

2008  
Annual Survey of Journalism  
&  
Mass Communication Graduates

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The logo features a stylized letter 'M' composed of four vertical bars in blue, red, yellow, and green. To the right of the 'M', the words 'McCormick' and 'Foundation' are stacked vertically in a bold, sans-serif font.

Initiative

For the Annual Surveys of Journalism &  
Mass Communication

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## Executive Summary

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- The percentage of journalism and mass communication bachelor's degree recipients with at least one job offer on graduation was down sharply from a year earlier, as was the average number of job offers.
- More of the bachelor's degree recipients reported only being able to get a telephone job interview than the year before, and fewer were able to get at least one in-person interview.
- Only 60.4% of the 2008 bachelor's degree recipients reported being employed full-time when they returned the survey instrument, down nearly 10 points from the 70.2% figure of a year earlier.
- The unemployment rate for journalism and mass communication graduates in 2008 was 14.3%, compared with a cohort unemployment rate of 12.1% for those in the labor force aged 20 to 24.
- Only 84.0% of the bachelor's degree recipients with a full-time job said it was a permanent position. That figure was 92.3% a year earlier.
- Only about half of the journalism and mass communication bachelor's degree recipients found work—either part-time or full-time—in the field of communication in 2008, down from a year earlier.
- The job market for the master's degree recipients in 2008 also was stressed, and only 70.9% of the master's degree recipients had at least one job offer on graduation.
- When the 2008 master's degree recipients returned their survey instruments, 65.4% of them held full-time jobs. A year earlier, 77.4% had full-time employment at that time.
- Salaries for bachelor's degree recipients were static compared with a year earlier, and master's degree recipients had significantly lower annual salaries than in 2007.
- Graduates who found work received fewer benefits in 2008 than a year earlier.
- More of the 2008 graduates reported they took their job because it was the “only job available” than in 2007, and fewer said they took their job because it was what they wanted to do.
- Job satisfaction among employed bachelor's degree recipients also declined in 2008 compared with 2007.
- 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 increased in 2008 compared with a year earlier.
- Graduates reported less optimism about the job market for journalism and mass communication graduates in the future than as recently as three years ago.
- Graduates also reported increased skepticism about the likelihood that major media industries will be around to provide them jobs in the future.

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## Weak Job Market Turns Much Worse

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The sharp downturn in the national economy and the collapse of the economic model for media industries had significant impact on the job market that the 2008 journalism and mass communication graduates entered as they completed their studies.

As a result, significantly fewer of them than a year earlier—when the job market already was weak by historical standards—had at least one job offer on graduation, were able even to land a job interview, or find full-time employment.

Only six in 10 of the graduates had full-time employment six to eight months after graduation. That is the lowest level of full-time employment reported by graduates of the nation's journalism and mass communication programs in the 23-year modern history of the *Annual Survey of Journalism & Mass Communication Graduates*.

As recently as 2000, three-quarters of the graduates of these programs reported full-time employment when they returned the survey instrument. One year ago, seven in 10 reported having full-time employment.

The drop in the level of full-time employment—from 70.2% of graduates in 2007 to 60.4% in 2008—is the largest change recorded in levels of employment in the 23 years that the same methodology has been used to track these statistics.

The job market that had plummeted after its peak in 2000 and had begun to improve in 2003 simply crashed. Only half of the graduates had full-time work in the field of communication.

The only good news for 2008 graduates was that those who did find work received the same average salary as graduates a year earlier. With deflation, that actually represented a very slight increase in purchasing power capability.

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## Specifics of the Disastrous Market

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Most of those who completed their studies for an undergraduate degree in journalism and mass communication in the spring of 2008 had at least one job offer of some sort upon graduation (**Chart 1**). In fact, the figure is far from its historical low. Yet the percentage of graduates with at least one job offer—71.5—was down sharply from a year earlier. And the average number of job offers—at 1.3—also was considerably lower than the figure of 1.6 a year earlier.

The vast majority of those who received a bachelor's degree in journalism and mass communication in the spring of 2008 and looked for work were able to land at least one job interview

**(Chart 2).** More of the graduates reported only being able to get a telephone interview than the year before, and fewer were able to get at least one in-person interview. The differences were slight but unlikely to be due to chance, based on traditional statistical analysis.

More than half of the graduates had found full-time employment by Oct. 31, the last date before the graduate surveys first went into the mail and a reference point for employment of those completing the survey across the seven-month period of fieldwork for the study (**Chart 3**). At 56.3%, the level of full-time employment matches the previous low of 56.1% in 2003 and was down dramatically and significantly from the 63.3% figure a year earlier.

Chart 3 shows a basic pattern of employment for journalism and mass communication graduates in which employment levels increased coming out of the weak economic period at the beginning of the 1990s and built to a peak in 2000. The level of employment dropped dramatically the next year, leveled off, and then started to recover in 2003. That recovery stalled in 2006 before the crash of this past year.

**Chart 4** is based on this same measure of employment, but here those who did not seek work have been eliminated from the analysis. Among those who sought work, the level of full-time employment dropped from 73.8% in 2007 to 65.7% in 2008. The unemployment rate increased from 13.0% to 17.4%.

**Chart 5** shows a second measure of level of employment, namely at the time the graduates return the survey instrument. Traditionally, this measure shows a higher level of employment than the measure focusing on Oct. 31 as the reference point. Graduates may hold off returning the survey instrument until they find a job (though the evidence actually is counter to this). What is more likely is that those who return the survey late simply have been looking longer and are thus more likely to achieve success. Among 2008 graduates, 60.4% reported being employed full-time when they returned the survey instrument, down nearly 10 points from the 70.2% figure of a year earlier. That degree of change year-to-year in response to this measure is unprecedented going back to 1986, when the survey methodology used today for the survey was put into place. The absolute level of full-time employment also is the lowest recorded, though it is statistically comparable to the level of 1991. The level of unemployment—at 17.5%—is the highest ever recorded in the survey based on this measure.

Since the graduates do return the surveys over the course of the fieldwork, it is possible to track employment rates across time, based on this second measure of employment. **Chart 6** does that for 2008. The same analysis was performed in 2007, and those data also are shown in the chart. If graduates were holding surveys until they found a job, the rates would increase each year across time. They do not. If the returns are something close to those of probability subsamples of the graduates, the rates would reflect the job market itself across time. The suggestion is that the market in 2008 was flat across time. There is nothing here to suggest that the market the 2009 graduates will be entering is better than the one experienced by the 2008 graduates.

In general, the experiences of journalism and mass communication graduates as they enter the labor market are shaped by the overall economy and its link to and impact on employment levels. As

**Chart 7** indicates, when the overall economy is weak, reflected in high unemployment rates, journalism and mass communication graduates have difficulty finding work. When the economy is stronger, journalism and mass communication graduates are more likely to find work. The chart also shows some discrepancies, however, that suggest that the journalism and mass communication students in the last 10 years have more often than not found the labor market more difficult than has their cohort of workers of the same age. Since 1999, the unemployment rate for journalism and mass communication graduates has been higher than the unemployment rate for workers aged 20 to 24 every year but two. One of those years was 2007. The unemployment rate for journalism and mass communication graduates in 2008 was 14.3%, compared with a cohort unemployment rate of 12.1%. The gap has been larger in the recent past, but the suggestion is that journalism and mass communication graduates are not in a favorable position—as they were in the last decade—when it comes to finding work.

Further evidence of the weakness of the job market is shown in **Chart 8**. Only 84.0% of the bachelor's degree recipients with a full-time job say it is a permanent position, as opposed to a temporary job or an internship. That figure was 92.3% a year earlier and has never been at the 2008 level back to 1994, when the question was first asked. Even among those with a part-time job, the percentage saying the job is permanent declined in 2008 to 37.4% from 42.6% a year earlier. About one in five of those with a full-time job and about two in five of those with a part-time job also do freelance work on the side. Those figures are basically unchanged from a year ago.

Only about half of the graduates found work—either part-time or full-time—in the field of communication in 2008 (**Chart 9**). The figure has been this low before, but the 2008 figure is eight percentage points lower than it was only a year ago. The percentage of graduates doing non-communication work is up slightly (but statistically significantly), and the percentage unemployed is up markedly.

The impact of the collapse of the economic underpinnings of the newspaper and, to a lesser extent, the television industries is reflected in the experiences of those graduates who had prepared for careers in those segments versus those who were preparing for other communication careers. **Chart 10** shows that 59.0% of those in 2008 who earned a bachelor's degree with a focus on news editorial (generally print) journalism had full-time work when they returned the survey instrument. That figure had been 12.7 percentage points higher a year earlier. Those preparing for a career in telecommunications (broadcasting) had a full-time employment rate of 56.8%, and that figure had been 10.5 percentage points higher a year earlier (**Chart 11**). The telecommunications segment of the field traditionally has been more difficult to enter than the other segments, this chart shows.

In contrast to the experiences of graduates with a print journalism or a telecommunications preparatory track, those who had studied for entry into advertising (**Chart 12**) and public relations (**Chart 13**) had more success in 2008, and their level of full-time employment was closer to that of their 2007 counterparts. Among those targeting advertising as a career through that field of study, 65.1% in 2008 had

full-time jobs within six to eight months of graduation. That figure had been 6.4 percentage points higher a year ago. Among those who studied for entry into public relations, the full-time employment rate was 70.9%, or 4.9 percentage points lower than a year before. In sum, a bad market was worse if you were looking for work in the newspaper or telecommunications industries.

As in the past, female students (who disproportionately seek work in advertising and public relations) had more success in the job market than male students (**Chart 14**). The gap was unchanged from a year earlier. Minority graduates had less success in the job market in 2008 than did graduates who are not classified as members of a racial or ethnic minority group (**Chart 15**). The gap in 2008 was about six percentage points, and it had been 12 percentage points a year earlier. Minority graduates, as in the past, were less likely to have landed a job in the field of communication than nonminority graduates (**Chart 16**). The gap was about the same in 2008 as it was a year earlier.

Across recent years, graduates have increasingly reported that the work they were doing involved various uses of the Internet. In 2007, for example, 55.6% of those graduates with jobs in communications said they were writing and editing for the web, up from 41.5% a year earlier and 22.6% in 2004, when the question was first asked (**Chart 17**). In 2008, in contrast, only 50.6% of the graduates with a communication job said they were writing and reporting for the web. The percentage of graduates with communication jobs who said they were designing and building web pages also was down in 2008, compared with 2007. And across a whole range of other activities involving the web, smaller percentages in 2008 were involved in web work than in 2007 (**Chart 18**). In some cases, the drop was dramatic, such as with producing audio for the web. In some cases, the declines were rather small, such as in using the web in promotion.

Clearly graduates in 2008 were less likely to find communication jobs that involved certain kinds of web work than had been the case a year earlier, and this is another indication of the difficult job market that 2008 graduates experienced. As **Chart 19** shows, those graduates who found work with a daily newspaper actually were more likely in 2008 than in 2007 to do writing or editing for the web. The same was true in television and in public relations. If the graduate was employed in some nonmedia company (but still doing some type of communication work), she or he was much less likely to be doing writing or editing for the web. The same picture is presented in **Chart 20**, though in a less pronounced way. Graduates who found work in radio and in consumer magazines were more likely to be doing web research in 2008 than a year earlier. Those who found jobs with daily and weekly newspapers were less likely to do this kind of work. In sum, there is evidence that the weak job market overall actually moved graduates away from jobs that involved the newest communication activities associated with use of the Internet. In some industry segments, the movement was more pronounced than in others.

Despite these changes in the web work of the 2008 graduates in comparison with the graduates of 2007 and other recent years, other technical aspects of the work of the 2008 graduates were much like those of earlier years. About one in 10 of the 2008 graduates with jobs in communications was designing

and creating computer graphics, as has been true in each of the last four years (**Chart 21**). The level of involvement in nonlinear editing and photo imaging also has not changed. Use of a still or video camera also is unchanged (**Chart 22**). Graduates in 2008 were a bit less likely to be writing, reporting or editing for print or for broadcast, but that is because fewer of them found jobs in these media than in the past. These are all traditional communication technical activities not necessarily linked to the web. The evidence is that the graduates who found work in communications had jobs much like in the past in terms of these technical activities. There is no evidence of an increase in production of content for mobile devices.

**Chart 23** shows only slight changes in the amount of time 2008 graduates with full-time jobs spent with work. In 2008, 51.9% of the graduates said they work a 40-hour week. That figure had been a statistically comparable 54.3% a year earlier.

Master's degree recipients received 7.8% of the total bachelor's and master's degrees granted by U.S. journalism and mass communication programs in 2007-2008 and made up 7.2% of the sample for the 2008 *Annual Survey of Journalism & Mass Communication Graduates*. The job market for the master's degree recipients in 2008 also was stressed. Only 70.9% of the master's degree recipients had at least one job offer on graduation (**Chart 24**). The figure is statistically comparable to the 71.5% figure for bachelor's degree recipients and, as for the bachelor's degree recipients, was down dramatically from a year ago, when 77.1% of the master's degree recipients had at least one job offer on graduation. On average, the master's degree recipients had 1.3 degree offers on graduation in 2008, compared with 1.6 a year earlier.

On Oct. 31, 61.0% of the master's degree recipients had a full-time job in 2008, compared with 67.9% of the master's degree recipients one year earlier (**Chart 25**). Among those master's degree recipients who looked for work in 2008, 66.1% found a full-time job, down from 78.8% a year earlier (**Chart 26**). Master's degree recipients and bachelor's degree recipients who looked for work had comparable full-time employment rates at the Oct. 31 reference point—66.1% and 65.7% respectively.

When the 2008 master's degree recipients returned their survey instruments, 65.4% of them held full-time jobs (**Chart 27**). A year earlier, 77.4% of them held full-time jobs at that point. Only in 1991 had the level of full-time employment, based on this measure, been lower in absolute terms. Two in 10 of the master's degree recipients in 2008 had part-time jobs when they completed the survey. Part-time employment is almost always underemployment. Only 2 of the 182 master's degree recipients surveyed sought only part-time work.

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## Salaries Stagnant, Benefits Drop

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Bachelor's degree recipients with full-time jobs earned a median annual salary of \$30,000 in 2008, just as they had a year earlier. Master's degree recipients in 2008 had a median salary of \$38,000, compared with the median salary of \$40,000 earned by 2007 master's degree recipients (**Chart 28, Appendix Table 1**). These are the nominal salaries—or salaries in 2008 dollars.

The Consumer Price Index for All Urban Consumers (CPI-U) was negative 1.3% in May of 2009, compared with a year earlier. So in terms of inflation-adjusted dollar, the bachelor's degree recipients actually earned slightly more in 2008 than a year earlier, though the master's degree recipients earned considerably less. In 1985 dollars—the benchmark for the survey—bachelor's degree recipients in 2008 earned \$15,086, compared with the \$14,890 earned by bachelor's degree recipients a year ago. And the 2008 master's degree recipients in 2008 earned \$19,109 in 1985 dollars, compared with the \$19,853 earned by 2007 master's degree recipients.

Comparable data on other fields are not available. The National Association of Colleges and Employers (NACE) reported in September of 2008 that the average annual starting salary offer to all college graduates had increased 7.6% over a year earlier, to \$49,224. The estimate comes from college and university career service offices around the country, rather than from what graduates in a given field actual report receiving. NACE reported that graduates in the liberal arts in 2008 received an offer, on average, of \$36,715, or considerably more than the \$30,000 that 2008 journalism and mass communication bachelor's degree recipients reported they received. NACE reported that computer and information science graduates received, on average, an offer of \$48,677, while business graduates received \$46,800. NACE does not track separately journalism and mass communication recruiting offers.

The annual salary for those bachelor's degree recipients who found full-time jobs in the daily newspaper industry—and there were many fewer than the year earlier—was, on average, \$1,120 greater than the salary of 2007 bachelor's degree recipients with full-time jobs in the daily newspaper industry (**Chart 29**). Those 2008 bachelor's degree recipients who found full-time jobs with weeklies earned, on average, \$850 less per year than did the 2007 bachelor's degree recipients (**Chart 30**).

The median salary earned by 2008 bachelor's degree recipients who found full-time work in radio increased to \$30,500 over the salaries earned by 2007 graduates (**Chart 31**). The salaries earned by bachelor's degree recipients in television, however, were static in 2008 compared with a year earlier—at a very low \$24,000 median figure (**Chart 32**).

The median annual salary earned by the 2008 bachelor's degree recipients who found work in an advertising agency or department was \$30,000—or \$2,000 less than was earned by the 2007 graduates entering advertising (**Chart 33**). Bachelor's degree recipients who found work in a public relations



department or agency earned, on average, \$31,000 annually in 2008, down from \$32,000 a year before (**Chart 34**).

The 2008 bachelor's degree recipients who found work in radio, cable television, public relations, specialized information publishing and with online publishing companies earned above average salaries, as **Chart 35** indicates, while those who found work in dailies, weeklies, television and consumer magazines earned below average annual salaries. Graduates with full-time jobs in advertising earned salaries at the average. Also earning above average salaries were those 2008 graduates who said they found full-time work in communications but not with one of the traditional employers shown in the chart. They reported median annual salaries of \$32,000. Those journalism and mass communication bachelor's degree recipients who reported finding full-time jobs outside communication reported a median annual salary of \$31,000. Overall, those journalism and mass communications bachelor's degree recipients in 2008 with full-time jobs in communications had an annual median salary of \$30,000, or \$1,000 less than the annual salary of those journalism and mass communication graduates with full-time jobs outside communications. A year earlier, graduates who took jobs in communication earned \$30,500 on average, while those who had full-time jobs outside communication earned a median annual salary of \$30,000.

In 2008, bachelor's degree recipients who found work in either the west or the northeast reported median annual salaries for full-time work of \$32,000, while bachelor's degree recipients in the midwest or south reported median salaries of \$30,000 (**Chart 36**). Only relatively small numbers of graduates reported being members of labor unions each year (**Chart 37**). In 2008, only 3.2% of those with full-time jobs were in a union. Union members reported median annual salaries for full-time work of \$34,400, or \$4,400 higher than their counterparts not in a union (**Chart 38**).

Salaries are only part of the compensation package for workers. They also receive benefits packages that can contribute significantly to their lifestyles and well being. In 2008, journalism and mass communication graduates who were able to find full-time jobs received considerably less in terms of benefits, either those their employer paid or those they paid themselves. Across the range of nine benefits shown in **Charts 39-47**, 2008 bachelor's degree recipients reported lower levels of compensation than did the 2007 graduates. Employers were less likely to pay all of basic medical, major medical, prescription drug or disability than a year before. They also were less likely to pay for dental coverage, life insurance, maternity and paternity leave, child care and retirement. In each of the nine cases, graduates also were less likely to report that the employer paid part of the benefit in 2008 than had been the case in 2007. The differences were often slight, but the overall picture is clear. The 2008 journalism and mass communication graduates suffered a significant loss in terms of employer-paid benefits compared with what was reported by the 2007 graduates.

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## Worker Attitudes

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Another indication of the weak job market in 2008 is the percentage of employed journalism and mass communication bachelor's degree recipients who report they took their job because it was the "only job available" (**Chart 48**). Among the employed 2008 bachelor's degree recipients, 33.7% said this was the reason they took the job held. That figure had been 23.1% among 2007 bachelor's degree recipients. The percent of bachelor's degree recipients who said they took their job because "I am doing what I want to do" declined from 60.9% to 56.8%—a smaller but also statistically significant drop.

Job satisfaction among employed bachelor's degree recipients also declined in 2008. The percentage of employed graduates who said they were "very satisfied" with their job was at a record high in 2007 at 42.1% and dropped to 37.2% among 2008 graduates. That figure is still relatively high. If someone had a job in 2008, she or he was inclined to be satisfied with it. This was not the case in earlier economic downturns, as **Chart 49** illustrates. In the early 1990s and again in the first years of this decade, when the economy also was weak, job satisfaction was low.

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 increased in 2008 compared with a year earlier (**Chart 50**). Three in 10 of the 2008 graduates expressed that view. That figure had been at its lowest point back in 2000, when the economy was strong and jobs were plentiful.

The vast majority of the 2008 bachelor's degree recipients with a full-time job reported they were either "very" or "moderately" committed to their employer (**Chart 51**). That sentiment was at nearly the same level a year ago.

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## Media Use, Media's Future

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The 2008 journalism and mass communication bachelor's degree recipients were turned away from daily newspaper jobs, but the graduates also had turned away from the newspaper industry (**Chart 52**). In 2008, only 44.1% of the graduates reported reading a daily newspaper "yesterday," compared with 55.0% a year earlier. That figure had been 81.7% in 1994. Readership of a magazine also declined sharply, though readership of books remained at the same level as a year before.

The 2008 bachelor's degree recipients also were less likely to have watched television news the day before they returned the survey (**Chart 53**) than were graduates a year before, though they were no less likely to have listened to radio news. They also were no more likely to have viewed news online, though that is clearly the most mentioned source of news from the graduates. They were considerably

more likely to have viewed or heard news on a mobile device “yesterday” than were graduates a year earlier.

Four in 10 of the 2008 bachelor’s degree recipients read at least one blog the day before returning the survey, and eight in 10 checked at least one social networking site (**Chart 54**). And half viewed YouTube or some other video sharing site the day before the survey.

Journalism and mass communication bachelor’s degree recipients have become considerably more skeptical about the future of their occupations and about the future of media organizations, a series of questions included in the 2008 survey instrument show (**Chart 55**). These same questions had been asked of 2005 graduates as well. Only a quarter of the 2008 graduates felt that jobs for journalism/communication majors will continue to grow, while 38% of the 2005 graduates had agreed with that statement. Most graduates still hold the view that “people who know how to communicate will always be able to find a job,” but there was a slight but significant decline in the percentage of graduates who agreed with this statement. The percentage of students who felt that journalism/communication majors with only one specialization will not find jobs in the future increased. Eight out of 10 of the 2008 graduates said “almost all communications jobs in the future will require audio, video and writing skills.” That question had not been asked in 2005.

Only half of the 2008 bachelor’s degree recipients said that every major city will continue to have one daily newspaper in 20 years, compared with three-quarters three years before (**Chart 56**). Six in 10 of the graduates think the current broadcast television networks will exist in 20 years—essentially the same ratio as three years ago. The percent believing that broadcast radio will exist in 20 years declined slightly but significantly, to 53.0%.

All but a small percentage of the graduates believe that people will get most of their news from the Internet in 20 years. The actual figure—92.7%—is up considerably from three years ago (**Chart 57**). A majority of the graduates think people will get most of their television entertainment from the Internet. That figure is up considerably from three years ago. The percentage of graduates thinking it will be easier for advertisers to reach their audiences in the future dropped, but just under half still hold this view. And half of the 2008 graduates said they believe most people will get news from mobile devices in 20 years.

While on campus, the 2008 graduates joined the same professional organizations as their counterparts a year before. Most common was participation in Public Relations Student Society of America, followed by AD Club and Society of Professional Journalists (**Chart 58**).

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## Closing Comments

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For several years, as the negative news swirled about the changes in the media industries, and particularly in the daily newspaper industry, graduates of journalism and mass communication programs around the country seemed protected. The dramatic weakening of the job market after 2000 seemed to have halted in 2003, and recovery seemed to be on the way. There was evidence of a slowing of that recovery in 2007, but little evidence yet that the entry-level part of the job market for journalism and mass communication graduates was in decline. In the second half of 2008 and the first half of 2009, all that changed.

By almost all indications, the 2008 graduates of the nation's journalism and mass communications programs found themselves in a disastrous job market. Job offers on graduation were down. Opportunities of job interviews had declined. The level of full-time employment at the benchmark Oct. 31 reference point was eight percentage points lower than a year earlier. Full-time employment based on a second measure—when the respondents returned the survey instrument—was at its lowest point going back at least to 1986, and the drop from a year earlier was unprecedented.

Salaries were stagnant at best. Those graduates who found full-time employment outside the field had a higher median annual salary than those who had work in the field. Even graduates who were lucky enough to find a job working for a web publishing company had an annual salary significantly below the annual salary of those who found similar jobs a year earlier. And the news in terms of benefits was even more discouraging. Across nine different comparisons, graduates in 2008 reported fewer benefits, and fewer of those were fully employer paid.

Graduates who found work were more likely to report they took their job because it was the only one available and less likely to say they were doing what they wanted to do. Job satisfaction was down, and regrets about the career chosen were up.

Maybe because the traditional industries didn't offer them jobs, and maybe as yet one more indicant of the weak tie between the traditional media industries and their audiences, journalism and mass communication graduates in 2008 were less likely to read newspapers and magazines than graduates even a year before. They get their news from the Internet, and they frequently check social media web sites. Many are regular users of blogs and video sharing sites. And they are not very optimistic about the future of many of the traditional media or about job prospects in their field in the future.

Changes in the media landscape have raised serious questions about whether some of the media occupations are professions, that is, the province of people with special education and training, rather than jobs that are open equally to rank amateurs. There even is some question as to whether what was once an occupation that could produce a living—if only at a low standard—has now become only a hobby.

While the picture is dreary for journalism and mass communication graduates, with an unemployment rate for graduates of journalism and mass communication programs that is higher than for the 20-24 year-old cohort of which they are a part, there is evidence that some felt the pain more than others. And this difference may say much about the future of the journalism and mass communication occupations.

Those students who studied public relations at the university found the job market in 2008 to be considerably less hostile than did those who studied for print media job, for telecommunications jobs, or even for advertising jobs. Of the public relations graduates, nearly 71% had a full-time job when they returned the survey instrument, compared with 65% of the advertising graduates, 59% of the print journalism graduates, and 57% of the telecommunications graduates. The public relations students also earned above average salaries—something the graduates who took jobs in advertising, at dailies and weeklies, and with television (except for cable) could not say.

Public relations graduates are different from others in a key way. They don't necessarily seek and find jobs in public relations. In fact, in 2008, only 17% of them took a job in traditional public relations, compared with 24% of the advertising students who went into advertising agencies and departments, 30% of the telecommunications students who went into that field, and 23% of the print journalism students who went into newspapers or wire services. Public relations students are more likely to say they are doing communications of some sort in jobs outside traditional employment circles than are any of the other students. In 2008, 38% of the public relations students said they found "communications" work that was not with a public relations department or agency, not with an advertising department or agency, not with a newspaper or wire service, and not with a telecommunications company.

The evidence is that the public relations students are more entrepreneurial, less tied to traditional definitions of what is communication work, and more flexible about what kinds of work they actually do. They did better in the job market in 2008, and that may say a lot about the future of employment for graduates of the nation's journalism and mass communications programs.

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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 at the Grady College of Journalism and Mass Communication at the University of Georgia.

Each year a sample of schools is drawn from those listed in the *Journalism and Mass Communication Directory*, published annually by the Association for Education in Journalism and Mass Communication, and *The Journalist's Road to Success: A Career Guide*, formerly published and printed by the Dow Jones Newspaper Fund, Inc., and now available on the web at the following site: [https://djnewspaperfund.dowjones.com/PageText/JournRoad.aspx?Page\\_ID=JrRd](https://djnewspaperfund.dowjones.com/PageText/JournRoad.aspx?Page_ID=JrRd). Schools list themselves in the *AEJMC Directory*. All U.S. programs accredited by the Accrediting Council on Education in Journalism and Mass Communications and all U.S. members of the Association of Schools of Journalism and Mass Communication are in the *AEJMC Directory*. To be included in the *Newspaper Fund Guide*, the college or university must offer at least 10 courses in news-editorial journalism and those courses must include core courses, such as an introduction to the mass media and press law and ethics, as well as basic skills courses such as reporting and editing. Selection of schools for the sample is probabilistic, so that those chosen represent the population of schools in the two directories. In 2008, 86 schools were drawn from the 480 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 2008 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 2009. A third mailing was sent in March 2009 to graduates who had not responded to the first two mailings. For 10 programs that had provided email addresses, the third mailing was supplemented by an email message as well. The graduates could either return the mailed instrument in a self-addressed, postage-paid envelope, or complete the instrument online. All graduates were given a unique password for access to the web survey and could use it only once. The respondents also were told they could win an iPod in a lottery by participating.

The questionnaire asked about the respondent's experiences both while a student and in the months since graduation. Included were questions about university experiences, job-seeking and employment, and salary and benefits.

In 2008, the survey was mailed to 9,526 individuals whose names and addresses were provided by the administrators of the 86 programs. A total of 2,840 returned the questionnaires by the middle of June of 2009. Of the returns, 2,542 were from students who reported they actually had completed their degrees during the April to June 2008 period. The remaining 298 had completed their degrees either before or after the specified period, despite their inclusion in the spring graduation lists. A total of 609 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 29.8%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 31.9%.<sup>1</sup>

Return rates by school varied widely, as in the past, from 0.0% (three mailed, all returned undeliverable) to 62.5% (nine mailed, one bad address, five returns). Those programs that provided a cover letter of endorsement (73) had a higher return rate (32.4% with bad addresses removed) compared with those that did not provide a cover letter (26.8%). The email message at the time of the third mailing also resulted in higher return rates. The return rate for the 10 schools for whom email addresses were used with third mailing was 35.6%, compared with the 31.4% for the schools for which no email was used. Two programs sent out advance notice on their own before the mailing, but this did not produce higher return rates. The University of Nebraska provided an endorsement letter, email addresses, and envelopes for the first mailing with the Nebraska return address. It had the second-highest return rate (and the largest among large programs) at 58.5%. The mailing was sent to 110 graduates, and 62 returned the instrument. Four of the addresses were bad. The finding suggests that multiple methods can be used to produce high return rates.

Of the 2,542 usable surveys, 614, or 24.2%, were completed online. Graduates in 2003, 2006 and 2007 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. In 2006, 13.8% were completed online. In 2007 24.4% were completed online.<sup>2</sup>

Of the 2,542 usable questionnaires, 2,360 (92.8%) were from bachelor's degree recipients and 182 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 50,560 students who earned bachelor's degrees and the 4,270 students who earned master's degrees in academic year 2007-

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<sup>1</sup>The return rates in 2007 were 30.2% and 33.1%. 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 2008, 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 24.2% figure represents the final decision on which questionnaire to use. In 2008, 102 duplicate and two triplicate questionnaires were received.

2008 from the 480 colleges and universities across the United States and Puerto Rico offering programs in journalism and mass communication. Comparisons are made with data gathered in graduate surveys back through 1986. Data on master's degree recipients have been available since 1989.

Sample error for the 2008 undergraduate data is 2.0%. Sample error terms for earlier surveys were: 2.0% (2005), 1.8% (2004), 1.9% (1999-2003), 2.1% (1989, 1996-8, 2006, 2007), 2.0% (1990-1995), 3.7% (1988), 2.8% (1987), and 3.2% (1986). In all cases, the confidence level is set at .05, meaning that the odds are 19 to 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 2008 is 7.3%. In many instances in this report, fewer than the full number of cases is used for inferences. For example, some of the data are based solely on persons working full-time when surveyed. In these cases, error is greater than 2.0%, depending on the actual number of persons for whom data were reported. In addition, many comparisons between subgroups in the sample and between the 2008 and earlier samples are made. Standard statistical tests have been used to evaluate the observed differences, or trends. Only those differences likely to hold if a census of all graduates were undertaken are discussed in the text.

Women made up 75.2% of respondents. Members of racial or ethnic minorities made up 19.3% of those returning questionnaires. These sample characteristics are similar to those in recent years. Overall, the sample reflects slightly higher return rates from women and slightly lower return rates from minorities, based on the known characteristics of the 480 schools from which the sample was drawn.

Funding for the 2008 graduate survey was provided by the American Society of Newspaper Editors, the Association for Education in Journalism and Mass Communication, the Association of Schools of Journalism and Mass Communication, Cox Newspapers Inc., Gannett, the Hearst Corporation, the John S. and James L. Knight Foundation, the National Association of Broadcasters, Newspaper Association of America, the Sigma Delta Chi Foundation of the Society of Professional Journalists, the Scripps Howard Foundation, Specialized Information Publishers Foundation, 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>

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<sup>3</sup>Special thanks are given to the following University of Georgia students who worked on the 2008 graduate survey: Graduate Research Assistant Megan Vogel and Research Clerks Alicia Harrell, Jessica May, Amanda Miller, Sarah Pelham, Alexandre Raffray, and Nicole Romero.



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

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The following 86 schools participated in the 2008 Annual Survey of Journalism & Mass Communication Graduates and are partners in this project:

Auburn University	AL
University of Alaska, Anchorage	AK
Arizona State University	AZ
Arkansas State University	AR
Ouachita Baptist University	AR
California State University, Fullerton	CA
Humboldt State University	CA
San Francisco State University	CA
Santa Clara University	CA
Azusa Pacific University	CA
University of Denver	CO
Quinnipiac University	CT
Delaware State University	DE
Florida A & M University	FL
University of Florida	FL
Clark Atlanta University	GA
The University of Georgia	GA
Berry College	GA
University of Idaho	ID
Columbia College - Chicago	IL
Northern Illinois University	IL
Northwestern University	IL

Butler University	IN
Indiana University - Bloomington	IN
University of Southern Indiana	IN
University of Iowa	IA
Wichita State University	KS
Eastern Kentucky University	KY
University of Kentucky	KY
Nicholls State	LA
University of Louisiana - Monroe	LA
Northwestern State University of Louisiana	LA
University of Maryland	MD
University of Massachusetts	MA
Michigan State University	MI
Oakland University	MI
University of St. Thomas	MN
University of Minnesota	MN
Rust College	MS
The University of Mississippi	MS
University of Central Missouri	MO
Evangel University	MO
University of Missouri - Columbia	MO
University of Missouri - Kansas City	MO
University of Montana	MT
Hastings College	NE
University of Nebraska - Lincoln	NE
University of Nevada - Las Vegas	NV
Rutgers University	NJ
University of New Mexico	NM
Hofstra University	NY
St. Bonaventure University	NY
Buffalo State College	NY
Syracuse University	NY
SUNY at Plattsburgh	NY
Elon University	NC
Lenoir-Rhyne College	NC
University of North Carolina at Pembroke	NC
University of North Dakota	ND
Ohio University	OH
Ohio Wesleyan University	OH
University of Cincinnati	OH
Oklahoma State University	OK
University of Oklahoma	OK
University of Oregon	OR

Temple University	PA
Elizabethtown College	PA
La Salle University	PA
University of South Carolina	SC
University of Memphis	TN
Tennessee Technological University	TN
University of Tennessee, Martin	TN
Abilene Christian University	TX
Texas State University-San Marcos	TX
Texas Christian University	TX
Lamar University - Beaumont	TX
Brigham Young University	UT
Castleton State College	VT
James Madison University	VA
University of Richmond	VA
University of Washington	WA
Bethany College	WV
Marquette University	WI
University of Wisconsin - Milwaukee	WI
Howard University	DC
University of Puerto Rico	PR

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## Charts and Tables

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

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

**2. Job interviews of Bachelor's degree recipients**

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

**3. Employment status Oct. 31**

*Employment status of Bachelor's degree recipients*

**4. Employment status Oct. 31**

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

**5. Employment status**

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

**6. Employment status of 2007 and 2008 BA degree recipients**

*Full-time employment by month when graduates completed the questionnaires*

**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.*

**8. Permanent positions, freelance**

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

**9. General types of work**

*An overview of Bachelor's degree recipients' work situations*

**10. Employment, news-editorial**

*Employment of Bachelor's degree recipients in the editorial specialty*

**11. Employment, broadcasting**

*Employment of Bachelor's degree recipients in the broadcasting specialty*

**12. Employment, advertising**

*Employment of Bachelor's degree recipients in the advertising specialty*

**13. Employment, PR**

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

**14. Gender and employment**

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

**15. Minority employment**

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

- 16. Minority employment in communications**  
*Employment of minority and non-minority Bachelor's degree recipients in communication jobs*
- 17. Writing, editing and designing for web**  
*Employed Bachelor's degree recipients in communications doing this work*
- 18. Other web work**  
*Employed Bachelor's degree recipients in communications doing this work*
- 19. Writing or editing for web by employer type**  
*Employed Bachelor's degree recipients in communications doing this work*
- 20. Researching materials using the web by employer type**  
*Employed Bachelor's degree recipients in communications doing this work*
- 21. Technical work performed in job I**  
*An overview of jobs of employed Bachelor's degree recipients in communication*
- 22. Technical work performed in job II**  
*An overview of jobs of employed Bachelor's degree recipients in communication*
- 23. Hours spent with job per week**  
*Bachelor's degree recipients full-time in communications*
- 24. Job offers, Master's degree recipients**  
*Job offers to Master's degree recipients on graduation: percent with at least one job*
- 25. Employment Status Oct. 31**  
*Employment status of Master's degree recipients*
- 26. Employment Status Oct. 31**  
*Employment status of Master's degree recipients who looked for work*
- 27. Employment status**  
*Employment status of Master's degree recipients when they returned questionnaires*
- 28. Overall salaries**  
*Overall nominal median annual salaries and adjustments for inflation for Bachelor's and Master's degree recipients with full-time jobs*
- 29. Salaries in dailies**  
*Annual nominal median salaries and adjustments for inflation at daily newspapers - Bachelor's degree recipients with full-time jobs*
- 30. Salaries in weeklies**  
*Annual nominal median salaries and adjustments for inflation at weekly newspapers - Bachelor's degree recipients with full-time jobs*
- 31. Salaries in radio**  
*Annual nominal median salaries and adjustments for inflation in radio - Bachelor's degree recipients with full-time jobs*

**32. Salaries in television**

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

**33. Salaries in advertising**

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

**34. Salaries in PR**

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

**35. Salaries compared**

*Median yearly salaries for 20078 Bachelor's degree recipients with full-time jobs*

**36. Salaries by region**

*Median yearly salaries for 2008 Bachelor's degree recipients with full-time jobs*

**37. Union membership of JMC graduates**

*Union membership of Bachelor's degree recipients*

**38. 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*

**39. Job benefits: Basic medical**

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

**40. Job benefits: Major medical**

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

**41. Job benefits: Prescription**

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

**42. Job benefits: Disability**

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

**43. Job benefits: Dental**

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

**44. Job benefits: Life insurance**

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

**45. Job benefits: Maternity/paternity**

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

**46. Job benefits: Child care**

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

**47. Job benefits: Retirement**

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

**48. Why jobs chosen**

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

**49. Job satisfaction**

*Job satisfaction of employed Bachelor's degree recipients*

**50. Regret career choices**

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

**51. Organizational commitment**

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

**52. Use of print media**

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

**53. Use of electronic media**

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

**54. Use of user generated electronic media**

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

**55. Graduates' view of the future of the field I**

*2005 and 2008 graduates' predictions about jobs in journalism and communication over the next 20 years*

**55. Graduates' view of the future of the field II**

*2005 and 2008 graduates' predictions about the future of traditional media in 20 years*

**57. Graduates' view of the future of the field III**

*2005 and 2008 graduates' predictions about the future of new media in 20 years*

**58. Student professional organizations attended while at university**

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## Appendix: Supplemental Charts and Tables

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**S1. What they studied**

*Specialty within curriculum of Bachelor's degree recipients*

**S2. Campus activities**

*Campus activities of Bachelor's degree recipients*

**S3. Grade point averages**

*Final grades of Bachelor's degree recipients*

**S4. Grades by major**

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

**S5. Grades by major II**

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

**S6. Seeking print jobs**

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

**S7. Seeking broadcast jobs**

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

**S8. Seeking PR/advertising jobs**

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

**S9. News-editorial tasks**

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

**S10. Advertising tasks**

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

**S11. Corporate communication tasks**

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

**S12. Newspaper work**

*Bachelor's degree recipients working in newspaper jobs*

**S13. Telecommunication work**

*Bachelor's degree recipients working in telecommunications jobs*

**S14. PR and advertising work**

*Bachelor's degree recipients working in public relations and advertising*

**S15. Other communication work**

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



**S16. Hiring news students**

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

**S17. Hiring broadcast students**

*Students with an emphasis in telecommunications who choose their own specialty*

**S18. Hiring advertising students**

*Students with an advertising emphasis who choose their own specialty*

**S19. Hiring PR students**

*Students with a public relations emphasis who choose their own specialty*

**S20. Where grads seek work**

*Type of jobs sought by journalism and mass communication Bachelor's degree recipients in 2007  
8*

**S21. Minorities and job seeking I**

*Types of jobs sought by journalism and mass communication Bachelor's degree recipients in  
2008*

**S22. Minorities and job seeking II**

*Types of jobs sought by journalism and mass communication Bachelor's degree recipients in  
2008*

**S23. Gender and job seeking I**

*Types of jobs sought by journalism and mass communication Bachelor's degree recipients in  
2008*

**S24. Gender and job seeking II**

*Types of jobs sought by journalism and mass communication Bachelor's degree recipients in  
2008*

**S25. Overtime without pay**

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

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

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

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## Comments from the 2008 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 2008 graduates.

Considering today’s economy and the climate of our industry, my primary piece of advice is to expand your job search and consider a variety of employment opportunities.

**Female bachelor’s degree recipient in advertising, working full-time selling advertisements for an online publishing organization**

Despite the economy, don’t settle for something until you have exhausted all your options in trying to find what it is you want to do. That job is usually out there somewhere. Keep at it!

**Male bachelor’s degree recipient in public relations, working full-time marketing for an educational institution**

Always have a Plan B or C!

**Female bachelor’s degree recipient in communication and culture with an emphasis in legal communication, working full-time as an intern**

Think global. Learn another language and/or acquire business/finance skills. Consider both International business and the nonprofit sector – both are growing rapidly.

**Female master’s degree recipient in news-editorial/print journalism who is currently unemployed**

Become well-rounded in all aspects of broadcast/web/print mediums. Be versatile!

**Male master’s degree recipient in broadcast journalism working full-time writing, reporting, and editing for a television station**

Be flexible. It’s an insanely hard time to find a job. Stay optimistic and network.

**Female bachelor’s degree recipient in public relations, working full-time in corporate communication for an educational institution**

Jobs will be there – even if newspapers are not. Learn web skills, but more importantly learn to report and write. The need for people to do these things well is not going away it is just being utilized on different platforms.

**Male bachelor's degree recipient in journalism, enrolled in graduate school**

Find a mentor! I did and she has really helped me – not in finding a job, but in building and boosting my resume, portfolio, and interview skills.

**Female bachelor's degree recipient in journalism, working full-time designing layouts for a looseleaf/directory/database publisher**

The best advice I can offer is to get out there, network, and learn all you can about online and design for new media, and don't hesitate to take less than desirable jobs until you can get your dream job. Never give up, and always try to sell yourself as best you can.

**Male bachelor's degree recipient in advertising, working full-time outside of the communication industry**

You can find a need for public relations and communication skills at EVERY organization. Be creative when looking for jobs and don't focus on PR agencies, TV stations, and newspaper organizations.

**Female bachelor's degree recipient in advertising and public relations who joined Americorps after graduating**

Be open-minded about the type of job you apply for and take. I ended up accepting a position in fundraising, and I'm using all of my communication skills but in a different way.

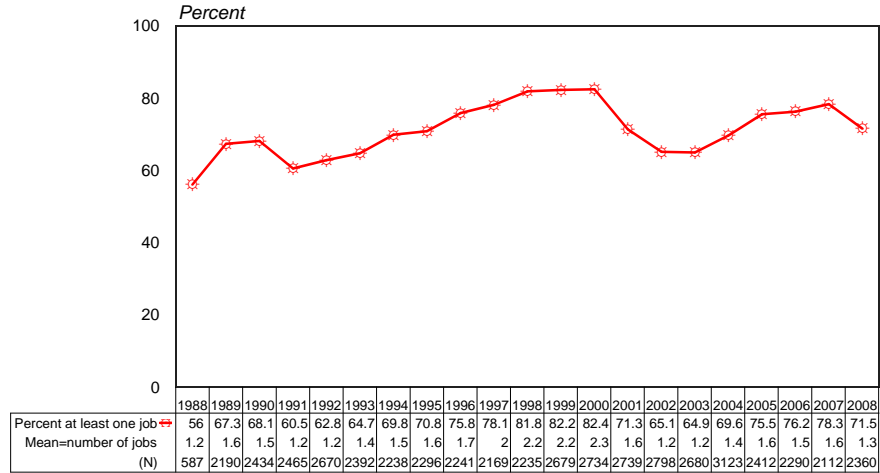
**Female master's degree recipient in communication and Spanish working part-time writing, reporting, and editing for a non-profit organization**

Join clubs, volunteer, and do multiple internships. The more you have on your resume, the better the chances you'll get an interview. Also, network, network, network! I managed to land my job through a friend of a friend.

**Female bachelor's degree recipient in public relations, working full-time outside of the communication industry**

# 1. Job offers to Bachelor's degree recipients

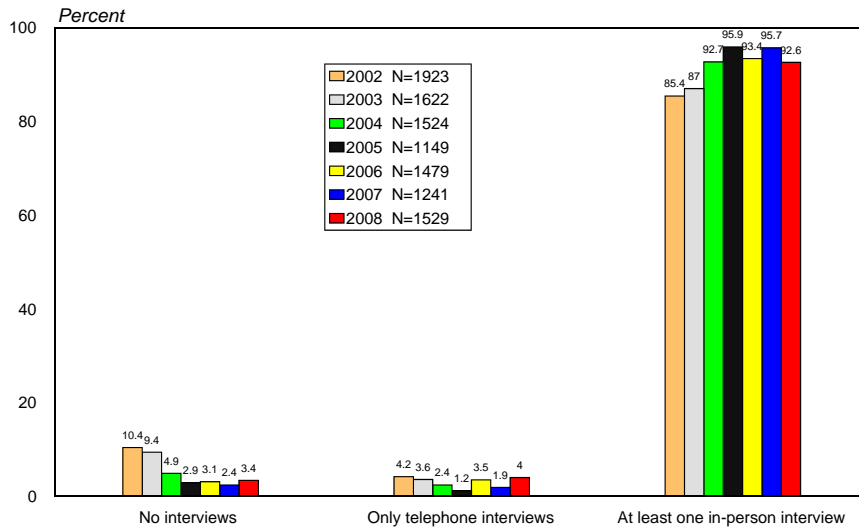
Job offers to Bachelor's degree recipients:  
percent with at least one job offer



Source: Annual Survey of Journalism & Mass Communication Graduates

# 2. Job interviews of Bachelor's degree recipients

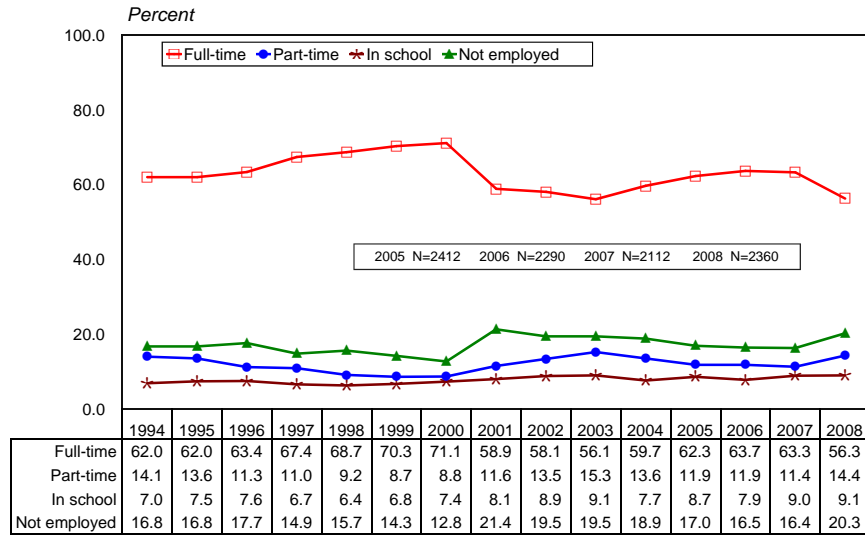
Number of interviews by Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

### 3. Employment status Oct. 31

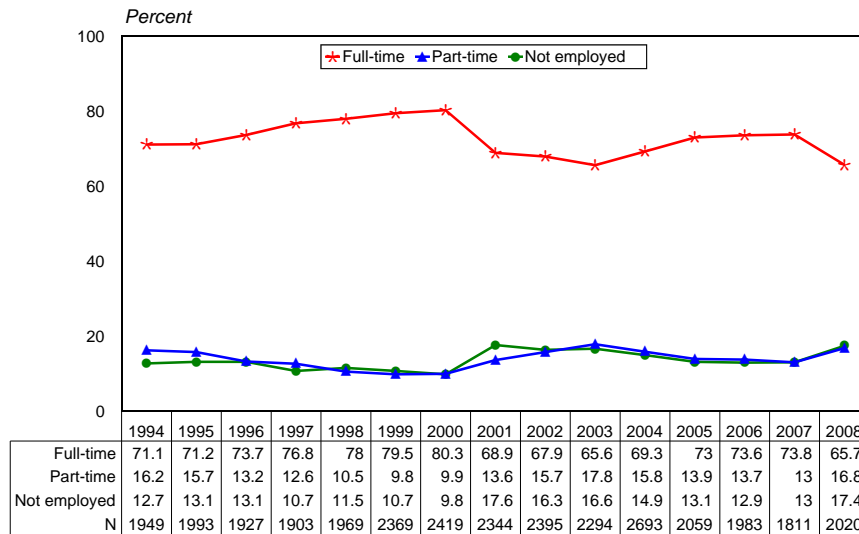
Employment status of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

### 4. Employment status Oct. 31

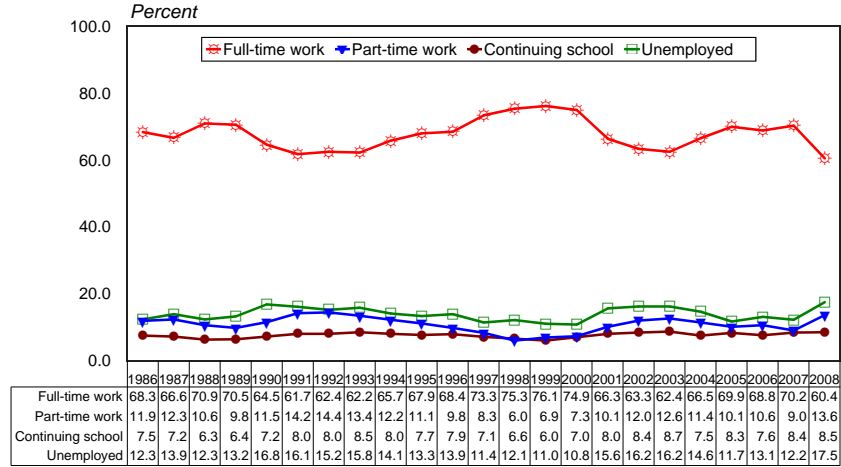
Employment status of Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

## 5. Employment status

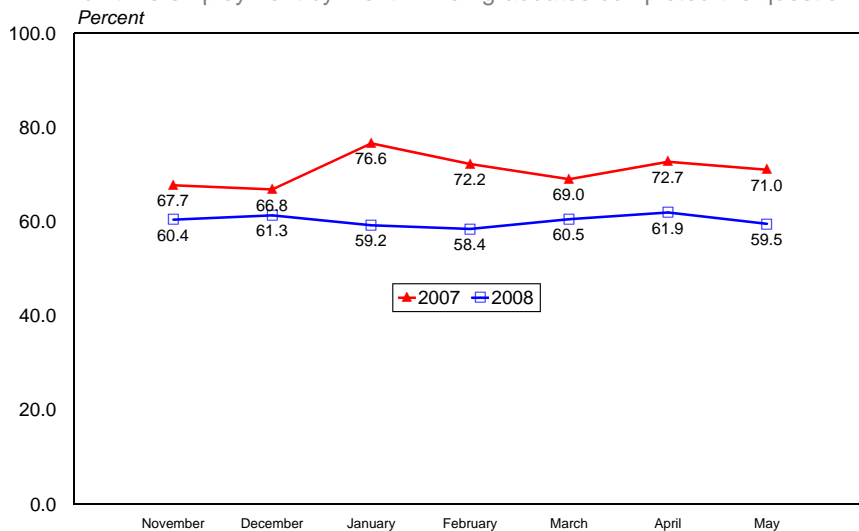
Employment status of Bachelor's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

## 6. Employment status of 2007 and 2008 BA degree recipients

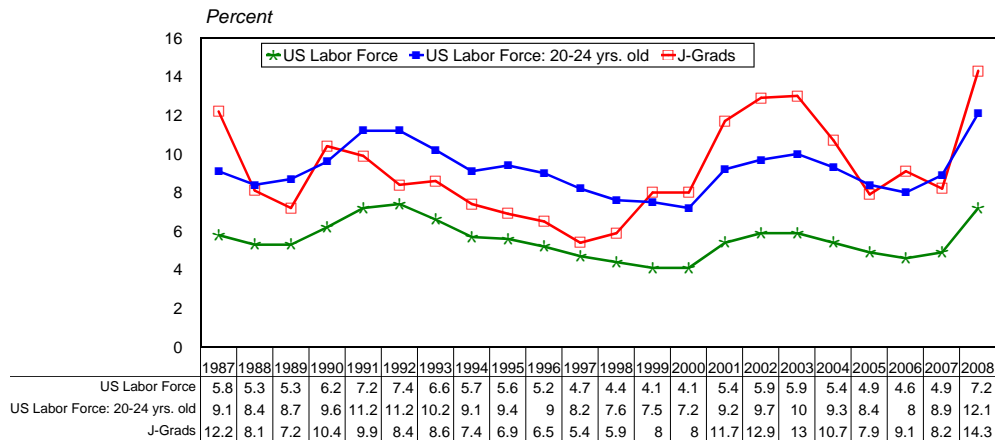
Full-time employment by month when graduates completed the questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

## 7. Unemployment rates

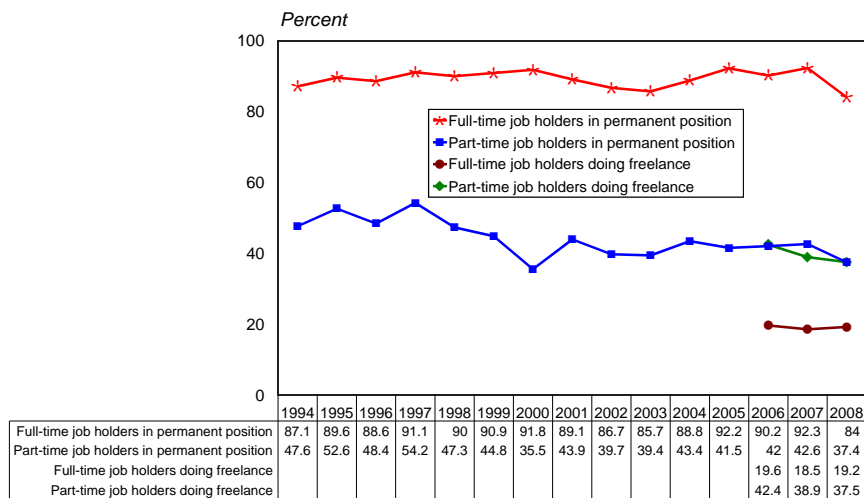
Unemployment rates of journalism Bachelor's degree recipients when they returned questionnaire compared to U.S. labor force data. U.S. figures represent seasonally adjusted unemployment rates averaged across June of the shown year to May of the following year.



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

## 8. Permanent positions, freelance

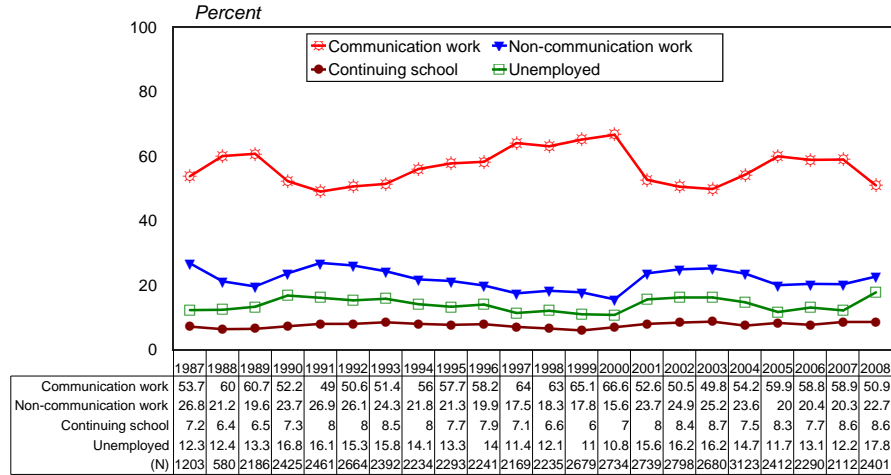
Status of Bachelor's degree recipients: percent in permanent positions, percent doing freelance in addition to current job



Source: Annual Survey of Journalism & Mass Communication Graduates

## 9. General types of work

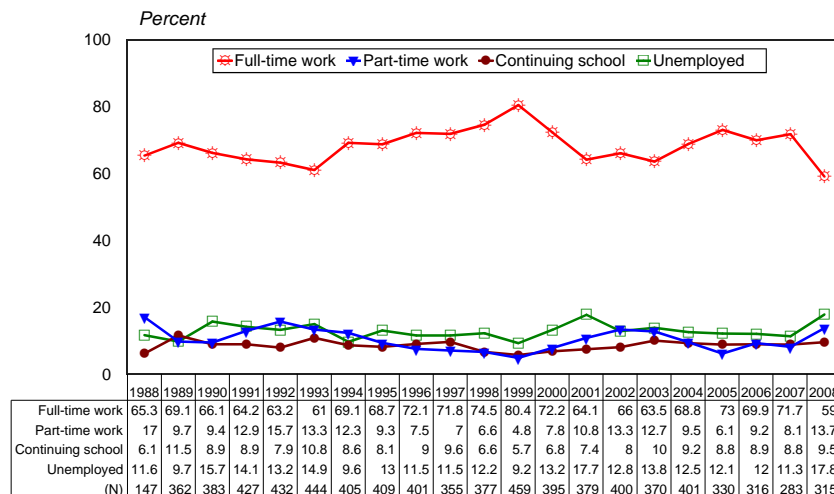
An overview of Bachelor's degree recipients' work situations



Source: Annual Survey of Journalism & Mass Communication Graduates

## 10. Employment, news-editorial

Employment of Bachelor's degree recipients in the editorial specialty

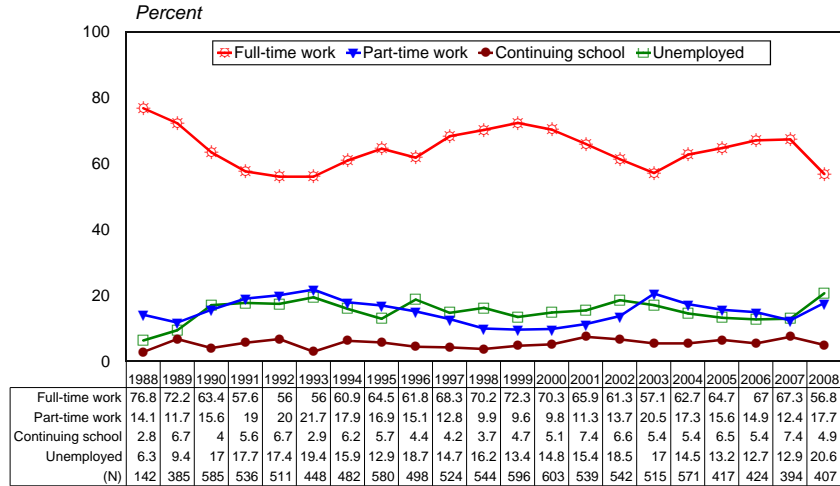


Source: Annual Survey of Journalism & Mass Communication Graduates



# 11. Employment, broadcasting

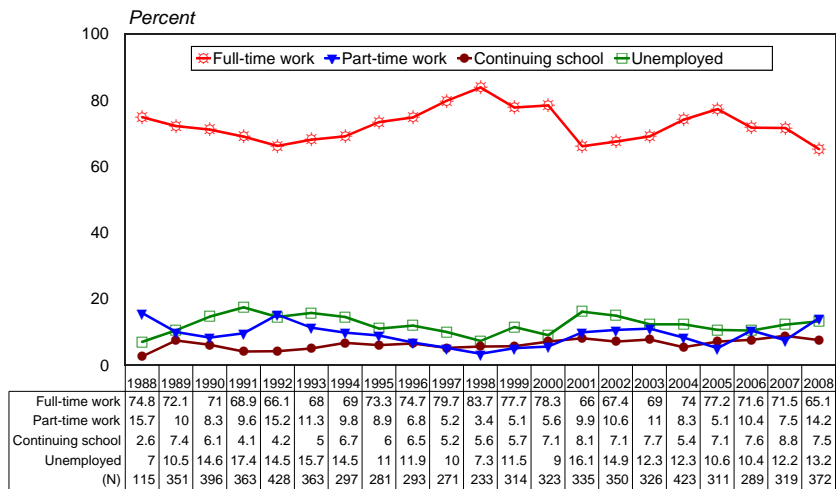
Employment of Bachelor's degree recipients in the broadcasting specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# 12. Employment, advertising

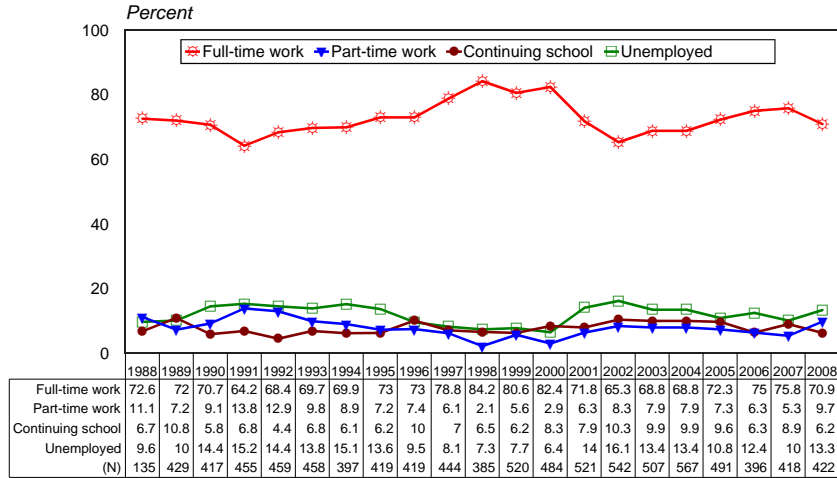
Employment of Bachelor's degree recipients in the advertising specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# 13. Employment, PR

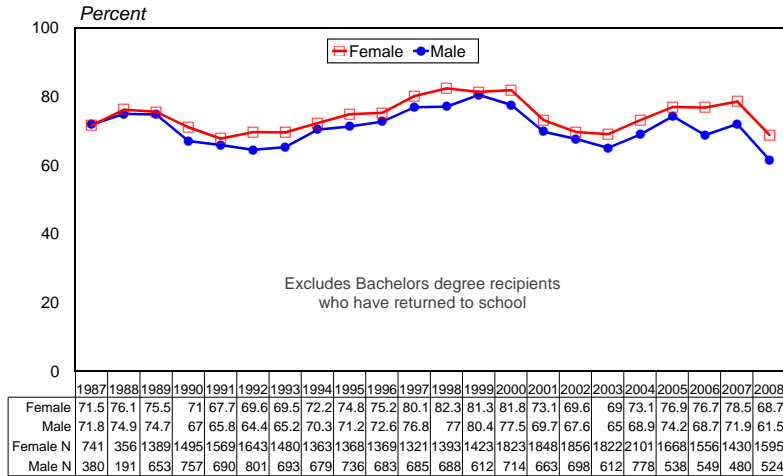
Employment of Bachelor's degree recipients in the public relations specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# 14. Gender and employment

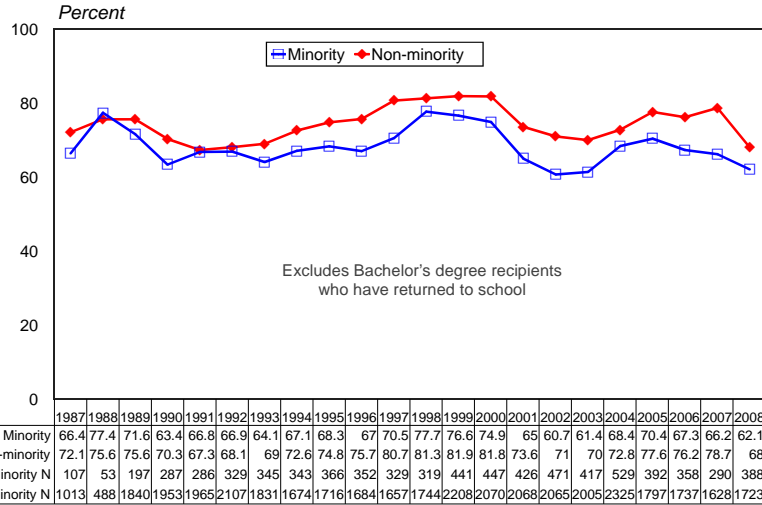
Full-time employment of female and male Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

## 15. Minority employment

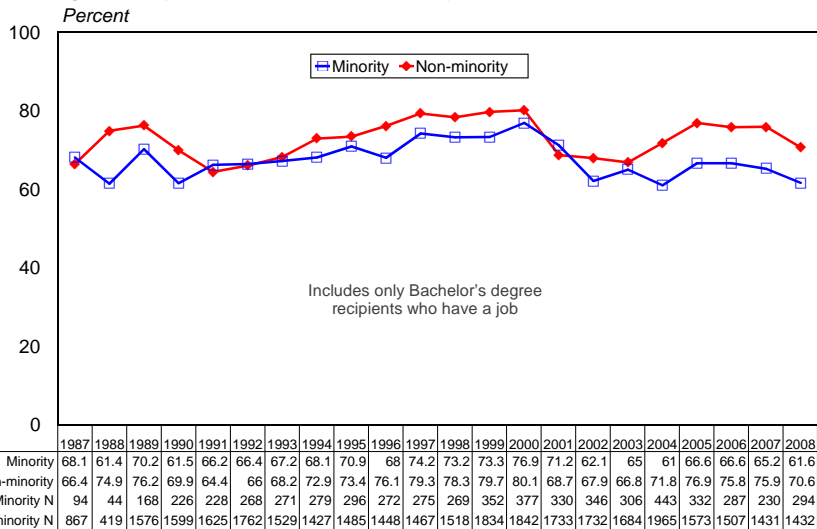
Full-time employment of minority and non-minority Bachelor's degree recipients



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

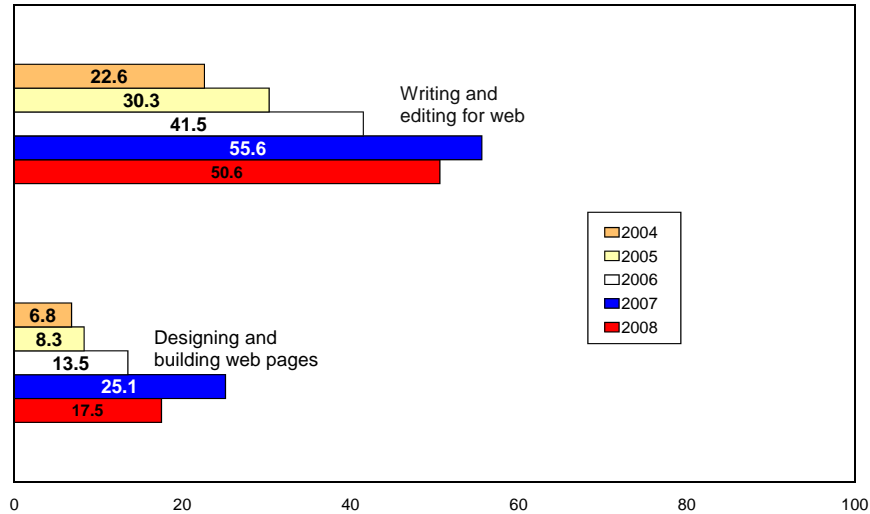


Source: Annual Survey of Journalism & Mass Communication Graduates

## 17. Writing, editing and designing for web

Employed Bachelor's degree recipients in communications doing this work

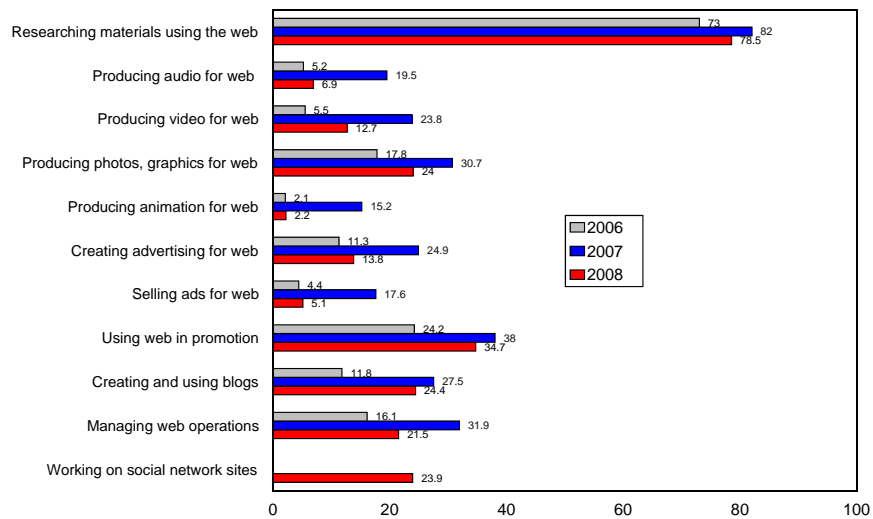
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

## 18. Other web work

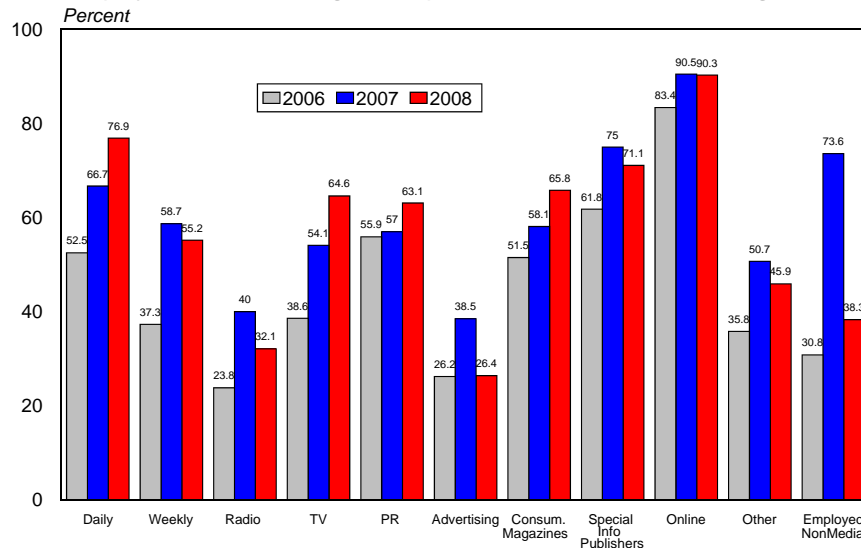
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

## 19. Writing or editing for web by employer type

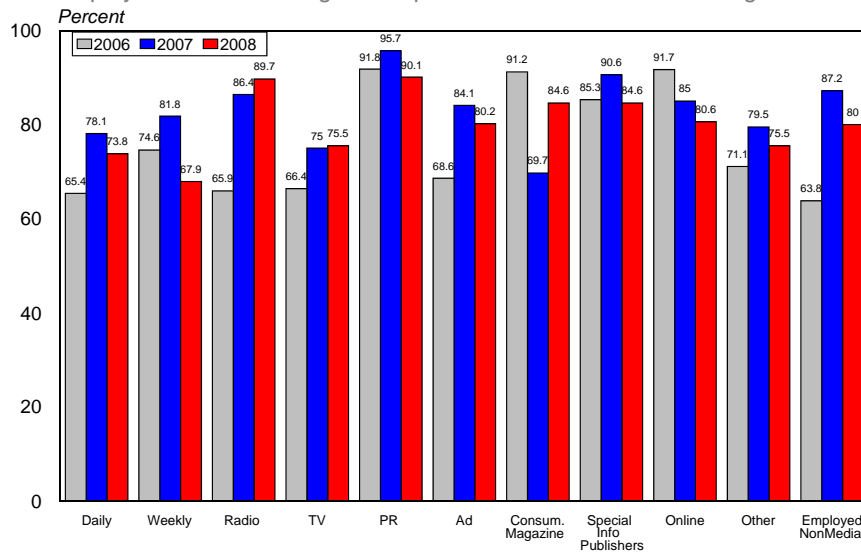
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

## 20. Researching materials using the web by employer type

Employed Bachelor's degree recipients in communications doing this work

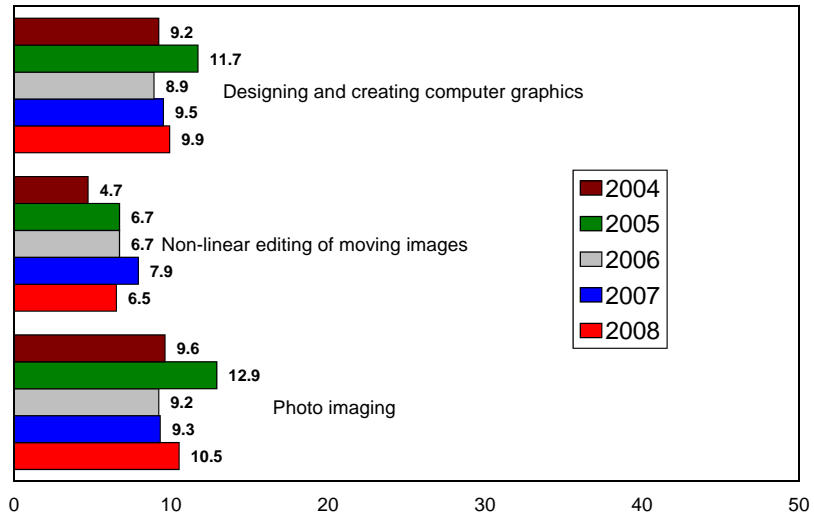


Source: Annual Survey of Journalism & Mass Communication Graduates

## 21. Technical work performed in job I

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

Percent

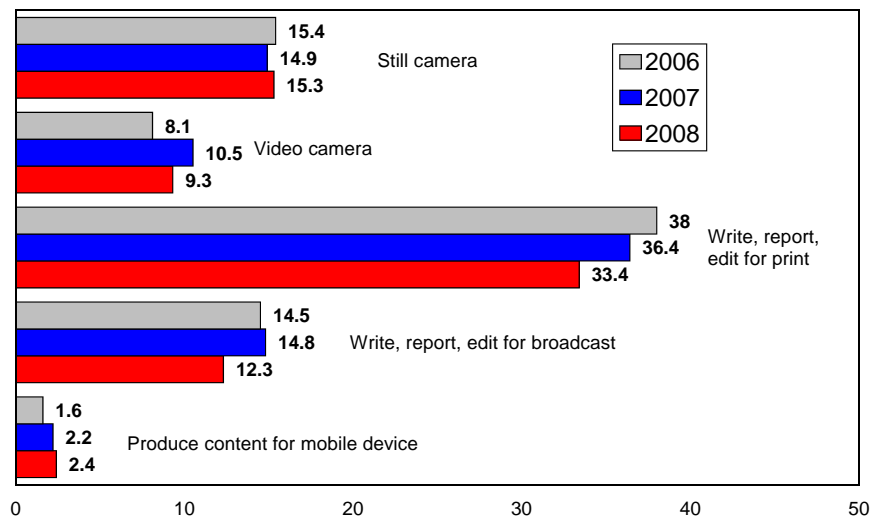


Source: Annual Survey of Journalism & Mass Communication Graduates

## 22. Technical work performed in job II

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

Percent

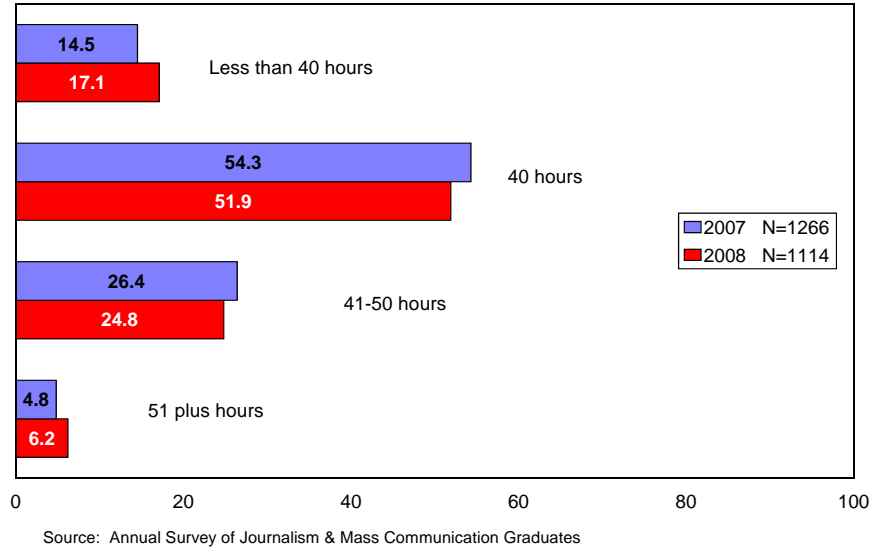


Source: Annual Survey of Journalism & Mass Communication Graduates

## 23. Hours spent with job per week

Bachelor's degree recipients employed full-time in communications

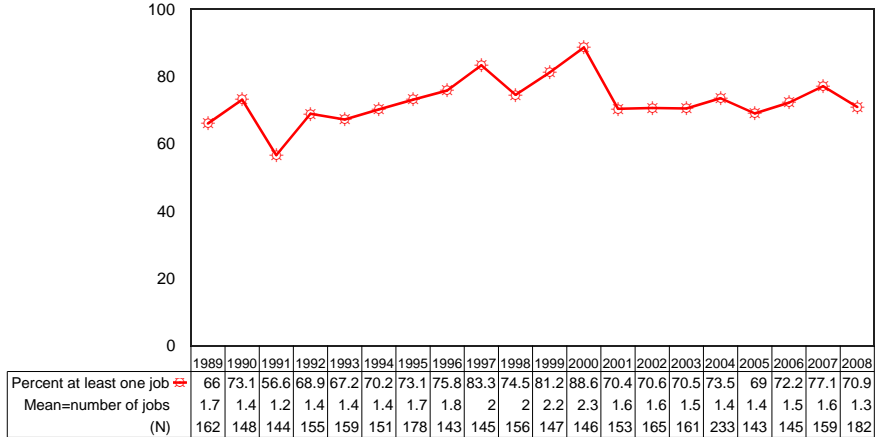
Percent



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

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

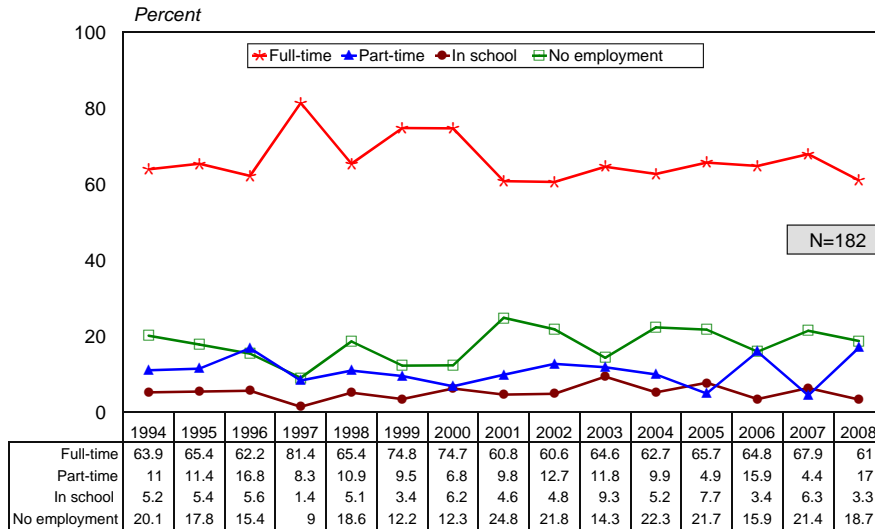
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

## 25. Employment Status Oct. 31

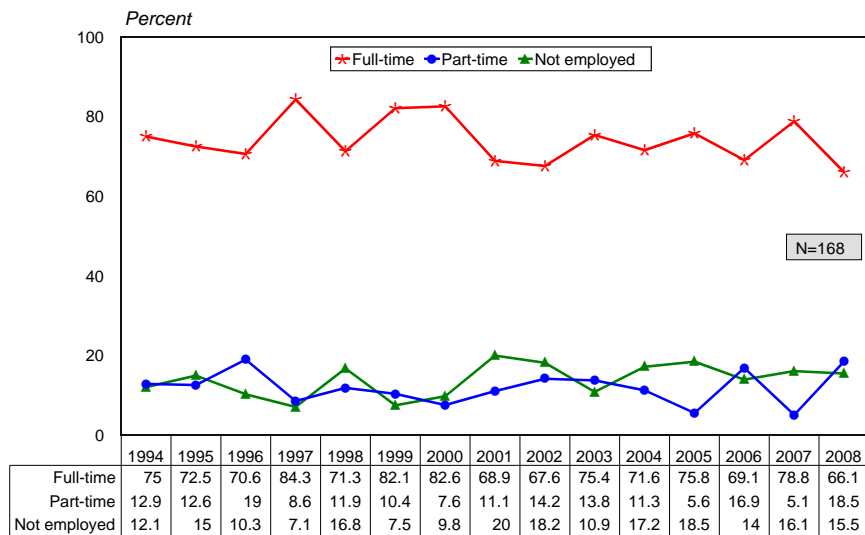
Employment status of Master's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

## 26. Employment Status Oct. 31

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

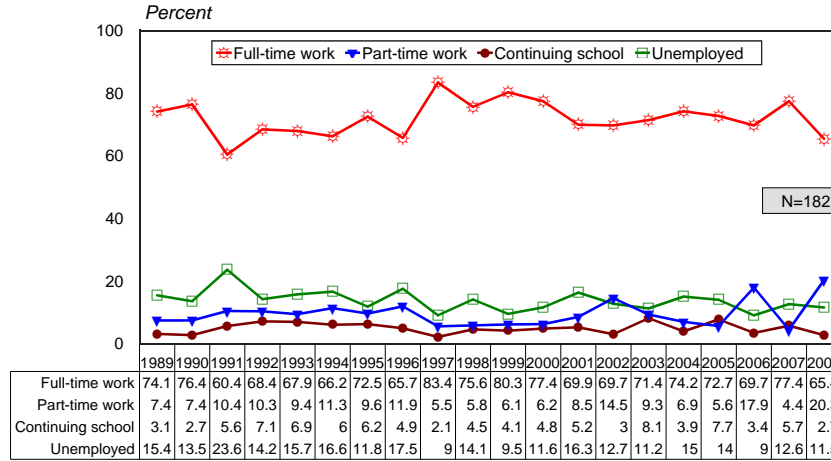


Source: Annual Survey of Journalism & Mass Communication Graduates



## 27. Employment status

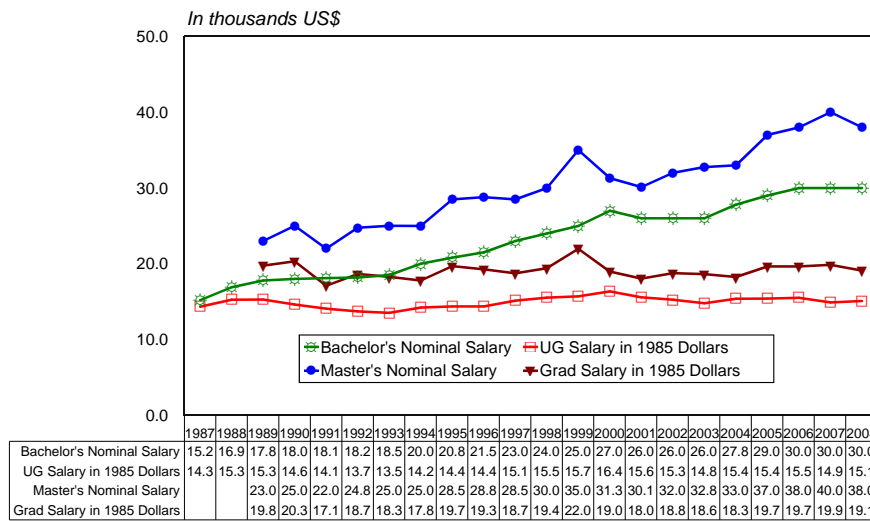
Employment status of Master's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

## 28. Overall salaries

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

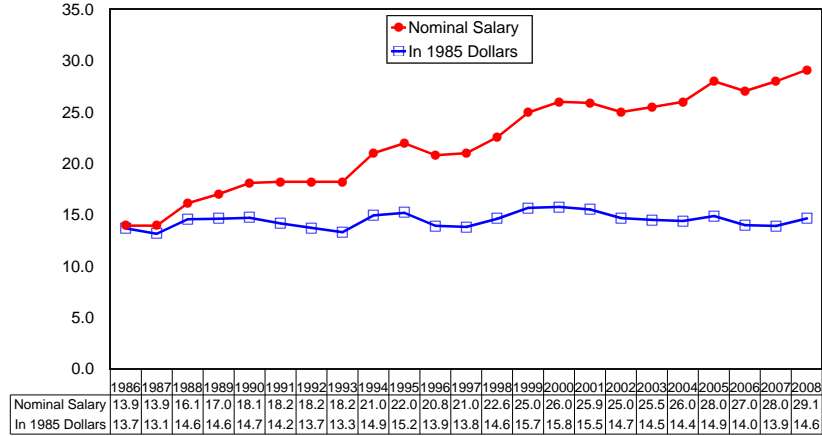


Source: Annual Survey of Journalism & Mass Communication Graduates

## 29. 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\$*

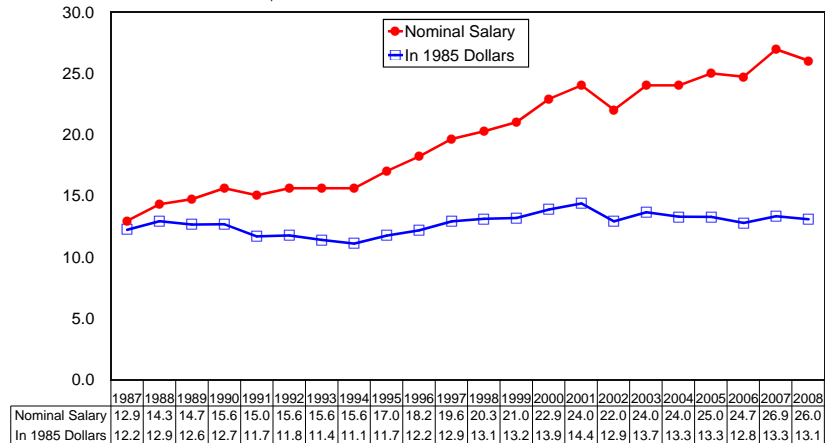


Source: Annual Survey of Journalism & Mass Communication Graduates

## 30. Salaries in weeklies

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

*In thousands UD\$*

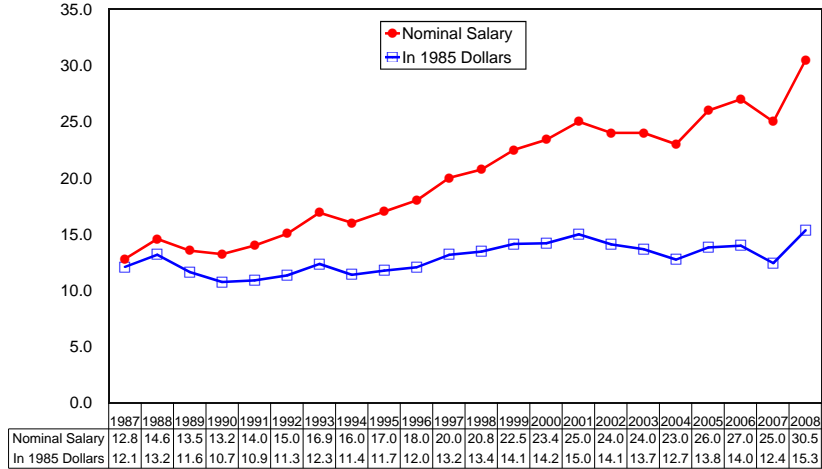


Source: Annual Survey of Journalism & Mass Communication Graduates

## 31. Salaries in radio

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

In thousands US\$

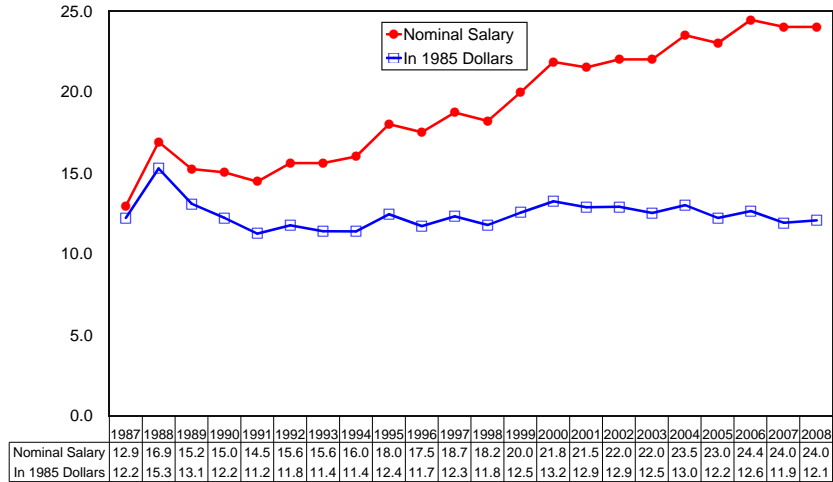


Source: Annual Survey of Journalism & Mass Communication Graduates

## 32. Salaries in television

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

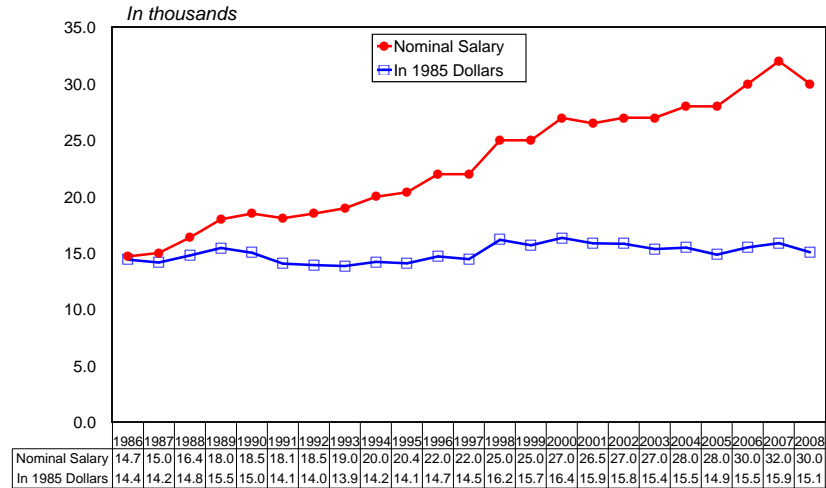
In thousands US\$



Source: Annual Survey of Journalism & Mass Communication Graduates

### 33. Salaries in advertising

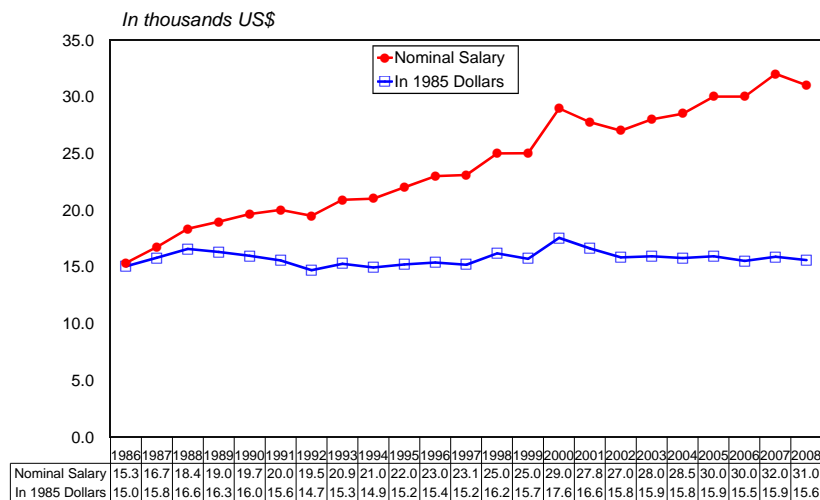
Annual nominal median salaries and adjustments for inflation in advertising - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

### 34. Salaries in PR

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

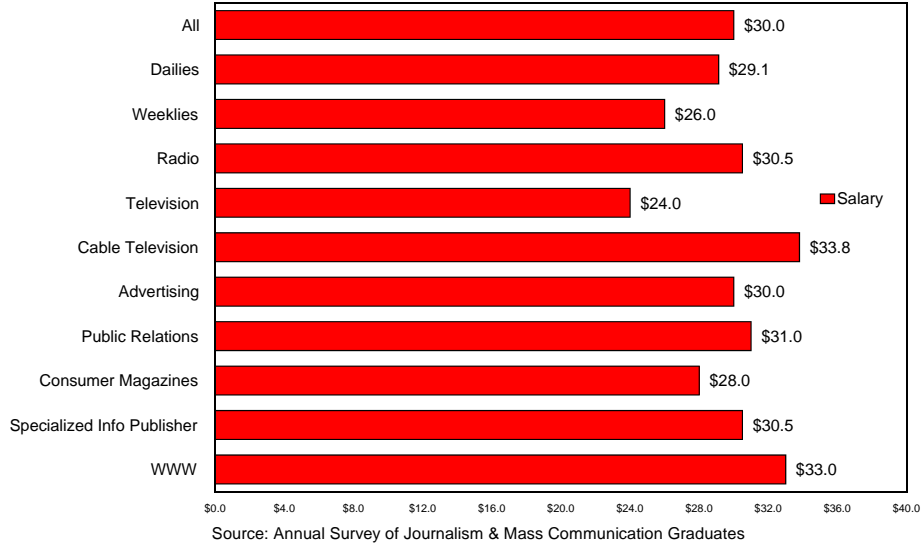


Source: Annual Survey of Journalism & Mass Communication Graduates

## 35. Salaries compared

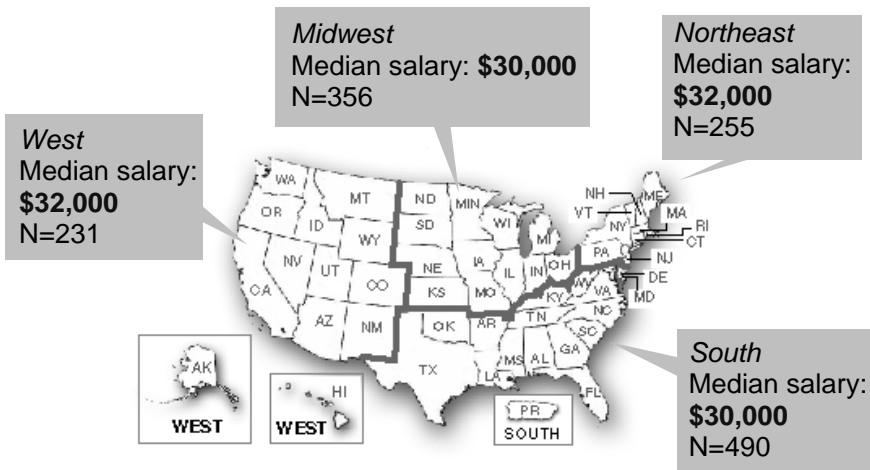
Median yearly salaries for 2008 Bachelor's degree recipients with full-time jobs

*In thousands*



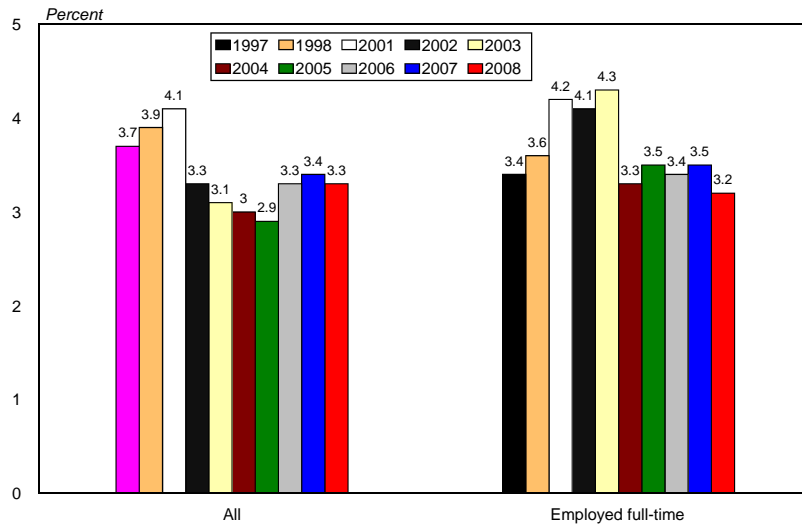
## 36. Salaries by region

Median yearly salaries for 2008 Bachelor's degree recipients with full-time jobs



## 37. Union membership of JMC graduates

Union membership of Bachelor's degree recipients

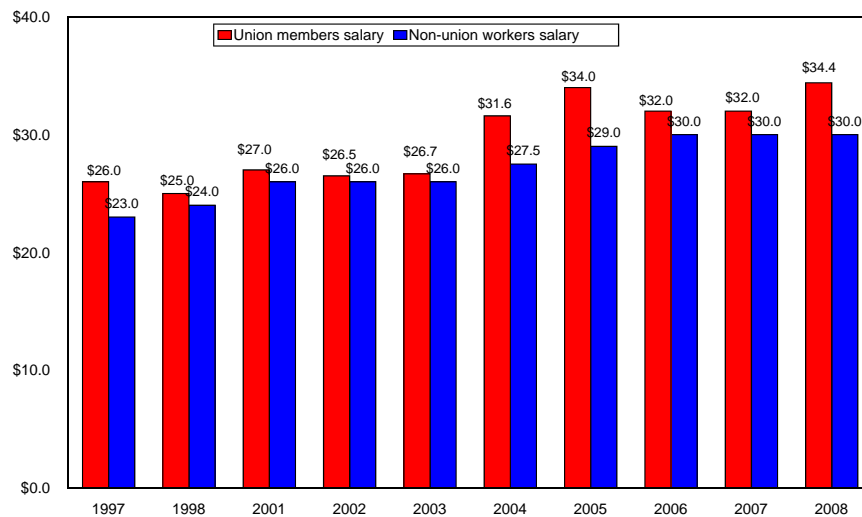


Source: Annual Survey of Journalism & Mass Communication Graduates

## 38. 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

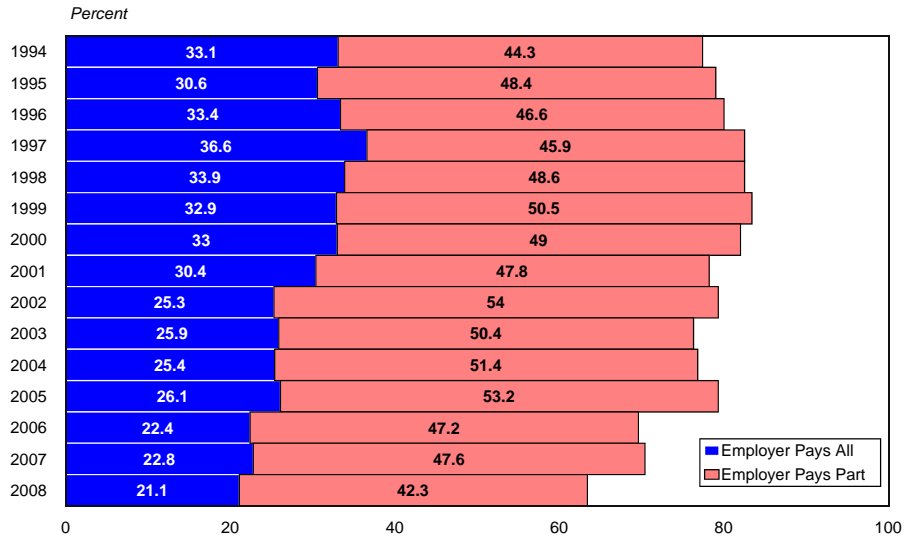
In thousands



Source: Annual Survey of Journalism & Mass Communication Graduates

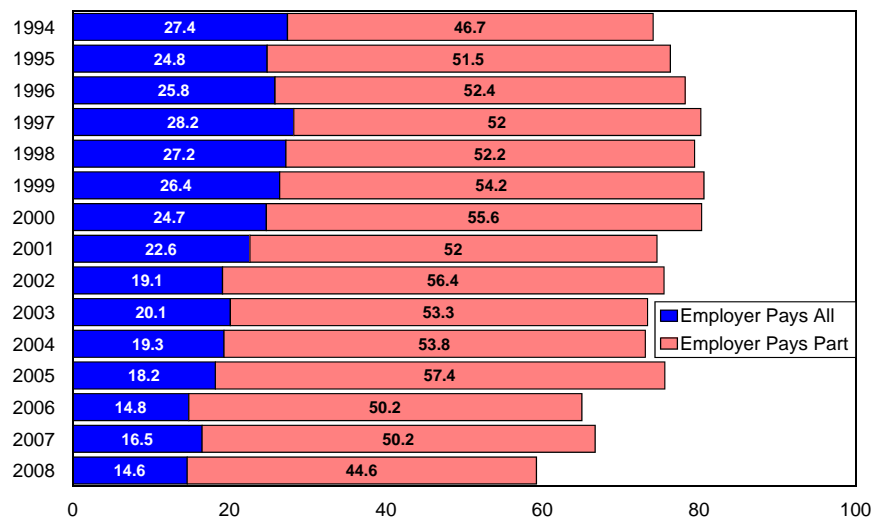
## 39. Job benefits: Basic medical

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



## 40. Job benefits: Major medical

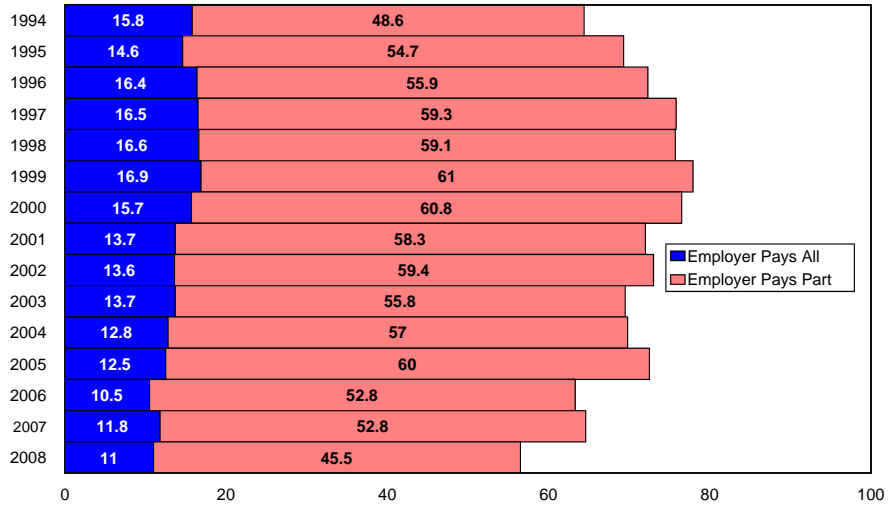
Benefit available to Bachelor's degree recipients with full-time jobs



## 41. Job benefits: Prescription

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

Percent

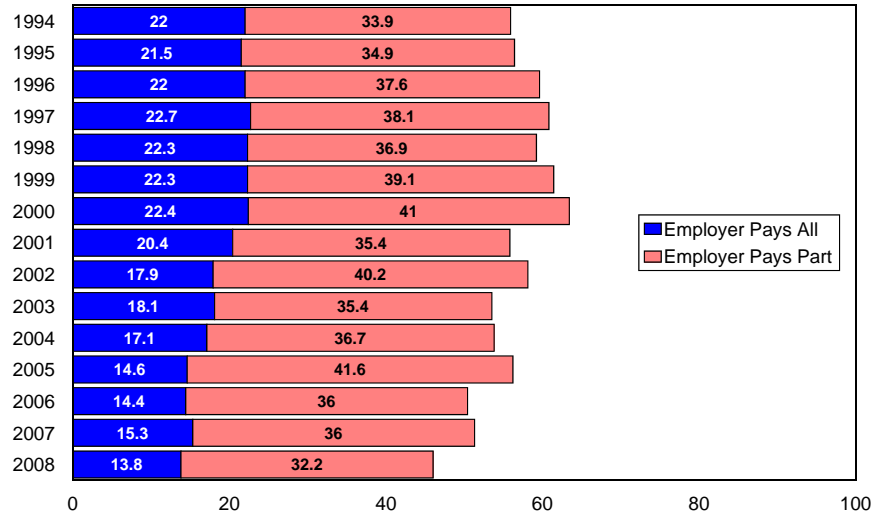


Source: Annual Survey of Journalism & Mass Communication Graduates

## 42. Job benefits: Disability

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

Percent

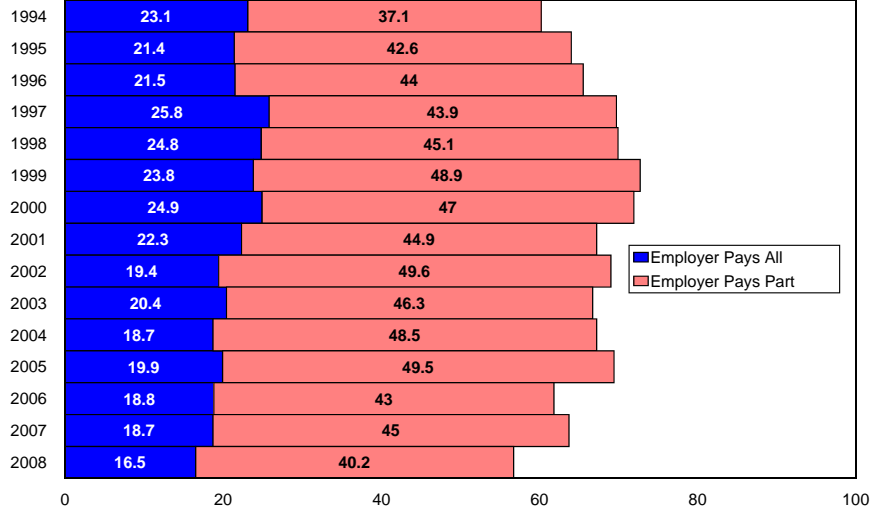


Source: Annual Survey of Journalism & Mass Communication Graduates



### 43. Job benefits: Dental

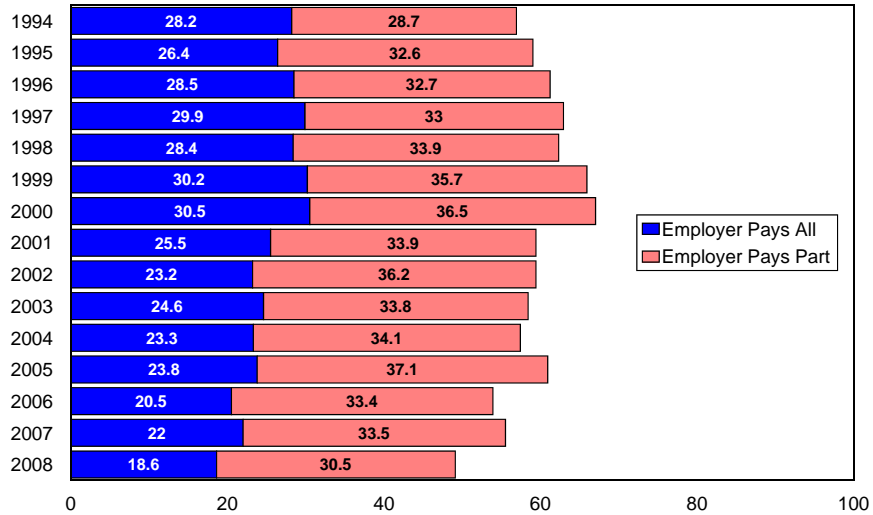
Benefit available to Bachelor's degree recipients with full-time jobs  
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

### 44. Job benefits: Life insurance

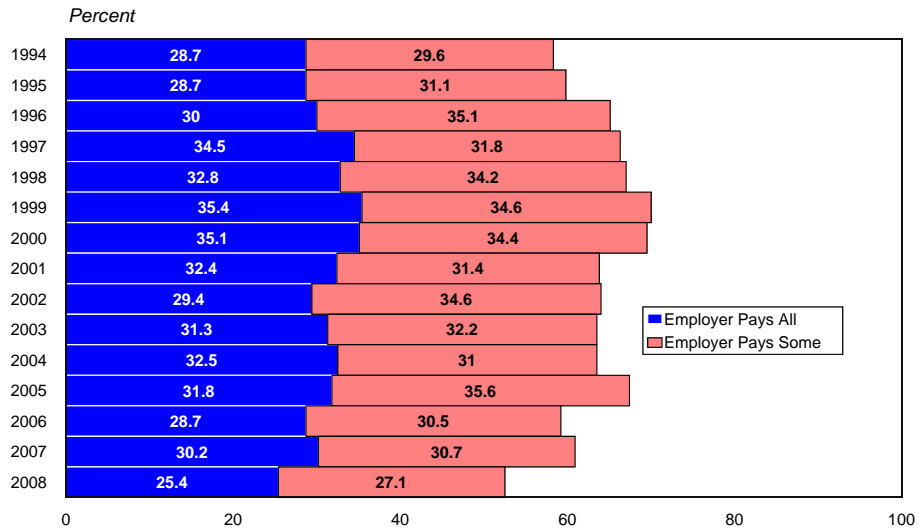
Benefit available to Bachelor's degree recipients with full-time jobs  
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

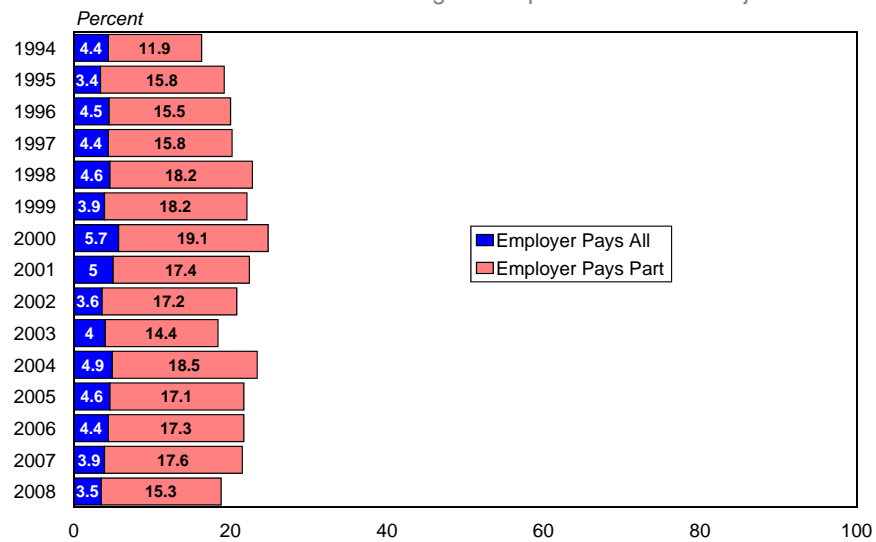
## 45. Job benefits: Maternity/Paternity

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



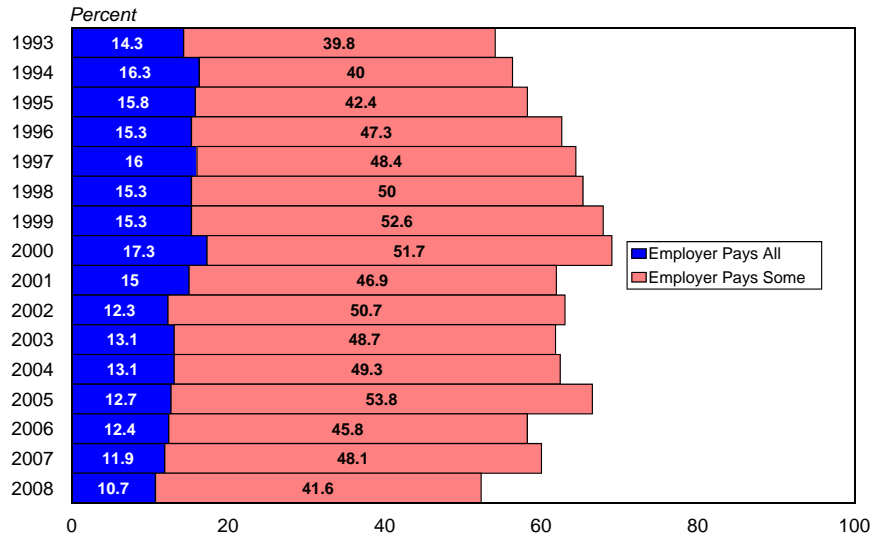
## 46. Job benefits: Child care

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



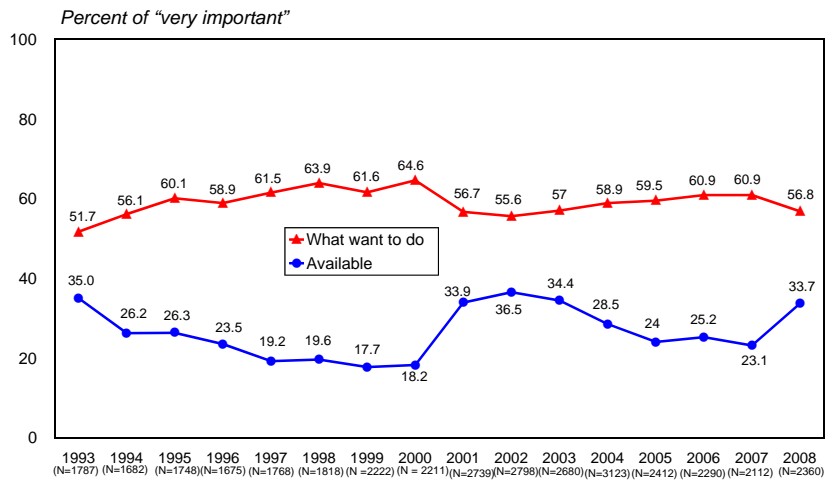
## 47. Job benefits: Retirement

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



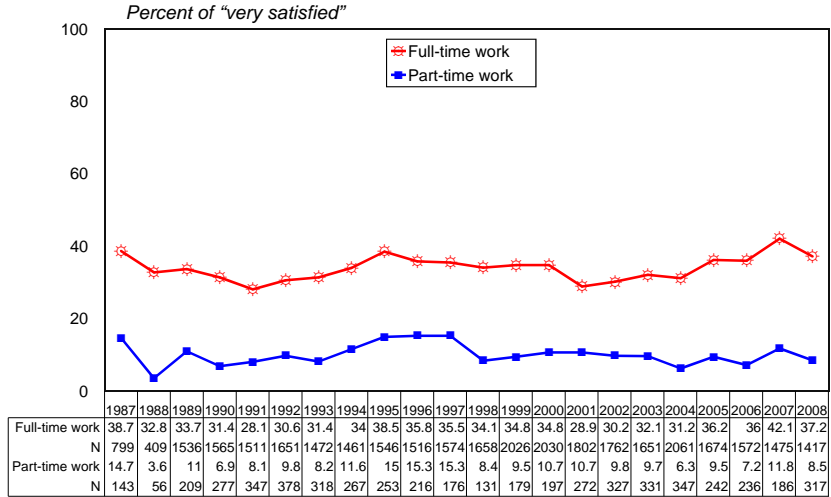
## 48. Why jobs chosen

Employed Bachelor's degree recipients' reasons for selecting jobs



# 49. Job satisfaction

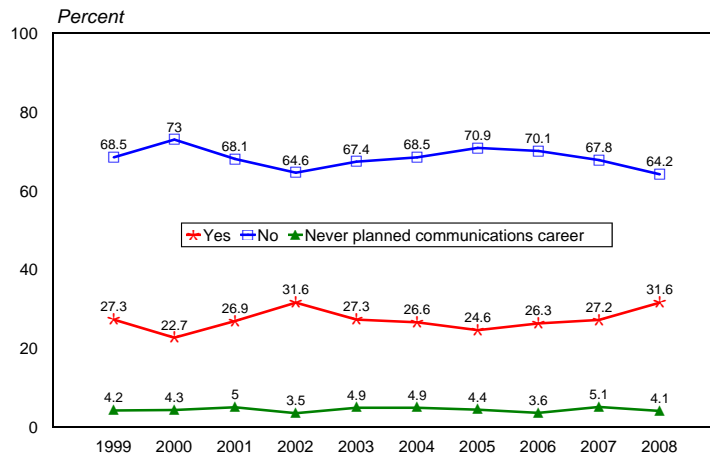
Job satisfaction of employed Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

# 50. Regret career choices

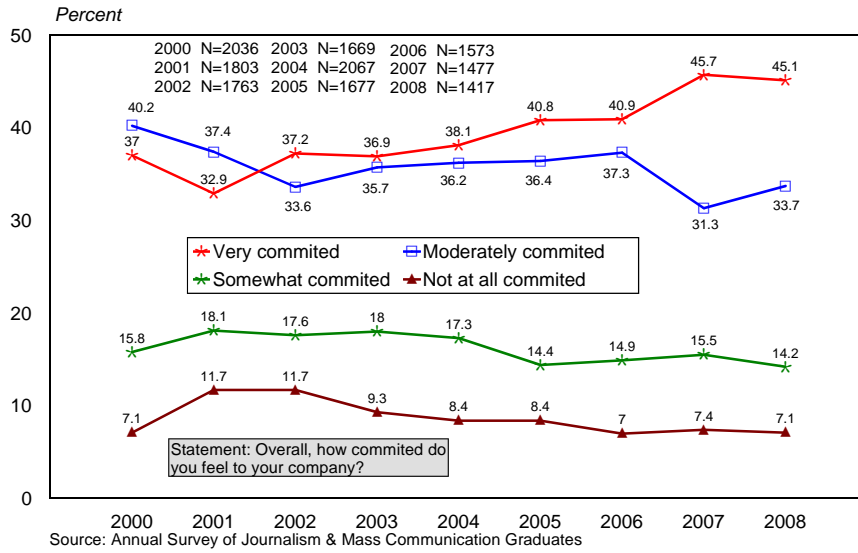
Bachelor's degree recipients who wish they had selected another career



Source: Annual Survey of Journalism & Mass Communication Graduates

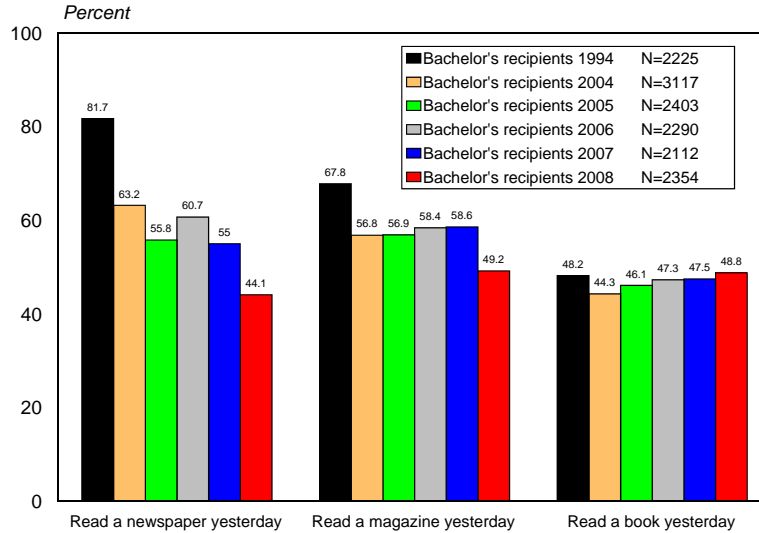
# 51. Organizational commitment

Bachelor's degree recipients with full-time jobs



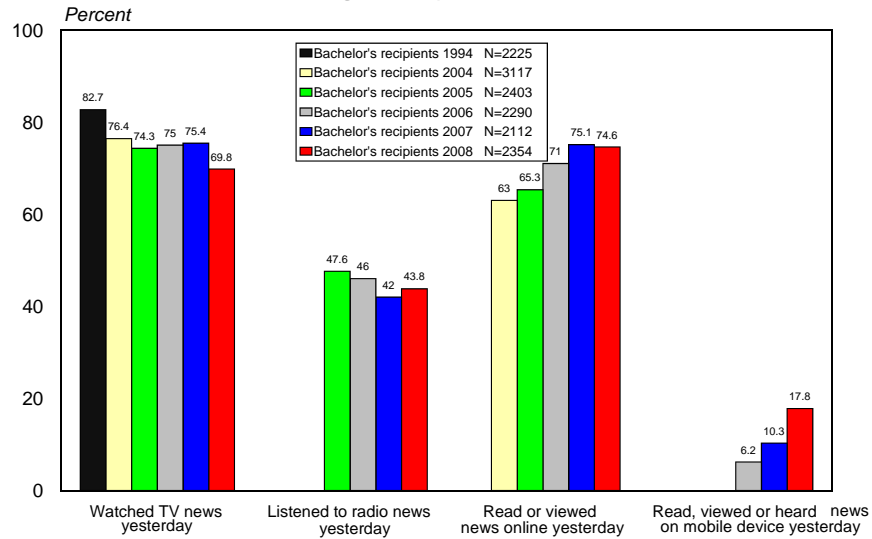
# 52. Use of print media

Journalism Bachelor's degree recipients' use of print media



## 53. Use of electronic media

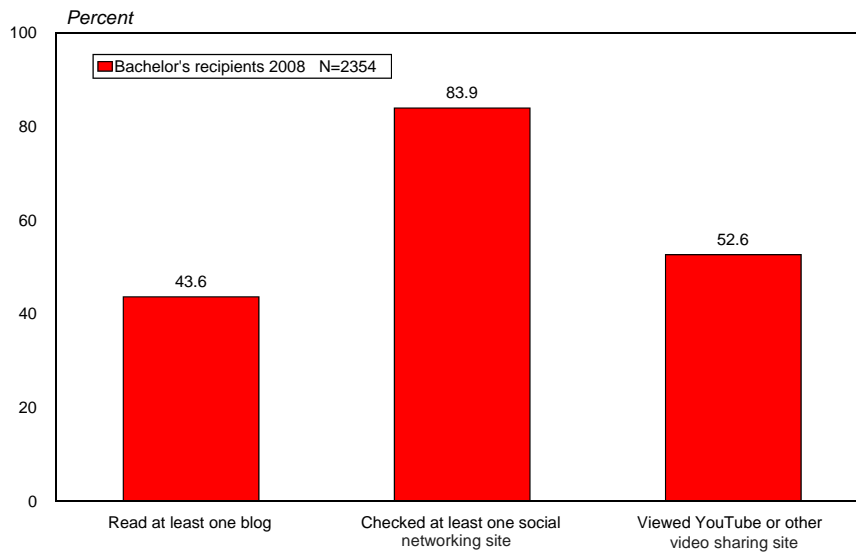
Journalism Bachelor's degree recipients' use of electronic media



Source: Annual Survey of Journalism & Mass Communication Graduates

## 54. Use of user generated electronic media

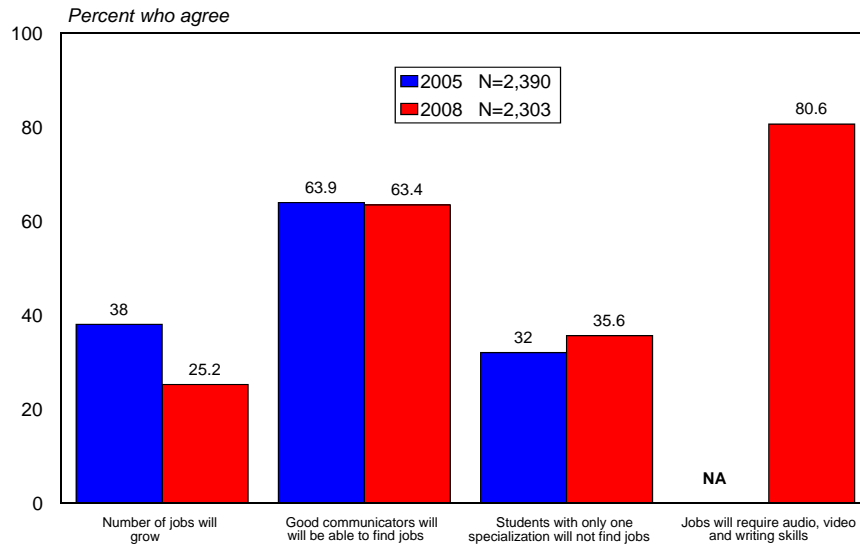
Journalism Bachelor's degree recipients' use of blogs, social networks, video sites



Source: Annual Survey of Journalism & Mass Communication Graduates

## 55. Graduates' view of the future of the field I

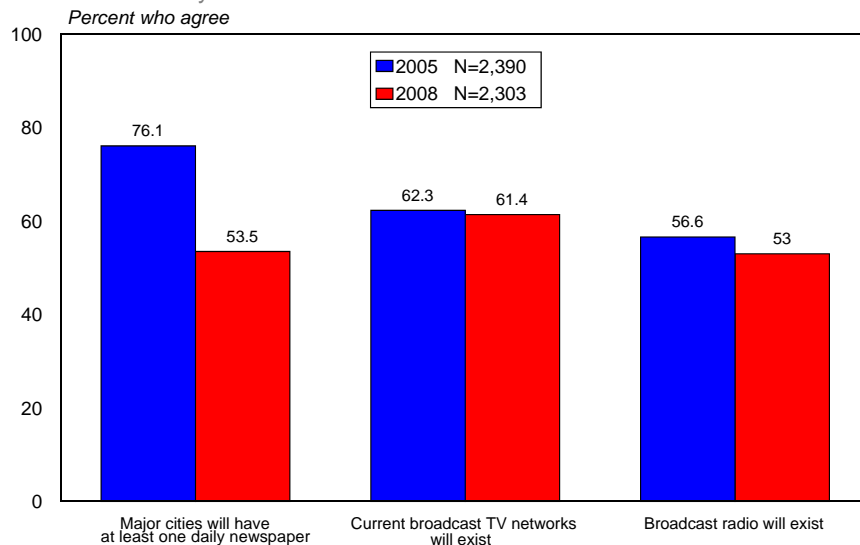
2005 and 2008 graduates' predictions about jobs in journalism and communication over the next 20 years



Source: Annual Survey of Journalism & Mass Communication Graduates

## 56. Graduates' view of the future of the field II

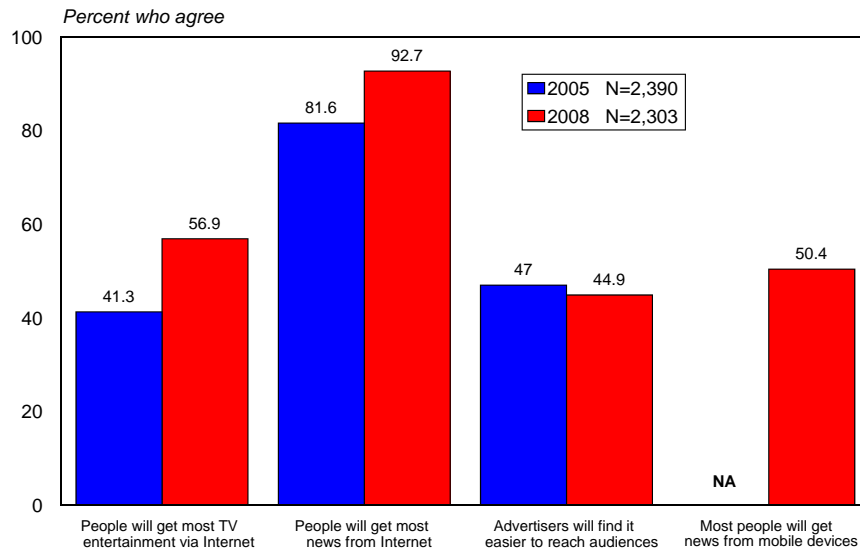
2005 and 2008 graduates' predictions about the future of traditional media in 20 years



Source: Annual Survey of Journalism & Mass Communication Graduates

## 57. Graduates' view of the future of the field III

2005 and 2008 graduates' predictions about the future of new media in 20 years



Source: Annual Survey of Journalism & Mass Communication Graduates

## 58. Student professional organizations attended while at university

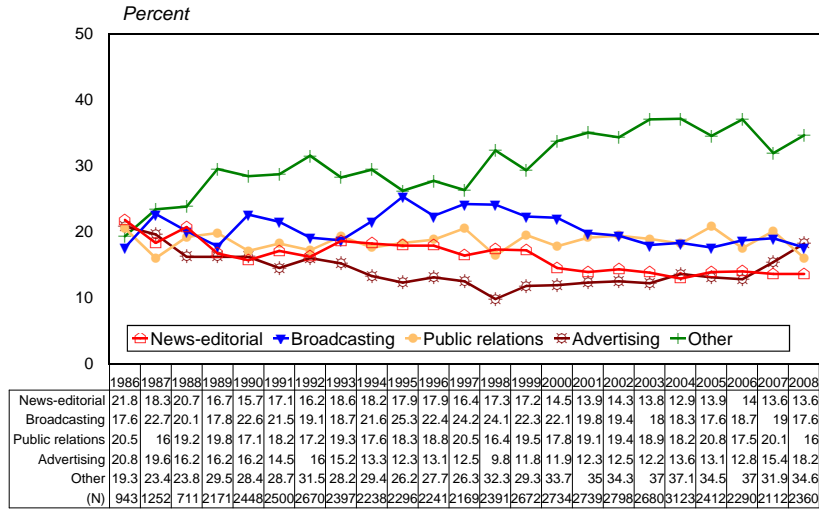
	2002	2003	2005	2006	2007	2008
AD Club	2.8%	2.2%	4.5%	4.5%	4.5%	5.4%
American Advertising Federation	3.6%	3.9%	2.8%	2.3%	1.5%	2.4%
Association of Women in Communication	1.6%	2.0%	1.3%	1.1%	0.5%	0.4%
Di Gamma Kappa	0.7%	0.6%	0.5%	0.2%	0.5%	0.3%
Kappa Tau Alpha	0.3%	0.6%	0.2%	0.2%	0.3%	0.3%
Magazine Club	0.0%	0.0%	0.4%	0.3%	0.0%	0.1%
National Association of Black Journalists	1.6%	1.5%	1.0%	1.0%	0.6%	1.5%
National Broadcasting Society	1.3%	0.9%	0.6%	0.6%	0.4%	0.5%
National Press Photographers Association	0.8%	0.6%	0.3%	0.4%	0.2%	0.4%
Public Relations Student Society	13.5%	12.8%	16.0%	13.8%	12.9%	13.8%
Radio Television News Directors Association	1.3%	1.2%	1.0%	1.0%	0.9%	1.3%
Society of Professional Journalists	7.3%	5.8%	5.0%	6.7%	4.5%	5.0%
Student Society for News Design	0.5%	0.1%	0.0%	0.1%	0.1%	0.0%
<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>

Source: Annual Survey of Journalism & Mass Communication Graduates



# S1. What they studied

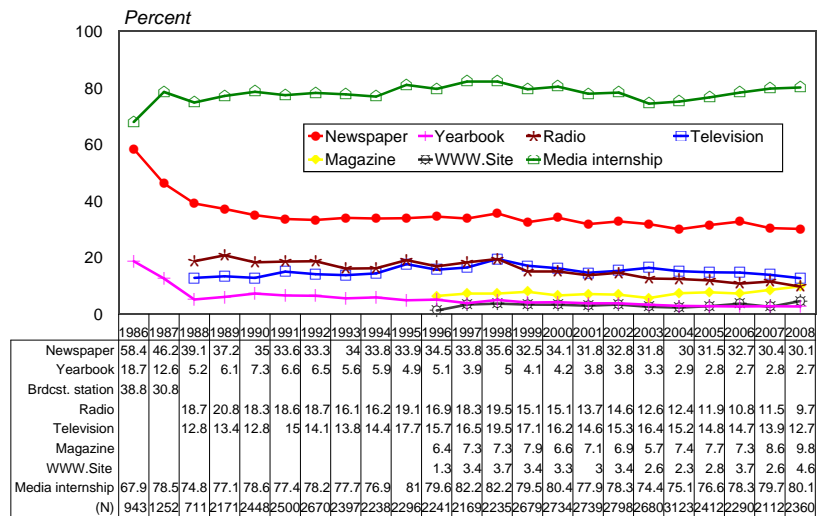
Specialty within curriculum of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

# S2. Campus activities

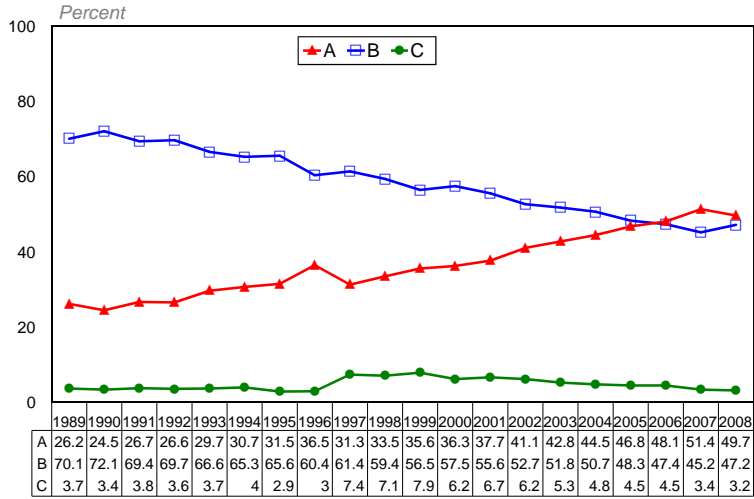
Campus activities of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

### S3. Grade point averages

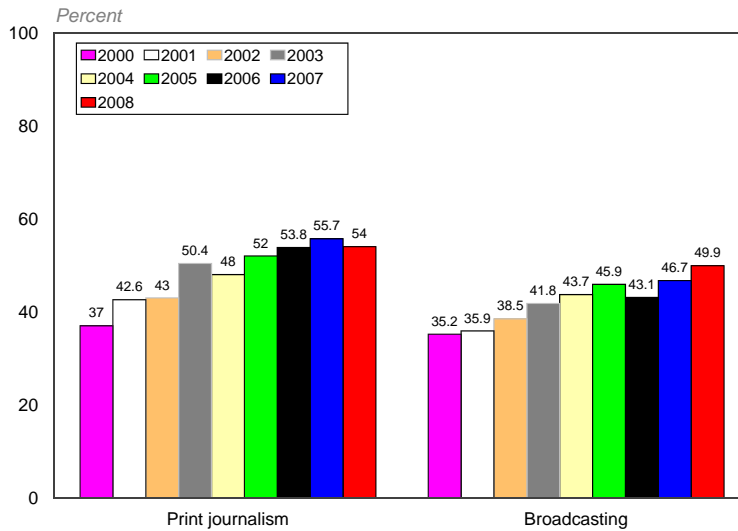
Final grades of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

### S4. Grades by major

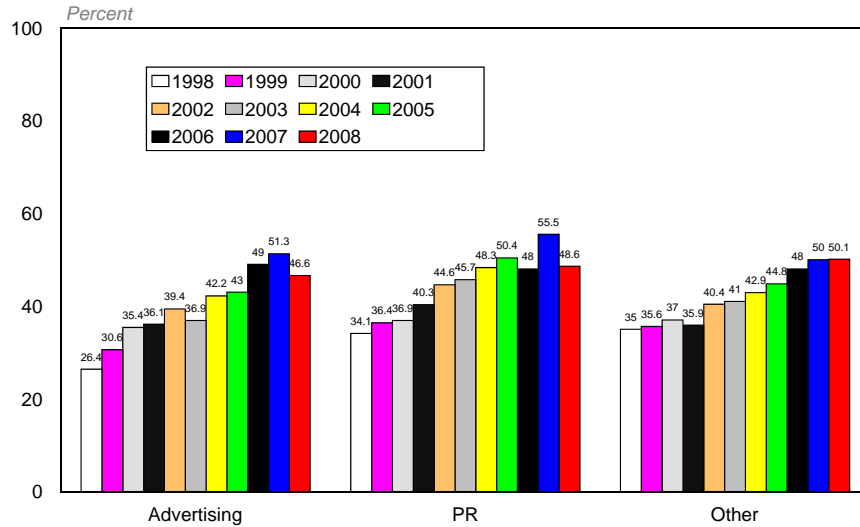
Final grades of Bachelor's degree recipients by major: percent with A or A-



Source: Annual Survey of Journalism & Mass Communication Graduates

## S5. Grades by major II

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

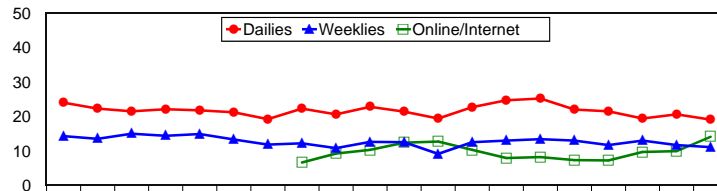


Source: Annual Survey of Journalism & Mass Communication Graduates

## S6. Seeking print jobs

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

Percent

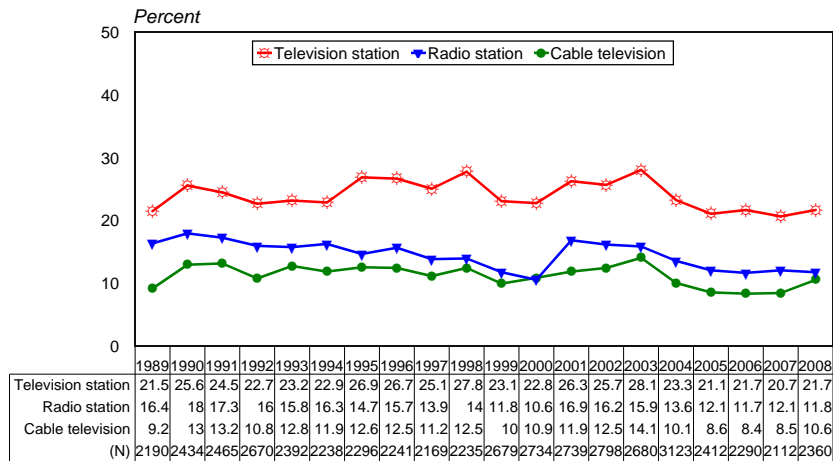


	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Dailies	24	22.3	21.5	22.1	21.8	21.2	19.2	22.3	20.6	22.8	21.4	19.4	22.7	24.7	25.2	22	21.5	19.4	20.6	19.1
Weeklies	14.3	13.5	15	14.4	14.9	13.3	11.8	12.2	10.8	12.6	12.5	9.1	12.5	13	13.4	13	11.7	13	11.7	11.1
Magazines	14.6	13.5	13.8	13.1	13	11.2	12.3													
Consumer Magazines								7.3	6.9	8	7.6	8.2	10.3	10.2	10.1	10.7	11	10.2	10.2	11.8
Trade Press								7.6	7.1	7.5	6	6.1	6.9	6.3	6	5.9	5.9	5.4	4.9	6.9
Book Publishers	9.9	9.1	11.5	9.6	10.1	8	6.2	7.9	6.7	7.8	6.8	6.4	8.3	8.3	9.3	7.8	6.7	6.6	7.5	9.1
Wire Services	3.1	3	9.1	2.8	3.5	2.7	2.8	2.7	2.9	3.8	3.6	3.4	4.5	4.5	4.8	3.2	2.9	3.4	3.7	4.9
Newsletters						3.2	2.4	2.2	1.7	2.5	1.9	1.4	2	1.7	1.8	1.8	1.8	1.7	2.2	2.1
Newsletter/Mags						4.8	4.8	5.2	4.7	5	4.6	3.9	4.5	4.7	4.8	5.3	3.7	3.7	3.6	4.8
Online/Internet								6.6	9.2	10.3	12.4	12.7	10.3	7.9	8.2	7.3	7.2	9.7	9.9	14.1
Looseleaf/Directory																		0.5	0.8	0.9
Research Report/Journal																		1.9	3.3	3.8
(N)	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235	2679	2734	2739	2798	2680	3123	2412	2290	2112	2360

Source: Annual Survey of Journalism & Mass Communication Graduates

## S7. Seeking broadcast jobs

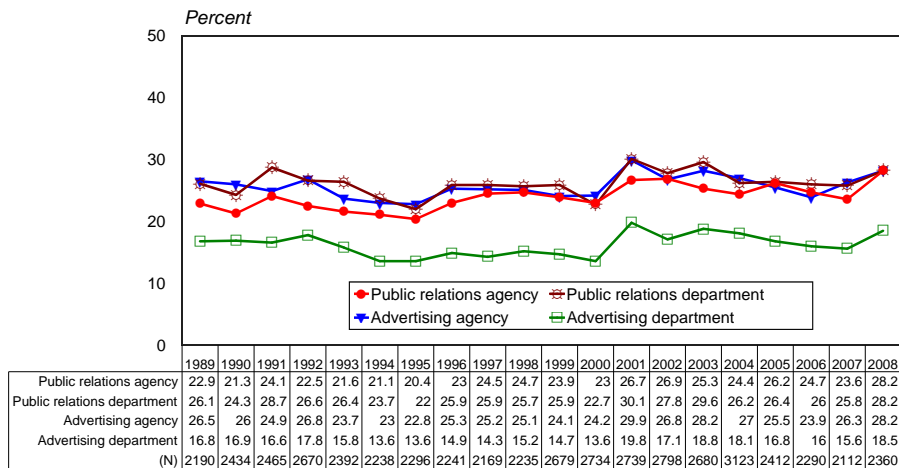
Jobs sought by Bachelor's degree recipients in the area of broadcasting.  
Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

## S8. Seeking PR/advertising jobs

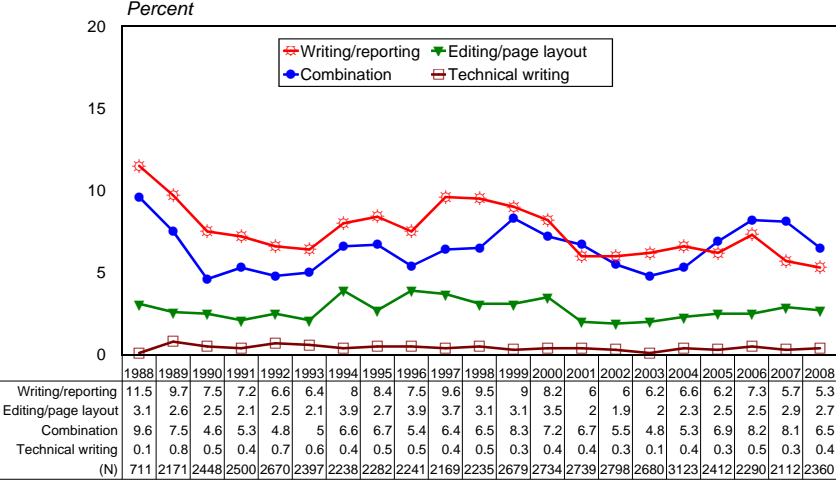
Jobs sought by Bachelor's degree recipients in the area of PR  
and advertising. Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

# S9. News-editorial tasks

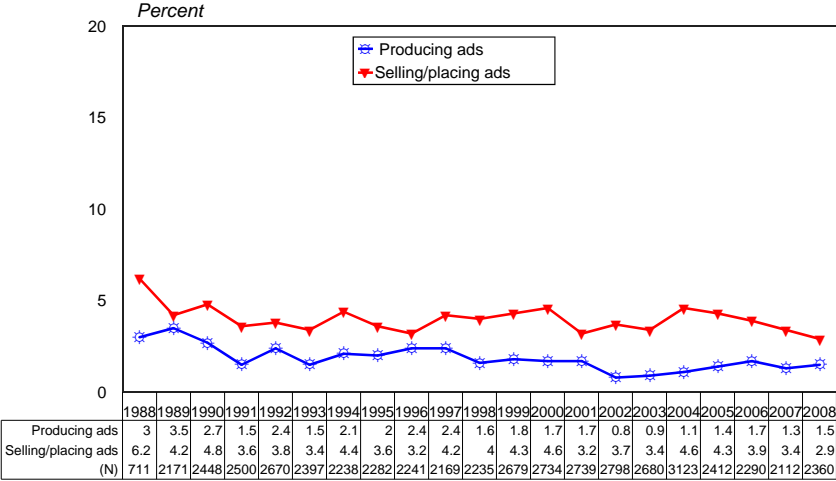
Bachelor's degree recipients' job tasks in the area of print journalism



Source: Annual Survey of Journalism & Mass Communication Graduates

# S10. Advertising tasks

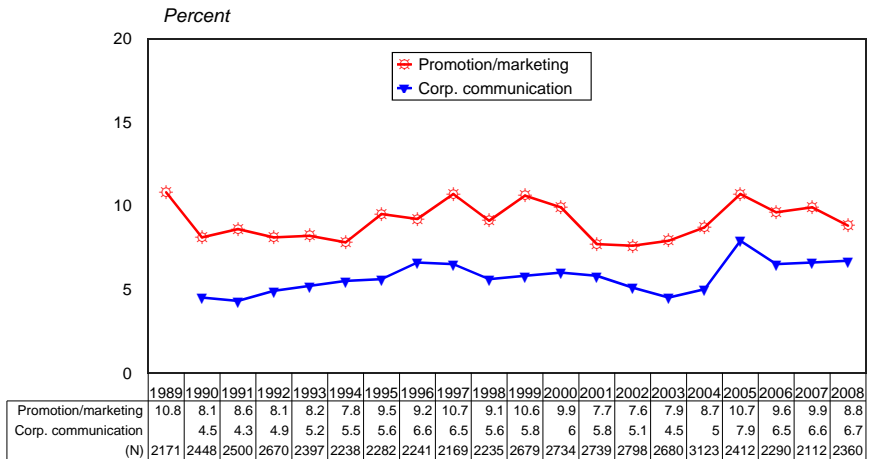
Bachelor's degree recipients' job tasks in the area of advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

## S11. Corporate communication tasks

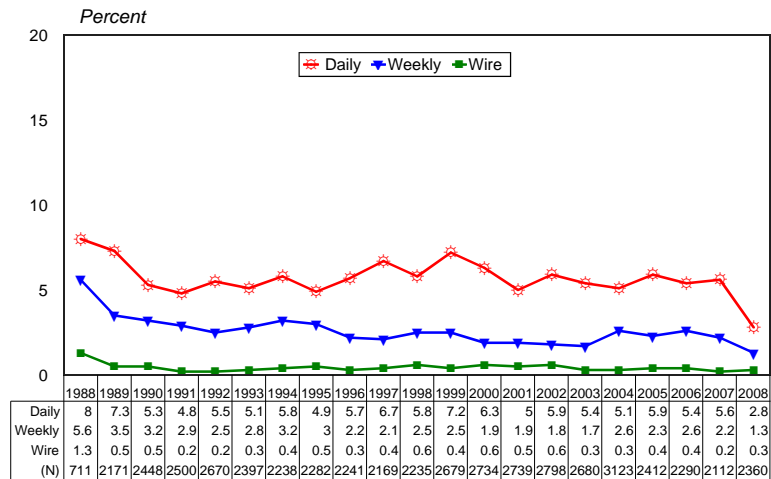
Bachelor's degree recipients' job tasks in the area of corporate marketing and communication



Source: Annual Survey of Journalism & Mass Communication Graduates

## S12. Newspaper work

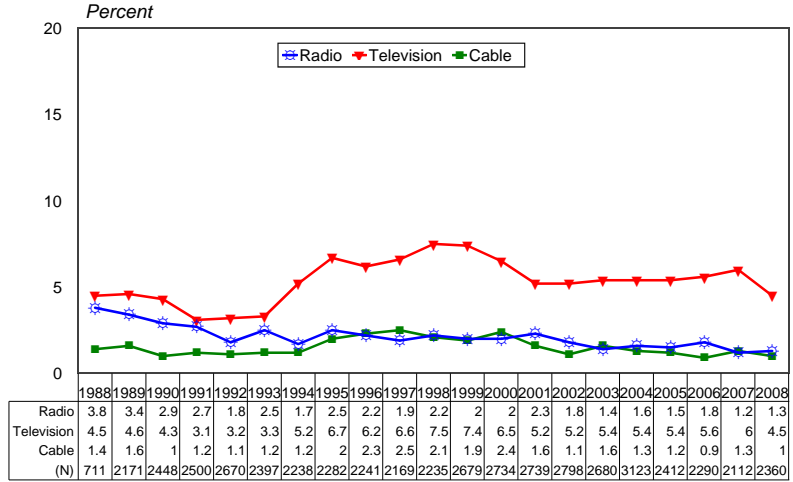
Bachelor's degree recipients working in newspaper jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

# S13. Telecommunication work

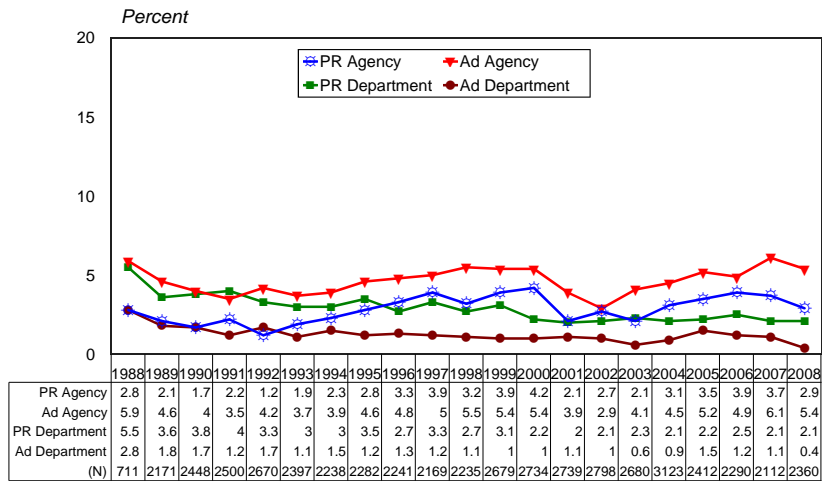
Bachelor's degree recipients working in telecommunications jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

# S14. PR and advertising work

Bachelor's degree recipients working in public relations and advertising

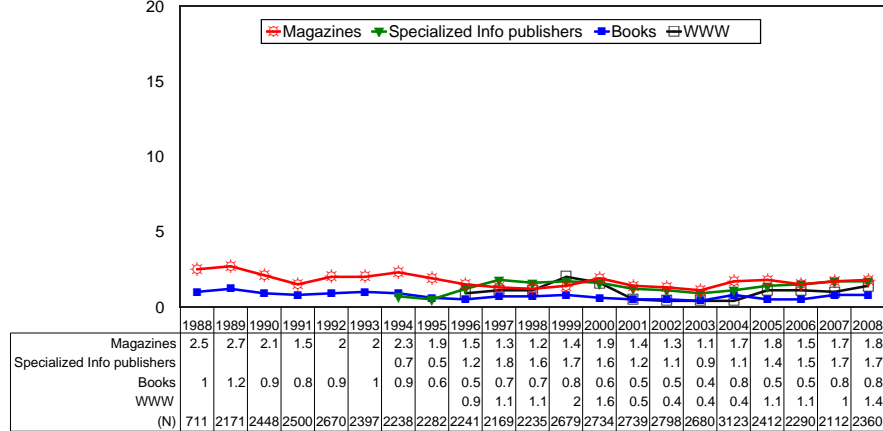


Source: Annual Survey of Journalism & Mass Communication Graduates

## S15. Other communication work

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

Percent

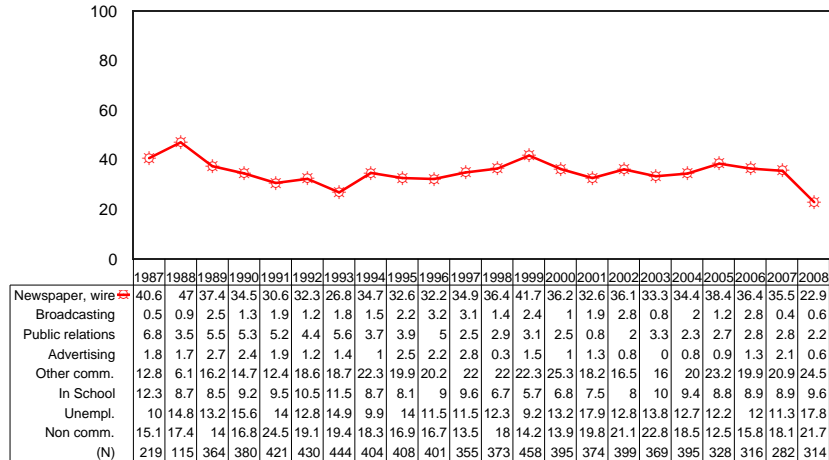


Source: Annual Survey of Journalism & Mass Communication Graduates

## S16. Hiring news students

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

Percent

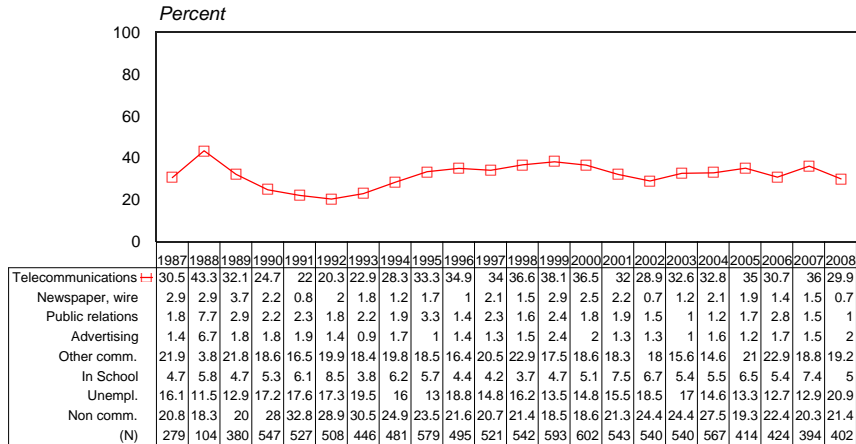


Source: Annual Survey of Journalism & Mass Communication Graduates



# S17. Hiring broadcast students

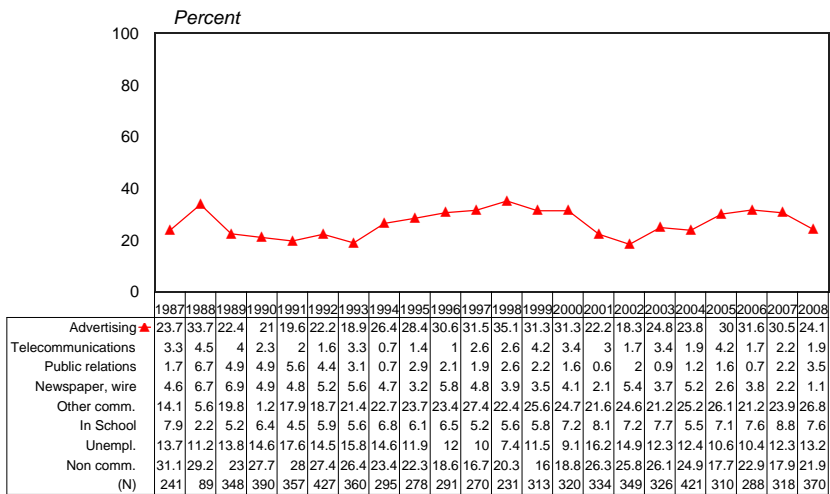
Students with an emphasis in telecommunications who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# S18. Hiring advertising students

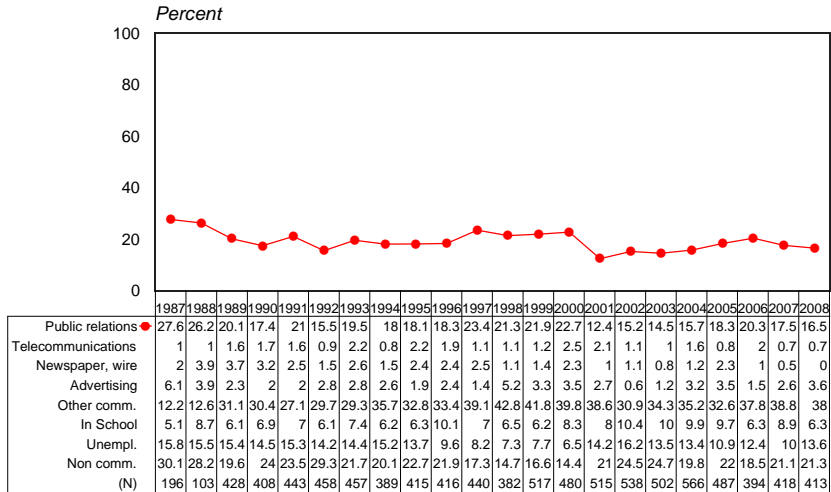
Students with an advertising emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# S19. Hiring PR students

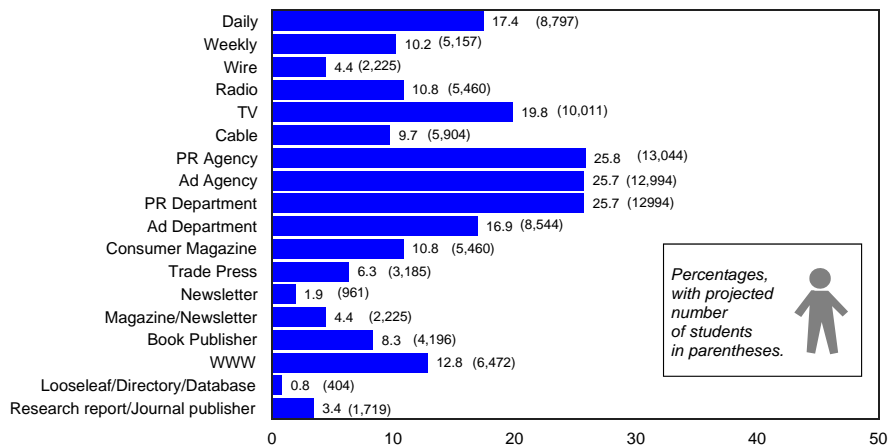
Students with a public relations emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

# S20. Where grads seek work

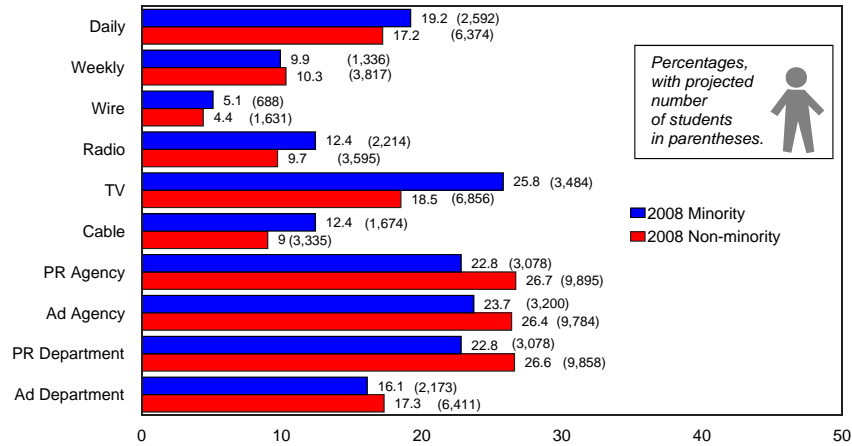
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2008



Source: Annual Survey of Journalism & Mass Communication Graduates

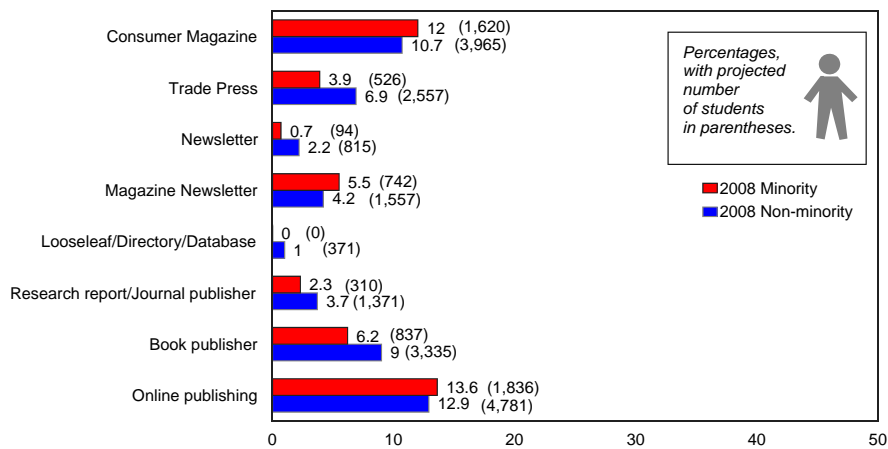
## S21. Minorities and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2008



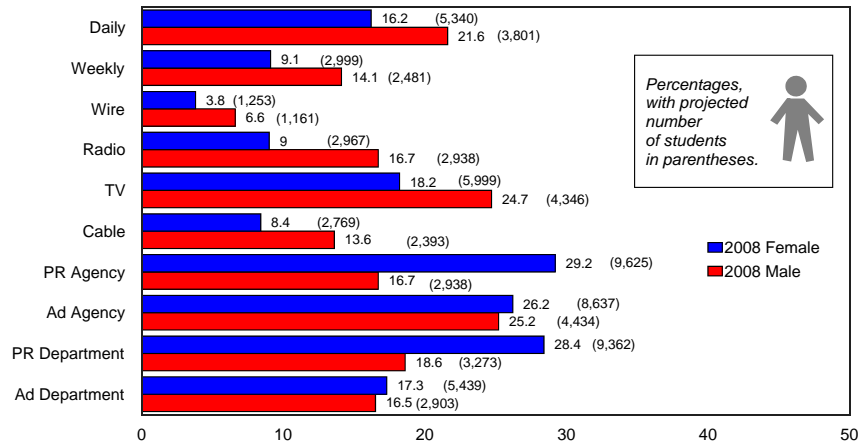
## S22. Minorities and job seeking II

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2008



## S23. Gender and job seeking I

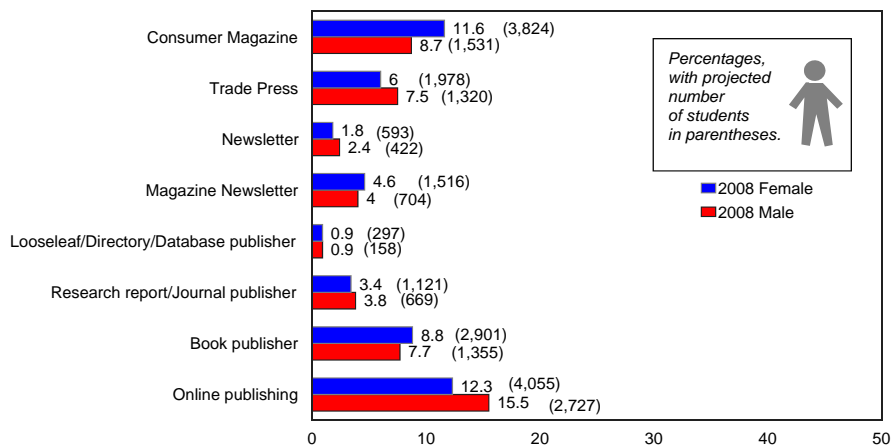
Types of jobs sought by journalism and mass communication  
Bachelor's degree recipients in 2008



Source: Annual Survey of Journalism & Mass Communication Graduates

## S24. Gender and job seeking II

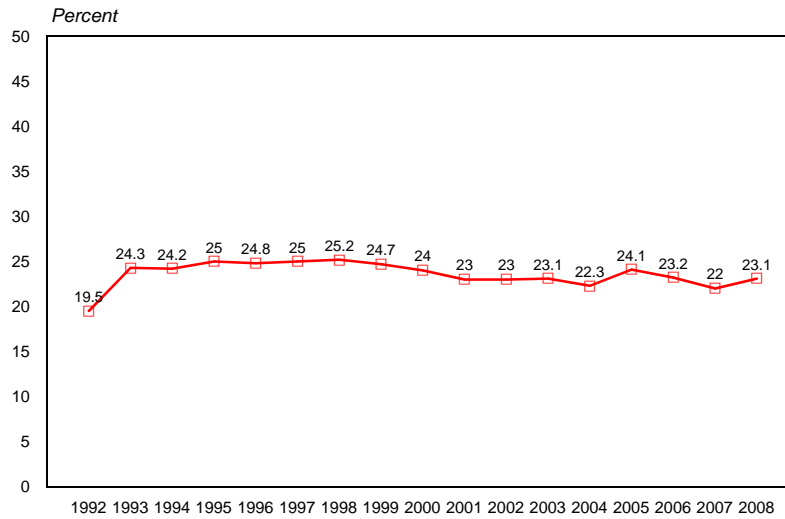
Types of jobs sought by journalism and mass communication  
Bachelor's degree recipients in 2008



Source: Annual Survey of Journalism & Mass Communication Graduates

## S25. Overtime without pay

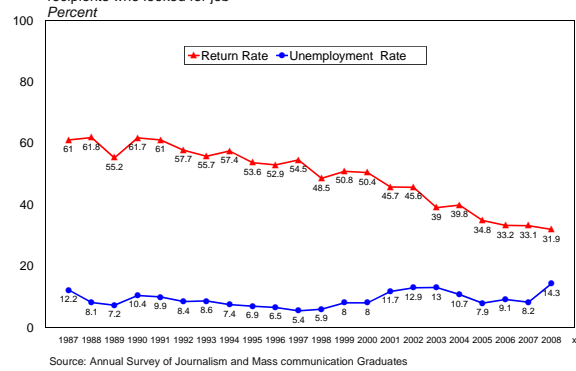
Bachelor's degree recipients working more than 40 hours per week as full-time employees without reimbursement



Source: Annual Survey of Journalism & Mass Communication Graduates

# Appendix 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



Appendix Table 1. Median Salaries by Employer Type

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

Appendix Table 1. Median Salaries by Employer Type

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



Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005	2006	2007	2008
<b>CPI-U Cumulative from '85</b>	1.670	1.705	1.758	1.807	1.883	1.934	2.015	1.989
<b>Master Total</b>								
Nominal salary/wk	\$579	\$615	\$630	\$635	\$712	\$731	\$769	\$731
Nominal salary/yr	\$30,120	\$32,000	\$32,760	\$33,000	\$37,000	\$38,000	\$40,000	\$38,000
Real Salary 85 \$	\$18,038	\$18,770	\$18,638	\$18,263	\$19,652	\$19,652	\$19,853	\$19,109
N	102	105	101	159	93	87	119	104
<b>Bachelor Total</b>								
Nominal salaries/wk	\$500	\$500	\$500	\$535	\$558	\$577	\$577	\$577
Nominal salary/yr	\$26,000	\$26,000	\$26,000	\$27,800	\$29,000	\$30,000	\$30,000	\$30,000
Real Salary 85 \$	\$15,571	\$15,251	\$14,792	\$15,386	\$15,403	\$15,515	\$14,890	\$15,086
N	1,749	1,695	1,585	1,995	1,586	1,572	1,398	1,357
<b>Daily Newspapers</b>								
Nominal salary/wk	\$498	\$481	\$490	\$500	\$538	\$520	\$538	\$560
Nominal salary/yr	\$25,896	\$25,000	\$25,480	\$26,000	\$28,000	\$27,040	\$28,000	\$29,120
Real Salary 85 \$	\$15,509	\$14,664	\$14,496	\$14,389	\$14,872	\$13,984	\$13,897	\$14,643
N	120	152	127	146	127	109	106	60
<b>Weeklies</b>								
Nominal salary/wk	\$462	\$423	\$462	\$462	\$480	\$475	\$516	\$500
Nominal salary/yr	\$24,000	\$22,000	\$24,000	\$24,000	\$24,980	\$24,700	\$26,850	\$26,000
Real Salary 85 \$	\$14,373	\$12,905	\$13,654	\$13,282	\$13,268	\$12,774	\$13,326	\$13,074
N	43	45	39	69	46	53	38	23
<b>Radio</b>								
Nominal salary/wk	\$481	\$462	\$462	\$442	\$500	\$519	\$481	\$587
Nominal salary/yr	\$25,000	\$24,000	\$24,000	\$23,000	\$26,000	\$27,000	\$25,000	\$30,500
Real Salary 85 \$	\$14,972	\$14,078	\$13,654	\$12,729	\$13,809	\$13,963	\$12,408	\$15,337
N	46	33	20	29	25	23	16	20
<b>Television</b>								
Nominal salary/wk	\$413	\$423	\$423	\$452	\$442	\$470	\$462	\$462
Nominal salary/yr	\$21,500	\$22,000	\$22,000	\$23,492	\$23,000	\$24,440	\$24,000	\$24,000
Real Salary 85 \$	\$12,876	\$12,905	\$12,517	\$13,001	\$12,216	\$12,640	\$11,912	\$12,069
N	117	115	112	132	103	103	111	86

Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005	2006	2007	2008
<b>Cable Television</b>								
Nominal salary/wk	\$538	\$548	\$538	\$577	\$548	\$580	\$563	\$650
Nominal salary/yr	\$28,000	\$28,500	\$28,000	\$30,000	\$28,500	\$30,160	\$29,300	\$33,800
Real Salary 85 \$	\$16,769	\$16,717	\$15,930	\$16,603	\$15,137	\$15,598	\$14,542	\$16,997
N	38	28	37	35	25	19	24	23
<b>PR Agency/Dept</b>								
Nominal salary/wk	\$534	\$519	\$538	\$548	\$577	\$577	\$615	\$596
Nominal salary/yr	\$27,750	\$27,000	\$28,000	\$28,500	\$30,000	\$30,000	\$32,000	\$31,000
Real Salary 85 \$	\$16,619	\$15,837	\$15,930	\$15,773	\$15,934	\$15,515	\$15,882	\$15,589
N	104	118	109	145	128	136	114	109
<b>Ad Agency/Dept</b>								
Nominal salary/wk	\$510	\$519	\$519	\$538	\$538	\$577	\$615	\$577
Nominal salary/yr	\$26,500	\$27,000	\$27,000	\$28,000	\$28,000	\$30,000	\$32,000	\$30,000
Real Salary 85 \$	\$15,871	\$15,837	\$15,361	\$15,496	\$14,872	\$15,515	\$15,882	\$15,086
N	124	99	114	161	153	124	134	119
<b>Specialized Information</b>								
Nominal salary/wk	\$577	\$551	\$519	\$538	\$587	\$596	\$615	\$587
Nominal salary/yr	\$30,000	\$28,655	\$27,000	\$28,000	\$30,500	\$31,000	\$32,000	\$30,500
Real Salary 85 \$	\$17,967	\$16,808	\$15,361	\$15,496	\$16,199	\$16,032	\$15,882	\$15,337
N	25	28	21	31	30	30	31	34
<b>Magazine</b>								
Nominal salary/wk								
Nominal salary/yr								
Real Salary 85 \$								
N								
<b>Consumer Magazine</b>								
Nominal salary/wk	\$500	\$526	\$481	\$519	\$558	\$538	\$615	\$538
Nominal salary/yr	\$26,000	\$27,350	\$25,000	\$27,000	\$29,000	\$28,000	\$32,000	\$28,000
Real Salary 85 \$	\$15,571	\$16,043	\$14,223	\$14,943	\$15,403	\$14,481	\$15,882	\$14,080
N	37	28	25	47	34	30	31	34
<b>Online Publishing</b>								
Nominal salary/wk	\$644	\$500	\$620	\$615	\$615	\$606	\$719	\$635
Nominal salary/yr	\$33,500	\$26,000	\$32,250	\$32,000	\$32,000	\$31,500	\$37,400	\$33,000
Real Salary 85 \$	\$20,063	\$15,251	\$18,348	\$17,710	\$16,996	\$16,291	\$18,562	\$16,594
N	13	7	8	13	21	24	17	23