

2012 Annual Survey of Journalism & Mass Communication Graduates

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Executive Summary

- Just fewer than three out of four of those earning bachelor's degrees in journalism and mass communication had at least one job upon graduation, comparable to what was true a year earlier.
- By Oct. 31—the benchmark date for comparison year-to-year—56.0% of the bachelor's degree recipients had a full-time job, up just slightly from 53.3% a year earlier.
- The rate of employment improved in the months after graduation, and 65.6% of the graduates reported holding a full-time job roughly six to eight months after graduation.
- The level of unemployment for journalism and mass communication bachelor's degree recipients remained below that of the age cohort of which the graduates are a part.
- Bachelor's degree recipients were more likely to have found a job in the field of communication than a year earlier, with 59.7% of them so employed six to eight months after graduation.
- Those bachelor's degree recipients who are members of racial and ethnic minorities had more difficulty finding work than did other graduates. Women once again had more success in the job market than did men.
- Those earning master's degrees in journalism and mass communication in 2012 saw no improvement in the job market compared with what was experienced by graduates a year earlier.
- Bachelor's degree recipients who found full-time work earned on average \$32,000 in 2012, compared with \$31,000 a year earlier. The increase offset the impact of inflation.
- Master's degree recipients with full-time jobs earned \$40,000 in 2012, the same as their counterparts in 2011.
- About a quarter of the bachelor's degree recipients said they regretted that they had studied journalism and communication, similar to in the past, and six in 10 said they felt they were adequately prepared for the job, again, similar to the past.
- Graduates said overwhelmingly that their coursework and professors were up-to-date.

The job market for journalism and mass communication graduates, viewed from the perspective of a series of individual indicators, didn't get worse in 2012, but it also didn't get much better. Viewed from the perspective of those indicators as whole, the market showed signs of continued improvement, suggesting that the worst in terms of the market is in the past.

The best news comes from an examination of monthly returns since November by those who received a bachelor's degree in journalism and mass communication in the spring of 2012. Among those graduates who first reported their level of employment in May of 2013, 70.7% had a full-time job. This was the highest figure reported for the year and was up from the 66.8% level of full-time employment reported by graduates in May of 2012. It also was the highest monthly figure reported since May of 2008.

The worst news comes from reports of master's degree recipients. The level of full-time employment using two benchmark measures was lower than a year earlier, though only slightly so.

Bachelor's degree recipients reported higher salaries than a year earlier, and the increase offset the impact of the relatively low inflation in the country. Master's degree recipients reported the same average salary as a year earlier. Benefits packages are largely unchanged from a year ago.

Graduates, given the chance to complain about the instruction they received in preparation for their job searches, largely pulled their punches.

Slight Recovery Continues

Graduates completing the survey historically have been asked to indicate how many job offers they had when they graduated, and the data for bachelor's degree recipients back through 1988 are shown in **Chart 1**. Responses to the question provide an initial indication of the job market experienced by graduates. That market collapsed in 2008 and continued to decline in 2009. Since that year, the market has improved, and 73.2% of the 2012 graduates reported leaving their studies with at least one job offer. The figure was a statistically comparable 72.5% a year earlier. The average number of offers in hand for 2012 graduates was 1.4, the same as a year earlier. **Chart 2**, which reports responses to questions about job interviews since the respondent started looking for a job, shows a similar pattern. The measure has been used only in the last decade, and it shows that nine in 10 of the 2012 bachelor's degree recipients reported having at least one in-person job interview in 2012, a figure comparable to the figure a year earlier.

Survey instruments are mailed to the graduates in waves starting on Nov. 1, and Oct. 31 is used as a reference point for employment that is constant regardless of when the graduates complete the survey. In 2012, 56.0% of the bachelor's degree recipients reported having a full-time job at that point, a figure that is just higher than the 53.3% reported by 2011 graduates (**Chart 3**). Not all of those graduates

had started looking for work, and if they are removed from the computation, the level of full-time employment is 63.2%, compared with 61.8% a year earlier. These data are shown in **Chart 4**.

Respondents also report their employment status when they return the survey instrument, which can stretch from November to May of the following year. In 2012, 65.6% of the bachelor's degree recipients reported that they were employed full-time when they responded to the survey. That figure was up just slightly, but significantly, from the 62.2% figure of a year earlier (**Chart 5**). Responses to this question varied across the year, with the November figure (58.6%) nearly identical to the 56.0% full-time employment rate on Oct. 31, when the survey went into the field (**Chart 6**). From November through May, the level of employment generally increased, with the level of full-time employment in May of 2013 standing at 70.7%. That level of employment is the highest reported on a monthly basis since May of 2008. The monthly figures have to be viewed cautiously, given the small number of respondents each month (N=399 in May of 2013). But the evidence of an improved job market overall since November of 2010 is unmistakable in the chart.

The unemployment rate for journalism and mass communications bachelor's degree recipients across time has always been higher than the unemployment rate in the labor market generally. That is hardly surprising, given that the graduates are just entering the market, while the larger market includes employment veterans. A more telling comparison comes from data on the age cohort of the graduates, namely those 20-24 years old. And in the last four years, journalism and mass communication graduates have outperformed their age cohort in the job market (**Chart 7**). Here unemployment is computed comparably for the national data and for the graduate survey data. The chart shows that there have been periods when journalism and mass communication graduates did not have more success in the job market than their cohort, and the data for the last four years show some strength in the journalism and mass communication labor market niche.

Nearly nine of 10 of the graduates with a full-time job reported that the position was a permanent one, a figure that has been unchanged since 2009 (**Chart 8**). The percentage of graduates with part-time jobs that are permanent increased in 2012. Similarly, the chart shows an increase in the percentage of both full-time and part-time graduates who are doing free-lance work on the side. This latter question has been asked only since 2006. The trend suggests that free-lance work is increasing with the improvement in the economy.

One of the most important indicators of the strength of the job market is the percentage of graduates who took work in the field, as opposed to with some other type of employer. **Chart 9** shows that, in 2012, 59.7% of the graduates reported holding a job "that involves communication activities and skills related to your area of study in college." That figure had been 54.8% in 2011 and 48.3% in 2009.

The improvements in the job market reported by 2012 bachelor's degree recipients varied by field of study, as has been true historically. Those graduates who had specialized in news-editorial journalism—the traditional print base of journalism and mass communication education—reported an

increase in level of full-time employment in 2012 compared with a year earlier (**Chart 10**). The market for these graduates also had improved a year earlier, but 2010 had been a particularly bad one. The job market for bachelor's degree recipients with telecommunications specialization also improved slightly in 2012 compared with the year earlier (**Chart 11**). Graduates with an advertising concentration, in contrast, saw no improvement in the job market in 2012 compared with a year earlier (**Chart 12**). The same is the case for graduates who specialized in public relations (**Chart 13**). Telecommunications graduates continued to have the most difficulty in the job market, followed by news-editorial, advertising and public relations graduates, though the differences among the latter three were relatively modest.

Female graduates reported a higher level of full-time employment in 2012 than did male graduates, as has been the case historically (**Chart 14**). The gap actually was quite small in 2012, however, and, since women are more likely to specialize in advertising and public relations than are men, the difference is easily explained through those interests. Minority graduates in 2012 had a more difficult time in the job market than did graduates who were not members of racial and ethnic minorities (**Chart 15**). The gap has been persistent across time and was nearly at the same level as a year earlier. The persistence of a gap between minority and nonminority graduates is shown in **Chart 16** as well. Bachelor's degree recipients who are members of racial or ethnic minority groups and found a job once again were much less likely to have found that job in communication than were those bachelor's degree recipients who were not members of minority groups.

The dominance of web-based communication in the jobs graduates find is in evidence in responses to a question asking graduates to identify "activities" they do in their jobs. Six in 10 of the 2012 bachelor's degree recipients reported that they write and edit for the web, a figure that has been unchanged in recent years (**Chart 17**). Nearly eight in 10 report that they use the web for research. Again, there is little evidence of change over time. There is some variability in writing and reporting for the web based on the type of employer (**Charts 18 & 19**). Those working at daily and weekly newspapers and with online exclusively employers show the highest levels of this activity, and those working in advertising doing the least. All employers show high levels of use of the web for research (**Charts 20 & 21**). There has been relatively little change in this picture in recent years. Less universal web work is shown in **Charts 22 and 23**. More than half of the graduates report working with social media, and nearly that level report producing graphics and photos for the web and using the web in promotion. No dramatic change is in evidence in recent years in these activities.

A separate question asked graduates if they engage in a series of activities in their current work, and responses to this question appear in **Charts 24 and 25**. Writing, reporting and editing for print remains the dominant of these activities, with a third of the bachelor's degree recipients with a job in communication reporting doing that type of work. Little evidence of change in recent years is present in the two charts with a single exception. In 2012, 13.3% of the graduates reported producing content for

mobile devices, up from 1.6% in 2006. Given the prominence of mobile communication, it is surprising that more graduates do not report that type of activity.

Graduates could be expected to work more than a 40-hour-week in a strong economy, particularly when employment rates are not high. There is little evidence of that in **Chart 26**. Graduates in 2012 were nearly as likely as graduates a year earlier to be working a 40-hour week.

Journalism and mass communication education is dominated by undergraduate offerings, so what happens in that segment of the labor market is most reflective of the market generally. Each year, however, about one in 10 of the degrees offered by journalism and mass communication programs is to students completing a master's degree. Those students historically have had more success in the market than those earning a bachelor's degree. Given the likelihood that the master's degree recipients have more on-the-job experience, the gap is hardly surprising. In 2012, that gap had largely eroded. Seven in 10 of the master's degree recipients in 2012 reported leaving the university with a job offer (**Chart 27**). The figure is just slightly lower than was the case for bachelor's degree recipients (**Chart 1**). Of the 2012 master's degree recipients, 56.6% had a full-time job on the benchmark date of Oct. 31, 2010, down from the year before (**Chart 28**). The comparable figure for bachelor's degree recipients was 56.0% (**Chart 3**). The rate of full-time employment was 63.1% for those master's degree recipients who had looked for work (**Chart 29**). The figure for bachelor's degree recipients was 63.2% (**Chart 4**). When the master's degree recipients returned the questionnaire, 66.9% of them held a full-time job (**Chart 30**), compared with the figure of 65.6% for bachelor's degree recipients (**Chart 5**). Because of the relatively small number of cases for the master's degree recipients, it is hard to say with confidence that the 2012 figures are real declines from a year earlier, though the consistency across the measures suggests that is the case. Perhaps because of the continuing weakness of the job market overall, employers show little willingness to reward master's degree recipients for their extra education.

Salaries Show Gains

For the second year in a row, the median salary earned by journalism and mass communication bachelor's degree recipients increased, and in both years, the increases were sufficient to offset the effects of the relatively modest inflation in the economy (**Chart 31**). In 2012, bachelor's degree recipients with full-time jobs reported earning \$32,000, up by \$1,000 from the salary reported by graduates a year earlier and by \$2,000 from 2010. In fact, the median salary earned by bachelor's degree recipients had been unchanged from 2006 through 2010.

Even with the increase, the salary earned by bachelor's degree recipients in 2012 was \$1,600 less than journalism and mass communication bachelor's degree recipients earned in 2000 in terms of inflation-adjusted dollars and just above the level of salary earned by journalism and mass communication bachelor's degree recipients in the field in 1987.

Journalism and mass communication master's degree recipients reported earning \$40,000 in 2012, considerably more than the bachelor's degree recipients earned. But the 2012 median salary for master's degree recipients was unchanged from a year earlier. In inflation-adjusted dollars, the 2012 master's degree recipients earned considerably less than graduates in 1999 and even in 1989.

No comparable data based on reports of graduates is available for other fields. The National Association of Colleges and Employers (NACE) has reported that the median annual starting salary offered to all 2012 college graduates was \$42,666. The data come from a sample of employers. NACE reported that graduates in business earned \$50,633. Those in engineering earned \$60,151. And graduates in computer science earned \$57,529. NACE reports a broad communication category, where the median salary in 2012 was reported to be \$41,550, or much more than the journalism and mass communication graduates reported themselves. NACE does not report data on job offers to master's degree recipients. Job Search Intelligence, which reports that its data are derived from a variety of sources, including the U. S. Department of Labor, the U. S. Bureau of Labor Statistics, the National Center for Education Statistics, and proprietary resources, reports that recent graduates in accounting earned from \$28,800 to \$41,300. Civil engineers made \$44,900. Computer engineering graduates made between \$39,200 and \$57,300. JSI reports that advertising graduates made between \$31,000 and \$35,500, communication graduates between \$22,200 and \$43,400, and journalism graduates between \$20,100 and \$44,400.

The median salary earned by 2012 bachelor's degree recipients who found full-time work in the daily newspaper industry was \$28,550 (**Chart 32**). Salaries for graduates in the daily newspaper industry have increased both of the last two years. Bachelor's degree recipients who found work at a weekly newspaper reported a median salary of \$27,000 (**Chart 33**). Graduates with work at weeklies also have reported salary increases each of the last two years.

Salaries earned by bachelor's degree recipients who found full-time work in radio in 2012 was \$31,250, up markedly from a year earlier (**Chart 34**). Graduates with full-time employment in television reported making \$28,000 in 2012, up \$2,500 from a year earlier (**Chart 35**). Salaries in television have increased each year since 2008.

The average salary for a 2012 bachelor's degree recipient who found a job in advertising was \$34,000, or \$1,500 more than graduates similarly employed in 2011 reported (**Chart 36**). Graduates who found a full-time job in public relations reported earning \$33,000, up nearly \$1,000 from a year earlier (**Chart 37**).

Salaries earned by 2012 bachelor's degree recipients with full-time jobs in the daily newspaper industry, the weekly newspaper industry, the magazine industry, specialized publishing, radio and broadcast television all were below the median earned by bachelor's degree recipients with full-time jobs overall (**Chart 38**). This is a historical pattern, except in the case of specialized information publishing, which usually offers above average salaries. Graduates with full-time jobs in cable television, advertising,

public relations, combined advertising and television, specialized publishing and with online publishers all were above the median, as were graduates with full-time work with a production company, an educational institution or a government agency. Graduates who found work in what they called a communication job but with an employer they said was not part of the media field earned, on average, \$27,864, or below the median. Many graduates reject the classification scheme shown in Chart 38 but say the employer is a media company. Examples from 2012 include a brewery, a catering company, a software company, and an Internet marketing firm. Some graduates simply indicate they are self-employed. The median salary for these graduates in 2012 was \$35,000, or considerably above the median.

Bachelor's degree recipients with a job in the Northeast reported a median annual salary in 2012 of \$35,000, up \$2,000 from a year earlier (**Chart 39**). The median salary for those employed in this area was higher than in other areas of the country, with graduates in the Midwest reporting the lowest salary at \$30,160, little changed from a year earlier. Only a small percentage of the 2012 graduates reported being a member of a labor union, as has been the case in the past (**Chart 40**). Overall, the figure was 1.5%, and it also was just 1.5% of those with a full-time job. The median salary for those bachelor's degree recipients with a full-time job and who were union members in 2012 was \$39,780, compared with \$32,000 for those who were not union members (**Chart 41**). Across the years, graduates who were members of a labor union have made higher salaries, with 2011 being the sole exception.

In 2012, bachelor's degree recipients doing freelance work reported earning, on average, \$3,000 from that work or other self-employment outside the regular job (**Chart 42**). That was up from a year earlier. The median salary earned by master's degree recipients doing freelance work was \$5,000, as it had been in 2011. In 2012, 17.6% of the bachelor's degree recipients and 25.9% of the master's degree recipients reported doing freelance work.

Benefits that journalism and mass communication bachelor's degree recipients received in 2012 were mostly unchanged from what graduates reported receiving a year earlier. Graduates are asked to report on a list of nine benefits and indicate whether the employer pays for the benefit entirely or whether the employer pays only part of the costs of the benefit (**Charts 43-51**). The list included basic and major medical coverage, prescription drug and disability insurance, dental insurance, life insurance, maternity/paternity leave, child care and a retirement plan beyond social security. In 2012, 54.6% of the graduates with full-time jobs reported getting basic medical insurance either with full or partial assistance from their employer. The figure a year earlier was 55.3%. The charts indicate that the erosion in benefits packages that began after 2008 seems to have been arrested.

Worker Attitudes

In 2012, 58.7% of the bachelor's degree recipients with a job said they took the job because it was what they wanted to do (**Chart 52**). This is an increase over a year earlier and reflects the continuing, if slight, improvement in the overall job market. The percentage of graduates in 2012 who reported they took the job because it was the only one available was 34.6%, down from a year ago. Job satisfaction among those with full-time jobs showed a decline in 2012, while it improved for those with a part-time job (**Chart 53**). Graduates with part-time jobs did report significantly lower job satisfaction levels than those with full-time jobs, as has been true historically, indicating that part-time employment is most often underemployment. Those 2012 bachelor's degree recipients who found full-time jobs had levels of commitment to those jobs comparable to the commitment of 2011 graduates (**Chart 54**).

The percentage of bachelor's degree recipients with a degree in journalism and mass communication who said they wished they had prepared for another career was much the same in 2012 as in 2011 (**Chart 55**). Two-thirds of the graduates remained content with their chosen field of study. As has been true in recent years, about six in 10 of the 2012 bachelor's degree recipients reported that their studies prepared them for the job market (**Chart 56**).

The survey instrument in 2012 included a new question asking graduates to comment about specific aspects of their just-completed coursework. About four in 10 of the graduates reported that their courses included too little technical training (**Chart 57**). Only about one in 10 said the courses included too little substantive materials about the process of communication (**Chart 58**). Eight in 10 of the graduates said their coursework contained up-to-date content (**Chart 59**), and the same ratio said that their studies gave them the background needed to be a successful communicator (**Chart 60**). Seven in 10 said the courses provided the education needed in today's workplace (**Chart 61**), and nearly the same ratio said the education received was what will be needed in the career (**Chart 62**). More than eight in 10 said their instructors were current (**Chart 63**), and about the same ratio said the facilities and equipment were up-to-date (**Chart 64**). It is possible to read these data either as not very critical or as somewhat critical of journalism and mass communication education. Since the question has not been used in the past, it also is impossible to provide a temporal reference. The student preference for technical over more theoretical coursework is in evidence in responses to the first two questions. But most students said, based on their experiences to date, that they had gotten the skills and education they needed.

Media Use

Only about a third of the journalism and mass communication bachelor's degree recipients in 2012 reported they had read a newspaper the day before completing the survey, the lowest figure since the question was first posed in 1994 (**Chart 65**). In fact, the 36.6% who reported reading a newspaper in 2012 is less than half the 81.7% reporting that behavior in 1994. Most journalism and mass communication graduates also didn't read a magazine the day before completing the survey or read a book. Both figures were down significantly from a year earlier.

The 2012 journalism and mass communication graduates are much like the graduates of a year earlier in terms of their use of electronic media (**Chart 66**). About six in 10 reported watching television news the day before the survey, and four in 10 reporting listening to radio news. Three-quarters read or viewed news online, and two-thirds read, viewed or heard news on a mobile device. Online and mobile device use is the dominant news platform for the graduates. The online news category can overlap the mobile category, making a comparison difficult.

As was true a year earlier, more than half of the 2012 graduates reported reading at least one blog the day before the survey (**Chart 67**). More than nine in 10 of the 2012 graduates reported checking at least one social network site the day before they returned the survey form. That nearly universal behavior has been consistent for the last three years. Use of video on YouTube or other video sharing sites was reported as yesterday behavior by three-quarters of the 2012 graduates, as was the case a year earlier.

Levels of participation in campus professional organizations were much the same for 2012 bachelor's degree recipients as had been the case in 2011 (**Chart 68**). In fact, there has been little change in affiliation with these organizations for half a decade. In 2012, Public Relations Student Society of America was the group in which the largest percentage of graduates was involved. The Society of Professional Journalists and AdClub were once again the next most popular organizations.

Closing Comments

The job market for journalism and mass communication graduates in 2012 was not much improved from the year before, but the movement was in the right direction, at least for those who earned a bachelor's degree. It is hard to be very pleased with the small amount of change, which is consistent with and reflective of the overall labor market. That overall market is showing very slight improvement, and unemployment rates that are high by historical standards. Journalism and mass communication graduates

did outperform their age-cohort in terms of employment, as has been the case in recent years but has not always been true.

Compensation in the form of salaries has improved in the last two years for those earning a bachelor's degree in journalism and mass communication. Those receiving a master's degree did not earn more in 2012 than a year earlier, but the gap between entry-level employment for bachelor's and master's degree recipients remains great. The erosion of benefits packages for the graduates seems to have been halted.

Questions in the survey of graduates always give respondents an opportunity to complain about their education, and in 2012, about one in four of the graduates responded to one of those questions by saying that they regretted their career choice. The figure is relatively unchanged from a year earlier and about at the average across the 14 years the question has been asked. That it is a significant percent cannot be doubted. No standard from other fields exists for this question, however, and it seems likely that some graduates would be unhappy with their career choice regardless of which one they had selected. The match between expectation and actual job prospects is unlikely to ever be perfect. One in 20 of the journalism and mass communication graduates each year indicates that she or he had selected the field without ever intending to go into it.

A series of questions in the 2012 survey provided specific criticisms often being voiced at present about journalism and mass communication education and asked the graduates if they agreed with them. A significant number of the graduates, about four in 10, said that their courses included too little technical training, while only about one in 10 said the courses included too little substantive materials about the process of communication. The vast majority—but certainly not all—of the graduates said their coursework contained up-to-date content and that their studies gave them the background needed to be a successful communicator. Most said the courses provided the education needed in today's workplace and that the education received was what they believe will be needed in their careers. The vast majority said their instructors and facilities were up-to-date. In the ideal, all of the students would feel satisfied with their courses, their professors and the facilities. Critics will find evidence to support their claims in the data, and some of those less critical will find some solace.

Methodology

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

Since 1997, the *Annual Survey of Journalism & Mass Communication Graduates* has been conducted in the James M. Cox Jr. Center for International Mass Communication Training and Research at the Grady College of Journalism and Mass Communication, University of Georgia.

Each year a sample of schools is drawn from those listed in the *Journalism and Mass Communication Directory*, published annually by the Association for Education in Journalism and Mass Communication, and *The Journalist's Road to Success: A Career Guide*, available online from the Dow Jones News Fund and available online. Schools list themselves in the *AEJMC Directory*. All U.S. programs accredited by the Accrediting Council on Education in Journalism and Mass Communications and all U.S. members of the Association of Schools of Journalism and Mass Communication are in the *AEJMC Directory*. To be included in the *News Fund Guide*, the college or university must offer at least 10 courses in news-editorial journalism, and those courses must include core courses, such as an introduction to the mass media and press law and ethics, as well as basic skills courses such as reporting and editing. Selection of schools for the sample is probabilistic, so that those chosen represent the population of schools in the two directories. In 2012, 82 schools were drawn from the 485 unique entries of four-year programs in the U.S. (including Puerto Rico) in the two directories. In addition, in 2012, five universities opted to have their graduates included in the survey although those universities had not been chosen via probabilistic selection. Those five universities were Iowa State University, Louisiana State University, Pennsylvania State University, University of Illinois, and University of North Carolina. Data for those five universities were kept separate from the data from the schools selected probabilistically and are not part of this report.

Administrators at the selected schools and those that opted in to the study were 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 2012 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 2013. A third mailing was sent in March 2013 to graduates who had not responded to the first two mailings. For the 41 programs that had provided email addresses, the third mailing was followed by an email message as well.

Few of those 41 schools provided email addresses for all of their graduates, as many graduates remove their email addresses from or refuse to include their email addresses in public files. In addition, in 2012, three programs provided only email addresses, and those graduates received all four waves of solicitation via email. The graduates receiving the mailed survey could return the printed instrument in a self-addressed, postage-paid envelope, or they could complete the instrument online. Those receiving only email solicitations could only complete the form 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 nano (8 GB) in a lottery by participating.

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

In 2012, the survey was mailed to 10,099 individuals whose names and addresses were provided by the administrators of the 82 programs that made up the probability sample. A total of 2,151 returned the questionnaires by the end of May of 2013. Of the returns, 1,989 were from students who reported they actually had completed their degrees during the April to June 2012 period. The remaining 162 had completed their degrees either before or after the specified period, despite their inclusion in the spring graduation lists. A total of 949 questionnaires was returned undelivered and without a forwarding address. Return rate, computed as the number of questionnaires returned divided by the number mailed, was 21.3%. Return rate, computed as the number returned divided by the number mailed minus the bad addresses, was 23.5%.¹

Return rates by school varied widely, as in the past, from 0.0% to 55.6%. These figures are those computed with bad addresses removed. The 41 programs that provided a cover letter of endorsement from their own university dean or department head had a higher average return rate (28.3% with bad addresses removed) compared with those that did not provide a cover letter (20.4%). Return rate for the 15 programs that provided a cover letter, postal addresses, and email addresses was 30.7%. The return rate for the three schools that provided only email addresses was 14.3%. Those schools did not provide a cover letter.

Of the 1,989 usable surveys, 878, or 44.1%, were completed online. While still a minority, this is the highest percentage of returns completed online since graduates were given that option. In 2003, 4.4% of the usable questionnaires were completed by students via the web. An online option was not provided

¹The return rates in 2011 were 24.6% and 26.4%. In general, return rates have been declining for this and other surveys across time. The rates are shown in Appendix Chart 1.

in 2004 and 2005. The percentages for the subsequent years were: 2006, 13.8% ; 2007, 24.4%; 2008, 24.2%; and 2009, 28.0%; 2010, 29.9% and 2011, 31.1%.²

Of the 1,989 usable questionnaires, 1,823 (91.7%) were from bachelor's degree recipients and 166 were from those who received a master's degree.

The findings summarized in this report are projectable to the estimated 51,315 students who earned bachelor's degrees and the 5,390 students who earned master's degrees in academic year 2011-2012 from the 485 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 2012 undergraduate data is 2.3%. Sample error terms for earlier surveys ranged from 1.8% (2004) to 3.7% (1988). In all cases, the confidence level is set at .05, meaning that the odds are 19 to 1 that the figures presented in this report are within plus or minus sample error of what would have been obtained had all graduates of journalism and mass communication programs, rather than a sample of these graduates, completed questionnaires. (Sample error, of course, is only one of the sources of error in survey estimates.) Sample error for responses from those receiving master's degrees in 2012 is 7.6%. 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 2.3%, depending on the actual number of persons for whom data were reported. In addition, many comparisons between subgroups in the sample and between the 2012 and earlier samples are made. Standard statistical tests have been used to evaluate the observed differences, or trends.

Women made up 70.6% of respondents. Members of racial or ethnic minorities made up 21.8% of those returning questionnaires. These sample characteristics are similar to those in recent years. Overall, the sample reflects higher return rates from women and lower return rates from minorities, based on the known characteristics of the 485 schools from which the sample was drawn.

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²In 2012, 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 44.1% figure represents the final decision on which questionnaire to use.

³Special thanks are given to the following University of Georgia students who worked on the 2012 graduate survey: Emily Demario, Maura Friedman, Alex Kazragis, Michelle Lanier, Taylor Rooney, Sarah Turner and Meg Ward.

Partner Schools

The following 82 schools participated in the 2012 Annual Survey of Journalism & Mass Communication Graduates and are partners in this project:

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

Charts and Tables

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

1. Job offers to Bachelor's degree recipients

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

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 BA recipients across the year

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, telecommunication

Employment of Bachelor's degree recipients in the telecommunication 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. Writing or editing for web by employer type I**
Employed Bachelor's degree recipients in communications doing this work
- 19. Writing or editing for web by employer type II**
Employed Bachelor's degree recipients in communications doing this work
- 20. Researching materials using the web by employer type I**
Employed Bachelor's degree recipients in communications doing this work
- 21. Researching materials using the web by employer type II**
Employed Bachelor's degree recipients in communications doing this work
- 22. Other web work I**
Employed Bachelor's degree recipients in communications doing this work
- 23. Other web work II**
Employed Bachelor's degree recipients in communications doing this work
- 24. Technical work performed in job I**
An overview of jobs of employed Bachelor's degree recipients in communications
- 25. Technical work performed in job II**
An overview of jobs of employed Bachelor's degree recipients in communications
- 26. Hours spent with job per week**
Bachelor's degree recipients full-time in communications
- 27. Job offers, Master's degree recipients**
Job offers to Master's degree recipients on graduation: percent with at least one job
- 28. Employment Status Oct. 31**
Employment status of Master's degree recipients
- 29. Employment Status Oct. 31**
Employment status of Master's degree recipients who looked for work

30. Employment status

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

31. Overall salaries

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

32. Salaries in dailies

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

33. Salaries in weeklies

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

34. Salaries in radio

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

35. Salaries in television

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

36. Salaries in advertising

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

37. Salaries in PR

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

38. Salaries compared

Median yearly salaries for 2012 Bachelor's degree recipients with full-time jobs

39. Salaries by region

Median yearly salaries for 2012 Bachelor's degree recipients with full-time jobs

40. Union membership of JMC graduates

Union membership of Bachelor's degree recipients

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

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

42. Additional income that is communication related

Additional income earned from freelance or self-employment

43. Job benefits: Basic medical

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

44. Job benefits: Major medical

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

45. Job benefits: Prescription

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

46. Job benefits: Disability

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

47. Job benefits: Dental

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

48. Job benefits: Life insurance

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

49. Job benefits: Maternity/paternity

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

50. Job benefits: Child care

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

51. Job benefits: Retirement

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

52. Why jobs chosen

Employed Bachelor's degree recipients' reasons for selecting jobs

53. Job satisfaction

Job satisfaction of employed Bachelor's degree recipients

54. Organizational commitment

Bachelor's degree recipients with full-time jobs

55. Regret career choices

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

56. Preparedness for job market

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

57. Statements about coursework I

My college coursework included too little technical training

58. Statements about coursework II

My college coursework included too little substantive material about the process of communication

59. Statements about coursework III

My college coursework contained up-to-date content

60. Statements about coursework IV

My college coursework gave me background to be a successful communicator

61. Statements about coursework V

My college coursework provided skills needed in today's workplace

62. Statements about coursework VI

My college coursework provided me the education I need for my career

63. Statements about coursework VII

My instructors were current in their knowledge of subject matter

64. Statements about coursework VIII

The facilities and equipment for my courses were up-to-date

65. Use of print media

Journalism Bachelor's degree recipients' use of print media

66. Use of electronic media

Journalism Bachelor's degree recipients' use of electronic media

67. Use of user generated electronic media

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

68. Student professional organizations attended while at university

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

Appendix: Supplemental Charts and Tables

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. Minorities and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2012

S21. Minorities and job seeking II

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2012

S22. Gender and job seeking I

Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2012

S23. Gender and job seeking II

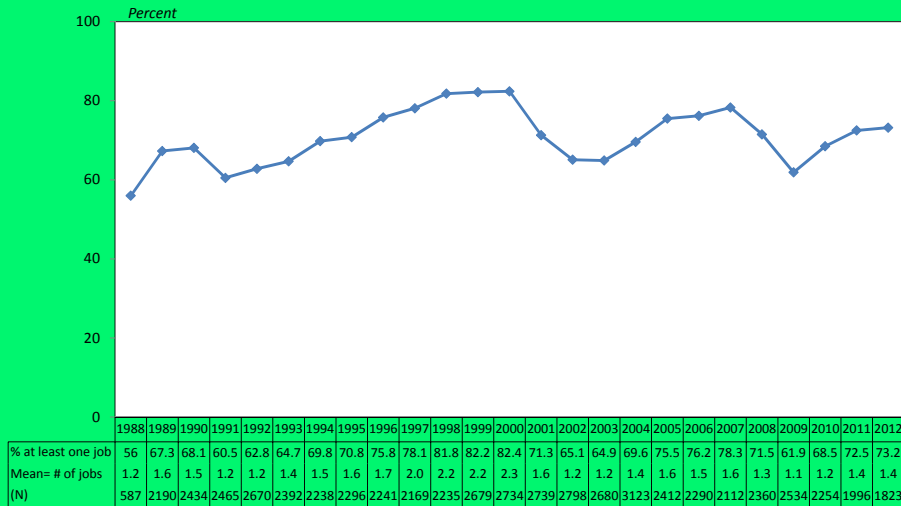
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2012

S24. Overtime without pay

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

1. Job offers to Bachelor's degree recipients

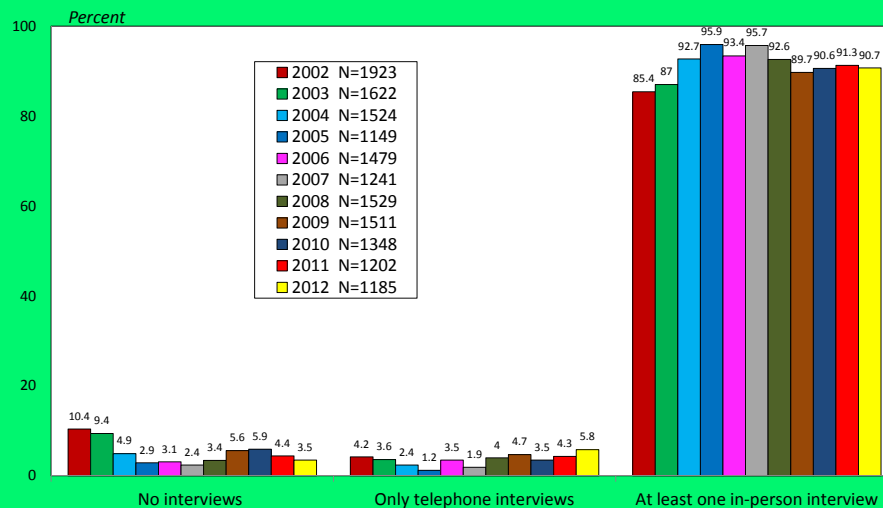
Job offers to Bachelor's degree recipients: percent with at least one job offer on graduation



Source: Annual Survey of Journalism & Mass Communication Graduates

2. Job interviews of Bachelor's degree recipients

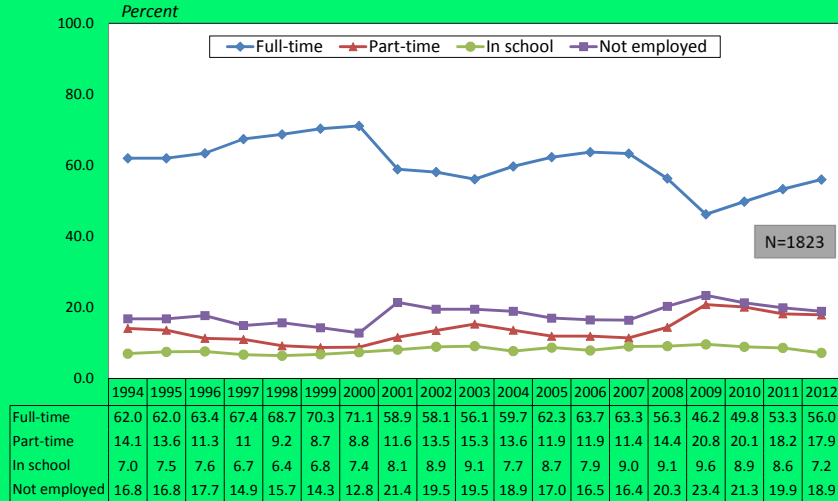
Number of interviews by Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

3. Employment status Oct. 31

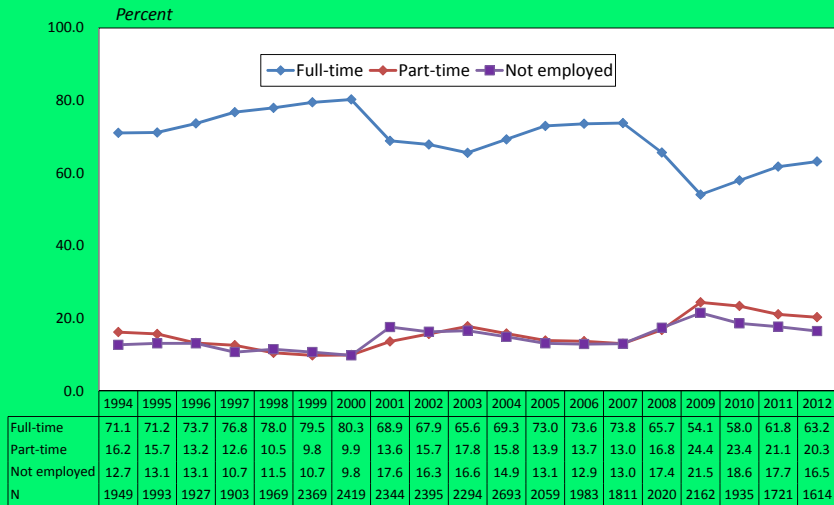
Employment status of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

4. Employment status Oct. 31

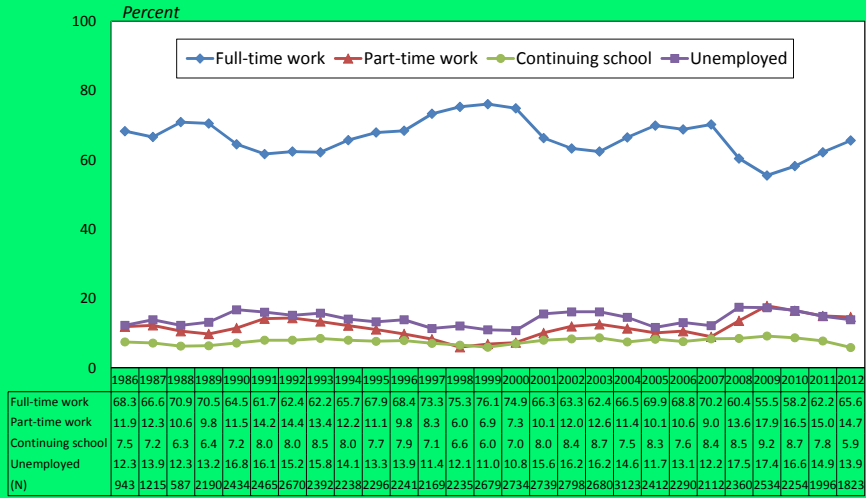
Employment status of Bachelor's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

5. Employment status

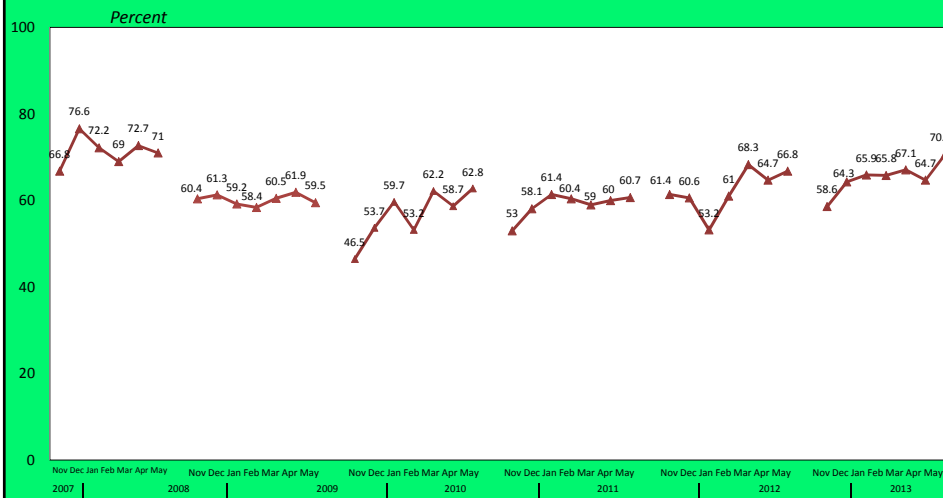
Employment status of Bachelor's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

6. Employment status of BA recipients across the year

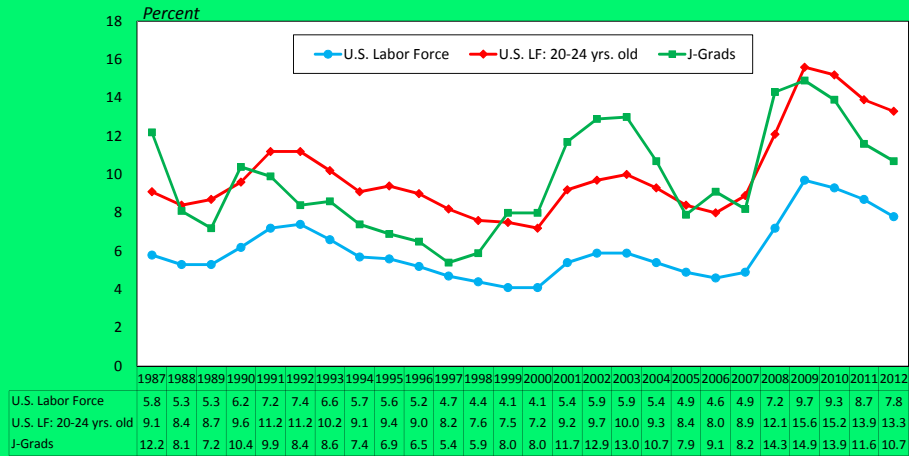
Full-time employment by month when graduates completed the questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

7. Unemployment rates

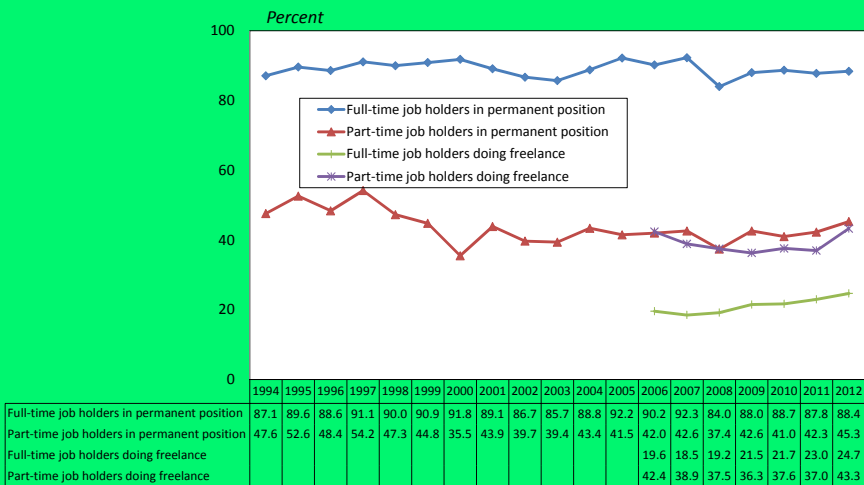
Unemployment rates of journalism Bachelor's degree recipients when they returned questionnaire compared to U.S. labor force data. U.S. figures represent seasonally adjusted unemployment rates averaged across June of the shown year to May of the following year.



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

8. Permanent positions, freelance

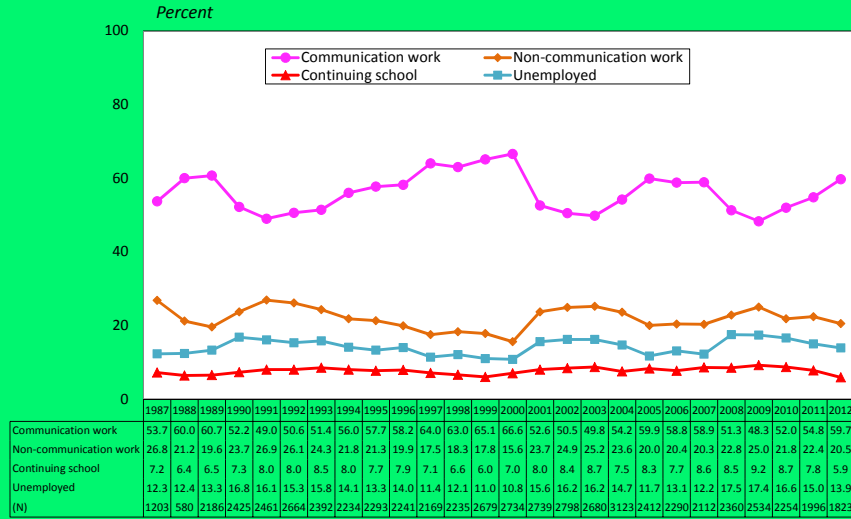
Status of Bachelor's degree recipients: percent in permanent positions, percent doing freelance in addition to current job



Source: Annual Survey of Journalism & Mass Communication Graduates

9. General types of work

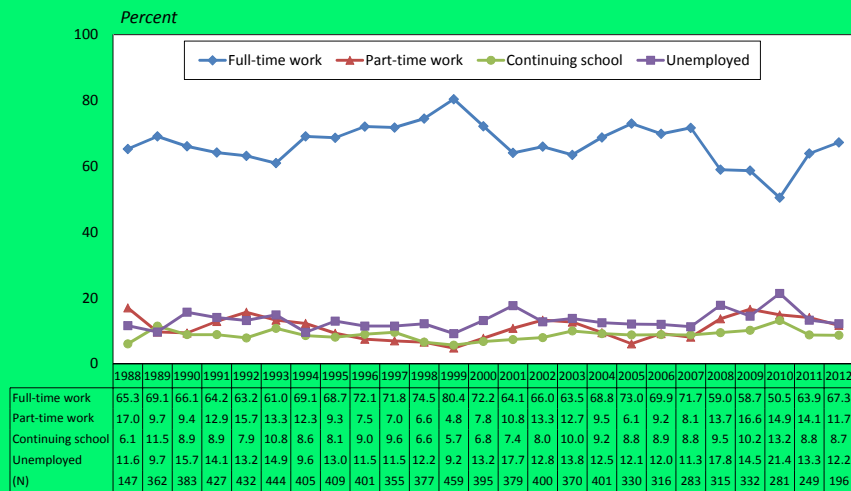
An overview of Bachelor's degree recipients' work situations



Source: Annual Survey of Journalism & Mass Communication Graduates

10. Employment, news-editorial

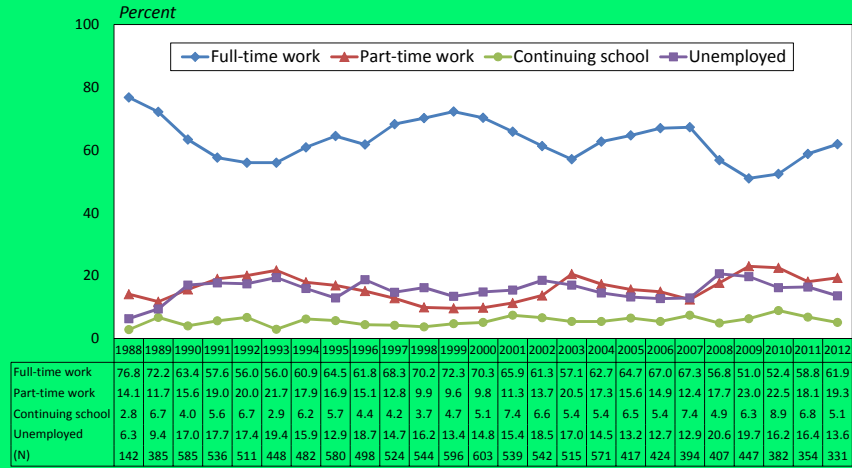
Employment of Bachelor's degree recipients in the editorial specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

11. Employment, telecommunication

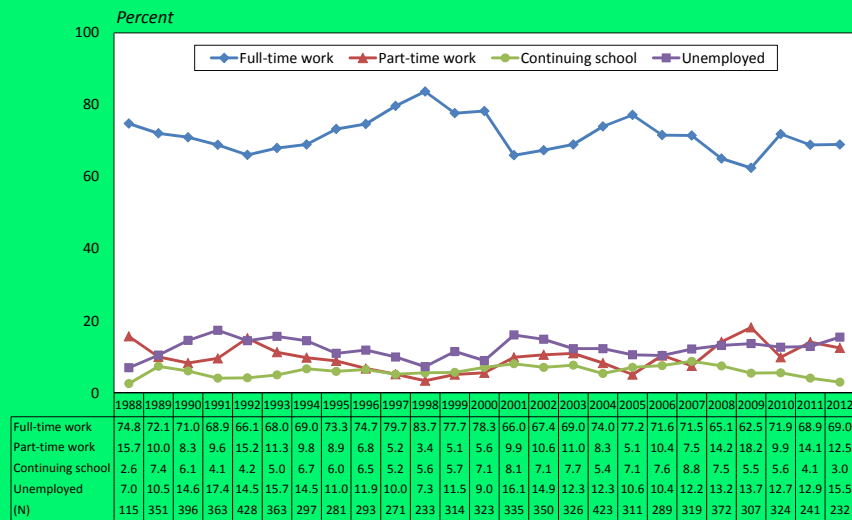
Employment of Bachelor's degree recipients in the telecommunication specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

12. Employment, advertising

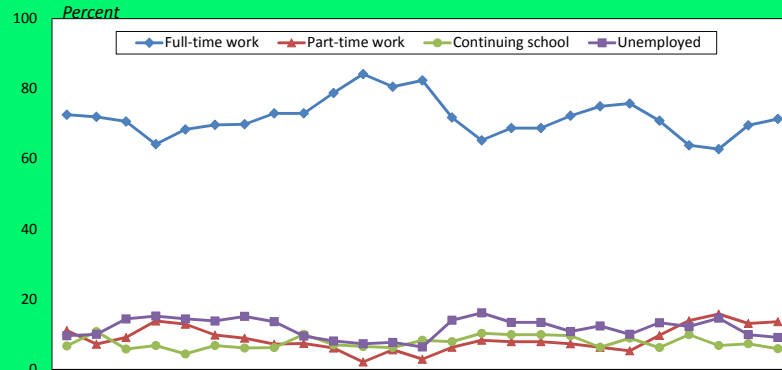
Employment of Bachelor's degree recipients in the advertising specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

13. Employment, PR

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

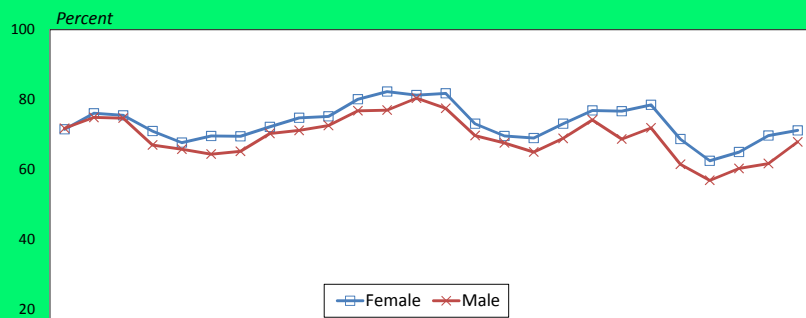


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Full-time work	72.6	72.0	70.7	64.2	68.4	69.7	69.9	73.0	73.0	78.8	84.2	80.6	82.4	71.8	65.3	68.8	68.8	72.3	75.0	75.8	70.9	63.9	62.8	69.6	71.4
Part-time work	11.1	7.2	9.1	13.8	12.9	9.8	8.9	7.2	7.4	6.1	2.1	5.6	2.9	6.3	8.3	7.9	7.9	7.3	6.3	5.3	9.7	13.9	15.8	13.1	13.6
Continuing school	6.7	10.8	5.8	6.8	4.4	6.8	6.1	6.2	10.0	7.0	6.5	6.2	8.3	7.9	10.3	9.9	9.9	9.6	6.3	8.9	6.2	9.9	6.8	7.3	5.9
Unemployed	9.6	10.0	14.4	15.2	14.4	13.8	15.1	13.6	9.5	8.1	7.3	7.7	6.4	14.0	16.1	13.4	13.4	10.8	12.4	10.0	13.3	12.2	14.6	9.9	9.1
(N)	135	429	417	455	459	458	397	419	419	444	385	520	484	521	542	507	567	491	396	418	422	474	425	382	339

Source: Annual Survey of Journalism & Mass Communication Graduates

14. Gender and employment

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

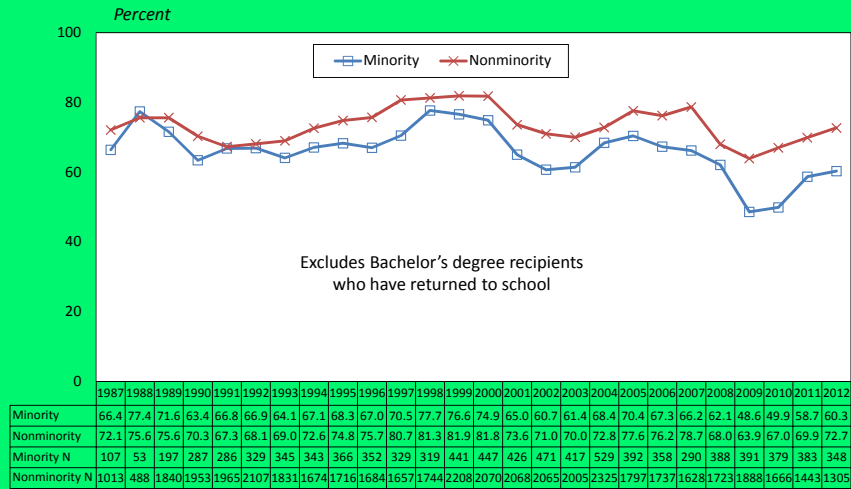


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Female	71.5	76.1	75.5	71.0	67.7	69.6	69.5	72.2	74.8	75.2	80.1	82.3	81.3	81.8	73.1	69.6	69.0	73.1	76.9	76.7	78.5	68.7	62.5	65.0	69.7	71.2
Male	74.1	74.9	74.7	67.0	65.8	64.4	65.2	70.3	71.2	72.6	76.8	77.0	80.4	77.5	69.7	67.6	65.0	68.9	74.2	68.7	71.9	61.5	56.9	60.3	61.7	67.9
Female N	741	356	1389	1495	1569	1643	1480	1363	1368	1369	1321	1393	1423	1823	1848	1856	1822	2101	1668	1556	1430	1595	1692	1511	1318	1221
Male N	380	191	653	757	690	801	693	679	736	683	685	688	612	714	663	698	612	778	538	549	480	524	601	544	514	443

Source: Annual Survey of Journalism & Mass Communication Graduates

15. Minority employment

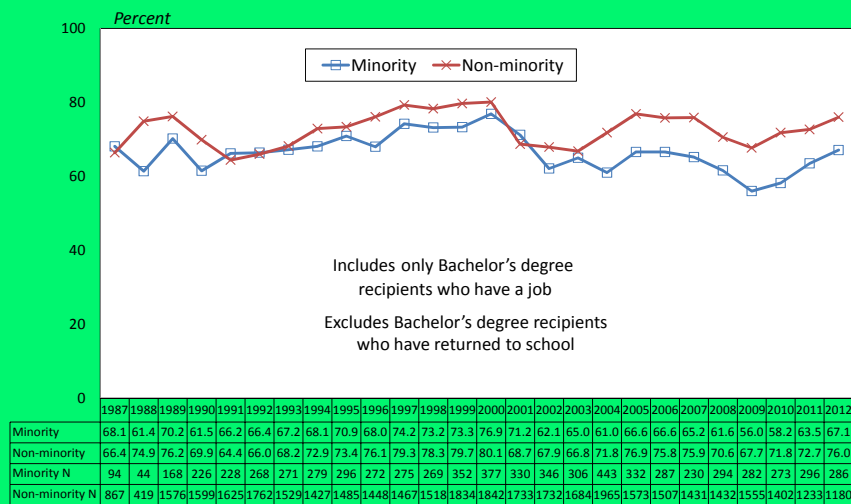
Full-time employment of minority and non-minority Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

16. Minority employment in communications

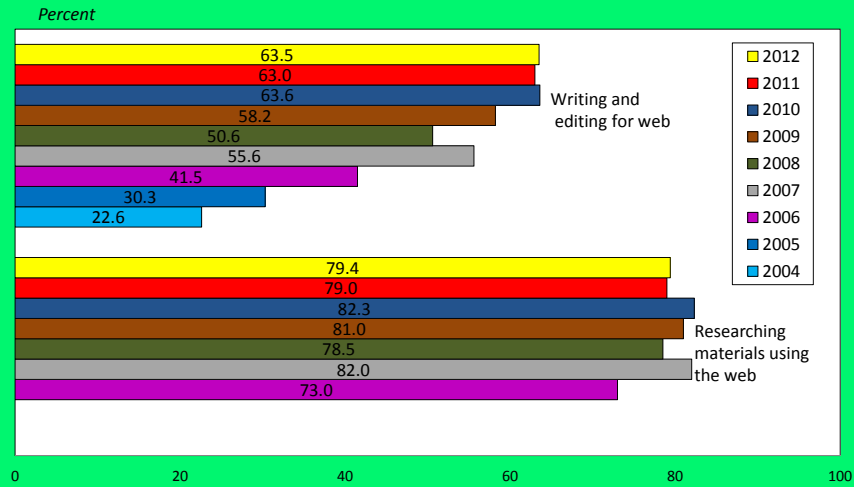
Employment of minority and non-minority Bachelor's degree recipients in communication jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

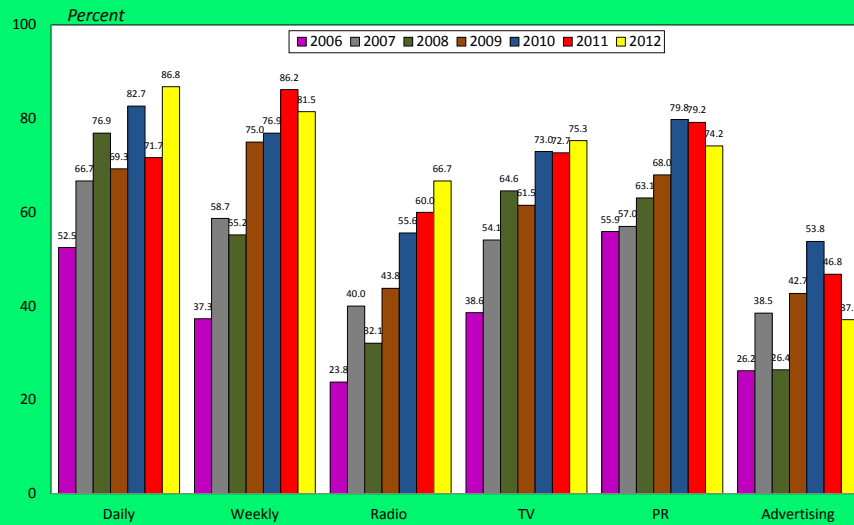
17. Writing, editing and designing for web

Employed Bachelor's degree recipients in communications doing this work



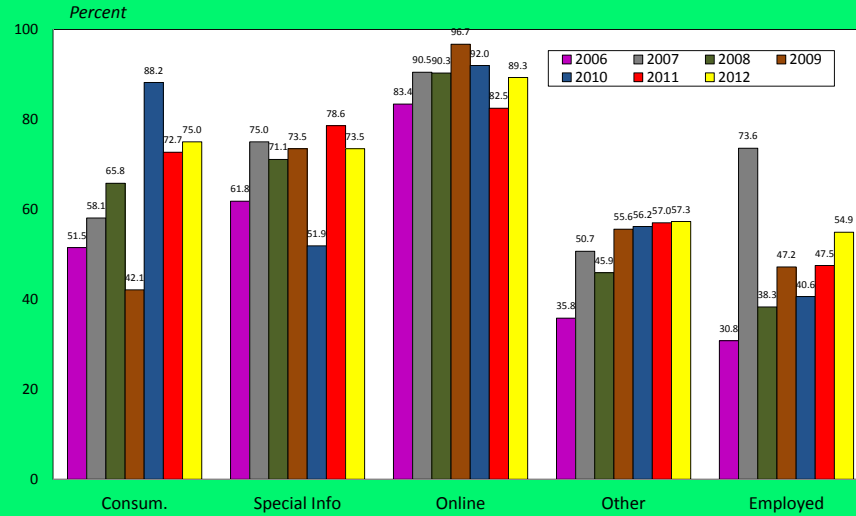
18. Writing or editing for web by employer type I

Employed Bachelor's degree recipients in communications doing this work



19. Writing or editing for web by employer type II

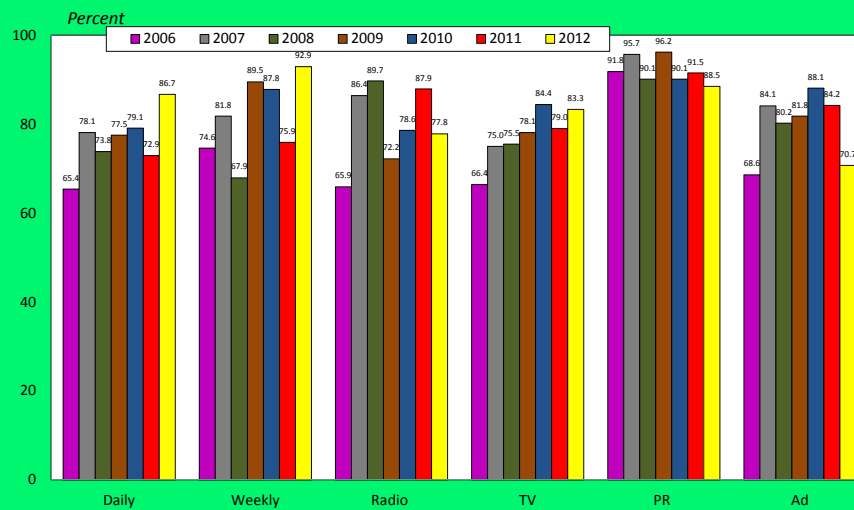
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

20. Researching materials using the web by employer type I

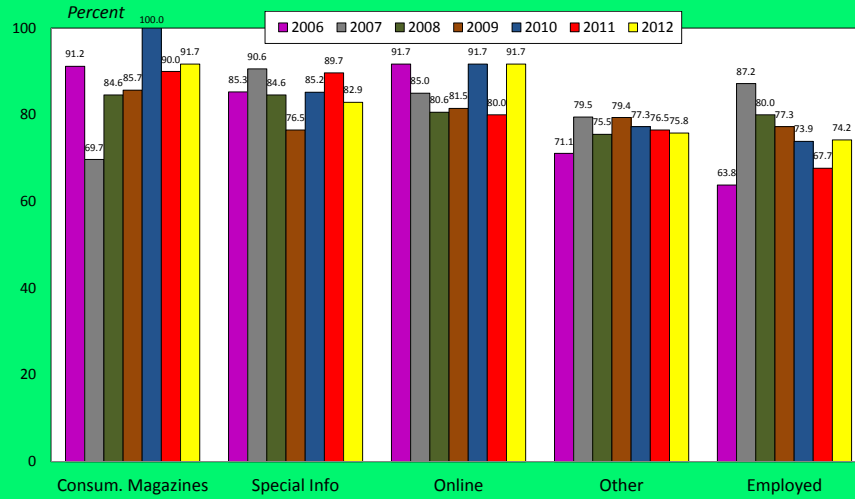
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

21. Researching materials using the web by employer type II

Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

22. Other web work I

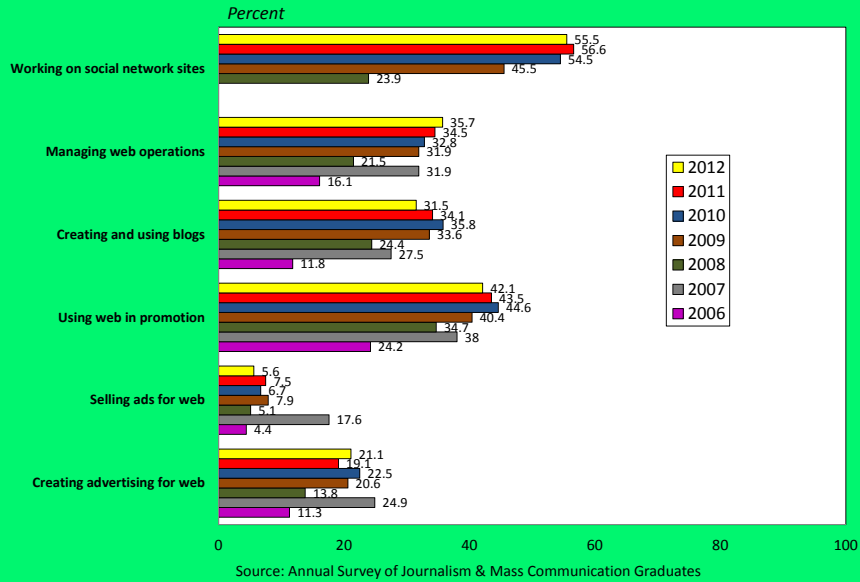
Employed Bachelor's degree recipients in communications doing this work



Source: Annual Survey of Journalism & Mass Communication Graduates

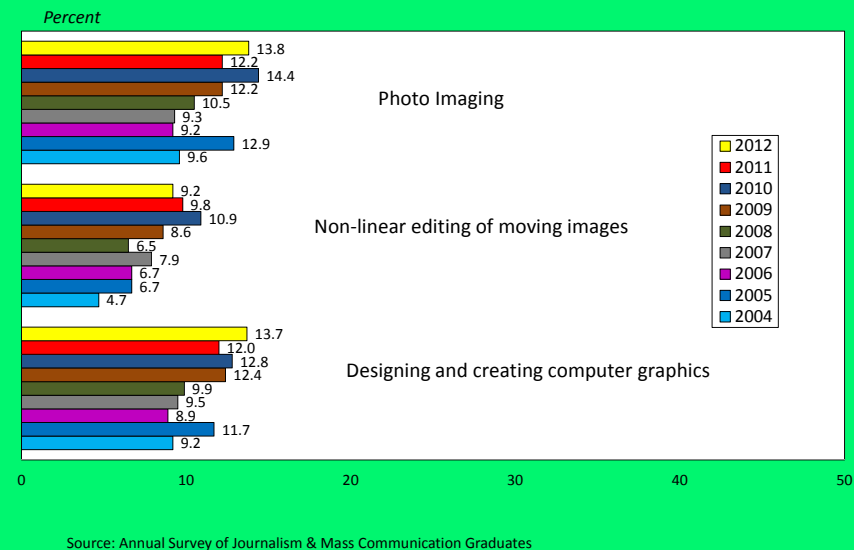
23. Other web work II

Employed Bachelor's degree recipients in communications doing this work



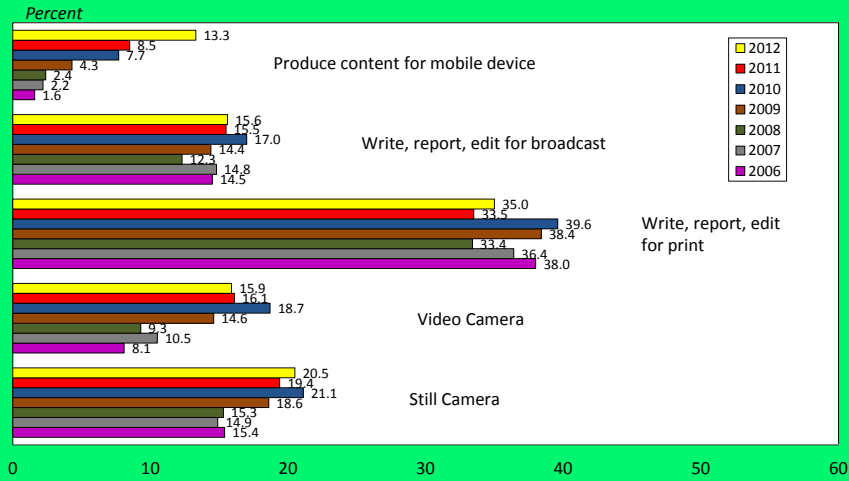
24. Technical work performed in job I

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



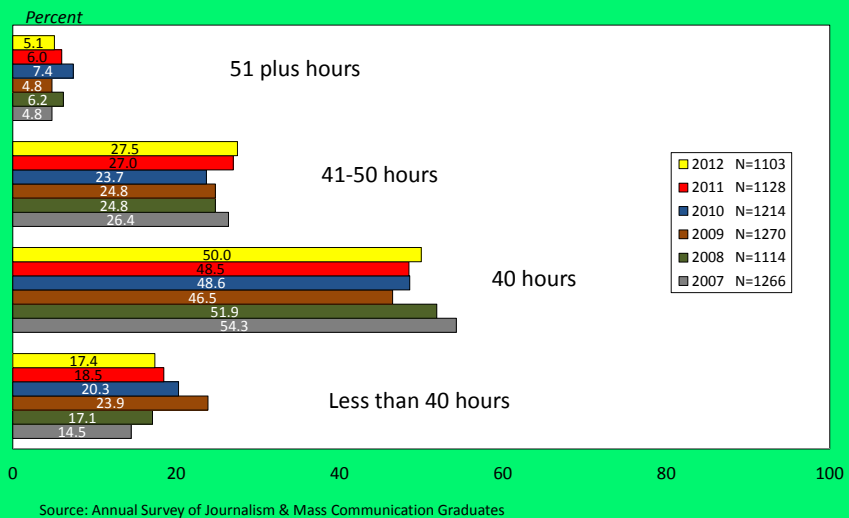
25. Technical work performed in job II

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



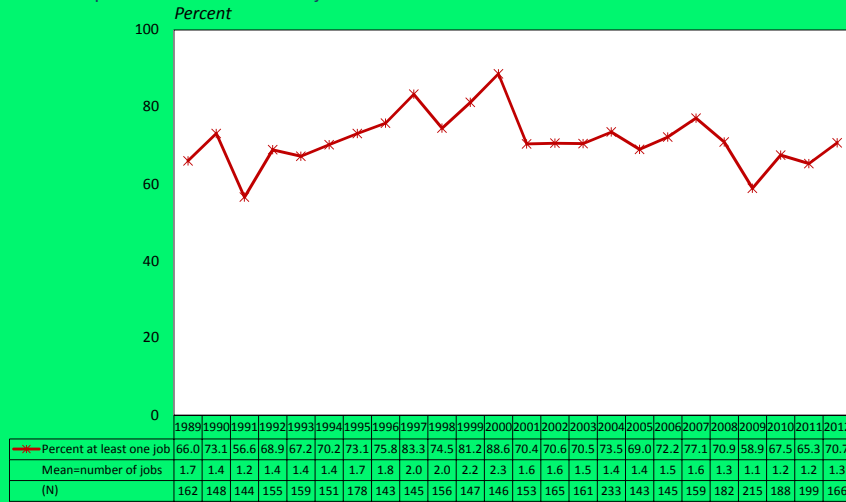
26. Hours spent with job per week

Bachelor's degree recipients full-time in communications



27. Job offers, Master's degree recipients

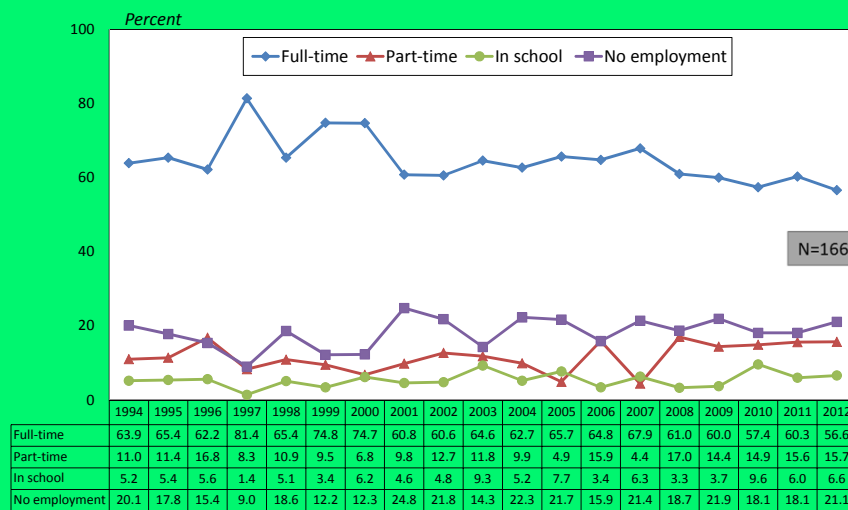
Job offers to Master's degree recipients on graduation:
percent with at least one job



Source: Annual Survey of Journalism & Mass Communication Graduates

28. Employment Status Oct. 31

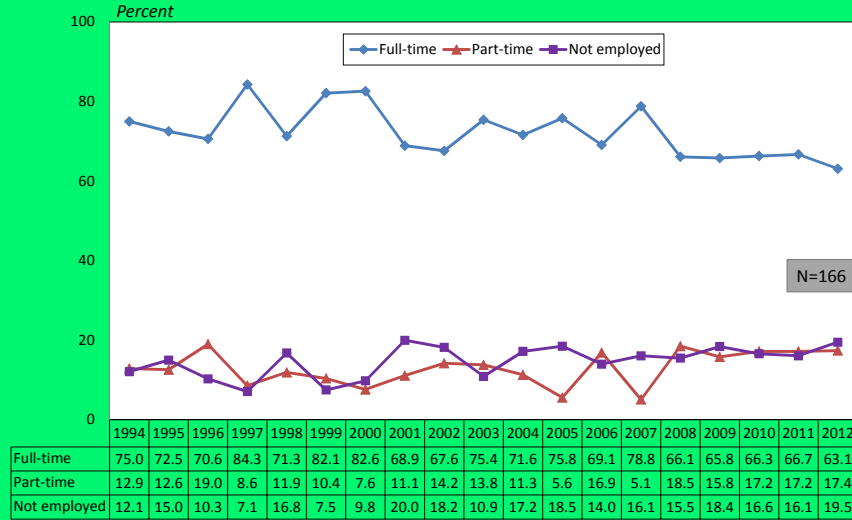
Employment status of Master's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

29. Employment Status Oct. 31

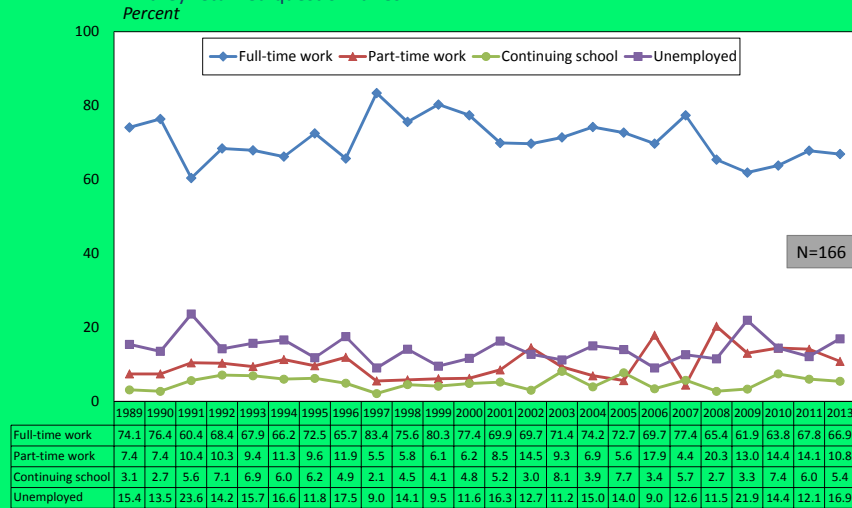
Employment status of Master's degree recipients who looked for work



Source: Annual Survey of Journalism & Mass Communication Graduates

30. Employment status

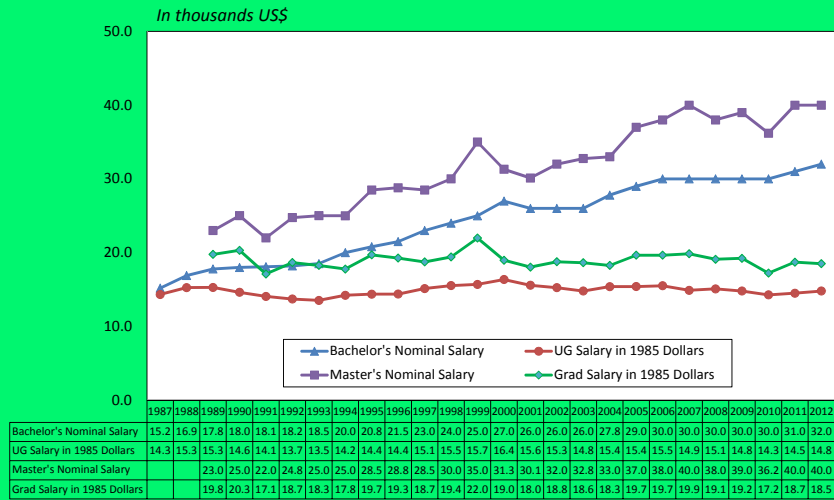
Employment status of Master's degree recipients when they returned questionnaires



Source: Annual Survey of Journalism & Mass Communication Graduates

31. Overall salaries

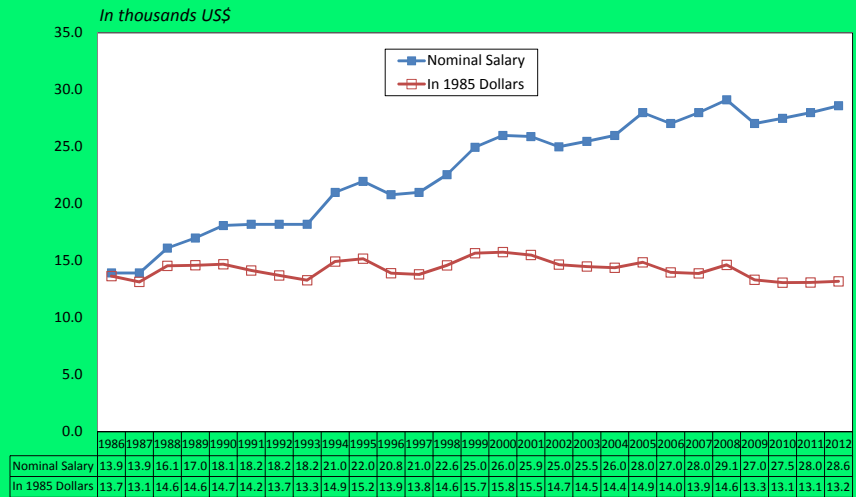
Overall nominal median annual salaries and adjustments for inflation for Bachelor's and Master's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

32. Salaries in dailies

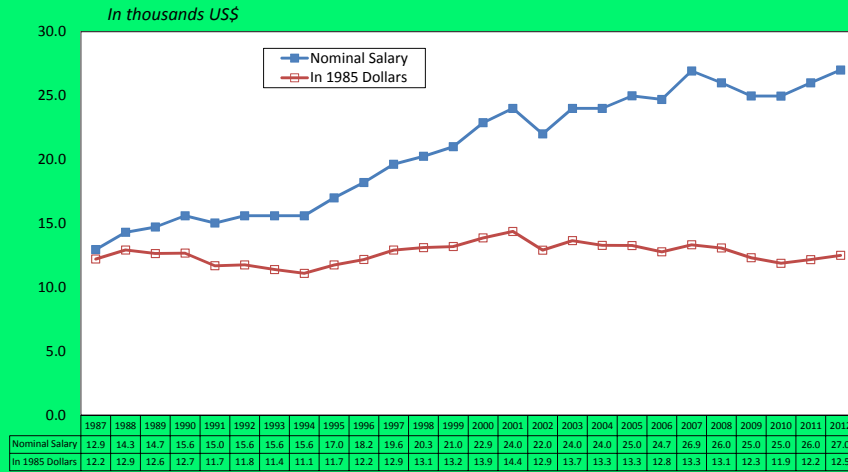
Annual nominal median salaries and adjustments for inflation at daily newspapers - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

33. Salaries in weeklies

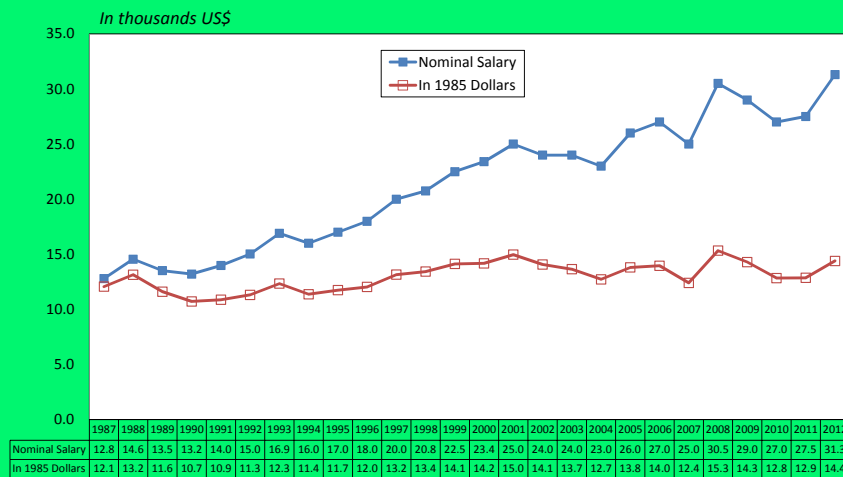
Annual nominal median salaries and adjustments for inflation at weekly newspapers - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

34. Salaries in radio

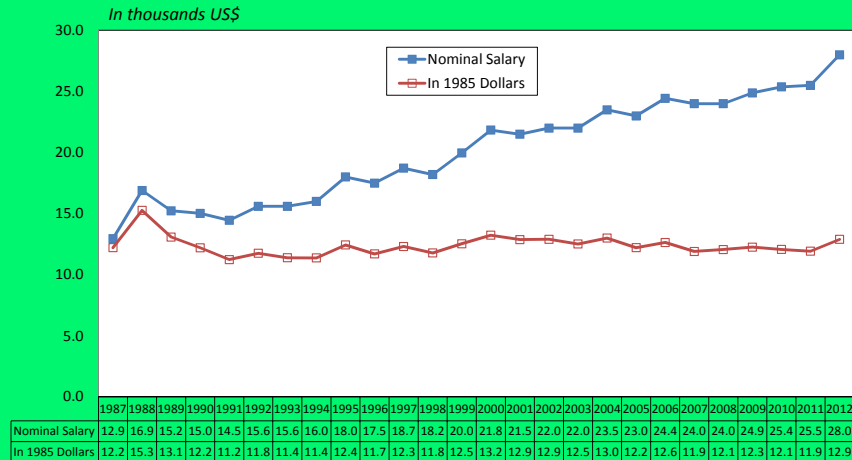
Annual nominal median salaries and adjustments for inflation in radio - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

35. Salaries in television

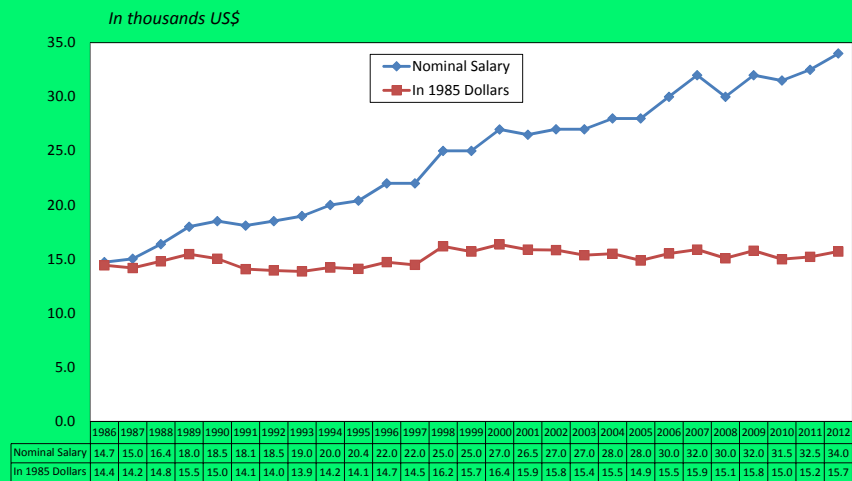
Annual nominal median salaries and adjustments for inflation in TV - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

36. Salaries in advertising

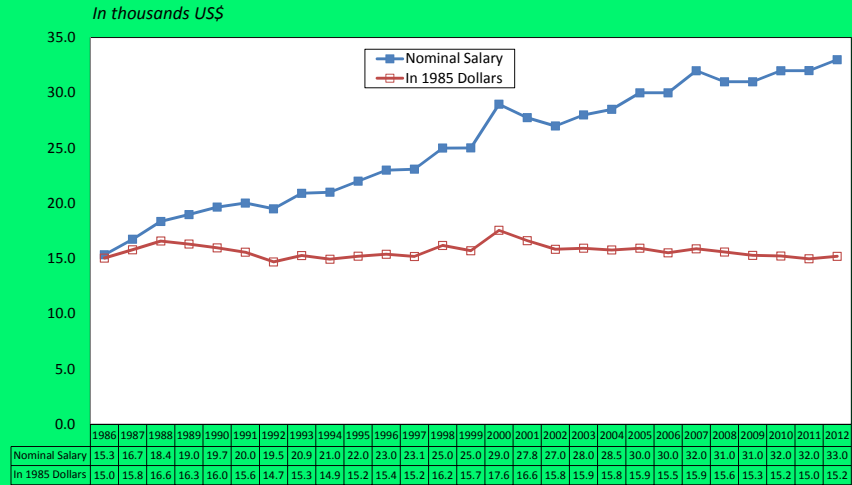
Annual nominal median salaries and adjustments for inflation in advertising - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

37. Salaries in PR

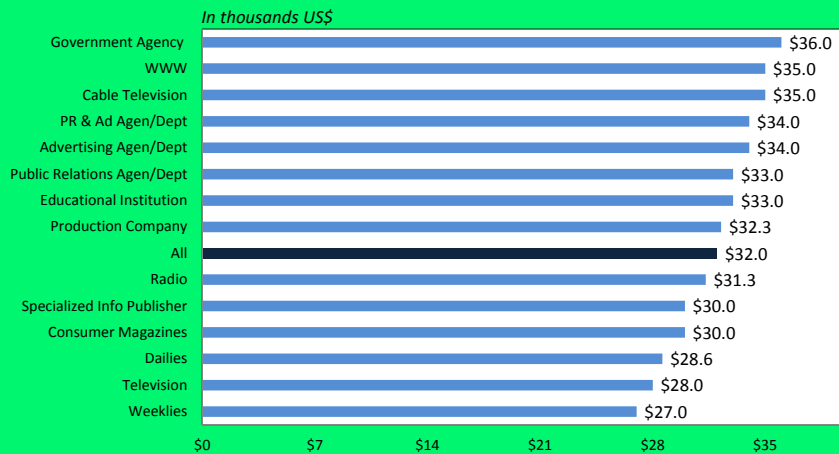
Annual nominal median salaries and adjustments for inflation in public relations - Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

38. Salaries compared

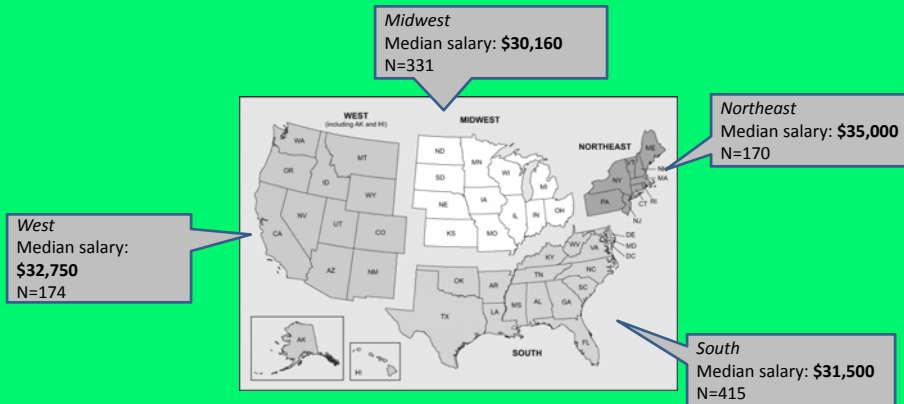
Median yearly salaries for 2012 Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

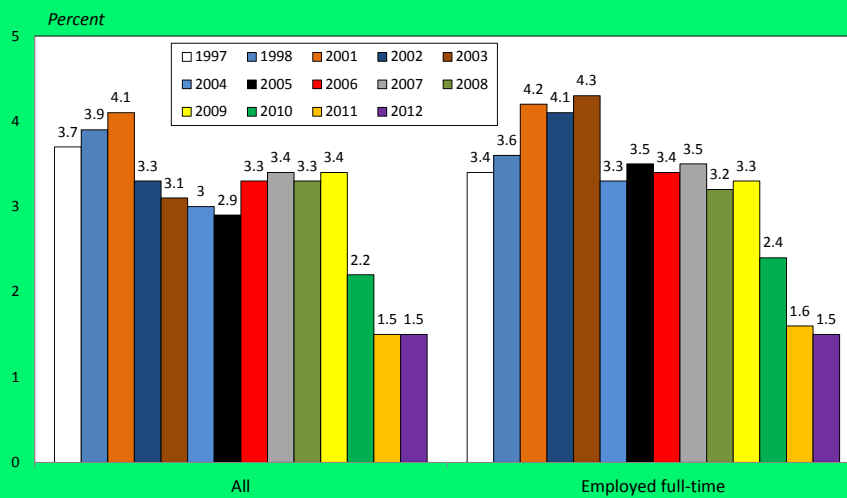
39. Salaries by region

Median yearly salaries for 2012 Bachelor's degree recipients with full-time jobs



40. Union membership of JMC graduates

Union membership of Bachelor's degree recipients

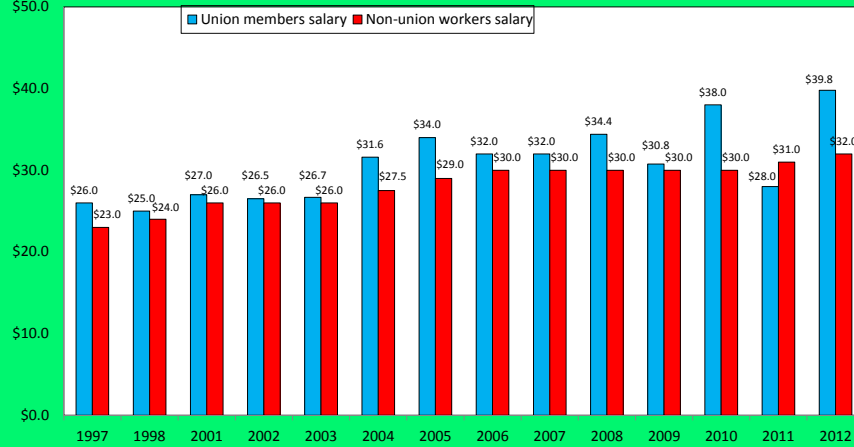


Source: Annual Survey of Journalism & Mass Communication Graduates

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

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

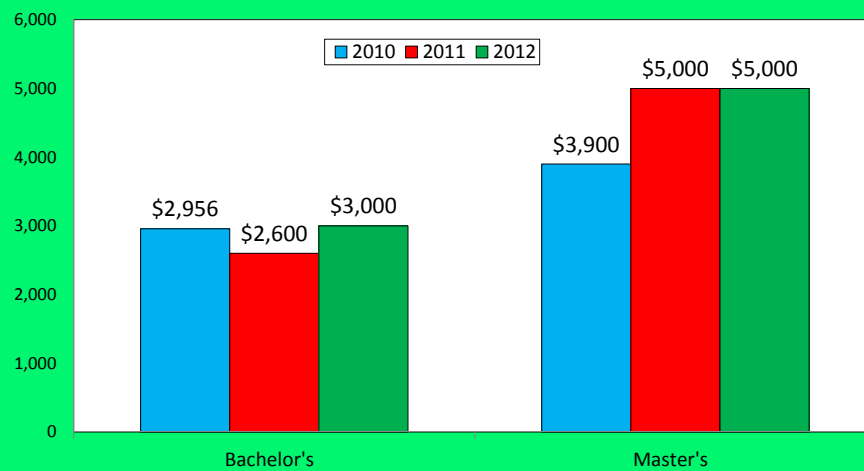
In thousands US\$



Source: Annual Survey of Journalism & Mass Communication Graduates

42. Additional income that is communication related

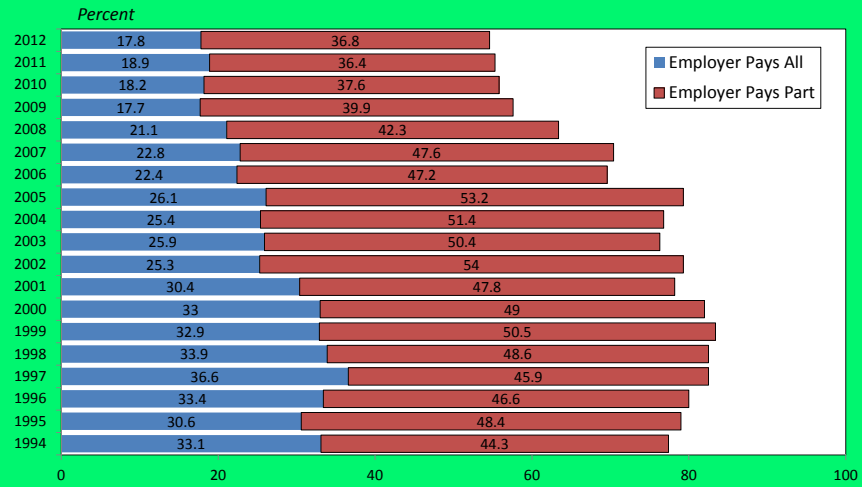
Additional income earned from freelance or self-employment



Source: Annual Survey of Journalism & Mass Communication Graduates

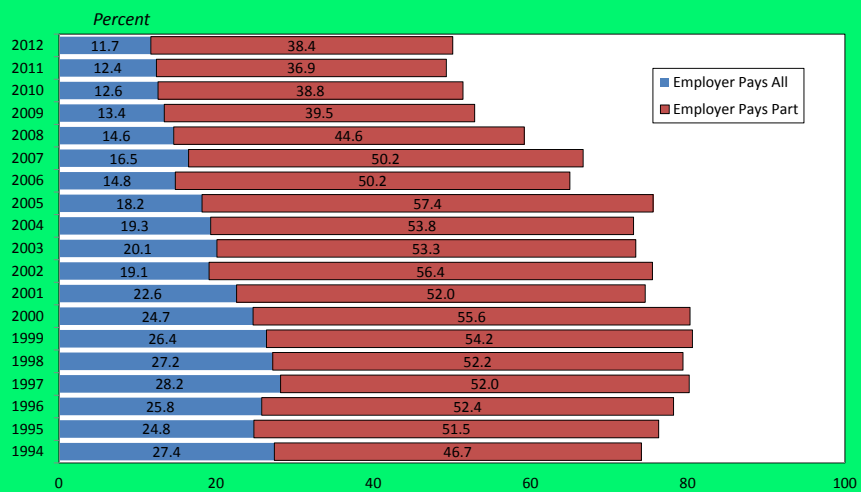
43. Job benefits: Basic medical

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



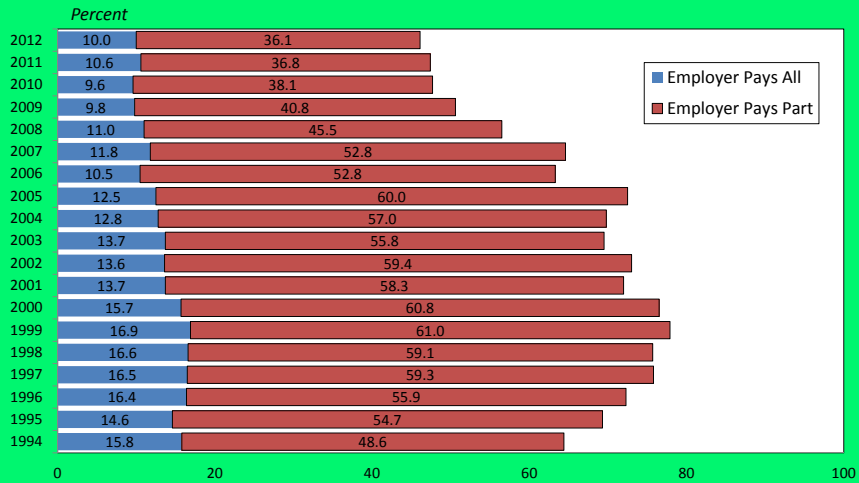
44. Job benefits: Major medical

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



45. Job benefits: Prescription

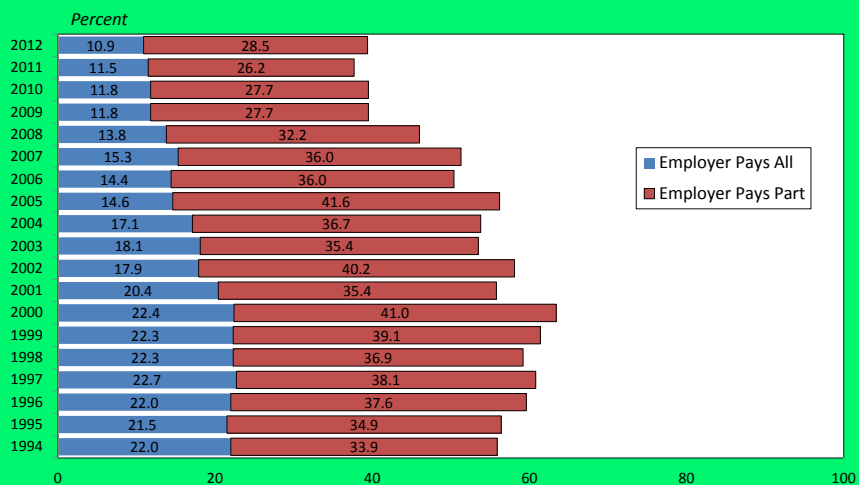
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

46. Job benefits: Disability

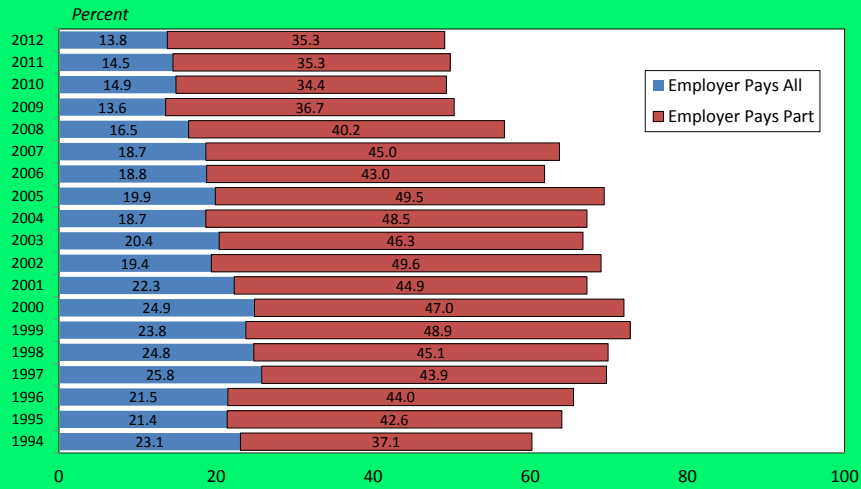
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

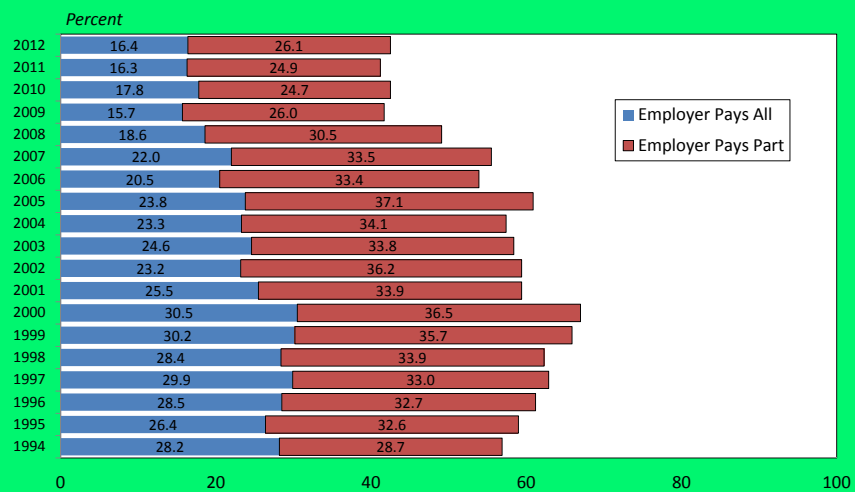
47. Job benefits: Dental

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



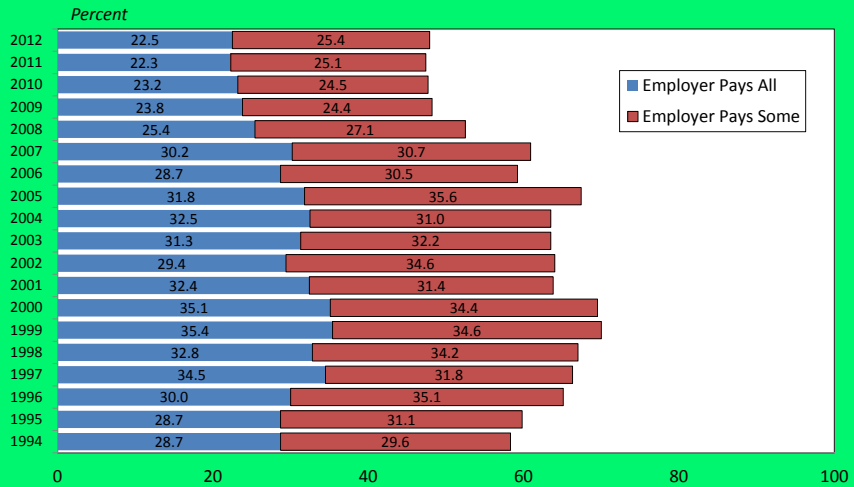
48. Job benefits: Life insurance

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



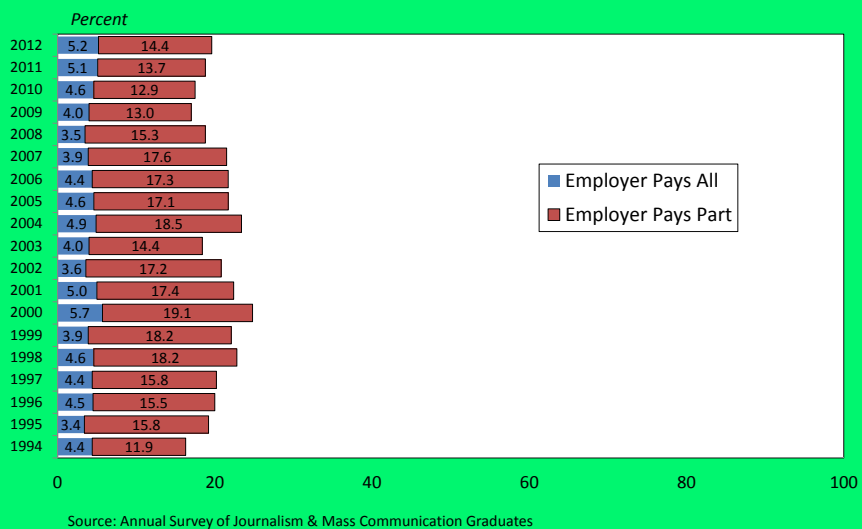
49. Job benefits: Maternity/paternity

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



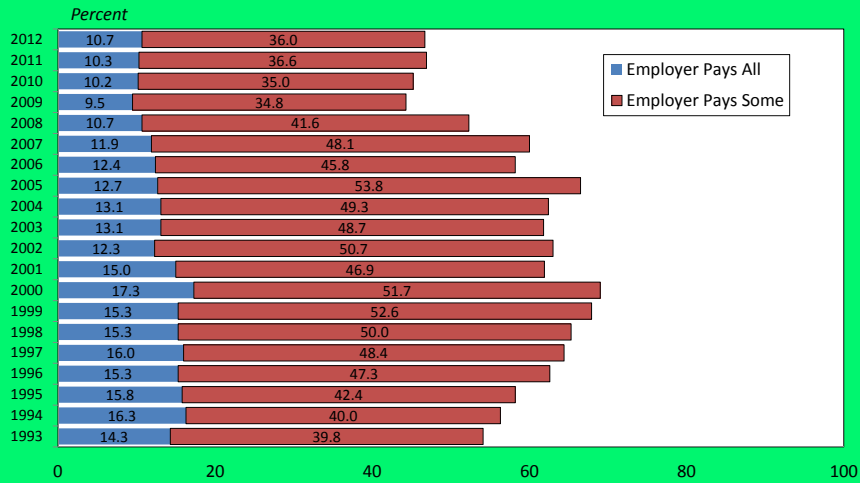
50. Job benefits: Child care

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



51. Job benefits: Retirement

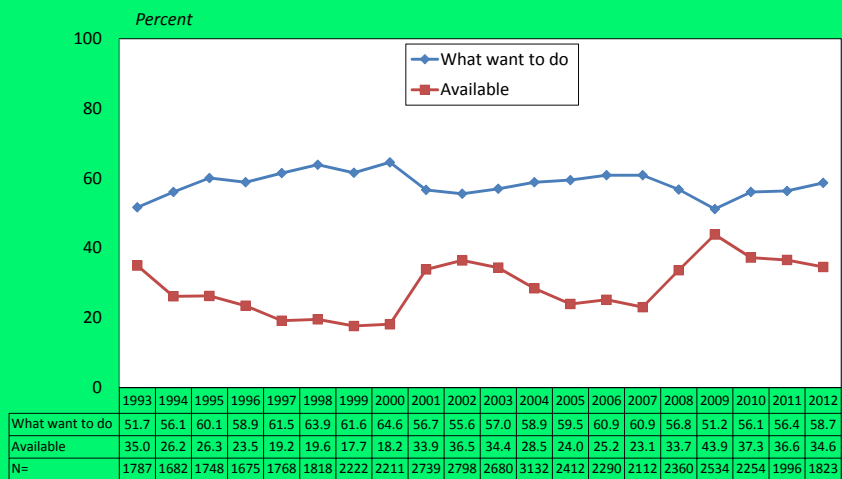
Benefit available to Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

52. Why jobs chosen

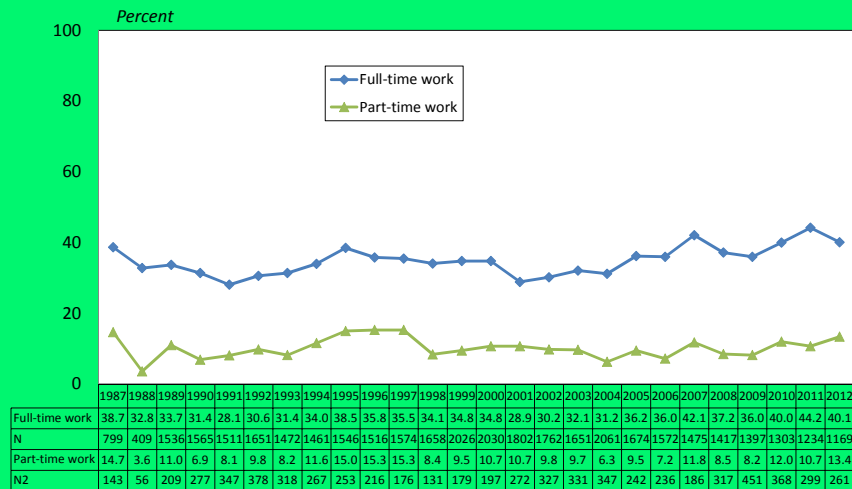
Employed Bachelor's degree recipients' reasons for selecting jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

53. Job satisfaction

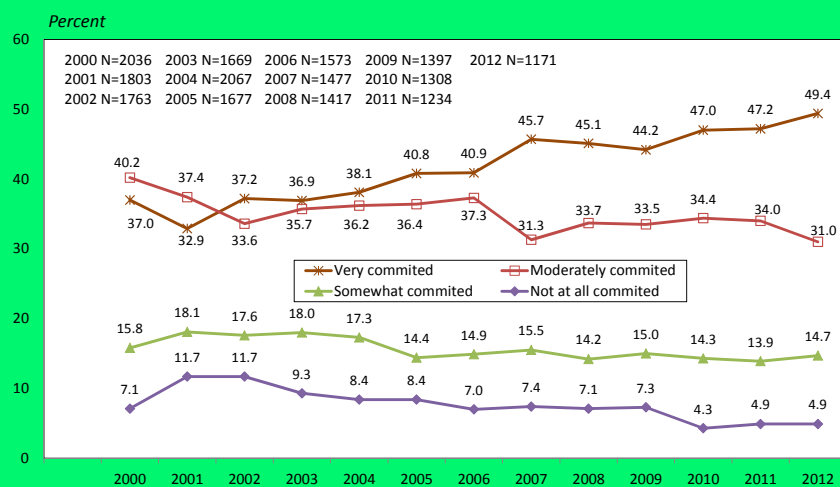
Job satisfaction of employed Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

54. Organizational commitment

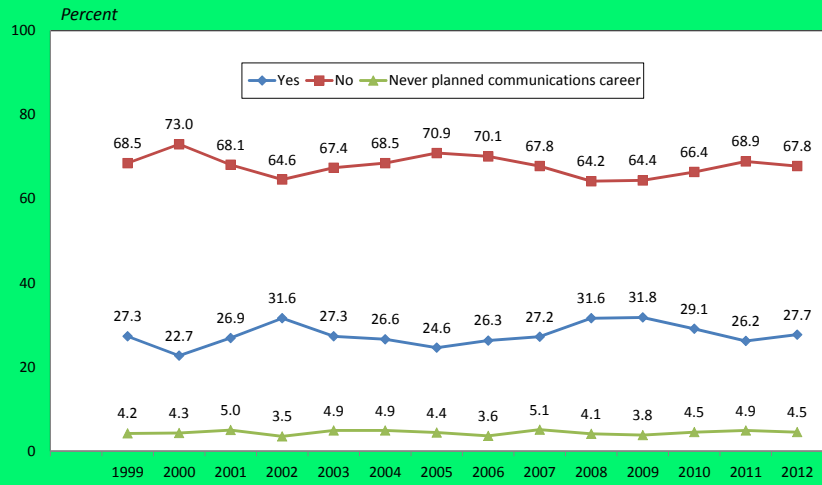
Bachelor's degree recipients with full-time jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

55. Regret career choices

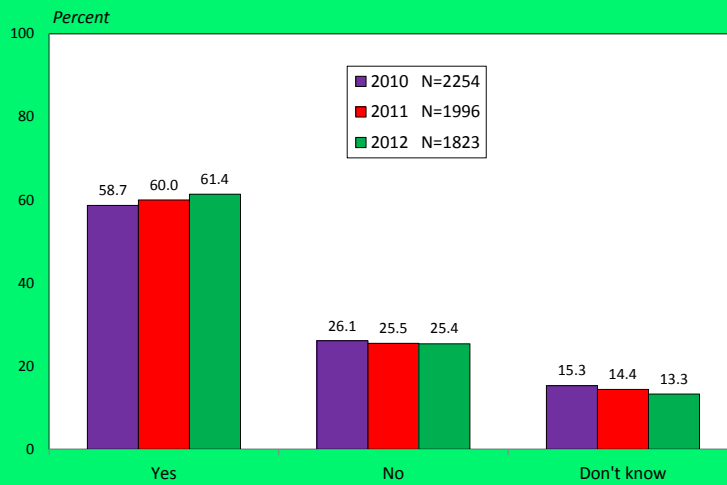
Bachelor's degree recipients who wish they had selected another career



Source: Annual Survey of Journalism & Mass Communication Graduates

56. Preparedness for job market

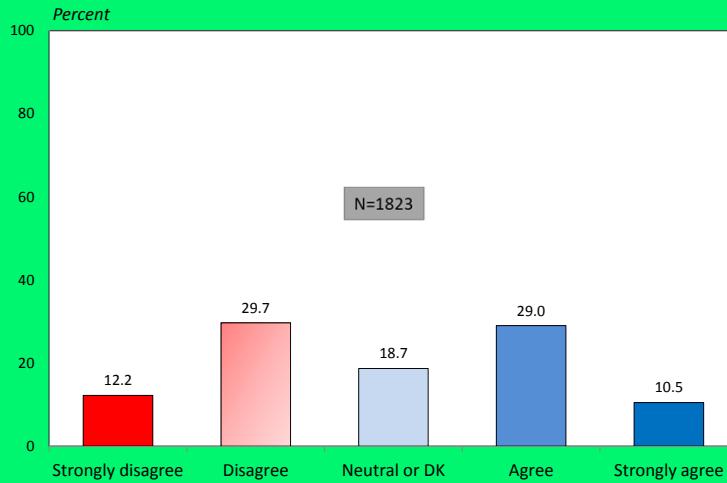
Did graduates feel the college prepared them for today's job market?



Source: Annual Survey of Journalism & Mass Communication Graduates

57. Statements about coursework I

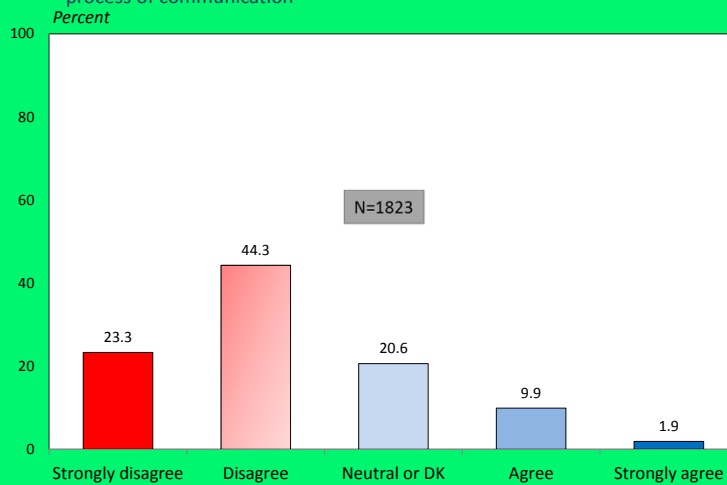
My college coursework included too little technical training



Source: Annual Survey of Journalism & Mass Communication Graduates

58. Statements about coursework II

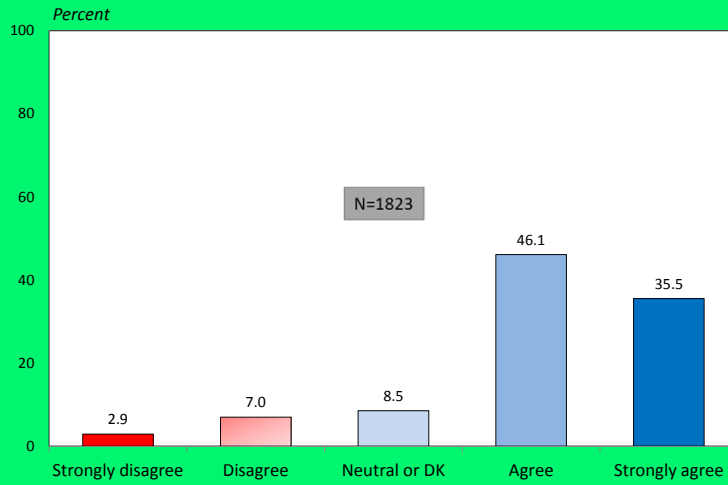
My college coursework included too little substantive material about the process of communication



Source: Annual Survey of Journalism & Mass Communication Graduates

59. Statements about coursework III

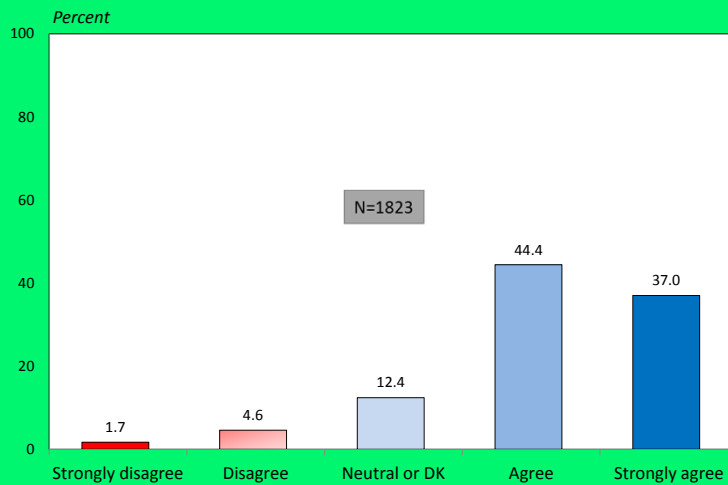
My college coursework contained up-to-date content



Source: Annual Survey of Journalism & Mass Communication Graduates

60. Statements about coursework IV

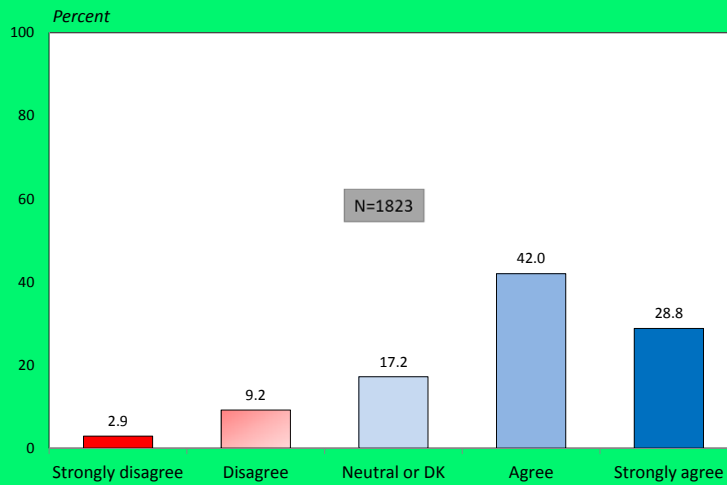
My college coursework gave me background to be a successful communicator



Source: Annual Survey of Journalism & Mass Communication Graduates

61. Statements about coursework V

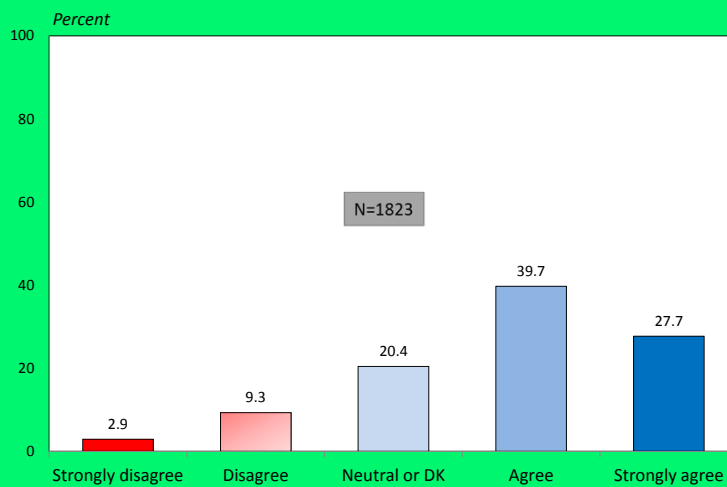
My college coursework provided skills needed in today's workplace



Source: Annual Survey of Journalism & Mass Communication Graduates

62. Statements about coursework VI

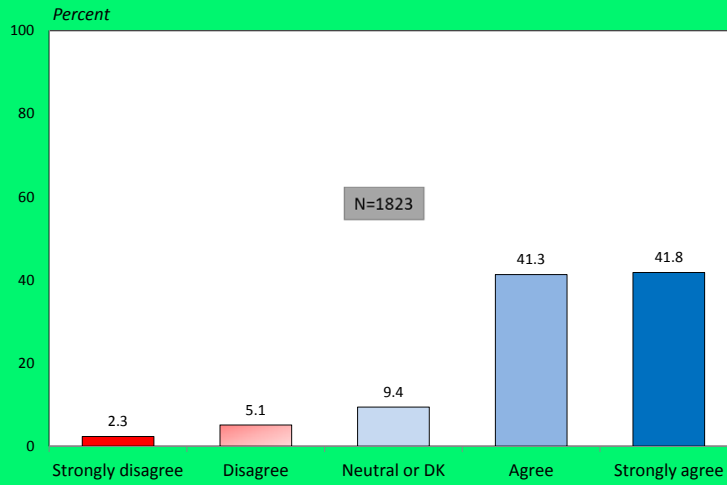
My college coursework provided me the education I need for my career



Source: Annual Survey of Journalism & Mass Communication Graduates

63. Statements about coursework VII

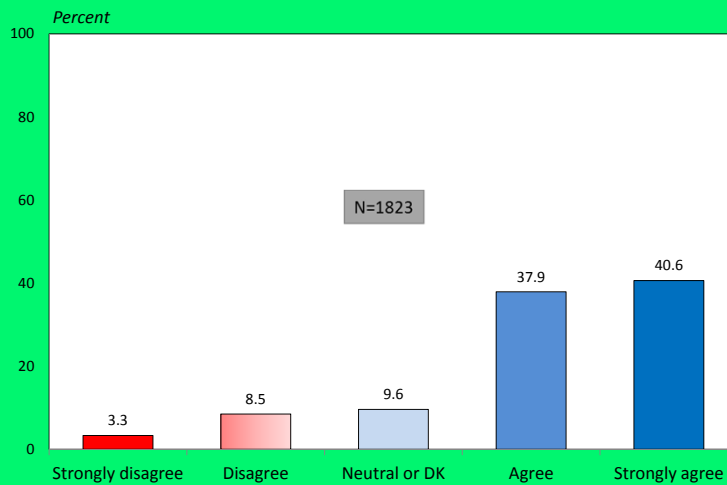
My instructors were current in their knowledge of subject matter



Source: Annual Survey of Journalism & Mass Communication Graduates

64. Statements about coursework VIII

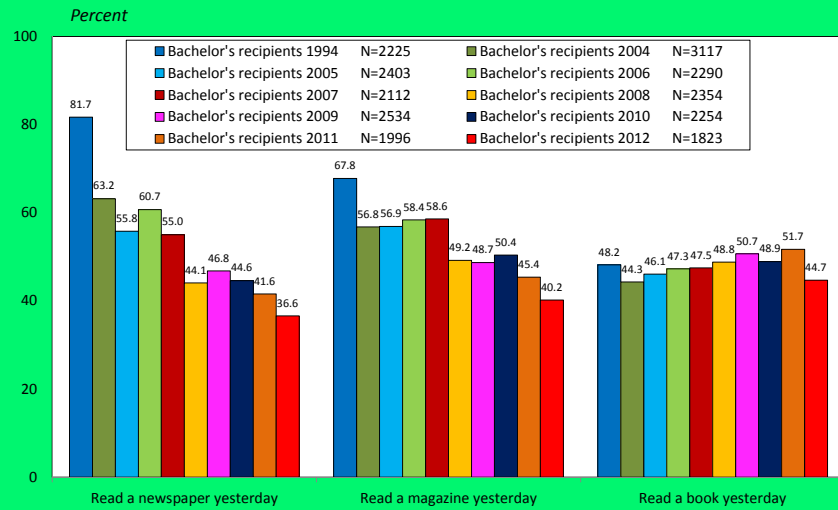
The facilities and equipment for my courses were up-to-date



Source: Annual Survey of Journalism & Mass Communication Graduates

65. Use of print media

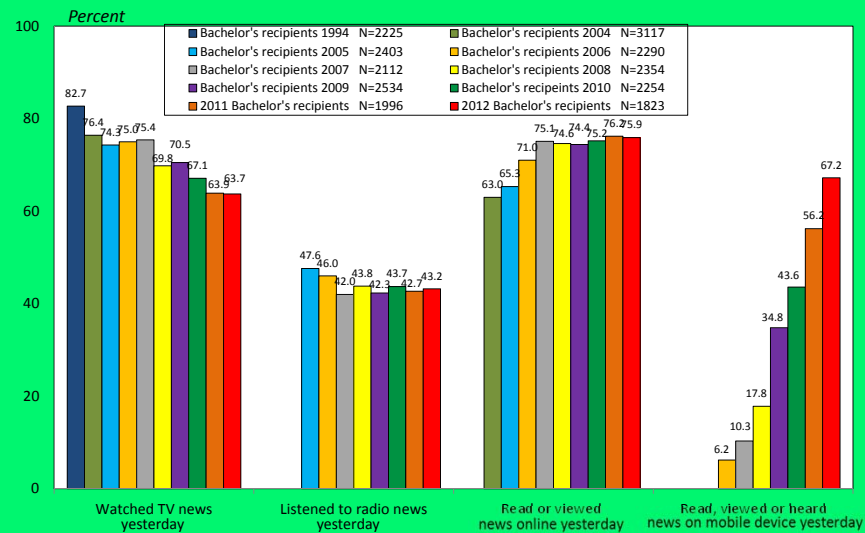
Journalism Bachelor's degree recipients' use of print media



Source: Annual Survey of Journalism & Mass Communication Graduates

66. Use of electronic media

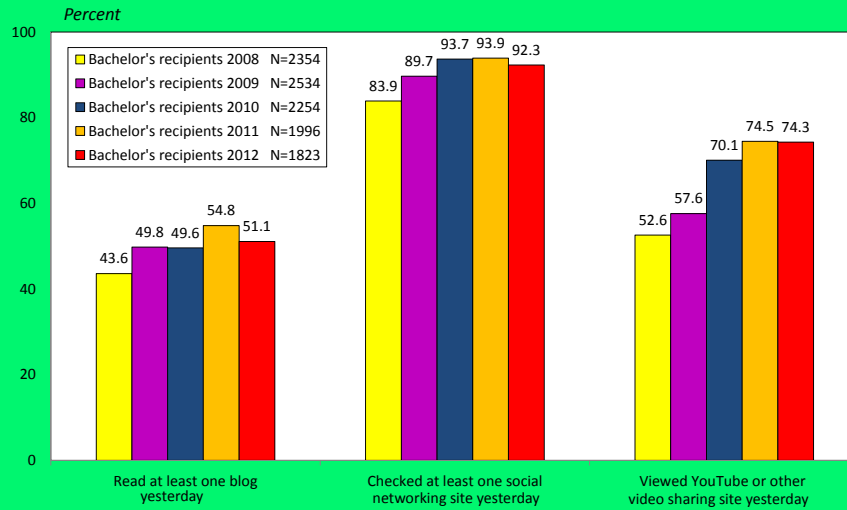
Journalism Bachelor's degree recipients' use of electronic media



Source: Annual Survey of Journalism & Mass Communication Graduates

67. Use of user generated electronic media

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



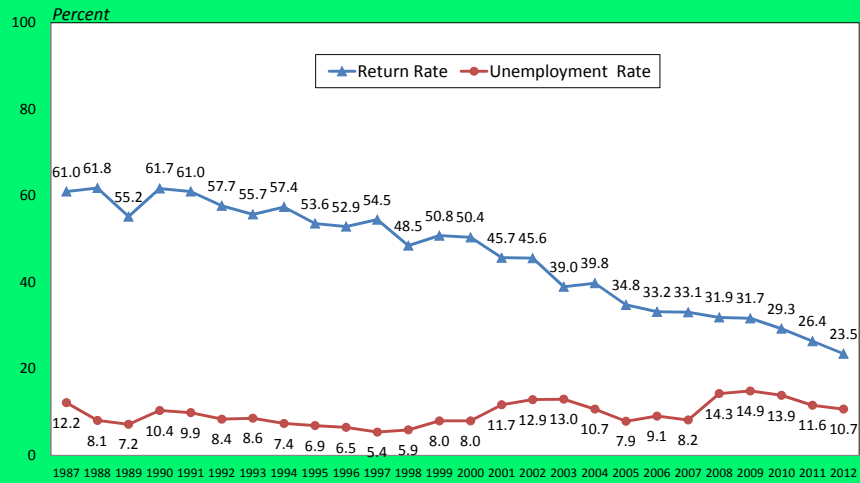
68. Student professional organizations attended while at university

	2002	2003	2005	2006	2007	2008	2009	2010	2011	2012
AD Club	2.8%	2.2%	4.5%	4.5%	4.5%	5.4%	4.9%	4.2%	6.5%	5.4%
American Advertising Federation	3.6%	3.9%	2.8%	2.3%	1.5%	2.4%	1.7%	2.1%	2.7%	2.4%
Association of Women in Communication	1.6%	2.0%	1.3%	1.1%	0.5%	0.4%	0.7%	0.9%	0.7%	0.6%
Di Gamma Kappa	0.7%	0.6%	0.5%	0.2%	0.5%	0.3%	0.2%	0.3%	0.3%	0.9%
Kappa Tau Alpha	0.3%	0.6%	0.2%	0.2%	0.3%	0.3%	0.6%	0.4%	0.5%	0.5%
Magazine Club	0.0%	0.0%	0.4%	0.3%	0.0%	0.1%	0.1%	0.3%	1.5%	0.2%
National Association of Black Journalists	1.6%	1.5%	1.0%	1.0%	0.6%	1.5%	0.7%	0.9%	0.7%	1.7%
National Broadcasting Society	1.3%	0.9%	0.6%	0.6%	0.4%	0.5%	0.6%	0.2%	0.4%	0.4%
National Press Photographers Association	0.8%	0.6%	0.3%	0.4%	0.2%	0.4%	0.4%	0.3%	0.1%	0.8%
Public Relations Student Society	13.5%	12.8%	16.0%	13.8%	12.9%	13.8%	12.2%	13.1%	21.0%	21.9%
Radio Television News Directors Association	1.3%	1.2%	1.0%	1.0%	0.9%	1.3%	1.0%	1.1%	0.9%	1.1%
Society of Professional Journalists	7.3%	5.8%	5.0%	6.7%	4.5%	5.0%	5.1%	5.5%	4.8%	6.6%
Student Society for News Design	0.5%	0.1%	0.0%	0.1%	0.1%	0.0%	1.2%	0.2%	0.7%	0.3%
N	2,794	2,684	2,412	2,290	2,112	2,360	2,534	2,254	1,996	1,823

Source: Annual Survey of Journalism & Mass Communication Graduates

Appendix Chart 1. Return rate and unemployment rate by year

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



Source: Annual Survey of Journalism & Mass Communication Graduates

Appendix Table 1. Median Salaries by Employer Type

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

Appendix Table 1. Median Salaries by Employer Type

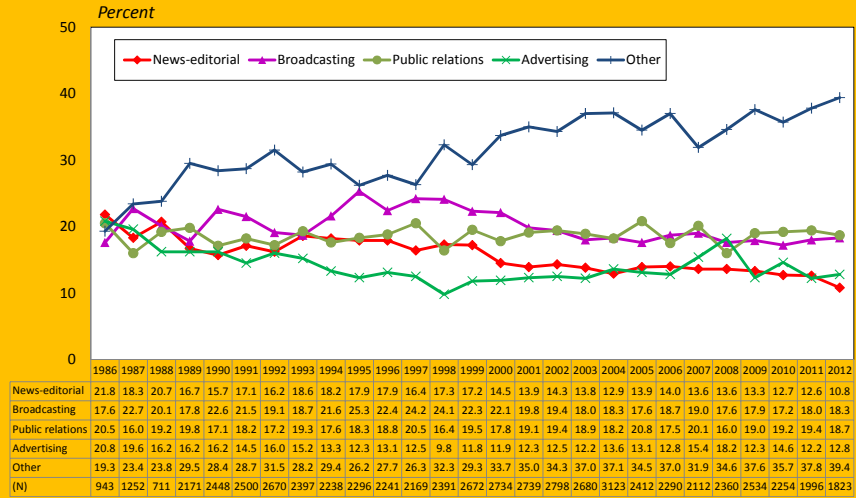
	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Cable Television															
Nominal salary/wk				\$346	\$327	\$404	\$346	\$363	\$456	\$412	\$404	\$404	\$442	\$450	\$481
Nominal salary/yr				\$18,000	\$17,000	\$21,000	\$18,000	\$18,860	\$23,700	\$21,400	\$21,000	\$21,000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

Appendix Table 1. Median Salaries by Employer Type

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
CPI-U Cumulative from '85	1.670	1.705	1.758	1.807	1.883	1.934	2.015	1.989	2.028	2.101	2.137	2.167
Master Total												
Nominal salary/wk	\$579	\$615	\$630	\$635	\$712	\$731	\$769	\$731	\$750	\$696	\$769	\$769
Nominal salary/yr	\$30,120	\$32,000	\$32,760	\$33,000	\$37,000	\$38,000	\$40,000	\$38,000	\$39,000	\$36,200	\$40,000	\$40,000
Real Salary 85 \$	\$18,038	\$18,770	\$18,638	\$18,263	\$19,652	\$19,652	\$19,853	\$19,109	\$19,227	\$17,226	\$18,716	\$18,458
N	102	105	101	159	93	87	119	104	124	108	123	99
Bachelor Total												
Nominal salaries/wk	\$500	\$500	\$500	\$535	\$558	\$577	\$577	\$577	\$577	\$577	\$596	\$615
Nominal salary/yr	\$26,000	\$26,000	\$26,000	\$27,800	\$29,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$31,000	\$32,000
Real Salary 85 \$	\$15,571	\$15,251	\$14,792	\$15,386	\$15,403	\$15,515	\$14,890	\$15,086	\$14,790	\$14,276	\$14,505	\$14,766
N	1,749	1,695	1,585	1,995	1,586	1,572	1,398	1,357	1,312	1,215	1,184	1,119
Daily Newspapers												
Nominal salary/wk	\$498	\$481	\$490	\$500	\$538	\$520	\$538	\$560	\$520	\$529	\$538	\$549
Nominal salary/yr	\$25,896	\$25,000	\$25,480	\$26,000	\$28,000	\$27,040	\$28,000	\$29,120	\$27,040	\$27,500	\$28,000	\$28,550
Real Salary 85 \$	\$15,509	\$14,664	\$14,496	\$14,389	\$14,872	\$13,984	\$13,897	\$14,643	\$13,331	\$13,086	\$13,102	\$13,174
N	120	152	127	146	127	109	106	60	71	65	59	66
Weeklies												
Nominal salary/wk	\$462	\$423	\$462	\$462	\$480	\$475	\$516	\$500	\$480	\$480	\$500	\$519
Nominal salary/yr	\$24,000	\$22,000	\$24,000	\$24,000	\$24,980	\$24,700	\$26,850	\$26,000	\$24,969	\$24,960	\$26,000	\$27,000
Real Salary 85 \$	\$14,373	\$12,905	\$13,654	\$13,282	\$13,268	\$12,774	\$13,326	\$13,074	\$12,310	\$11,878	\$12,166	\$12,459
N	43	45	39	69	46	53	38	23	32	31	25	27
Radio												
Nominal salary/wk	\$481	\$462	\$462	\$442	\$500	\$519	\$481	\$587	\$558	\$519	\$529	\$601
Nominal salary/yr	\$25,000	\$24,000	\$24,000	\$23,000	\$26,000	\$27,000	\$25,000	\$30,500	\$29,000	\$27,000	\$27,500	\$31,250
Real Salary 85 \$	\$14,972	\$14,078	\$13,654	\$12,729	\$13,809	\$13,963	\$12,408	\$15,337	\$14,297	\$12,848	\$12,868	\$14,420
N	46	33	20	29	25	23	16	20	9	17	8	12
Television												
Nominal salary/wk	\$413	\$423	\$423	\$452	\$442	\$470	\$462	\$462	\$478	\$488	\$490	\$538
Nominal salary/yr	\$21,500	\$22,000	\$22,000	\$23,492	\$23,000	\$24,440	\$24,000	\$24,000	\$24,880	\$25,376	\$25,500	\$28,000
Real Salary 85 \$	\$12,876	\$12,905	\$12,517	\$13,001	\$12,216	\$12,640	\$11,912	\$12,069	\$12,266	\$12,076	\$11,932	\$12,921
N	117	115	112	132	103	103	111	86	96	87	86	79

S1. What they studied

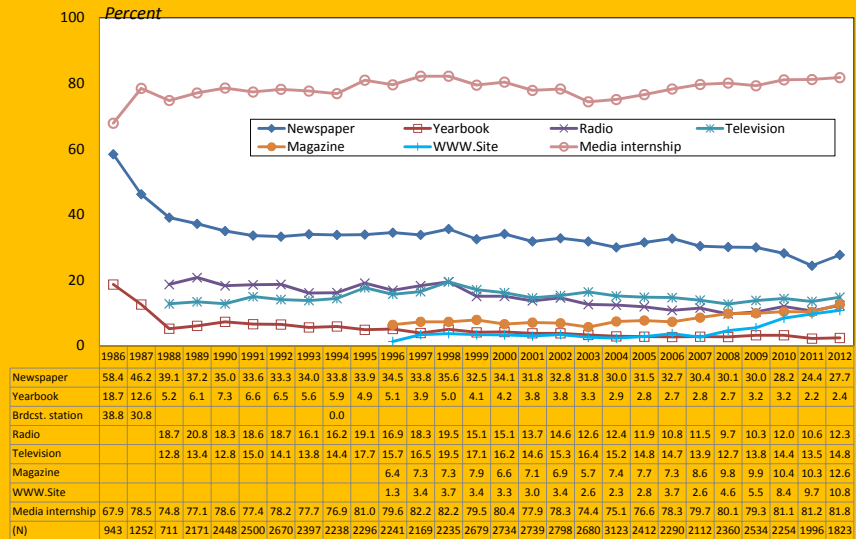
Specialty within curriculum of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S2. Campus activities

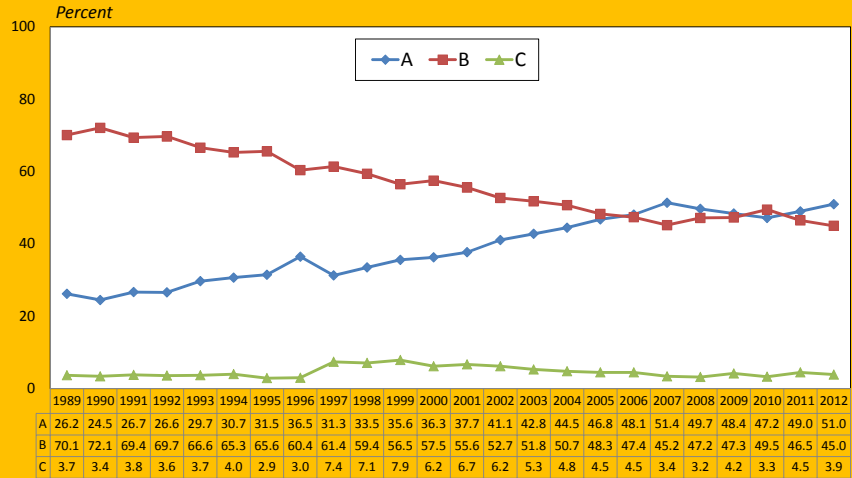
Campus activities of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S3. Grade point averages

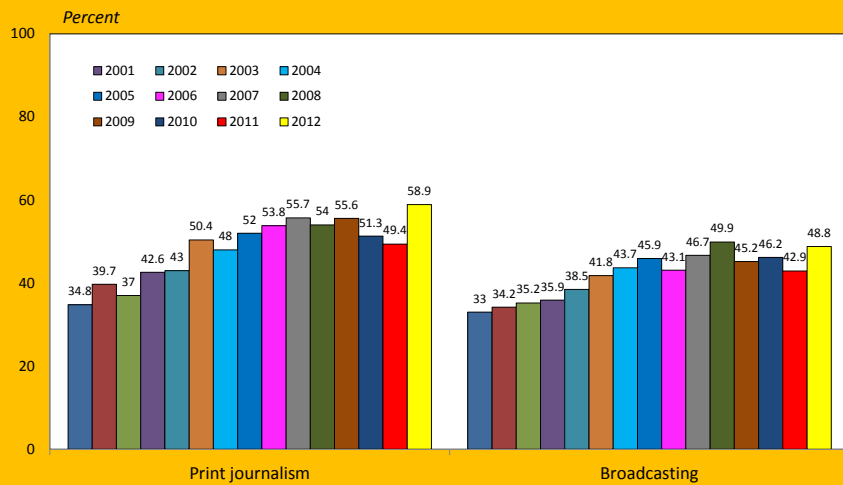
Final grades of Bachelor's degree recipients



Source: Annual Survey of Journalism & Mass Communication Graduates

S4. Grades by major

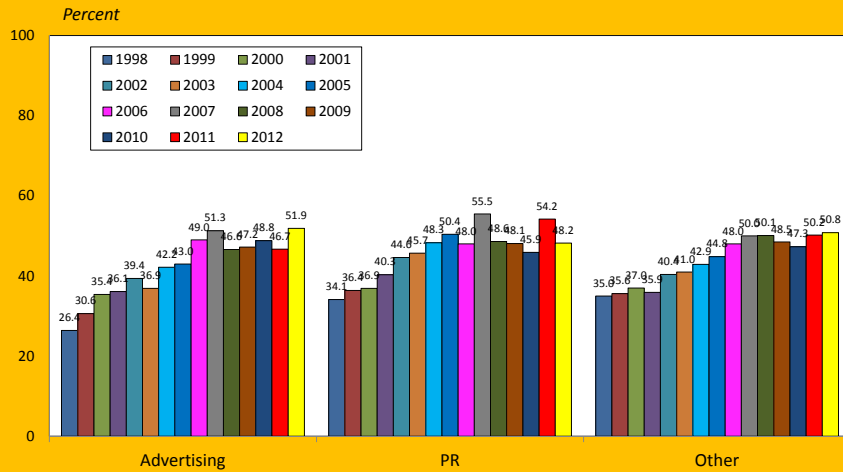
Final grades of Bachelor's degree recipients by major: percent with A or A-



Source: Annual Survey of Journalism & Mass Communication Graduates

S5. Grades by major II

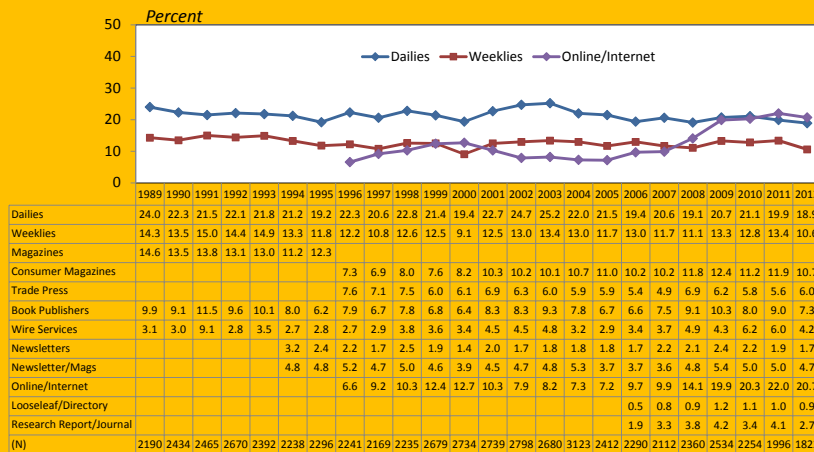
Final grades of Bachelor's degree recipients by major: percent with A or A-



Source: Annual Survey of Journalism & Mass Communication Graduates

S6. Seeking print jobs

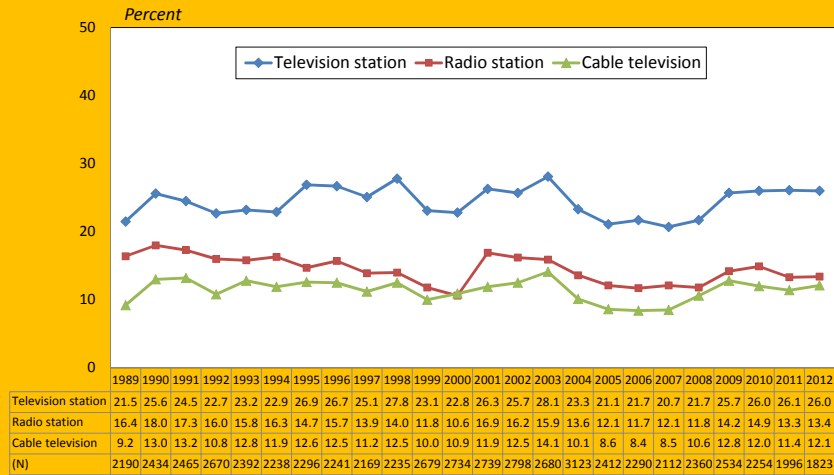
Jobs sought by Bachelor's degree recipients in the area of print media.
Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S7. Seeking broadcast jobs

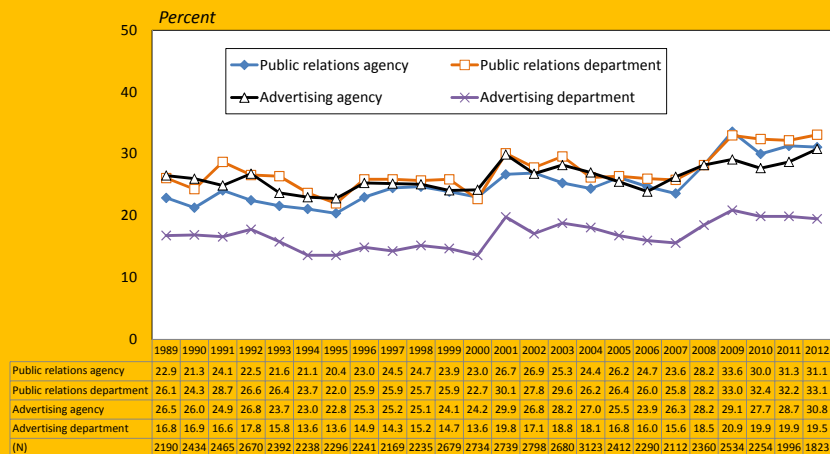
Jobs sought by Bachelor's degree recipients in the area of broadcasting.
Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S8. Seeking PR/advertising jobs

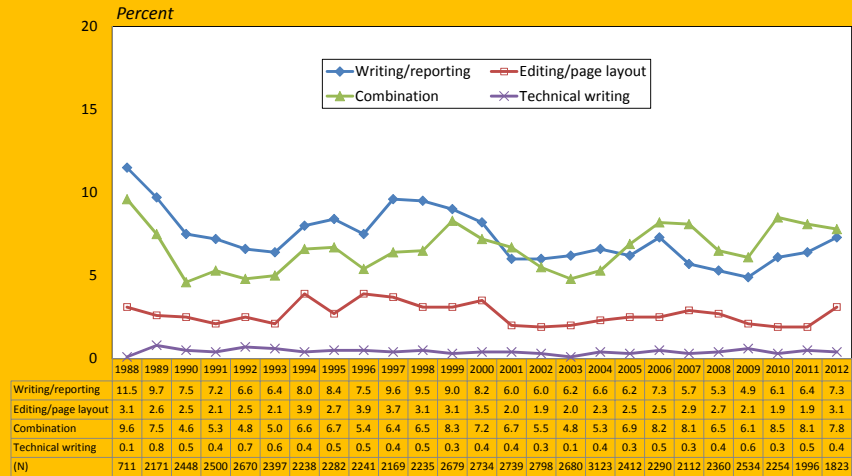
Jobs sought by Bachelor's degree recipients in the area of PR and advertising. Excludes students not seeking jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S9. News-editorial tasks

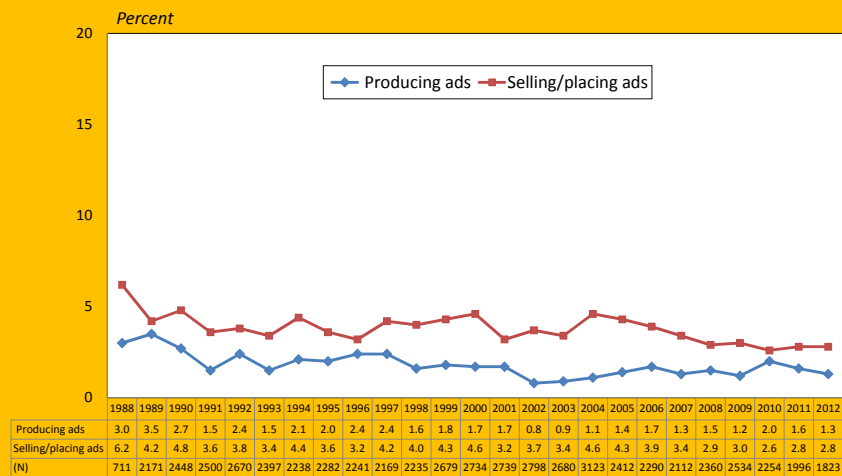
Bachelor's degree recipients' job tasks in the area of print journalism



Source: Annual Survey of Journalism & Mass Communication Graduates

S10. Advertising tasks

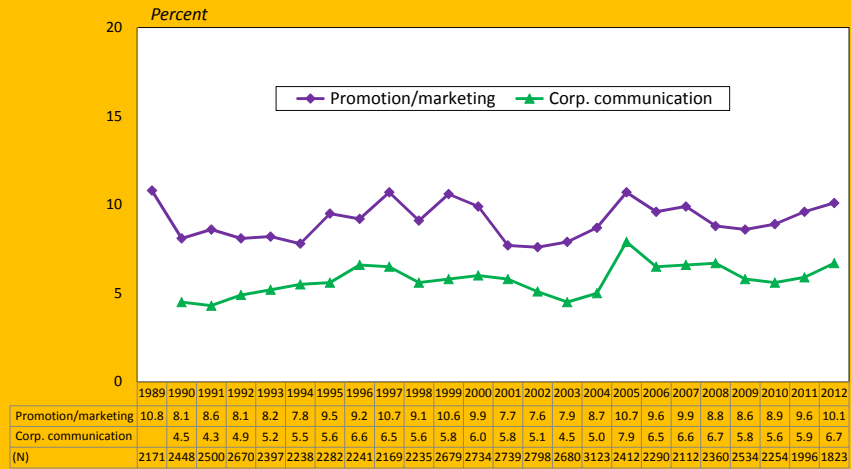
Bachelor's degree recipients' job tasks in the area of advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

S11. Corporate communication tasks

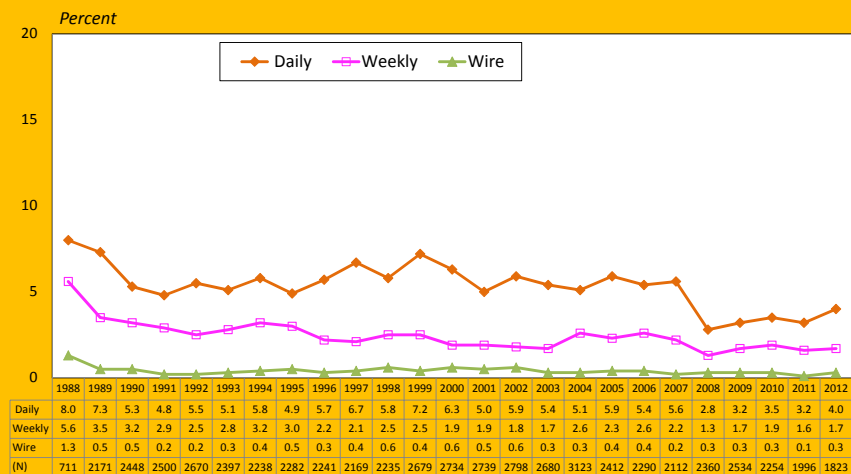
Bachelor's degree recipients' job tasks in the area of corporate marketing and communication



Source: Annual Survey of Journalism & Mass Communication Graduates

S12. Newspaper work

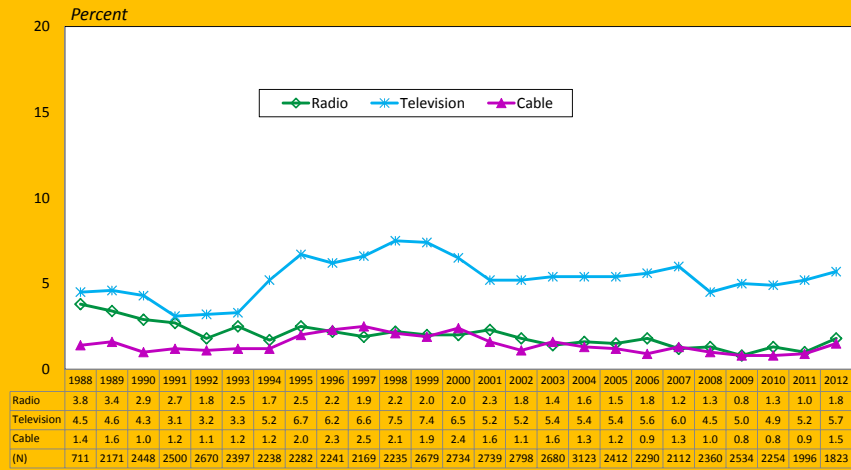
Bachelor's degree recipients working in newspaper jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S13. Telecommunication work

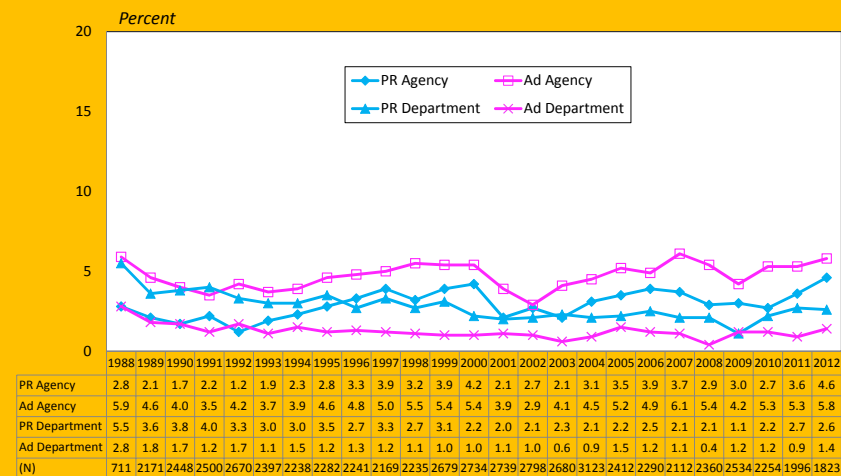
Bachelor's degree recipients working in telecommunications jobs



Source: Annual Survey of Journalism & Mass Communication Graduates

S14. PR and advertising work

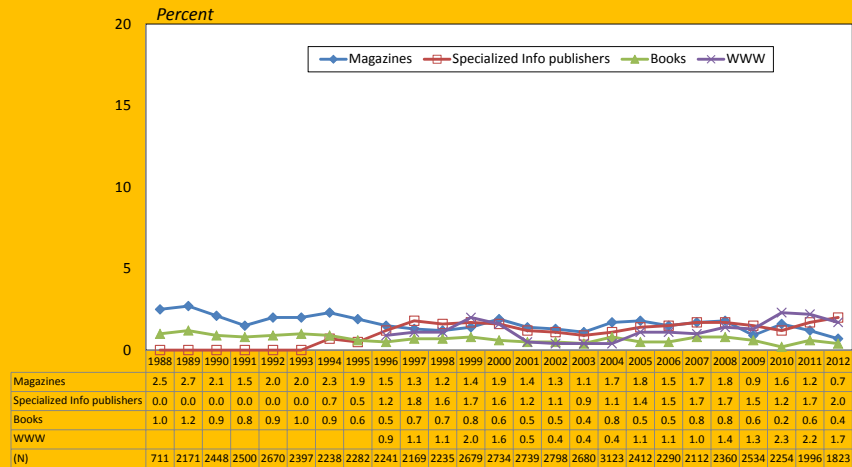
Bachelor's degree recipients working in public relations and advertising



Source: Annual Survey of Journalism & Mass Communication Graduates

S15. Other communication work

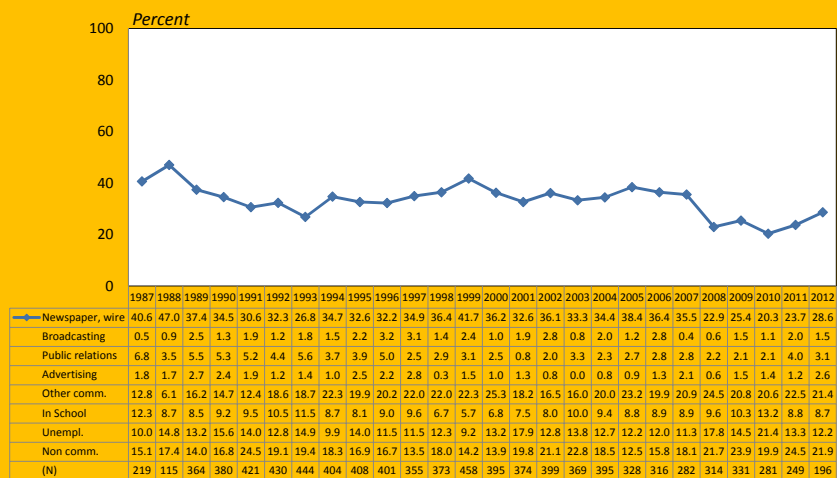
Bachelor's degree recipients working for magazines, newsletters/ trade press, book publishers, WWW



Source: Annual Survey of Journalism & Mass Communication Graduates

S16. Hiring news students

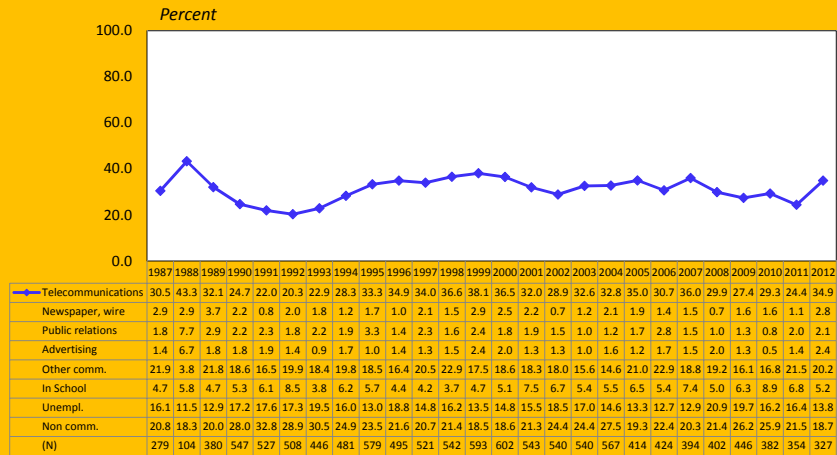
Employers of Bachelor's degree recipients with a news-editorial emphasis



Source: Annual Survey of Journalism & Mass Communication Graduates

S17. Hiring broadcast students

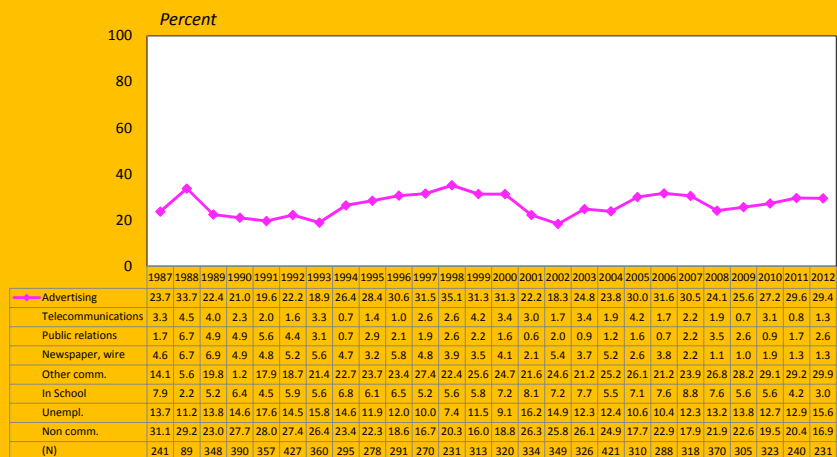
Students with an emphasis in telecommunications who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S18. Hiring advertising students

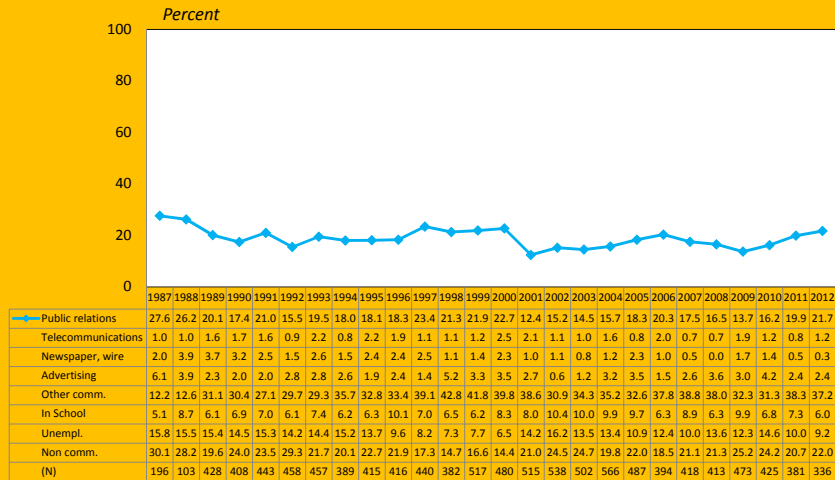
Students with an advertising emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S19. Hiring PR students

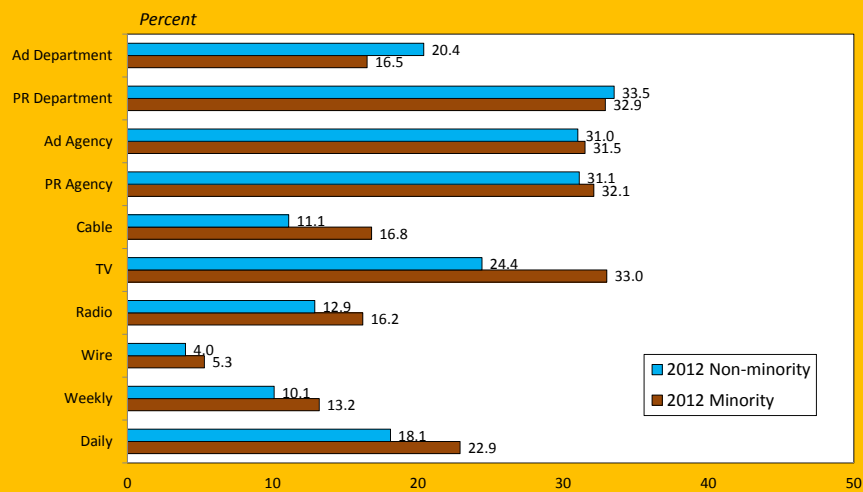
Students with a public relations emphasis who choose their own specialty



Source: Annual Survey of Journalism & Mass Communication Graduates

S20. Minorities and job seeking I

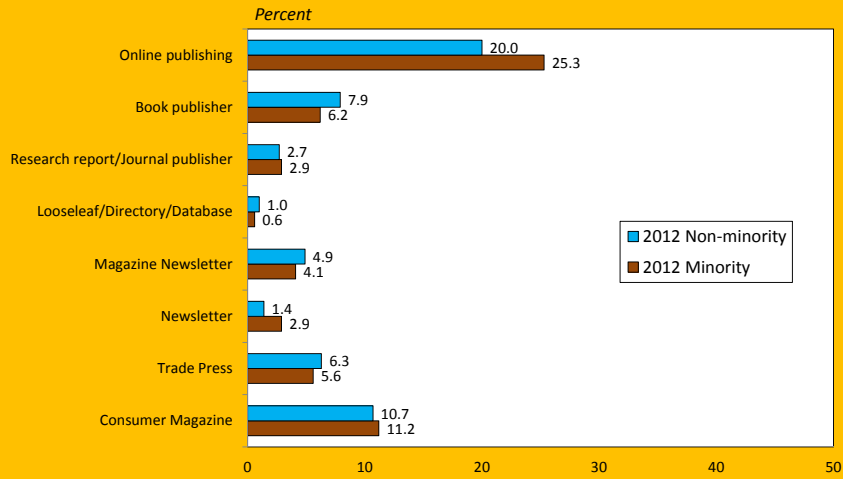
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2012



Source: Annual Survey of Journalism & Mass Communication Graduates

S21. Minorities and job seeking II

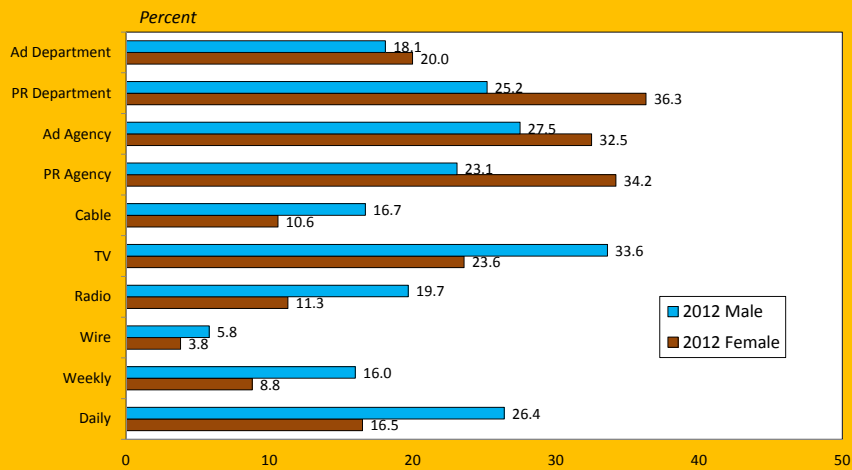
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2012



Source: Annual Survey of Journalism & Mass Communication Graduates

S22. Gender and job seeking I

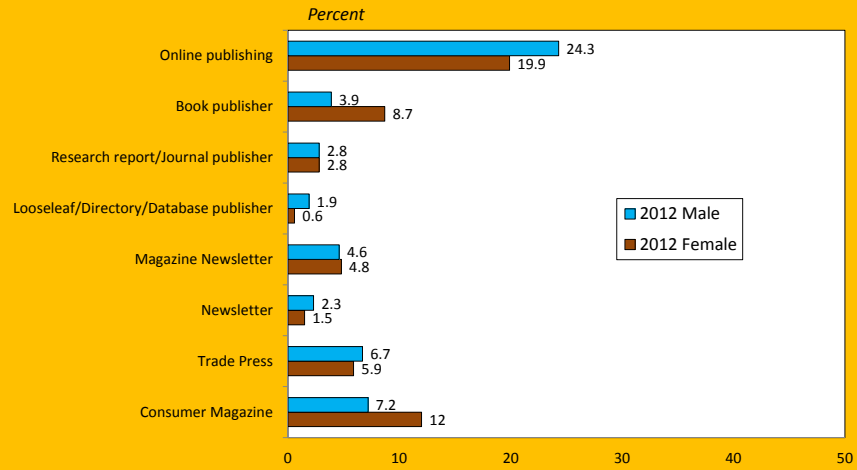
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2012



Source: Annual Survey of Journalism & Mass Communication Graduates

S23. Gender and job seeking II

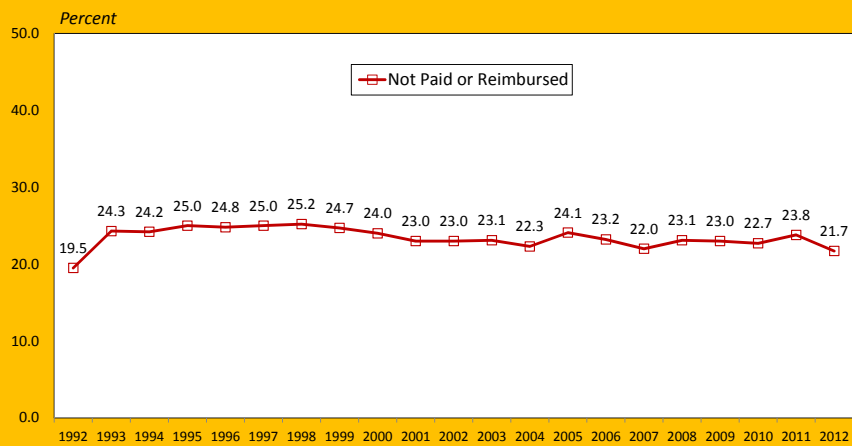
Types of jobs sought by journalism and mass communication Bachelor's degree recipients in 2012



Source: Annual Survey of Journalism & Mass Communication Graduates

S24. Overtime without pay

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



Source: Annual Survey of Journalism & Mass Communication Graduates