

2011  
Annual Survey of Journalism  
&  
Mass Communication Graduates

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## Executive Summary

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- Bachelor's degree recipients in the spring of 2011 were more likely than were graduates a year earlier to leave their studies with at least one job offer available to them, continuing the slight improvement that followed the abrupt drop of 2007-2009.
- The level of bachelor's degree recipients' full-time employment on the benchmark date of Oct. 31, 2011, was 53.3%, up more than three percentage points from the same date in 2010. At the time when they returned the questionnaire, the 2011 bachelor's degree recipients reported a full-time employment level of 62.2%, up from 58.2% a year earlier.
- The level of unemployment for those who earned a bachelor's degree from journalism and mass communication programs in 2011 was slightly lower than was true for graduates in the comparable cohort of those 20-24 years old.
- The percentage of journalism and mass communication bachelor's degree recipients who found a full-time job in communications increased slightly, from 52% in 2010 to 54.8% in 2011.
- The number of job offers at graduation for 2011 master's degree recipients slightly decreased from a year earlier; however, the level of employment on Oct. 31, 2011, and when they returned the questionnaire were both higher than in 2010.
- As in the past, women were more successful in 2011 in the labor market than men, and minorities continued to have more difficulty finding work than do those who are not classified as racial or ethnic minorities, but the gap between the level of employment of minority and nonminority graduates was much lower than a year earlier.
- There was a slight increase in the salaries of 2011 bachelor's and master's recipients from a year earlier, while the benefits were stagnant.
- More than seven out of 10 of 2011 bachelor's degree recipients again said they had the skill when they completed their studies to write for the web, edit for the web, use and create blogs, and use the social media professionally. Only smaller percentages of graduates reported having other skills that are a prominent part of the current media environment.

The job market for graduates of the nation's journalism and mass communication programs showed signs of improvements in 2011 and 2012, continuing the trend from a year earlier. But the gains were modest, and 2011 graduates faced job prospects still much more limited than did graduates four years earlier.

The 2011 graduates were more likely to report having a job upon graduation, more likely to report having a full-time job, and more likely to be working in communication than were graduates a year earlier. While most graduates reported having an in-person job interview, the percentage was unchanged from a year ago.

Graduates landing a full-time job reported slightly higher salaries than did graduates a year earlier, but the gain just slightly beat the rate of inflation, and the improvement in salaries was the first reported by bachelor's degree recipients since 2006. Because of inflation, the 2011 graduates actually earned significantly less than did the 2006 graduates in inflation-adjusted dollars. For the most part, graduates reported benefits packages in 2011 comparable to those reported by 2010.

Graduates in 2011 with a job were no more likely than graduates of a year earlier to report that they selected their job because it allowed them to meet career goals, but they were more likely to report being satisfied with the job held. Graduates were just slightly more likely to report being satisfied with the career choice.

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## Recovery Continues, But Just Barely

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Many graduates of journalism and mass communication programs historically have ended their studies with at least one job offer or solid job prospect in hand. Of those leaving journalism and mass communication programs in 2000, 82.4% reported being in that position (**Chart 1**). In 2007, before the current economic collapse that figure stood at 78.3%. The figure plunged to 61.9% two years later, and has recovered each year since. Of the graduates earning their bachelor's degrees in journalism and mass communication in 2011, 72.5% reported a job offer or solid prospect on graduation, up from 68.5% a year earlier. On average, the 2011 graduate reported having 1.4 job offers or prospects in hand, up from the 1.2 average of a year ago. The gain is small, but statistically significant, that is, unlikely to be due to chance. But while the gain suggests the recovery started a year ago has continued, it also indicates the recovery has quite some distance to go to bring the labor market to its pre-collapse level.

Additional evidence of the softness of the recovery is shown in **Chart 2**. The percentage of graduates who looked for work and did not at least have an interview declined to 4.4% from the 5.9% of a year earlier—a decline consistent with the expectation of continued market recovery. But the gain is slight,

and most of the even slight improvement is in the percent of graduates who managed to get a telephone interview. The percentage of graduates who were able to participate in an in-person job interview changed very little in 2011 over a year earlier.

By the end of October of 2011, 53.3% of those earning a journalism and mass communication undergraduate degree the prior spring reported they had a full-time job, up slightly, but again significantly, from the 49.8% figure of a year earlier (**Chart 3**). As with the measure of job offers on graduation, the chart shows a second straight year of recovery. Yet the improvement means the 2011 graduates reported a full-time employment rate at the Oct. 31 benchmark that was 10 percentage points below the level prior to the economic collapse of 2008. Among those graduates who actually looked for work (**Chart 4**), full-time employment was at 61.8% in 2011, compared with 58.0% a year earlier and far below the figure of 73.8% for 2007.

Another question on the survey asks the graduates to report their employment status at the time they return the survey instrument, which can run from early November to the end of May. The 2011 bachelor's degree recipients reported a full-time employment level of 62.2%, just slightly, but significantly, higher than the 58.2% figure reported by graduates a year earlier (**Chart 5**). That figure in 2007 was 70.2%.

**Chart 6** plots out the responses to the question on level of employment on completion of the questionnaire across the months the survey was in the field. The responses show that graduates returning the survey instrument in November of 2011 reported employment levels at or just above those reported by 2010 graduates who returned the survey in May of 2011. The level of employment stayed at that level for a month, dropped in January and then recovered—mostly steadily and slightly—until it reached 66.8% in May of 2012. The considerably higher trend line for the pre-collapse 2007-2008 year is at the far left of the chart.

The job market that journalism and mass communication graduates enter is, of course, part of a larger labor market for the whole country. **Chart 7** compares the level of unemployment for journalism and mass communication graduates with the level of unemployment for the national labor force as reported by the U.S. Bureau of Labor Statistics. Overall, unemployment declined nationally from 2009 to 2011, and that decline is matched in the data for journalism and mass communication graduates. Also shown in the chart is the unemployment rate for the age cohort in which the journalism and mass communication graduates fall, namely those 20 to 24 years old. The unemployment rate for that cohort also has been declining slightly since 2009. Across time, as the chart shows, journalism and mass communication graduates sometimes have underperformed in the labor market against their cohort and sometimes they have reported lower unemployment rates. In the slight recovery since 2009, journalism and mass communication graduates reported lower levels of unemployment than the Labor Department is reporting for the 20 to 24 year-old age cohort. Comparable computation is used in the chart for the different unemployment rates.

Of those bachelor's degree recipients in 2011 with a full-time job, 87.8% reported that the position was permanent (**Chart 8**). The figure is down slightly, but not significantly, from a year earlier and is fundamentally unchanged since the recession. Of those with a part-time job, 23.0% reported that it was a permanent position. That figure also has not changed in recent years.

Journalism and mass communication graduates seek and take a wide variety of jobs. Those who reported being employed are asked each year if the job involves communication activities and skills related to their area of study in college. Of the 2011 graduates, 54.8% reported that the job they classified as their primary one was in communication, up from 52.0% a year earlier (**Chart 9**). The slight improvement shown in the chart is consistent with that shown in the earlier charts. Graduates in 2011 were more likely to find a job in their field than a year earlier, but the level of career-related employment remains below the level reported by 2007 graduates.

The improvements in the job market reported by 2011 graduates varied by field of study. Those graduates who had specialized in news-editorial journalism—the traditional print base of journalism and mass communication education—reported a hefty increase in level of full-time employment in 2011 compared with a year earlier (**Chart 10**). But the previous year had been a disastrous one, and the level of employment remains low in historic terms. The job market for bachelor's degree recipients with telecommunications as a speciality improved in 2011 compared with the year earlier (**Chart 11**). Traditionally, graduates with an advertising concentration have done well in the job market compared with those with other specialities. That continued to be true in 2011, even though the level of full-time employment was statistically comparable in 2011 to a year earlier (**Chart 12**). Graduates who had concentrated in public relations reported a comparable level of full-time employment to those in advertising, but for the public relations students, the market in 2011 was better than a year earlier (**Chart 13**). As in the past, it was better to be an advertising or public relations graduate in 2011 than a graduate in print journalism or telecommunications.

As has been true across time, female graduates of journalism and mass communication programs had more success in 2011 in the job market than did men. The change in the level of employment for women also was more marked (and less likely to be attributable to chance) than was the case for men (**Chart 14**). Women are more likely to specialize in advertising and public relations than are men, so the difference is easily explained through those interests. Minority graduates in 2011 once again had a more difficult time in the job market than did graduates who were not members of racial and ethnic minorities (**Chart 15**). But the gap between the level of employment of minority and nonminority graduates was much lower than a year earlier, as minority graduates reported considerably higher levels of employment in 2011 than did their counterparts a year earlier. For nonminority graduates, the change from 2010 to 2011 was slight at best. This same improvement and the persistence of a gap between minority and nonminority graduates is shown in **Chart 16**. It shows that those bachelor's degree recipients who are members of racial or ethnic minority groups and found a job were much less likely to have found that job in

communication than were those bachelor's degree recipients who were not members of minority groups. The gap was smaller than in 2010, but it persisted in 2011.

As was true a year earlier, two-third of the bachelor's degree recipients who found work in communication in 2011 were involved with writing and editing for the web. More than one in five were designing and building web sites, statistically comparable with the figure for a year earlier (**Chart 17**). About eight in 10 of the graduates with a communication job reported that their job involved researching materials using the web (**Chart 18**). More than half of the graduates with jobs in communication reported that their work involves social networking (**Chart 19**). The figure of 56.6% continues the upward trend in this type of work over a very short period of time. For the most part, web work was at about the same level for 2011 graduates as it had been for those who earned their degrees in 2010. Regardless of employer type, writing and editing for the web is a prominent part of the work landscape (**Charts 20 & 21**). Writing and editing for the web is least likely to be a part of the work routine of those in advertising and doing communication work of some sort for a nonmedia employer. Researching materials using the web was nearly universal in 2011 as in the past, regardless of employer type (**Charts 22 & 23**).

Bachelor's degree recipients who found work in communication also were about as likely in 2011 to be using a variety of communication technologies, such as a still or a video camera, as were graduates a year earlier (**Charts 24 & 25**). About one in 10 reported designing and creating computer graphics or doing non-linear editing or photo imaging.

Graduates in 2011 were as likely as graduates a year early to be working a 40-hour week (**Chart 26**).

About 10% of the degrees offered by journalism and mass communication programs around the country are to students completing a master's degree. Those students compete in the same job market, and, historically, have had more success in that market, reflecting their added training and, quite often, years of relevant experience. In 2011, 65.3% of the master's degree recipients reported leaving the university with at least one job offer, comparable to what was reported to master's degree recipients a year earlier (**Chart 27**). On average, these graduates had 1.2 job offers available to them. So in 2011, the master's degree recipients actually left the university reporting fewer job prospects than their bachelor's degree counterparts.

Of the 2011 master's degree recipients, 60.3% had a full-time job on the benchmark date of Oct. 31, 2010, a slight increase from the year before and one likely due to sample fluctuation (**Chart 28**). The comparable figure for bachelor's degree recipients was 53.3% (**Chart 3**). The rate of full-time employment was 66.7 for those who had looked for work (**Chart 29**). The figure for bachelor's degree recipients was 61.8% (**Chart 4**). When the master's degree recipients returned the questionnaire, 67.8% of them held a full-time job (**Chart 30**), compared with the figure of 62.2% for bachelor's degree recipients (**Chart 5**). Because of the relatively small number of cases for the master's degree recipients, it is hard to say with confidence that the 2011 figures are an improvement over those for 2010, though the consistency across

the measures suggests that is the case. As with the bachelor's degree recipients, however, any improvement once again has been modest at best, and the master's degree recipients continue to report employment rates below those reported by those graduating before the economic collapse.

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## Salaries Show Slight Gains

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Salaries finally budged ever so slightly for graduates of journalism and mass communication programs in 2011 (**Chart 31**). The median salary earned by bachelor's degree recipients with a full-time job climbed to \$31,000 from the figure of \$30,000 a year earlier. Bachelor's degree recipients had reported a median salary of \$30,000 every year back to 2006. The median salary earned by master's degree recipients with a full-time job was \$40,000, up from \$36,200 a year earlier but up just \$1,000 from the figure reported by master's degree recipients in 2009.

These are the nominal figures, that is, in 2011 dollars. If the salaries are adjusted for inflation, bachelor's degree recipients reported a median salary that was \$229 higher than a year earlier but more than \$1,852 less than comparable graduates earned in 2000. For master's degree recipients, the 2010 median salary adjusted for inflation of \$18,716 was \$257 less than master's degree recipients earned in 2000.

Comparable data based on what graduates in other fields report earning are not available. The National Association of Colleges and Employers (NACE) has reported that the median annual starting salary offered to all 2011 college graduates was \$40,735. The data come from a sample of employers. NACE reported that graduates in business earned \$47,282. Those in engineering earned \$58,087. And graduates in computer science earned \$55,087. NACE reports a broad communication category, where the median salary in 2011 was reported to be \$38,549. NACE does not report data on job offers to master's degree recipients.

The median salary earned by 2011 bachelor's degree recipients who found full-time work in the daily newspaper industry was \$500 above what graduates earned a year earlier (**Chart 32**). The increase just beat inflation. Bachelor's degree recipients who found work at a weekly newspaper earned, on average, \$26,000, up markedly from the \$24,690 reported by graduates with these types of jobs a year ago (**Chart 33**).

Salaries earned by bachelor's degree recipients who found full-time work in radio increased in 2011, to \$27,500 (**Chart 34**). In television, salaries showed an increase for the third year in a row, but the gains were tiny and not adequate to counter the effects of inflation (**Chart 35**).

The average salary for a 2010 bachelor's degree recipient who found a job in advertising was up by \$1,000 from a year earlier (**Chart 36**). Graduates who found a full-time job in public relations reported nearly the same median salary in 2011 as a year earlier (**Chart 37**).

Salaries earned by bachelor's degree recipients with full-time jobs in the daily newspaper industry, the weekly newspaper industry, the magazine industry, radio and broadcast television all were once again below the median earned by bachelor's degree recipients with full-time jobs overall (**Chart 38**). Graduates who found jobs in cable were at the median, while graduates with full-time jobs in advertising, public relations, specialized publishing and with online publishers all were above the median. Graduates who found work in what they called a communication job but with an employer they said was not part of the media field earned, on average, \$28,600, or below the median.

The median annual salary reported by bachelor's degree recipients in the Northeast was \$33,000, compared with the median salary reported in the West of \$30,580 and \$30,000 in both the Midwest and the South (**Chart 39**). As in the past, only a small percentage of the 2010 graduates reported being a member of a labor union (**Chart 40**). Overall, the figure was 1.5%, and it was just 1.6% of those with a full-time job. The median salary for those bachelor's degree recipients with a full-time job and who were union members in 2011 was \$28,000, or \$3,000 less than for those who were not union members (**Chart 41**). This is at odds with the findings across the years and particularly striking given the large gap of a year ago.

In 2011, 341 of the bachelor's degree recipients and 51 of the master's degree recipients reported income from freelance work on other self-employment outside the regular job. The median salary earned by the bachelor's degree recipients for this extra work was \$2,600, down from the \$2,956 reported by bachelor's degree recipients a year ago (**Chart 42**). The median outside salary earned by master's degree recipients in 2011 was \$5,000, compared with \$3,900 a year earlier. The question was included in the survey for the first time in 2010.

Benefits that journalism and mass communication bachelor's degree recipients received in 2011 were nearly identical with what graduates reported receiving a year earlier. Graduates are asked to report on a list of nine benefits and indicate whether the employer pays for the benefit entirely or whether the employer pays only part of the costs of the benefit (**Charts 43-51**). The list included basic and major medical coverage, prescription drug and disability insurance, dental insurance, life insurance, maternity/paternity leave, child care and a retirement plan beyond social security. In several cases, the drop was rather dramatic. In 2011, 18.9% of the bachelor's degree recipients with full-time jobs reported that the employer paid all of the basic medical coverage offered, while 36.4% reported that the benefit was offered but the employer paid only part. That means that 55.3% of the bachelor's degree recipients had at least some employer contribution to this benefit, compared with 55.8% a year earlier. Changes in other benefits were small and could easily be explained by sample fluctuation.



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## Worker Attitudes

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In 2011, 56.4% of the bachelor's degree recipients with a job said they took the job because it was what they wanted to do. The figure a year earlier had been nearly the same (**Chart 52**). The percentage of graduates in 2011 who reported they took the job because it was the only one available, 36.6%, also was nearly the same a year ago. Job satisfaction among those with full-time jobs showed small improvement for the second year in a row (**Chart 53**). Those 2011 graduates with part-time jobs reported significantly lower job satisfaction levels than those with full-time jobs, as has been true historically, indicating that part-time employment is most often underemployment. Only 10.7% of the 2011 graduates with a part-time job reported being "very satisfied" with the position held. Those 2011 bachelor's degree recipients who found full-time jobs had levels of commitment to those jobs comparable to the level of commitment reported by 2010 graduates (**Chart 54**).

The percentage of bachelor's degree recipients with a degree in journalism and mass communication who said they wished they had prepared for another career has declined slightly since the recession was at its worst in 2009 (**Chart 55**). Two-thirds of the graduates remained content with their chosen field of study. Six in 10 of the 2011 bachelor's degree recipients reported that their studies prepared them for the job market (**Chart 56**). The question was added new to the 2010 survey, when 58.7% of the 2010 bachelor's degree recipients felt that their college coursework had adequately prepared them for the job market. A quarter did not feel this way both years.

The majority of 2011 bachelor's degree recipients said they had the skill when they completed their studies to write for the web, edit for the web, use still photography on the web, adapt to the digital environment generally, and use the social media professionally. This conclusion is based on responses the graduates provided to another new item on the 2010 survey that asked the graduates to indicate what skills they had when they graduated (**Charts 57 & 58**). The responses for 2011 are almost identical to those of a year earlier. Only small percentages of the graduates both years reported they had learned how to do animation on the web, produce content for mobile devices generally or produce advertisements for mobile devices.

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## Media Use

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Only four in 10 of the 2011 bachelor's degree recipients reported reading a newspaper the day before completing the survey (**Chart 59**). That figure is down from a year earlier and shows the generally declining use of daily newspapers by graduates of the nation's journalism and mass communication programs. Less than half of the graduates in 2011 reported reading a magazine the day before completing

the survey, also down from a year earlier. The percentage of graduates who reported reading a book the day before the survey was largely unchanged from a year earlier.

The percentage of 2011 graduates who reported watching television news yesterday also continued to decline in 2011 (**Chart 60**). Only four in 10 of the graduates in 2011 listened to radio news, unchanged from a year ago. Three-quarters of the graduates reported viewing news online the day before. That figure is basically unchanged going back to 2007. The percentage of graduates who reported getting news on a mobile device continued to increase in 2011. This now is the most common way of getting news following online news and television. The online news category can overlap the mobile category, making a comparison difficult.

More than half of the 2011 graduates reported reading at least one blog the day before the survey, up slightly from a year earlier (**Chart 61**). More than nine in 10 of the 2011 graduates reported checking at least one social network site the day before they returned the survey form. Use of video on YouTube or other video sharing sites increased again in 2011, with three-quarters of the graduates reporting this behavior.

Levels of participation in campus professional organizations were much the same for 2011 bachelor's degree recipients as had been the case in 2010 (**Chart 62**). In fact, there has been little change in affiliation with these organizations for half a decade. In 2011, Public Relations Student Society of America was the group in which the largest percentage of graduates was involved, with more than two in 10 of the graduates reporting involvement, an increase of 7.9% from a year earlier. The AdClub and the Society of Professional Journalists were once again the next most popular organizations.

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## Closing Comments

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The labor market for those completing their studies in university programs of journalism and mass communication is part of a larger U.S. market that is experiencing very slight growth. The unemployment rate remains high by historic comparisons, with the unemployment rate for young people considerably higher than it is for others.

Despite that overall picture, journalism and mass communication graduates are outperforming their age cohort in terms of job placement. Their level of unemployment is declining, and the unemployment rate is a couple of percentage points below their age cohort.

Yet that favorable interpretation of the data leaves much unsaid. The job market for journalism and mass communication graduates in recent years has been terrible, and the recovery that is in evidence from the experiences of the 2011 graduates is only a modest one. No graduates except those who completed their studies in the most recent years would see it as an improvement over their own experiences. Graduates in 2010, 2009 and 2008 had it worse, and graduates in the recession of 1991 had

similar pain, but otherwise the job market experience of the 2011 graduates stands as the exception going back 25 years for which comparable data are available. Certainly graduates in other fields have had similar experiences, but that hardly makes it an easy or acceptable message for those who have gone through it or the 2012 graduates now entering the market.

The 2012 graduates do have at least one finding that may help them generate some optimism. The level of employment of the 2011 graduates increased over the seven months for which survey results were tabulated. The 2011 graduates started off where the 2010 graduates ended in terms of level of employment and built up a bit from it.

Some other positive signs come from the data. The historical gap between the level of employment of graduates classified as members of racial and ethnic minorities and those not so classified closed somewhat in 2011. This was true because minorities reported much higher levels of employment than a year earlier, while nonminorities reported more modest gains. The gap was huge in 2010, however, and anything but its shrinking would have been nothing short of scandalous.

Another positive sign comes from the reports on salaries. After being stuck at \$30,000 for five years, the median salary for bachelor's degree recipients finally climbed to \$31,000 in 2011. For master's level graduates, the increase was even more dramatic, from \$36,200 to \$40,000, but the 2010 figure had been much lower than the \$39,000 median from a year earlier, and it provides the more appropriate benchmark historically. So it seems that both groups of graduates gained about \$1,000 in nominal compensation. In terms of real purchasing power, the increase was much less. And it remains the case that bachelor's degree recipients in 2011 earned, in 1985 dollars, just slightly more than journalism and mass communication graduates earned in 1987.

As an explanation for the lack of growth in salaries, one can note that the newspaper part of the labor market is mature at best and certainly declining in terms of employment by the traditional organizations. Television has always had low salaries, in part, it seems, because it remains an attractive field to young people who are willing to work in it, quite literally, for nothing. But the broader range of communication occupations would seem to be more dynamic. That graduates of journalism and mass communication programs are getting paid the same as nearly 25 years ago, on average, suggests they are not tapping into the most vibrant parts of the occupational arena. The U.S. economy to be sure is not producing salary growth except in select segments. The evidence is that journalism and mass communication clearly is not one of those growth segments. That cannot be good news for those contemplating careers in the communication occupations, for those who seek to educate them, or for the employers who will need the best and brightest to survive in what almost certainly will be an even more competitive environment.

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## Methodology

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The *Annual Survey of Journalism & Mass Communication Graduates* is designed to monitor the employment rates and salaries of graduates of journalism and mass communication programs in the United States, including Puerto Rico, in 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 in the James M. Cox Jr. Center for International Mass Communication Training and Research at the Grady College of Journalism and Mass Communication, 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 known as the Dow Jones News Fund and available online. 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 *News 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 2011, 82 schools were drawn from the 491 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 as well as a cover letter endorsing the project to be mailed with the questionnaire. The questionnaire was mailed in November 2011 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 2012. A third mailing was sent in March 2012 to graduates who had not responded to the first two mailings. For the 32 programs that had provided email addresses, the third mailing was followed by an email message as well. Few of those 32 schools provided email addresses for all of their graduates. 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 Touch (8 GB) 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 2011, the survey was mailed to 9,480 individuals whose names and addresses were provided by the administrators of the 82 programs. A total of 2,331 returned the questionnaires by the end of May of 2011. Of the returns, 2,195 were from students who reported they actually had completed their degrees during the April to June 2011 period. The remaining 136 had completed their degrees either before or after the specified period, despite their inclusion in the spring graduation lists. A total of 662 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 24.6%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 26.4%.<sup>1</sup>

Return rates by school varied widely, as in the past, from 10.5% to 88.9%. These figures are those computed with bad addresses removed. Those 48 programs that provided a cover letter of endorsement from their own university dean or department head had a higher average return rate (29.0% with bad addresses removed) compared with those that did not provide a cover letter (28.2%). Return rate for the 32 programs that provided email addresses was 30.3%, compared with 27.6% for those that did not include cover sheets. If those two factors are combined, the return rate for the schools that provided both a cover letter and email address was 29.1%. For those that provided a cover letter but no email addresses, it was 31.7%, and for those that provided email addresses but not cover letter, it was 28.9%. For those that provided neither a cover letter nor email addresses, the return rate was 25.5%.

Of the 2,195 usable surveys, 684, or 31.1%, were completed online. Graduates in 2003 and from 2006 to 2009 also were given the option of completing the survey online. In 2003, 4.4% of the usable questionnaires were completed by students via the web. The percentages for the subsequent years were: 2006, 13.8% ; 2007, 24.4%; 2008, 24.2%; and 2009, 28.0%; and 2010, 29.9%.<sup>2</sup>

Of the 2,195 usable questionnaires, 1,996 (90.9%) were from bachelor's degree recipients and 199 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 51,784 students who earned bachelor's degrees and the 5,176 students who earned master's degrees in academic year 2010-2011 from the 491 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.

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<sup>1</sup>The return rates in 2010 were 27.7% and 29.3%. In general, return rates have been declining for this and other surveys across time. The rates are shown in Appendix Chart 1.

<sup>2</sup>In 2011, as in previous years, some students completed the surveys online and also returned a mailed version. The first completed or more complete questionnaire was used, and the 26.4% figure represents the final decision on which questionnaire to use.

Sample error for the 2011 undergraduate data is 2.2%. Sample error terms for earlier surveys were: 1.8% (2004), 1.9% (1999-2003), 2.0% (1990-1995, 2005, 2008, 2009), 2.1% (1989, 1996-8, 2006, 2007, 2010), 2.8% (1987), 3.2% (1986), and 3.7% (1988). In all cases, the confidence level is set at .05, meaning that the odds are 19 to 1 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 2010 is 7.0%. 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 2.2%, depending on the actual number of persons for whom data were reported. In addition, many comparisons between subgroups in the sample and between the 2011 and earlier samples are made. Standard statistical tests have been used to evaluate the observed differences, or trends. Only those differences that are likely to hold if a census of all graduates were undertaken are discussed in the text.

Women made up 72.0% of respondents. Members of racial or ethnic minorities made up 21.8% of those returning questionnaires. These sample characteristics are similar to those in recent years. Overall, the sample reflects higher return rates from women and lower return rates from minorities, based on the known characteristics of the 491 schools from which the sample was drawn.

Funding for the 2011 graduate survey was provided by the Association for Education in Journalism and Mass Communication, the Association of Schools of Journalism and Mass Communication, Gannett, the Hearst Corporation, the McCormick Foundation, the National Association of Broadcasters, Newspaper Association of America, the Scripps Howard Foundation, Specialized Information Publishers Foundation, the School of Journalism and Mass Communication at the University of Iowa, the School of Journalism at Indiana University, the School of Journalism and Mass Communication at the University of Minnesota, and the Grady College of Journalism and Mass Communication at the University of Georgia.<sup>3</sup>

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

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<sup>3</sup>Special thanks are given to the following University of Georgia students who worked on the 2011 graduate survey: Graduate Research Assistants Whitney Kazragis and David Scholla and Research Clerks Kaitlin Bible, John Copponex, Sheila Donovan, Abby Engelberth, Maura Friedman, Jordan Herin, Emily Kopp, Michelle Lanier and Taylor Rooney.

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## Partner Schools

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The following 82 schools participated in the 2011 Annual Survey of Journalism & Mass Communication Graduates and are partners in this project:

Auburn University	Evangel University
University of Alaska, Anchorage	University of Missouri
Arizona State University	University of Missouri St. Louis
Arkansas State University	University of Montana
Ouachita Baptist University	Hastings College
California State University Fullerton	University of Nebraska Lincoln
San Francisco State University	University of Nevada Las Vegas
Santa Clara University	Rutgers University New Brunswick
Azusa Pacific University	University of New Mexico
University of Colorado	Hofstra University
University of Denver	St. Bonaventure
University of Connecticut	Buffalo State College
Quinnipiac University	Syracuse University
Florida A&M University	SUNY Plattsburgh
University of Florida	Elon University
Clark Atlanta University	Lenoir-Rhyne University
University of Georgia	University of North Carolina Pembroke
Berry College	University of North Dakota
University of Idaho	Ohio University
Columbia College	Ohio Wesleyan University
Illinois State University	Oklahoma State University
Northwestern University	University of Oklahoma
Western Illinois University	University of Oregon
Butler University	Temple University
Indiana University Bloomington	LaSalle University
University of Southern Indiana	University of South Carolina
University of Iowa	University of Memphis
University of Kansas	Tennessee Technical University
Eastern Kentucky University	Abilene Christian University
Northern Kentucky University	Sam Houston State University
University of Kentucky	Southwest Texas State University
Nicholls State University	Brigham Young University
University of Louisiana Monroe	Castleton State College
University of Maryland	James Madison University
University of Massachusetts	University of Richmond
Michigan State University	University of Washington
Oakland University	Bethany College
University of St. Thomas	Marquette University
University of Minnesota	University of Wisconsin Oshkosh
Rust College	Howard University
University of Mississippi	University of Puerto Rico

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## Charts and Tables

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

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*Employment status of Bachelor's degree recipients*

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**S24. Overtime without pay**

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

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## Comments from the 2011 Graduates

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Every year, those completing the *Annual Survey of Journalism and Mass Communication Graduates* are asked to provide advice “to those who follow you.” Here is a sampling of the comments from the 2011 graduates.

### While still in school:

Participate in internships as early as you can. It is okay to have a few internships on hand instead of just the required one. Become involved within your student radio/newspaper or television station, especially if you do not have hands on activities in the classroom. Get to know your teachers, if you ask for help, they will help you. Get to know your peers in your major, not only is it a great way to network in the future but you can study and get through the class together. Build your resume early, visit the career center as a sophomore, do not wait until you are a senior graduating. Stick with it. We need more social media ready employee

*Female bachelor's degree recipient in broadcast production and cinematography film working full-time outside the communications industry*

I would suggest taking as many different classes that could help diversify your degree. I found once I got out that I was like every other graduate applying for jobs. What employers are looking for is a more diverse individual, kind of an all-in-one package. So I would suggest a second degree in addition to communication that is pertinent to that course work or a master's in a related field.

*Female bachelor's degree recipient in producing advertisements (copywriting, artwork) employed part-time outside the communications industry*

My advice would be to take your career and your personal development to heart. The keyword is to make it 'personal.' Any school can set the foundation and the guidelines to give you the skills employers are generally looking for, however, it is up to you to make yourself as marketable as possible. In today's day and age, the digital world changes from day to day and job descriptions are altered and usually get a few more bullet points and responsibilities. Learn how to shoot video, learn how to edit video, learn how to shoot and properly caption still images, learn how to write well and concise, learn and understand PR and how that field interacts with news outlets, learn how to code a mobile app. Do several internships, ideally, one in each of these categories. Intern with a newspaper to ensure you know how to write well, intern with a local broadcast tv station to learn how to present a day turn news package, intern for a PR company to understand the backbone of story pitches. Lastly, be curious and be humble. Confident is important, but storytelling is about connecting with not only your audience, but the person the story is about. Be humble and show compassion when appropriate. Be human.

*Male bachelor's degree recipient in broadcast news/broadcast journalism, working full-time within the communications industry*

Take advantage of as many classes related to new media as possible. This means venturing out into app development and publishing for e-readers. Learn how to code and design websites. Because I decided

half way through my junior year that I wanted to go to graduate school for higher education administration, I did not take advantage of these classes. I do not regret it since they wouldn't necessarily be related to my future job in higher ed, but they also would probably make me even more marketable. I have found, however, that my magazine journalism education is highly transferrable and envied by others in my new career path. The fact that I can write, copyedit and design are valuable tools.

*Female bachelor's degree recipient in magazines, currently enrolled in graduate school*

Sharpen your skills outside of the classroom. Employers want people with actual experience, even if that doesn't extend beyond an internship or time at a college newspaper. If there is a class on local government at your school, take it. Few headaches are as agonizing as the migraine you will battle when you deal with your first budget story, planning board meeting and affordable housing issue. Make sure you love this field before you dive into the water. It's amazing but not for those who lack passion.

*Male bachelor's degree recipient in news-editorial/print journalism, working full-time writing and/or reporting*

Learn as many skills as you can in as many areas. Jobs now are looking for someone that can do everything and wear many hats at the same time. So, even if you want to be a reporter - learn HTML, social media, PR, etc. Anything and everything helps! Also, join organizations or find opportunities to develop your writing skills and possibly even be published. Great writing clips are essential.

*Female master's degree recipient in journalism, working part-time outside the communications industry*

All the skills I learned while interning are what I've used in the work force. None of my classes as an undergrad had any benefit to my skills. I feel they were a solid historic and theory based education but with zero practical skills. My University's radio station that I had an executive position with also greatly helped me more than any class. The combination of my multiple internships and extracurriculars are what I consider my greatest education.

*Female bachelor's degree recipient in journalism, working full-time outside the communications industry*

Take advantage of any opportunities for internships as an undergrad. I did, and it's still a difficult job market out there. A lot of internships are unpaid, and as a result they are only available to college students seeking course credit. So even if you are willing to work for free upon graduation that opportunity isn't always available to you. Do it while you can if this is a field about which you are truly impassioned.

*Male bachelor's degree recipient in journalism, employed part-time outside the communications industry*

### **On career selection:**

Don't go into journalism because you like to write. That helps, but I've found almost every other aspect of my job to be more important. If you have a passion for the beat you're covering, a connection with your sources, an eye on your deadline, a hard on for research, a healthy respect for "due diligence" and a slightly inflated sense of justice, you might be in the right place.

*Female bachelor's degree recipient in journalism and public relations, working full-time in writing/reporting*

As a recent graduate my only advice is to keep your options open. There are many of us who graduated with the idea that we would be newspaper or magazine writers, or that we would work for an advertising or public relations company; this is not always the case, and you must keep your options open and see what the world has to offer. In the beginning of my search for a job I limited myself. I only looked for jobs that were in my field, but when I ventured out and looked into other departments I found not only a job but a career. / / Another suggestion that I would give is to be well-rounded. You may be an expert in web design or writing, but also take a few business, marketing or any other courses that you may need. If you plan to enter Corporate America it is no longer good enough to be excellent in one thing -- now, you have to be good in many things so ensure that you know at least the basics of another field.

*Female bachelor's degree recipient in magazines, working full-time in corporate communication*

Be prepared to be flexible and adapt. If you can't do that, mass communications may not be (and journalism most certainly is not) for you. Also, don't be afraid to look for jobs that may not be listed as "communications" positions. Every business and organization is looking for someone who can write well for multiple platforms.

*Female bachelor's degree recipient in public relations, working full-time in corporate communication*

Become well-versed in the back end of social media and its professional applications. The field is growing and it is more and more essential than one might assume!

*Male bachelor's degree recipient in advertising, working full-time in a combination of writing, reporting and editing*

My advice to college students and graduates is this--find out what kinds of skills are in high demand in the job market and learn some of them. That will increase your chances of finding a job. Also, make sure you have a well-made, professional-looking online portfolio. There are plenty of online resources and live seminars to teach you how.

*Male bachelor's degree recipient in graphics/design, working full-time in design and layout*

Try to find a specialty. Be really good at one or two things, not sort of good at 5. If you want to make money, focus on business and tech journalism. And make as many connections as you can!



*Female bachelor's degree recipient in magazines, working full-time in corporate communication*

Be persistent and versatile when looking for a job post-graduation. Don't think you should only consider jobs at newspapers because that's what you went to school for or have intern experience with. I had a job at a tv station straight out of college as the web content coordinator, as a print journalism student. I changed gears shortly after and now I work at a newspaper hub, designing and laying out newspapers from various states and regions. This wouldn't have been where I saw myself a few months before graduation or the path I would have foreseen but I am grateful for all of the employment experiences thus far as a college graduate

*Male bachelor's degree recipient in news-editorial/print journalism, working full-time in design and layout*

Branch out from traditional journalism work places. And learn any sort of computer language skills you can because my CMS/HTML/CSS knowledge earned me my communications related job. A traditional reporter job may give you thrill and excitement, but it is not stable position of the few available. If you seek stability make the effort to branch out and learn valuable web skills.

*Female bachelor's degree recipient in digital journalism, working full-time within the communications field*

#### **On getting hired:**

My advice would be to never stop searching for a job no matter how many times you are rejected, which will be a lot. Also, to never stop staying current in the new information and technology your field is creating. The good worker of the future is not one who learns new things, but can learn and then relearn constantly.

*Female master's degree recipient in public relations, employed full-time in technical writing*

Newspapers want reporters that can do everything, not just report and write. Know how to take pictures, design pages, write cutlines, tone photos, do audio and web. The more you know how to do the better your chances will be finding a job

*Male bachelor's degree recipient in news-editorial/print journalism, employed full-time In a combination of writing, reporting and editing*

I am extremely lucky to have this job--but I wouldn't have gotten it if it were not for my internship there. Internships and networking are crucial. Learn everything you can to make yourself marketable and practice journalism (that also means engaging in it) every single day. They say a good journalist never stops working--and if that's what you want to do, take it to heart.

*Female bachelor's recipient in broadcast news/broadcast journalism, working full-time in a combination of writing, reporting and editing*

Use your university Career Center whether it be for scouting available job opportunities related to your education or taking advantage of their professional workshops to help prepare you for an interview, putting together your resume, etc. Apply! Apply! Apply! Get your resume out there. Go to job fairs. Sign up on web sites like careerbuilder.com where you can receive instant notifications that jobs are available for a person with your skills. You should be working to get a job 8 hours a day 5 days a week, just like you would a normal job. This will give you a great balance of working hard, but not to the point of exhaustion. Don't beat yourself up if you don't succeed at first. Be persistent, self-disciplined, and be sure to reward yourself for the hard work you put forth.

*Male bachelor's recipient in mass media studies, working full-time in corporate communications*

Write, write, write! Don't turn down any job or project that may lead to new skills acquired or new professional contacts. Look for potential jobs now and see what skills are required; take the time to learn them now

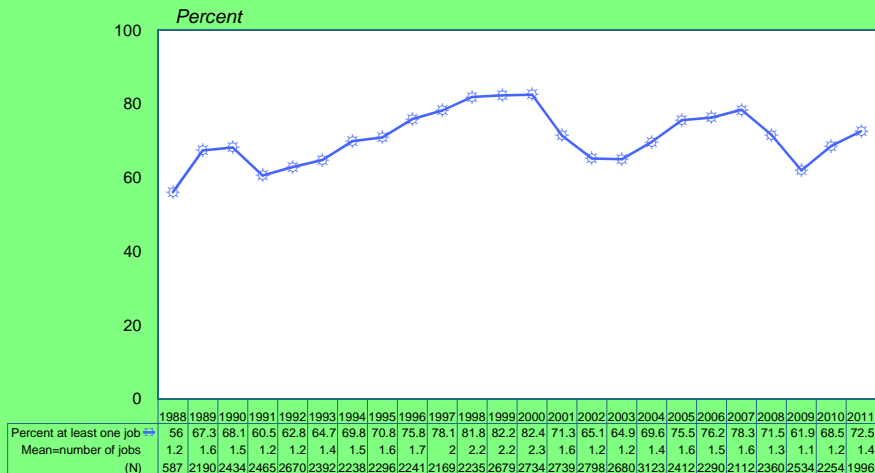
*Male bachelor's recipient in digital and print journalism, working full-time outside the communications industry*

Start pitching stories to the major news outlets in your area. Find stories, write them, then try to sell them to local news sites and/or publications. That's the best way to get noticed.

*Male bachelor's recipient in digital journalism, working full-time in a combination of writing, reporting and editing*

# 1. Job offers to Bachelor's degree recipients

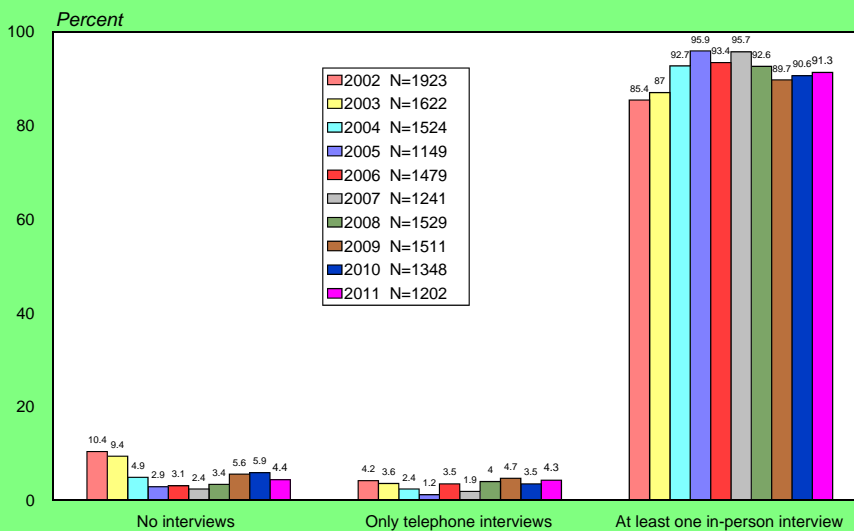
Job offers to Bachelor's degree recipients:  
percent with at least one job offer on graduation



Source: Annual Survey of Journalism & Mass Communication Graduates

# 2. Job interviews of Bachelor's degree recipients

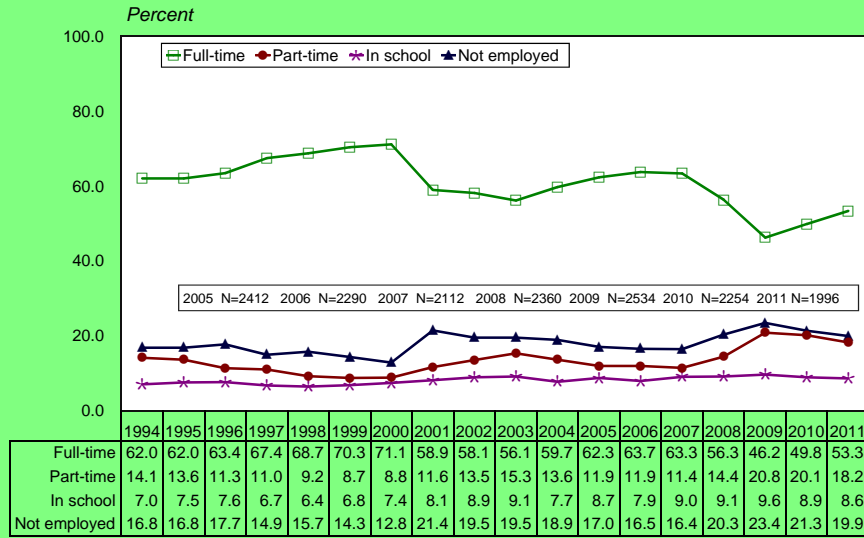
Number of interviews by Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

### 3. Employment status Oct. 31

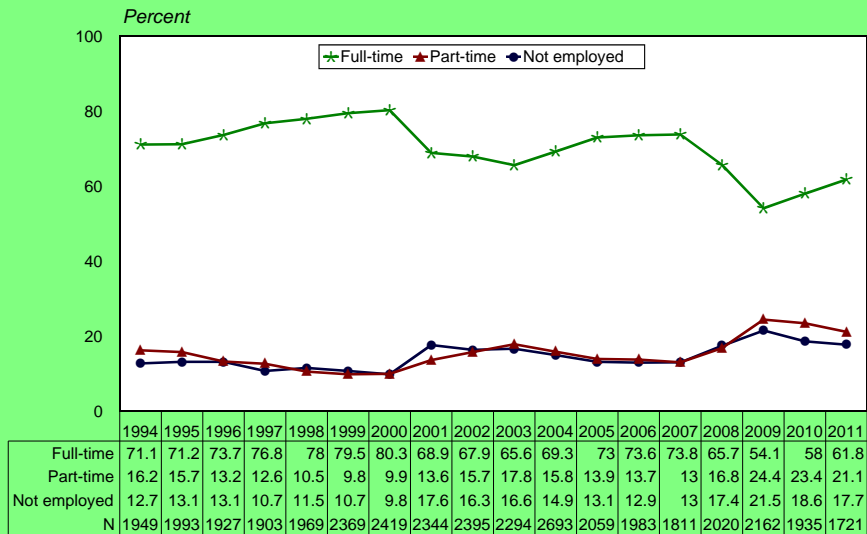
Employment status of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

### 4. Employment status Oct. 31

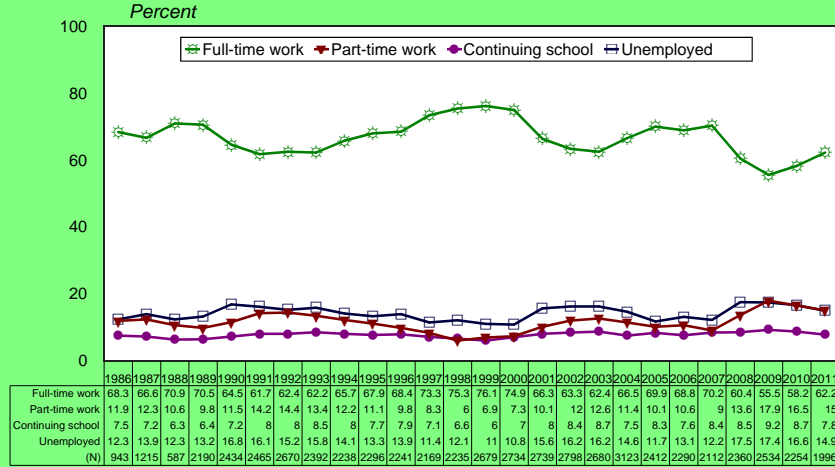
Employment status of Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

## 5. Employment status

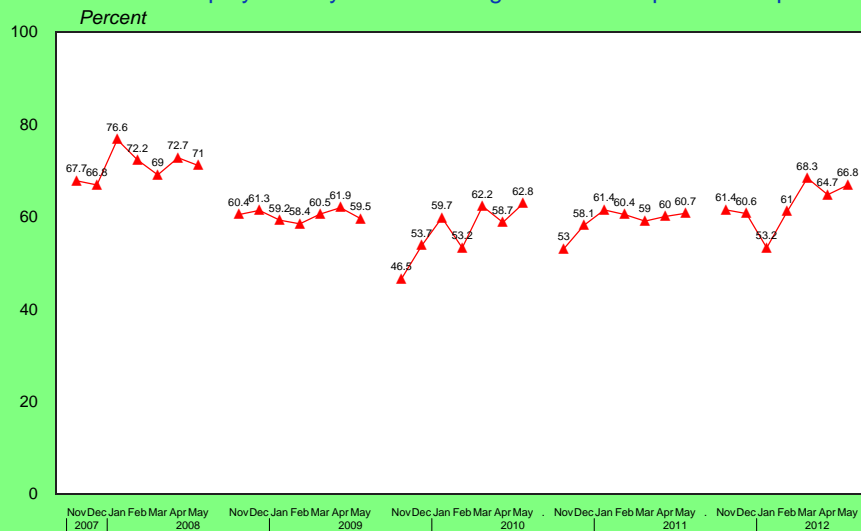
Employment status of Bachelor's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

## 6. Employment status of BA degree recipients across the year

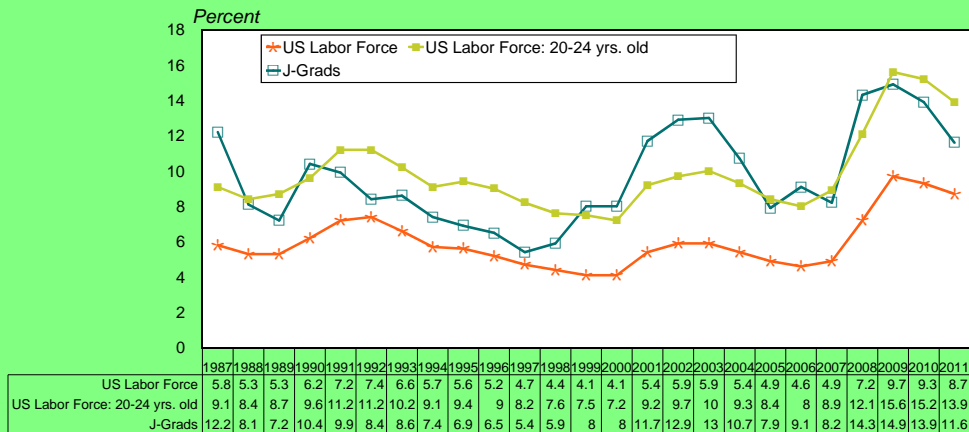
Full-time employment by month when graduates completed the questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

## 7. Unemployment rates

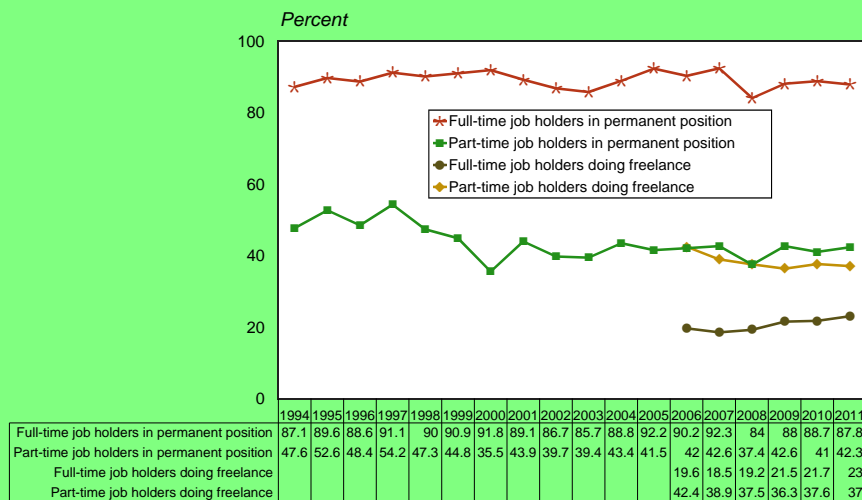
Unemployment rates of journalism Bachelor's degree recipients when they returned questionnaire compared to U.S. labor force data. U.S. figures represent seasonally adjusted unemployment rates averaged across June of the shown year to May of the following year.



Source: Annual Survey of Journalism & Mass Communication Graduates; U.S. Bureau of Labor Statistics

## 8. Permanent positions, freelance

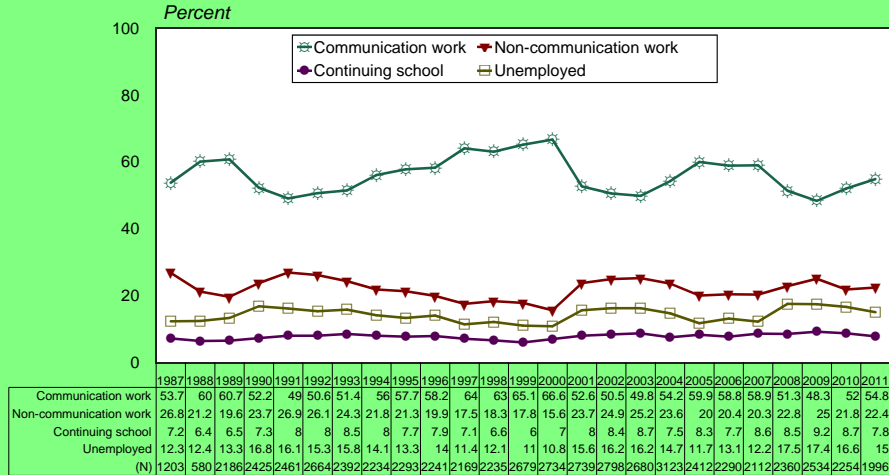
Status of Bachelor's degree recipients: percent in permanent positions, percent doing freelance in addition to current job



Source: Annual Survey of Journalism & Mass Communication Graduates

## 9. General types of work

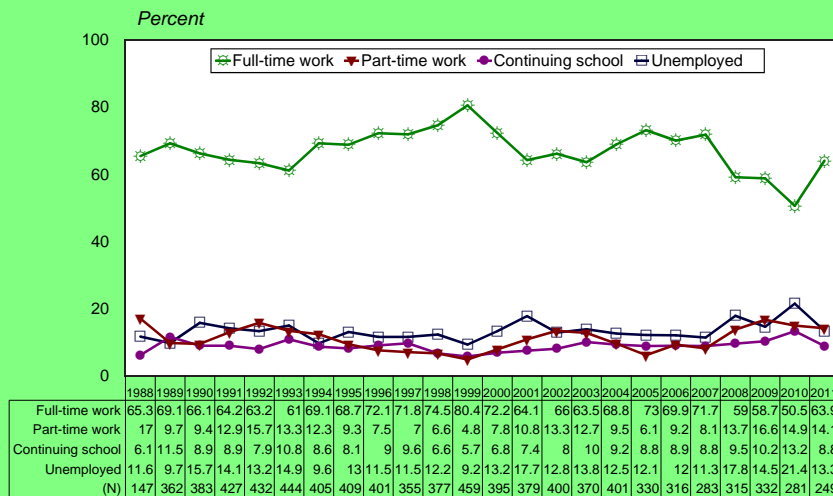
An overview of Bachelor's degree recipients' work situations



Source: Annual Survey of Journalism & Mass Communication Graduates

## 10. Employment, news-editorial

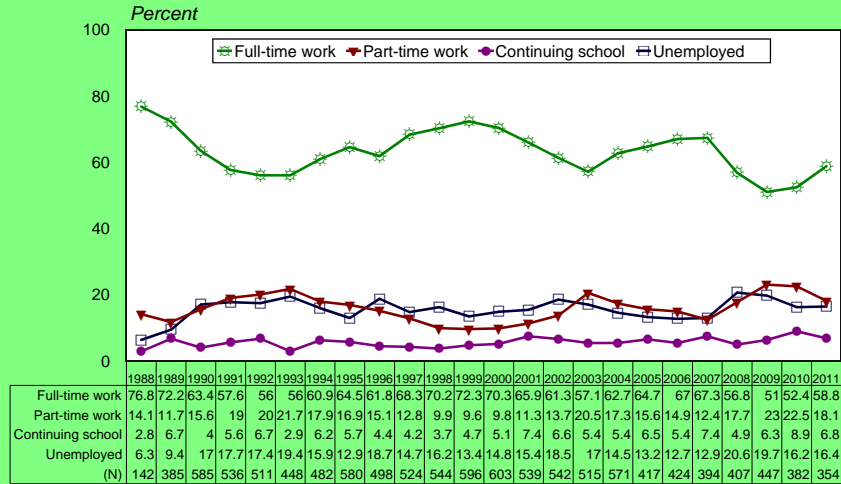
Employment of Bachelor's degree recipients in the editorial specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# 11. Employment, telecommunication

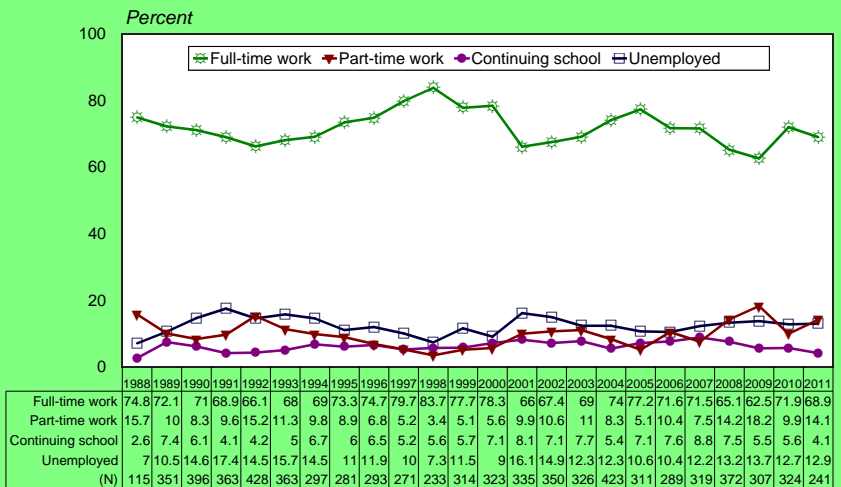
Employment of Bachelor's degree recipients in the telecommunication specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# 12. Employment, advertising

Employment of Bachelor's degree recipients in the advertising specialty

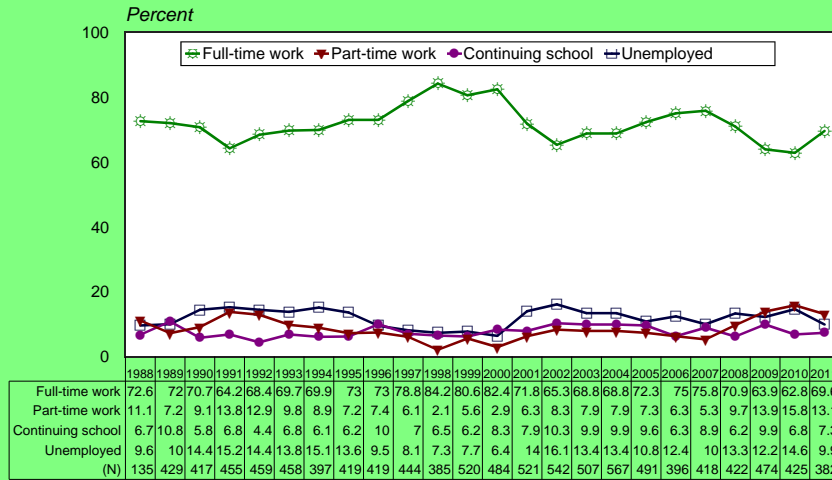


Source: Annual Survey of Journalism & Mass Communication Graduates



# 13. Employment, PR

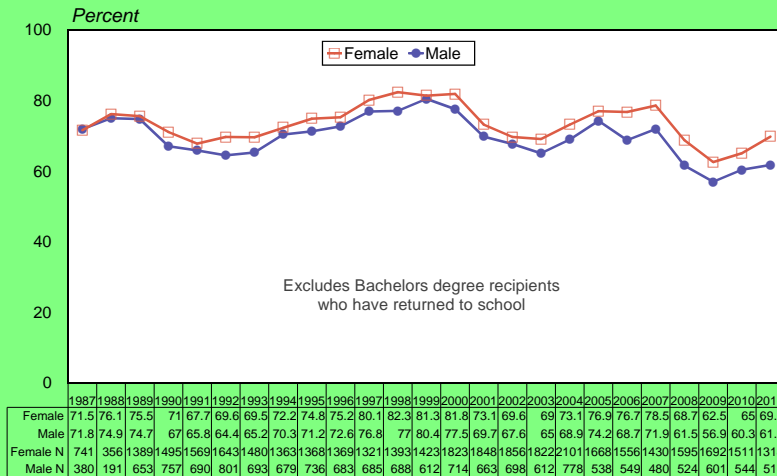
## Employment of Bachelor's degree recipients in the public relations specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# 14. Gender and employment

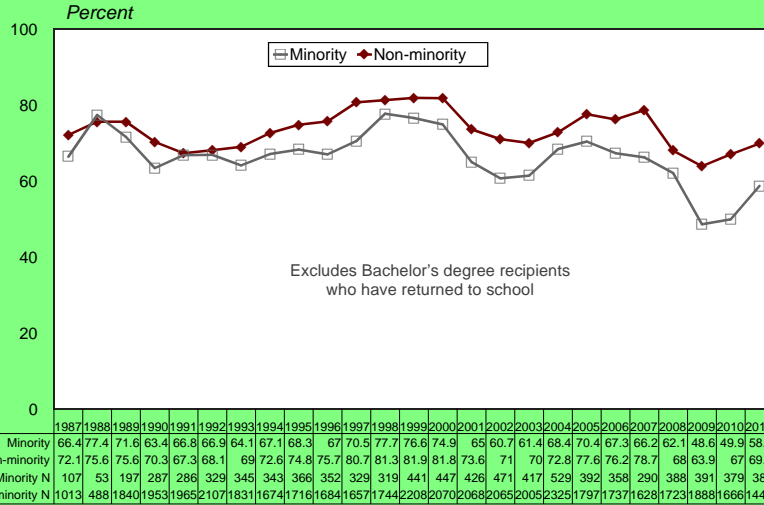
## Full-time employment of female and male Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

## 15. Minority employment

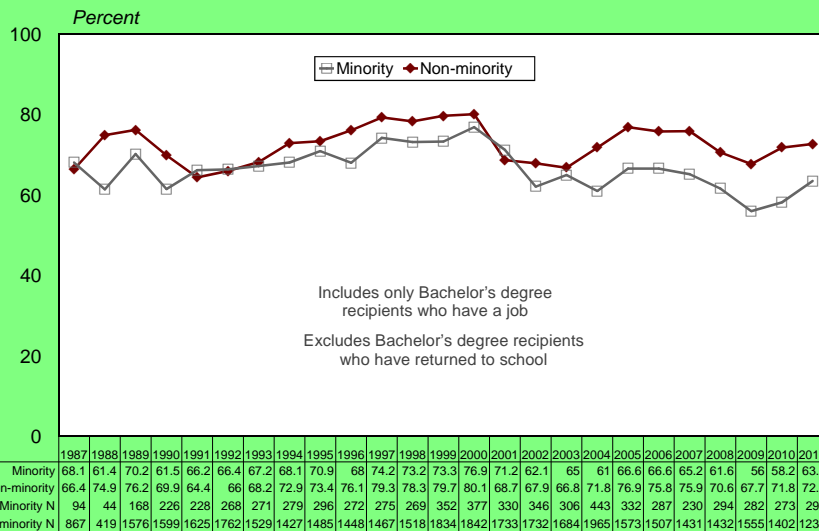
Full-time employment of minority and non-minority Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

## 16. Minority employment in communications

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

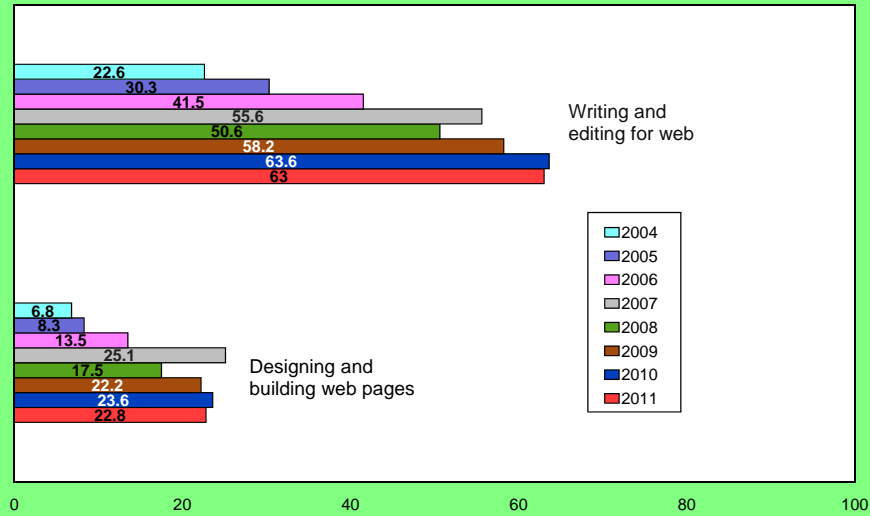


Source: Annual Survey of Journalism & Mass Communication Graduates

## 17. Writing, editing and designing for web

Employed Bachelor's degree recipients in communications doing this work

Percent

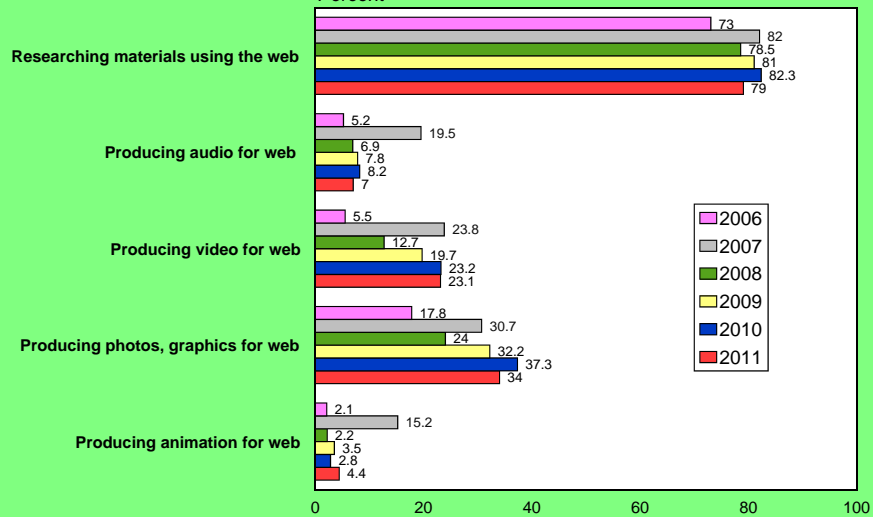


Source: Annual Survey of Journalism & Mass Communication Graduates

## 18. Other web work I

Employed Bachelor's degree recipients in communications doing this work

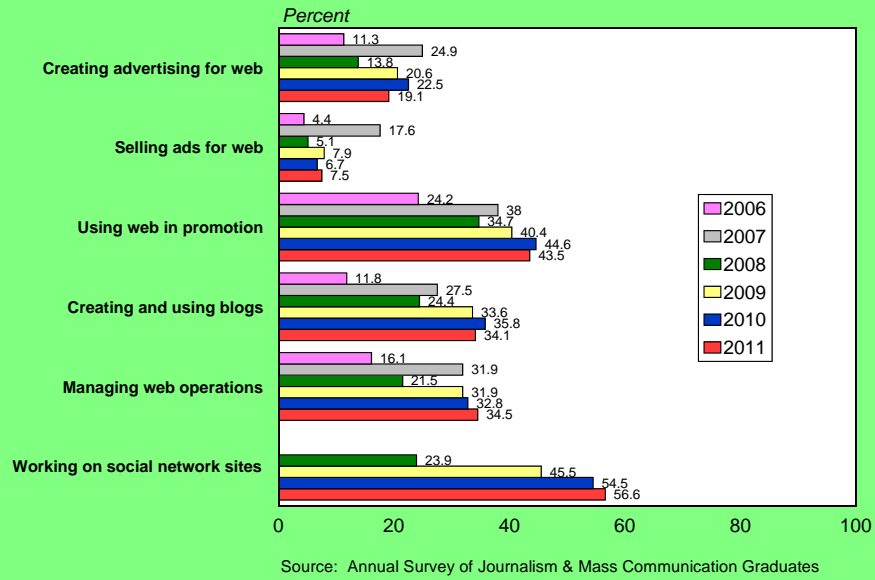
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

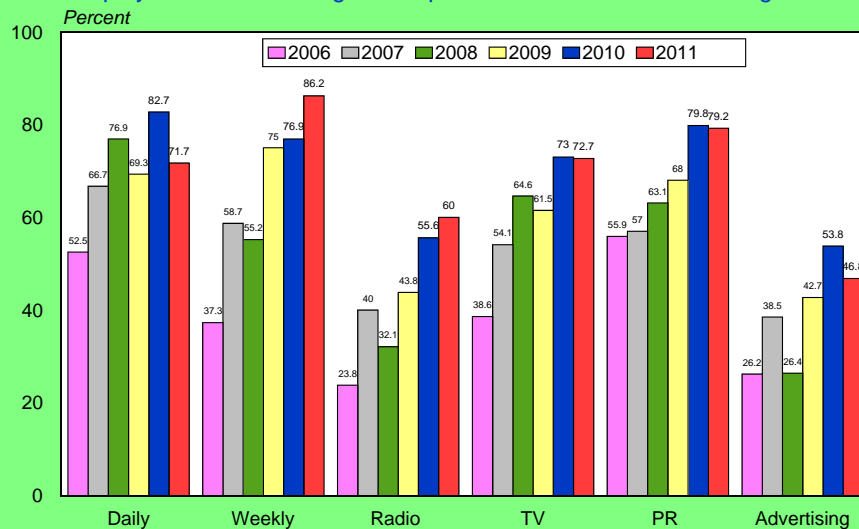
## 19. Other web work II

Employed Bachelor's degree recipients in communications doing this work



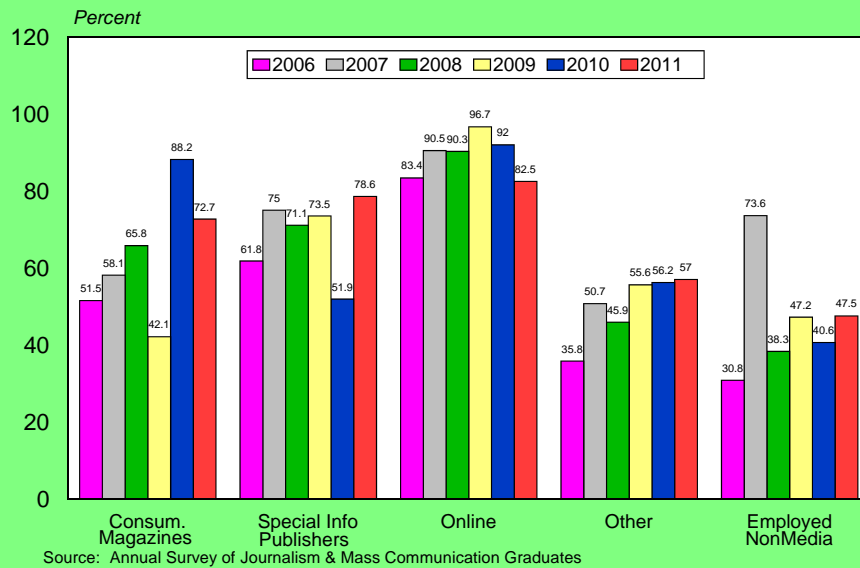
## 20. Writing or editing for web by employer type I

Employed Bachelor's degree recipients in communications doing this work



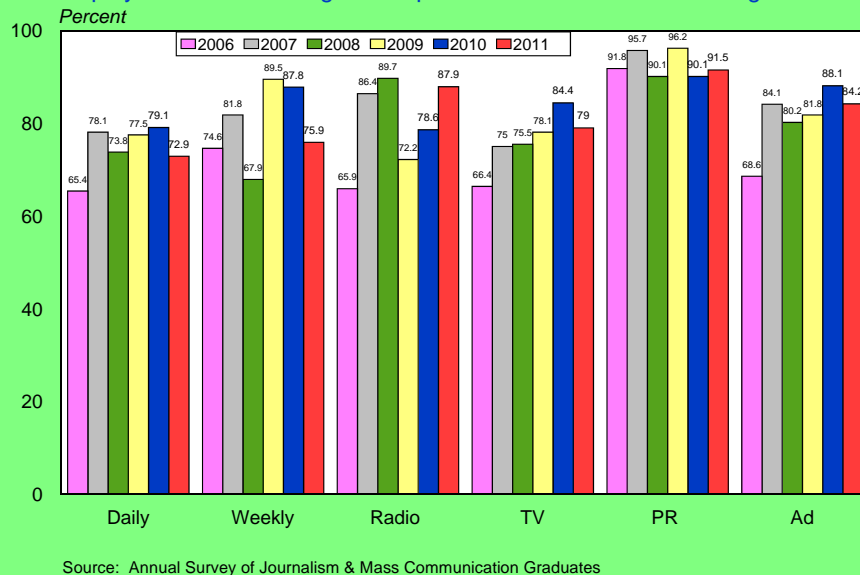
## 21. Writing or editing for web by employer type II

Employed Bachelor's degree recipients in communications doing this work



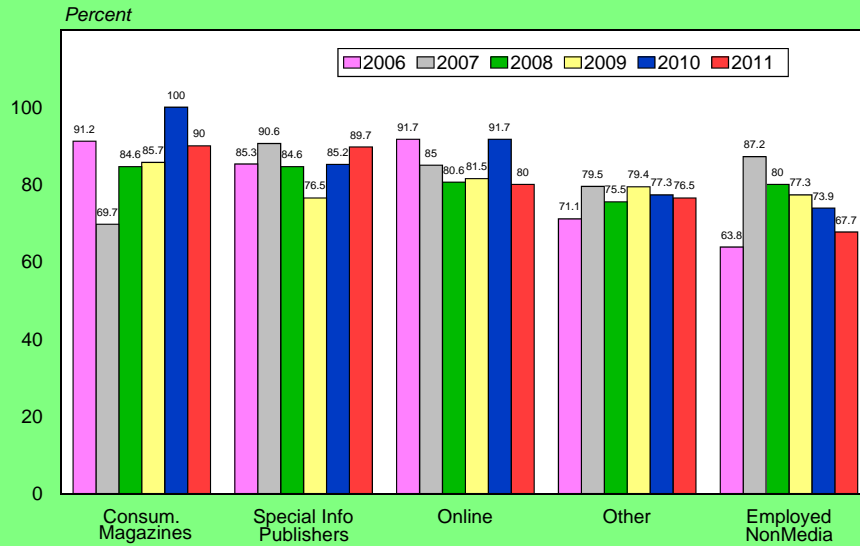
## 22. Researching materials using the web by employer type I

Employed Bachelor's degree recipients in communications doing this work



## 23. Researching materials using the web by employer type II

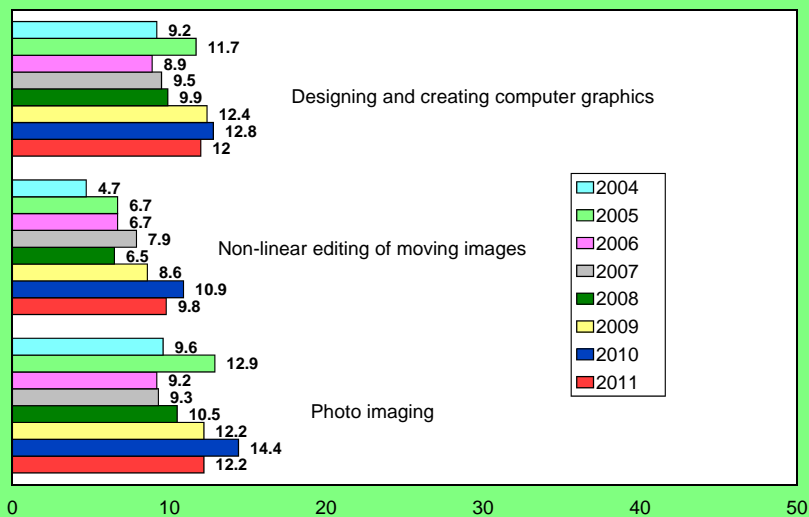
Employed Bachelor's degree recipients in communications doing this work



## 24. Technical work performed in job I

An overview of jobs of employed Bachelor's degree recipients in communications

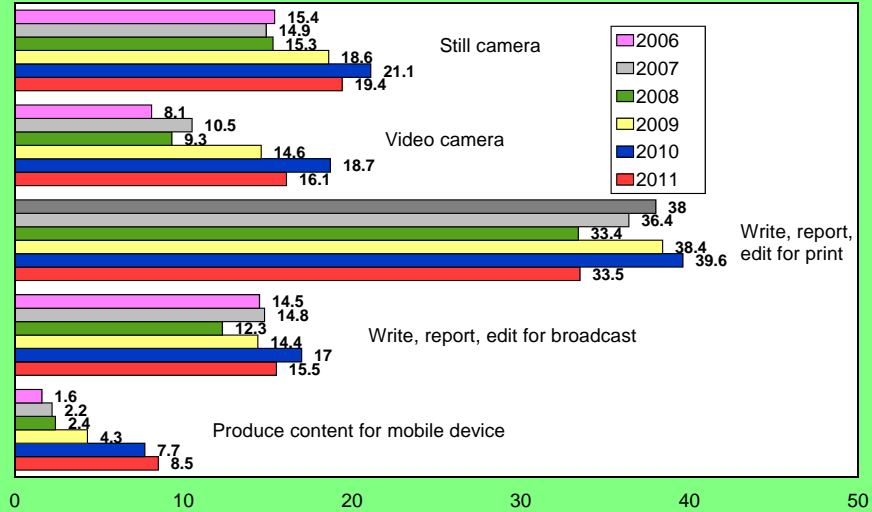
Percent



## 25. Technical work performed in job II

An overview of jobs of employed Bachelor's degree recipients in communications

Percent

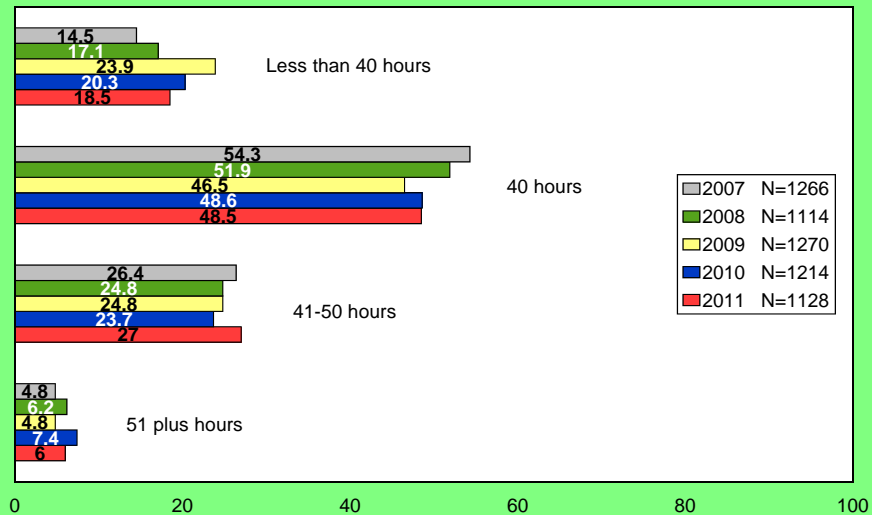


Source: Annual Survey of Journalism & Mass Communication Graduates

## 26. Hours spent with job per week

Bachelor's degree recipients employed full-time in communications

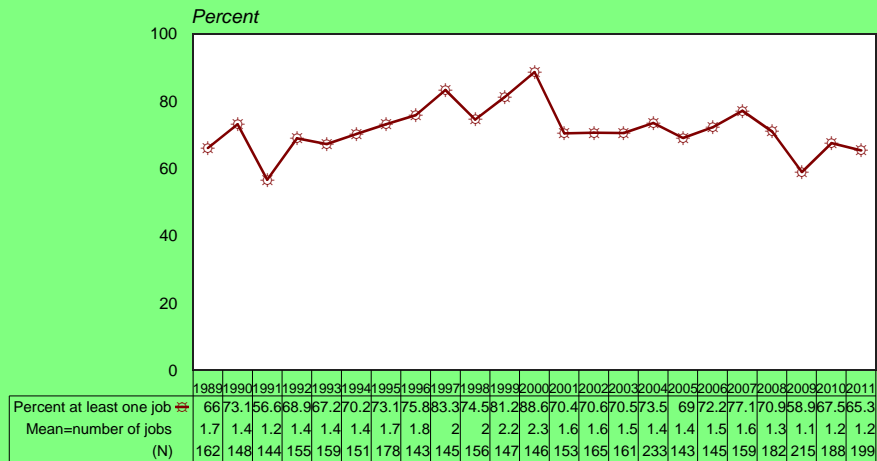
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

## 27. Job offers, Master's degree recipients

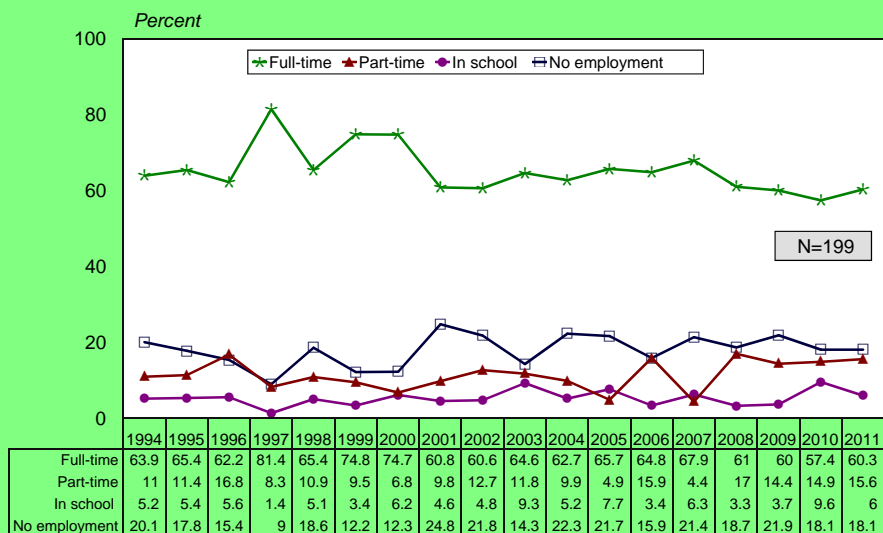
Job offers to Master's degree recipients on graduation:  
percent with at least one job



Source: Annual Survey of Journalism & Mass Communication Graduates

## 28. Employment Status Oct. 31

Employment status of Master's degree recipients

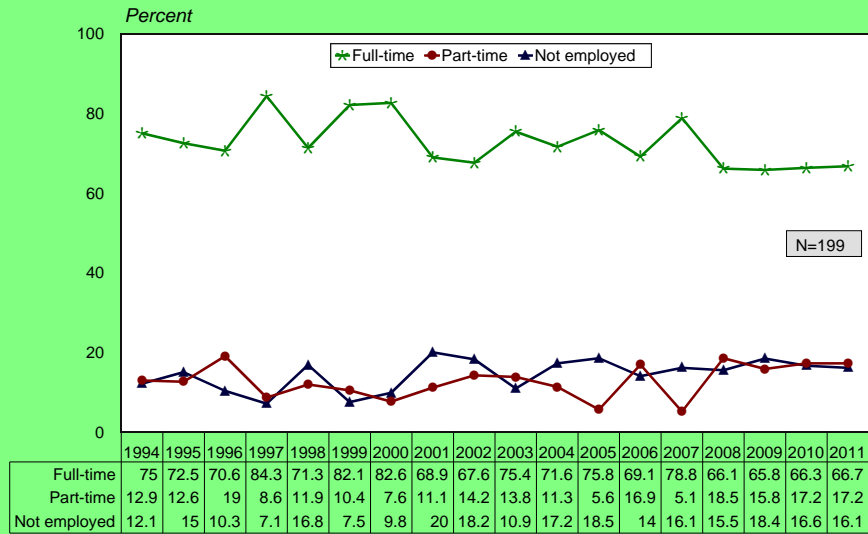


Source: Annual Survey of Journalism & Mass Communication Graduates



## 29. Employment Status Oct. 31

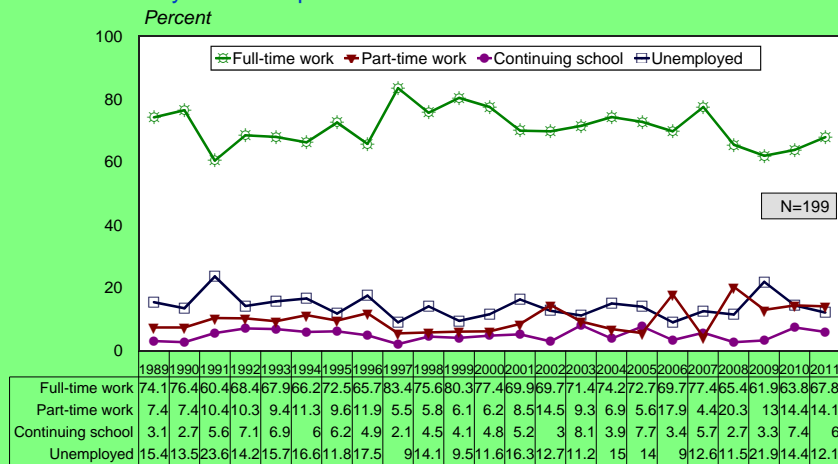
Employment status of Master's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

## 30. Employment status

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

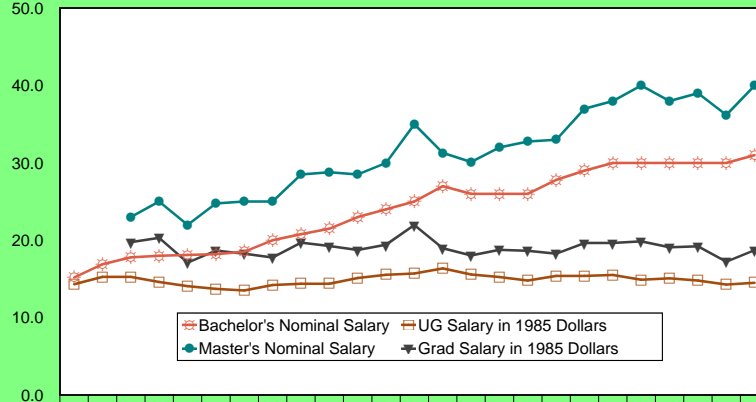


Source: Annual Survey of Journalism & Mass Communication Graduates

## 31. 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 US\$



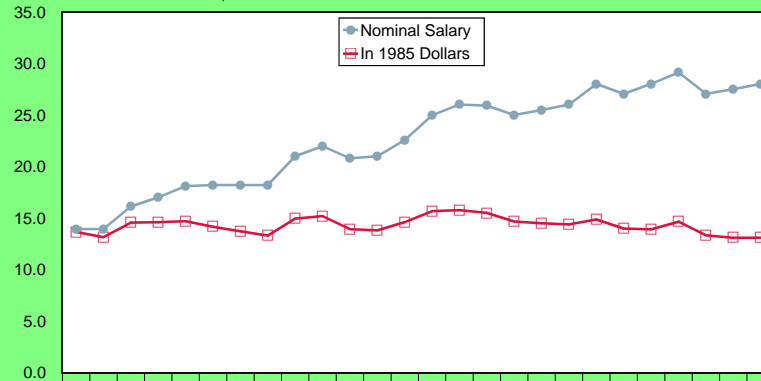
Bachelor's Nominal Salary	15.2	16.9	17.8	18.0	18.1	18.2	18.5	20.0	20.8	21.5	23.0	24.0	25.0	27.0	26.0	26.0	26.0	27.8	29.0	30.0	30.0	30.0	30.0	31.0	
UG Salary in 1985 Dollars	14.3	15.3	15.3	14.6	14.1	13.7	13.5	14.2	14.4	14.4	15.1	15.5	15.7	16.4	15.6	15.3	14.8	15.4	15.4	15.5	14.9	15.1	14.8	14.3	14.5
Master's Nominal Salary	15.2	17.8	18.0	18.1	18.2	18.5	20.0	20.8	21.5	23.0	24.0	25.0	27.0	26.0	26.0	26.0	27.8	29.0	30.0	30.0	30.0	30.0	30.0	30.0	
Grad Salary in 1985 Dollars	19.8	20.3	17.1	18.7	18.3	17.8	19.7	19.3	18.7	19.4	22.0	19.0	18.0	18.8	18.6	18.3	19.7	19.9	19.1	19.2	17.2	18.7			

Source: Annual Survey of Journalism & Mass Communication Graduates

## 32. Salaries in dailies

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

In thousands US\$

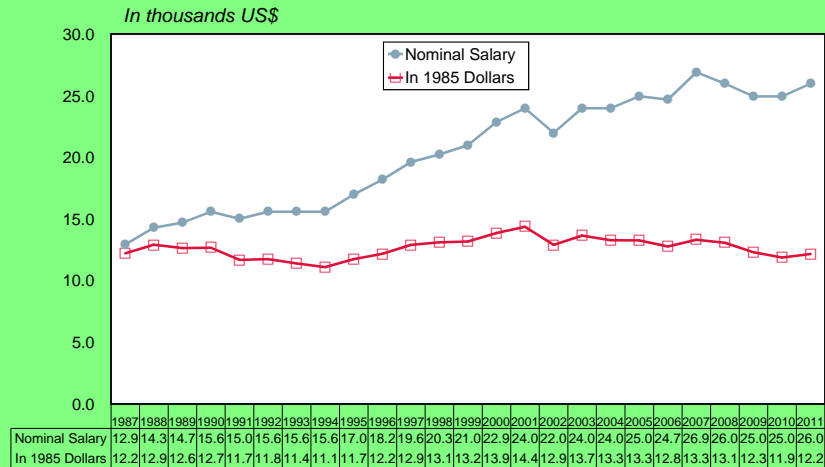


Nominal Salary	13.9	13.9	16.1	17.0	18.1	18.2	18.2	21.0	22.0	22.0	22.0	22.6	25.0	26.0	26.0	25.9	25.5	26.0	28.0	28.0	28.0	29.0	27.0	27.0	27.5	28.0
In 1985 Dollars	13.7	13.1	14.6	14.7	14.2	13.7	13.3	14.9	15.2	13.9	13.8	14.6	15.7	15.8	15.5	14.7	14.5	14.4	14.9	14.0	13.9	14.6	13.3	13.1	13.1	13.1

Source: Annual Survey of Journalism & Mass Communication Graduates

### 33. Salaries in weeklies

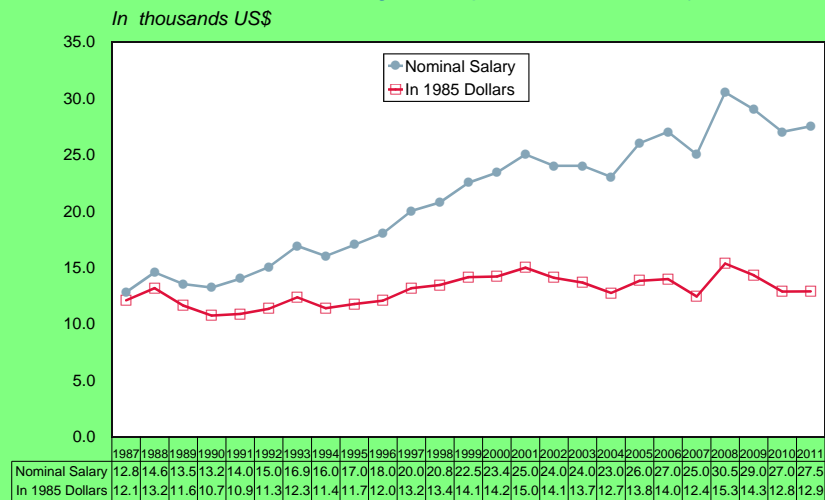
Annual nominal median salaries and adjustments for inflation at weekly newspapers - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

### 34. Salaries in radio

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

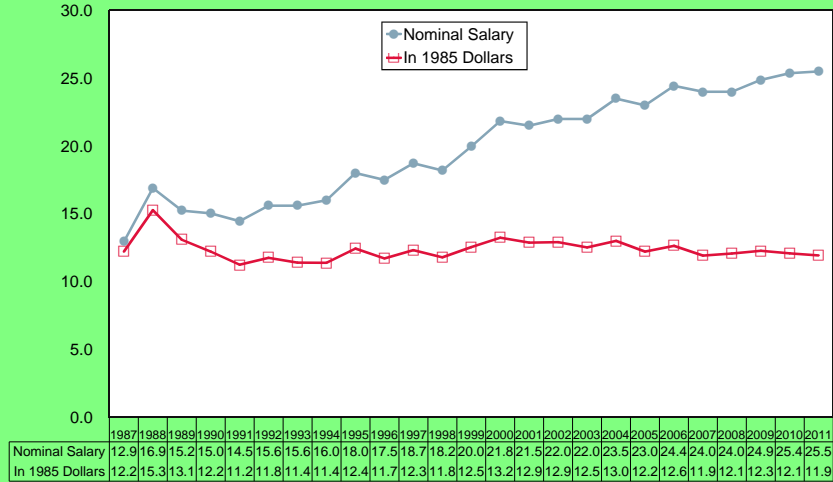


Source: Annual Survey of Journalism & Mass Communication Graduates

## 35. Salaries in television

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

In thousands US\$

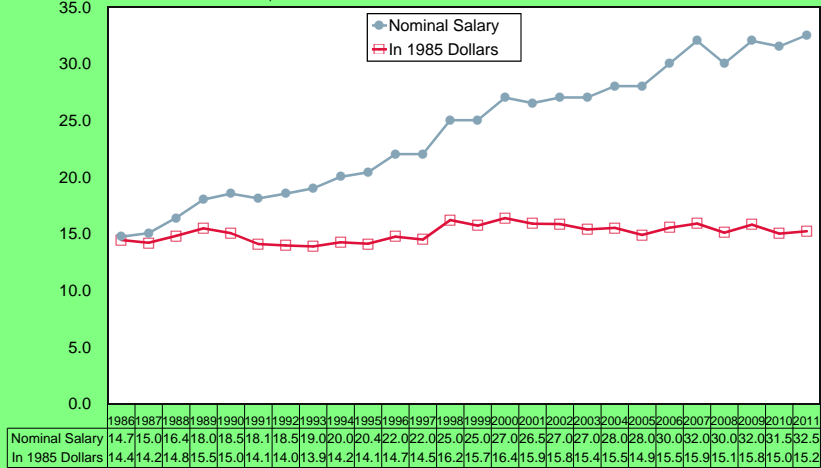


Source: Annual Survey of Journalism & Mass Communication Graduates

## 36. Salaries in advertising

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

In thousands UD\$

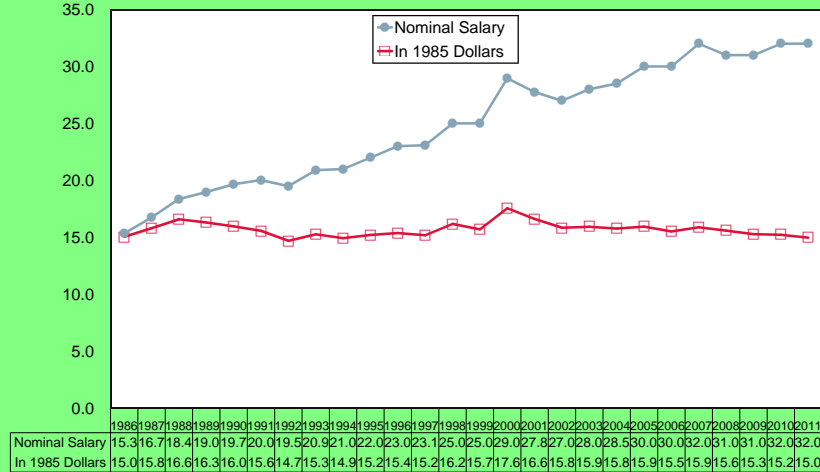


Source: Annual Survey of Journalism & Mass Communication Graduates

## 37. Salaries in PR

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

In thousands US\$



Source: Annual Survey of Journalism & Mass Communication Graduates

## 38. Salaries compared

Median yearly salaries for 2011 Bachelor's degree recipients with full-time jobs

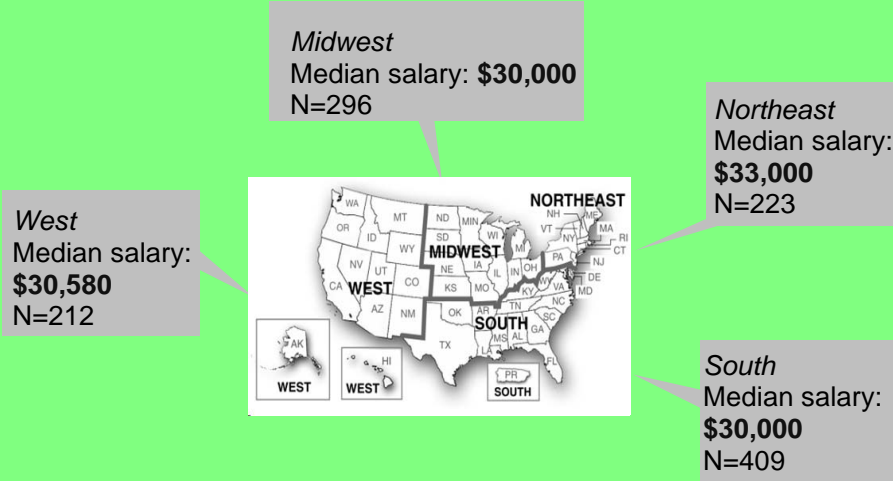
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

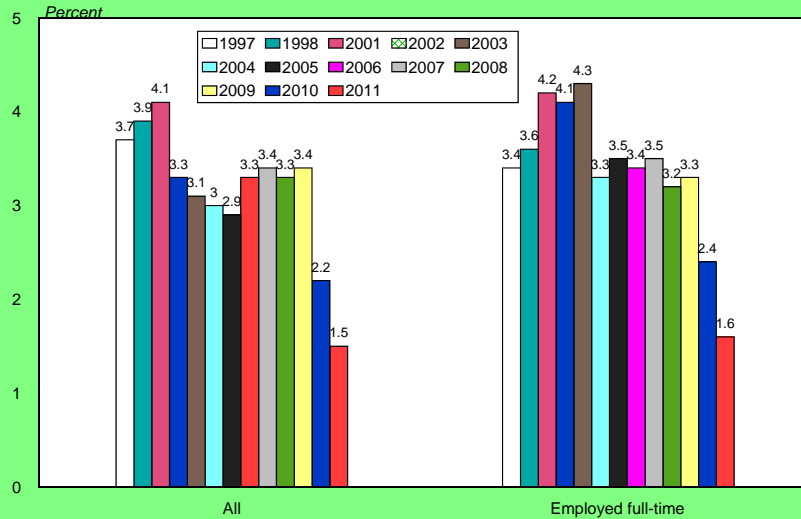
## 39. Salaries by region

Median yearly salaries for 2011 Bachelor's degree recipients with full-time jobs



## 40. Union membership of JMC graduates

Union membership of Bachelor's degree recipients

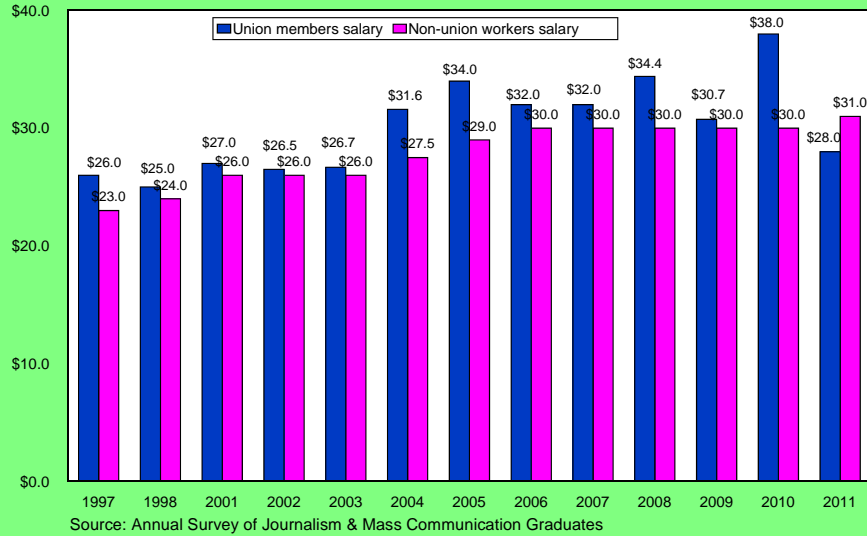


Source: Annual Survey of Journalism & Mass Communication Graduates

## 41. 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

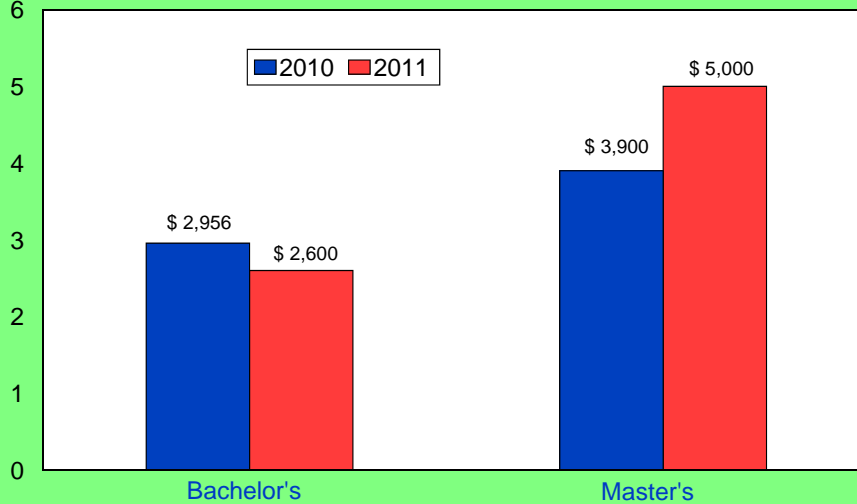
*In thousands*



## 42. Additional income that is communication related

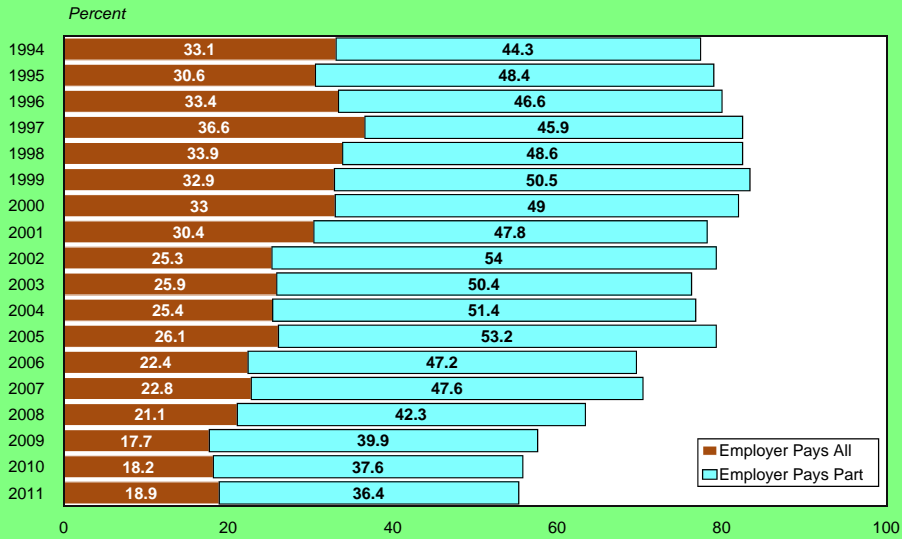
Additional income earned from freelance or self-employment

*Thousands*



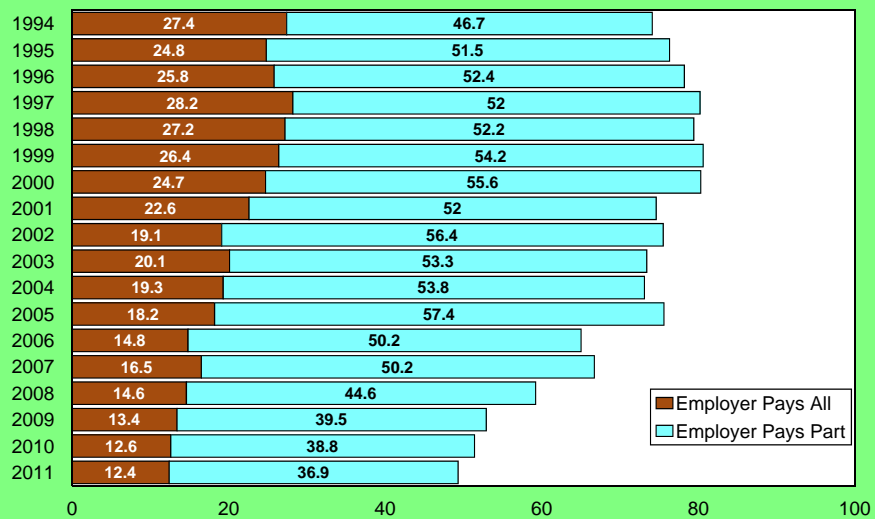
## 43. Job benefits: Basic medical

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



## 44. Job benefits: Major medical

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

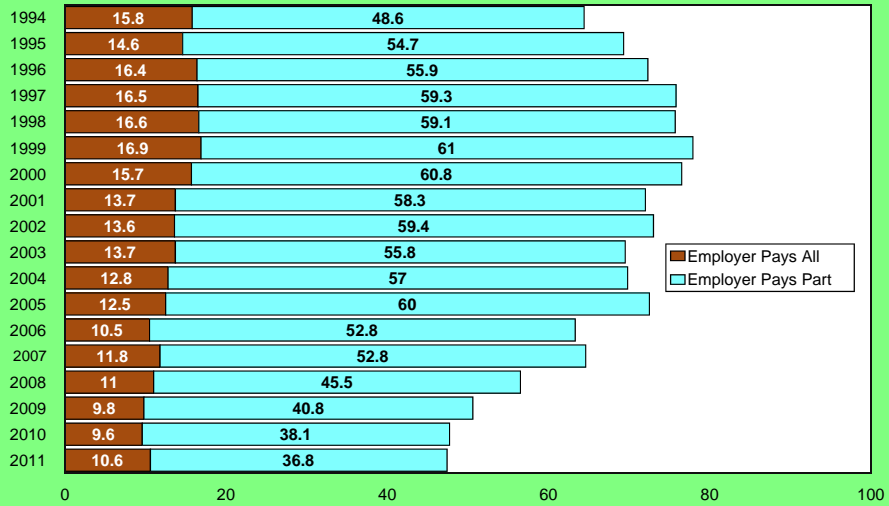




## 45. Job benefits: Prescription

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

Percent

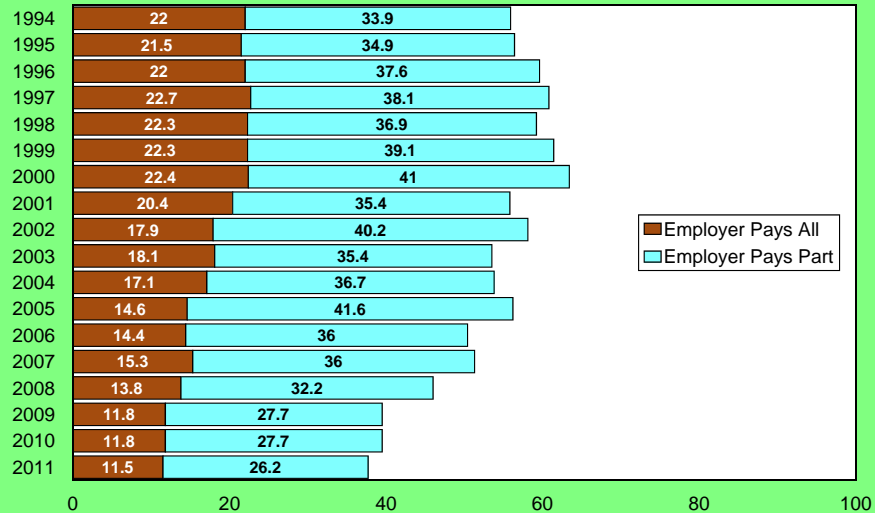


Source: Annual Survey of Journalism & Mass Communication Graduates

## 46. Job benefits: Disability

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

Percent

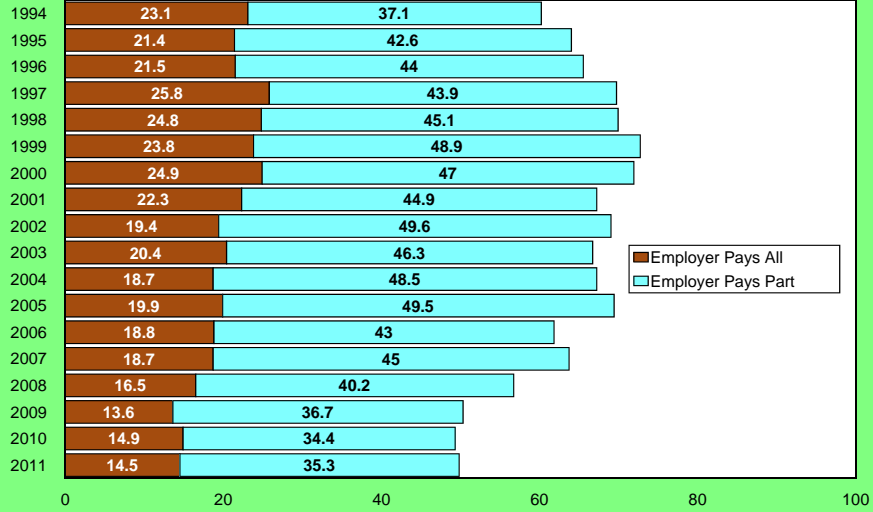


Source: Annual Survey of Journalism & Mass Communication Graduates

## 47. Job benefits: Dental

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

Percent

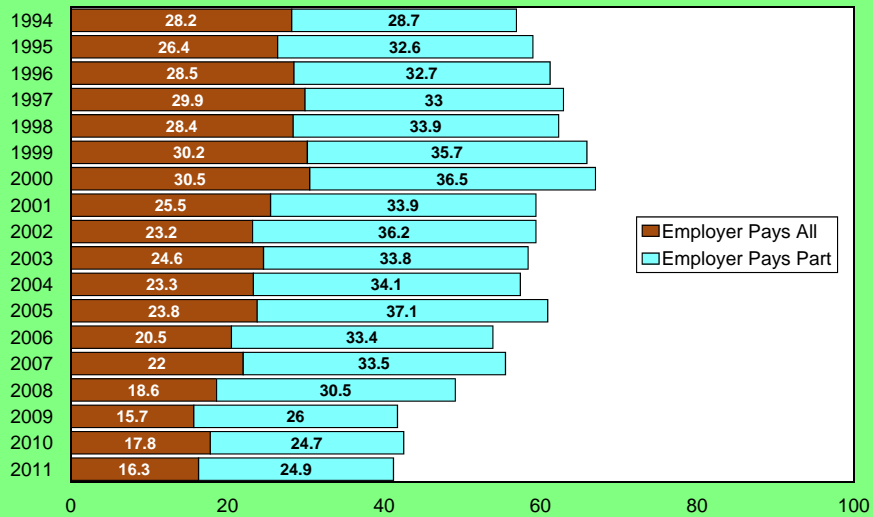


Source: Annual Survey of Journalism & Mass Communication Graduates

## 48. Job benefits: Life insurance

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

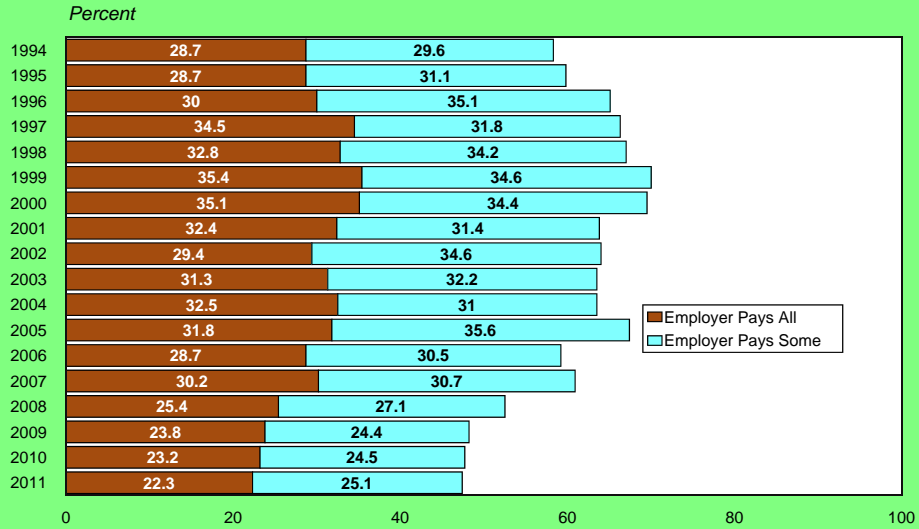
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

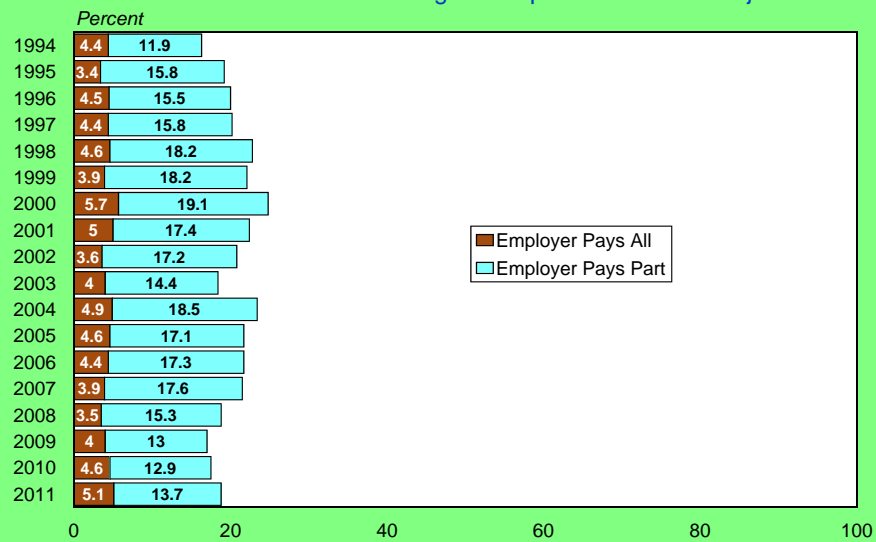
## 49. Job benefits: Maternity/Paternity

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



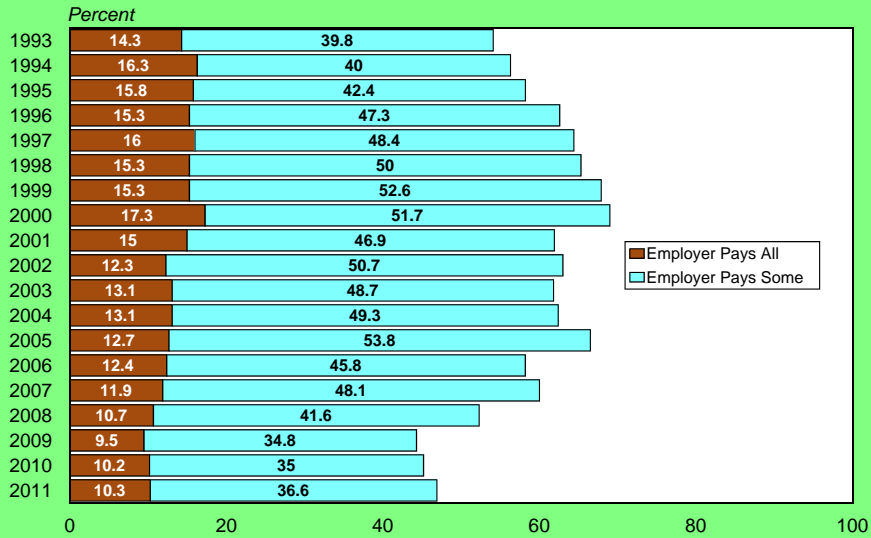
## 50. Job benefits: Child care

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



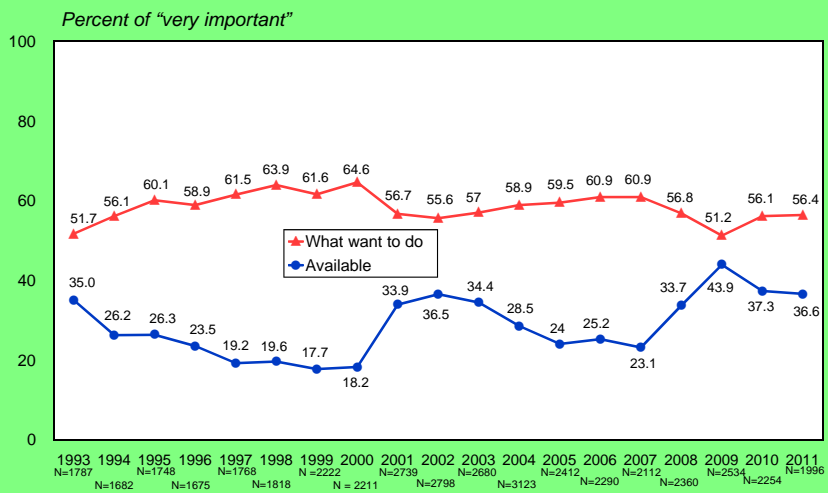
# 51. Job benefits: Retirement

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



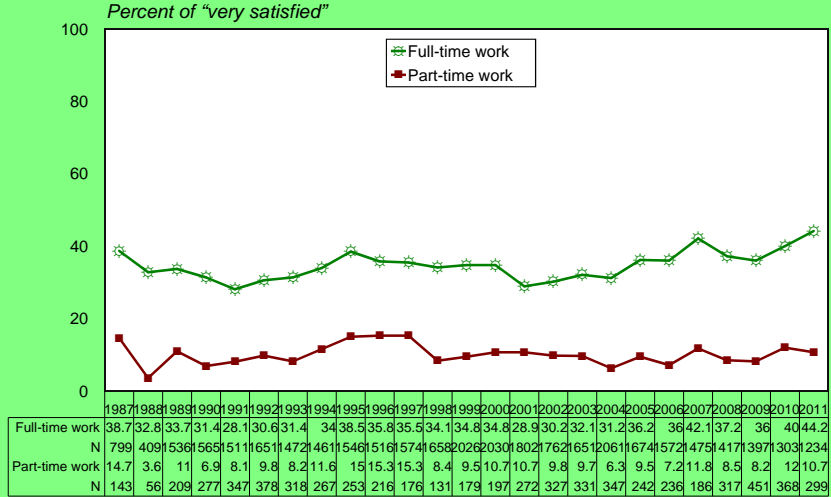
# 52. Why jobs chosen

Employed Bachelor's degree recipients' reasons for selecting jobs



# 53. Job satisfaction

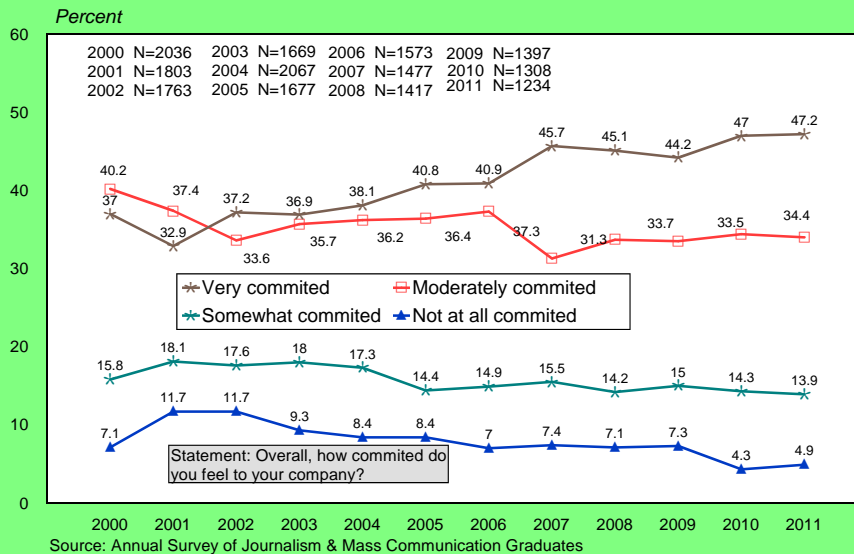
## Job satisfaction of employed Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

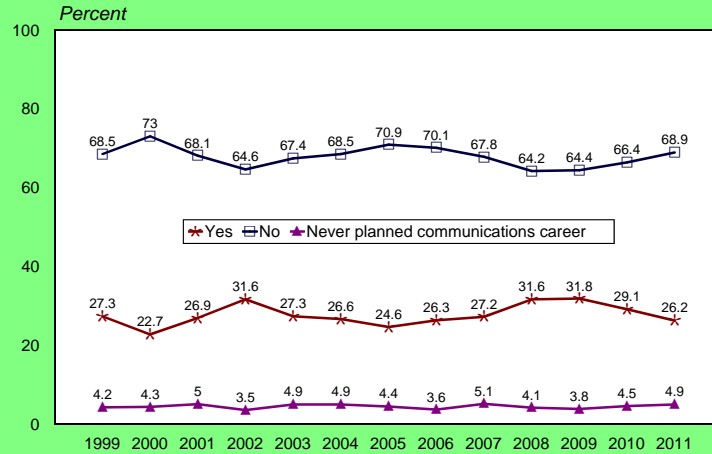
# 54. Organizational commitment

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



## 55. Regret career choices

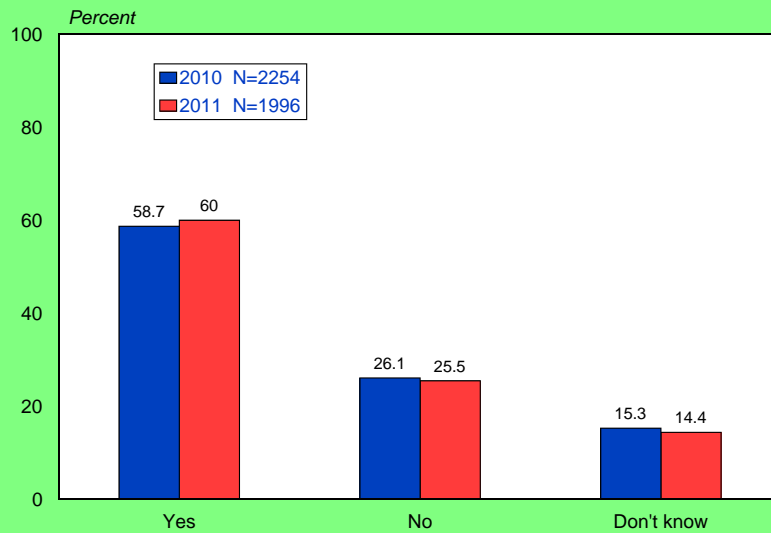
Bachelor's degree recipients who wish they had selected another career



Source: Annual Survey of Journalism & Mass Communication Graduates

## 56. Preparedness for job market

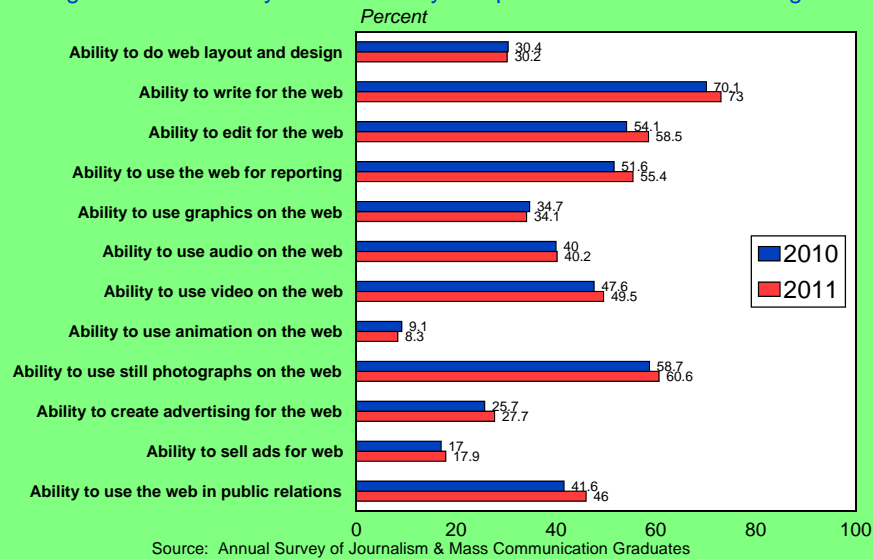
Did graduates feel the college prepared them for today's job market?



Source: Annual Survey of Journalism & Mass Communication Graduates

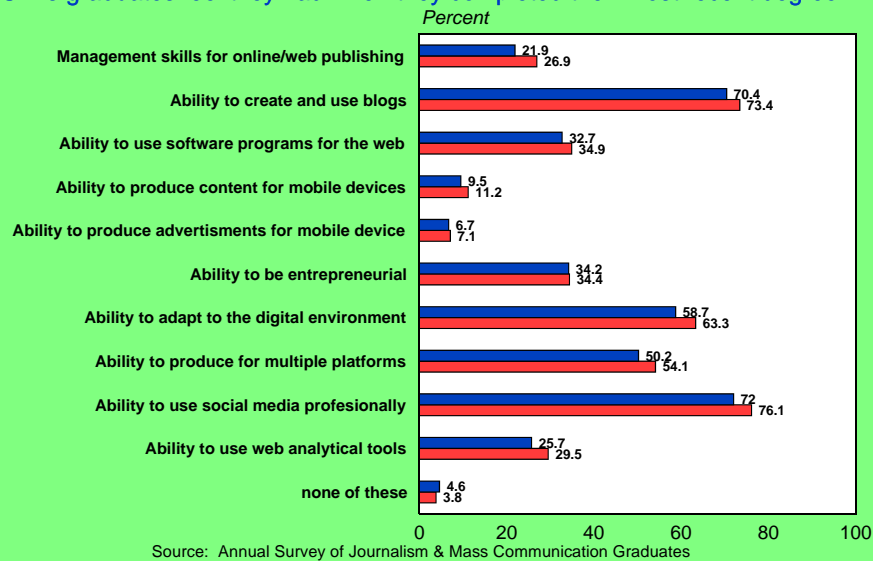
## 57. Skills acquired in college I

Skills graduates feel they had when they completed their most recent degree



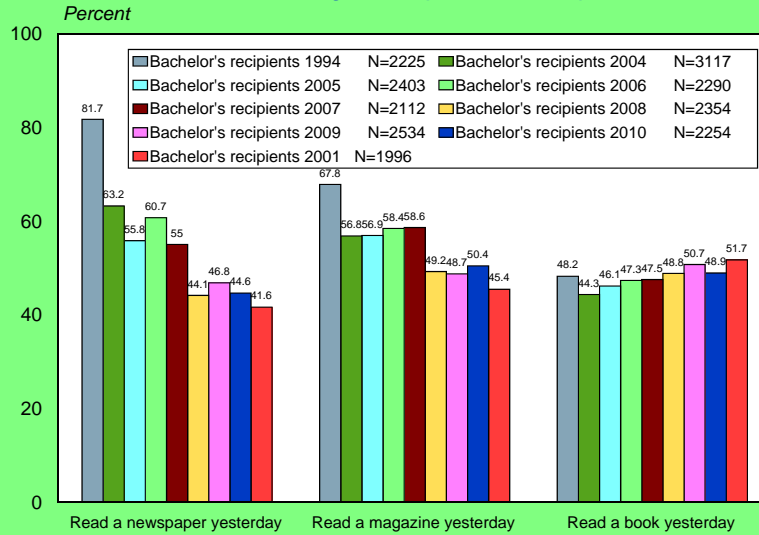
## 58. Skills acquired in college II

Skills graduates feel they had when they completed their most recent degree



# 59. Use of print media

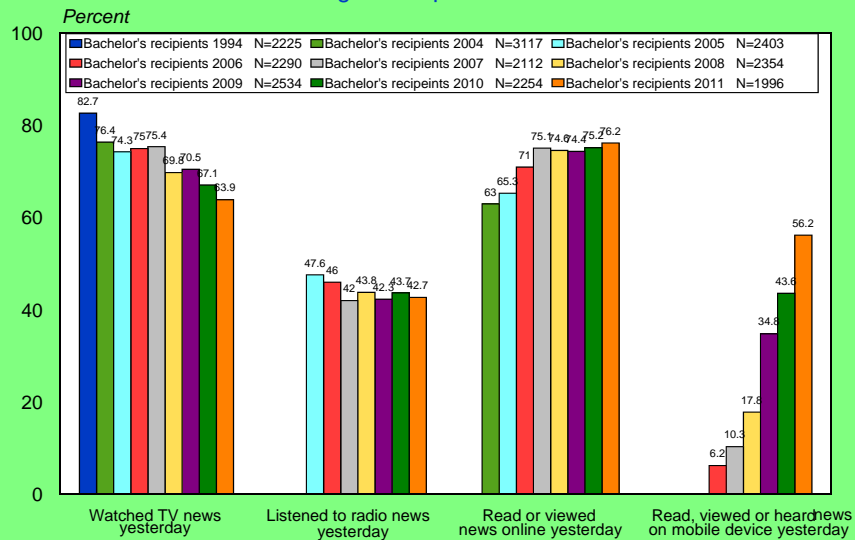
## Journalism Bachelor's degree recipients' use of print media



Source: Annual Survey of Journalism & Mass Communication Graduates

# 60. Use of electronic media

## Journalism Bachelor's degree recipients' use of electronic media

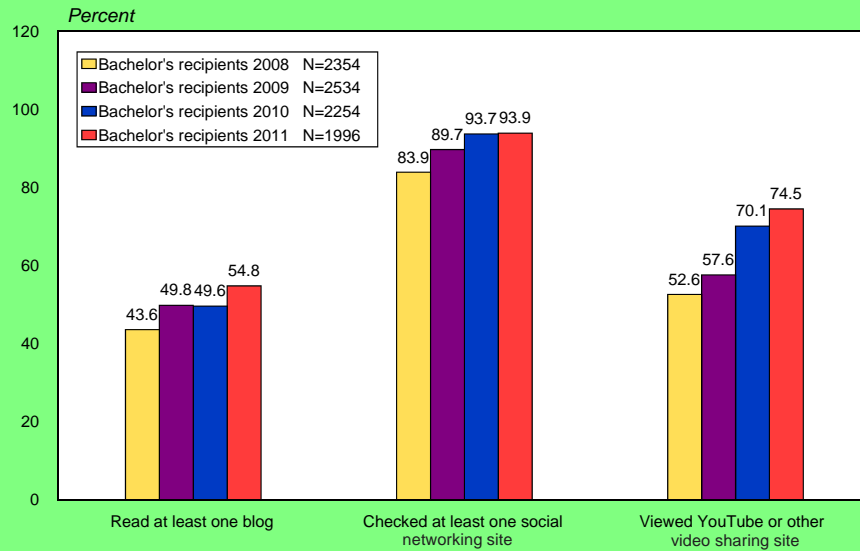


Source: Annual Survey of Journalism & Mass Communication Graduates



## 61. Use of user generated electronic media

Journalism Bachelor's degree recipients' use of blogs, social networks, video sites



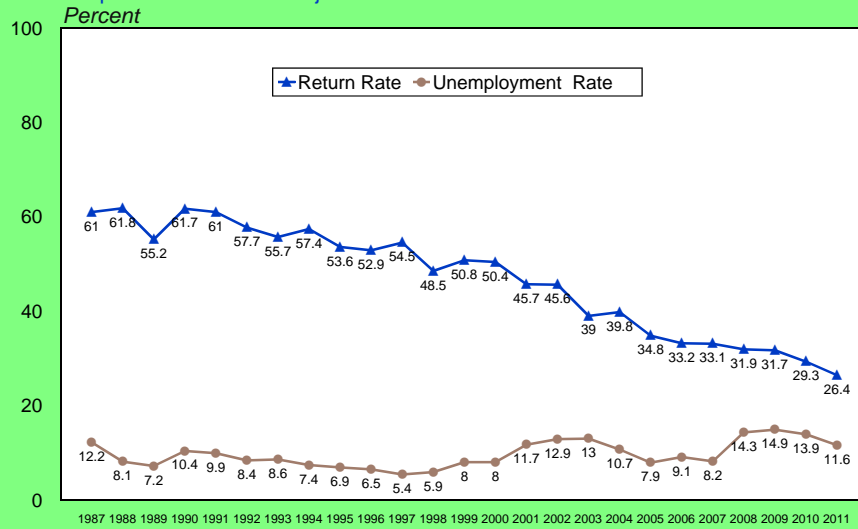
## 62. Student professional organizations attended while at university

	2002	2003	2005	2006	2007	2008	2009	2010	2011
AD Club	2.8%	2.2%	4.5%	4.5%	4.5%	5.4%	4.9%	4.2%	6.5%
American Advertising Federation	3.6%	3.9%	2.8%	2.3%	1.5%	2.4%	1.7%	2.1%	2.7%
Association of Women in Communication	1.6%	2.0%	1.3%	1.1%	0.5%	0.4%	0.7%	0.9%	0.7%
Di Gamma Kappa	0.7%	0.6%	0.5%	0.2%	0.5%	0.3%	0.2%	0.3%	0.3%
Kappa Tau Alpha	0.3%	0.6%	0.2%	0.2%	0.3%	0.3%	0.6%	0.4%	0.5%
Magazine Club	0.0%	0.0%	0.4%	0.3%	0.0%	0.1%	0.1%	0.3%	1.5%
National Association of Black Journalists	1.6%	1.5%	1.0%	1.0%	0.6%	1.5%	0.7%	0.9%	0.7%
National Broadcasting Society	1.3%	0.9%	0.6%	0.6%	0.4%	0.5%	0.6%	0.2%	0.4%
National Press Photographers Association	0.8%	0.6%	0.3%	0.4%	0.2%	0.4%	0.4%	0.3%	0.1%
Public Relations Student Society	13.5%	12.8%	16.0%	13.8%	12.9%	13.8%	12.2%	13.1%	21.0%
Radio Television News Directors Association	1.3%	1.2%	1.0%	1.0%	0.9%	1.3%	1.0%	1.1%	0.9%
Society of Professional Journalists	7.3%	5.8%	5.0%	6.7%	4.5%	5.0%	5.1%	5.5%	4.8%
Student Society for News Design	0.5%	0.1%	0.0%	0.1%	0.1%	0.0%	1.2%	0.2%	0.7%
<b>N</b>	<b>2,794</b>	<b>2,684</b>	<b>2,412</b>	<b>2,290</b>	<b>2,112</b>	<b>2,360</b>	<b>2,534</b>	<b>2,254</b>	<b>1,996</b>

Source: Annual Survey of Journalism & Mass Communication Graduates

# Appendix Chart 1. Return rate and unemployment rate by year

Unemployment rate at time of survey completion for Bachelor's degree recipients who looked for job

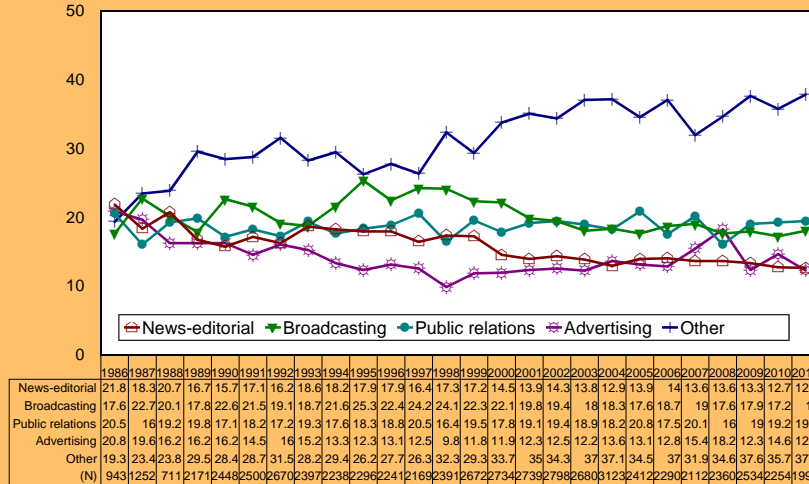


Source: Annual Survey of Journalism and Mass communication Graduates

# S1. What they studied

Specialty within curriculum of Bachelor's degree recipients

Percent

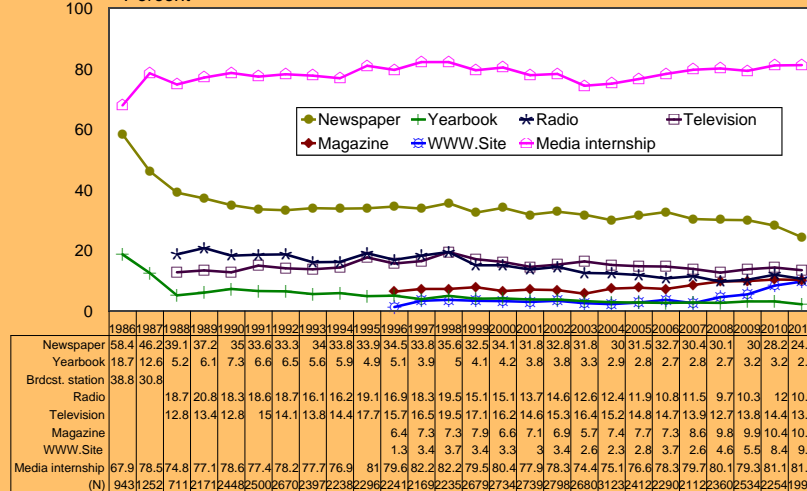


Source: Annual Survey of Journalism & Mass Communication Graduates

# S2. Campus activities

Campus activities of Bachelor's degree recipients

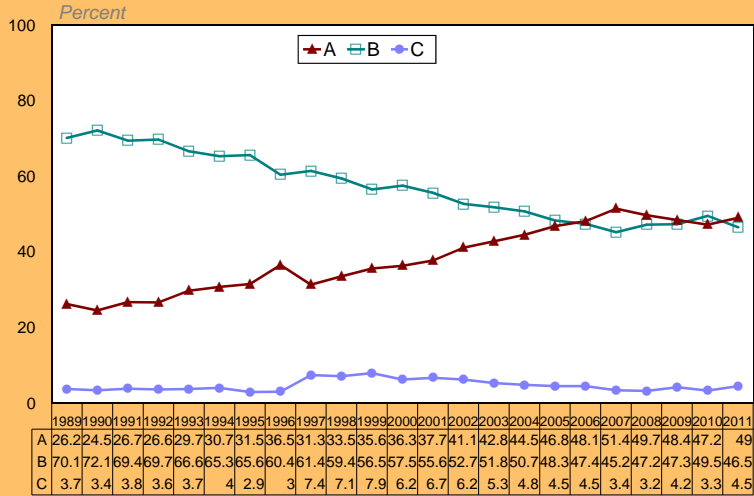
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

### S3. Grade point averages

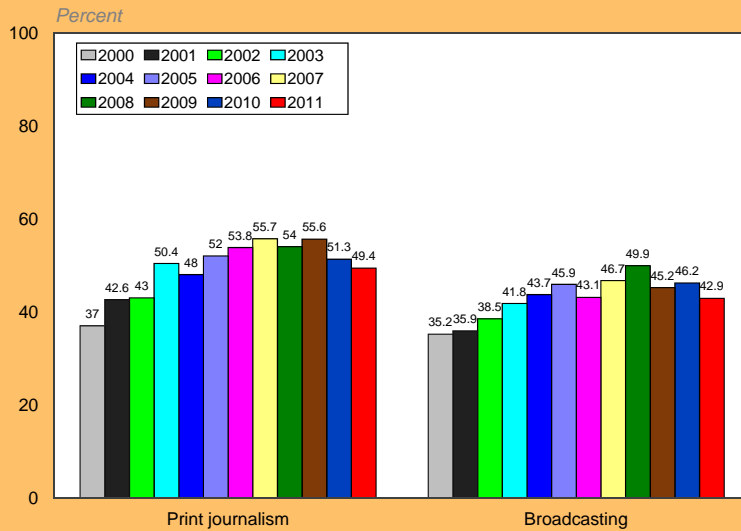
Final grades of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

### S4. Grades by major

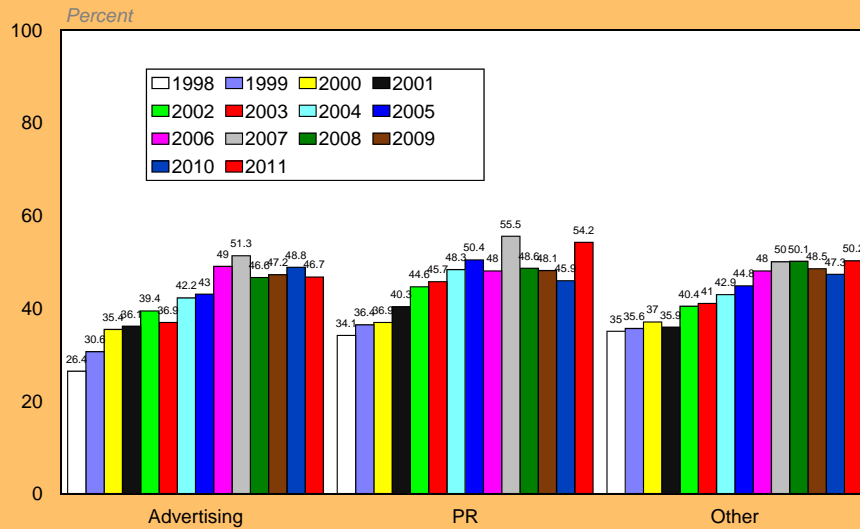
Final grades of Bachelor's degree recipients by major: percent with A or A-



Source: Annual Survey of Journalism & Mass Communication Graduates

## S5. Grades by major II

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

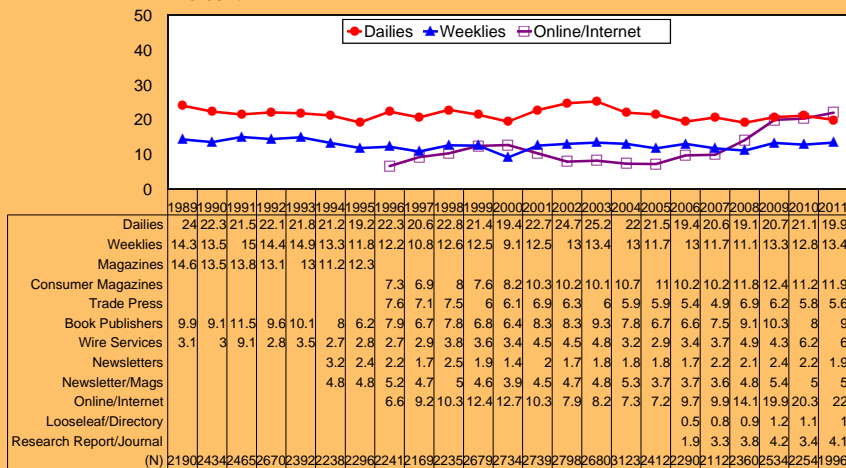


Source: Annual Survey of Journalism & Mass Communication Graduates

## S6. Seeking print jobs

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

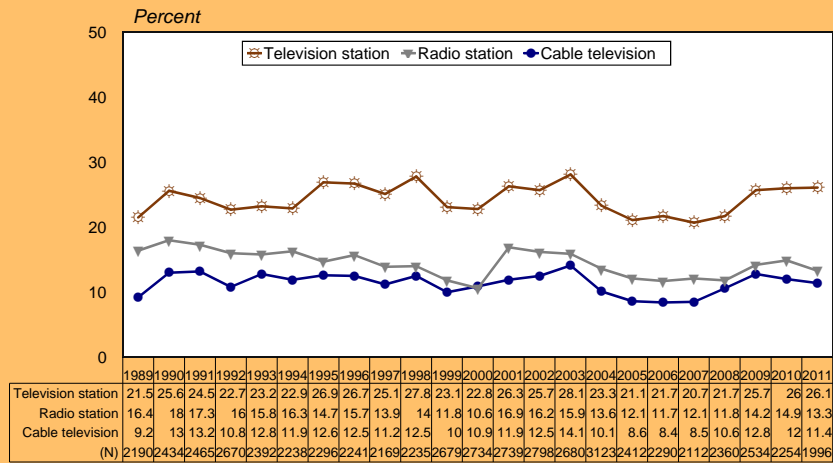
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

## S7. Seeking broadcast jobs

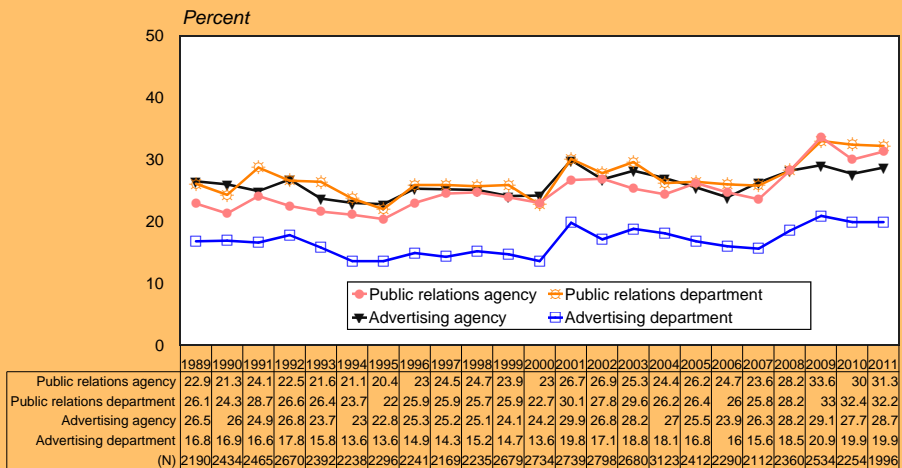
Jobs sought by Bachelor's degree recipients in the area of broadcasting. Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

## S8. Seeking PR/advertising jobs

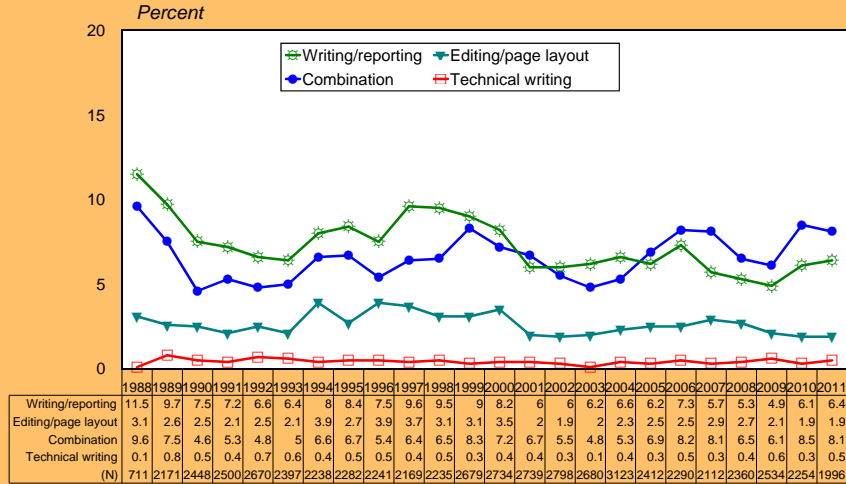
Jobs sought by Bachelor's degree recipients in the area of PR and advertising. Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

## S9. News-editorial tasks

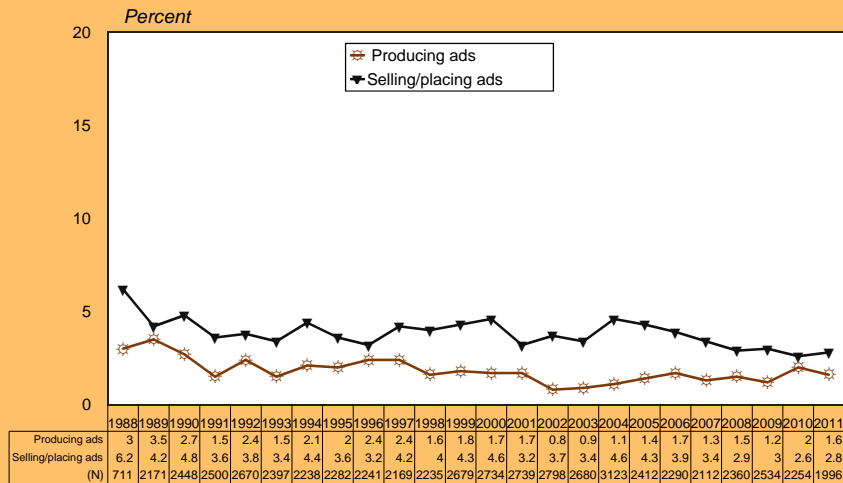
Bachelor's degree recipients' job tasks in the area of print journalism



Source: Annual Survey of Journalism & Mass Communication Graduates

## S10. Advertising tasks

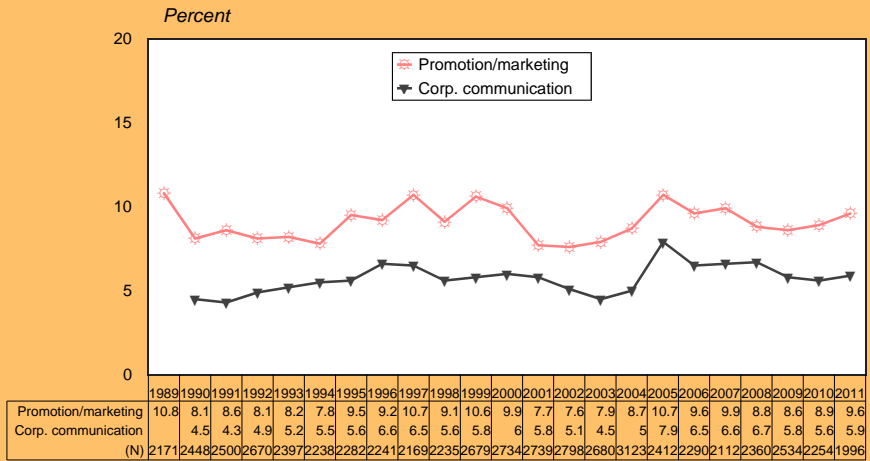
Bachelor's degree recipients' job tasks in the area of advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

# S11. Corporate communication tasks

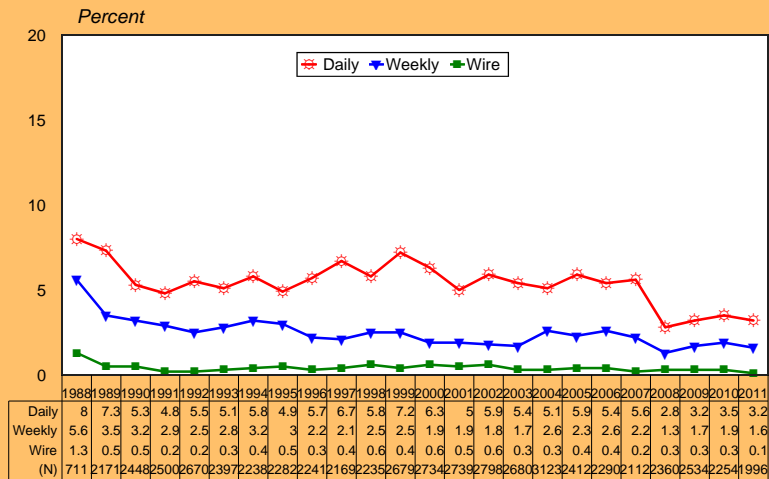
Bachelor's degree recipients' job tasks in the area of corporate marketing and communication



Source: Annual Survey of Journalism & Mass Communication Graduates

# S12. Newspaper work

Bachelor's degree recipients working in newspaper jobs

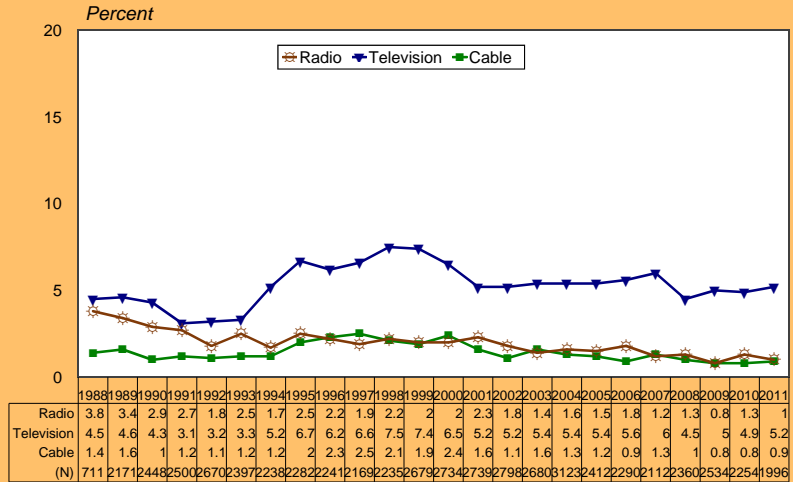


Source: Annual Survey of Journalism & Mass Communication Graduates



## S13. Telecommunication work

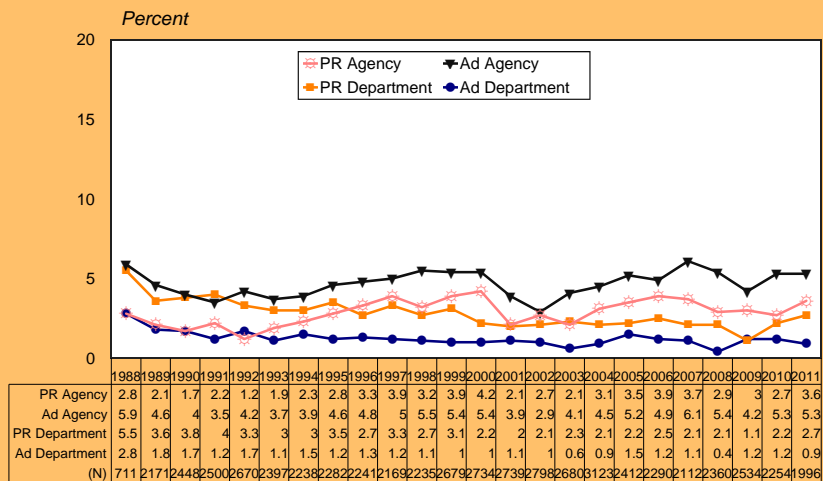
Bachelor's degree recipients working in telecommunications jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

## S14. PR and advertising work

Bachelor's degree recipients working in public relations and advertising

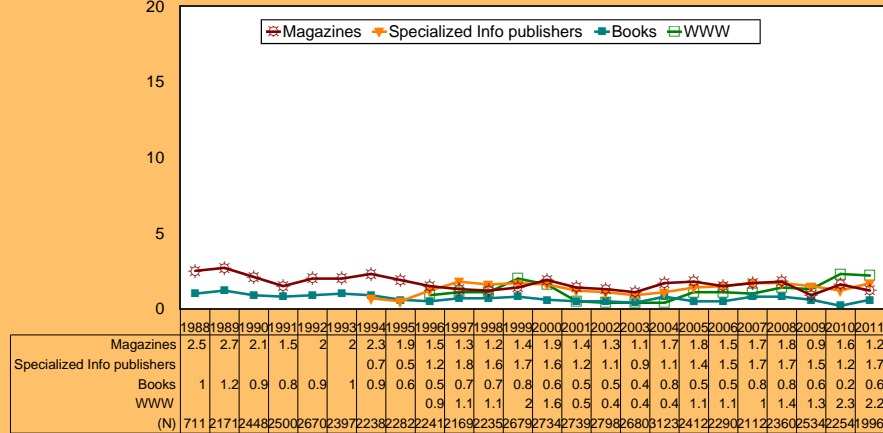


Source: Annual Survey of Journalism & Mass Communication Graduates

# S15. Other communication work

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

Percent

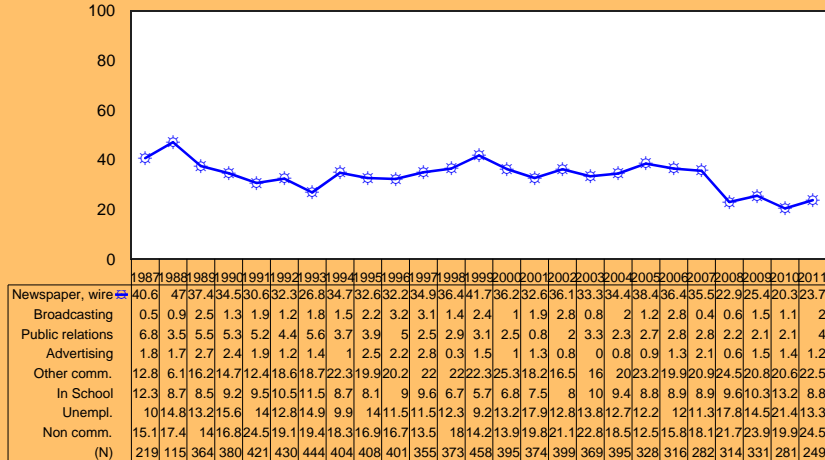


Source: Annual Survey of Journalism & Mass Communication Graduates

# S16. Hiring news students

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

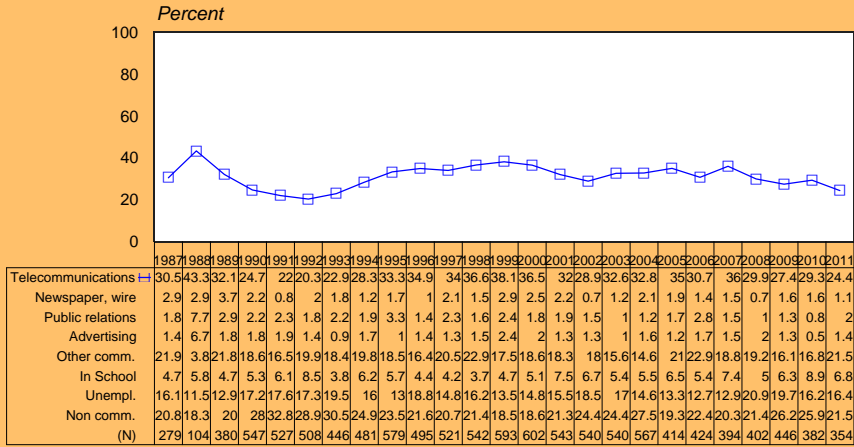
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

# S17. Hiring broadcast students

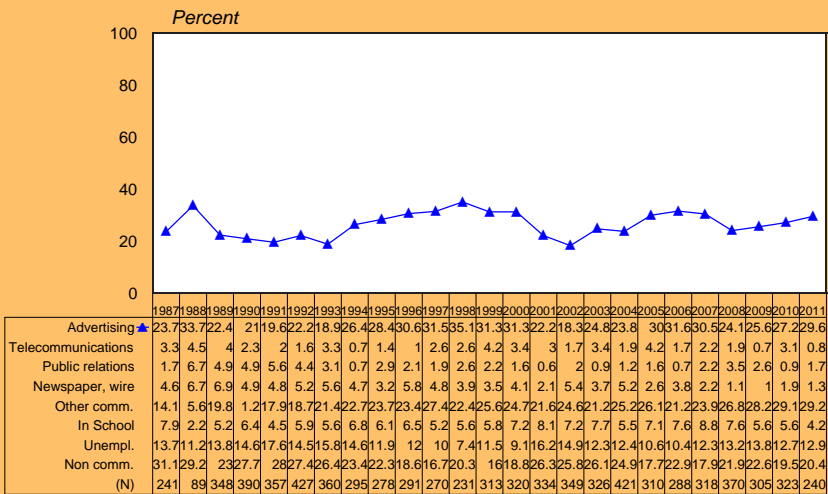
Students with an emphasis in telecommunications who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# S18. Hiring advertising students

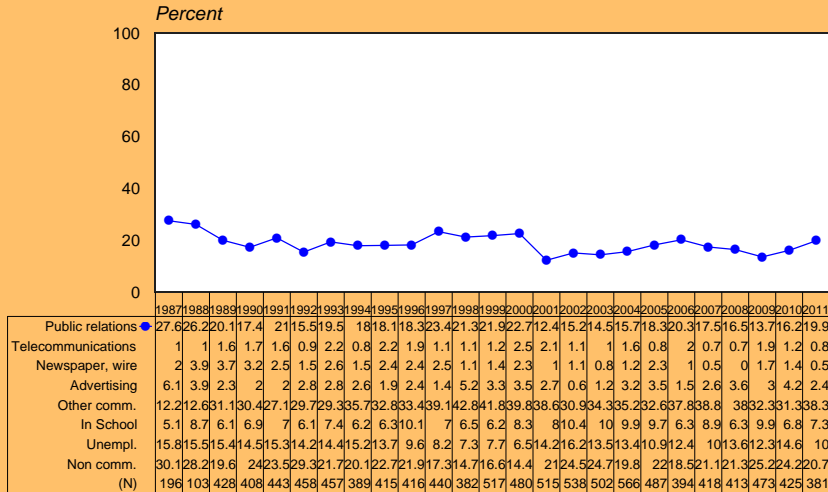
Students with an advertising emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# S19. Hiring PR students

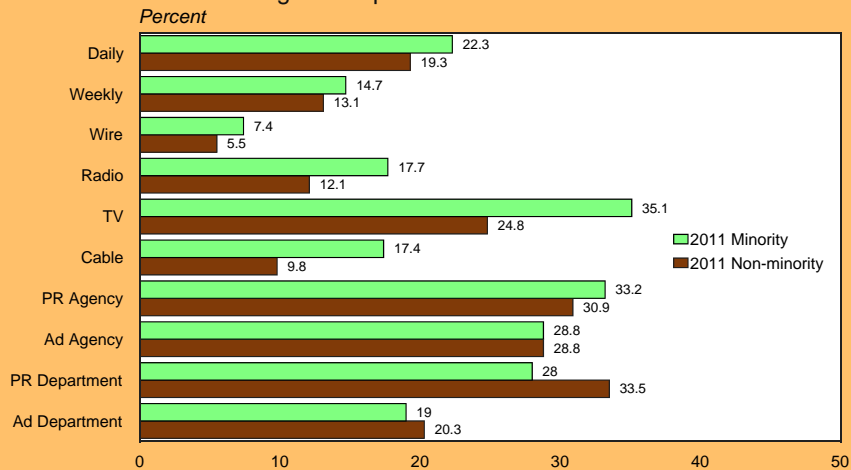
Students with a public relations emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# S20. Minorities and job seeking I

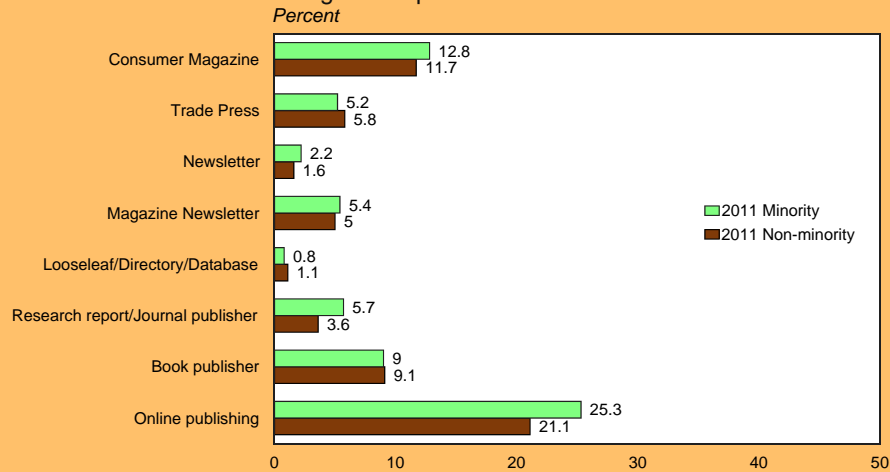
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2011



Source: Annual Survey of Journalism & Mass Communication Graduates

## S21. Minorities and job seeking II

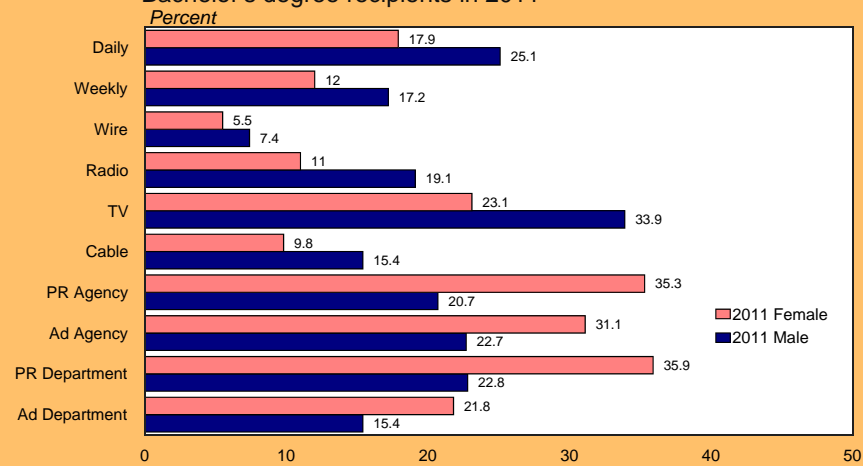
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2011



Source: Annual Survey of Journalism & Mass Communication Graduates

## S22. Gender and job seeking I

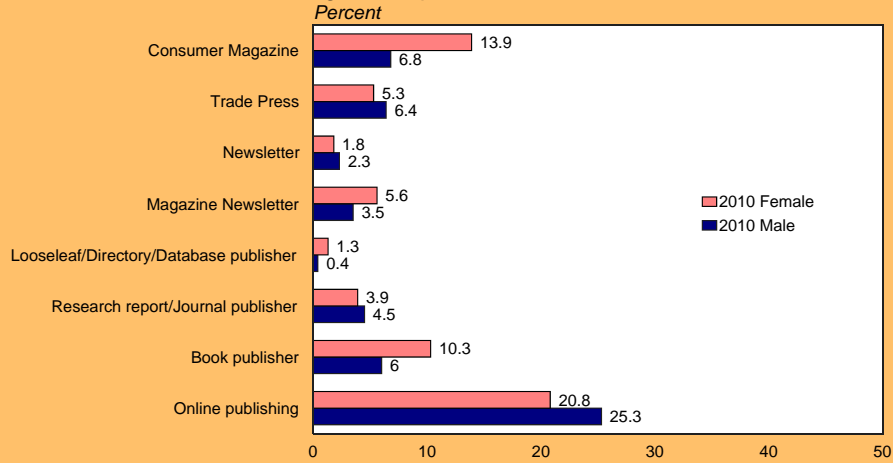
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2011



Source: Annual Survey of Journalism & Mass Communication Graduates

## S23. Gender and job seeking II

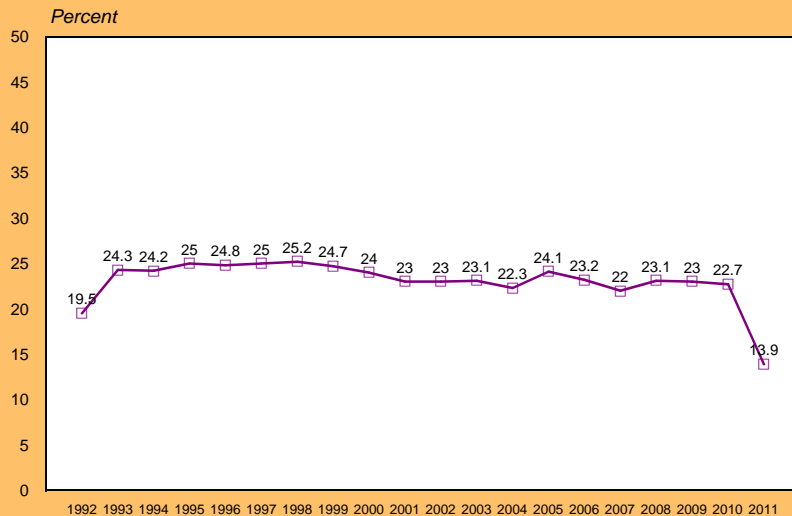
Types of jobs sought by journalism and mass communication  
Bachelor's degree recipients in 2011



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