the survey instruments; in 2005, that figure had been 74.2%. The persistent gap between the experiences of men and women, then, increased markedly in 2006. Historically, men have had less success in the job market than women.

The gap between the experiences of bachelor's degree recipients who are members of racial or ethnic minority groups and those who are not also persisted in 2006 (**Chart 14**). Of graduates who were members of racial or ethnic minority groups, 67.3% reported that they held full-time jobs when they returned the survey instrument. The figure had been a statistically comparable 70.4% a year earlier. For bachelor's degree recipients who were not members of minority groups, the full-time employment rate in 2006 was 76.2%, just lower than the 77.6% figure of a year earlier. As in years past, minority graduates also were less likely to land a job in the field of communication than were non-minority graduates (**Chart 15**). The figures were unchanged from year earlier. The gap shown in Chart 15 is even larger if those graduates who returned to school are used in the computation, since minority graduates are more likely to enter graduate and professional programs after finishing their bachelor's degrees than are nonminority graduate.

Four in 10 of the 2006 journalism and mass communication bachelor's degree recipients with a job in communication reported that at least part of their assignment involved writing and editing for the web (**Chart 16**). The figure has increased strikingly in each of the last two years. In 2006, the measure itself was changed, when graduates were asked how many hours per week they spent writing and reporting for the web. In 2004 and 2005, they were simply asked if they spent any time writing and reporting for the web. It is possible some of the difference reported in Chart 16 is attributable to measurement change, but the trend is unmistakable. The percentage of graduates reporting that they are designing and building web pages also increased in 2006, the chart shows.

The 2006 questionnaire included not only the two measures shown in Chart 16, but 10 other activities involving the web. In each case, respondents were asked to indicate how many hours per week they spent with the activity. The responses are summarized in **Chart 17**. While

Be ready to change with the industry. Convergence is a fast-growing phenomenon. Learn how to work with others, learn to take criticism and don't be afraid to get your hands dirty.

Male master's degree recipient in journalism, working at a daily newspaper

writing and reporting for the web is a common activity for journalism and mass communication graduates with a job, even more common is researching materials using the web. Nearly three-quarters of the

graduates report they engage in this activity at least some time during each week. A quarter of the graduates report using the web for promotion, and just fewer than two in 10 report using the web for producing photos and graphics for the web. About one in 10 reports creating and using blogs while on the job.

Writing, reporting and editing for the web is most common for those journalism and mass communication bachelor's degree recipients working for an online publisher (only 1.1% of all bachelor's degree recipients), followed by those working for a specialized information publisher (1.5% of graduates), those in public relations (8.8% of graduates) , and those working for a daily newspaper (5.4% of graduates) (**Chart 18**). It is least common among those working in radio and advertising. (**See supplemental charts S11-S14.**)

Nine out of 10 of the bachelor's degree recipients who took jobs in public relations, with a consumer magazine, or in online publishing report that they do research on the web (**Chart 19**). The ratio is nearly as high for those in specialized information publishing. The activity is less common among those working for daily newspapers, in radio, in television, in advertising, or with an employer not classified by these traditional media categories.

Graduates in 2006 also were asked to look over a list of work activities and indicate which of them they engaged in as part of their work assignment. Nearly four in 10 of the bachelor's degree recipients with a communication job indicated they are writing, reporting or editing for print (**Chart 20**). Common activities include using a still camera (15.4%), writing, reporting and editing for broadcast (14.5%), and designing and creating computer graphics (8.9%). Only a small percentage of the graduates at this point report producing content for mobile devices, but the figure is not zero.

In the context of these questions, graduates with a job involving communication were asked to indicate how many hours per week they spent in that job. Only half of the journalism and mass communication bachelor's degree recipients in 2006 with a job in communication were working a 40-hour week when they returned the survey instrument (**Chart 21**). A quarter were working between 41 and 50 hours.

The job market for those who earned a master's degree from journalism and mass communication programs around the country also flattened in 2006. The percentage of master's degree recipients with at least one job offer on graduation in 2006 was 72.2, statistically consistent with the estimate from a year earlier (**Chart 22**). The average number of jobs available to the graduates has remained consistent across the last three years. On October 31 of 2006, 64.8% of the master's degree recipients had a full-time job; that figure in 2005 was 65.7% (**Chart 23**). Of those master's degree recipients who had actually started looking for work, 69.1% had full-time employment on October 31 (**Chart 24**). When they returned the questionnaire, 69.7% of the master's degree recipients had a full-time job, a figure statistically comparable to that of 2005 (**Chart 25**). Because the number of master's degree recipients in the sample is small (145 in 2006 and 143 in 2005), it is hard year-to-year to separate trends

from sample fluctuation. What is clear across the last several years, however, is that the job market for master's degree recipients in journalism and mass communication has not recovered from the slump in the market that followed the peak year of 2000.

Compensation Picture Mixed

Median salaries for journalism and mass communication graduates, both at the bachelor's and master's degree level, increased by \$1,000 in 2006 compared with a year earlier. The increase was just enough to keep up with inflation.

In nominal terms, the bachelor's degree recipients in 2006 had a median annual salary of \$30,000, up from \$29,000 in 2005 (**Chart 26, Appendix Table 1**). After being stagnant for three years from 2001 to 2003, salaries have increased by a \$1,000 or more each year since. The annual inflation rate for the June 2006 to May 2007 period largely offset that increase, and the actual 2006 median salary, in 1985 dollars, was \$15,515, compared with \$15,403 a year earlier. The Consumer Price Index for All Urban Consumers (CPI-U) was 2.7% in May of 2007, compared with a year earlier. The figure had been 4.2% in May of 2006, 2.8% in May of 2005 and 3.1% for 2004. In inflation-adjusted terms, graduates in 2000 earned about \$900 more in 1985 dollars than did graduates in 2006.

Master's degree recipients in 2006 reported a median salary of \$38,000, up from \$37,000 in 2005. In 1985 dollars, that figure was \$19,652, the same figure as a year earlier. In 1985 dollars, the 2006 graduates earned more than \$2,000 less than the graduates in 1999.

The median salary of \$30,000 earned by journalism and mass communication bachelor's degree recipients in 2006 was below the \$31,333 that 2006 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). According to NACE, marketing graduates in 2006 earned \$41,285, economics graduates earned \$53,449 and finance graduates earned \$47,877. Computer science graduates earned \$52,177.

The median salary earned by bachelor's degree recipients who took full-time jobs with the daily newspaper industry declined by nearly \$1,000 compared with salaries earned by graduates with similar jobs a year earlier (**Chart 27**). A year earlier, however, salaries had shown a \$2,000 increase in comparison with 2004.

The median salary earned by the graduates who took full-time jobs in the weekly newspaper industry was nearly \$300 less than a year earlier (**Chart 28**). As with the daily newspaper industry, 2005 had produced a significant gain from the year earlier.

The median salary earned by bachelor's degree recipients who took full-time jobs in the radio industry increased by \$1,000 from a year earlier (**Chart 29**). This is the second year in a row that radio

salaries had increased significantly, putting the median salary at the same level as the daily newspaper salary.

The median salary in broadcast television increased by nearly \$1,500 in 2006 (**Chart 30**). Salaries had actually declined a year earlier, and in 2006, graduates who took jobs in broadcast television were making less in real dollars than graduates in 2004.

The median annual salary earned by graduates who took jobs in the advertising industry was \$30,000, an increase of \$2,000 from a year earlier (**Chart 31**). The increase offset inflation, giving advertising job recipients a real increase in purchasing power.

The median salary for journalism and mass communication bachelor's degree recipients who took a job in public relations held steady at \$30,000 in 2006 (**Chart 32**). Because of inflation, that salary in 2006 was about \$400 less in real dollars than a year earlier.

In 2006, salaries were above the overall median salary of \$30,000 for those graduates taking jobs with cable television, specialized information publishing and online publishing (**Chart 33**). Advertising and public relations job holders had salaries right at the median. Bachelor's degree recipients who had full-time jobs outside of communication in 2006 also reported salaries with a median of \$30,000. The figure was the same, \$30,000, for those who took a job in the field of communication.

Journalism and mass communication bachelor's degree recipients who took jobs in the western part of the U.S. in 2006 had a median salary of \$31,200, while graduates in all other parts of the country were at the national average of \$30,000 (**Chart 34**).

Only a relatively small percentage of graduates of journalism and mass communication programs each year report being members of labor unions. In 2006, the figure was 3.3% (**Chart 35**). Of the bachelor's degree recipients with a full-time job, 3.4% were in unions. Graduates who were members of unions reported a median salary that was \$2,000 more than graduates who were not in unions (**Chart 36**). The gap has persisted every year back to 1997, when union membership was first measured.

While salaries increased, at the level of inflation, benefit packages weakened for those receiving bachelor's degrees from the nation's journalism and mass communication programs. For eight of nine listed benefits, smaller percentages of graduates reported receiving the benefit in 2006 than did in 2005. Fewer graduates reported receiving basic medical and major medical coverage (**Chart 37**), prescription drug coverage and disability protection (**Chart 38**), dental care and life insurance (**Chart 39**), and maternity/paternity leave (**Chart 40**) and a retirement plan beyond social security (**Chart 41**). In all cases, both employer paid and partially employee paid benefits were less likely to be available to the graduates. The decline is particularly noticeable because it followed slight improvements in the benefits packages available to graduates in 2005 and generally indicates continued lessening of benefits offered over time. The only exception to the pattern in 2006 was for child care (**Chart 40**), which held constant. That benefit, however, remains the least offered of the nine benefits monitored by the survey.

Worker Attitudes

In general, the attitudes of journalism and mass communication students toward their work had improved slightly in recent years, reflecting the slight improvements in the labor market. In 2006, most of those attitudes held steady, again, reflecting the static nature of the market itself.

The percentage of graduates who said they took the job they held when they completed the survey because it was the “only job available” was statistically comparable in 2006 to the percentage a year earlier (**Chart 42**). The percentage of graduates who took the job because it was “what they wanted to do” decreased slightly, but significantly. In 2006, 28.9% of the graduates said that “things are fine” with the job they held, the same as a year earlier (**Chart 43**). The same percentages said “small improvements” in the job were needed each year.

Job satisfaction held steady in 2006, both for those in full-time and part-time positions (**Chart 44**). Satisfaction remains near its all-time high for the bachelor’s degree recipients, and those with part-time work continue to be less satisfied than those with full-time work. The percentage of bachelor’s degree recipients happy with their career

choice also was the same in 2006 as a year earlier (**Chart 45**). About a quarter of the graduates said they regretted their career choice, wishing they had selected a different major.

*Be prepared to not get a job in your desired field of communication.
Be flexible to accept jobs in similar areas of communication to which you studied in school.*

Male bachelor's degree recipient in broadcast news/broadcast journalism, working at a television

The percentages of bachelor’s degree recipients who expect to retire in the occupation and think they will retire with their current employer were unchanged from 2005 to 2006 (**Chart 46**). Consistently across time, relatively few graduates have either expectation.

The percentage of graduates who said they were proud to be working with their current employer held steady in 2006 (**Chart 47**). Graduates do have quite positive feelings about their current employer. Organizational commitment also remained 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 48**). About six in 10 of the bachelor’s degree recipients once again in 2006 said they felt the work they were doing was meaningful (**Chart 49**). The percentage has changed little since the item was first included on the survey in 2000.

Media Use

Journalism and mass communication bachelor's degree recipients in 2006 were more likely than the 2005 graduates to report having read a newspaper the day before they completed the survey, but no more likely to report reading a magazine or reading a book yesterday (**Chart 50**). Only about four in 10 of the graduates reported yesterday newspaper readership or yesterday magazine readership, while about half reported reading a book the day before they completed the survey.

Watching television news "yesterday" also was nearly the same for the 2006 graduates as it was for the graduates in 2004 and 2005 (**Chart 51**). Three-quarters of the graduates reported being television news viewers. About half of the 2006 graduates reported listening to radio news "yesterday." The figure also remains unchanged from a year earlier. The item was new to the 2005 survey. The percentage of bachelor's degree recipients who reported reading or viewing online news "yesterday" was higher in 2006 compared with a year earlier. This type of new use seems to be increasing for the graduates, and seven in 10 now report getting news online the day before the survey.

Experiencing and Evaluating College

About four in 10 (43.6%) of the 2006 graduates listed at least one professional organization with which they were involved while at the university. The figure is an increase from 36.2% a year earlier. The dominant student organizations in 2006, as in previous years, were Public Relations Student Society of America and Society of Professional Journalists (**Chart 52**). Ad Club and American Advertising Federation also attract significant student interest.

The 2006 graduates were asked to look over a list of web skills and indicate, regardless of whether they felt the skill was important, if they believed they had acquired the skill by the time they completed their studies. The responses of the bachelor's degree recipients are shown in **Chart 53**. Nearly six in 10 of the graduates reported feeling they had the ability to write for the web, and about four in 10 said they had the ability to edit for the web, to use the web for reporting, and to use still photographs on the web. About a third said they had the ability to use the web in public relations and create and use blogs. About three in 10 said they had the ability to do web layout and design, do graphics for the web, and use web software. Only one in 10 said they had the ability to do web animation. Of the graduates, 17.1% said they had none of these abilities on graduation.

Closing Comments

The job market for graduates of journalism and mass communication programs in the U.S. took a plunge after 2000 and did not recover until 2003. In 2004 and 2005, graduates found the market more favorable. Each year, the percentage of bachelor's degree recipients with at least one job offer on graduation increased, and the percentage of graduates with a full-time job by the end of October in the year of graduation increased. It appeared that the field was on its way to recovery.

That recovery has stalled. Graduates in 2006 experienced a market very comparable to what the graduates a year earlier experienced. The percentage of bachelor's degree recipients with at least one job on graduation held steady, as did the percentage of graduates with full-time employment by the end of October of 2006. Master's degree recipients, who make up a small part of the entering labor force, had similar job experiences.

Salaries did increase both for bachelor's degree recipients and for master's degree recipients, but the increases largely were at the level of inflation, meaning that actual purchasing power remained the same. And the 2006 graduates received lesser compensation in the form of benefits than did their 2005 counterparts.

The market gains since 2003 did not go away (except in the case of benefits), but the market did not improve in 2006. And the market stalled at a level considerably below the level of employment and compensation in 1999 and 2000. The employment rate in the overall economy continues to be strong. In fact, there is no sign of a reversal of the improvements in the market in recent years. It is possible that the journalism and mass communication segment is a leading indicator, and a decline in the overall labor market will follow. It also is possible that the softening the 2006 graduates have experienced will be only temporary, and that the 2007 graduates will see a more vibrant, robust market.

One trend in the work environment of the journalism and mass communication graduates seems quite distinct and likely to continue. Graduates find themselves in jobs where work involving the web is a quite prominent part of the routine. Graduates use the web to obtain materials for the various types of reports they produce. And they use the web to distribute the materials they produce. The field has become more web centered in recent years, and it will almost certainly become even more so in the future.

Graduates with jobs are largely content with them. Levels of satisfaction, pride and commitment remain high. Again they are not increasing, but they also are not declining.

Graduates also seem relatively content with their studies. The percentage of graduates wishing they had selected a different field of study remained constant in 2006. Many of those graduates report that they left the university with basic web skills, which, as noted, the market demands. Given the diversity of student interests, it is hard to know what to make of the finding that nearly six in 10 of the graduates feel

they left the university with the ability to write for the web. About four in 10 of the 2006 graduates with jobs reported they were writing and editing for the web in their jobs.

Students enrolled in journalism and mass communication programs have a variety of interests. Many do not intend to do any writing, reporting or editing, produce or sell advertising, or do any basic public relations task. In fact, each year, about 4% of the graduates report that they never intended to enter the field of journalism and mass communication at all. The field has been identified as a good preparatory one for law school and other careers. For this reason, perhaps more troublesome than the finding that four in 10 of the graduates did not leave the university with the ability to write for the web is the finding that nearly two in 10 reported they had acquired none of the listed web skills. Even in law school, at least some of these web skills would be helpful.

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 the year after graduation. 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 472 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 2006 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 2007. A third mailing was sent in March 2007 to graduates who had not responded to the first two mailings. The graduates could either return the mailed instrument in a self-addressed, postage paid envelope, or complete the instrument online. All graduates were given a unique password for access to the web survey and could use it only once. The respondents also were told they could win an iPod in a lottery by participating.

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 2006, the survey was mailed to 9,639 individuals whose names and addresses were provided by the administrators of the 89 programs. A total of 2,776 returned the questionnaires by the end of May of 2007. Of the returns, 2,425 were from students who reported they actually had completed their degrees during the April to June 2006 period. The remaining 351 had completed their degrees either before or after the specified period, despite their inclusion in the spring graduation lists. A total of 1,267 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 25.2%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 33.2%.² Of the 2,425 usable questionnaires, 2,290 (94.0%) were from bachelor's degree recipients and 145 were from those who received a master's degree.

Of the usable surveys, 337, or 13.8%, were completed online. Graduates in 2003 also were given the option of completing the survey online. That year, 4.4% of the usable questionnaires were completed by students via the web.

The findings summarized in this report are projectable to the estimated 49,100 students who earned bachelor's degrees and the 4,400 students who earned master's degrees in academic year 2005-2006 from the 472 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 2006 undergraduate data is 2.1%. Sample error terms for earlier surveys were: 2.0 (2005), 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

²The return rates in 2005 were 32.6% and 34.8%, and in 2004 they were 37.2% and 39.8%. In general, return rates have been declining for this and other surveys across time. In 2006, an unusually large number of addresses were not workable, compared with earlier years.

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 2.1%, depending on the actual number of persons for whom data are reported. In addition, many comparisons between subgroups in the sample and between the 2006 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 73.7% of respondents. Members of racial or ethnic minorities made up 18.0% 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 472 schools from which the sample was drawn.

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

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Partner Schools

The following 89 schools participated in the 2006 Annual Survey of Journalism & Mass Communication Graduates and are partners in this project:

Alabama State University (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)
University of Bridgeport (CT)	University of Missouri Columbia (MO)
Delaware State University (DE)	University of Montana (MT)
Florida A & M University (FL)	Hastings College (NE)
University of Florida (FL)	University of Nevada–Las Vegas (NV)
Berry College (GA)	Rider University (NJ)
Clark Atlanta University (GA)	University of New Mexico (NM)
University of Georgia (GA)	Ithaca College (NY)
University of Idaho (ID)	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)	Ohio University (OH)
Eastern Kentucky University (KY)	Ohio State University (OH)
University of Kentucky (KY)	Ohio Wesleyan University (OH)
Northwestern State U. of Louisiana (LA)	Youngstown State University (OH)
University of Louisiana at Monroe (LA)	Oklahoma State University (OK)

Partner Schools (continued)

University of Oklahoma (OK)	Brigham Young University (UT)
Southern Oregon University (OR)	Castleton State College (VT)
University of Oregon (OR)	James Madison University (VA)
Elizabethtown College (PA)	University of Richmond (VA)
LaSalle University (PA)	Virginia Union University (VA)
Temple University (PA)	Eastern Washington University (WA)
University of South Carolina (SC)	University of Washington (WA)
Tennessee Technological University (TN)	Bethany College (WV)
University of Tennessee Martin (TN)	Marquette University (WI)
Abilene Christian University (TX)	University of Wisconsin--Milwaukee (WI)
Stephen F. Austin State University (TX)	University of Wisconsin--Stevens Point (WI)
Texas Christian University (TX)	Howard University (DC)
Lamar University (TX)	University of Puerto Rico (PR)
University of Texas Pan American (TX)	

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2. Job offers to Bachelor's degree recipients

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

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5. Employment status

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Journalism Bachelor's degree recipients' use of print media

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Journalism Bachelor's degree recipients' use of electronic media

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Specialty within curriculum of Bachelor's degree recipients

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Campus activities of Bachelor's degree recipients

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Final grades of Bachelor's degree recipients

S4. Grades by major

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

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

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

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Bachelor's degree recipients working in newspaper jobs

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Bachelor's degree recipients working in telecommunications jobs

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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

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S19. Where grads seek work

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2006

S20. Minorities and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2006

S21. Minorities and job seeking II

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2006

S22. Gender and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2006

S23. Gender and job seeking II

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2006

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 2006 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 2006 graduates.

Do not be above accepting an internship post-graduation. Every experience you have will help you get a job. The more experience, the better.

Female bachelor's degree

**recipient in public relations,
working at a public relations
agency**

Be as involved as possible. Journalism is the rare major where your grades are secondary--important nonetheless--but secondary. It's all about experience...

**Male bachelor's degree
recipient in magazines,
working at a weekly**

More and more news outlets are using the web to connect to readers. Being able to take photos, write or compile multi-media packages will make you more attractive to potential employers.

**Female bachelor's degree recipient in
news-editorial/print journalism, working at a
biweekly newspaper**

A big key in marketing yourself is being able to stand out--don't just do normal portfolios or resumes.

**Male bachelor's
degree recipient in
graphics, working at
non-profit
organization**

I found that experienced students made much better journalists than people who had gone right from undergrad to Grad school. The money is a trade off, but gaining experience in the workforce is a huge advantage in becoming a successful journalist.

**Male Master's degree recipient in English,
working at a television station**

You have to LOVE journalism. It can be a very grueling career, especially in the beginning, but it's very rewarding. But it's not for everyone. Take all of your classes seriously and go above and beyond what is expected of you.

Female master's degree recipient in communication, working at a television station

The most important thing would be to form strong networking relationships in the field you would like to enter. I have found it difficult to find employment in my chosen field without the proper connection.

Female bachelor's degree recipient in news-editorial/print journalism, currently unemployed

Promote any web-focused skills you have when job hunting.

Male master's degree recipient in science, working at a daily newspaper.

Go on for an advanced degree. Double major in publishing or computer technologies. Find an ethics course to take if your degree program didn't include one.

Female bachelor's degree recipient in mass media studies, currently unemployed

Take internships if you want a job in magazines. And keep in touch with those contacts you make during your internships.

Male master's degree recipient in English, working at a consumer magazine

I can't stress the importance of networking and gaining web skills enough.

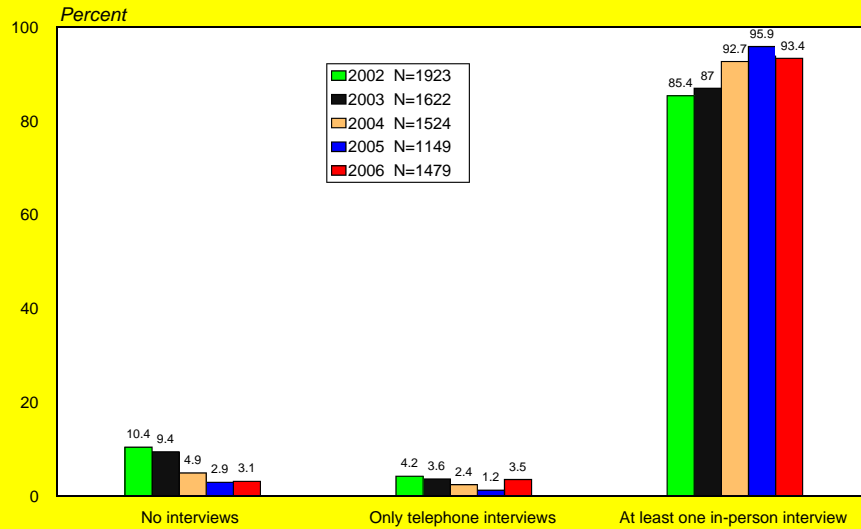
Female bachelor's degree recipient in news-editorial, working in wire news service

Take advantage of all the opportunities provided at the university. Diversify your educational experience, you never know what you will need to know.

Male bachelor's degree recipient in advertising, working at a triweekly newspaper

1. Job interviews of Bachelor's degree recipients

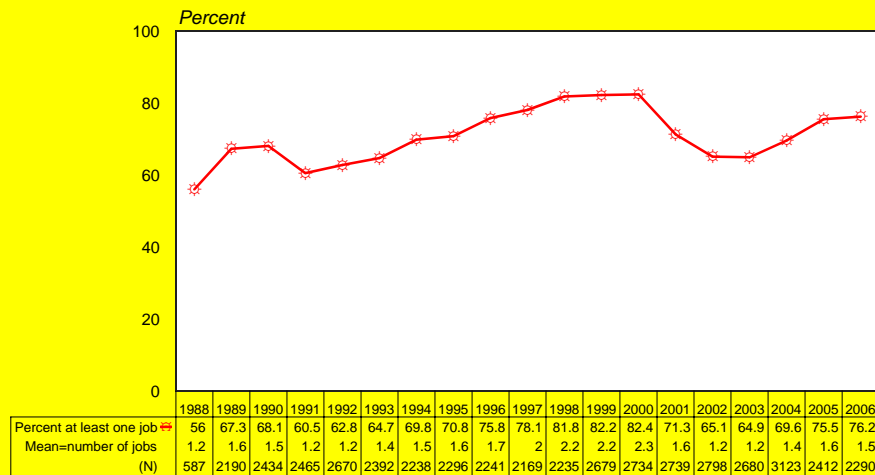
Number of interviews by Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

2. Job offers to Bachelor's degree recipients

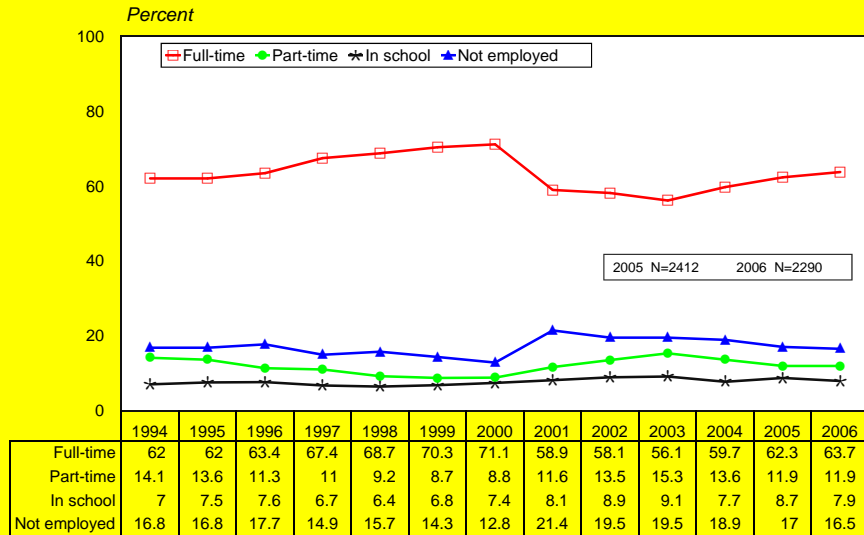
Job offers for Bachelor's degree recipients:
percent with at least one job offer



Source: Annual Survey of Journalism & Mass Communication Graduates

3. Employment status Oct. 31

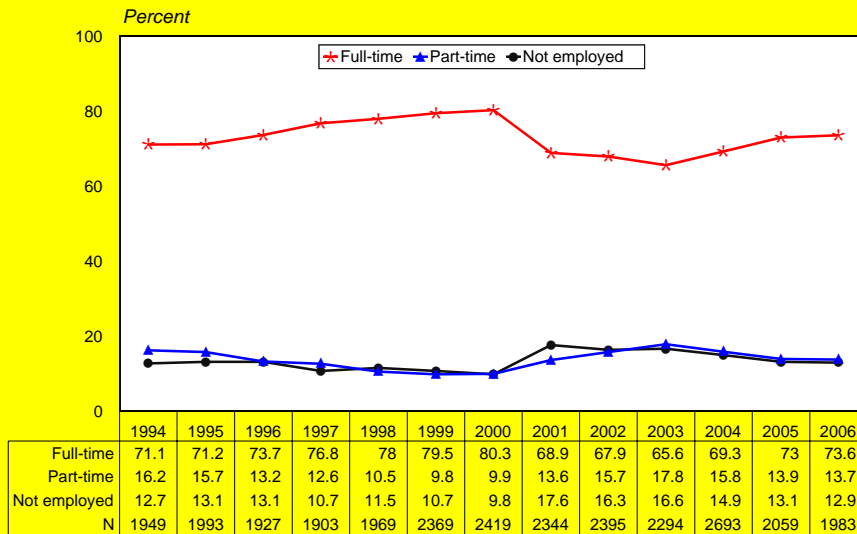
Employment status of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

4. Employment status Oct. 31

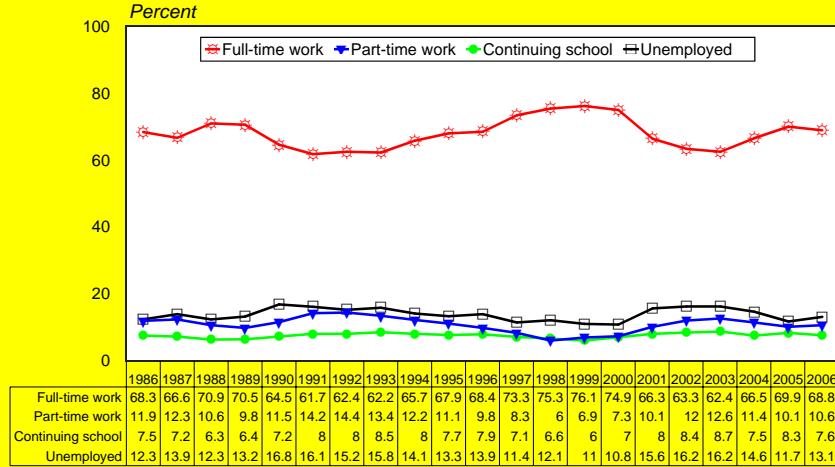
Employment status of Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

5. Employment status

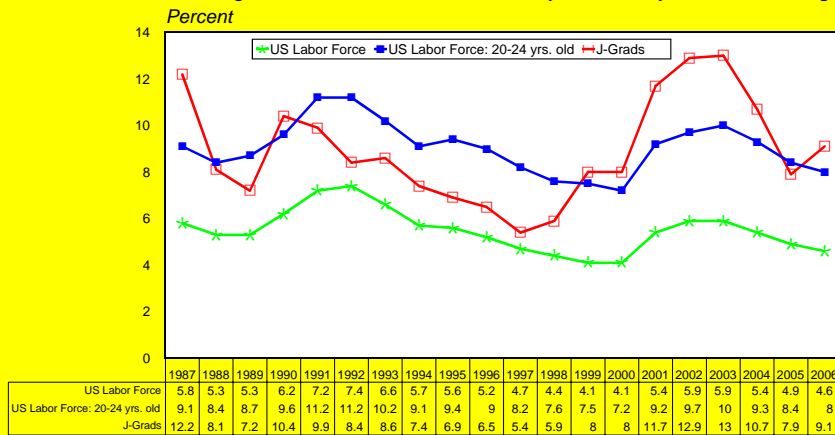
Employment status of Bachelor's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

6. Unemployment rates

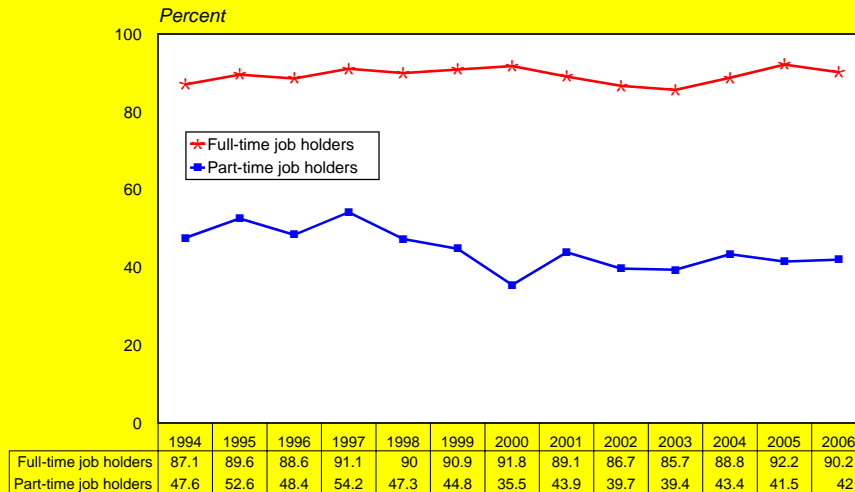
Unemployment rates of journalism Bachelor's degree recipients compared to U.S. labor force data. U.S. figures represent seasonally adjusted unemployment rates averaged across June of the shown year to May of the following year.



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

7. Permanent positions

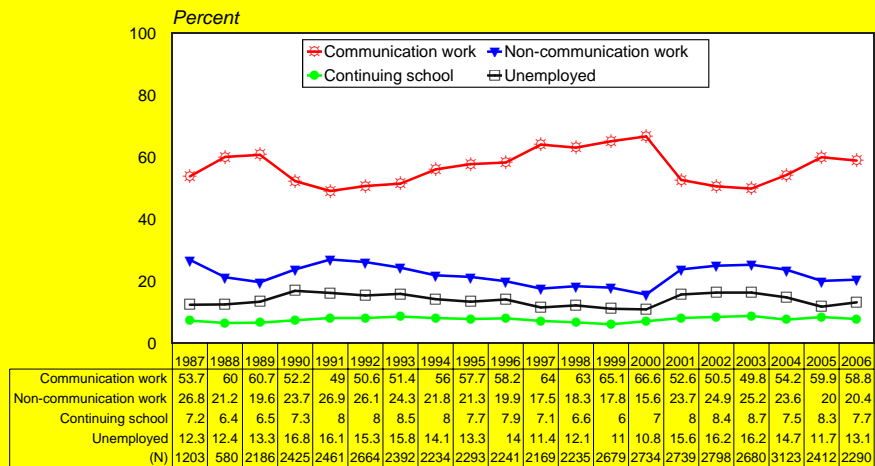
Status of Bachelor's degree recipients: percent in permanent positions



Source: Annual Survey of Journalism & Mass Communication Graduates

8. General types of work

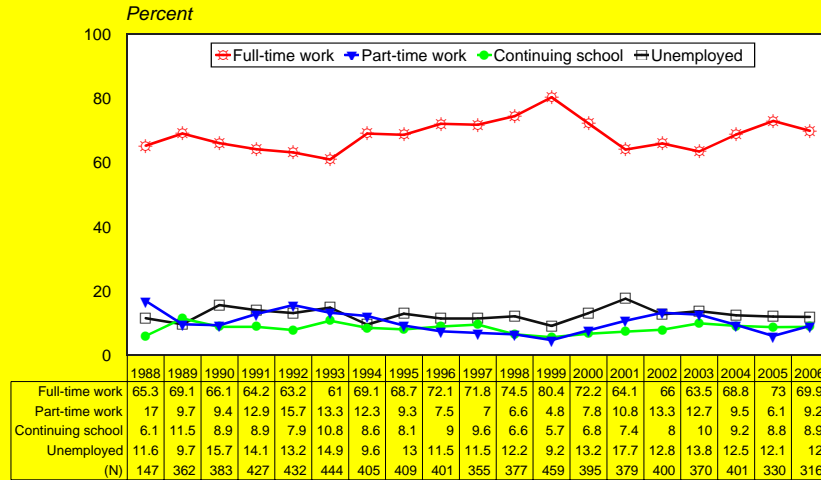
An overview of Bachelor's degree recipients' work situations



Source: Annual Survey of Journalism & Mass Communication Graduates

9. Employment, news-editorial

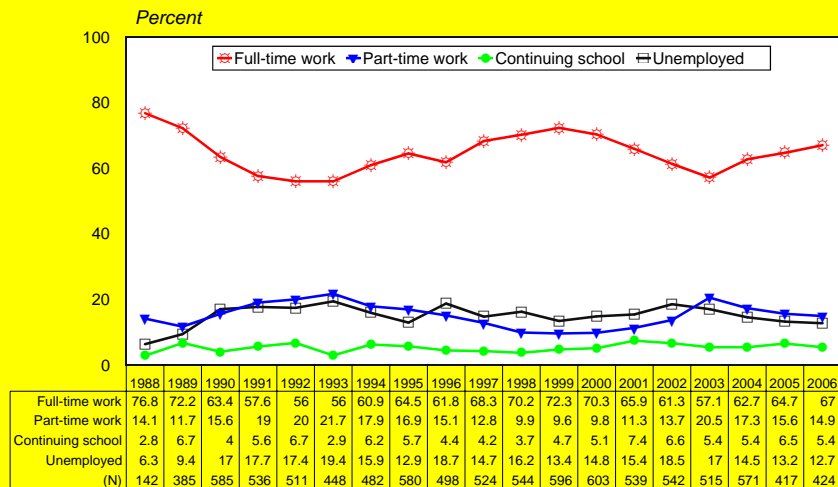
Employment of Bachelor's degree recipients in the editorial specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

10. Employment, broadcasting

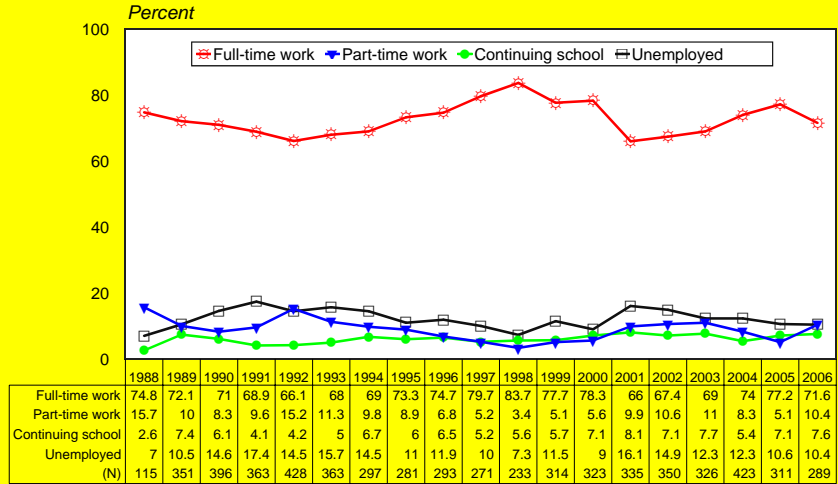
Employment of Bachelor's degree recipients in the broadcasting specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

11. Employment, advertising

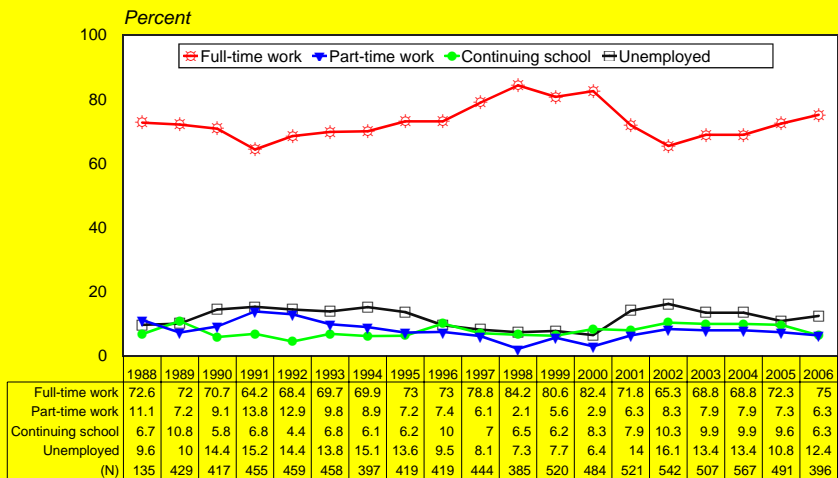
Employment of Bachelor's degree recipients in the advertising specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

12. Employment, PR

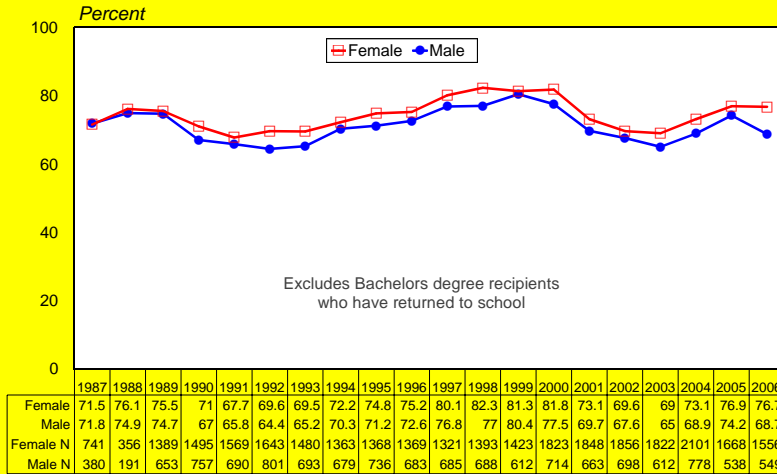
Employment of Bachelor's degree recipients in the public relations specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

13. Gender and employment

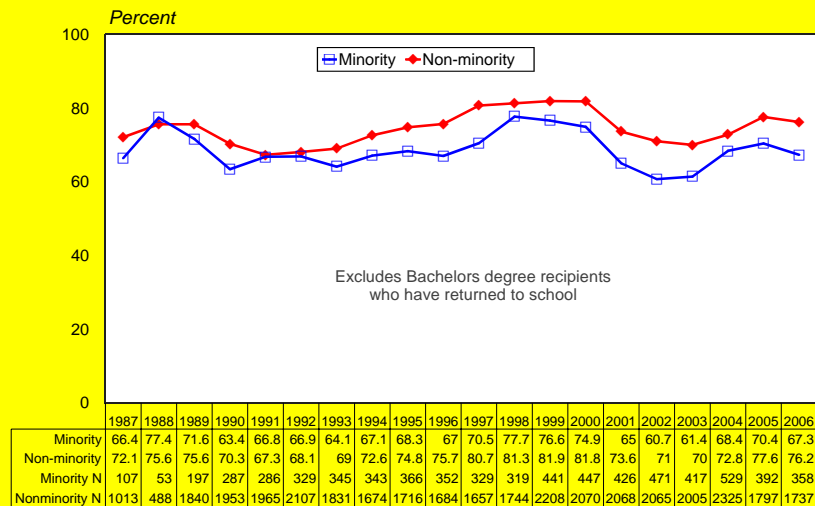
Full-time employment of female and male Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

14. Minority employment

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

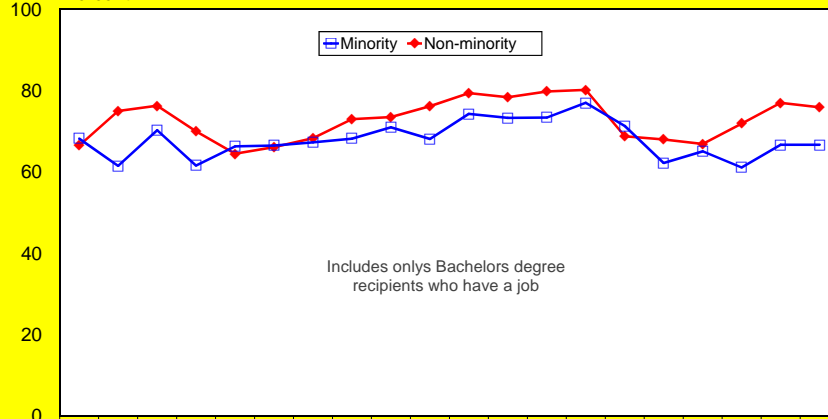


Source: Annual Survey of Journalism & Mass Communication Graduates

15. Minority employment in communications

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

Percent



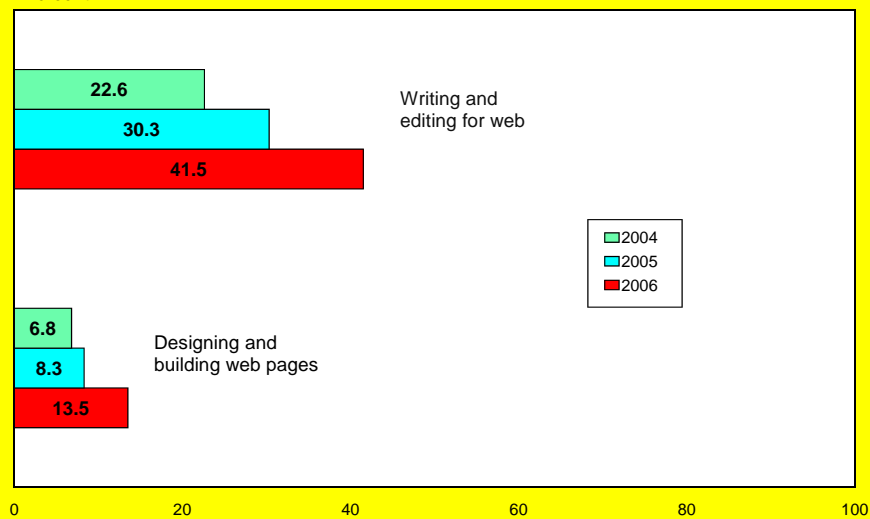
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Minority	68.1	61.4	70.2	61.5	66.2	66.4	67.2	68.1	70.9	68	74.2	73.2	73.3	76.9	71.2	62.1	65	61	66.6	66.6
Non-minority	66.4	74.9	76.2	69.9	64.4	66	68.2	72.9	73.4	76.1	79.3	78.3	79.7	80.1	68.7	67.9	66.8	71.8	76.9	75.8
Minority N	94	44	168	226	228	268	271	279	296	272	275	269	352	377	330	346	306	443	332	287
Non-minority N	867	419	1576	1599	1625	1762	1529	1427	1485	1448	1467	1518	1834	1842	1733	1732	1684	1965	1573	1507

Source: Annual Survey of Journalism & Mass Communication Graduates

16. Writing, editing and designing for web

Jobs of employed 2006 Bachelor's degree recipients in communications

Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

17. Hours spent with web work

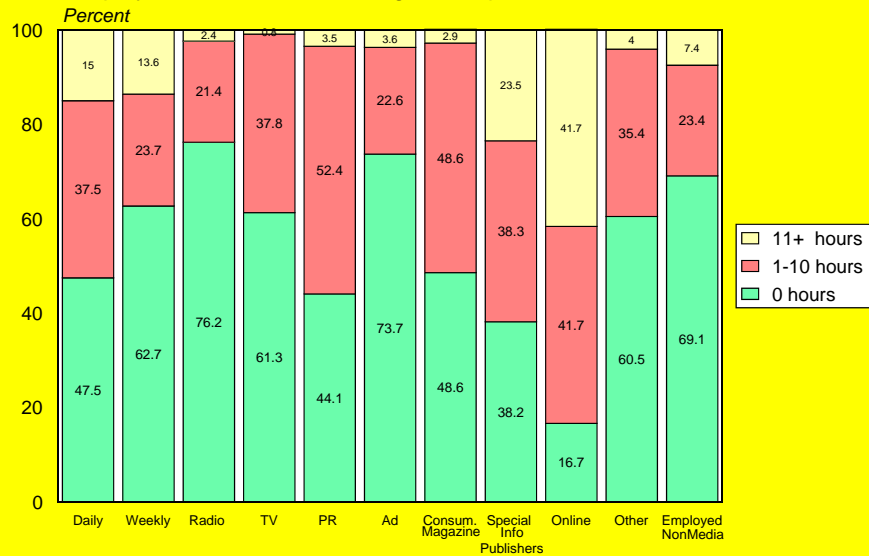
Employed 2006 Bachelor's degree recipients in communications



Source: Annual Survey of Journalism & Mass Communication Graduates

18. Hours writing or editing for web by employer type

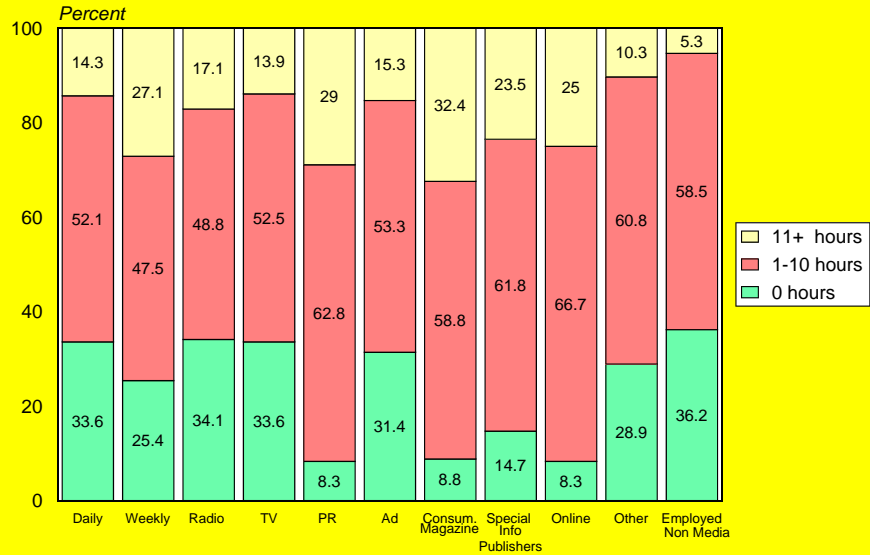
Employed 2006 Bachelor's degree recipients in communications



Source: Annual Survey of Journalism & Mass Communication Graduates

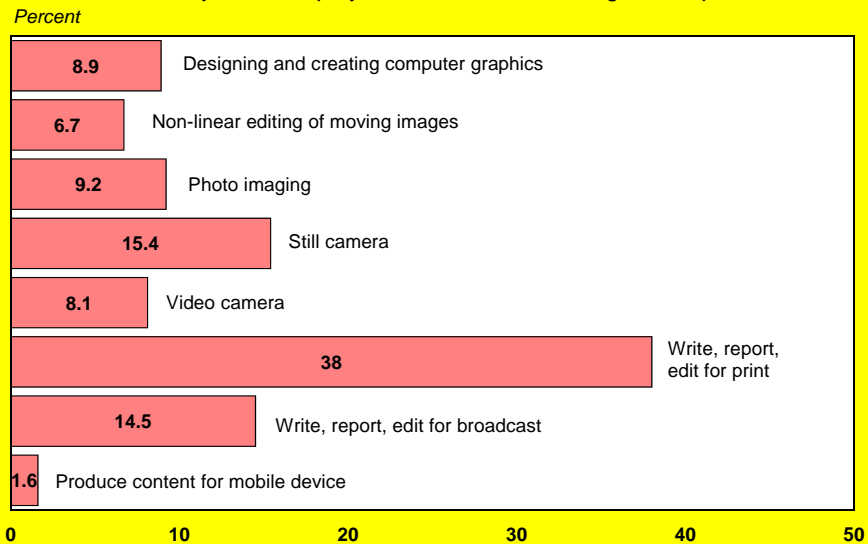
19. Hours researching materials using the web

Employed 2006 Bachelor's degree recipients in communications



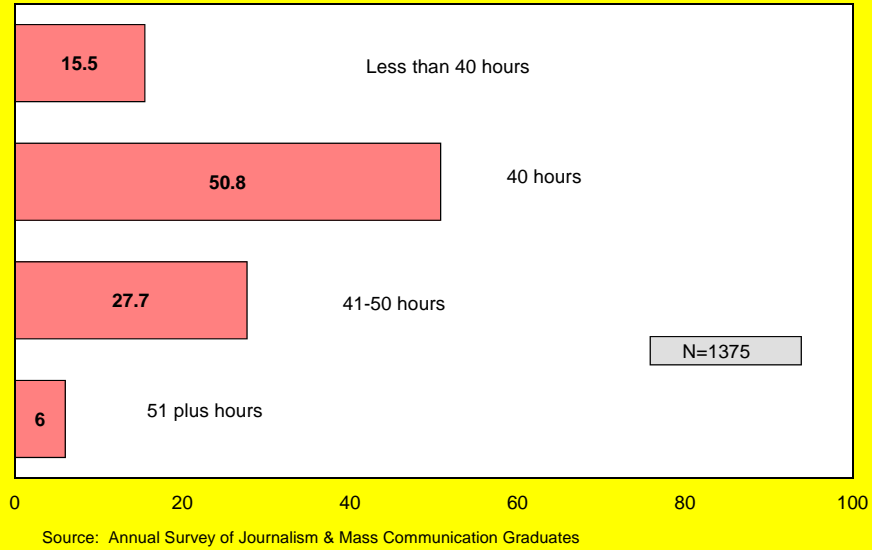
20. Technical work performed in job

An overview of jobs of employed 2006 Bachelor's degree recipients



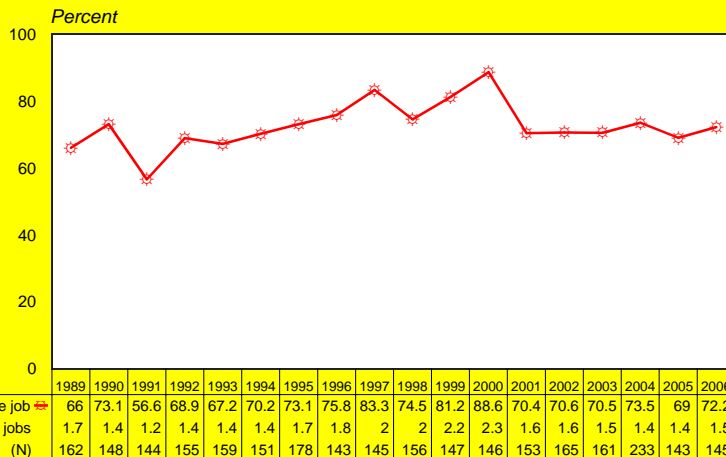
21. Hours spent with job per week

Employed 2006 Bachelor's degree recipients in communications
Percent



22. Job offers, Master's degree recipients

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

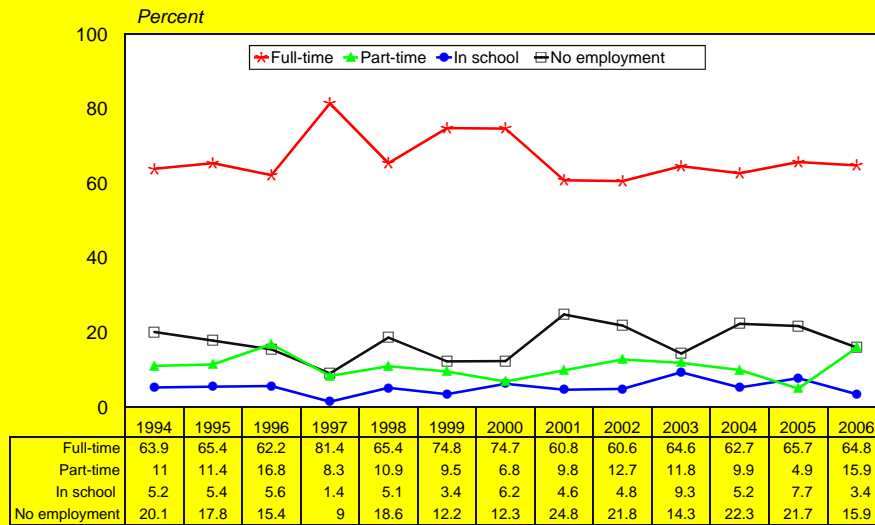


Percent at least one job	66	73.1	56.6	68.9	67.2	70.2	73.1	75.8	83.3	74.5	81.2	88.6	70.4	70.6	70.5	73.5	69	72.2
Mean=number of jobs	1.7	1.4	1.2	1.4	1.4	1.4	1.7	1.8	2	2	2.2	2.3	1.6	1.6	1.5	1.4	1.4	1.5
(N)	162	148	144	155	159	151	178	143	145	156	147	146	153	165	161	233	143	145

Source: Annual Survey of Journalism & Mass Communication Graduates

23. Employment Status Oct. 31

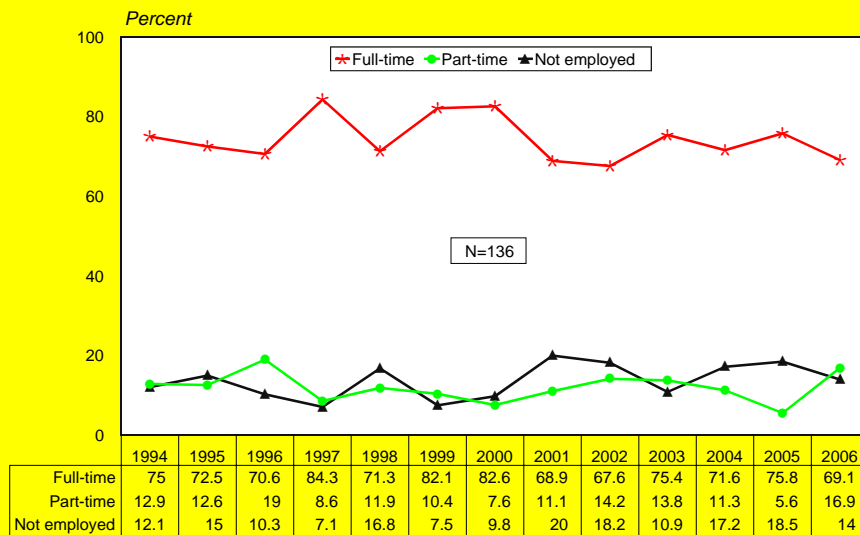
Employment status of Master's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

24. Employment Status Oct. 31

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

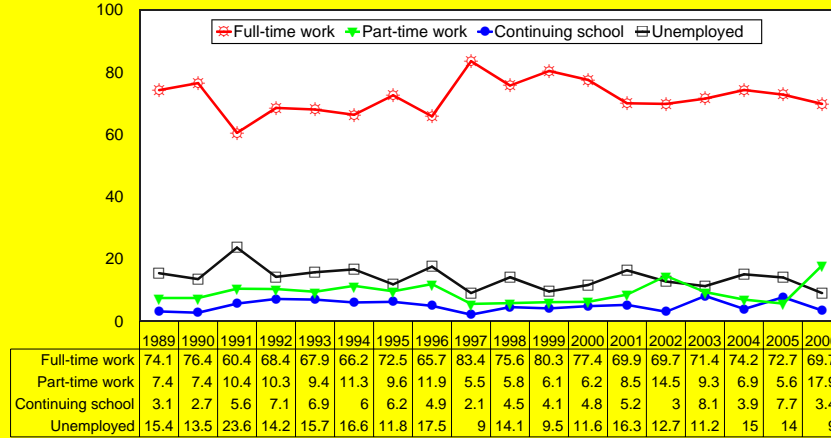


Source: Annual Survey of Journalism & Mass Communication Graduates

25. Employment status

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

Percent

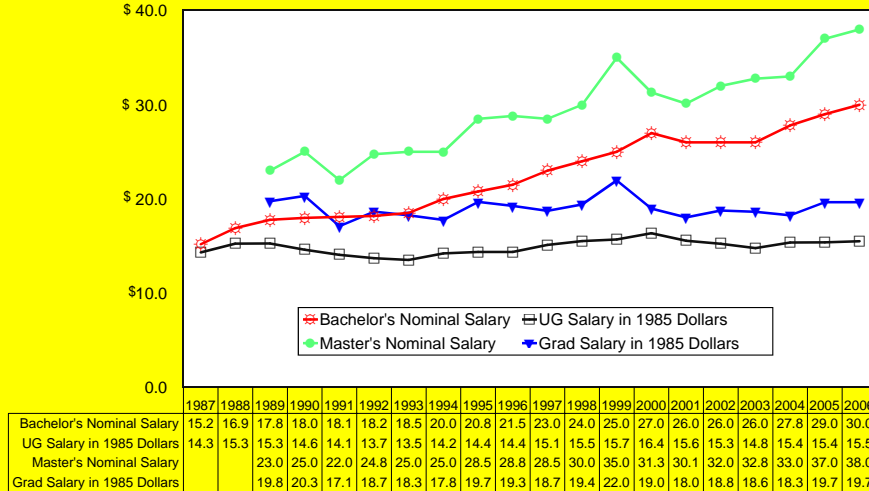


Source: Annual Survey of Journalism & Mass Communication Graduates

26. Overall salaries

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

In thousands

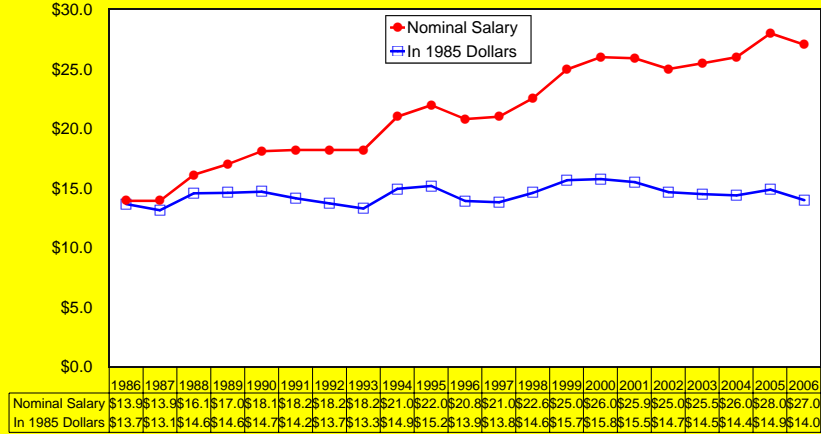


Source: Annual Survey of Journalism & Mass Communication Graduates

27. Salaries in dailies

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

In thousands

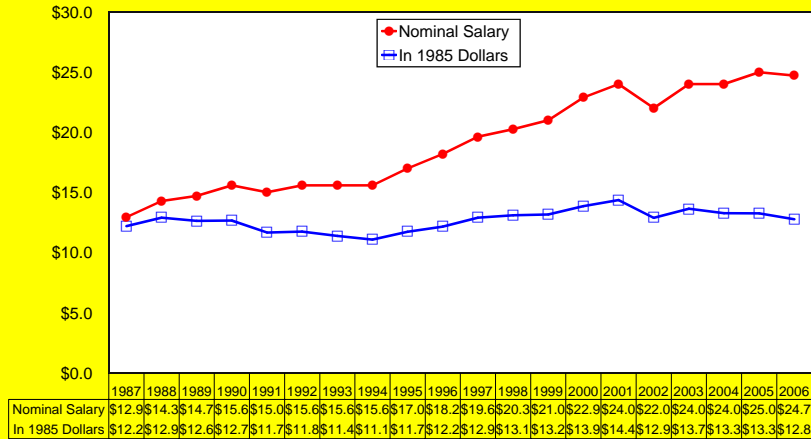


Source: Annual Survey of Journalism & Mass Communication Graduates

28. Salaries in weeklies

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

In thousands

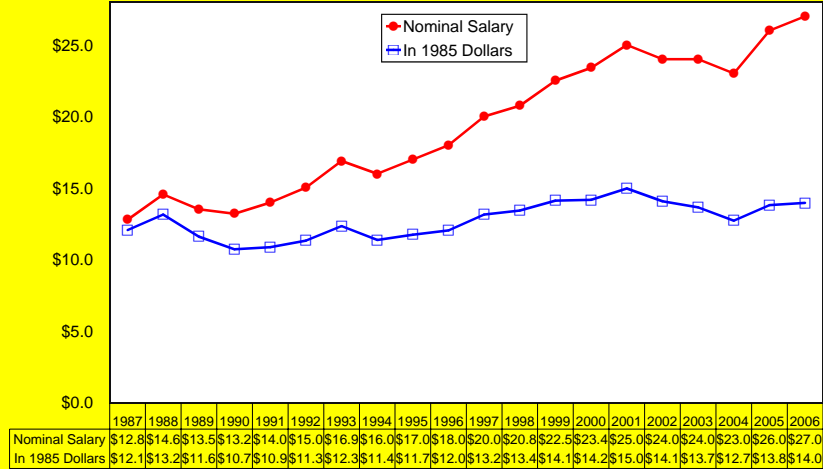


Source: Annual Survey of Journalism & Mass Communication Graduates

29. Salaries in radio

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

In thousands

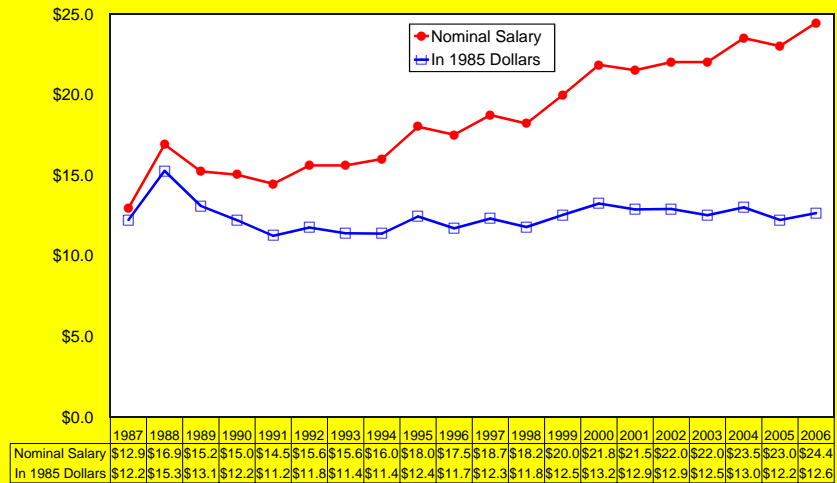


Source: Annual Survey of Journalism & Mass Communication Graduates

30. Salaries in television

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

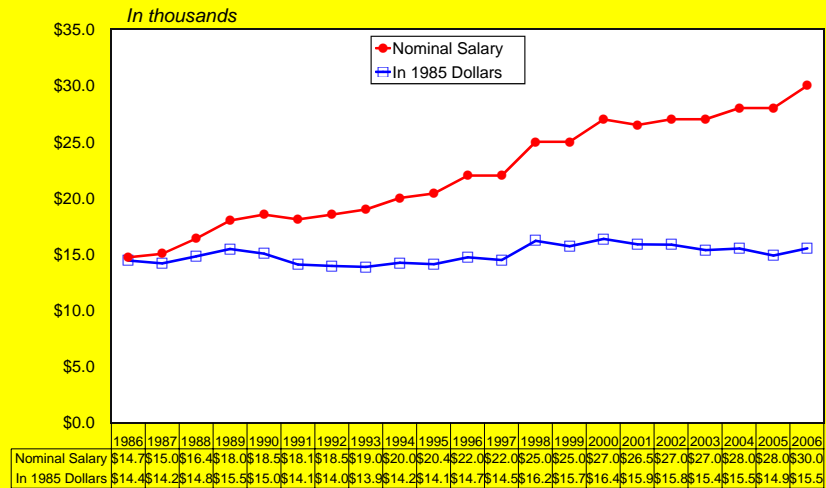
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

31. Salaries in advertising

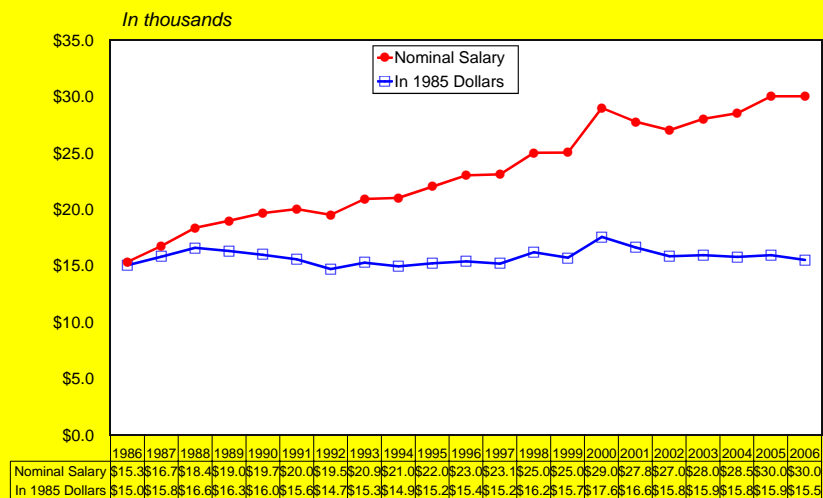
Annual nominal median salaries and adjustments for inflation in advertising - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

32. Salaries in PR

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

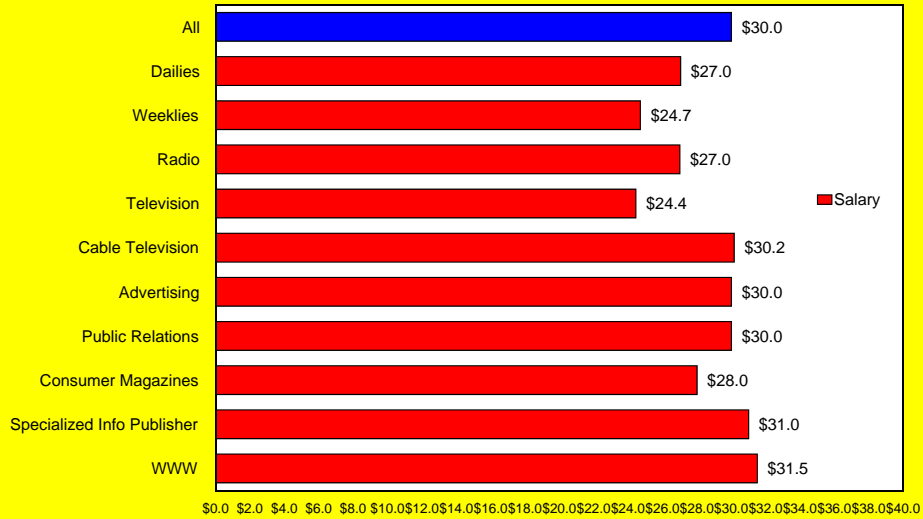


Source: Annual Survey of Journalism & Mass Communication Graduates

33. Salaries compared

Median yearly salaries for 2006 Bachelor's degree recipients with full-time jobs

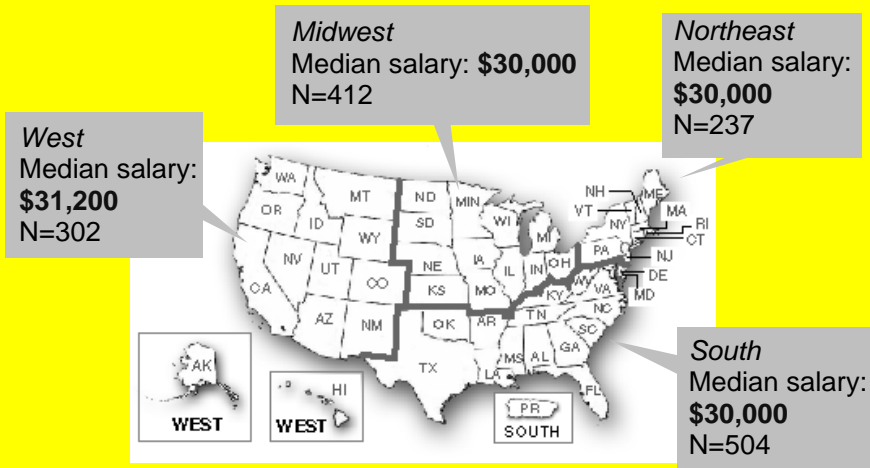
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

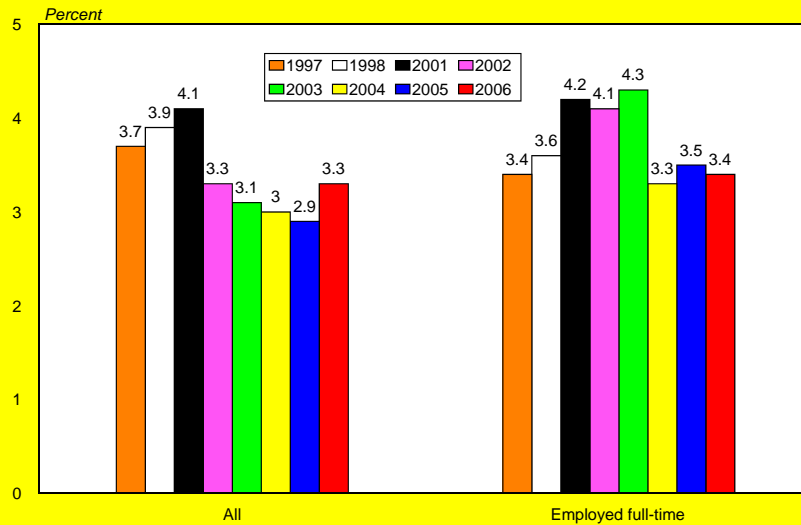
34. Salaries by region

Median yearly salaries for 2006 Bachelor's degree recipients with full-time jobs



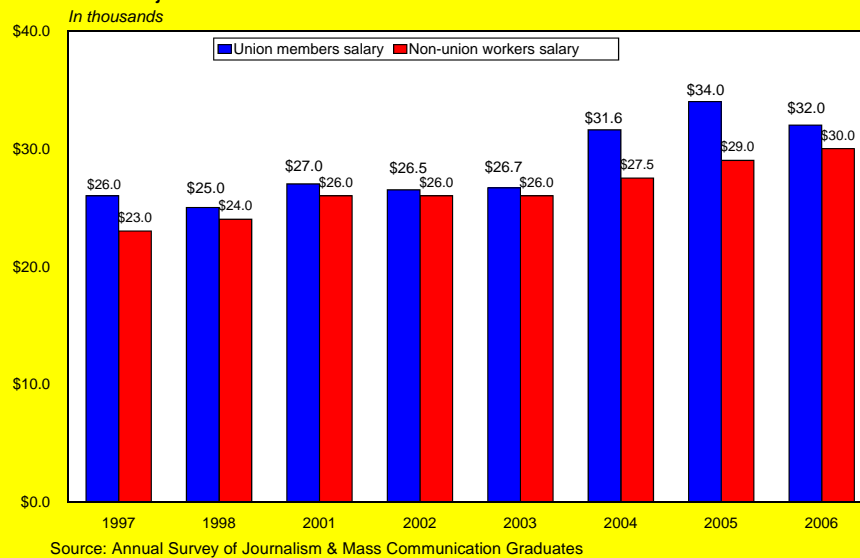
35. Union membership of JMC graduates

Union membership of Bachelor's degree recipients



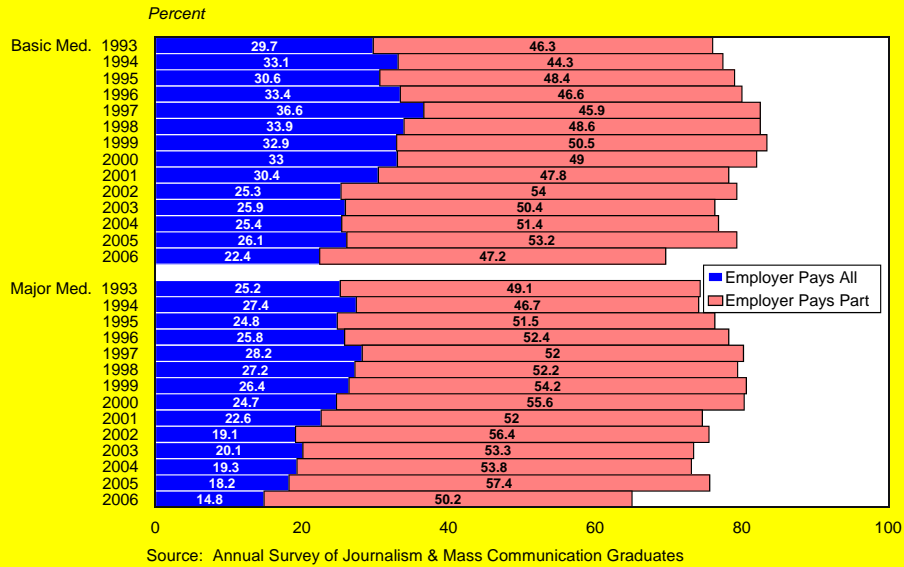
36. Yearly salary for union members and non-union workers

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



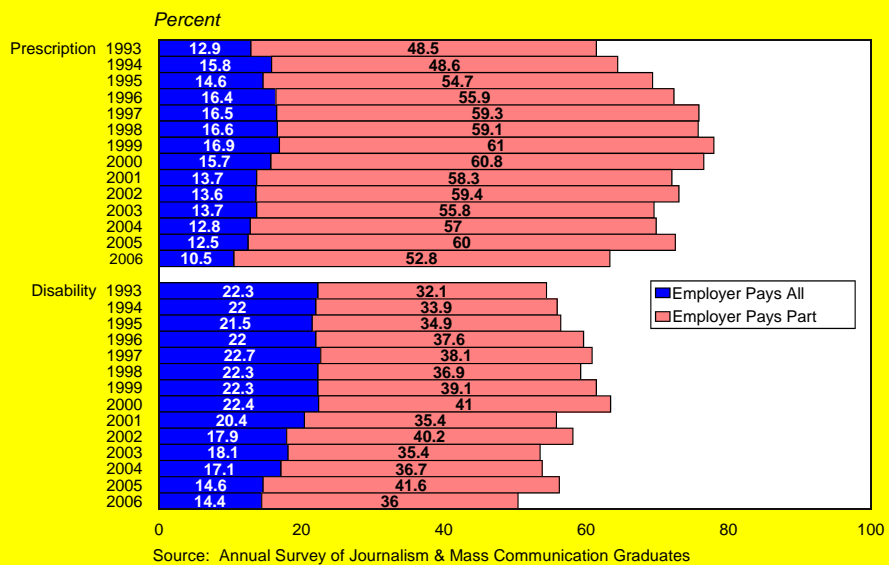
37. Job benefits I

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



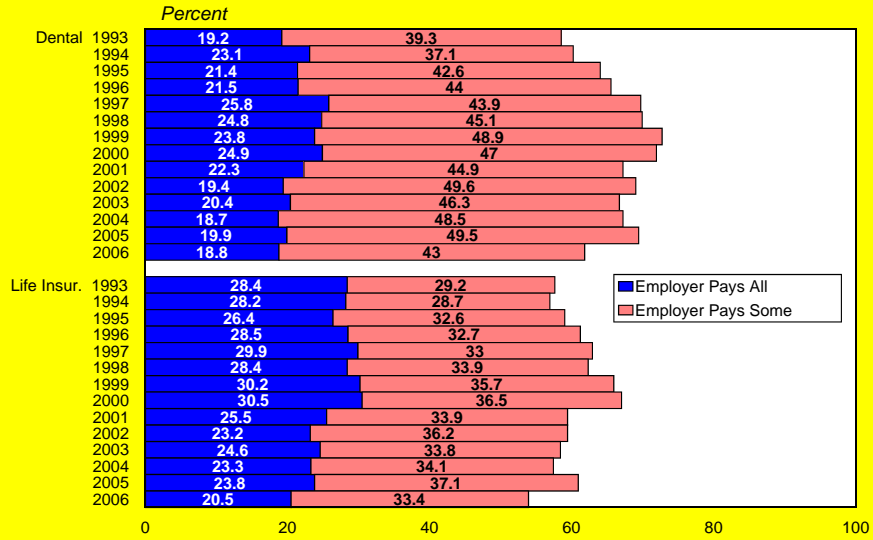
38. Job benefits II

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



39. Job benefits III

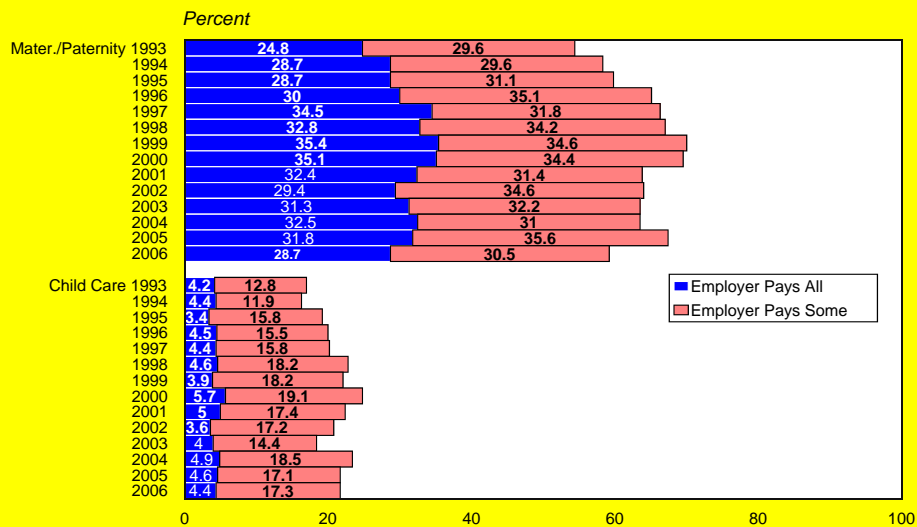
Benefits available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

40. Job benefits IV

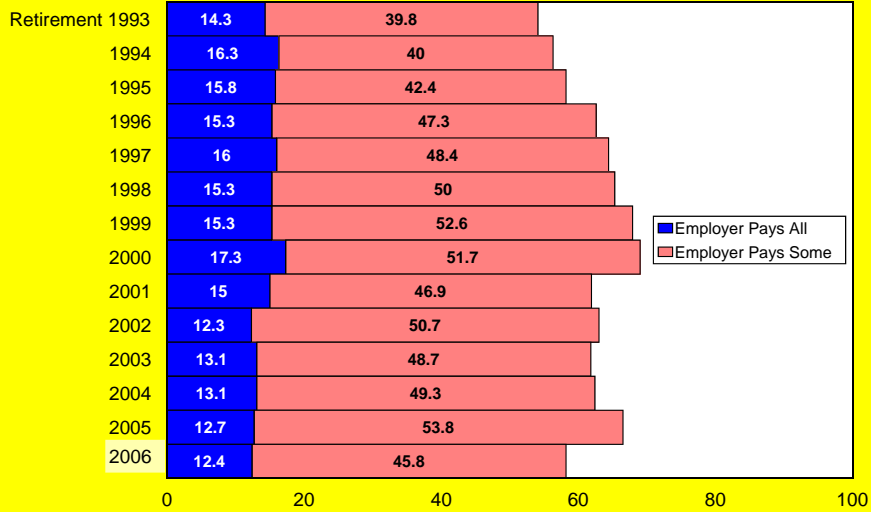
Benefits available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

41. Job benefits V

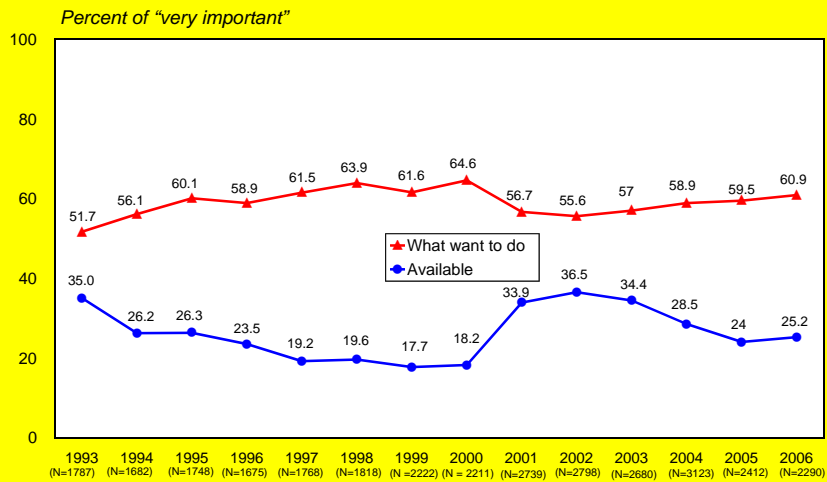
Benefits available to Bachelor's degree recipients with full-time jobs
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

42. Why jobs chosen

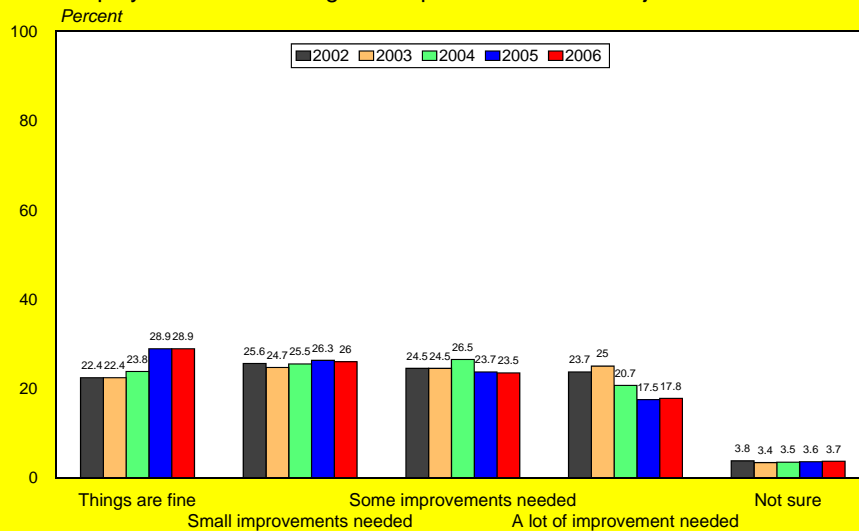
Employed Bachelor's degree recipients' reasons for selecting jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

43. Overall job situation

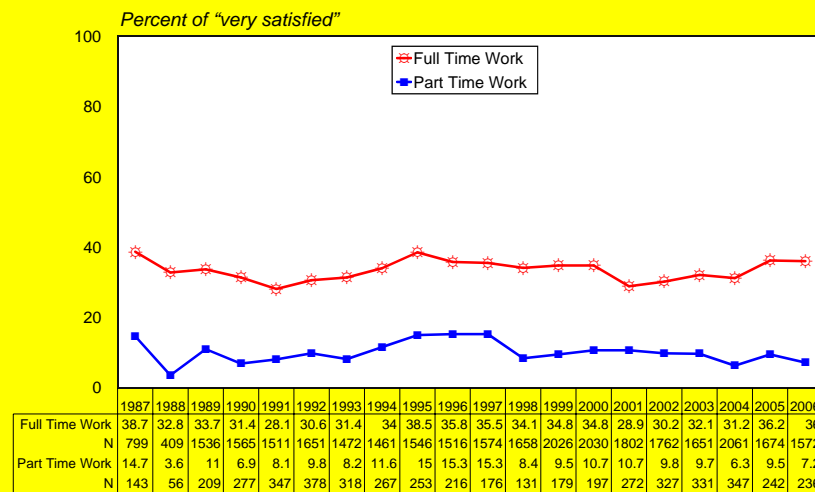
Employed Bachelor's degree recipients views of their jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

44. Job satisfaction

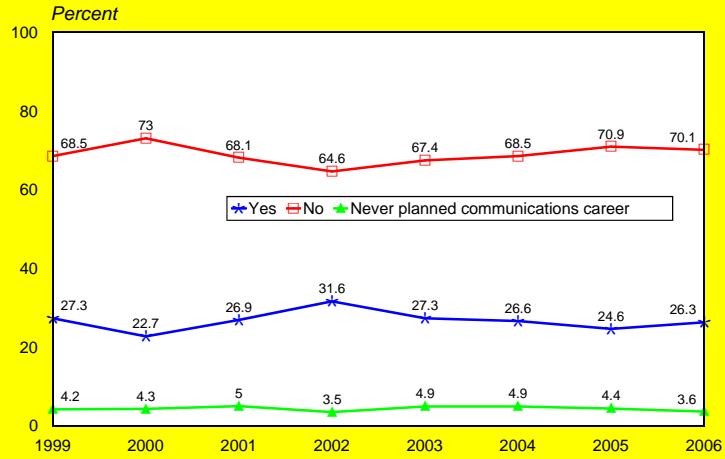
Job satisfaction of employed Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

45. Regret career choices

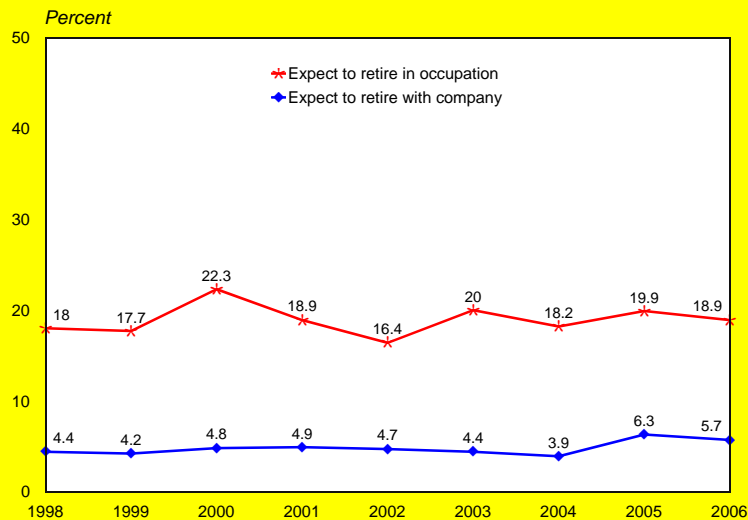
Bachelor's degree recipients who wish they had selected another career



Source: Annual Survey of Journalism & Mass Communication Graduates

46. Retirement plans

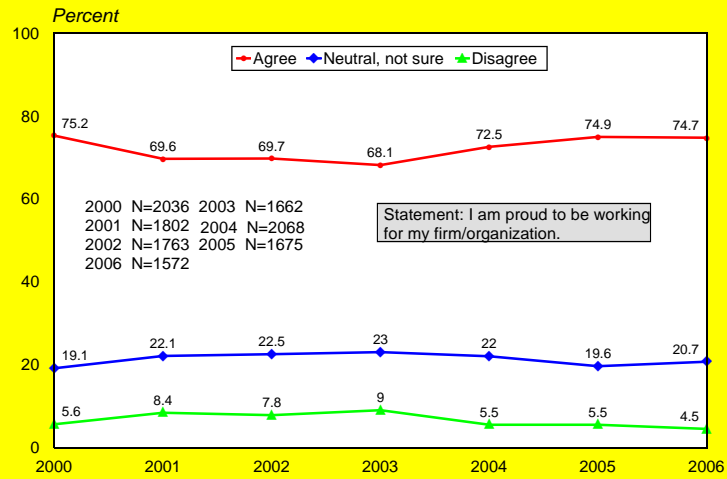
Attitudes toward retirement of Bachelor's degree recipients with jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

47. Organizational pride

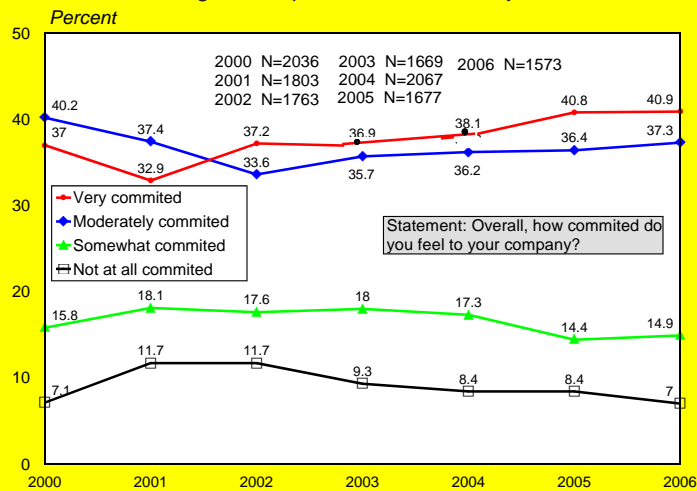
Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication

48. Organizational commitment

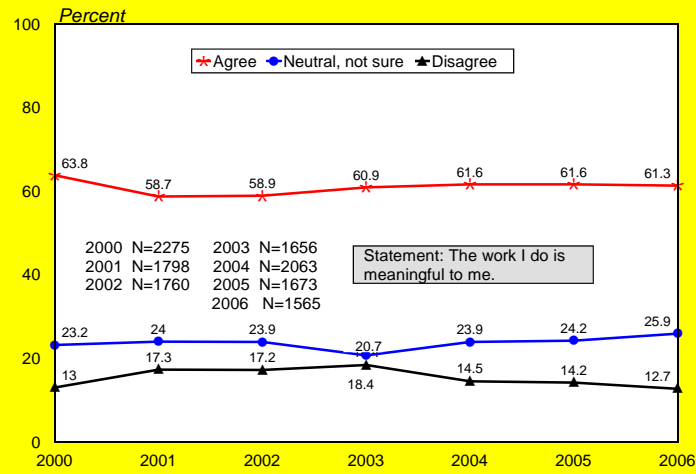
Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

49. Meaningfulness of work

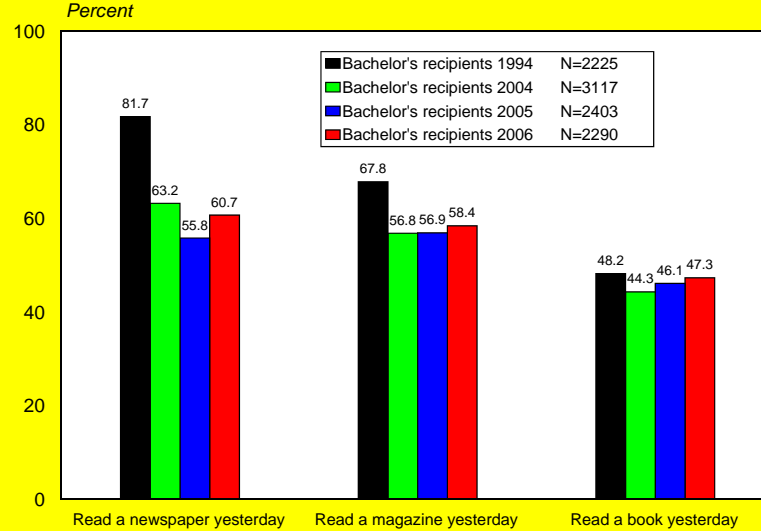
Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

50. Use of print media

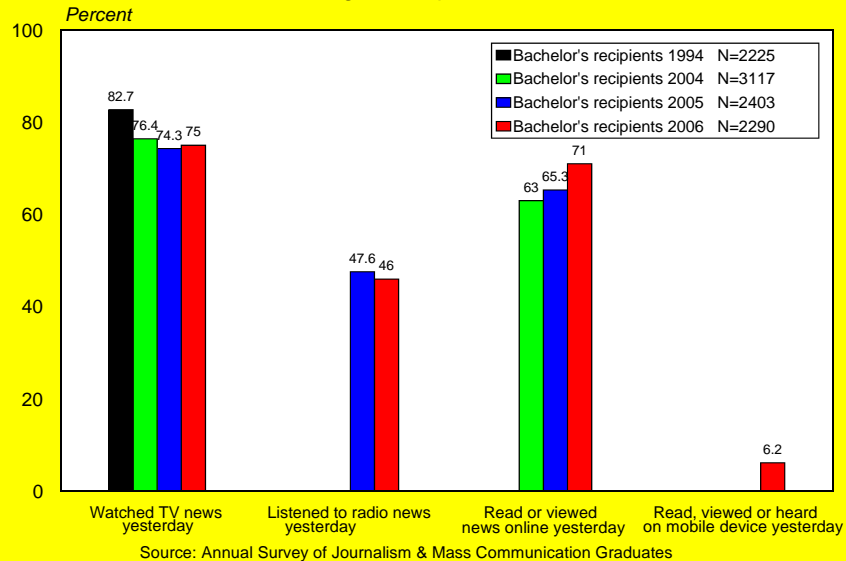
Journalism Bachelor's degree recipients' use of print media



Source: Annual Survey of Journalism & Mass Communication Graduates

51. Use of electronic media

Journalism Bachelor's degree recipients' use of electronic media



52. Student professional organizations attended while at university

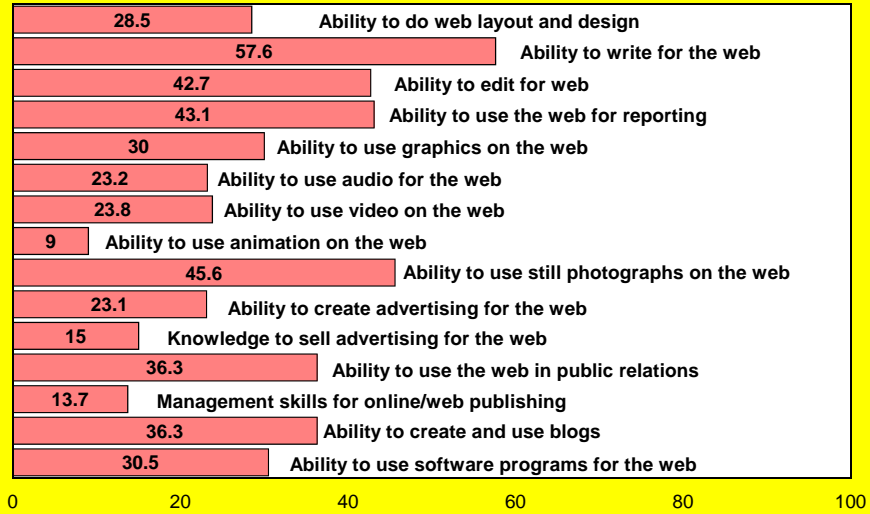
	2002	2003	2005	2006
AD Club	2.8%	2.2%	4.5%	4.5%
American Advertising Federation	3.6%	3.9%	2.8%	2.3%
Association of Women in Communication	1.6%	2.0%	1.3%	1.1%
Di Gamma Kappa	0.7%	0.6%	0.5%	0.2%
Kappa Tau Alpha	0.3%	0.6%	0.2%	0.2%
Magazine Club	0.0%	0.0%	0.4%	0.3%
National Association of Black Journalists	1.6%	1.5%	1.0%	1.0%
National Broadcasting Society	1.3%	0.9%	0.6%	0.6%
National Press Photographers Association	0.8%	0.6%	0.3%	0.4%
Public Relations Student Society	13.5%	12.8%	16.0%	13.8%
Radio Television News Directors Association	1.3%	1.2%	1.0%	1.0%
Society of Professional Journalists	7.3%	5.8%	5.0%	6.7%
Student Society for News Design	0.5%	0.1%	0.0%	0.1%
N	2,794	2,684	2,412	2,290

Source: Annual Survey of Journalism & Mass Communication Graduates

53. Online and new media skills

Bachelor's degree recipients' self-reported ability to use the web

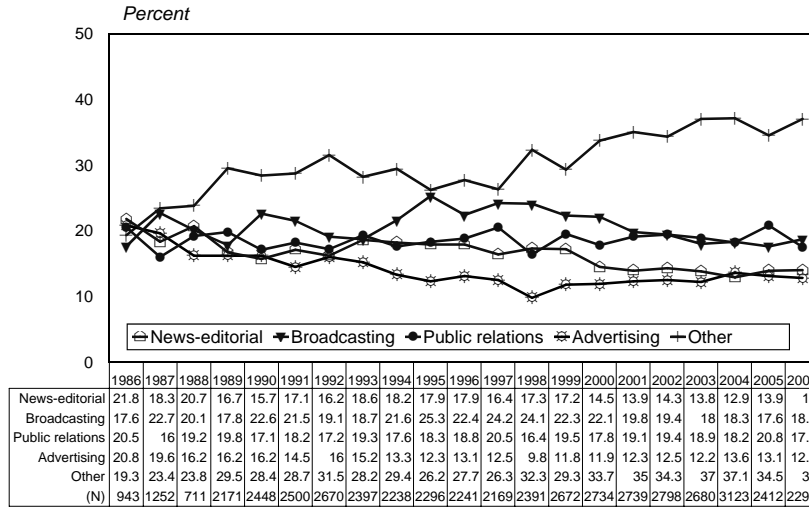
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

S1. What they studied

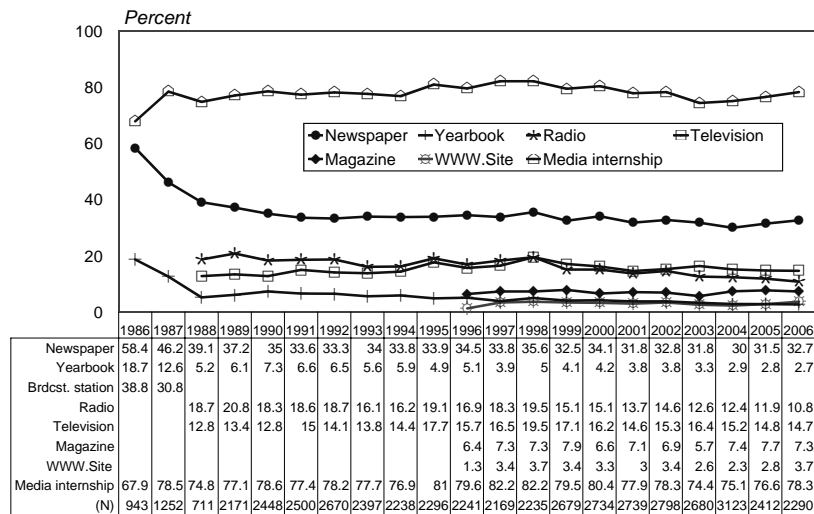
Specialty within curriculum of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S2. Campus activities

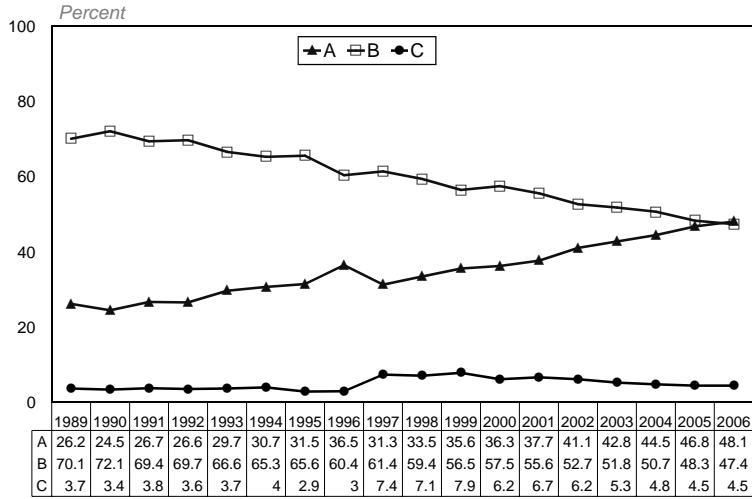
Campus activities of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S3. Grade point averages

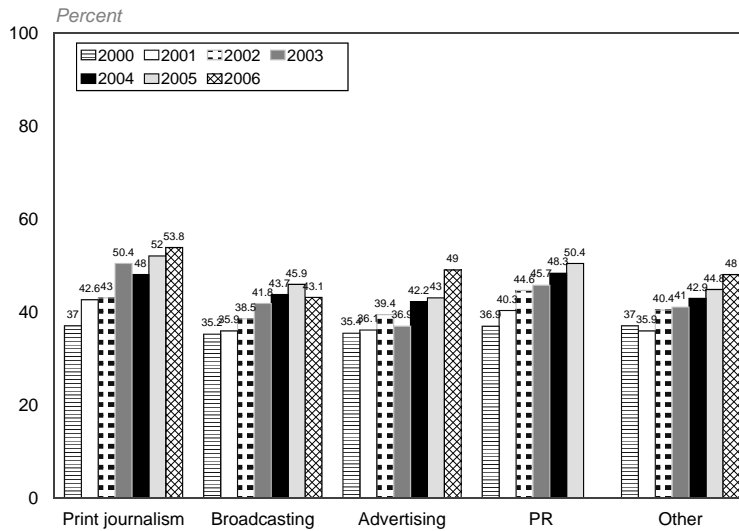
Final grades of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S4. Grades by major

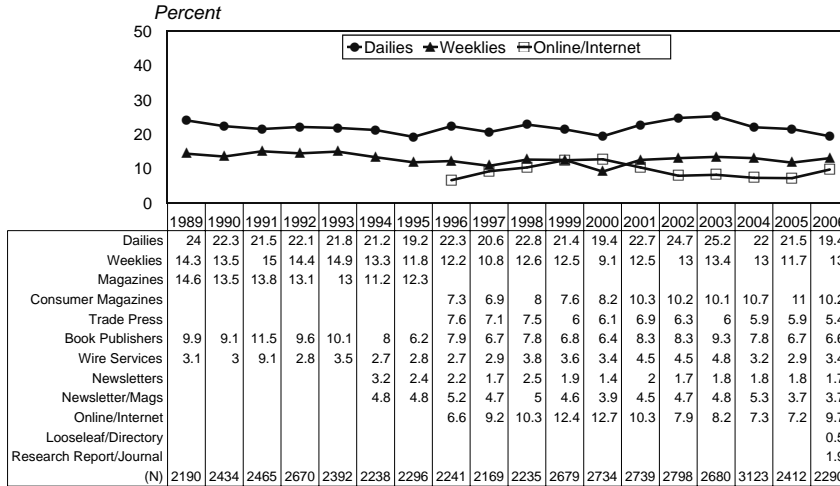
Final grades of Bachelor's degree recipients by major: percent with A or A-



Source: Annual Survey of Journalism & Mass Communication Graduates

S5. Seeking print jobs

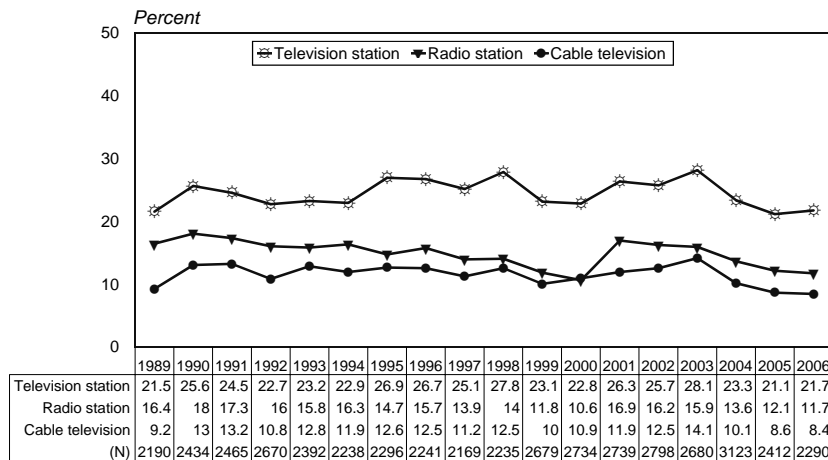
Jobs sought by Bachelor's degree recipients in the area of print media.
Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S6. Seeking broadcast jobs

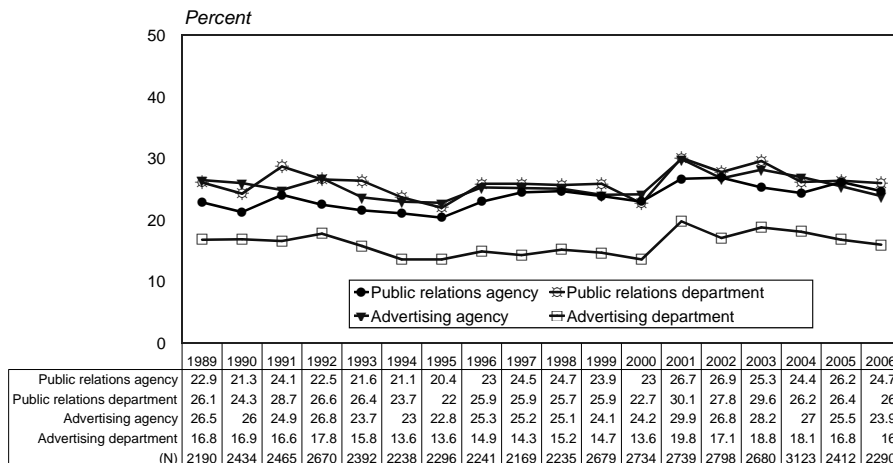
Jobs sought by Bachelor's degree recipients in the area of broadcasting.
Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S7. Seeking PR/advertising jobs

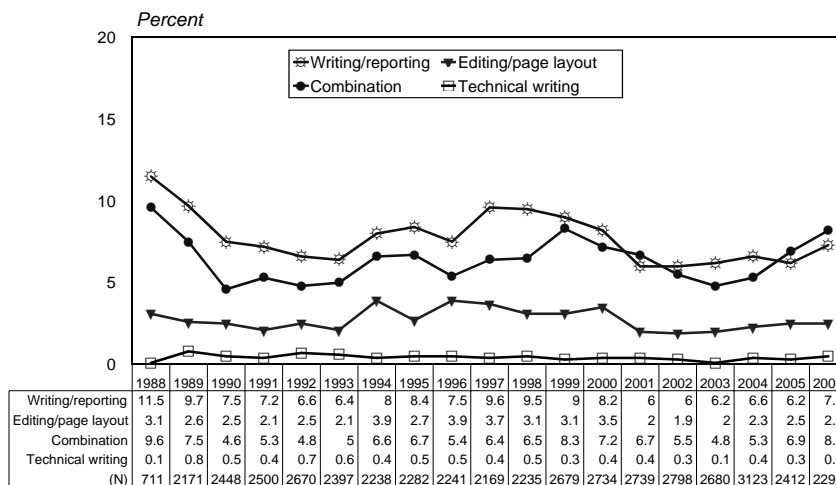
Jobs sought by Bachelor's degree recipients in the area of PR and advertising. Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S8. News-editorial tasks

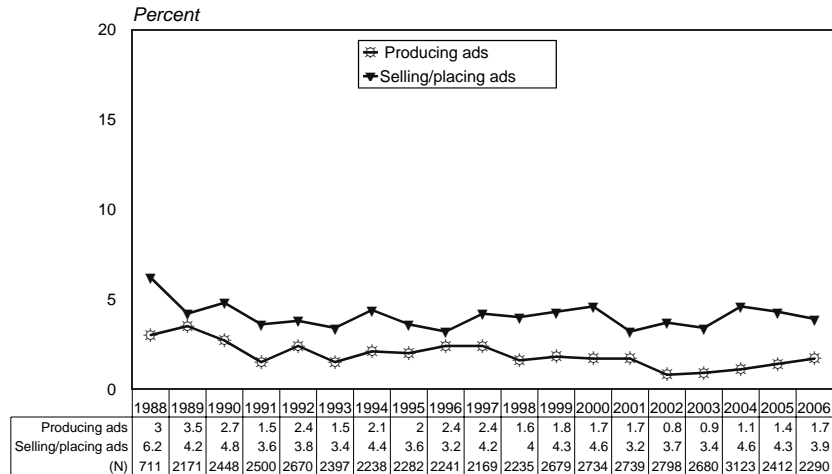
Bachelor's degree recipients' job tasks in the area of print journalism



Source: Annual Survey of Journalism & Mass Communication Graduates

S9. Advertising tasks

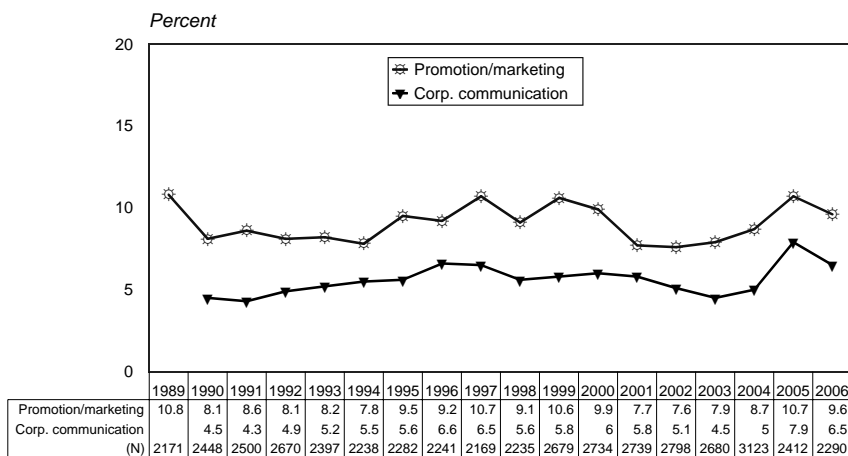
Bachelor's degree recipients' job tasks in the area of advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

S10. Corporate communication tasks

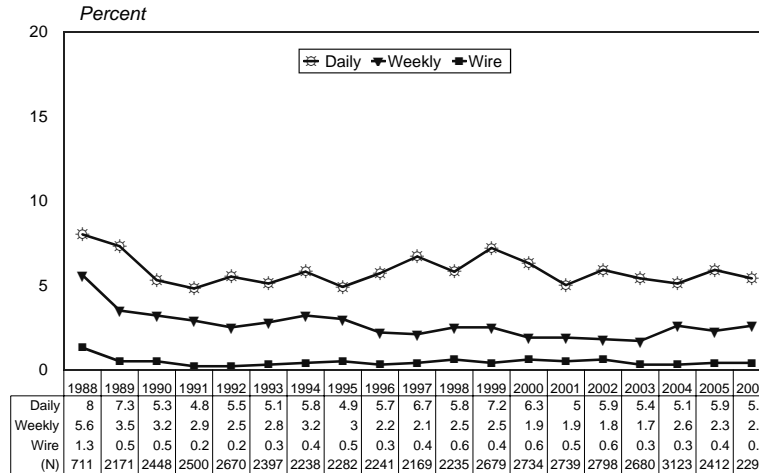
Bachelor's degree recipients' job tasks in the area of corporate marketing and communication



Source: Annual Survey of Journalism & Mass Communication Graduates

S11. Newspaper work

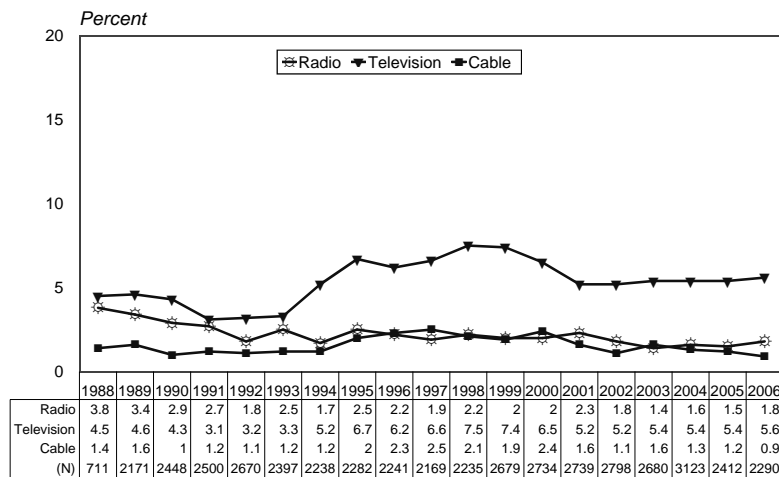
Bachelor's degree recipients working in newspaper jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S12. Telecommunication work

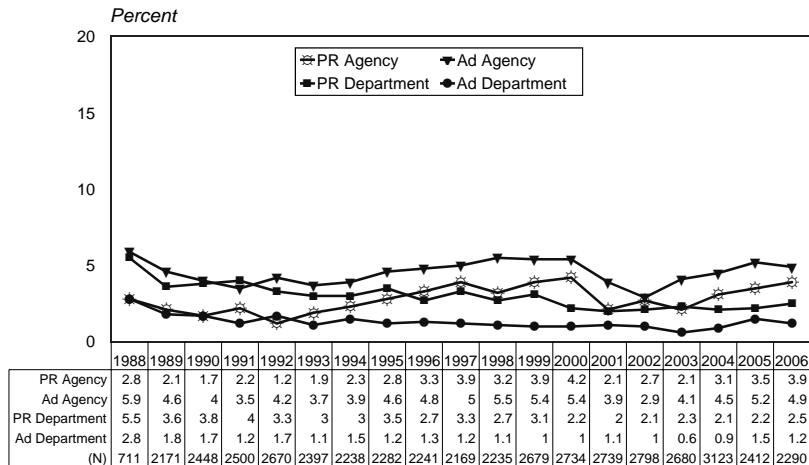
Bachelor's degree recipients working in telecommunications jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S13. PR and advertising work

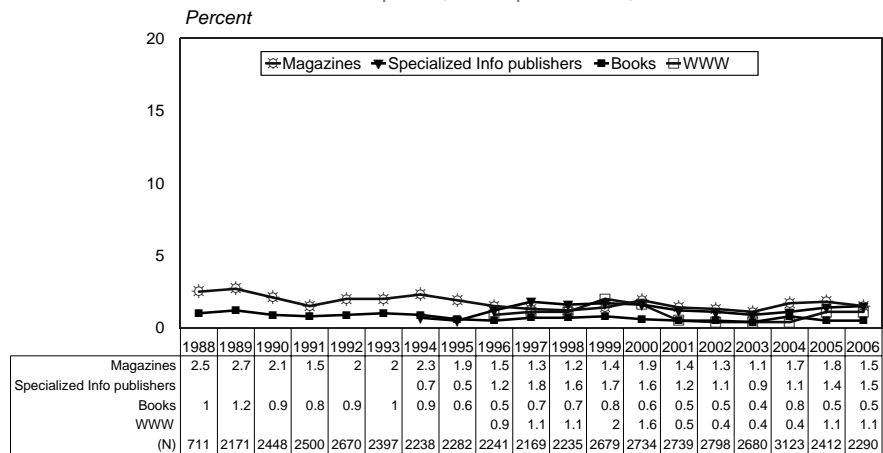
Bachelor's degree recipients working in public relations and advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

S14. Other communication work

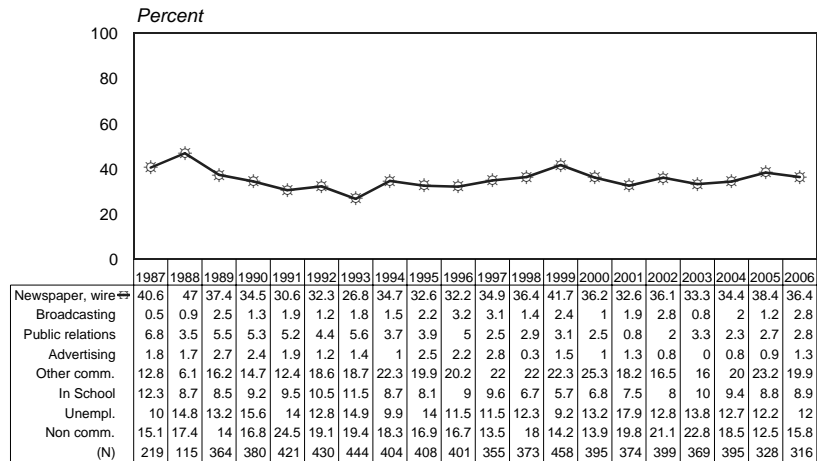
Bachelor's degree recipients working for magazines, newsletters/ trade press, book publishers, WWW



Source: Annual Survey of Journalism & Mass Communication Graduates

S15. Hiring news students

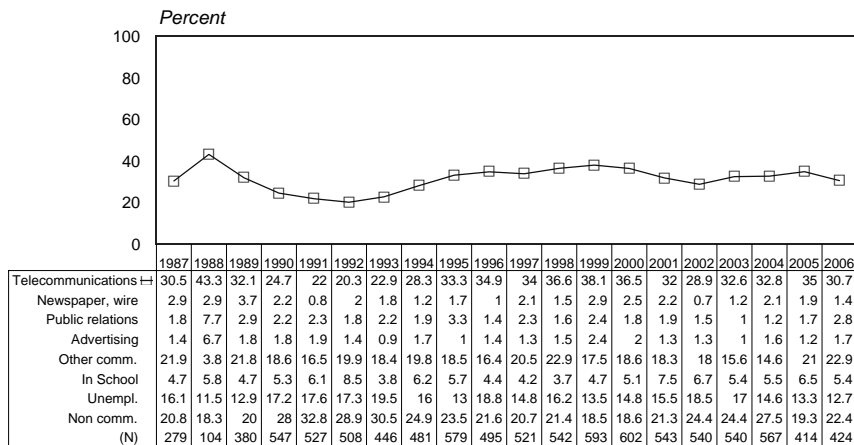
Employers of Bachelor's degree recipients with a news-editorial emphasis



Source: Annual Survey of Journalism & Mass Communication Graduates

S16. Hiring broadcast students

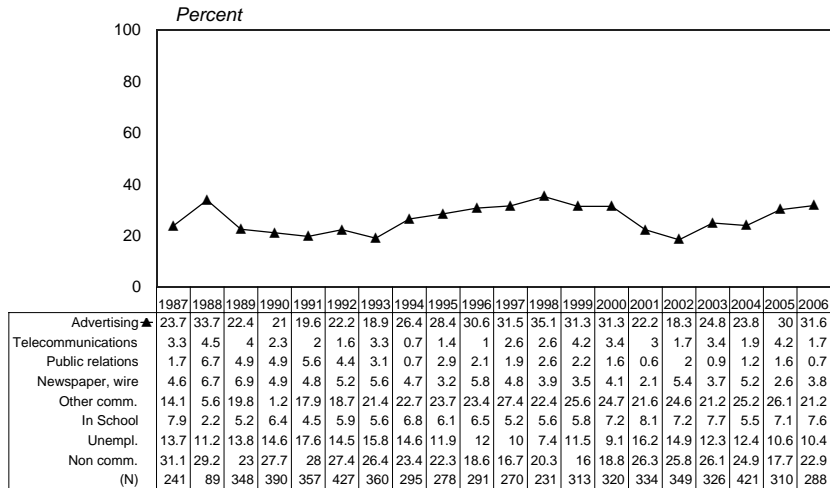
Students with an emphasis in telecommunications who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S17. Hiring advertising students

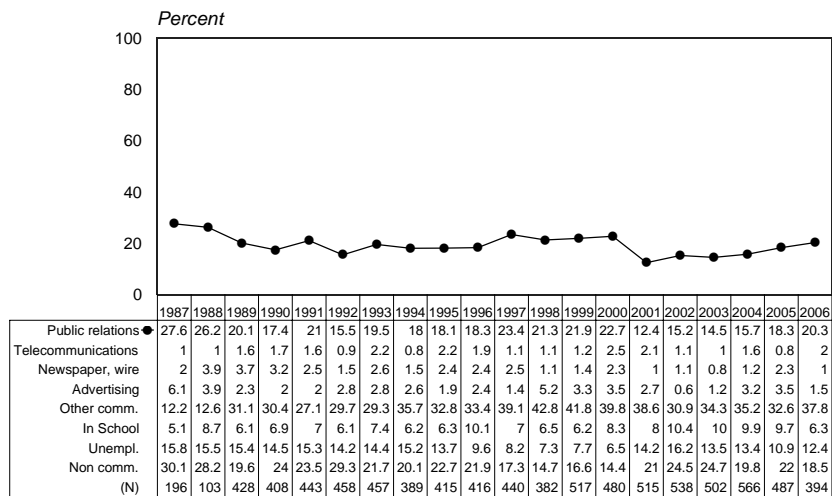
Students with an advertising emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S18. Hiring PR students

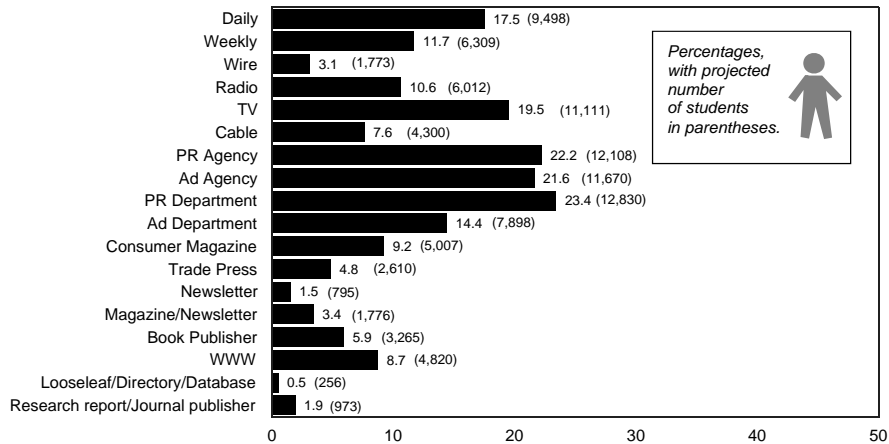
Students with a public relations emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S19. Where grads seek work

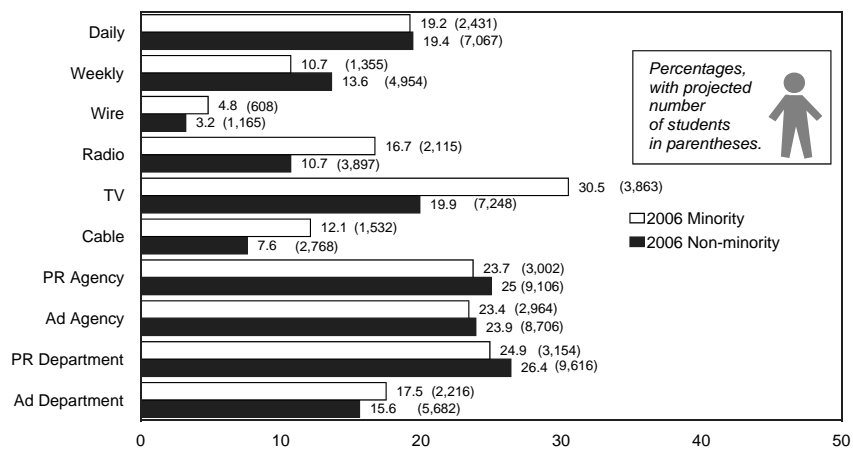
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005



Source: Annual Survey of Journalism & Mass Communication Graduates

S20. Minorities and job seeking I

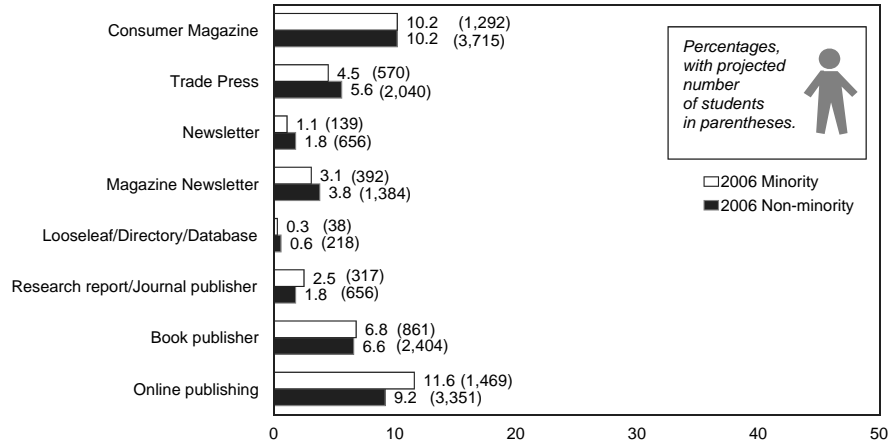
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005



Source: Annual Survey of Journalism & Mass Communication Graduates

S21. Minorities and job seeking II

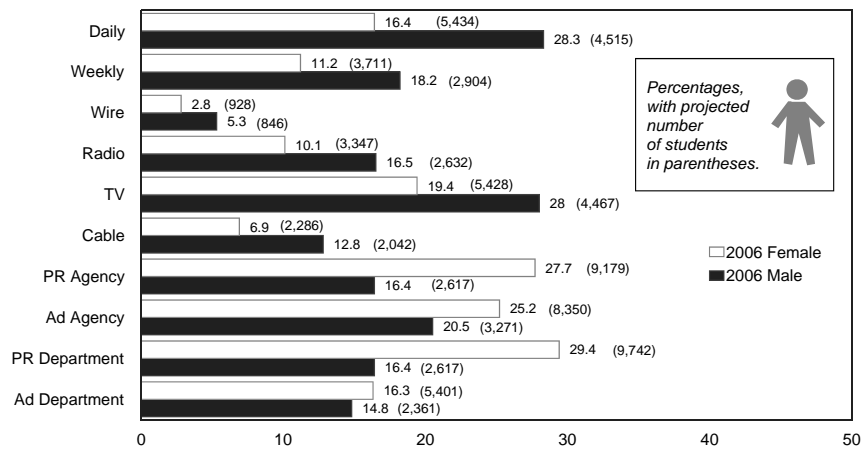
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005



Source: Annual Survey of Journalism & Mass Communication Graduates

S22. Gender and job seeking I

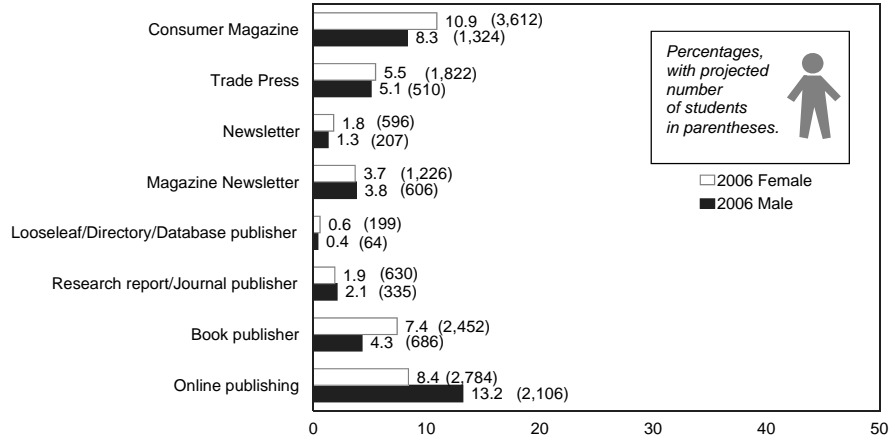
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2005



Source: Annual Survey of Journalism & Mass Communication Graduates

S23. Gender and job seeking II

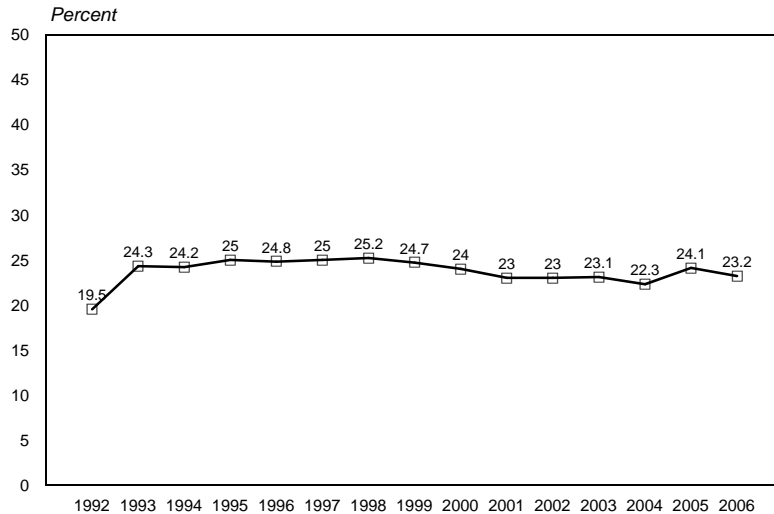
Types of jobs sought by journalism and mass communication
Bachelor's degree recipients in 2005



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
Specialized Information															
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	2006
CPI-U Cumulative from '85	1.670	1.705	1.758	1.807	1.883	1.934
Master Total						
Nominal salary/wk	\$579	\$615	\$630	\$635	\$712	\$731
Nominal salary/yr	\$30,120	\$32,000	\$32,760	\$33,000	\$37,000	\$38,000
Real Salary 85 \$	\$18,038	\$18,770	\$18,638	\$18,263	\$19,652	\$19,652
N	102	105	101	159	93	87
Bachelor Total						
Nominal salaries/wk	\$500	\$500	\$500	\$535	\$558	\$577
Nominal salary/yr	\$26,000	\$26,000	\$26,000	\$27,800	\$29,000	\$30,000
Real Salary 85 \$	\$15,571	\$15,251	\$14,792	\$15,386	\$15,403	\$15,515
N	1,749	1,695	1,585	1,995	1,586	1,572
Daily Newspapers						
Nominal salary/wk	\$498	\$481	\$490	\$500	\$538	\$520
Nominal salary/yr	\$25,896	\$25,000	\$25,480	\$26,000	\$28,000	\$27,040
Real Salary 85 \$	\$15,509	\$14,664	\$14,496	\$14,389	\$14,872	\$13,984
N	120	152	127	146	127	109
Weeklies						
Nominal salary/wk	\$462	\$423	\$462	\$462	\$480	\$475
Nominal salary/yr	\$24,000	\$22,000	\$24,000	\$24,000	\$24,980	\$24,700
Real Salary 85 \$	\$14,373	\$12,905	\$13,654	\$13,282	\$13,268	\$12,774
N	43	45	39	69	46	53
Radio						
Nominal salary/wk	\$481	\$462	\$462	\$442	\$500	\$519
Nominal salary/yr	\$25,000	\$24,000	\$24,000	\$23,000	\$26,000	\$27,000
Real Salary 85 \$	\$14,972	\$14,078	\$13,654	\$12,729	\$13,809	\$13,963
N	46	33	20	29	25	23
Television						
Nominal salary/wk	\$413	\$423	\$423	\$452	\$442	\$470
Nominal salary/yr	\$21,500	\$22,000	\$22,000	\$23,492	\$23,000	\$24,440
Real Salary 85 \$	\$12,876	\$12,905	\$12,517	\$13,001	\$12,216	\$12,640
N	117	115	112	132	103	103

Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005	2006
Cable Television						
Nominal salary/wk	\$538	\$548	\$538	\$577	\$548	\$580
Nominal salary/yr	\$28,000	\$28,500	\$28,000	\$30,000	\$28,500	\$30,160
Real Salary 85 \$	\$16,769	\$16,717	\$15,930	\$16,603	\$15,137	\$15,598
N	38	28	37	35	25	19
PR Agency/Dept						
Nominal salary/wk	\$534	\$519	\$538	\$548	\$577	\$577
Nominal salary/yr	\$27,750	\$27,000	\$28,000	\$28,500	\$30,000	\$30,000
Real Salary 85 \$	\$16,619	\$15,837	\$15,930	\$15,773	\$15,934	\$15,515
N	104	118	109	145	128	136
Ad Agency/Dept						
Nominal salary/wk	\$510	\$519	\$519	\$538	\$538	\$577
Nominal salary/yr	\$26,500	\$27,000	\$27,000	\$28,000	\$28,000	\$30,000
Real Salary 85 \$	\$15,871	\$15,837	\$15,361	\$15,496	\$14,872	\$15,515
N	124	99	114	161	153	124
Specialized Information						
Nominal salary/wk	\$577	\$551	\$519	\$538	\$587	\$596
Nominal salary/yr	\$30,000	\$28,655	\$27,000	\$28,000	\$30,500	\$31,000
Real Salary 85 \$	\$17,967	\$16,808	\$15,361	\$15,496	\$16,199	\$16,032
N	25	28	21	31	30	30
Magazine						
Nominal salary/wk						
Nominal salary/yr						
Real Salary 85 \$						
N						
Consumer Magazine						
Nominal salary/wk	\$500	\$526	\$481	\$519	\$558	\$538
Nominal salary/yr	\$26,000	\$27,350	\$25,000	\$27,000	\$29,000	\$28,000
Real Salary 85 \$	\$15,571	\$16,043	\$14,223	\$14,943	\$15,403	\$14,481
N	37	28	25	47	34	30
Online Publishing						
Nominal salary/wk	\$644	\$500	\$620	\$615	\$615	\$606
Nominal salary/yr	\$33,500	\$26,000	\$32,250	\$32,000	\$32,000	\$31,500
Real Salary 85 \$	\$20,063	\$15,251	\$18,348	\$17,710	\$16,996	\$16,291
N	13	7	8	13	21	24