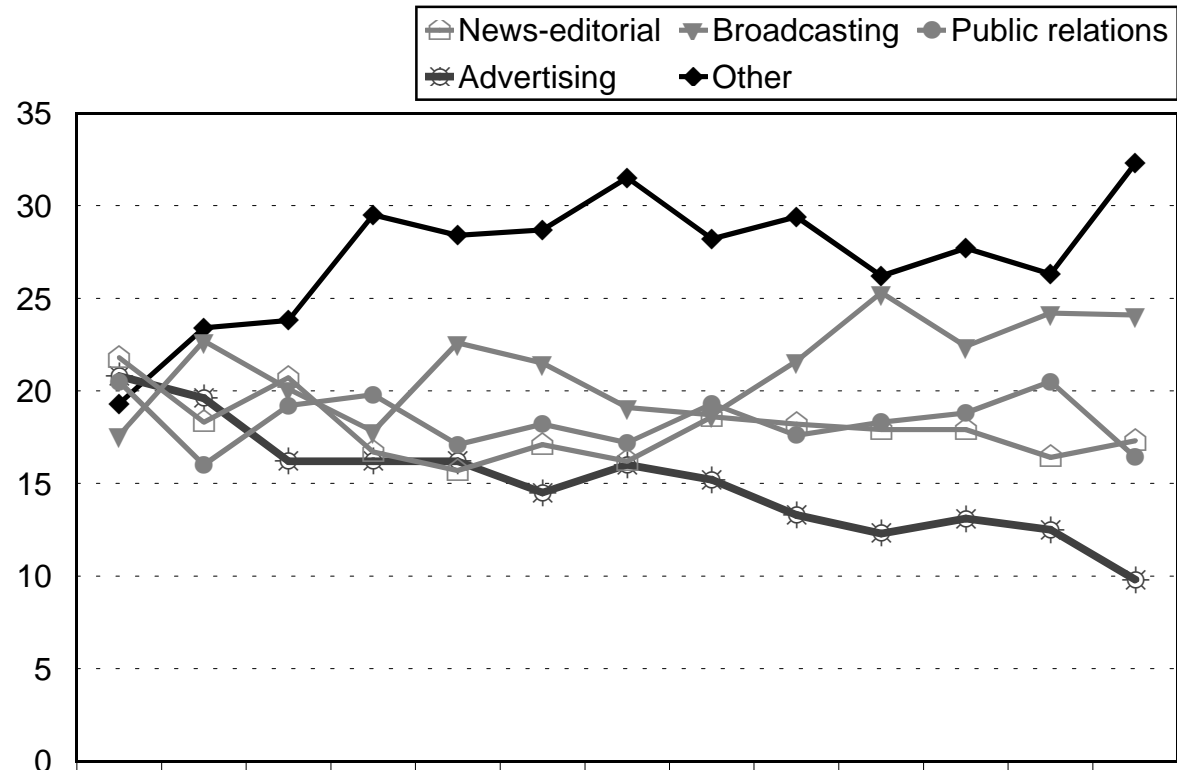


Specialty
within
curriculum
of BA
recipients

1. What they studied

Percent of students



	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
News-editorial	21.8	18.3	20.7	16.7	15.7	17.1	16.2	18.6	18.2	17.9	17.9	16.4	17.3
Broadcasting	17.6	22.7	20.1	17.8	22.6	21.5	19.1	18.7	21.6	25.3	22.4	24.2	24.1
Public relations	20.5	16	19.2	19.8	17.1	18.2	17.2	19.3	17.6	18.3	18.8	20.5	16.4
Advertising	20.8	19.6	16.2	16.2	16.2	14.5	16	15.2	13.3	12.3	13.1	12.5	9.8
Other	19.3	23.4	23.8	29.5	28.4	28.7	31.5	28.2	29.4	26.2	27.7	26.3	32.3
(N)	943	1252	711	2171	2448	2500	2670	2397	2238	2296	2241	2169	2391

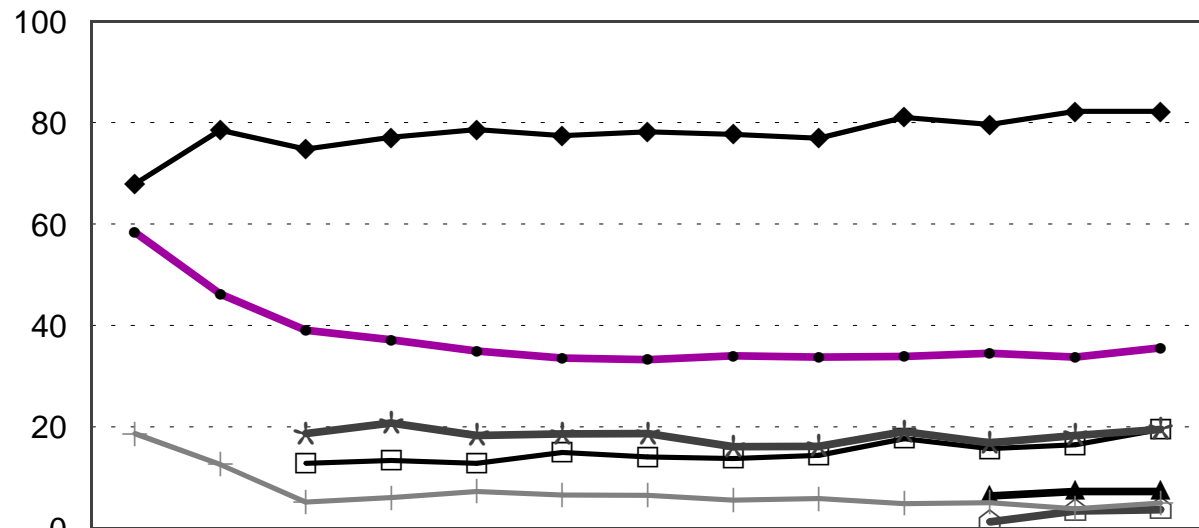
Source: Annual Survey of Journalism & Mass Communication Graduates

Campus activities of BA recipients

2. Campus activities

Percent of students

■ Newspaper
 + Yearbook
 ★ Radio
 ⊞ Television
 ◆ Media internship
 ▲ Magazine
 ◻ WWW.Site

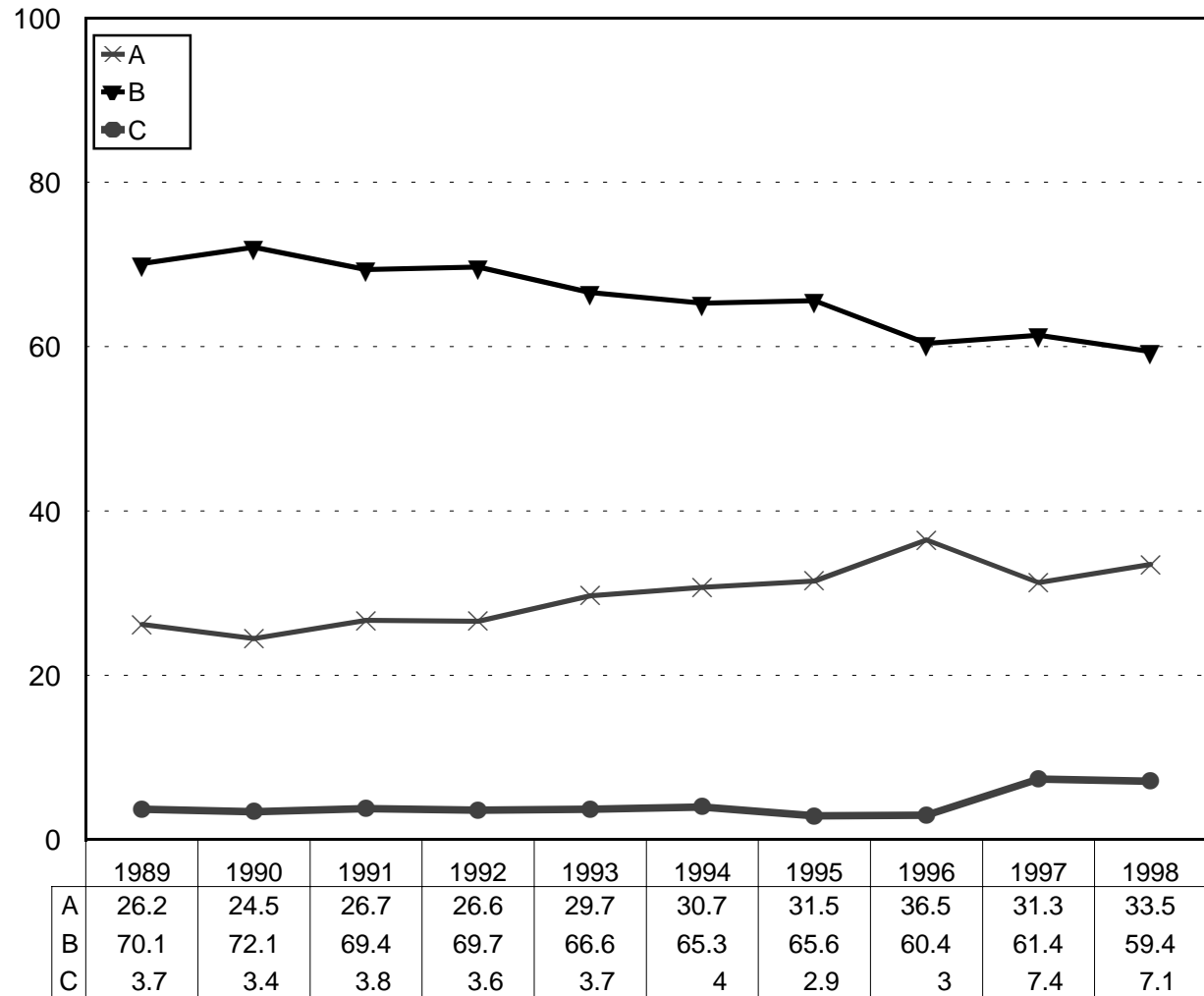


	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Newspaper	58.4	46.2	39.1	37.2	35	33.6	33.3	34	33.8	33.9	34.5	33.8	35.6
Yearbook	18.7	12.6	5.2	6.1	7.3	6.6	6.5	5.6	5.9	4.9	5.1	3.9	5
Brcdst. station	38.8	30.8											
Radio			18.7	20.8	18.3	18.6	18.7	16.1	16.2	19.1	16.9	18.3	19.5
Television			12.8	13.4	12.8	15	14.1	13.8	14.4	17.7	15.7	16.5	19.5
Media internship	67.9	78.5	74.8	77.1	78.6	77.4	78.2	77.7	76.9	81	79.6	82.2	82.2
Magazine											6.4	7.3	7.3
WWW.Site											1.3	3.4	3.7
(N)	943	1252	711	2171	2448	2500	2670	2397	2238	2296	2241	2169	2235

Source: Annual Survey of Journalism & Mass Communication Graduates

Final
grades of
BA
recipients

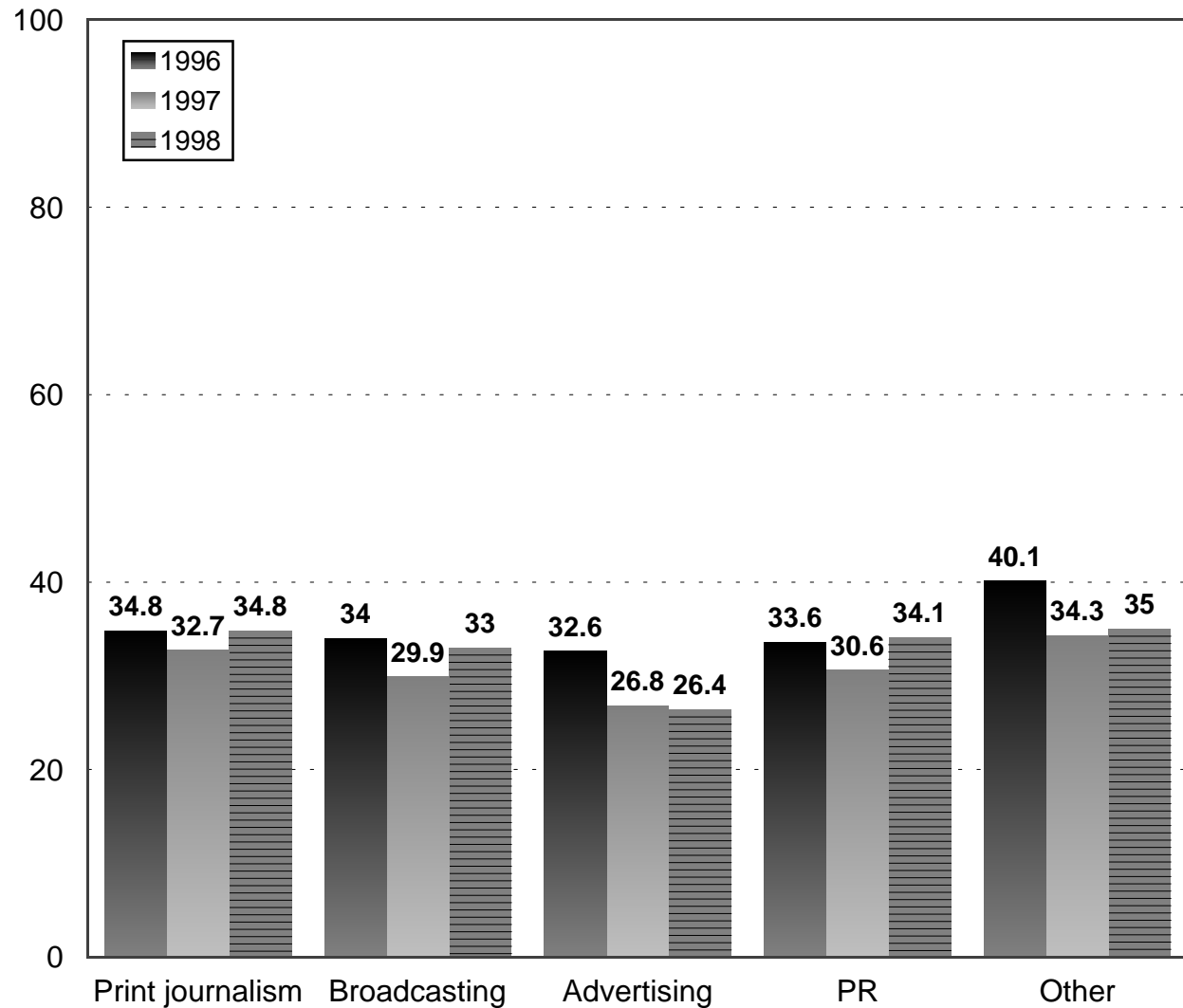
3. Grade differential



Source: Annual Survey of Journalism & Mass Communication Graduates

Final
grades of
BA
recipients
by major:
percent
with A
or A-

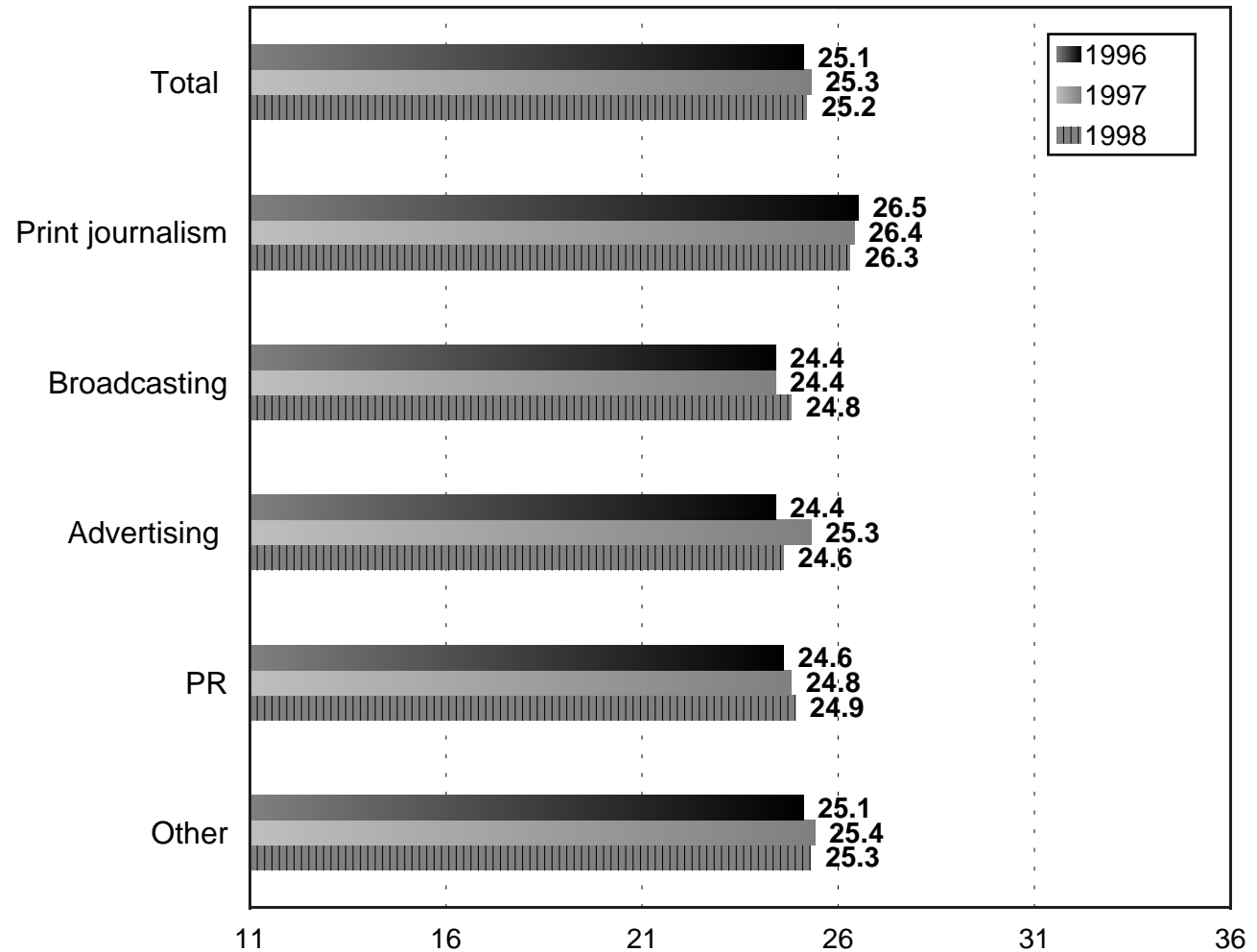
4. Grades by major



Source: Annual Survey of Journalism & Mass Communication Graduates

Mean ACT scores of BA recipients by major

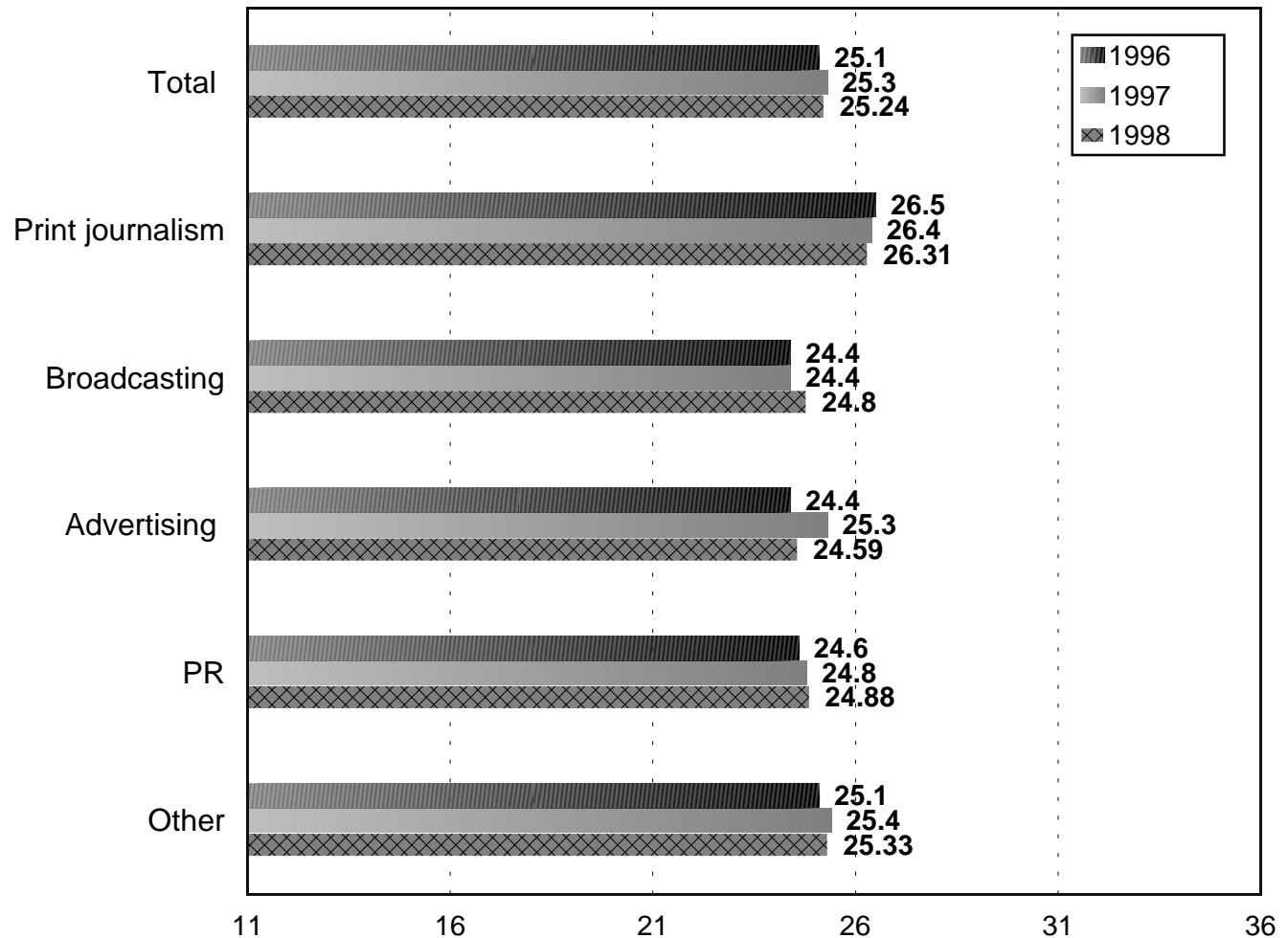
5. ACT scores



Source: Annual Survey of Journalism and Mass Communication Graduates

Mean SAT scores of BA recipients by major

6. SAT scores

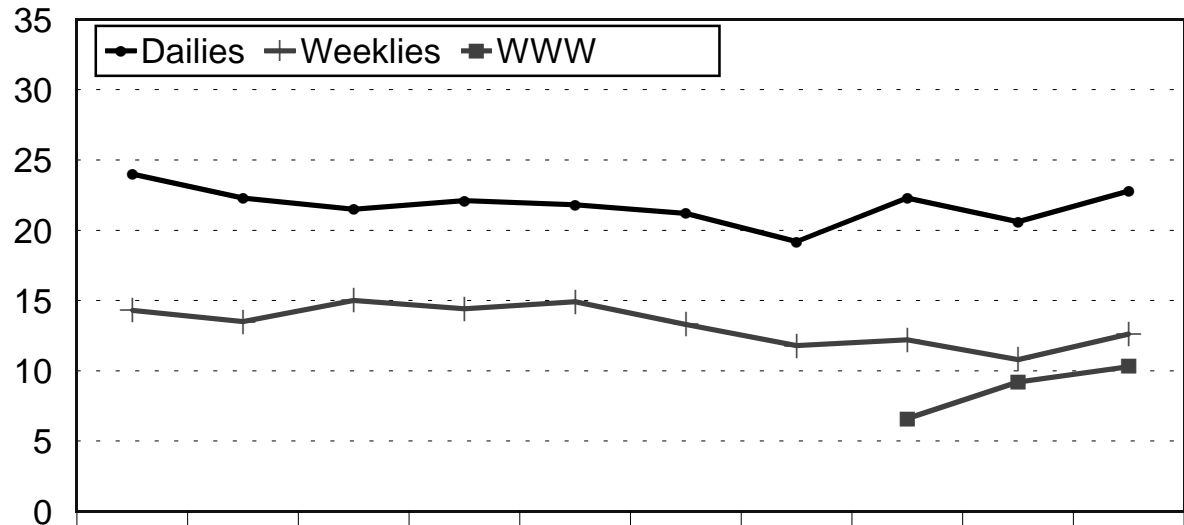


Source: Annual Survey of Journalism and Mass Communication Graduates

**Jobs
sought by
BA
recipients
in the area
of print
journalism**

7. Seeking print jobs

Percent



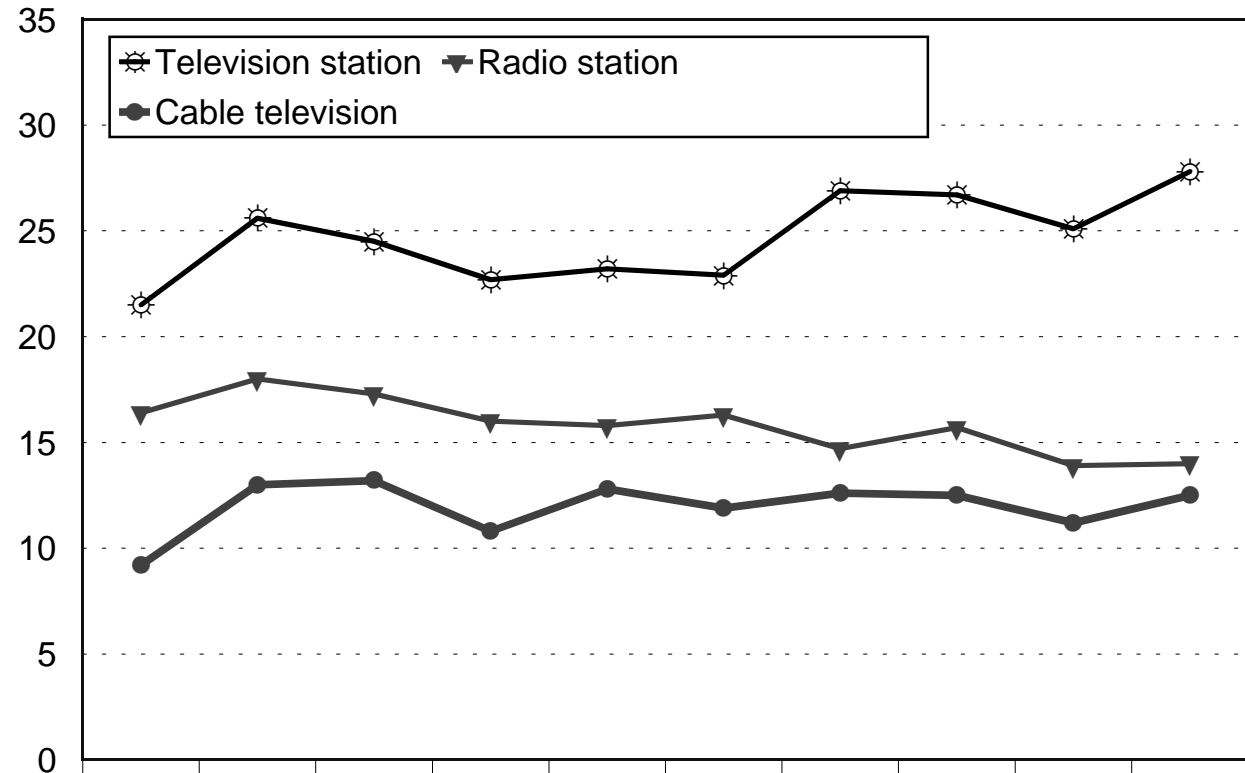
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Dailies	24	22.3	21.5	22.1	21.8	21.2	19.2	22.3	20.6	22.8
Weeklies	14.3	13.5	15	14.4	14.9	13.3	11.8	12.2	10.8	12.6
Magazines	14.6	13.5	13.8	13.1	13	11.2	12.3			8
Consumer Magazines								7.3	6.9	
Trade Press								7.6	7.1	7.5
Book Publishers	9.9	9.1	11.5	9.6	10.1	8	6.2	7.9	6.7	7.8
Wire Services	3.1	3	9.1	2.8	3.5	2.7	2.8	2.7	2.9	3.8
Newsletters						3.2	2.4	2.2	1.7	2.5
Newsletter/Mags						4.8	4.8	5.2	4.7	5
WWW								6.6	9.2	10.3
(N)	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235

Source: Annual Survey of Journalism & Mass Communication Graduates

Jobs sought by BA recipients
in the area of telecommunications

8. Seeking broadcast jobs

Percent



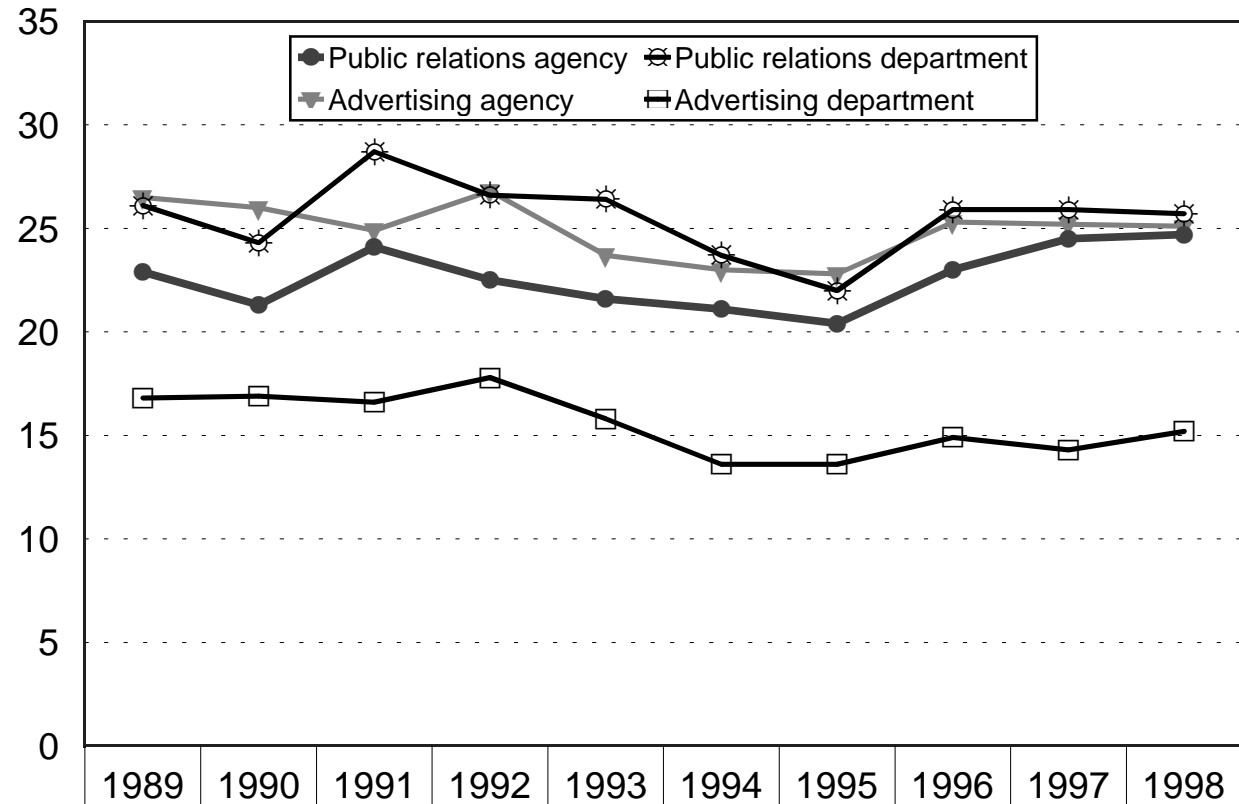
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Television station	21.5	25.6	24.5	22.7	23.2	22.9	26.9	26.7	25.1	27.8
Radio station	16.4	18	17.3	16	15.8	16.3	14.7	15.7	13.9	14
Cable television	9.2	13	13.2	10.8	12.8	11.9	12.6	12.5	11.2	12.5
(N)	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235

Source: Annual Survey of Journalism & Mass Communication Graduates

Jobs
sought by
BA
recipients
in the area
of PR and
advertising

9. Seeking PR/Advertising jobs

Percent



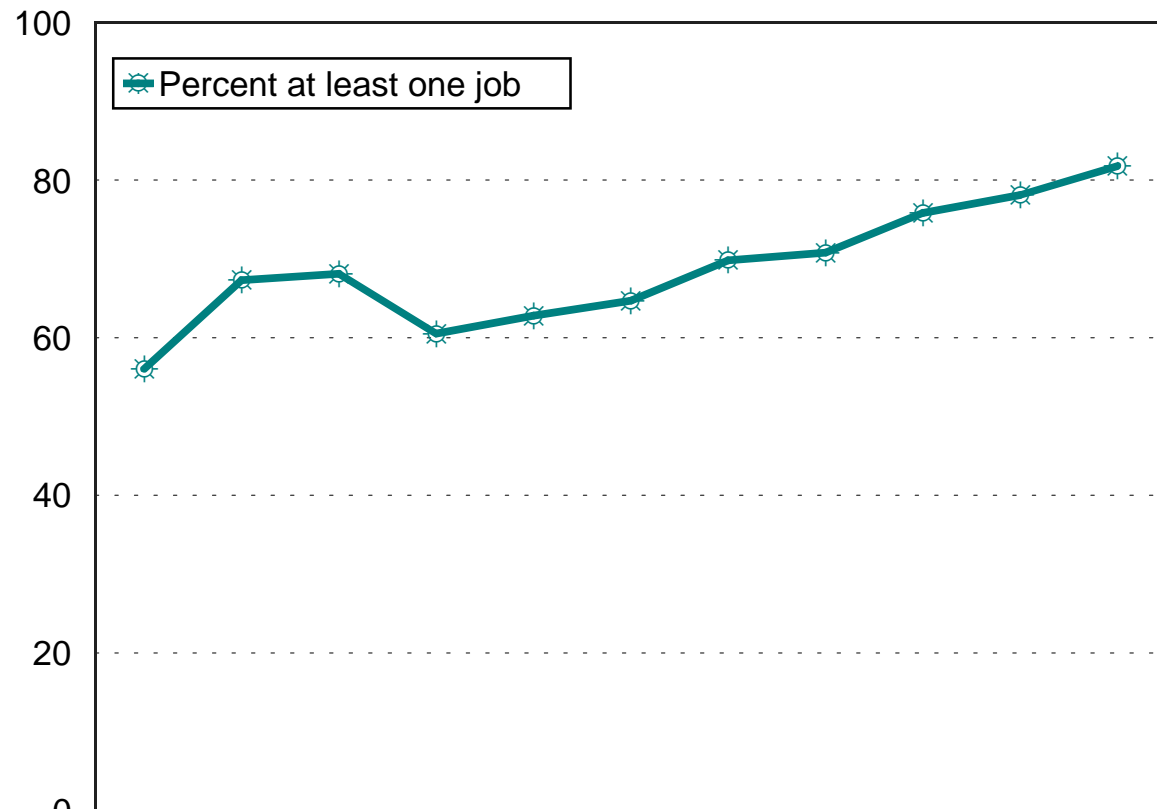
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Public relations agency	22.9	21.3	24.1	22.5	21.6	21.1	20.4	23	24.5	24.7
Public relations department	26.1	24.3	28.7	26.6	26.4	23.7	22	25.9	25.9	25.7
Advertising agency	26.5	26	24.9	26.8	23.7	23	22.8	25.3	25.2	25.1
Advertising department	16.8	16.9	16.6	17.8	15.8	13.6	13.6	14.9	14.3	15.2
(N)	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235

Source: Annual Survey of Journalism & Mass Communication Graduates

**Job offers
for BA
recipients
on
graduation:
percent with
at least
one job**

10. Job offers to BA's

Percent



	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Percent at least one job	56	67.3	68.1	60.5	62.8	64.7	69.8	70.8	75.8	78.1	81.8
Mean=number of jobs	1.2	1.6	1.5	1.2	1.2	1.4	1.5	1.6	1.7	2	2.2
(N)	587	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235

Source: Annual Survey of Journalism & Mass Communication Graduates

Employment

status of BA

recipients

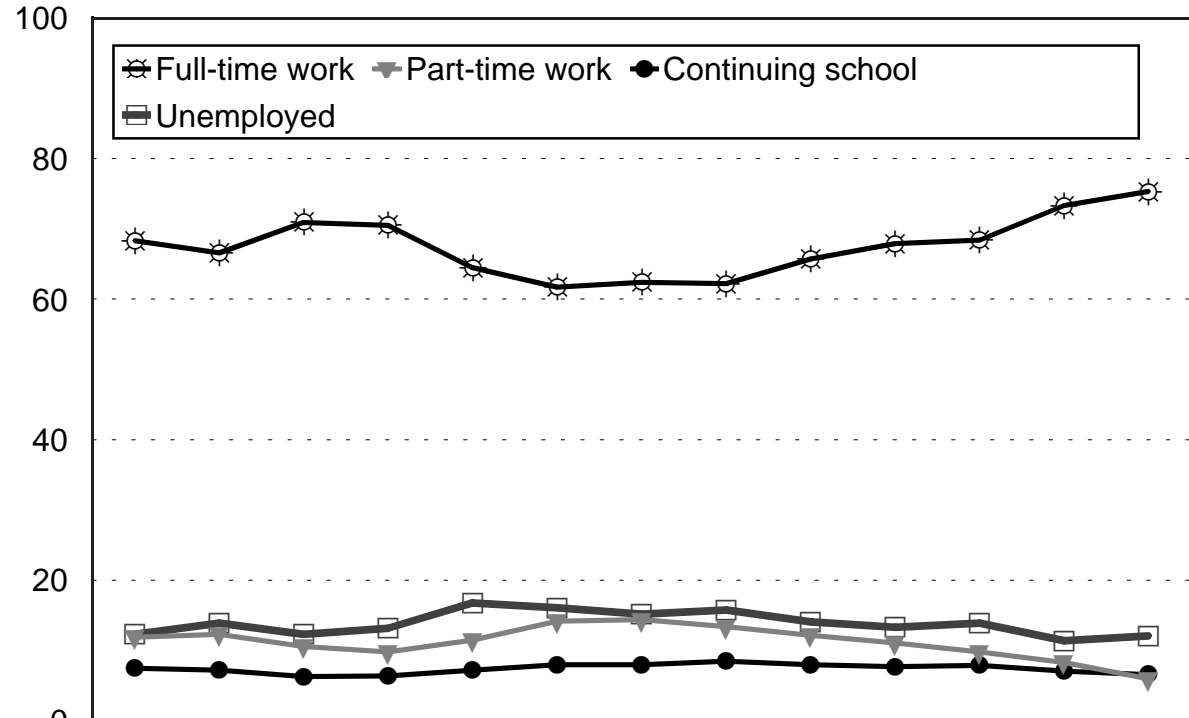
six to eight

months after

graduation

11. Employment status

Percent



	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Full-time work	68.3	66.6	70.9	70.5	64.5	61.7	62.4	62.2	65.7	67.9	68.4	73.3	75.3
Part-time work	11.9	12.3	10.6	9.8	11.5	14.2	14.4	13.4	12.2	11.1	9.8	8.3	6
Continuing school	7.5	7.2	6.3	6.4	7.2	8	8	8.5	8	7.7	7.9	7.1	6.6
Unemployed	12.3	13.9	12.3	13.2	16.8	16.1	15.2	15.8	14.1	13.3	13.9	11.4	12.1
(N)	943	1215	587	2190	2434	2465	2670	2392	2238	2296	2241	2169	2235

Source: Annual Survey of Journalism & Mass Communication Graduates

Status of BA

12. Permanent positions

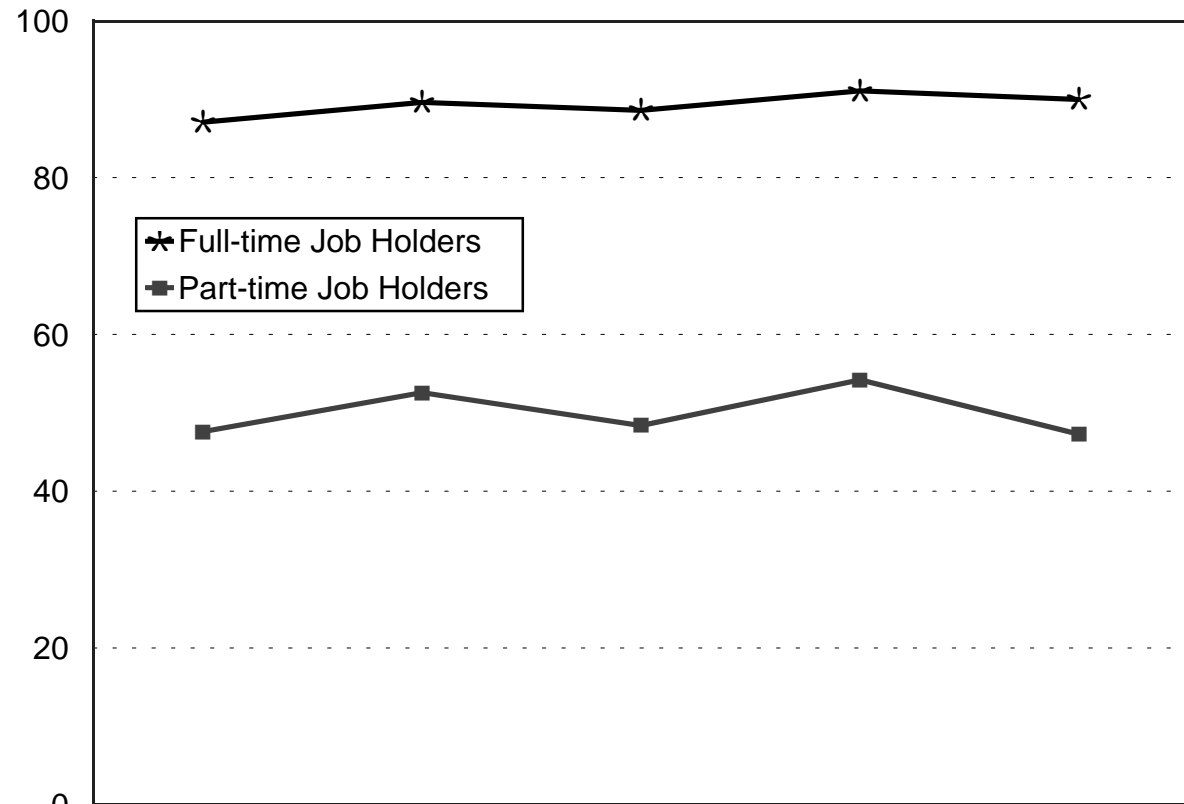
recipients:

percent in

permanent

positions

Percent



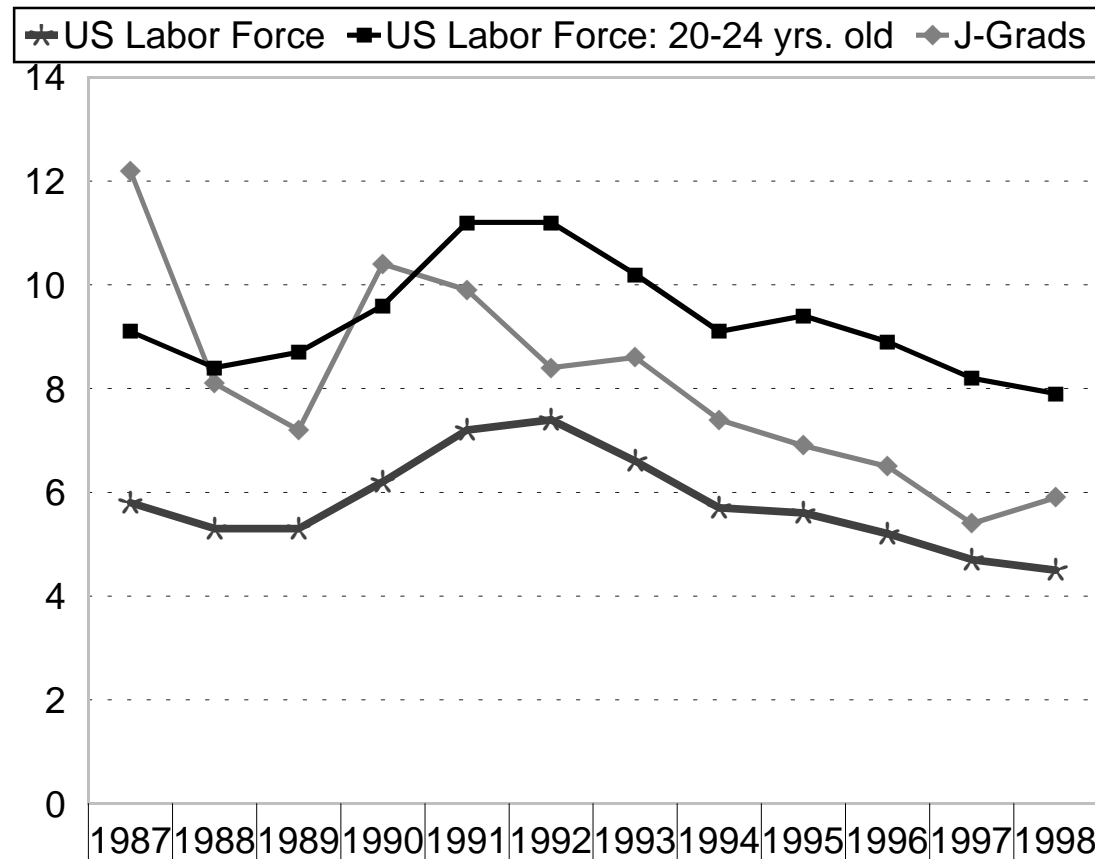
	1994	1995	1996	1997	1998
Full-time Job Holders	87.1	89.6	88.6	91.1	90
Part-time Job Holders	47.6	52.6	48.4	54.2	47.3

Source: Annual Survey of Journalism & Mass Communication Graduates

Unemployment
rates of
journalism BA
recipients
compared to
national data

13. Unemployment rates

Percent



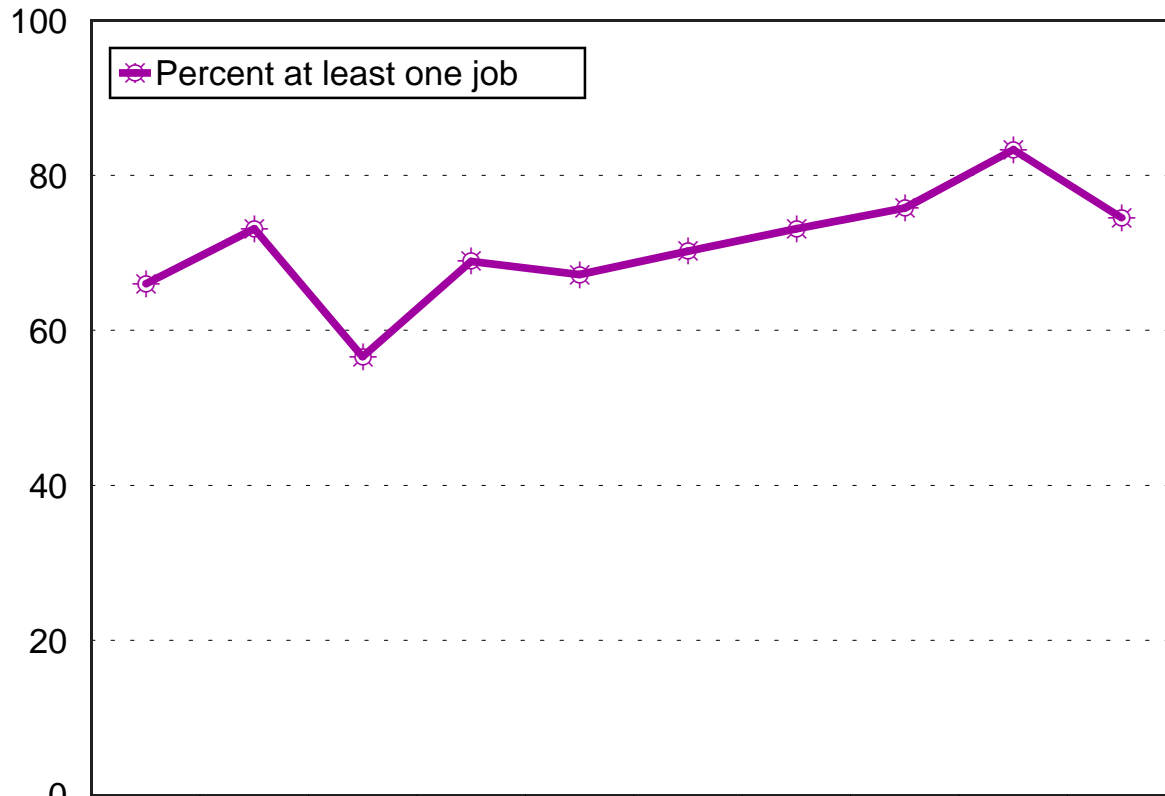
US Labor Force	5.8	5.3	5.3	6.2	7.2	7.4	6.6	5.7	5.6	5.2	4.7	4.5
US Labor Force: 20-24 yrs. old	9.1	8.4	8.7	9.6	11.2	11.2	10.2	9.1	9.4	8.9	8.2	7.9
J-Grads	12.2	8.1	7.2	10.4	9.9	8.4	8.6	7.4	6.9	6.5	5.4	5.9

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

Job offers to MA recipients on graduation: percent with at least one job

14. Job offers to MA's

Percent



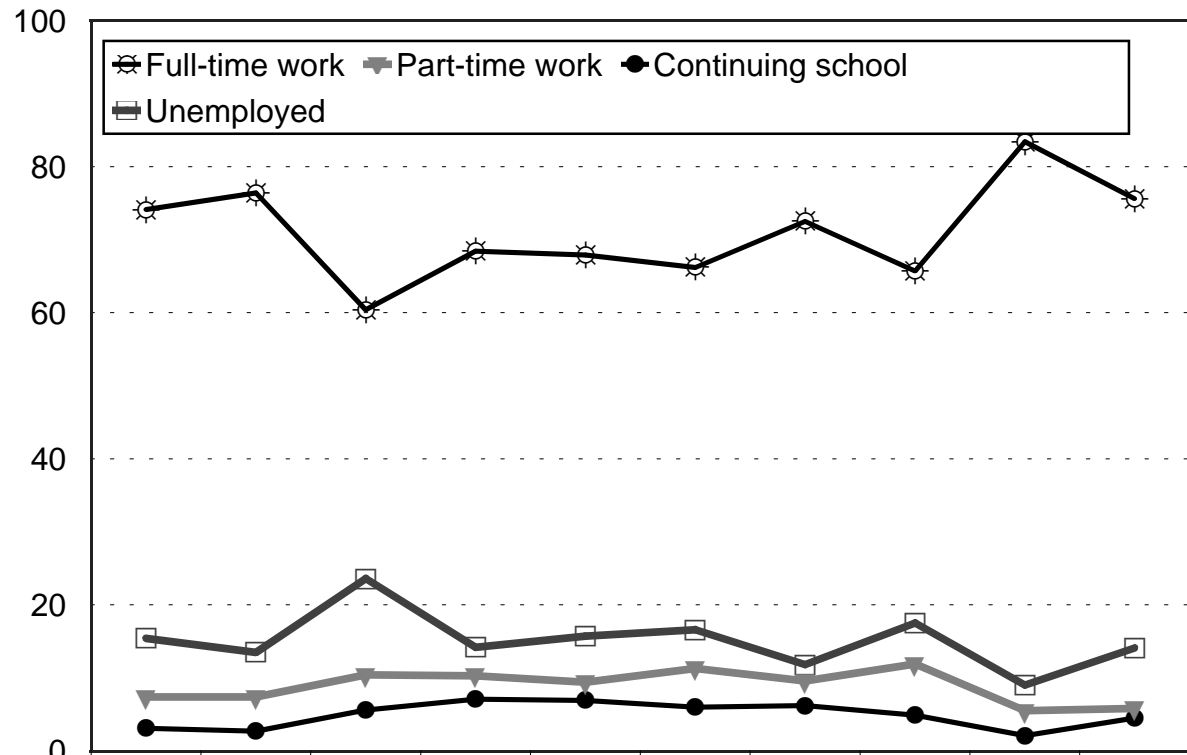
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Percent at least one job	66	73.1	56.6	68.9	67.2	70.2	73.1	75.8	83.3	74.5
Mean=number of jobs	1.7	1.4	1.2	1.4	1.4	1.4	1.7	1.8	2	2
(N)	162	148	144	155	159	151	178	143	145	156

Source: Annual Survey of Journalism & Mass Communication Graduates

Employment
status of MA
recipients
six to eight
months after
graduation

15. Employment status

Percent



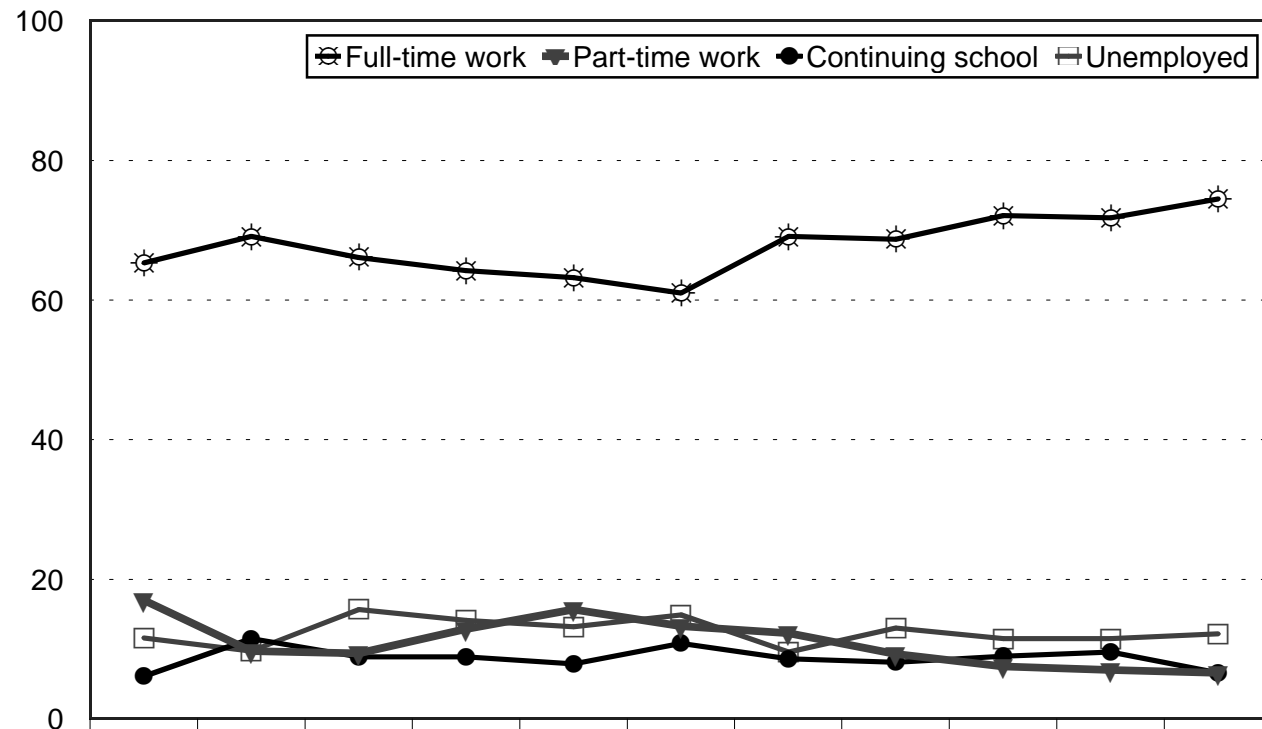
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Full-time work	74.1	76.4	60.4	68.4	67.9	66.2	72.5	65.7	83.4	75.6
Part-time work	7.4	7.4	10.4	10.3	9.4	11.3	9.6	11.9	5.5	5.8
Continuing school	3.1	2.7	5.6	7.1	6.9	6	6.2	4.9	2.1	4.5
Unemployed	15.4	13.5	23.6	14.2	15.7	16.6	11.8	17.5	9	14.1
(N)	162	148	144	155	159	151	178	143	145	156

Source: Annual Survey of Journalism & Mass Communication Graduates

Employment
of BA
recipients in
the editorial
specialty

16. Employment, news-editorial

Percent



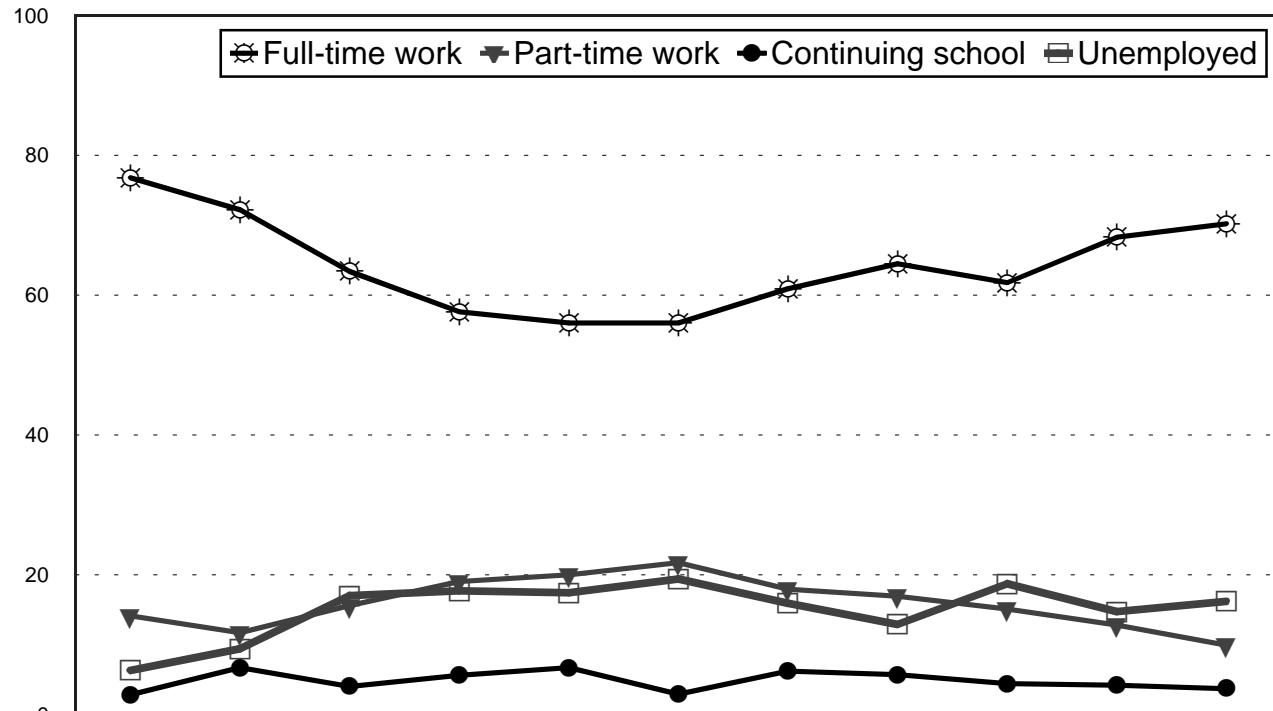
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Full-time work	65.3	69.1	66.1	64.2	63.2	61	69.1	68.7	72.1	71.8	74.5
Part-time work	17	9.7	9.4	12.9	15.7	13.3	12.3	9.3	7.5	7	6.6
Continuing school	6.1	11.5	8.9	8.9	7.9	10.8	8.6	8.1	9	9.6	6.6
Unemployed	11.6	9.7	15.7	14.1	13.2	14.9	9.6	13	11.5	11.5	12.2
(N)	147	362	383	427	432	444	405	409	401	355	377

Source: Annual Survey of Journalism & Mass Communication Graduates

Employment
of BA
recipients in
the
broadcasting
specialty

17. Employment, broadcasting

Percent



	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Full-time work	76.8	72.2	63.4	57.6	56	56	60.9	64.5	61.8	68.3	70.2
Part-time work	14.1	11.7	15.6	19	20	21.7	17.9	16.9	15.1	12.8	9.9
Continuing school	2.8	6.7	4	5.6	6.7	2.9	6.2	5.7	4.4	4.2	3.7
Unemployed	6.3	9.4	17	17.7	17.4	19.4	15.9	12.9	18.7	14.7	16.2
(N)	142	385	585	536	511	448	482	580	498	524	544

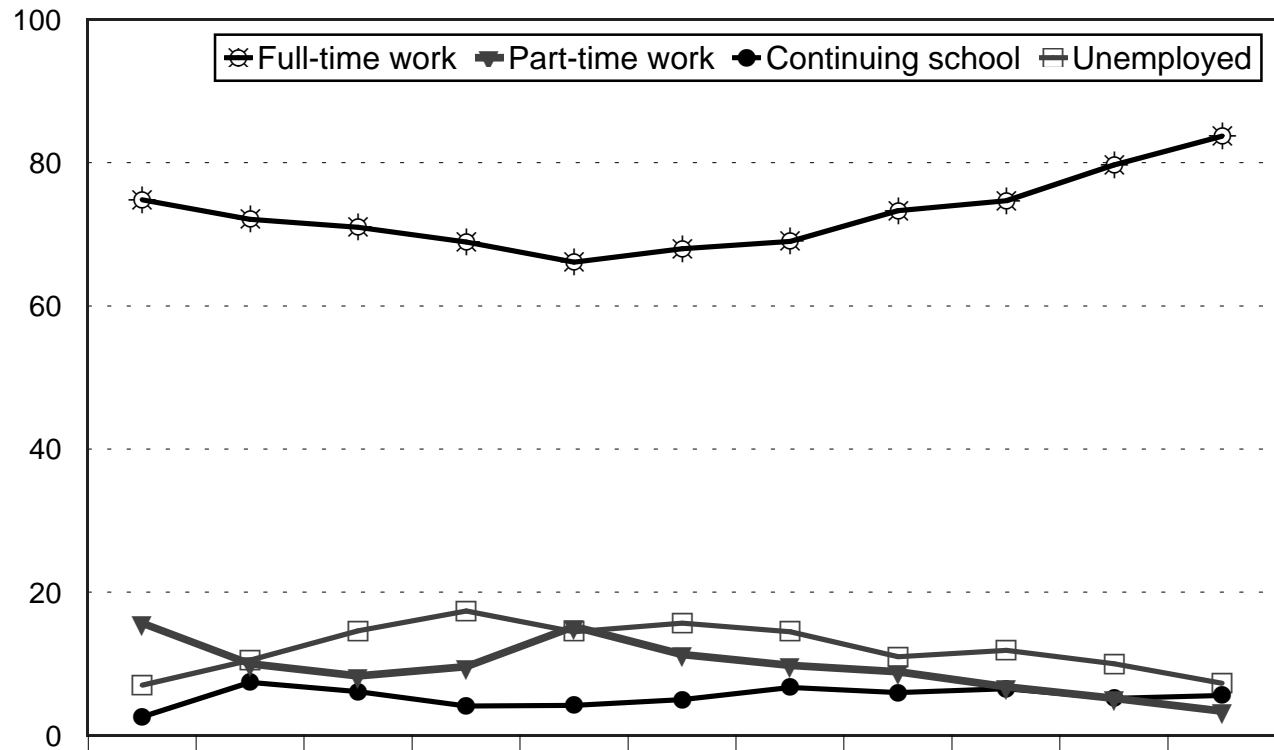
Source: Annual Survey of Journalism & Mass Communication Graduates

Employment
of BA

recipients in
the advertising
specialty

18. Employment, advertising

Percent



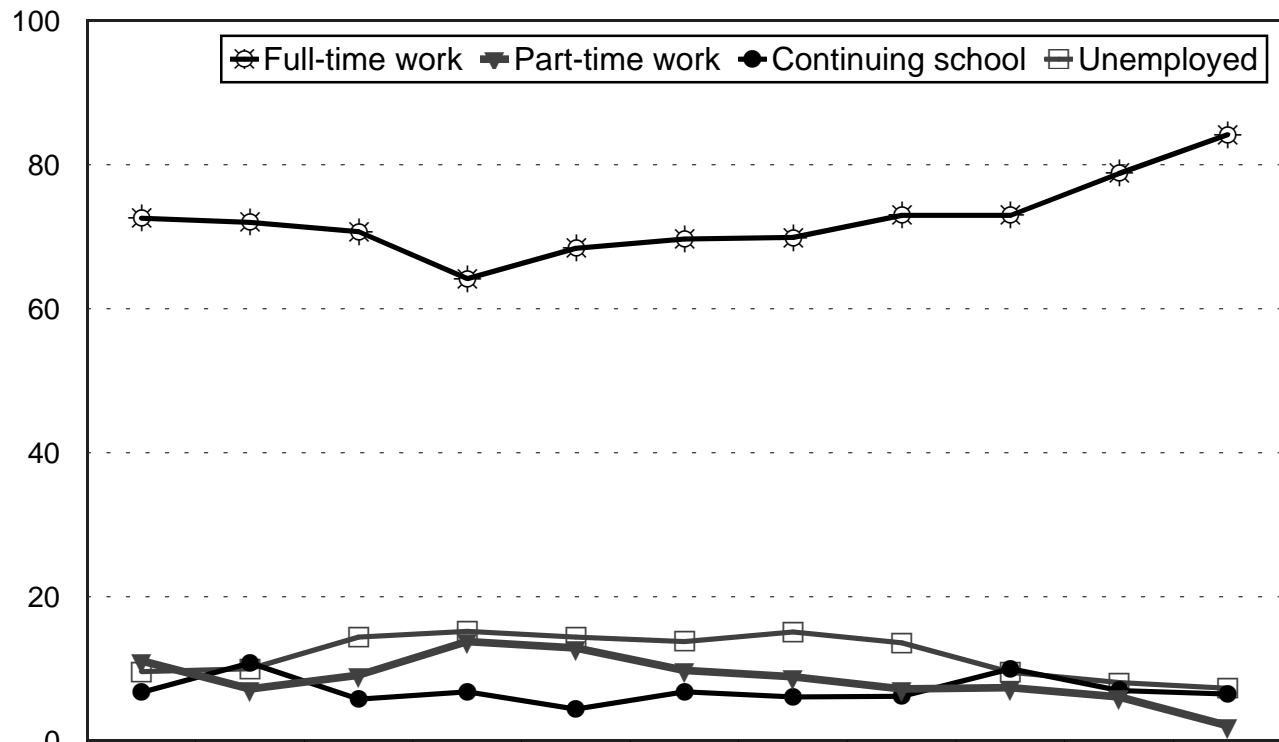
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Full-time work	74.8	72.1	71	68.9	66.1	68	69	73.3	74.7	79.7	83.7
Part-time work	15.7	10	8.3	9.6	15.2	11.3	9.8	8.9	6.8	5.2	3.4
Continuing school	2.6	7.4	6.1	4.1	4.2	5	6.7	6	6.5	5.2	5.6
Unemployed	7	10.5	14.6	17.4	14.5	15.7	14.5	11	11.9	10	7.3
(N)	115	351	396	363	428	363	297	281	293	271	233

Source: Annual Survey of Journalism & Mass Communication Graduates

Employment
of BA
recipients in
the public
relations
specialty

19. Employment, PR

Percent



	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Full-time work	72.6	72	70.7	64.2	68.4	69.7	69.9	73	73	78.8	84.2
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
Continuing school	6.7	10.8	5.8	6.8	4.4	6.8	6.1	6.2	10	7	6.5
Unemployed	9.6	10	14.4	15.2	14.4	13.8	15.1	13.6	9.5	8.1	7.3
(N)	135	429	417	455	459	458	397	419	419	444	385

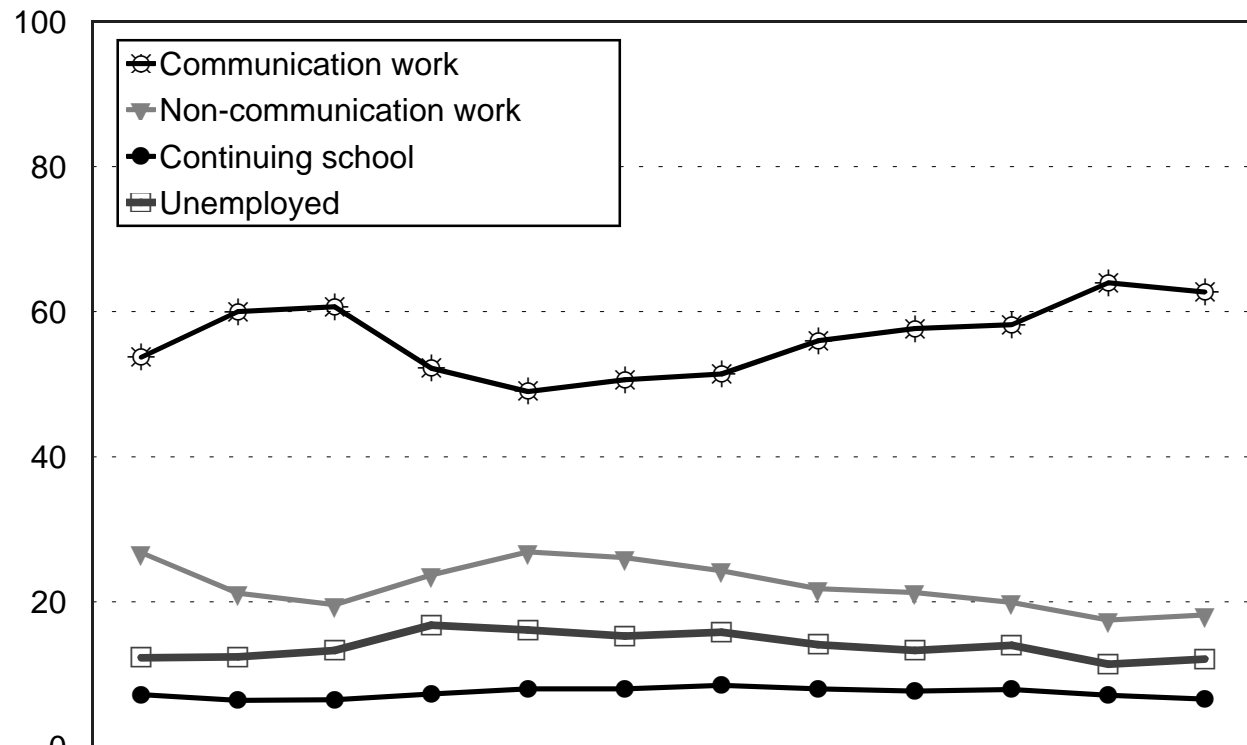
Source: Annual Survey of Journalism & Mass Communication Graduates

An overview **20.** General types of work

of BA

Percent

recipients'
work
situations



	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Communication work	53.7	60	60.7	52.2	49	50.6	51.4	56	57.7	58.2	64	62.7
Non-communication work	26.8	21.2	19.6	23.7	26.9	26.1	24.3	21.8	21.3	19.9	17.5	18.2
Continuing school	7.2	6.4	6.5	7.3	8	8	8.5	8	7.7	7.9	7.1	6.6
Unemployed	12.3	12.4	13.3	16.8	16.1	15.3	15.8	14.1	13.3	14	11.4	12.1
(N)	1203	580	2186	2425	2461	2664	2392	2234	2293	2241	2169	2235

Source: Annual Survey of Journalism & Mass Communication Graduates

BA

recipients'

job tasks in

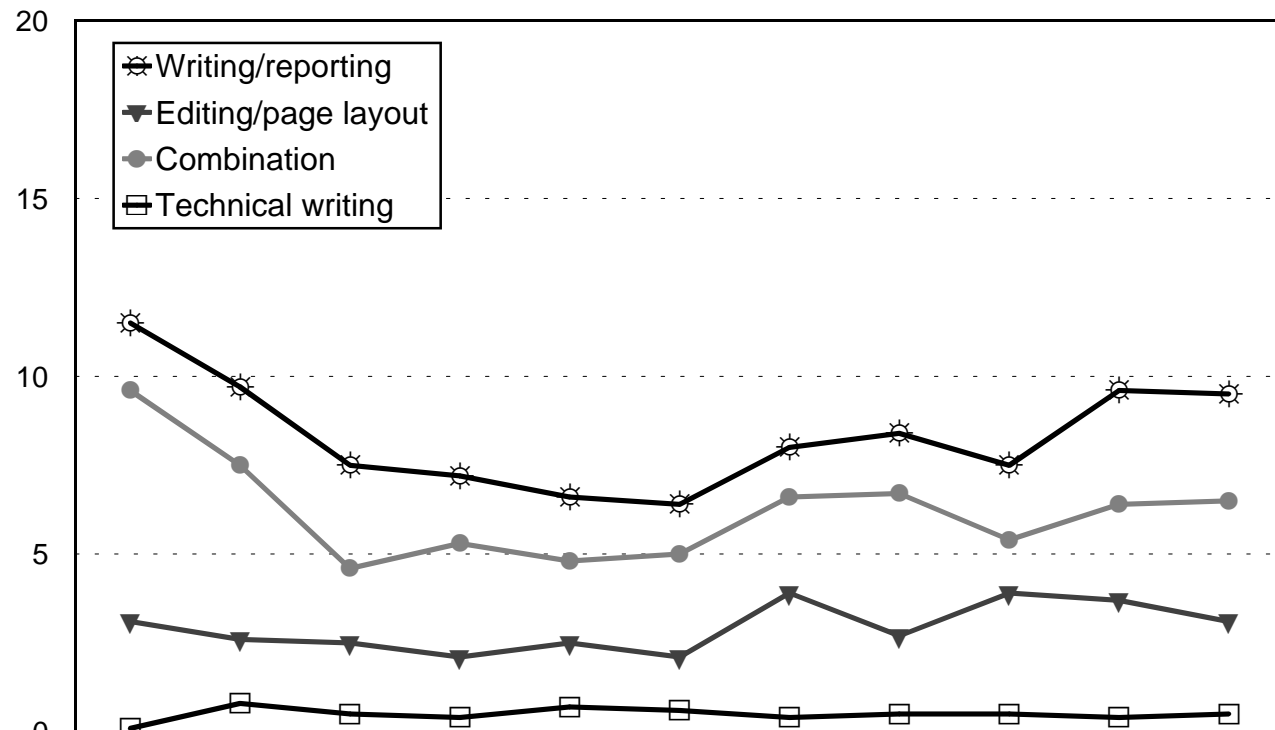
the area of

print

journalism

21. News-editorial tasks

Percent



	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Writing/reporting	11.5	9.7	7.5	7.2	6.6	6.4	8	8.4	7.5	9.6	9.5
Editing/page layout	3.1	2.6	2.5	2.1	2.5	2.1	3.9	2.7	3.9	3.7	3.1
Combination	9.6	7.5	4.6	5.3	4.8	5	6.6	6.7	5.4	6.4	6.5
Technical writing	0.1	0.8	0.5	0.4	0.7	0.6	0.4	0.5	0.5	0.4	0.5
(N)	711	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235

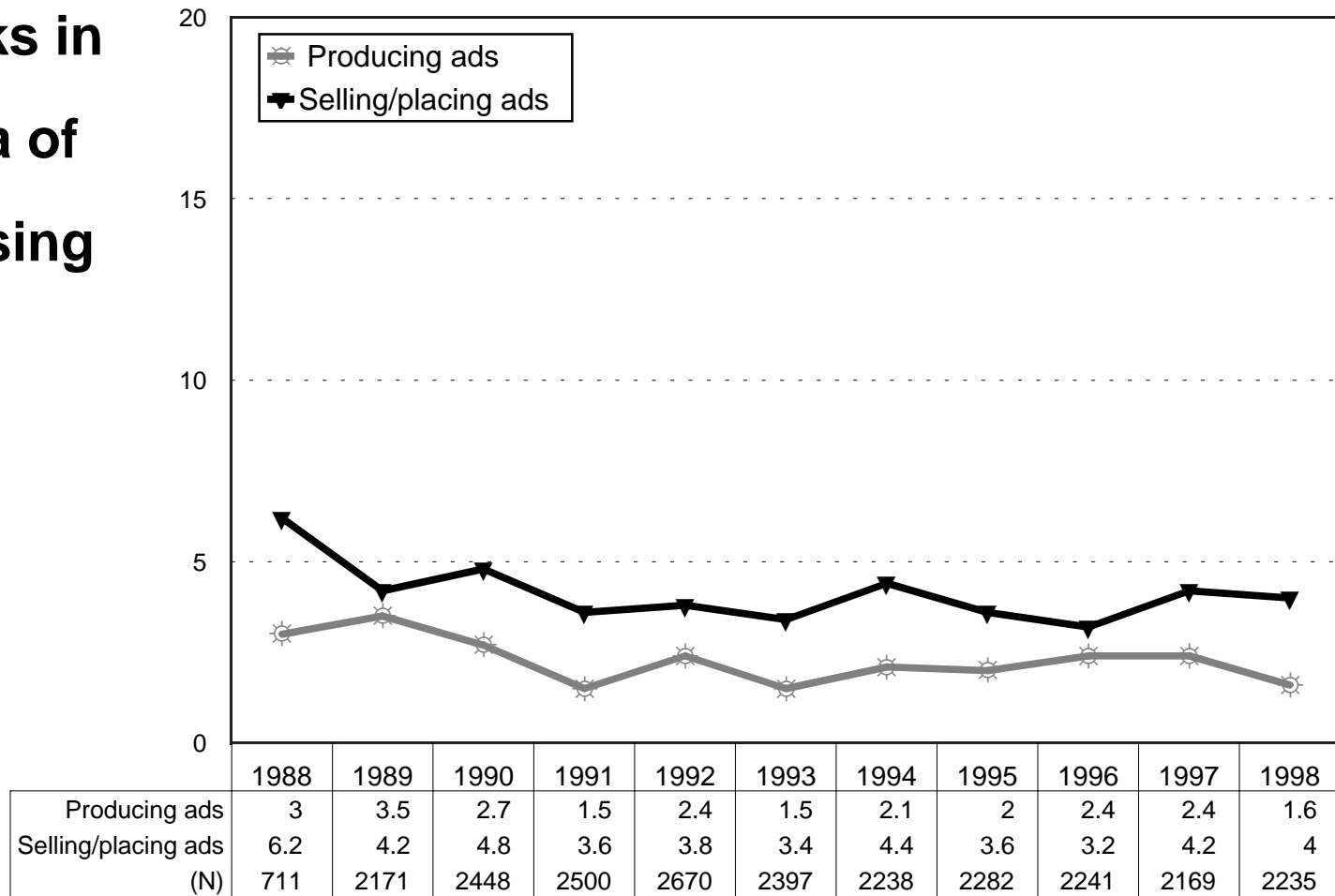
Source: Annual Survey of Journalism & Mass Communication Graduates

BA

recipients'
job tasks in
the area of
advertising

22. Advertising tasks

Percent

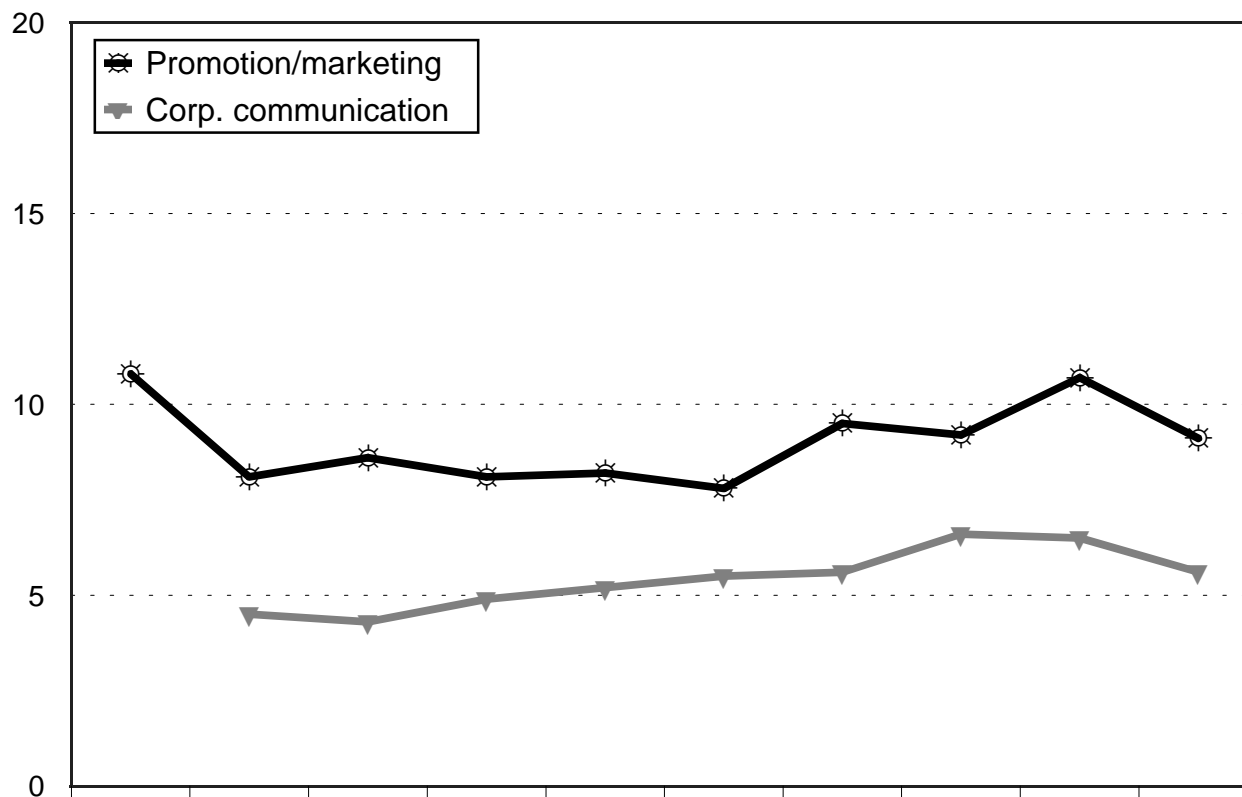


Source: Annual Survey of Journalism & Mass Communication Graduates

BA recipients'
job tasks in the
area of
corporate
marketing and
communication

23. Corporate communication

Percent



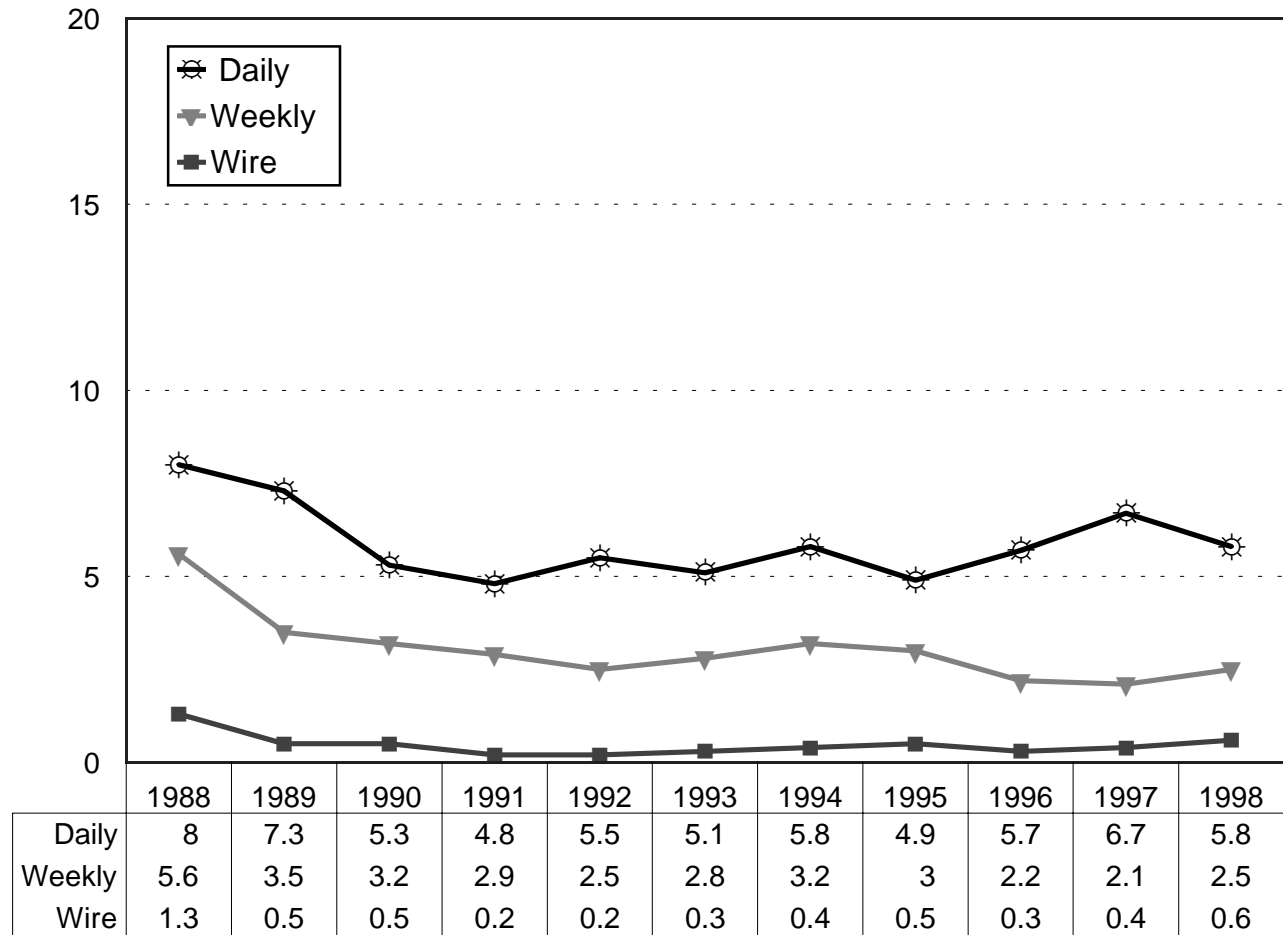
	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Promotion/marketing	10.8	8.1	8.6	8.1	8.2	7.8	9.5	9.2	10.7	9.1
Corp. communication		4.5	4.3	4.9	5.2	5.5	5.6	6.6	6.5	5.6
(N)	2171	2448	2500	2670	2397	2238	2282	2241	2169	2235

Source: Annual Survey of Journalism & Mass Communication Graduates

BA recipients
working in
newspaper
jobs

24. Newspaper work

Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

BA recipients

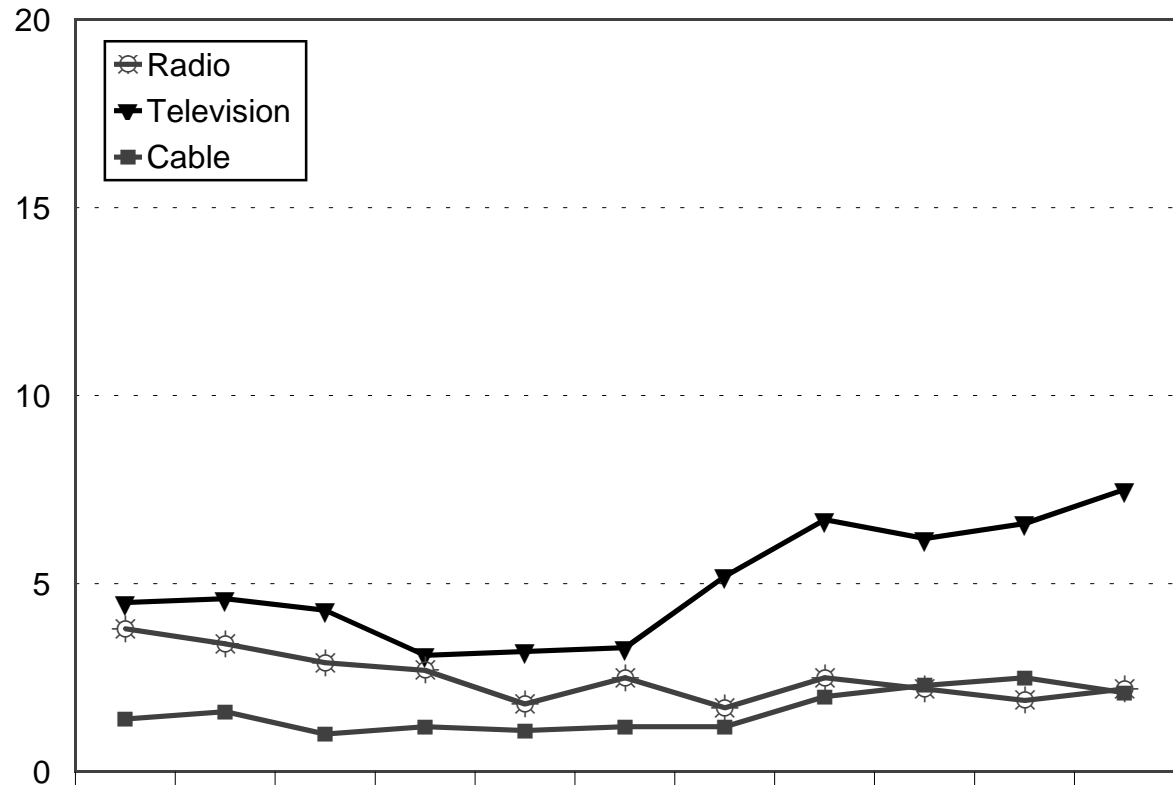
working in

telecommunications

jobs

25. Telecom work

Percent



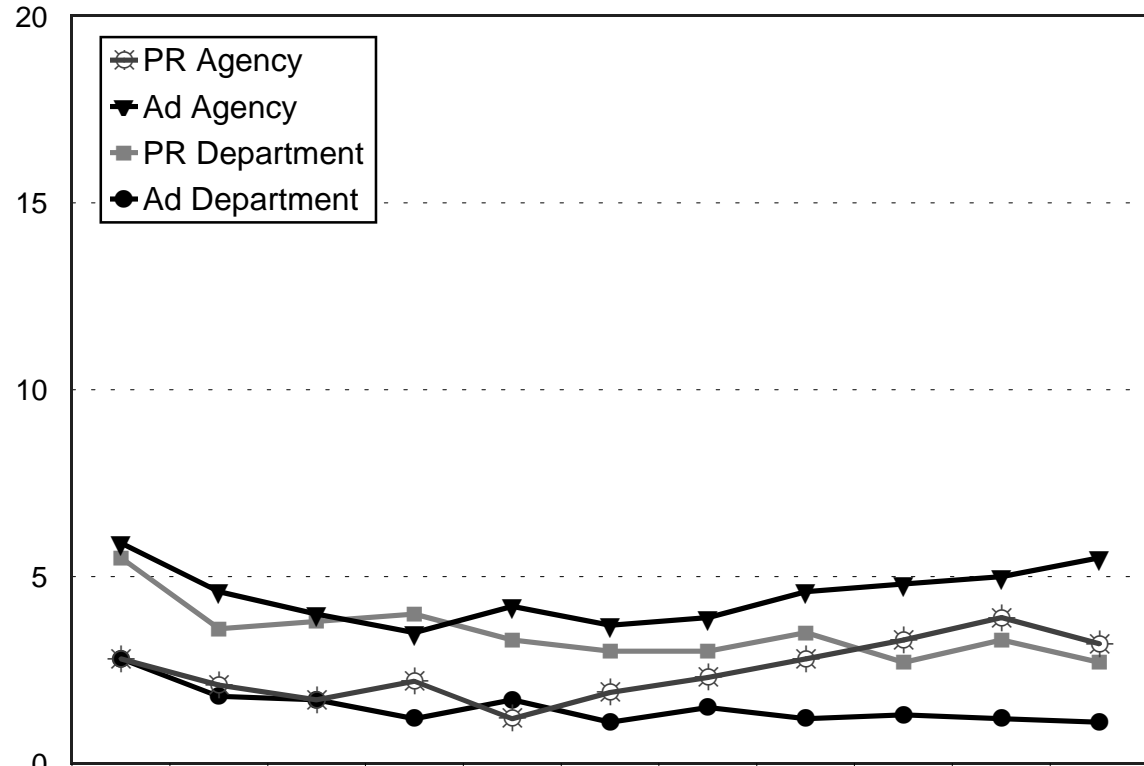
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Radio	3.8	3.4	2.9	2.7	1.8	2.5	1.7	2.5	2.2	1.9	2.2
Television	4.5	4.6	4.3	3.1	3.2	3.3	5.2	6.7	6.2	6.6	7.5
Cable	1.4	1.6	1	1.2	1.1	1.2	1.2	2	2.3	2.5	2.1

Source: Annual Survey of Journalism & Mass Communication Graduates

BA recipients
working in
public
relations and
advertising

26. PR and advertising work

Percent



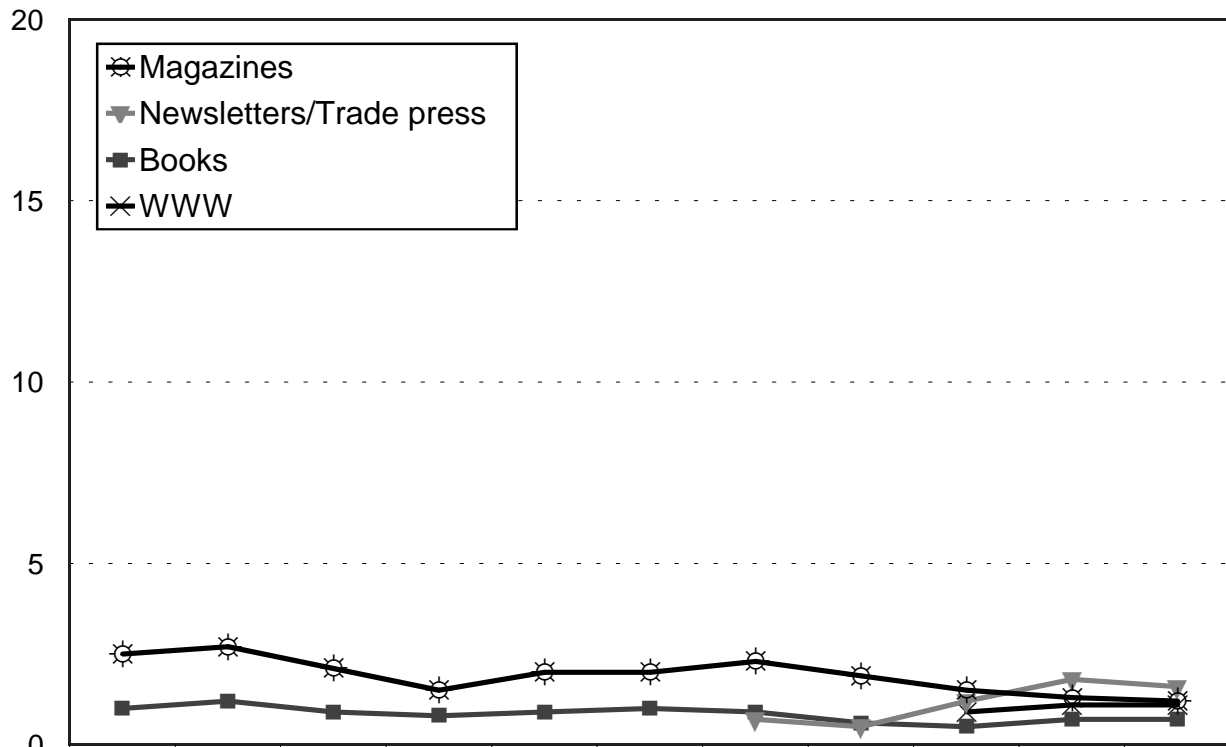
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
PR Agency	2.8	2.1	1.7	2.2	1.2	1.9	2.3	2.8	3.3	3.9	3.2
Ad Agency	5.9	4.6	4	3.5	4.2	3.7	3.9	4.6	4.8	5	5.5
PR Department	5.5	3.6	3.8	4	3.3	3	3	3.5	2.7	3.3	2.7
Ad Department	2.8	1.8	1.7	1.2	1.7	1.1	1.5	1.2	1.3	1.2	1.1

Source: Annual Survey of Journalism & Mass Communication Graduates

BA recipients
 working for
 magazines,
 newsletters/
 trade press,
 book
 publishers,
 WWW

27. Other communication work

Percent



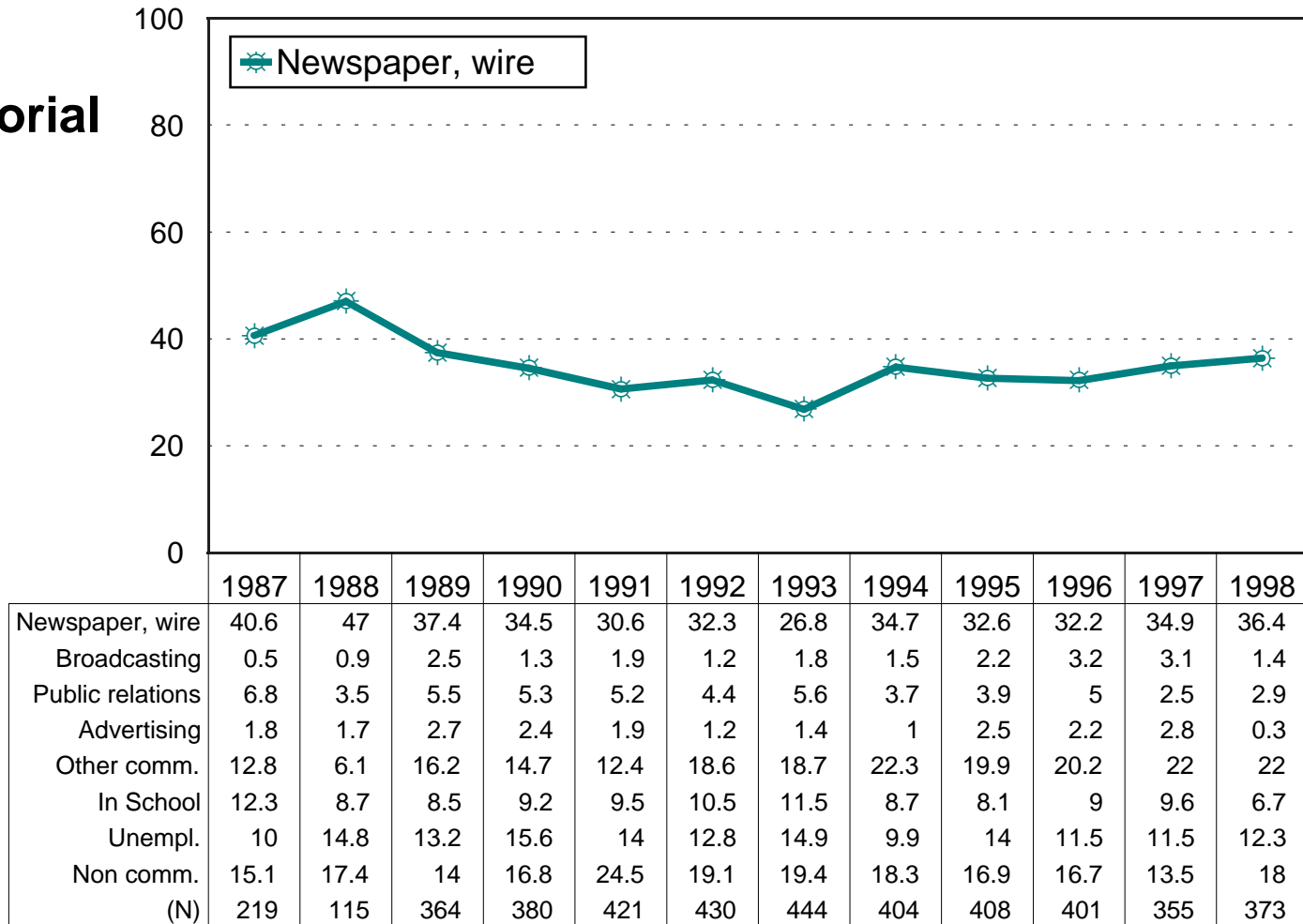
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Magazines	2.5	2.7	2.1	1.5	2	2	2.3	1.9	1.5	1.3	1.2
Newsletters/Trade press							0.7	0.5	1.2	1.8	1.6
Books	1	1.2	0.9	0.8	0.9	1	0.9	0.6	0.5	0.7	0.7
WWW									0.9	1.1	1.1

Source: Annual Survey of Journalism & Mass Communication Graduates

Employers of
BA recipients
with a
news-editorial
emphasis

28. Who hires news students?

Percent employed in 1998

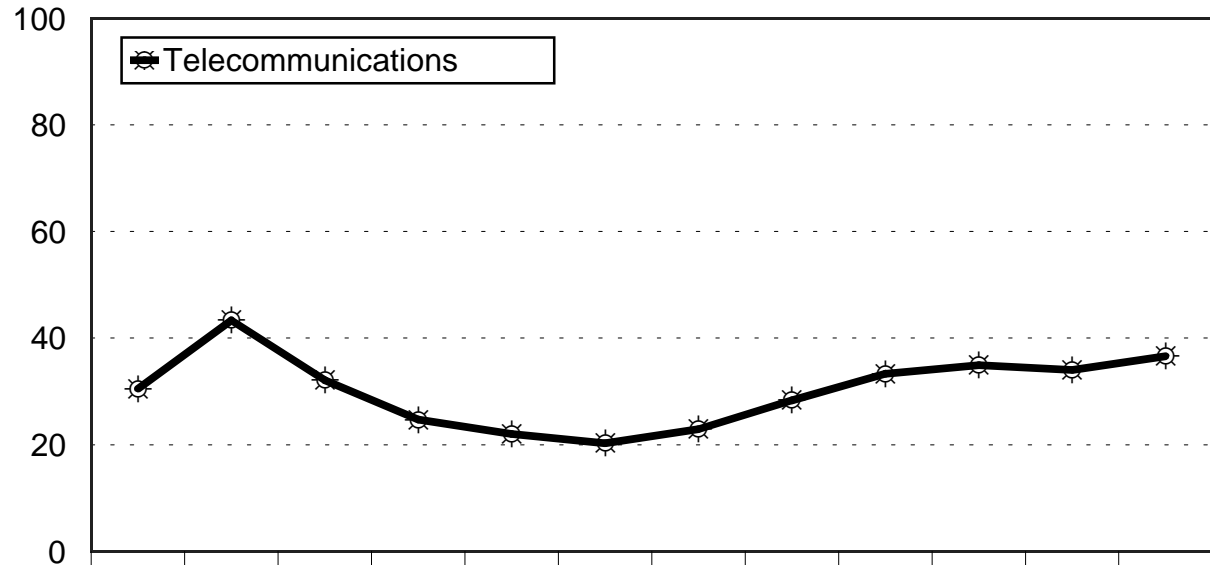


Source: Annual Survey of Journalism & Mass Communication Graduates

Students with an emphasis in telecommunications who choose their own specialty

29. Hiring broadcast students

Percent



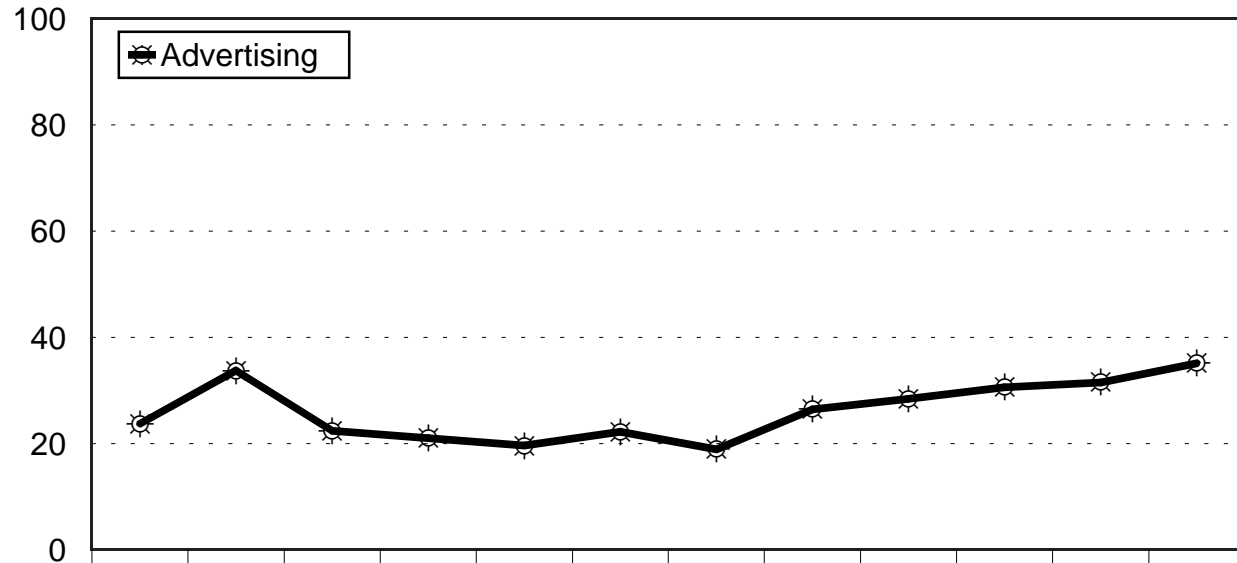
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Newspaper, wire	2.9	2.9	3.7	2.2	0.8	2	1.8	1.2	1.7	1	2.1	1.5
Telecommunications	30.5	43.3	32.1	24.7	22	20.3	22.9	28.3	33.3	34.9	34	36.6
Public relations	1.8	7.7	2.9	2.2	2.3	1.8	2.2	1.9	3.3	1.4	2.3	1.6
Advertising	1.4	6.7	1.8	1.8	1.9	1.4	0.9	1.7	1	1.4	1.3	1.5
Other comm.	21.9	3.8	21.8	18.6	16.5	19.9	18.4	19.8	18.5	16.4	20.5	22.9
In School	4.7	5.8	4.7	5.3	6.1	8.5	3.8	6.2	5.7	4.4	4.2	3.7
Unempl.	16.1	11.5	12.9	17.2	17.6	17.3	19.5	16	13	18.8	14.8	16.2
Non comm.	20.8	18.3	20	28	32.8	28.9	30.5	24.9	23.5	21.6	20.7	21.4
(N)	279	104	380	547	527	508	446	481	579	495	521	542

Source: Annual Survey of Journalism & Mass Communication Graduates

Students with an advertising emphasis who choose their own specialty

30. Hiring ad students

Percent



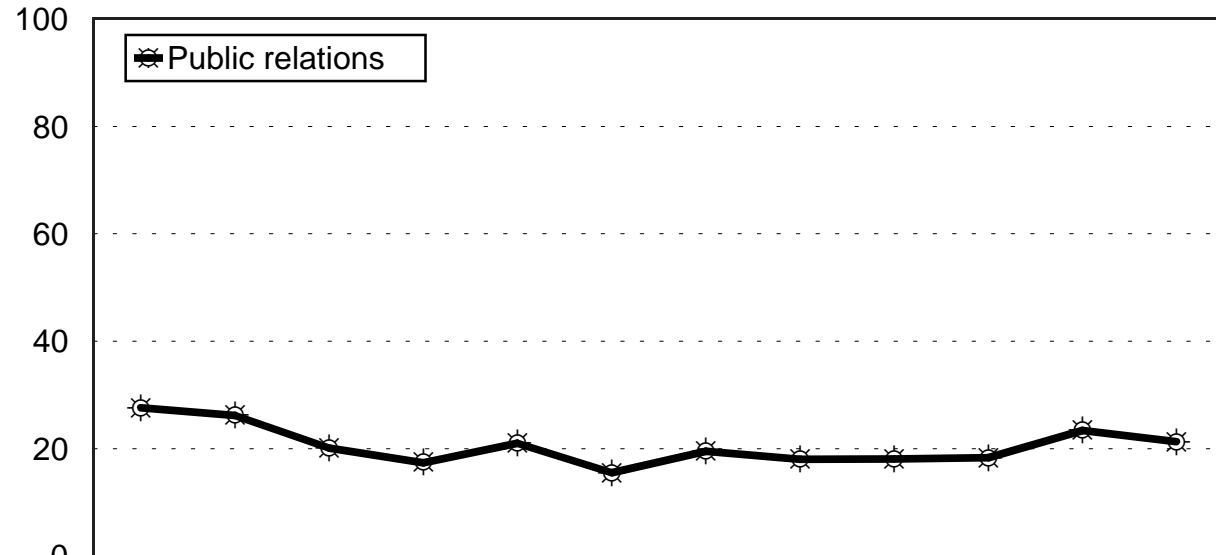
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Newspaper, wire	4.6	6.7	6.9	4.9	4.8	5.2	5.6	4.7	3.2	5.8	4.8	3.9
Broadcasting	3.3	4.5	4	2.3	2	1.6	3.3	0.7	1.4	1	2.6	2.6
Public relations	1.7	6.7	4.9	4.9	5.6	4.4	3.1	0.7	2.9	2.1	1.9	2.6
Advertising	23.7	33.7	22.4	21	19.6	22.2	18.9	26.4	28.4	30.6	31.5	35.1
Other comm.	14.1	5.6	19.8	1.2	17.9	18.7	21.4	22.7	23.7	23.4	27.4	22.4
In School	7.9	2.2	5.2	6.4	4.5	5.9	5.6	6.8	6.1	6.5	5.2	5.6
Unempl.	13.7	11.2	13.8	14.6	17.6	14.5	15.8	14.6	11.9	12	10	7.4
Non comm.	31.1	29.2	23	27.7	28	27.4	26.4	23.4	22.3	18.6	16.7	20.3
(N)	241	89	348	390	357	427	360	295	278	291	270	231

Source: Annual Survey of Journalism & Mass Communication Graduates

Students with an emphasis in public relations who choose their own specialty

31. Hiring PR students

Percent



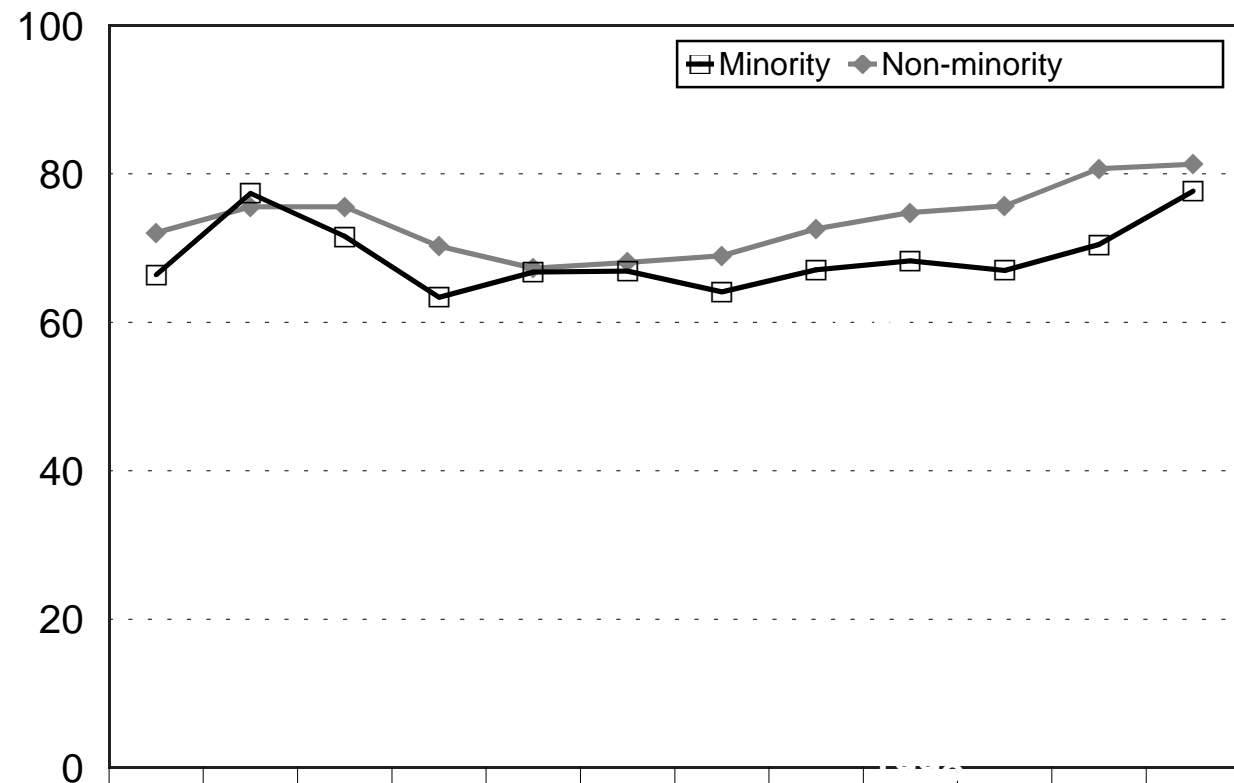
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Newspaper, wire	2	3.9	3.7	3.2	2.5	1.5	2.6	1.5	2.4	2.4	2.5	1.1
Broadcasting	1	1	1.6	1.7	1.6	0.9	2.2	0.8	2.2	1.9	1.1	1.1
Public relations	27.6	26.2	20.1	17.4	21	15.5	19.5	18	18.1	18.3	23.4	21.3
Advertising	6.1	3.9	2.3	2	2	2.8	2.8	2.6	1.9	2.4	1.4	5.2
Other comm.	12.2	12.6	31.1	30.4	27.1	29.7	29.3	35.7	32.8	33.4	39.1	42.8
In School	5.1	8.7	6.1	6.9	7	6.1	7.4	6.2	6.3	10.1	7	6.5
Unempl.	15.8	15.5	15.4	14.5	15.3	14.2	14.4	15.2	13.7	9.6	8.2	7.3
Non comm.	30.1	28.2	19.6	24	23.5	29.3	21.7	20.1	22.7	21.9	17.3	14.7
(N)	196	103	428	408	443	458	457	389	415	416	440	382

Source: Annual Survey of Journalism & Mass Communication Graduates

Full-time
employment
of minority
and
non-minority
BA
recipients

32. Minority employment

Percent

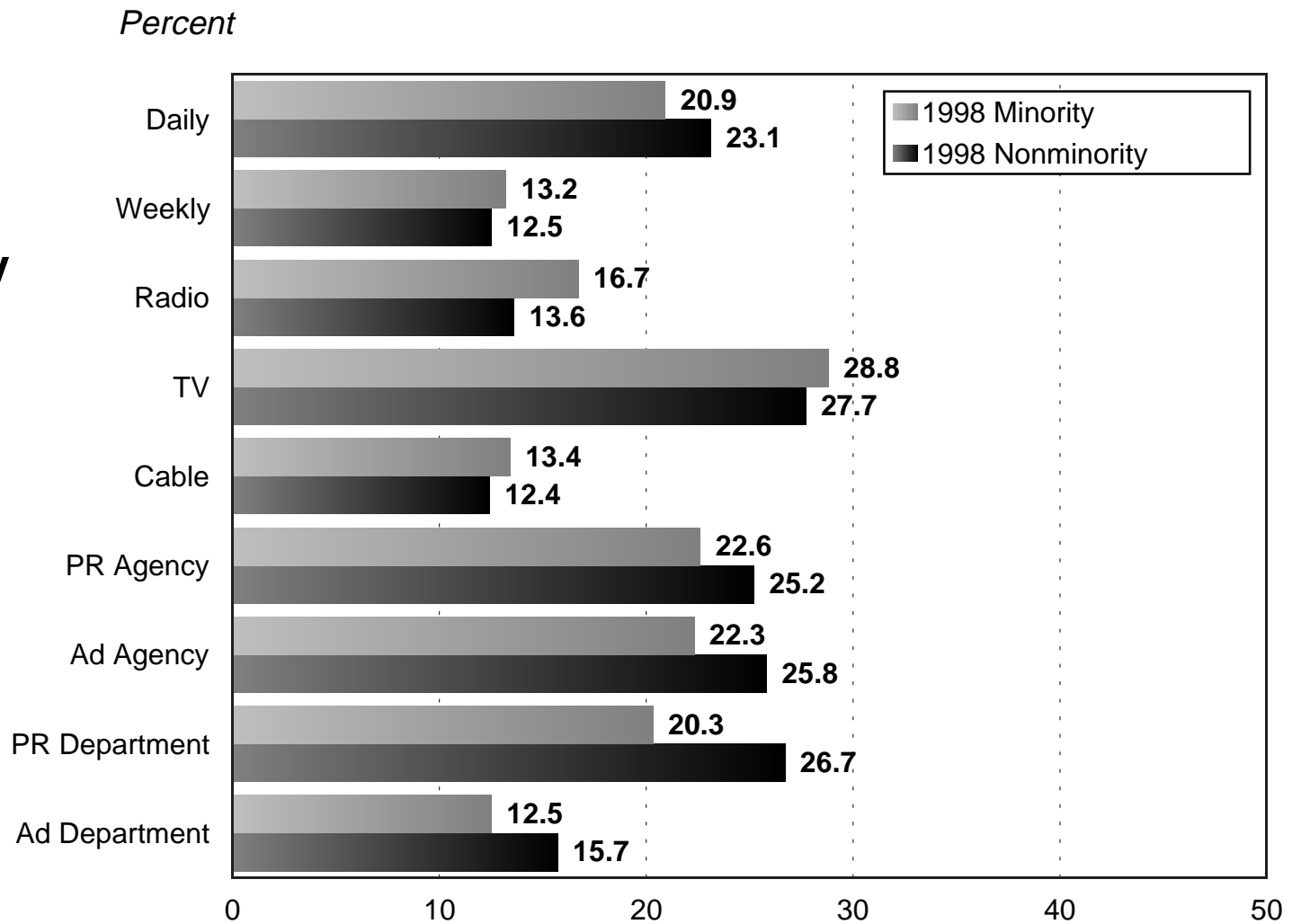


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Minority	66.4	77.4	71.6	63.4	66.8	66.9	64.1	67.1	68.3	67	70.5	77.7
Non-minority	72.1	75.6	75.6	70.3	67.3	68.1	69	72.6	74.8	75.7	80.7	81.3
Minority N	107	53	197	287	286	329	345	343	366	352	329	319
Nonminority N	1013	488	1840	1953	1965	2107	1831	1674	1716	1684	1657	1744

Source: Annual Survey of Journalism & Mass Communication Graduates

Types of jobs sought by minority and non-minority 1998 BA degree recipients

33. Minorities and job seeking

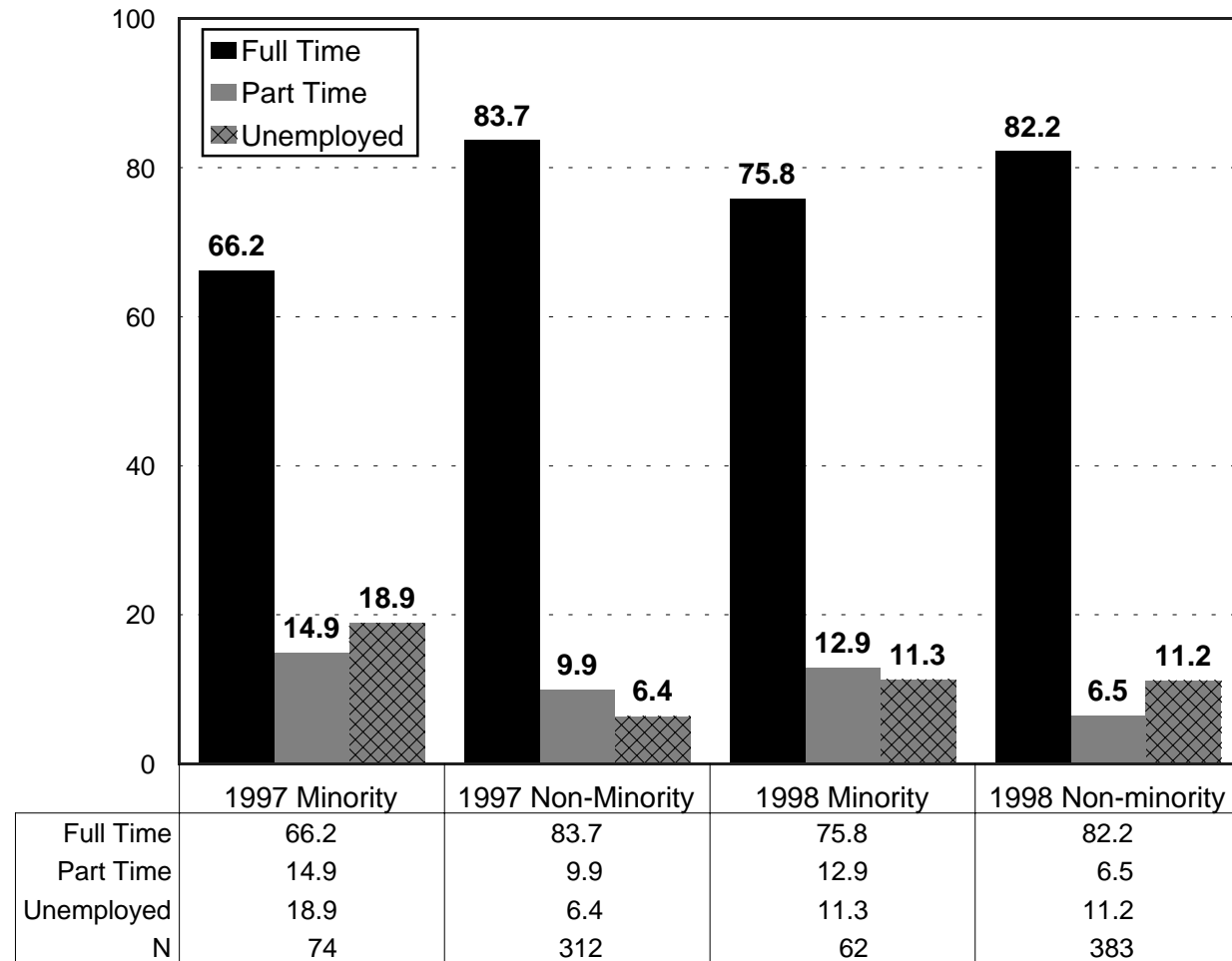


Source: Annual Survey of Journalism & Mass Communication Graduates

Employment status of minority and non-minority BA degree recipients who sought work with daily newspapers

34. Minorities and newspapers

Percent

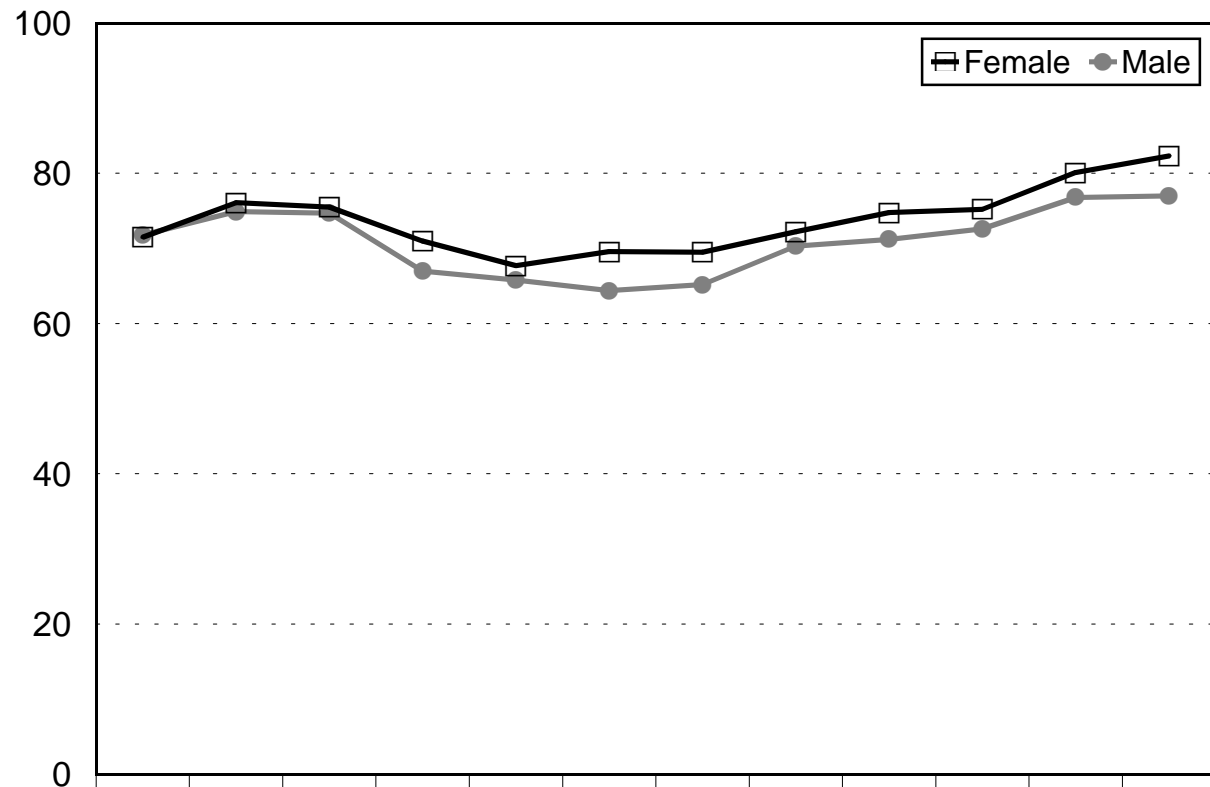


Source: Annual Survey of Journalism & Mass Communication Graduates

Full-time
employment
of female
and male BA
recipients

35. Gender and employment

Percent



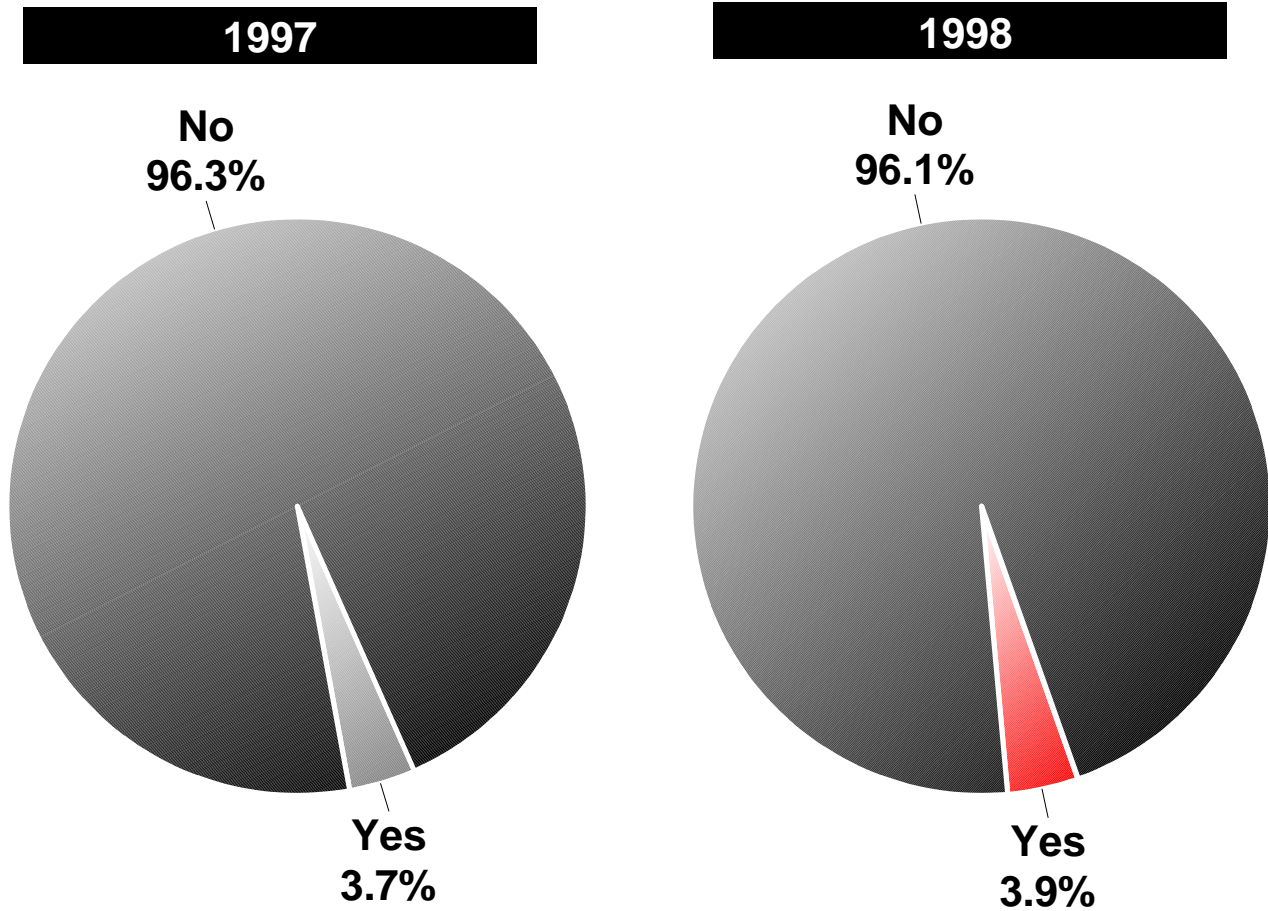
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Female	741	356	1389	1495	1569	1643	1480	1363	1368	1369	1321	1393
Male N	380	191	653	757	690	801	693	679	736	683	685	688

Source: Annual Survey of Journalism & Mass Communication Graduates

Union membership of BA recipients

36. How many in unions?

Percent

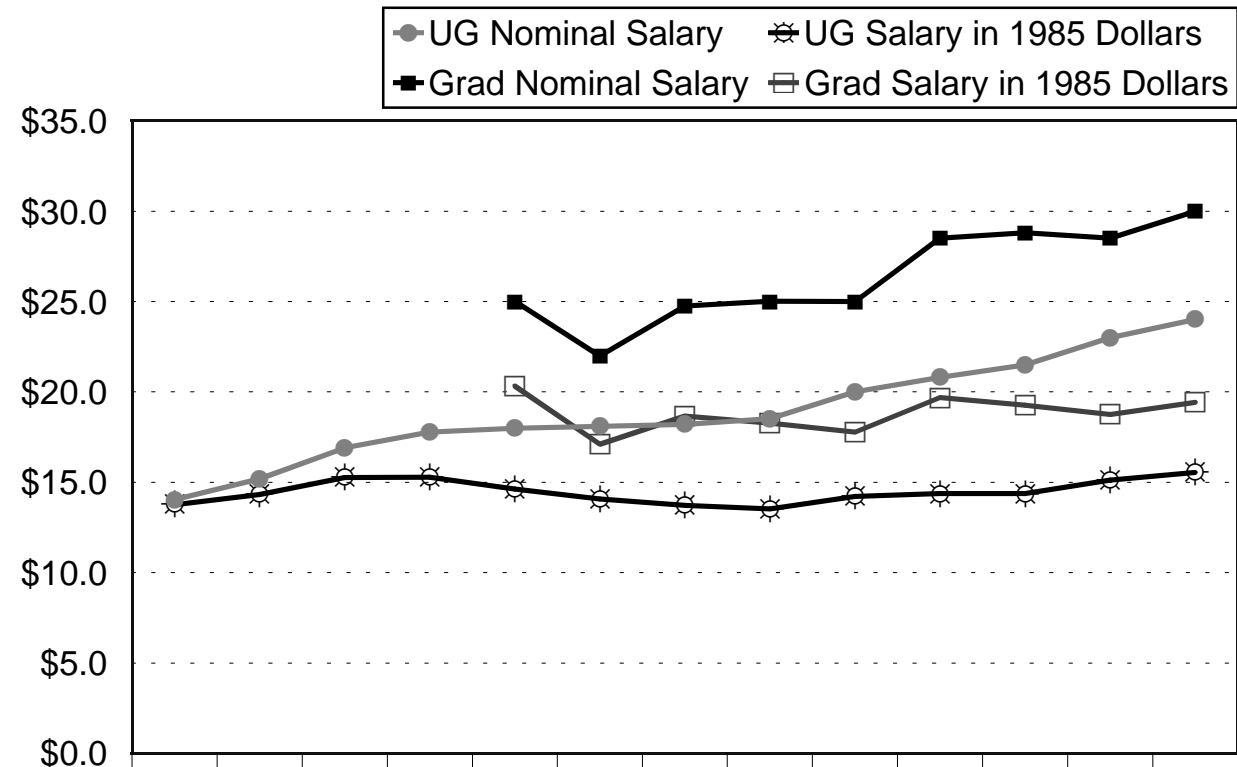


Source: Annual Survey of Journalism & Mass Communication Graduates

Overall
nominal
annual
salaries and
adjustments
for inflation

37. Overall salaries

In thousands



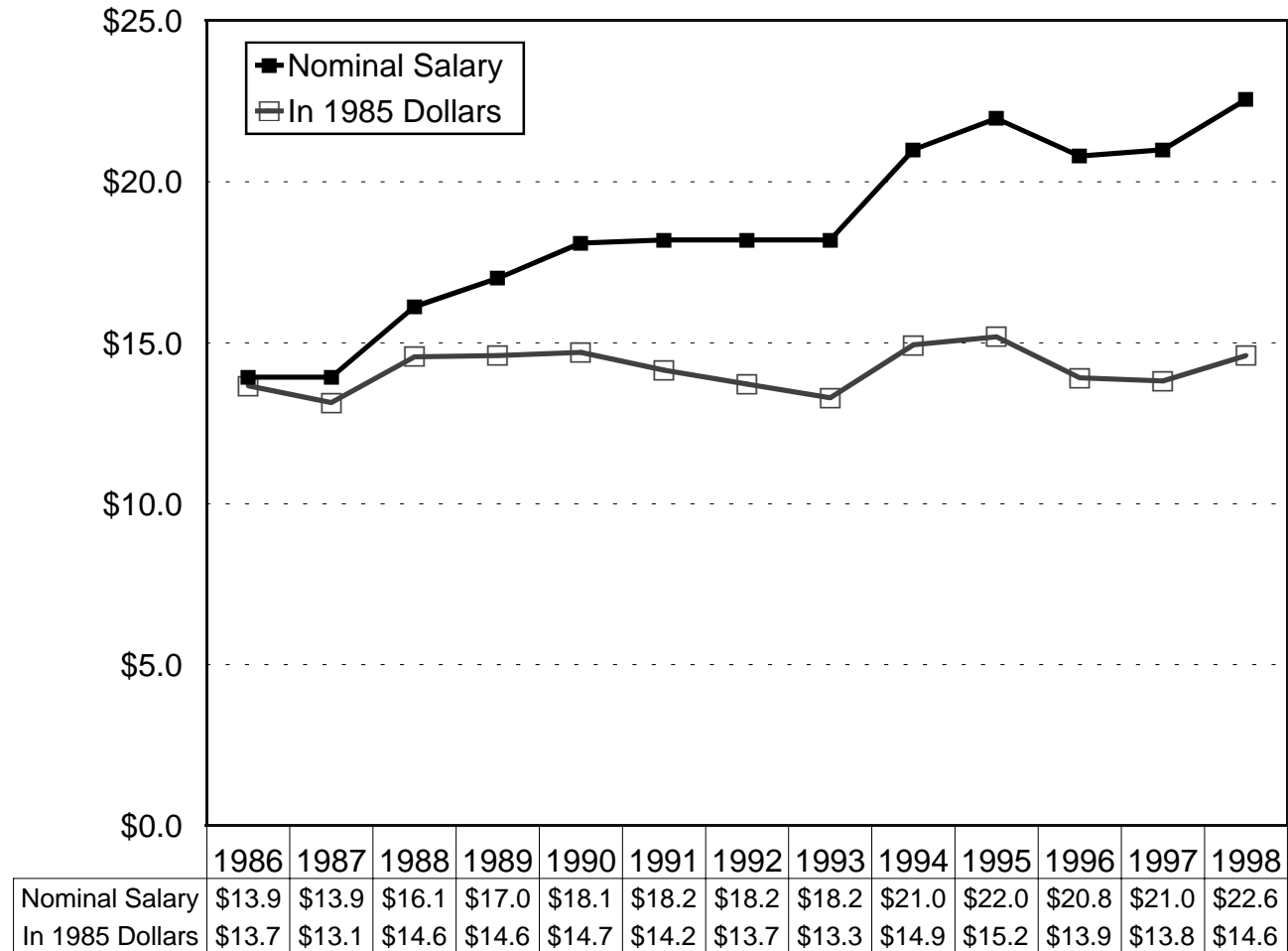
	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
UG Nominal Salary	\$14.0	\$15.2	\$16.9	\$17.8	\$18.0	\$18.1	\$18.2	\$18.5	\$20.0	\$20.8	\$21.5	\$23.0	\$24.0
UG Salary in 1985 Dollars	\$13.8	\$14.3	\$15.3	\$15.3	\$14.6	\$14.1	\$13.7	\$13.5	\$14.2	\$14.4	\$14.4	\$15.1	\$15.5
Grad Nominal Salary					\$25.0	\$22.0	\$24.8	\$25.0	\$25.0	\$28.5	\$28.8	\$28.5	\$30.0
Grad Salary in 1985 Dollars					\$20.3	\$17.1	\$18.7	\$18.3	\$17.8	\$19.7	\$19.3	\$18.7	\$19.4

Source: Annual Survey of Journalism & Mass Communication Graduates

Annual
nominal
salaries and
adjustments
for inflation
at daily
newspapers

38. Salaries and dailies

In thousands

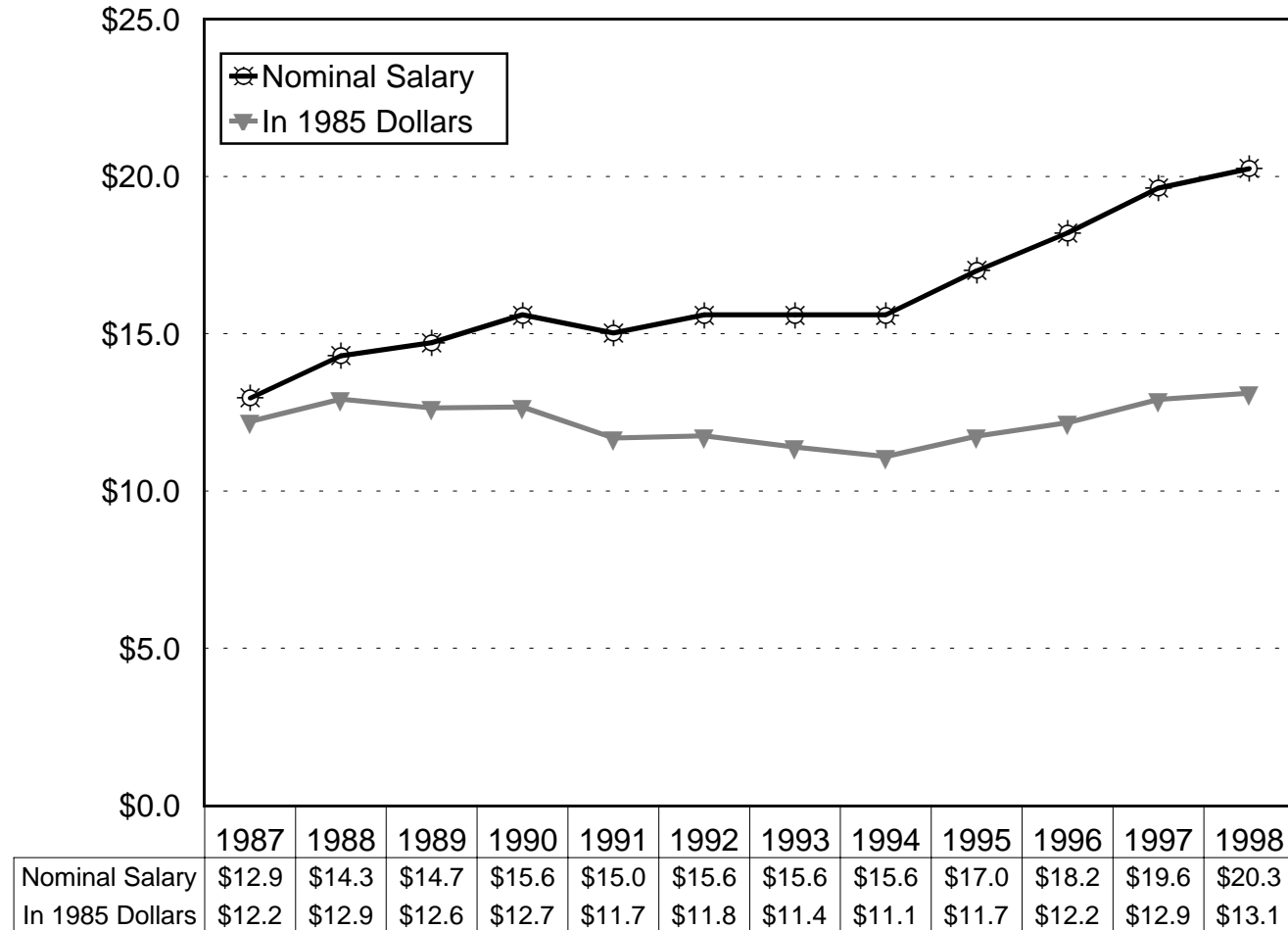


Source: Annual Survey of Journalism & Mass Communication Graduates

Annual
nominal
salaries and
adjustments
for inflation
at weekly
newspapers

39. Salaries and weeklies

In thousands

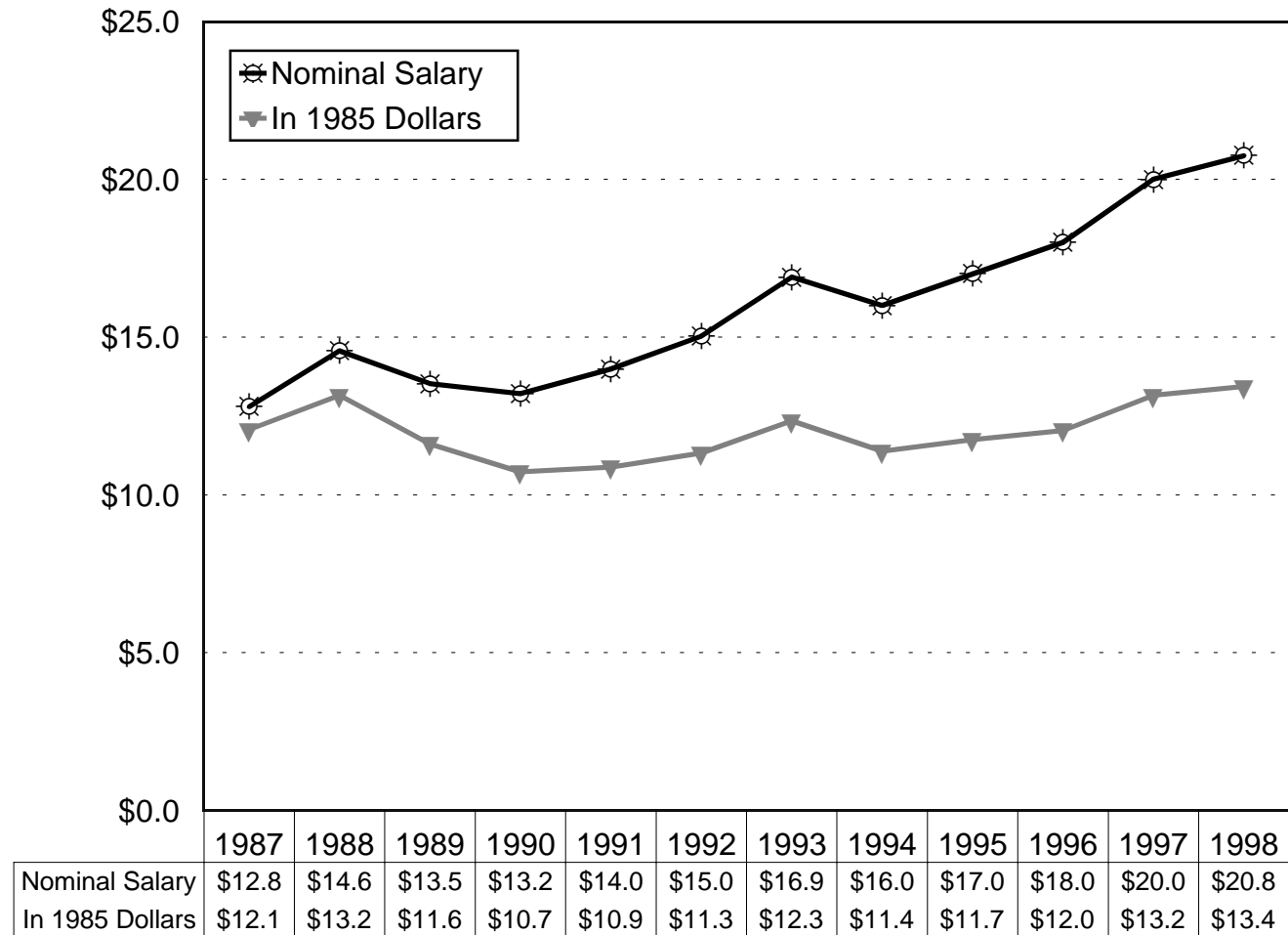


Source: Annual Survey of Journalism & Mass Communication Graduates

Annual
nominal
salaries and
adjustments
for inflation
in radio

40. Salaries and radio

In thousands

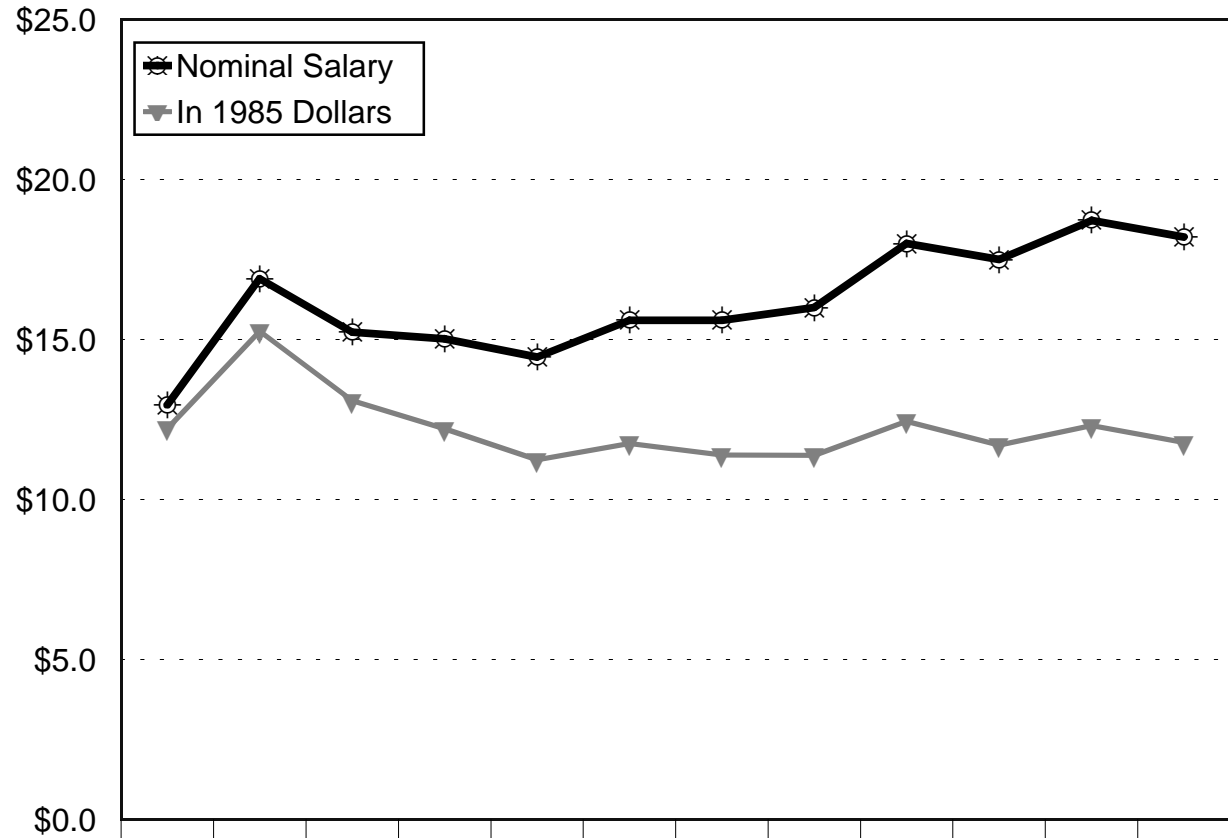


Source: Annual Survey of Journalism & Mass Communication Graduates

Annual
nominal
salaries and
adjustments
for inflation
in television

41. Salaries and television

In thousands



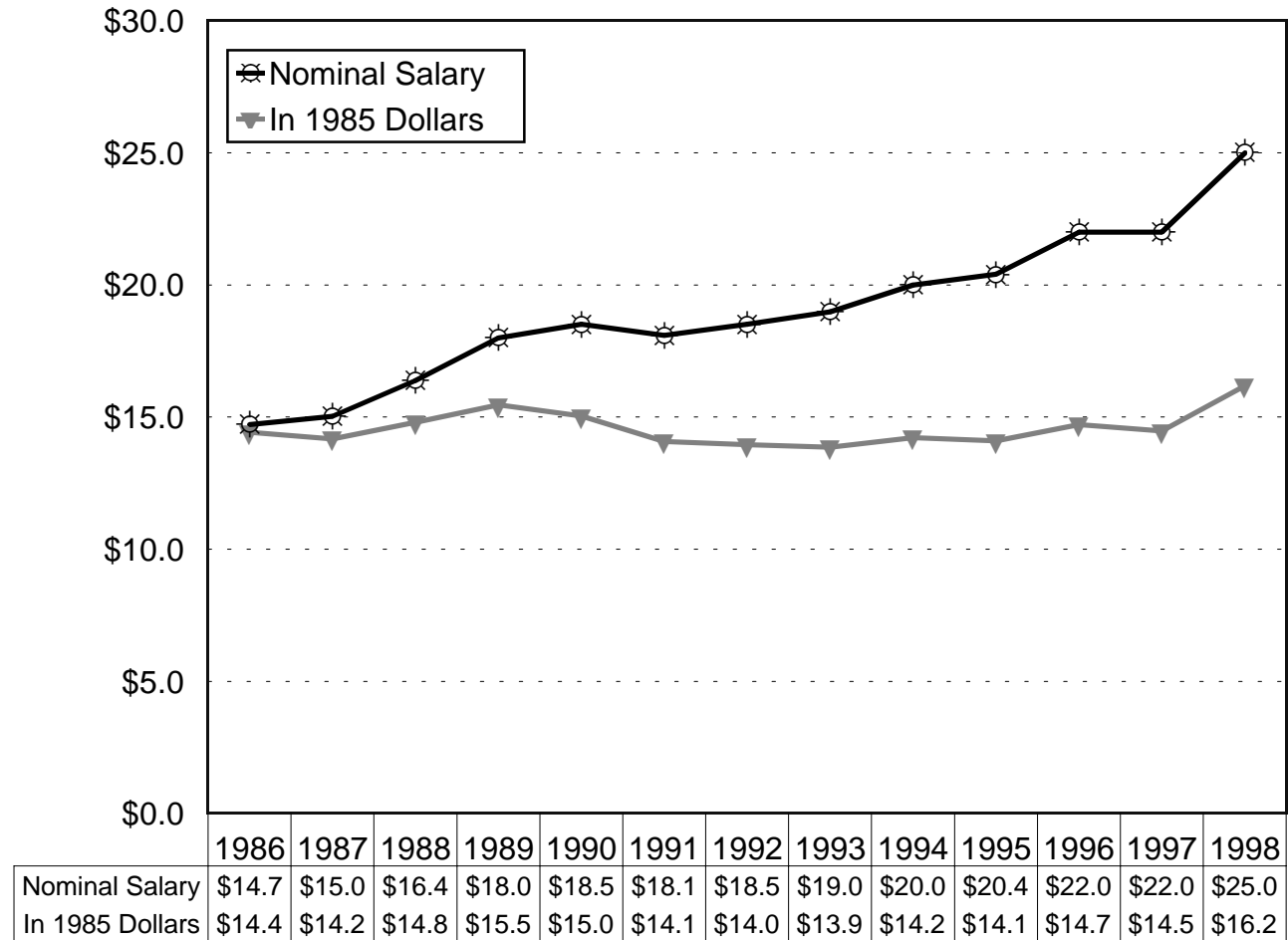
Nominal Salary	\$12.9	\$16.9	\$15.2	\$15.0	\$14.5	\$15.6	\$15.6	\$16.0	\$18.0	\$17.5	\$18.7	\$18.2
In 1985 Dollars	\$12.2	\$15.3	\$13.1	\$12.2	\$11.2	\$11.8	\$11.4	\$11.4	\$12.4	\$11.7	\$12.3	\$11.8

Source: Annual Survey of Journalism & Mass Communication Graduates

Annual
nominal
salaries and
adjustments
for inflation in
advertising

42. Salaries and advertising

In thousands

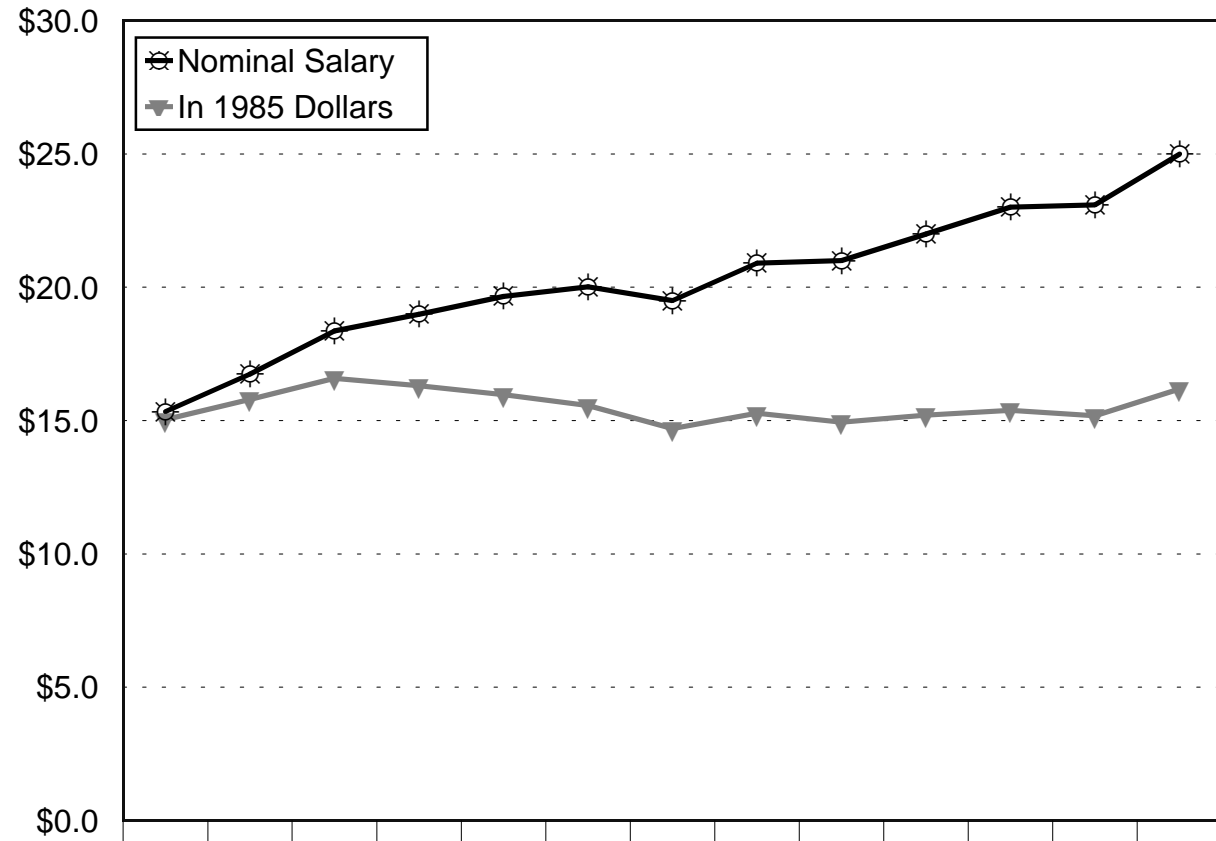


Source: Annual Survey of Journalism & Mass Communication Graduates

Annual nominal salaries and adjustments for inflation in public relations

43. Salaries and PR

In thousands

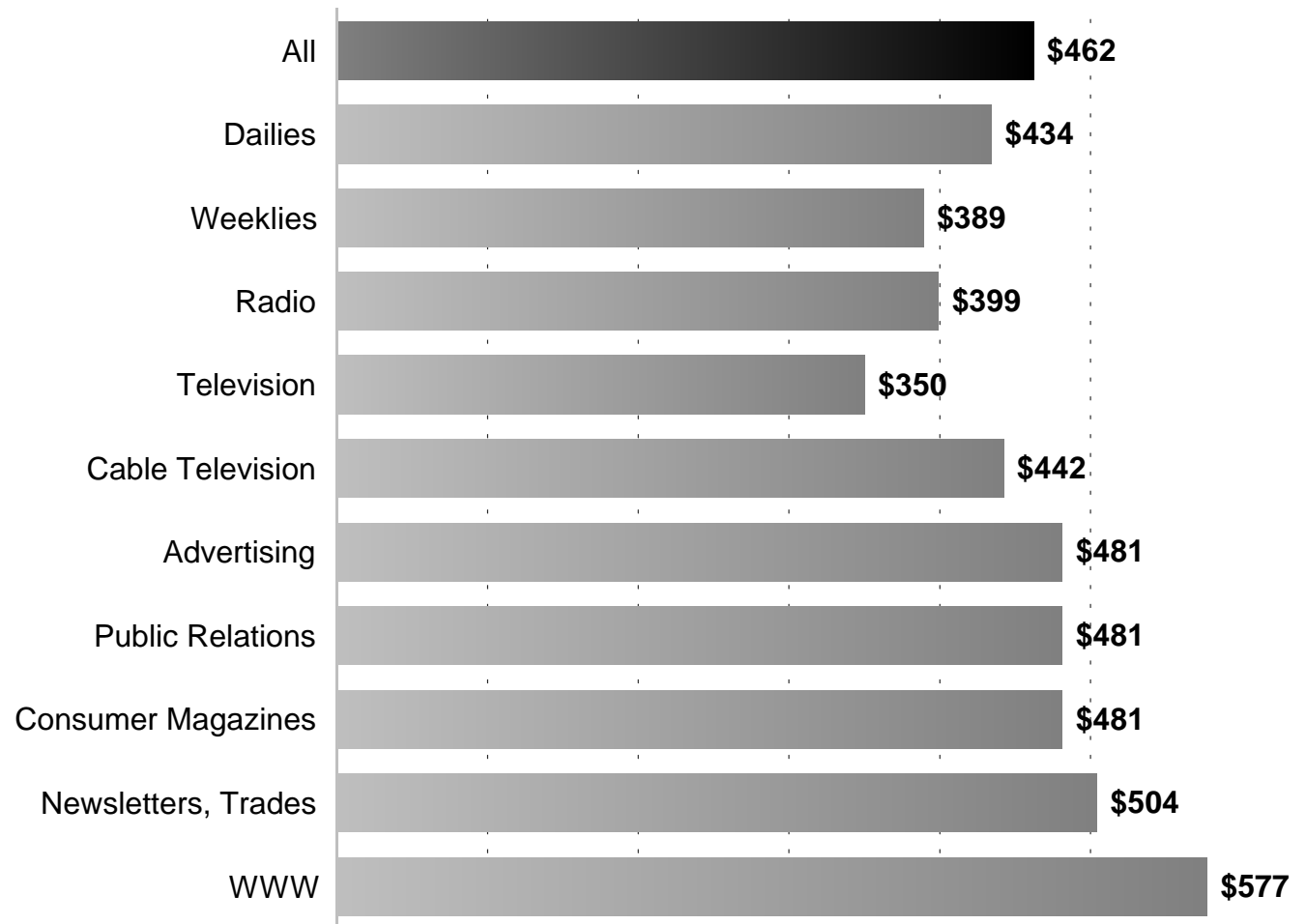


	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Nominal Salary	\$15.3	\$16.7	\$18.4	\$19.0	\$19.7	\$20.0	\$19.5	\$20.9	\$21.0	\$22.0	\$23.0	\$23.1	\$25.0
In 1985 Dollars	\$15.0	\$15.8	\$16.6	\$16.3	\$16.0	\$15.6	\$14.7	\$15.3	\$14.9	\$15.2	\$15.4	\$15.2	\$16.2

Source: Annual Survey of Journalism & Mass Communication Graduates

**Median
weekly
salaries for
1998 BA
recipients
with full-time
jobs**

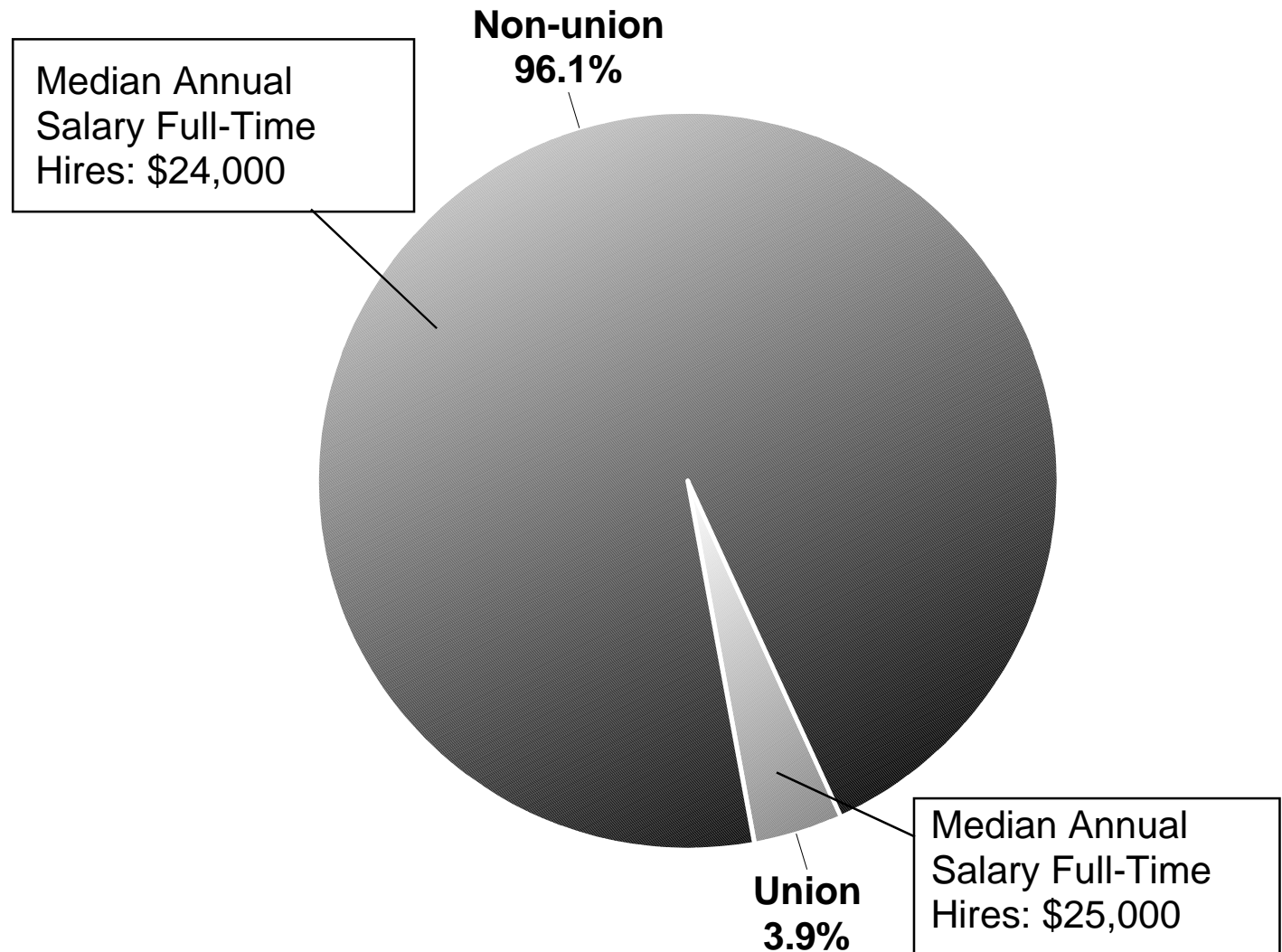
44. Salaries compared



Source: Annual Survey of Journalism & Mass Communication Graduates

Salaries for
union and
non-union
BA
recipients
who are
full-time
employees

45. Unions and salaries

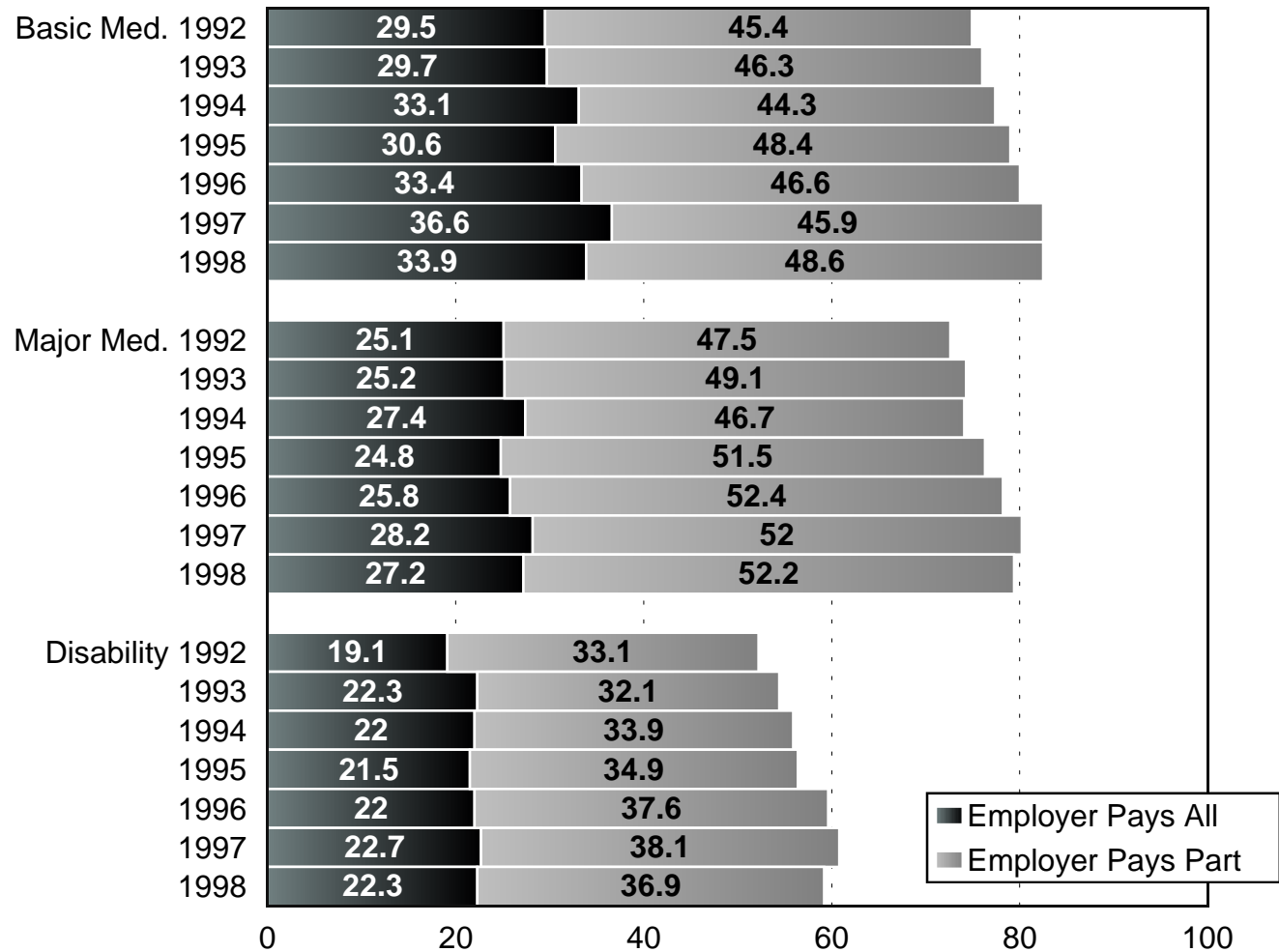


Source: Annual Survey of Journalism & Mass Communication Graduates

**Benefits
available to
BA
recipients
with full-time
jobs**

46. Job benefits I

Percent

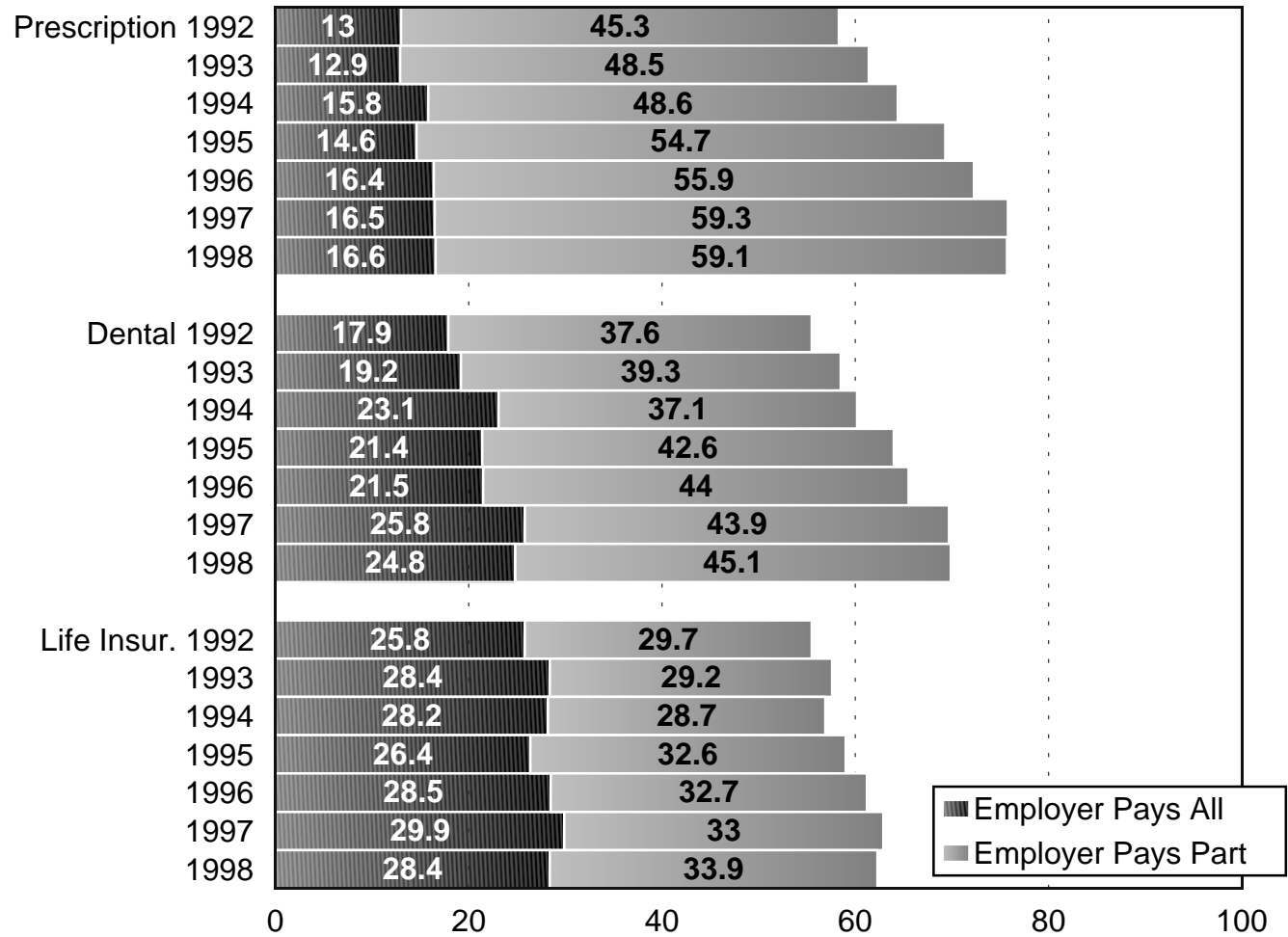


Source: Annual Survey of Journalism & Mass Communication Graduates

**Benefits
available to
BA
recipients
with full-time
jobs**

47. Job benefits II

Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

Benefits

available to

BA

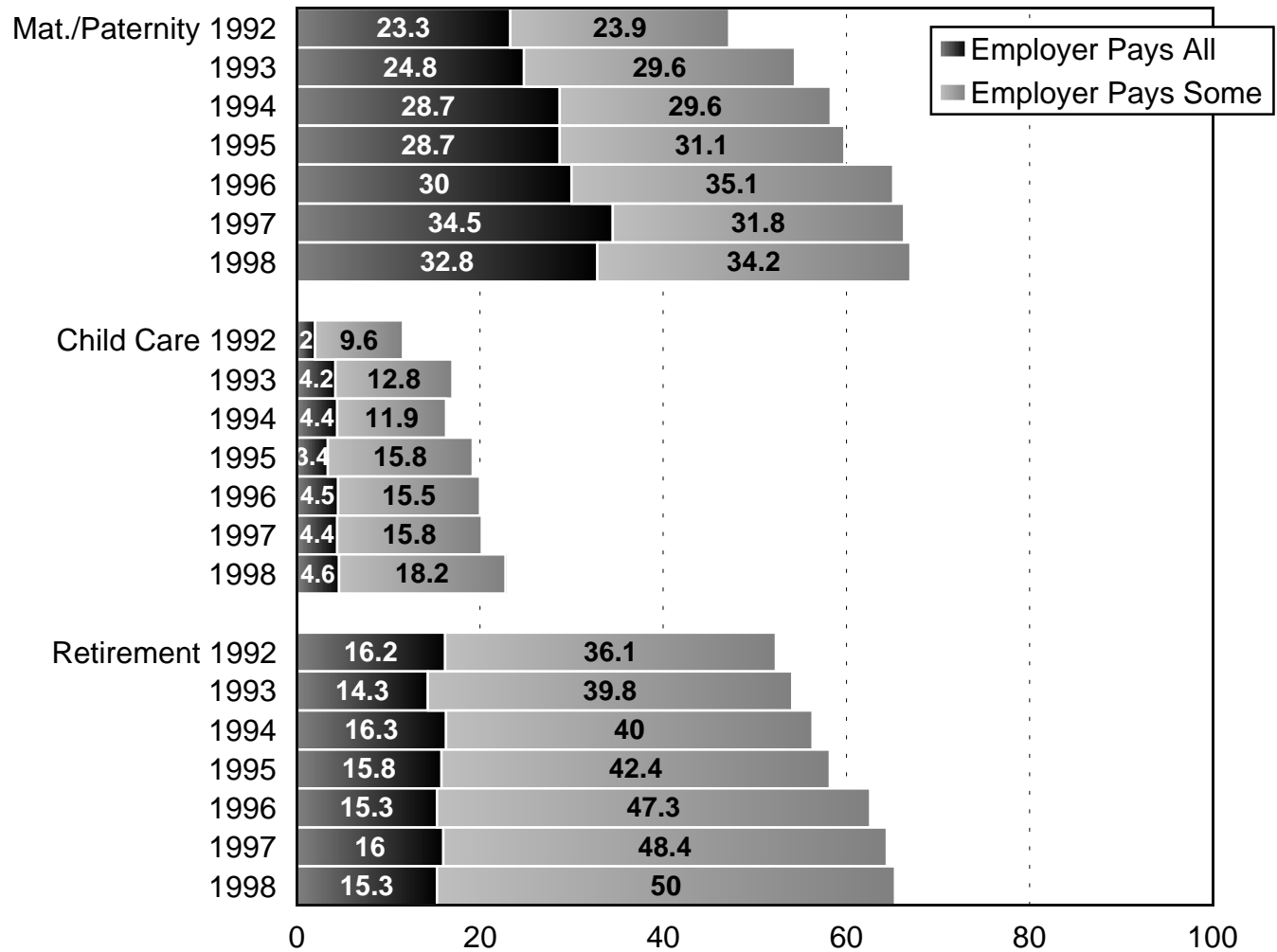
recipients

with full-time

jobs

48. Job benefits III

Percent

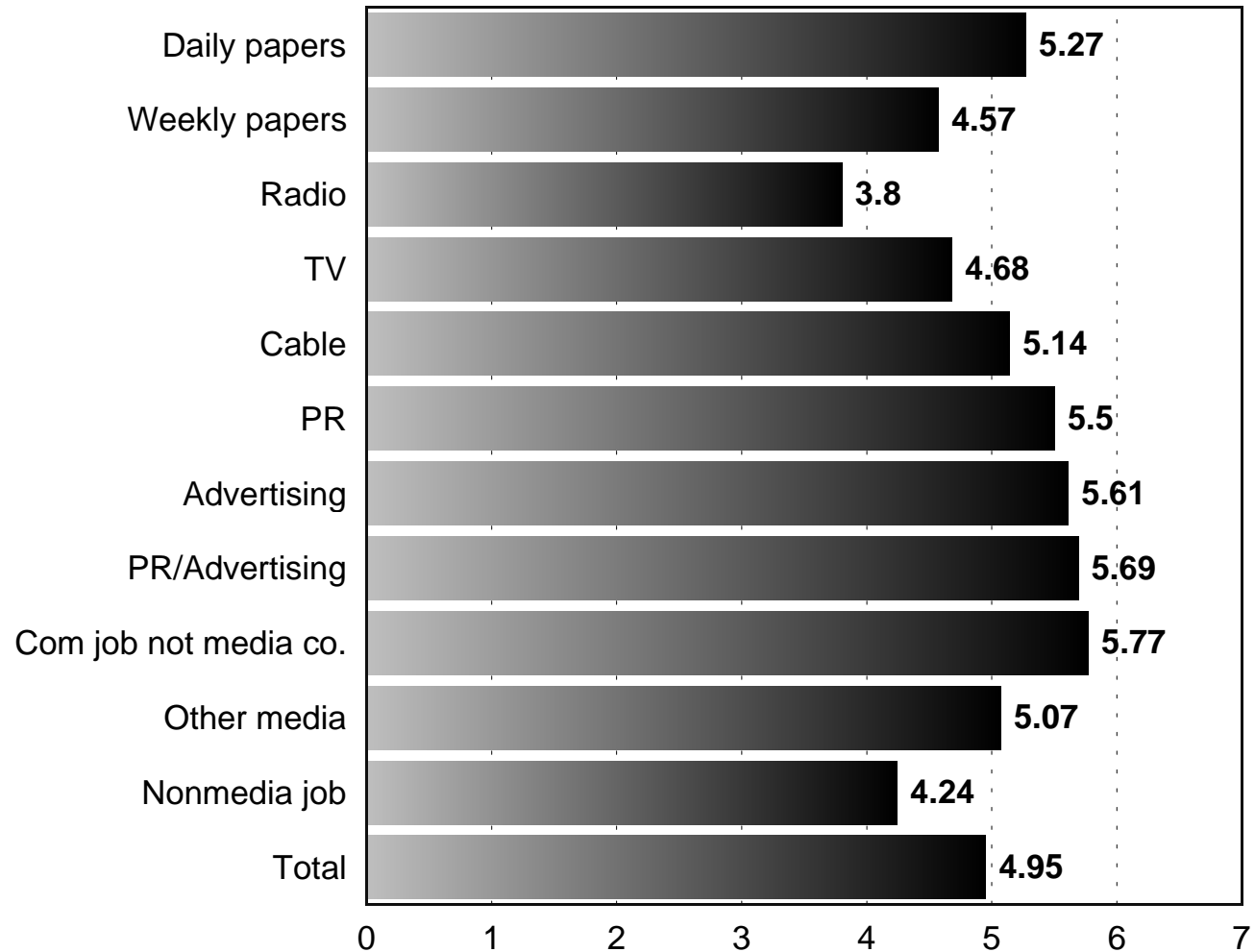


Source: Annual Survey of Journalism & Mass Communication Graduates

Mean
number of all
benefits at
last partially
paid by
employer,
1997 and
1998

49. Job benefits compared

Mean scores

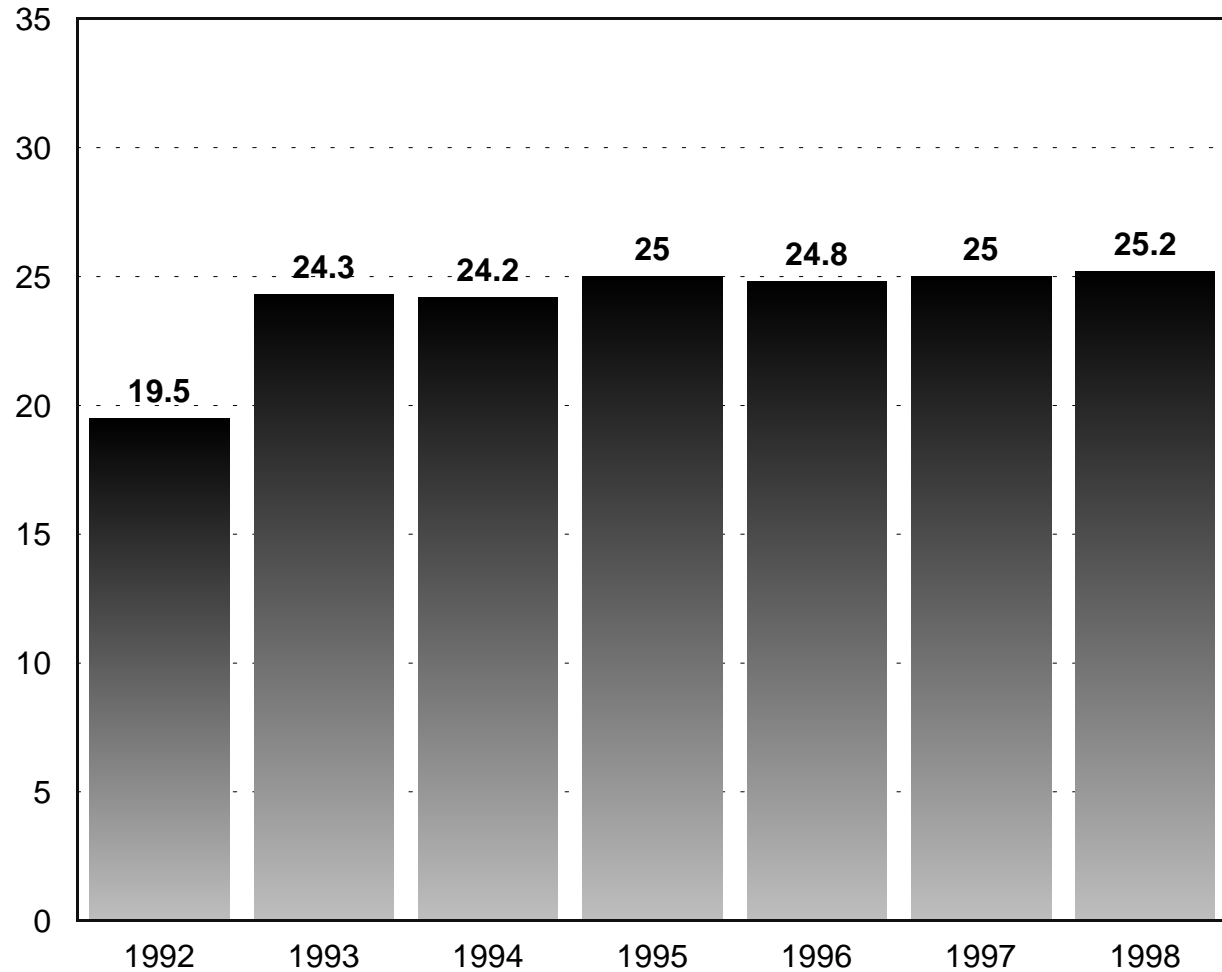


Source: Annual Survey of Journalism & Mass Communication Graduates

**BA recipients
working more
than 40 hours
per week
without
reimbursement**

50. Overtime without pay

Percent

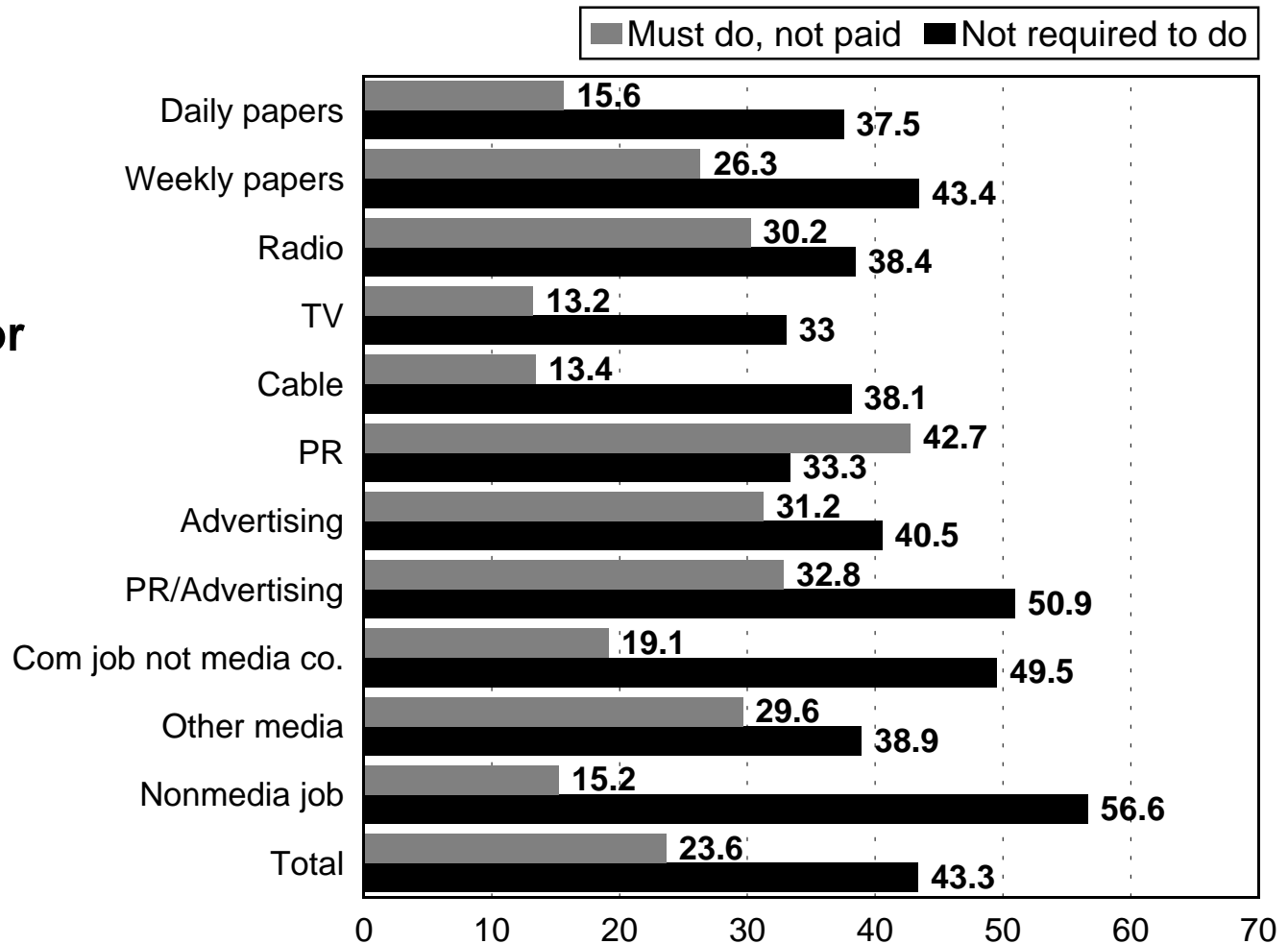


Source: Annual Survey of Journalism & Mass Communication Graduates

Percentage of employees who say working overtime is required without pay, or not required

51. Working OT compared

Percent

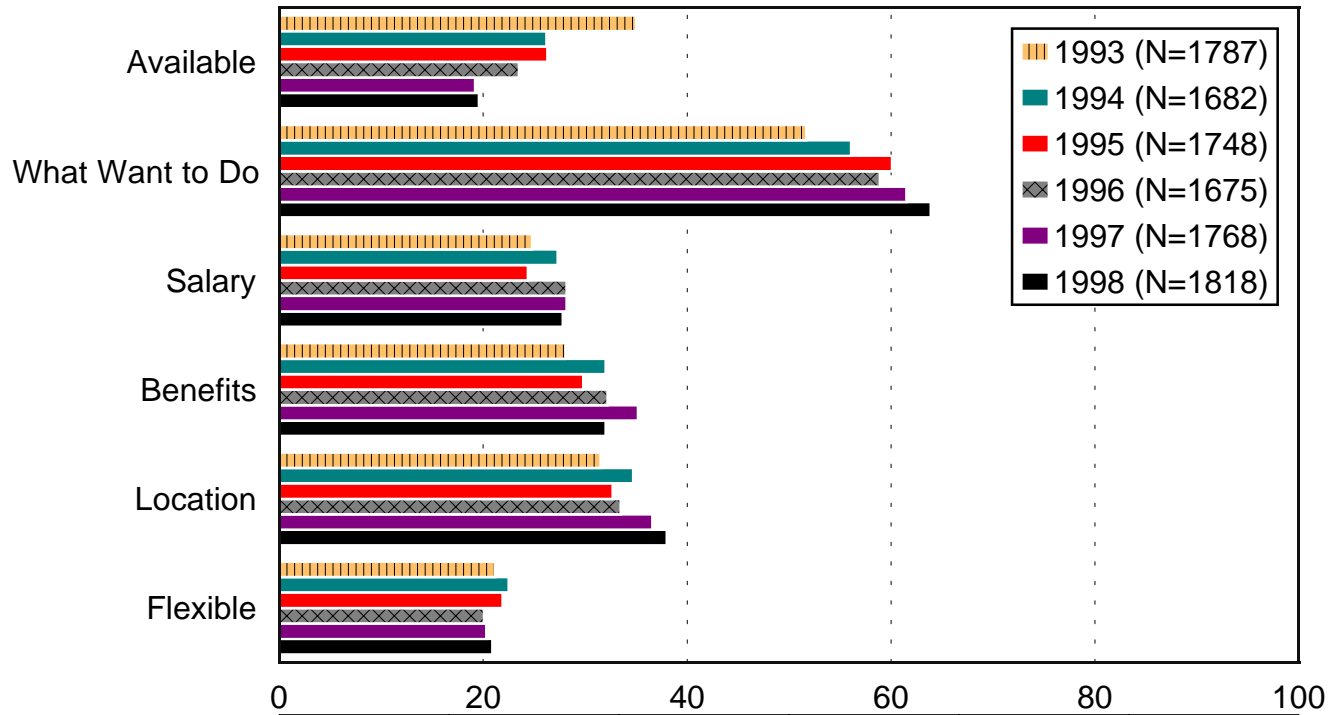


Source: Annual Survey of Journalism & Mass Communication Graduates

Employed
BA
recipients'
reasons for
selecting
jobs

52. Why jobs chosen

Percent very important



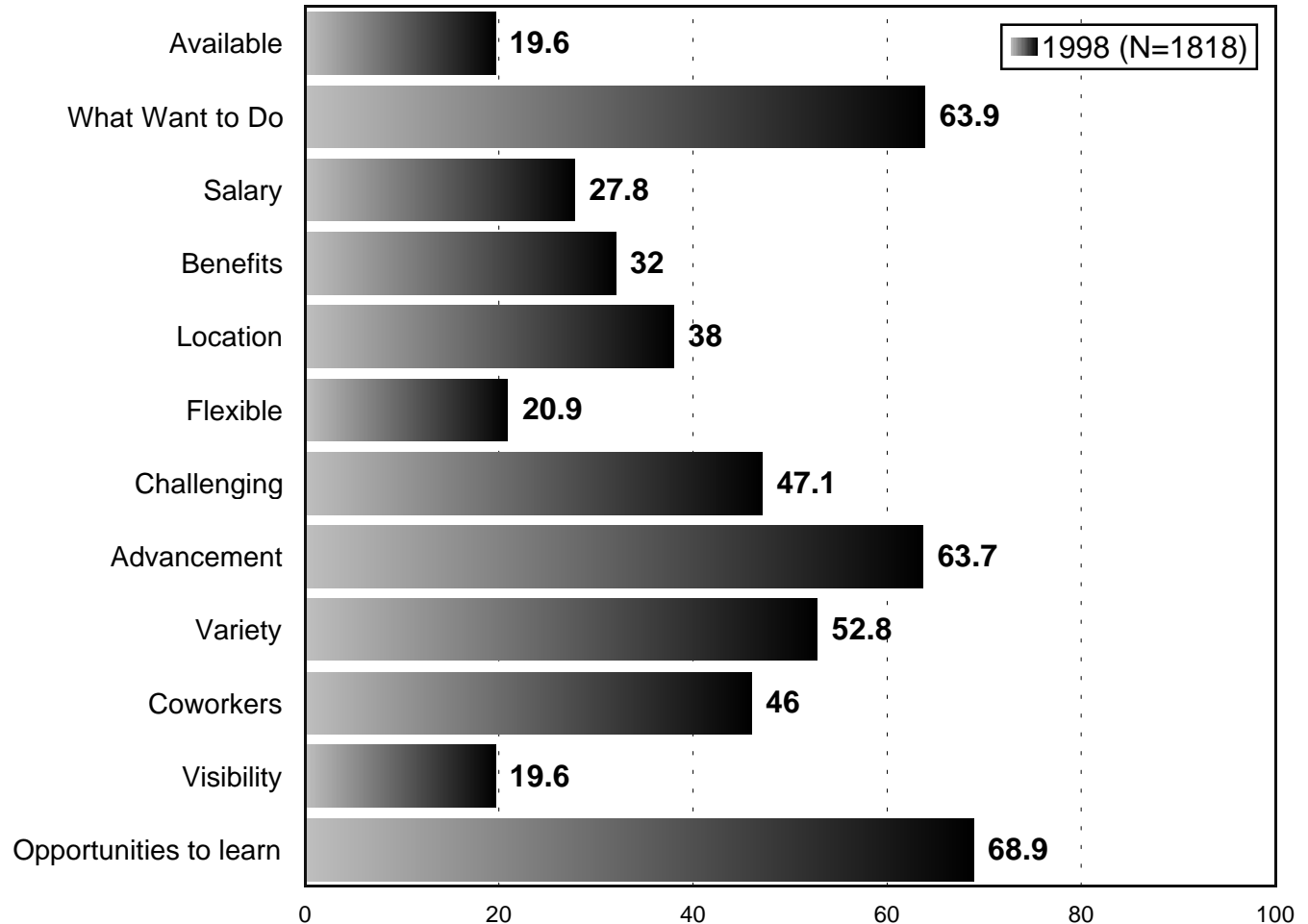
	Available	What Want to Do	Salary	Benefits	Location	Flexible
1993 (N=1787)	35	51.7	24.8	28.1	31.5	21.2
1994 (N=1682)	26.2	56.1	27.3	32	34.7	22.5
1995 (N=1748)	26.3	60.1	24.4	29.8	32.7	21.9
1996 (N=1675)	23.5	58.9	28.2	32.2	33.5	20.1
1997 (N=1768)	19.2	61.5	28.2	35.2	36.6	20.3
1998 (N=1818)	19.6	63.9	27.8	32	38	20.9

Source: Annual Survey of Journalism & Mass Communication Graduates

Employed
BA
recipients'
reasons for
selecting
jobs

53. Why jobs chosen in 1998

Percent very important

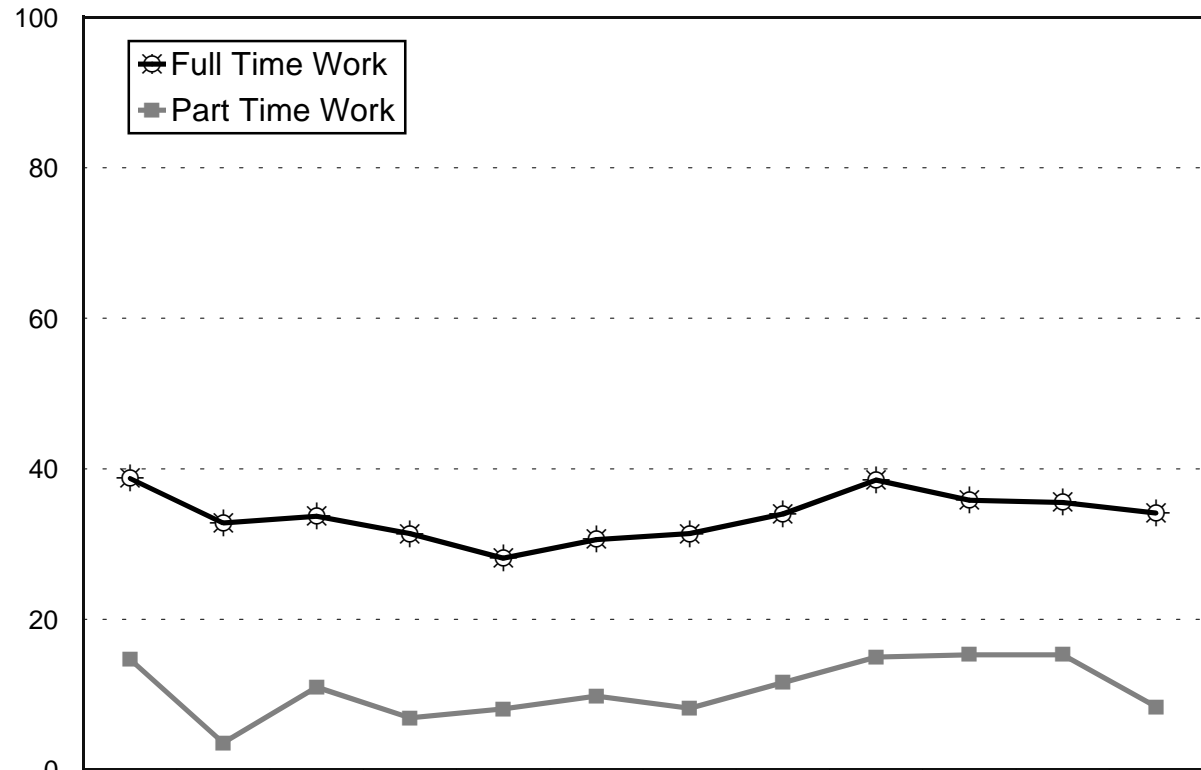


Source: Annual Survey of Journalism & Mass Communication Graduates

Job satisfaction of employed BA recipients: percent very satisfied

54. Job satisfaction

Percent

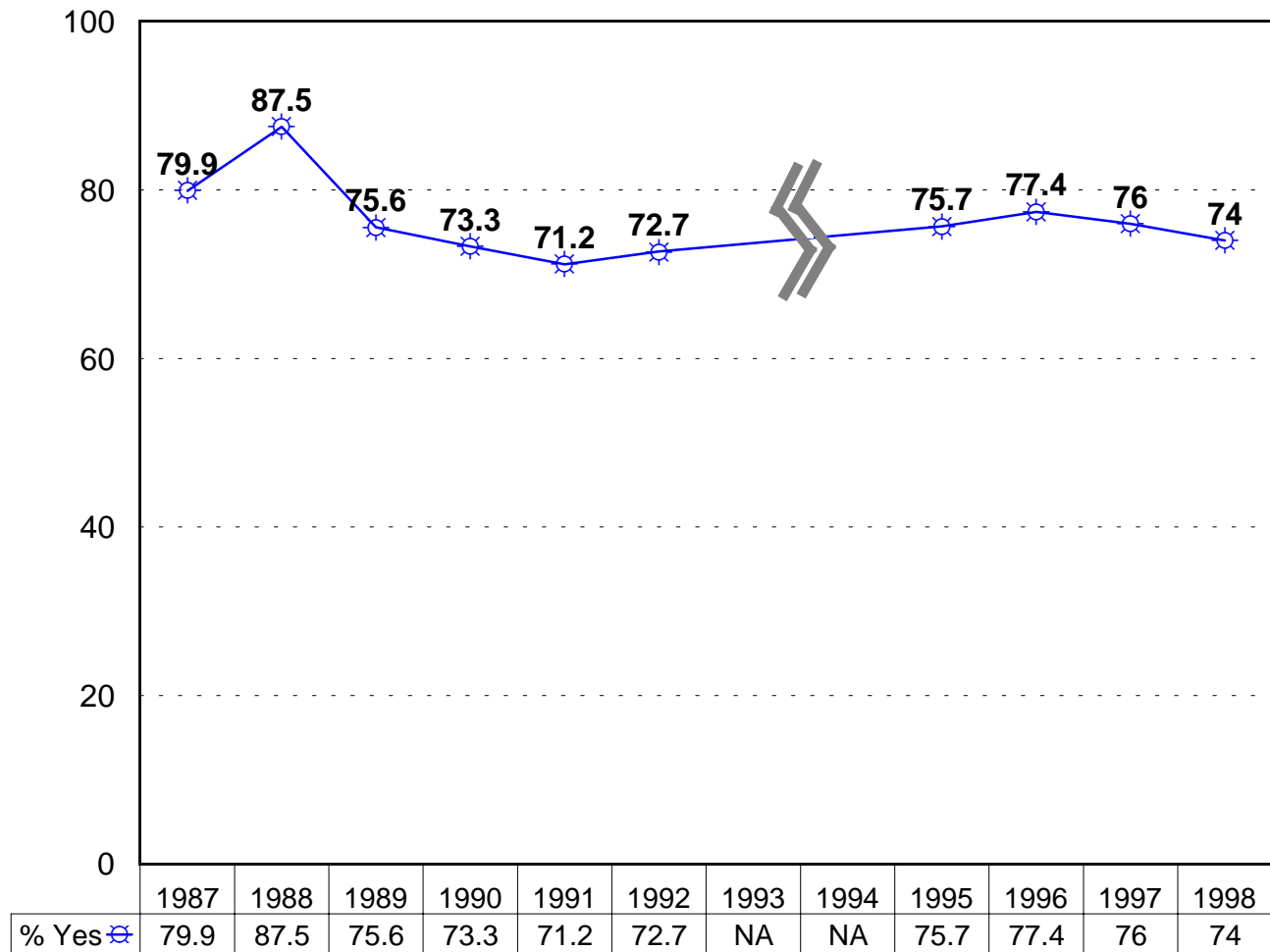


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Full Time Work	38.7	32.8	33.7	31.4	28.1	30.6	31.4	34	38.5	35.8	35.5	34.1
N	799	409	1536	1565	1511	1651	1472	1461	1546	1516	1574	1658
Part Time Work	14.7	3.6	11	6.9	8.1	9.8	8.2	11.6	15	15.3	15.3	8.4
N	143	56	209	277	347	378	318	267	253	216	176	131

BA degree recipients who say they would choose their major again

55. Would do it again

Percent

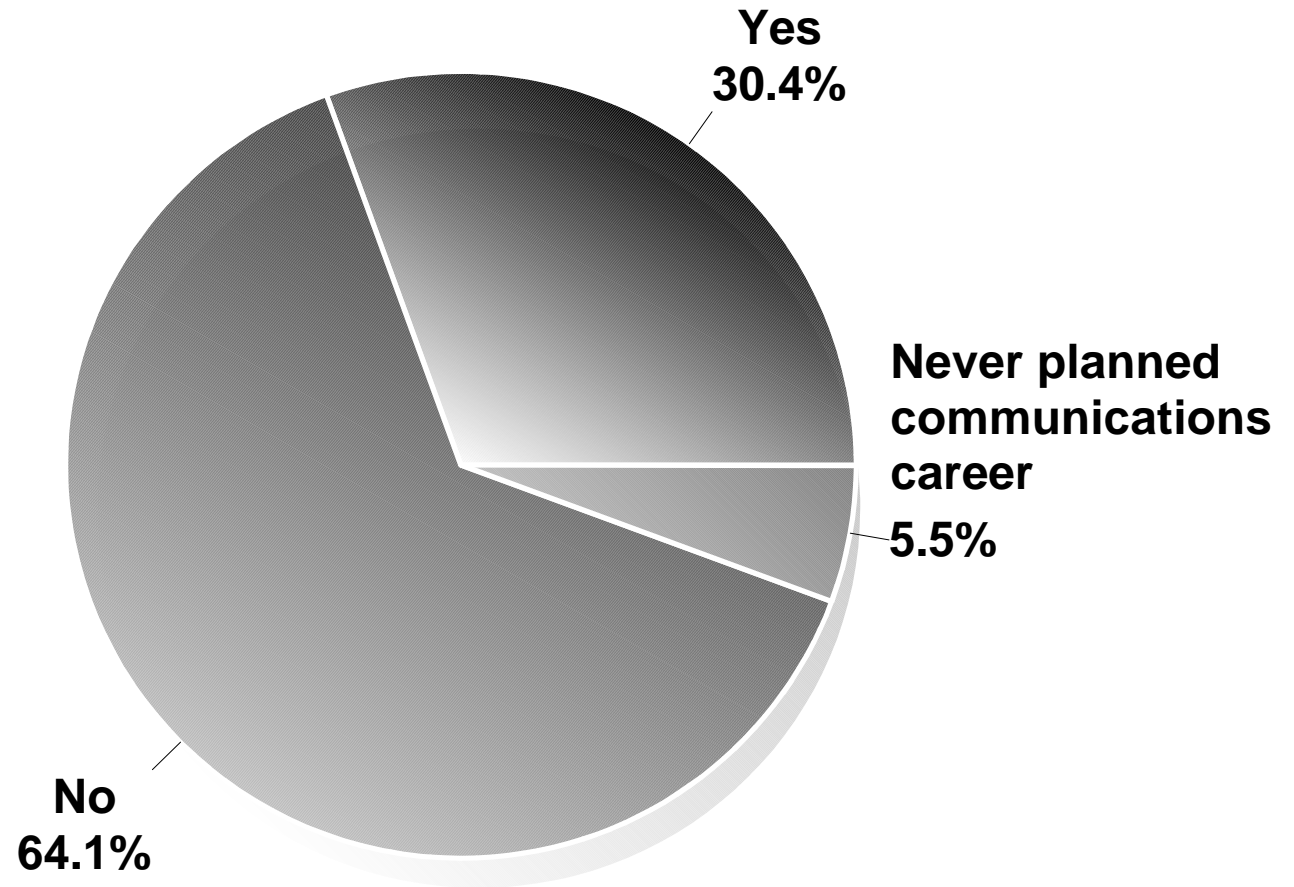


Source: Annual Survey of Journalism & Mass Communication Graduates

**BA Degree
Recipients
Who Wish
They Had
Selected
Another
Career**

56. Wish other career?

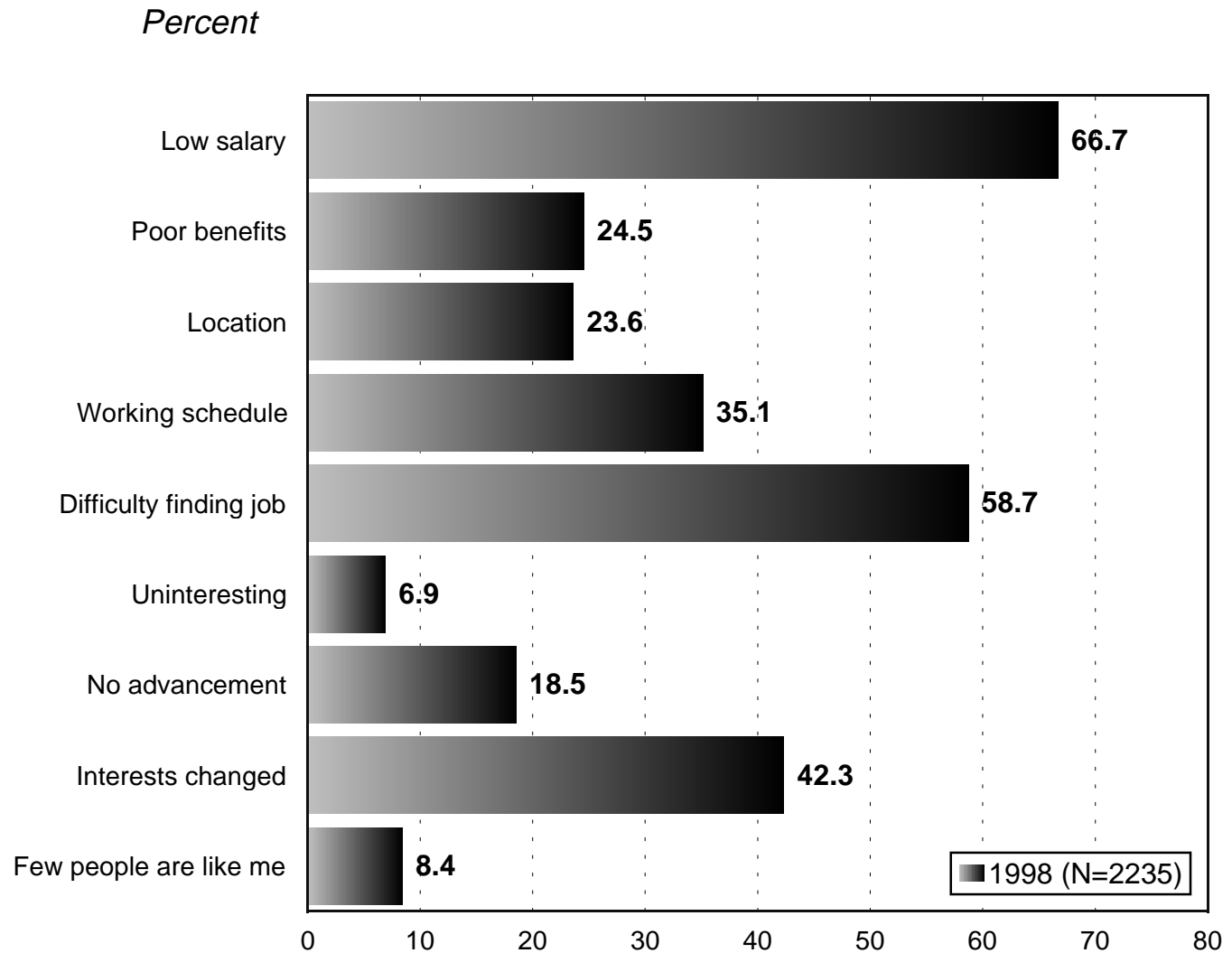
Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

Reasons
given for
preferring
another
career

57. Why choose other career

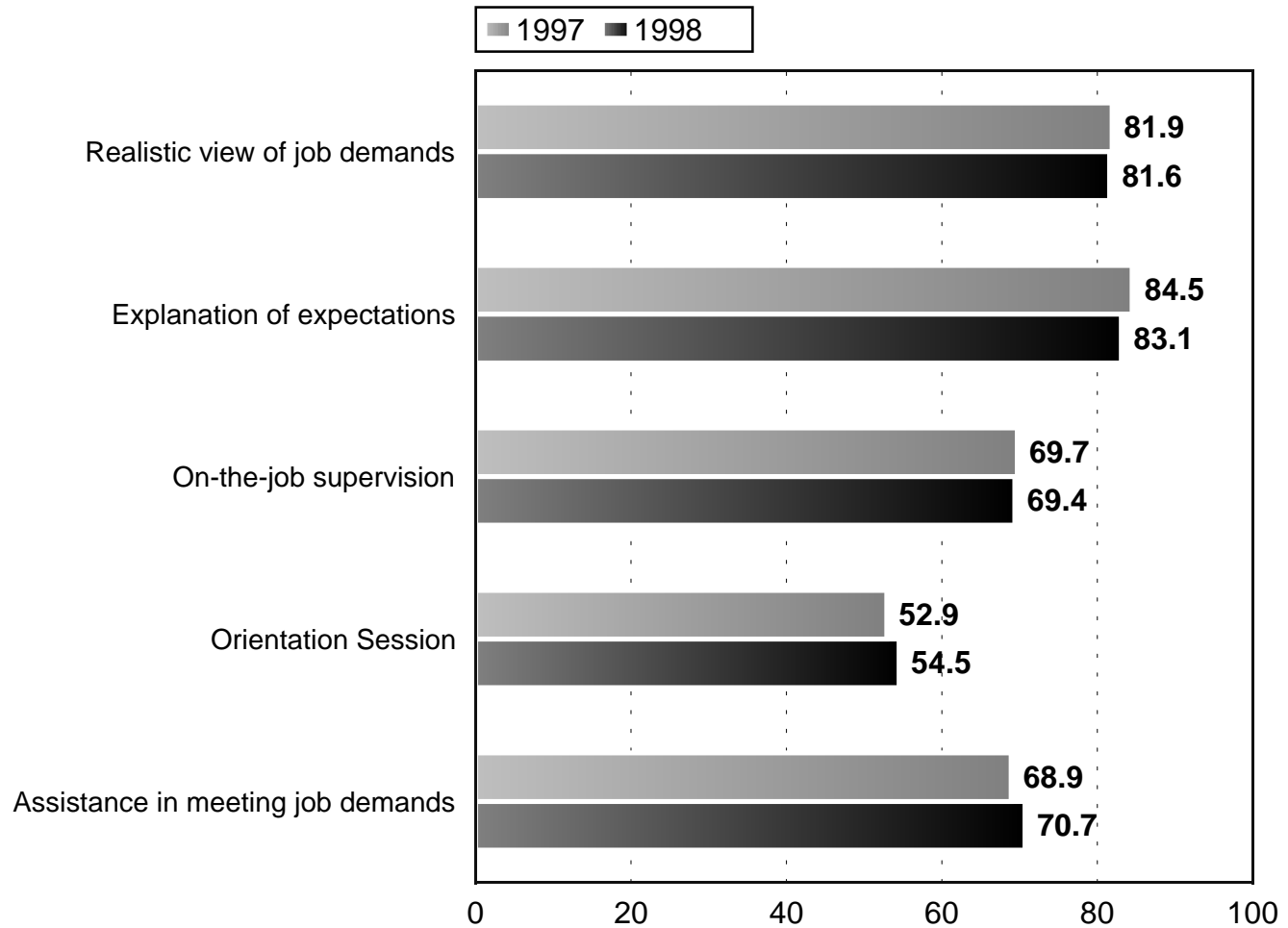


Source: Annual Survey of Journalism & Mass Communication Graduates

Orientation to work as described by BA degree recipients with jobs: What they said employers provided

58. Job orientation provided

Percent

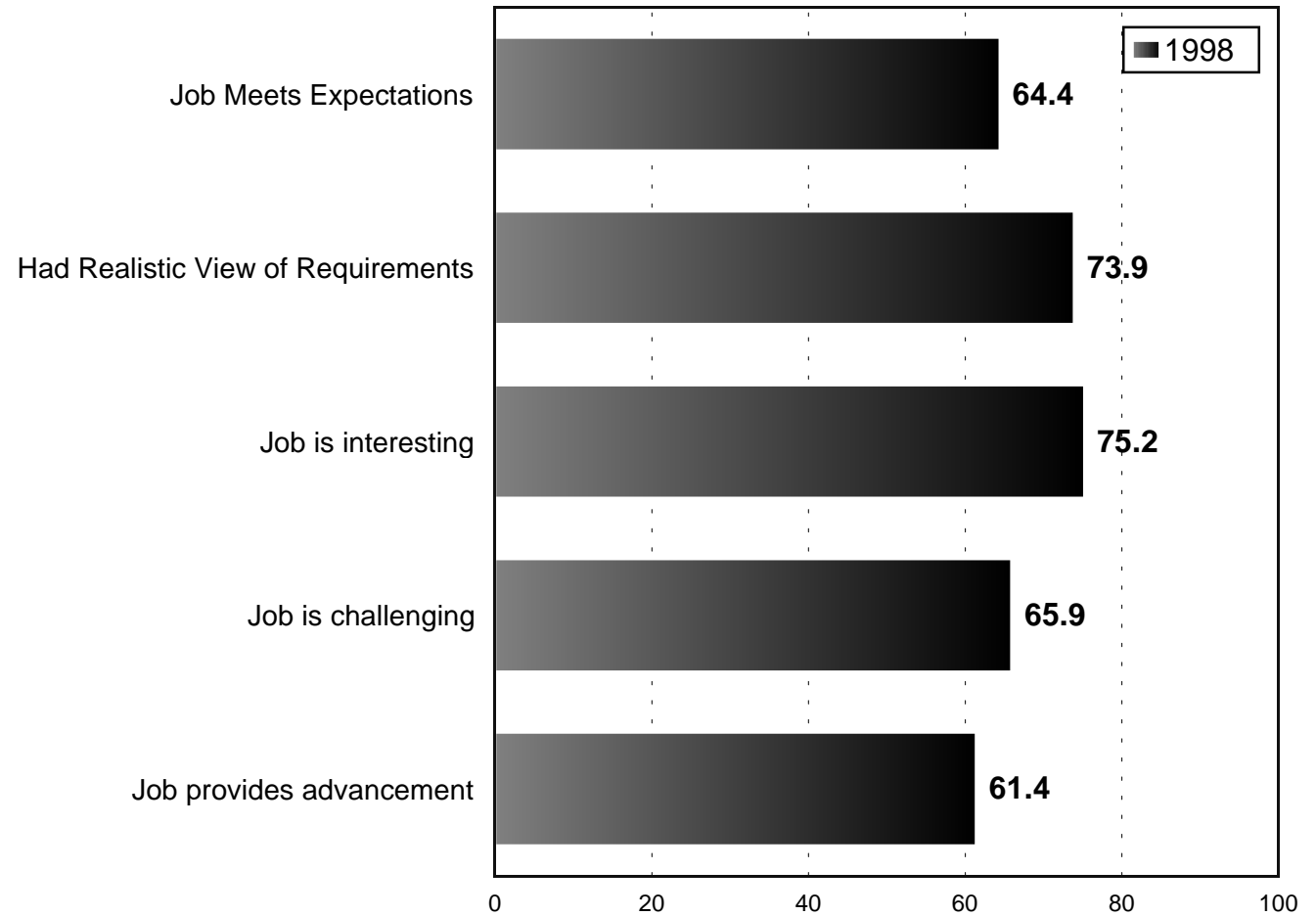


Source: Annual Survey of Journalism & Mass Communication Graduates

**Attitudes
toward work
of BA degree
recipients
with jobs**

59. Attitudes toward work

Percent



Source: Annual Survey of Journalism & Mass Communication Graduates

Attitudes
toward
retirement of
BA degree
recipients
with jobs

60. Retirement plans

Percent

