

JOURNALISM GRADUATES 2010

What are they doing?

	Bachelors	Masters	PhD
<i>Respondents</i>	69	9	3
Employed Full-Time	70%	56%	100%
Employed Part-Time	15%	22%	-
Self-Employed	1%	11%	-
In Graduate School	9%	-	-
Seeking Additional Education	1%	-	-
Not Employed & Seeking	4%	-	-

Are their jobs related to their majors?

	Bachelors	Masters	PhD
<i>Respondents</i>	57	6	2
Directly Related	28%	83%	100%
Somewhat Related	49%	17%	-
Not at All Related	23%	-	-

Are they satisfied with their jobs?

	Bachelors	Masters	PhD
<i>Respondents</i>	57	6	2
Very Satisfied	42%	50%	100%
Somewhat Satisfied	39%	50%	-
Neutral	5%	-	-
Not very Satisfied	11%	-	-
Not at all Satisfied	4%	-	-

When did they start looking for work?

	Bachelors	Masters	PhD
<i>Respondents</i>	60	7	2
6+ mo. before graduation	13%	14%	100%
5-6 mo. before graduation	15%	-	-
3-4 mo. before graduation	23%	14%	-
1-2 mo. before graduation	27%	43%	-
After graduation	22%	29%	-

When did they find their jobs?

	Bachelors	Masters	PhD
<i>Respondents</i>	57	6	2
Prior to or upon graduating	33%	50%	50%
Within 2 mo. of graduation	11%	17%	-
Within 4 mo. of graduation	21%	33%	50%
Within 6 mo. of graduation	19%	17%	-

Earnings Breakdown

Median Salary Bachelors: \$20,001-25,000

Median Salary Masters: \$25,001-30,000

Median Salary Doctorate: \$40,001-45,000

	Bachelors	Masters	PhD
<i>Respondents</i>	53	6	2
Under \$15,000	15%	17%	-
\$15,001-20,000	19%	17%	-
\$20,001-25,000	17%	-	-
\$25,001-30,000	15%	33%	-
\$30,001-35,000	21%	-	-
\$35,001-40,000	2%	-	-
\$40,001-45,000	8%	17%	50%
\$45,001-50,000	-	-	50%
\$50,001-55,000	2%	17%	-
\$55,001-60,000	-	-	-
\$60,001-70,000	-	-	-
\$70,001-80,000	-	-	-
\$80,000 or more	-	-	-

Where they are working?

	Bachelors	Masters
<i>Respondents</i>	50	5
Austin Area	48%	100%
DFW Area	16%	-
Houston Area	12%	-
Elsewhere in Texas	14%	-
California	2%	-
New York	8%	-

Where did they look for work?

	Bachelors	Masters	PhD
<i>Respondents</i>	60	7	2
Around the World	8%	14%	50%
Around the Country	37%	14%	50%
Texas Only	33%	-	-
Central Texas Only	22%	71%	-

Industry Sectors

Advertising/Marketing/Public Relations	26%
Journalism/News Organizations	22%
Academics/Education/ Education Services	9%
Banking/Insurance/Other Financial Services	9%
Non-Profit/Charities/Social Service	7%
Entertainment/Media Production/the Arts	6%
Computer/Other High-Technology	4%
Sports/Sports Management	4%
Government/Public Service	2%
Hospitality/Tourism/Recreation	2%
Internet/e-Commerce	2%
Retailer	2%

Primary Job Functions

Business: Sales & Marketing	18%
Public Relations: Agency/Non-profit/Corporate	12%
Journalism: Reporter/Writer	10%
Journalism: Editor/Copy Editor	10%
Education: Administration & Teaching	8%
Journalism: Broadcast	6%
Business: Marketing Communication	6%
Advertising: Creative	4%
Business: Human Resources & Management	4%
Business: Customer Service	4%
Journalism: Online/multimedia	4%
Journalism: Photography/Graphics	2%
Journalism: Layout/Design	2%
Government/Public Service	2%
Event Planning/Coordination	2%
Research	2%

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Were they offered full-time employment as a result of any of their internships?

	Bachelors	Masters
<i>Respondents</i>	53	6
Yes	17%	17%
No	83%	83%

How many internships did they do while they were in college?

	Bachelors	Masters
<i>Respondents</i>	65	7
Zero	17%	14%
One	28%	57%
Two	23%	14%
Three	17%	-
Four or More	15%	14%

What kinds of internships did they do while they were in college?

	Bachelors	Masters
<i>Respondents</i>	53	6
For Academic Credit	61%	67%
For the Experience Only	70%	83%
Paid Internships	61%	100%
Unpaid Internships	74%	67%

How helpful were internships in preparing them for the workforce?

	Bachelors	Masters
<i>Respondents</i>	53	6
Very Helpful	62%	67%
Somewhat Helpful	31%	17%
Neutral	13%	-
Not Very Helpful	-	17%
Not Helpful at all	4%	-

From whom did they seek career advice?

	Bachelors	Masters
<i>Respondents</i>	47	4
CCS Career Advisors	60%	75%
Other College of Communication Faculty/Staff	64%	50%
Other UT Faculty/Staff	40%	-
UT Alumni	43%	-
Family Members	57%	25%
Bosses/Supervisors/Co-Workers	68%	50%
Peers/Fellow Students	68%	25%

Were they connected with Career Services?

	Bachelors	Masters
<i>Respondents</i>	63	7
Yes	86%	57%
No	14%	43%

When did they connect with Career Services?

	Bachelors	Masters
<i>Respondents</i>	54	3
Senior Year	15%	-
Junior Year	30%	-
Sophomore Year	35%	-
First Year	20%	-
1st Year of Grad School	-	67%
2nd Year of Grad School	-	33%

2010 Journalism Graduates: Demographics

	Survey Group	Responses	%
Journalism Graduates	211	63	30%
Gender			
	% of Survey Group	% of Response Group	
Female	70%	67%	
Male	30%	33%	
Ethnicity			
	% of Survey Group	% of Response Group	
American Indian/Alaskan Native	<1%	2%	
Asian	9%	8%	
Hispanic or Latino	21%	21%	
Black or African American	5%	5%	
White	60%	63%	
International Students	4%	2%	

How Useful were Communication Career Services?

Service	Very Useful	Some-what Useful	Neu-tral	Not Very Useful	Not Use-ful at All	Did Not Use
Career Advising by Appointment	25%	19%	8%	6%	-	41%
Drop-in/Walk-in Career Advising	2%	8%	8%	-	-	81%
Pre-law Advising	2%	8%	8%	-	-	81%
Email Notices	27%	46%	13%	2%	-	13%
AccessUT	25%	35%	8%	2%	-	29%
CareerSource	38%	35%	8%	-	-	19%
Seminars and Workshops	8%	8%	17%	-	-	67%
Job and Internship Fairs	19%	27%	15%	19%	2%	19%
Career Library Resources	10%	4%	17%	4%	2%	63%
Career Services Web Site	23%	52%	13%	6%	-	6%
On-Campus Recruiting	8%	23%	17%	6%	-	46%
HireStandards Blog	10%	33%	10%	-	-	46%
Social Media (Twitter, LinkedIn, Facebook)	6%	23%	23%	6%	2%	40%
Informational Handouts	17%	17%	19%	10%	-	38%
Employment Data Reports	15%	15%	19%	2%	2%	48%

UT Communication Career Services conducted an online employment survey of the 2010 graduates of the College of Communication approximately six months after graduation. 585 replied – 41% of the total group of 1434 graduates. The results of this survey are summarized in one college-wide report and six major-specific reports. All employment survey results can be downloaded from the “Employment Data & Salary Surveys” link on the Communication Career Services homepage. We encourage students to pursue proactive career exploration throughout their college careers, including active involvement in student organizations, completion of multiple internships and other experiential learning programs and professional networking. Our staff provides career advising by appointment and on a drop-in basis to assist Communication students in their career planning and management, and we offer a wide variety of job and internship search services and career exploration programs.

For more information on CCS student services, call 512-471-9421 or visit: <http://communication.utexas.edu/ccs>.

Employers and Titles/Grad Schools—2010

Undergraduate Students

Employer	Title	Employer	Title	Employer	Title
Apartments Here!	Licensed Real Estate Agent	KVUE News	Producer	Texas Society of Architects	Intern
Bank of America	Mortgage Specialist	Lawrence Schiller/LJS Communications, LLC	Personal Assistant/Production Intern	The Dallas Morning News, Austin bureau	Reporter
City Year (Americorps)	Corps Member	MCA Public Relations	Account Executive	The Employee Network	Website Coordinator/Marketing Assistant
CollegeDegrees.com	Web Content Writer	Media General	Copy editor	The Horn, BuyDefinition, Nylon	Editor-in-chief, Assistant Manager, Austin blogger
Community Impact Newspaper	Reporter	MediaScience	Schedule Coordinator	The Texas House of Representatives--State Representative Lance Gooden	Communications Director
Endless Beauty Media LLC	Visual Specialist	MicroMain	Marketing Communications Specialist	The Texas Tribune	Editorial Assistant
ESPN	Production Assistant	Mutual Mobile, Inc.	Director of Business Development	The Toluca Times	Editor
Fleishman-Hillard	Intern-Healthcare Group	Networking Wins	Writer	Tunstill Oil/ Self	Bookkeeper/ Photographer
Fox News Channel	Anchor's Assistant	New York Magazine	Online editorial intern	University of Texas - Voces Oral History Project	Photo & Video Assistant
FOX Sports Net	Final Cut Pro Editor/ Editorial Assistant	Nordstrom	Sales Associate	Waste Management	Diversity Coordinator
Gray Television-KWTX	Video Journalist	Peace Corps	Volunteer	Wells Fargo Bank	Human Resources/Recruiter 2
Houston Community College - Southwest Public Relations Department/ Full-Time Graduate Student at University of Houston	Public Relations Assistant	Qualbe Marketing Group	SEO Copywriter/Brand Visibility Representative	Wyndham Garden Hotel	Catering Sales Manager
Houston Independent School District	7th Grade Science Teacher	Real Time Resolutions	Recovery Analyst		
independent produce consultant	Marketing Assistant	Ron Parks Photography	Photographer/editor/office manager		
Jette Momant PR & Event Productions (pt) / Dell (pt contract)	Public Relations Consultant / Android Market Research Analyst	Rudy's Country Store and Bar-B-Q	Marketing Assistant		
KDAF	Social Media Reporter, Host/ Producer of community affairs show	San Antonio Express-News	Staff writer		
Kirvin Doak Communications	Account Coordinator	Self	Freelance Writer		
KPI	Account Executive	Self/ Independent Producers of America	Account Executive		
KTXS News	Education Reporter	Shamrock Financial Corporation	Loan Officer		
		Simon Property Group-Barton Creek Square	Marketing Intern		
		South Korea's National Institute for International Education Development	English Teacher		

Graduate Students

Employer	Title
Masters Degree Recipients	
Austin American-Statesman	Photojournalist
Self	Independent Journalist
Austin Monthly Magazine	Ad Production Coordinator
The Texas Observer	Web/Multimedia Editor
University of Michigan -Ann Arbor; Institute for Social Research	Multimedia Designer
University of Texas	Teacher's Assistant
Doctoral Degree Recipients	
Saint Louis University	Assistant Professor
University of Denver	Lecturer-Postdoctoral Fellow

UT Degree and Major	Current Degree in progress)	University/Graduate Institution	Field of Study
J-BS	MFA	University of Texas at Austin	Graphic Design/Advertising
J-BS	Bachelor of Arts	University of Texas at Austin	Computer Science
J-BS	JD (Law Degree)	University of Georgia	Law
J-BS	JD (Law Degree)	Texas Tech University School of Law	Law
J-BS	Master of Arts degree	Georgetown University	Communication, Culture and Technology
J-BS	MLIS (Master's of Library and Information Science) and MA in Art History	The Pratt Institute	Library and Information Science and Art History
J-BS	Master of public affairs	LBJ school at University of Texas at Austin	Public affairs





Go to <http://communication.utexas.edu/ccs>

Subscribe to the HireStandards Blog: <http://hirestandards.wordpress.com>

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Follow us on Twitter: UTCCS

Employment Survey Results & Reports

Communication Career Services surveys graduates of the UT College of Communication approximately six months after they graduate to gather information on their employment status. These employment reports contain salary information, employers & job titles, job satisfaction ratings, graduate school information, and much more. Communication Career Services Employment Reports are available in hard copy in the CCS office and can be downloaded from the "Employment Data & Salary Surveys" section of our web site.

For more information please contact
Communication Career Services

512-471-9421

ccsmain@austin.utexas.edu