Public Relations First Destination Employment Survey, 2013 Graduates

1. What degree did you receive from the UT Moody College of Communication in 2013? Respondents: 48

<table>
<thead>
<tr>
<th>Degree</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Science</td>
<td>96%</td>
</tr>
<tr>
<td>Master of Arts</td>
<td>0%</td>
</tr>
<tr>
<td>Master of Science</td>
<td>4%</td>
</tr>
<tr>
<td>Doctorate</td>
<td>0%</td>
</tr>
</tbody>
</table>

2. Which of the following best describes your current situation? You may select more than one answer. Respondents: 52

- Employed full-time
- Employed part-time
- Self-Employed
- Going to Graduate/Professional School
- Not Employed- Seeking Employment
- Not Employed- Not Seeking Employment
- Getting More Education (not graduate/professional school)
3. If continuing your education, what graduate/professional degree or additional education are you pursuing?

Respondents: 33

If “Other,” please specify:
- Bachelor of Science
- Master of Education

4. If continuing your education, what is your field of study?

- Biology
- Communications Consulting
- Elementary Education
- Filmmaking
- Higher Education Administration
- Law
- Marketing
- Physical Therapy
- Public Relations
5. If employed, who is your current employer? If you are self-employed, please enter "self."

<table>
<thead>
<tr>
<th>Current Employer</th>
<th>Hope in the City Church, Varsity Tutors, Upbeat Marketing</th>
<th>SolarWinds Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>3Can Events</td>
<td>FX Networks</td>
<td>Southwest Airlines</td>
</tr>
<tr>
<td>Academy Sports + Outdoors</td>
<td>Horseshoe Bay Resort</td>
<td>Teach For America/Houston ISD</td>
</tr>
<tr>
<td>aptitude LLC</td>
<td>Kraft Foods</td>
<td>Texas Stars</td>
</tr>
<tr>
<td>Barnes and Noble at Vanderbilt</td>
<td>Lodestone Social Media</td>
<td>The University of Texas Alumni Association</td>
</tr>
<tr>
<td>Big Machine Agency</td>
<td>McCombs School of Business</td>
<td>University of Oklahoma - Norman</td>
</tr>
<tr>
<td>Boundless network</td>
<td>MCI English Academy (South Korea)</td>
<td>University of Texas at Austin - Texas Parents</td>
</tr>
<tr>
<td>Cox Media Group</td>
<td>Metro Realty</td>
<td>Upbeat Marketing</td>
</tr>
<tr>
<td>Crossnore Group, LLC</td>
<td>Nintendo of America</td>
<td>USC</td>
</tr>
<tr>
<td>Edelman</td>
<td>PulsePoint Group</td>
<td>Varsity Tutors</td>
</tr>
<tr>
<td>ESPN</td>
<td>Recruiting.com</td>
<td>VERTS Kebap</td>
</tr>
<tr>
<td>Facebook, contracted by Pro Unlimited</td>
<td>Rubenstein Communications</td>
<td>Whole Foods Market</td>
</tr>
<tr>
<td>Frito Lay</td>
<td>Self</td>
<td></td>
</tr>
<tr>
<td>FX Networks</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6. If employed, what is your title?

<table>
<thead>
<tr>
<th>Account Coordinator</th>
<th>Community Programs &amp; Engagement Admin/Communication Assistant</th>
<th>Media Relations Assistant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Review Analyst</td>
<td>Corporate Affairs Coordinator</td>
<td>Media Relations Coordinator</td>
</tr>
<tr>
<td>Administrator</td>
<td>Digital Campaign Specialist</td>
<td>Native English Teacher</td>
</tr>
<tr>
<td>Admissions &amp; Recruitment Specialist for the School of Musical Theatre</td>
<td>Graduate Assistant</td>
<td>Office Manager/ Marketing Planner</td>
</tr>
<tr>
<td>Assistant</td>
<td>Head of Marketing</td>
<td>Programs Coordinator</td>
</tr>
<tr>
<td>Assistant account executive</td>
<td>Junior Account Executive</td>
<td>Sales Representative</td>
</tr>
<tr>
<td>Associate</td>
<td>Marketing and Communications Specialist</td>
<td>Sales Support</td>
</tr>
<tr>
<td>Associate Experience Designer</td>
<td>Marketing Assistant</td>
<td>Social Media Manager</td>
</tr>
<tr>
<td>Bookseller</td>
<td>Marketing Content Manager</td>
<td>Sponsorship services coordinator</td>
</tr>
<tr>
<td>Communications Coordinator</td>
<td>Marketing Coordinator</td>
<td>Teacher</td>
</tr>
<tr>
<td>Community Manager</td>
<td>Media Analyst</td>
<td></td>
</tr>
</tbody>
</table>
7. In what city/geographical location are you employed?

<table>
<thead>
<tr>
<th>City/Geographical Location</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin/Central Texas</td>
<td>39%</td>
</tr>
<tr>
<td>Dallas/Fort Worth Area</td>
<td>13%</td>
</tr>
<tr>
<td>Houston Area</td>
<td>8%</td>
</tr>
<tr>
<td>Greater San Antonio Area</td>
<td>2.5%</td>
</tr>
<tr>
<td>Elsewhere in Texas</td>
<td>2.5%</td>
</tr>
<tr>
<td>California</td>
<td>8%</td>
</tr>
<tr>
<td>New York</td>
<td>8%</td>
</tr>
<tr>
<td>Washington DC Area</td>
<td>0%</td>
</tr>
<tr>
<td>Elsewhere</td>
<td>19%</td>
</tr>
</tbody>
</table>

If “Elsewhere,” please enter the city, state, and country (when not in the US) where you are employed:
- Los Angeles, California
- Nashville, Tennessee
- Norman, Oklahoma
- Phoenix, Arizona
- Seattle, Washington
- Seoul, Korea

8. What is the range of your annual salary/compensation?

Is it...

<table>
<thead>
<tr>
<th>Salary Range</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $15,000</td>
<td></td>
</tr>
<tr>
<td>$15,001-$20,000</td>
<td></td>
</tr>
<tr>
<td>$20,001-$25,000</td>
<td></td>
</tr>
<tr>
<td>$25,001-$30,000</td>
<td></td>
</tr>
<tr>
<td>$30,001-$35,000</td>
<td></td>
</tr>
<tr>
<td>$35,001-$40,000</td>
<td></td>
</tr>
<tr>
<td>$40,001-$50,000</td>
<td></td>
</tr>
<tr>
<td>$50,001-$60,000</td>
<td></td>
</tr>
<tr>
<td>$60,001-$70,000</td>
<td></td>
</tr>
<tr>
<td>$70,001-$80,000</td>
<td></td>
</tr>
<tr>
<td>$80,001-$90,000</td>
<td></td>
</tr>
<tr>
<td>$90,001-$100,000</td>
<td></td>
</tr>
<tr>
<td>$100,000+</td>
<td></td>
</tr>
</tbody>
</table>
9. When did you find employment? Or if self-employed, when did you start your business?  
Respondents: 35

10. Did you complete any internships before graduating?  
Respondents: 36

<table>
<thead>
<tr>
<th></th>
<th>97%</th>
<th>3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

11. Were these internships paid or unpaid?  
Respondents: 52

<table>
<thead>
<tr>
<th></th>
<th>46%</th>
<th>54%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unpaid</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
12. In your opinion, how helpful are internships in preparing students to enter the workforce? Respondents: 36

13. From whom did you seek career advice while you were at UT? Please choose all that apply.