ASJMC Insights

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   By R. Glenn Cummins, Melissa R. Gotlieb and Bryan McLaughlin
   Center for Communication Research
   College of Media e3 Communication
   Texas Tech University
2017

Survey of Journalism &
Mass Communication Graduates

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Association for Education in Journalism and Mass Communication (supporting sponsor)

November 2, 2018
Executive Summary

- Among Bachelor’s degree recipients who looked for work, 87.9% had at least one telephone interview, and 89.2% had at least one Skype interview (Figure 1).
- Among Bachelor’s degree recipients who looked for work, 76.2% received at least one job offer upon graduation. Among Master’s degree recipients who looked for work, 88.9% received at least one job offer upon graduation (Figures 2 and 3).
- As of January 1, 2018, 63.9% of Bachelor’s degree recipients and 69.3% of Master’s degree recipients were employed full time (Figures 4 and 5). Among Bachelor’s degree recipients: (1) 58.1% of males and 65.6% of females (Figure 6); and (2) 60.6% of Caucasian Americans, 61.1% of Hispanic Americans, 67.4% of African Americans, and 72.7% of Asian Americans were employed full time (Figure 7).

Also, in regards to broad areas of emphasis while in college, among Bachelor’s degree recipients, 54.9% of those in journalism, 66.7% of those in electronic media and production, and 68.7% of those in strategic communication were employed full time (Figure 8; see Figure 9 for percentages by specific areas of emphasis while in college).

- Among Bachelor’s degree recipients currently employed, 81.6% were employed in a communication field (Figure 10). Among Bachelor’s degree recipients currently employed in a communication field, the largest percentage were employed in strategic communication (44.9%), followed by journalism (17.3%), social media (14.0%), and creative media (11.2%) (Figure 11; see also Figure 12 and Figure 13 for breakdowns by gender and race/ethnicity).

- Among those employed full time, Bachelor’s degree recipients had a mean annual salary of $38,749.39 and Master’s degree recipients had a mean annual salary of $62,757.92 (Figure 14). Among Bachelor’s degree recipients employed full time: (1) males had a mean annual salary of $38,363.17 and females had a mean annual salary of $39,305.53 (Figure 15); and (2) Caucasian Americans had a mean annual salary of $39,320.26, Hispanic Americans had a mean annual salary of $46,058.67, African Americans had a mean annual salary of $32,335.13, and Asian Americans had a mean annual salary of $41,050.00 (Figure 16).

- Among Bachelor’s degree recipients employed full time, 18.2% have their basic medical coverage paid in full, and 39.2% have their basic medical coverage paid in part by their employer (see Figure 17 for the full list of benefits).

- Among Bachelor’s degree recipients employed full time, the most important consideration when choosing a job was being in their preferred area of work ($M = 4.03$), followed by salary ($M = 3.58$), and then benefits ($M = 3.43$) (Figure 18).

- Among Bachelor’s degree recipients employed full time, 70.5% were satisfied with their decision to pursue a career in journalism and mass communication (Figure 20). More specifically: (1) in regards to areas of work, 80.0% of those in journalism, 80.0% of those creative media, 70.4% of those in strategic communication, and 72.0% of those in social media were satisfied with their decision to pursue a career in journalism and mass communication (Figure 20); and (2) in regards to broad areas
of emphasis while in college, 61.5% of those in journalism, 65.2% of those in electronic media and production, and 71.3% of those in strategic communication were satisfied with their decision to pursue a career in journalism and mass communication (Figure 21; see also Figure 22 for percentages by specific areas of emphasis while in college and Figure 19 for job satisfaction overall and by areas of work).

- Among Bachelor’s degree recipients employed full time, 62.4% felt their coursework adequately prepared them for the job market (Figure 23). More specifically: (1) in regards to areas of work, 66.7% of those in journalism, 70.0% of those creative media, 65.4% of those in strategic communication, and 76.0% of those in social media felt their coursework adequately prepared them for the job market (Figure 23); and (2) in regards to broad area of emphasis while in college, 61.5% of those in journalism, 47.8% of those in electronic media and production, and 64.0% of those in strategic communication felt their coursework adequately prepared them for the job market (Figure 24; see also Figure 25 for percentages by specific areas of emphasis while in college).

- In terms of student professional development, among Bachelor’s degree recipients: (1) 20.8% were members of the Public Relations Student Society of America, 9.6% were members of Ad Club, 7.5% were members of the American Advertising Federation, 5.9% were members of Kappa Tau Alpha, and 5.9% were members of the Society of Professional Journalists (Figure 26); (2) 22.5% worked for a student newspaper, 21.6% worked for a student agency (e.g., advertising or PR), and 14.2% worked for a student magazine (Figure 27); and (3) 29.5% completed a PR internship, 20.1% completed an advertising internship, and 12.5% completed a newspaper internship (Figure 28).

Method

This report uses data from the 2017 survey of journalism and mass communication graduates. The population comprised recent graduates of schools that are members of the Association of Schools of Journalism and Mass Communication (ASJMC)—both accredited by the Accrediting Council on Education and Journalism and Mass Communication (ACEJMC) as well as not accredited.

Journalism and mass communication program administrators were contacted in mid-March 2018 by ASJMC via mass email on behalf of Sonya Duhe, the 2017-2018 ASJMC president. The e-mail asked program administers for their help in conducting the survey by reaching out to their recent Bachelor’s and Master’s program graduates. The e-mail also contained recruitment materials, including suggested language for a sample e-mail and postcard that contained a link (e-mail) or QR code (postcard) to the online survey. Follow-up e-mails were sent by the project principal investigator to program administrators of non-responding schools in early April, and another invitation was sent by ASJMC in mid-July.

These efforts resulted in a sample of 19 schools—16 (84.2%) were ASJMC member schools accredited by the ACEJMC and three (15.8%) were ASJMC member schools not accredited by ACEJMC.
Among the recent graduates who participated, an overwhelming majority (90.5%) accessed the survey via e-mail link. The remainder accessed it via social media link (6.7%), or accessed it via postcard (2.8%).

The survey asked recent graduates to provide information pertaining to their current employment, experiences on the job market, and evaluations of the program from which they recently graduated.¹

**Institution Characteristics**

In terms of the Carnegie classification of institutions, among the 15 schools in the sample, 9 (47.4%) were classified as R1 (doctoral universities with highest research activity), five (26.3%) were classified as R2 or R3 (doctoral universities with moderate-to-high research activity), and five (26.3%) were classified as M1-M3 (master's colleges and universities).

In terms of the funding of institutions, 17 (89.5%) were public colleges or universities and two (10.5%) were private colleges or universities. Also, in terms of total enrollment size of institutions, two (10.5%) had an enrollment size of greater 45,000, six (31.6%) had an enrollment size of 30,000-44,999, four (21.1%) had an enrollment size of 15,000-29,999, five (26.3%) had an enrollment size of 5,000-14,999, and two (10.5%) had an enrollment size below 5,000.

**Participant Characteristics**

A total of 403 recent graduates participated in the survey; however, 13 participants were excluded from analysis because they did not recently graduate from a Bachelor’s or professional Master’s program (n = 6), they did not recently graduate from a journalism and mass communication program (n = 6), or they did not provide this information (n = 1). This resulted in a final sample of 390 and an average response rate of 12.5% per program.

In terms of demographics, 77.1% were female and 74.4% were Caucasian, 8.9% were African American, 7.5% were Hispanic, and 4.4% were Asian American.

Also in terms of most recent degree received, 87.9% recently graduated from a Bachelor's program and 12.1% recently graduated from a professional Master’s program.

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3. Job offers

Number of job offers among Bachelor’s (N=223) and Master’s (N=25) degree recipients who looked for work

<table>
<thead>
<tr>
<th>Number of Job Offers</th>
<th>Bachelor’s</th>
<th>Master’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>11.1%</td>
<td>23.8%</td>
</tr>
<tr>
<td>1</td>
<td>30.9%</td>
<td>40.7%</td>
</tr>
<tr>
<td>2</td>
<td>27.8%</td>
<td>33.3%</td>
</tr>
<tr>
<td>3</td>
<td>13.0%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>7.4%</td>
<td></td>
</tr>
<tr>
<td>5 or more</td>
<td>3.7%</td>
<td></td>
</tr>
</tbody>
</table>

4. Employment status as of January 1, 2018

Employment status of Bachelor’s degree recipients (N=283)

- Employed full-time: 63.9%
- Employed part-time: 16.6%
- Not employed but enrolled in school: 2.1%
- Not employed and looking for work: 11%
- Not employed but not looking for work: 1.4%
5. Full-time employment status as of January 1, 2018

Full-time employment status of Bachelor’s (N=283) and Master’s (N=39) degree recipients

6. Full-time employment status as of January 1, 2018

Full-time employment status of male (N=55) and female (N=183) Bachelor’s degree recipients
7. Full-time employment status as of January 1, 2018

Full-time employment status of minority and nonminority Bachelor’s degree recipients (N=235)

- Caucasian Americans: 60.6%
- Hispanic Americans: 61.1%
- African Americans: 67.4%
- Asian Americans: 72.7%

8. Full-time employment status as of January 1, 2018

Full-time employment status of Bachelor’s degree recipients in broad areas of emphasis while in college (N=253)

- Journalism: 54.9%
- Electronic media & production: 66.7%
- Strategic communication: 68.7%
9. Full-time employment status as of January 1, 2018

Full-time employment status of Bachelor’s degree recipients in specific areas of emphasis while in college (N=253)

- Advertising: 61.9%
- Public relations: 67.6%
- PR & advertising combined: 70.6%
- Strategic communication: 85.0%
- Media production: 50.0%
- Radio/TV: 80.0%
- Broadcast news.Broadcast journalism: 66.7%
- News editorial.Print journalism: 53.3%
- Journalism undifferentiated: 38.1%

10. Employment in a communication field

Employment of Bachelor’s degree recipients in a communication field among those currently employed (N=266)

- Yes: 81.6%
- No: 18.4%
11. Area of work

Employment of Bachelor’s degree recipients in specific areas of work among those employed in a communication field (N=214)

- Journalism: 17.3%
- Creative media: 11.2%
- Strategic communication: 44.9%
- Social media: 14.0%
- Multiple areas: 1.9%

12. Area of work

Employment of male (N=41) and female (N=137) Bachelor’s degree recipients in specific areas of work among those employed in a communication field

- Male
  - Journalism: 14.6%
  - Creative media: 9.5%
  - Strategic communication: 26.8%
  - Social media: 12.2%
  - Multiple areas: 2.4%

- Female
  - Journalism: 24.4%
  - Creative media: 17.1%
  - Strategic communication: 51.1%
  - Social media: 14.6%
  - Multiple areas: 2.2%
13. Area of work

Employment of minority and nonminority Bachelor’s degree recipients in specific areas of work among those employed in a communication field (N=175)

<table>
<thead>
<tr>
<th>Area of Work</th>
<th>Caucasian Americans</th>
<th>Hispanic Americans</th>
<th>African Americans</th>
<th>Asian Americans</th>
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</thead>
<tbody>
<tr>
<td>Journalism</td>
<td>0.0</td>
<td>11.1</td>
<td>22.2</td>
<td>0.0</td>
</tr>
<tr>
<td>Creative media</td>
<td>10.4</td>
<td>20.0</td>
<td>11.1</td>
<td>11.1</td>
</tr>
<tr>
<td>Strategic communication</td>
<td>11.1</td>
<td>43.6</td>
<td>60.0</td>
<td>66.7</td>
</tr>
<tr>
<td>Social media</td>
<td>0.0</td>
<td>15.3</td>
<td>33.3</td>
<td>0.0</td>
</tr>
<tr>
<td>Multiple areas</td>
<td>3.5</td>
<td>10.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

14. Annual salary

Mean annual salary for Bachelor’s (N=100) and Master’s (N=25) degree recipients with full-time employment

<table>
<thead>
<tr>
<th>Degree Level</th>
<th>Mean Annual Salary</th>
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<tbody>
<tr>
<td>Bachelor’s</td>
<td>$38,749.39</td>
</tr>
<tr>
<td>Master’s</td>
<td>$62,757.92</td>
</tr>
</tbody>
</table>
15. Annual salary
Mean annual salary for male (N=24) and female (N=69) Bachelor’s degree recipients with full-time employment

![Bar chart showing annual salary comparison between males and females.]

16. Annual salary
Mean annual salary for minority and nonminority Bachelor’s degree recipients with full-time employment (N=91)

![Bar chart showing annual salary comparison among different racial groups.]

- Caucasian Americans: 39,320.36
- Hispanic Americans: 46,058.67
- African Americans: 32,335.13
- Asian Americans: 41,050.00
17. Job benefits

Job benefits available to Bachelor’s degree recipients with full-time employment (N=150)

18. Job considerations

Mean importance of job considerations among Bachelor’s degree recipients with full-time employment (N=151)
19. Job satisfaction
Mean job satisfaction among Bachelor’s degree recipients with full-time employment in specific areas of work (N=151)³

<table>
<thead>
<tr>
<th>Area</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>5.24</td>
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<tr>
<td>Journalism</td>
<td>5.43</td>
</tr>
<tr>
<td>Creative media</td>
<td>5.17</td>
</tr>
<tr>
<td>Strategic communication</td>
<td>5.60</td>
</tr>
<tr>
<td>Social media</td>
<td>4.50</td>
</tr>
<tr>
<td>Multiple areas</td>
<td>4.75</td>
</tr>
</tbody>
</table>

20. Satisfaction with decision to pursue J&MC career
Satisfaction with decision to pursue J&MC career among Bachelor’s degree recipients in specific areas of work (N=258)³

<table>
<thead>
<tr>
<th>Area</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>70.5</td>
</tr>
<tr>
<td>Journalism</td>
<td>80.0</td>
</tr>
<tr>
<td>Creative media</td>
<td>80.0</td>
</tr>
<tr>
<td>Strategic communication</td>
<td>70.4</td>
</tr>
<tr>
<td>Social media</td>
<td>72.0</td>
</tr>
<tr>
<td>Multiple areas</td>
<td>75.0</td>
</tr>
</tbody>
</table>
21. Satisfaction with decision to pursue J&MC career

Satisfaction with decision to pursue J&MC career among Bachelor’s degree recipients in broad areas of emphasis while in college (N=258)

Overall: 70.5
Journalism: 61.5
Electronic media & production: 65.2
Strategic communication: 71.3

22. Satisfaction with decision to pursue J&MC career

Satisfaction with decision to pursue J&MC career among Bachelor’s degree recipients in specific areas of emphasis while in college (N=258)

Overall: 70.5
Advertising: 65.0
Public relations: 71.7
PR & advertising combined: 82.4
Strategic communication: 73.7
Media production: 40.0
Radio/TV: 85.7
Broadcast news/Broadcast journalism: 60.9
News editorial/Print Journalism: 58.3
Journalism undifferentiated: 57.1
23. Preparedness for job market
Perception that coursework adequately prepared Bachelor’s degree recipients in specific areas of work (N=258)

<table>
<thead>
<tr>
<th>Area</th>
<th>Perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>62.4</td>
</tr>
<tr>
<td>Journalism</td>
<td>66.7</td>
</tr>
<tr>
<td>Creative media</td>
<td>70.0</td>
</tr>
<tr>
<td>Strategic communication</td>
<td>65.4</td>
</tr>
<tr>
<td>Social media</td>
<td>76.0</td>
</tr>
<tr>
<td>Multiple areas</td>
<td>80.0</td>
</tr>
</tbody>
</table>

24. Preparedness for the job market
Perception that coursework adequately prepared Bachelor’s degree recipients in broad areas of emphasis while in college (N=258)

<table>
<thead>
<tr>
<th>Area</th>
<th>Perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>62.4</td>
</tr>
<tr>
<td>Journalism</td>
<td>61.5</td>
</tr>
<tr>
<td>Electronic media and production</td>
<td>47.8</td>
</tr>
<tr>
<td>Strategic communication</td>
<td>64.0</td>
</tr>
</tbody>
</table>
25. Preparedness for the job market
Perception that coursework adequately prepared Bachelor’s degree recipients in specific areas of emphasis while in college (N=258)

26. Student membership in professional organizations
Membership of Bachelor’s degree recipients in student professional organizations (N=322)
27. Participation in student-run media
Bachelor’s degree recipients who worked in student-run media (N=324)

- Newspaper: 22.5%
- Yearbook: 1.2%
- Radio: 10.8%
- Television Station: 10.2%
- Magazine: 14.2%
- Website: 6.8%
- Agency (e.g., advertising or PR): 21.6%

28. Internship
Bachelor’s degree recipients who completed an internship (N=329)

- Newspaper: 12.5%
- Radio: 6.4%
- Public Relations: 29.5%
- Advertising: 20.1%
- Magazine: 8.2%
- Subscription newsletter: 0.9%
- Online or internet publishing: 11.9%
- Other: 33.1%
Special thanks are given to the Association of Schools of Journalism and Mass Communication and Dr. Lee Becker for their helpful advice and feedback in preparing and conducting the survey. Special thanks are also given to Joseph Marcades for his help in preparing the report and to Grayson Purseley for his help in fielding the survey.

For broad area of emphasis while in college, **journalism** includes journalism (general), news editorial/print journalism, broadcast news/broadcast journalism, digital journalism, magazine, community journalism, agricultural journalism, science/technology journalism, photojournalism; **electronic media & production** includes electronic media, visual communication, radio/television (telecommunications), production/media production, online media/new media/interactive media, media/communication management; and **strategic communication** includes strategic communication, public relations, advertising, public relations/advertising.

For areas of work, **journalism** includes writing and/or reporting, editing, combination of writing, reporting, and editing; **creative media** includes design and layout, graphics and/or illustrating, photography (including videography), combination graphics and photography/videography; **strategic communication** includes producing advertisements (copywriting/artwork), selling or placing advertisements, and product or company promotion or marketing; **social media** includes social media writing/producing/managing/monitoring; and **multiple areas** indicates that participants selected multiple areas of work.

For mean annual salary, salaries reported as weekly salaries were multiplied by 52.
The Association of Schools of Journalism and Mass Communication promotes excellence in journalism and mass communication education. A valuable resource for chairs, deans and directors, ASJMC is a non-profit, educational association composed of some 190 JMC programs at the college level. Most association members are in the United States and Canada. Eight international journalism and communication schools have joined the association in recent years.

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