

A SURVEY OF SIX YEARS OF JOURNALISM AND MASS
COMMUNICATIONS GRADUATES FROM KANSAS STATE UNIVERSITY

by

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Chapter 1

INTRODUCTION

Today it is essential for the faculty of journalism schools and departments across the country to be aware of their graduates' job placement success. By knowing this, administrators are better able to tailor programs of study for greater success in obtaining a journalism position and staying in the field. Journalism is defined in this study as any media-related position.

Purpose of the Study

The specific purpose of this study was to analyze the situation at one such school, Kansas State University. This is a study of job placement, job satisfaction and educational satisfaction levels of journalism and mass communications graduates. An underlying theme of the study was to monitor the satisfaction levels of graduates in specific areas.

Background of Study

The A.Q. Miller School of Journalism and Mass Communications at Kansas State University has an impressive tradition. In 1874, Kansas State Agricultural College was the first in the nation to offer a course of study in printing instruction (Emery & Emery, 1984, p. 699).

From that point, the journalism program progressed at a promising rate. In 1910, courses in journalism were offered and a professional journalist was hired to teach them. In 1915, the printing department was merged with industrial journalism, completing the first major change. At that time, Nelson Antrim Crawford was named head of the program. Crawford would later publish Ethics of Journalism, the first college textbook dealing with the subject, while at K-State (Emery & Emery, 1984, p. 699).

Other changes were in store for journalism at K-State in the ensuing years. Eventually agricultural journalism was added to the program, and by 1951 industrial journalism was renamed technical journalism. In 1967, radio and television joined the curriculum from the speech department. By the mid-1970s, a need developed for more specific options in the department dealing with certain areas of journalism, so public relations, advertising and magazine options were added to the program (Brochure, A.Q. Miller School of

Journalism and Mass Communications, 1988).

In October 1988, the Department of Journalism and Mass Communications was renamed the A.Q. Miller School of Journalism and Mass Communications in honor of an outstanding Kansas journalist. At that time, the school of journalism had one of the largest enrollments of any major on the Kansas State University campus. Now, more than 600 students are enrolled in the school, and during the past six years (1983-1988) an average of 129 students have graduated per year.

The school offers degree options in advertising, general journalism, news-editorial journalism and public relations as well as a separate major in radio and television. A master's degree in mass communications with an emphasis in any of the above subject areas is also offered.

Limitations of the Study

This study dealt specifically with the experiences of graduates from the journalism and mass communications program at Kansas State University. This study dealt only with graduates as listed at the alumni association. Specifically, all alumni who were on the updated alumni list and resided in the continental United States were reached along with military personnel overseas.

Because this survey was conducted using a mail questionnaire, it is important to recognize it is based only on the responses of graduates who received the questionnaire and took the time to mail it back.

Chapter 2

REVIEW OF LITERATURE

A review of literature dealing with the subject of journalism graduates and job positioning shows several interesting trends. Getting that first job in the profession and remaining in a mass media position can be related to many factors and conditions.

A study conducted at the Florida Technological University asked if journalism really does attract quality students. Using several methods to test journalism students in relation to students majoring in other disciplines, the authors found no major differences in the abilities of journalism students and those of students in non-journalism majors. The FTU study pointed out the major criticism of journalism students has been aimed at their ability to use the language. This study found that even though journalism students misspelled more than 40 percent of the frequently misspelled words they were tested on, they did better than their counterparts in other majors.

Basically, studies show that a relatively high percentage of journalism graduates take classes that complement their majors, such as English. Also, once their college careers begin, they had grade point averages similar

to students in other majors (Fedler & Taylor, 1976, p. 526).

Once the question of whether journalism students are of the same quality as other students is answered, it is important to look at the attitudes of journalism students toward the job market.

At the University of North Carolina, a study dealt with the factors that led students to major in journalism, and aspects leading to the choice of journalism as a career. The proportion of students who anticipated working for a newspaper directly after graduation dropped from 55 percent to 30 percent after five years in the field, the study found. Also, the proportion of those anticipating non-journalism jobs, even when journalism jobs were widely defined to include any media-related position, rose from 14 percent after graduation to almost 30 percent five years later (Bowers, 1974, p. 269).

Media experience seemed to be a major factor in promoting a journalism career. Students who had experience ranked journalism higher in community prestige than did students without experience. In other words,

internships and other professional experience not only sharpen students' skills and give them a taste of reality, but also influence perceptions about journalism careers (Bowers, 1974, p. 271).

In a comparison of career attitudes of news-editorial and advertising/public relations students, students in the

various segments in journalism have very different reasons for choosing the areas their areas of concentration. PR/Ad students were not as likely to have made their career choices upon entry into college, while news-editorial journalism majors had. Specifically, 22.1 percent of the news-editorial majors knew they wanted to go into that major before their senior year in high school while 2.6 percent of the public relations majors did (Smith, 1987, p. 557).

The attitude of graduates and pre-graduates toward the field of journalism and mass communications also plays an important role in their success in the job market. Pre-graduates seem to have a bleaker picture of journalism based on what they have been taught than do working professionals, and this may affect how many of them actually accept a job in journalism and stay in the field. In a study of Kansas journalists and students ready to graduate, the greatest area leading to dissatisfaction was pay and fringe benefits. Of the professionals surveyed, fewer than 10 percent thought they would still be working in news-editorial jobs in 10 years (Morris & Oukrop, 1978, p. 24).

Job satisfaction and dissatisfaction among journalism graduates was the topic of yet another study. It found:

If journalism graduates went into their first jobs aware of the reactions many people have to their own first jobs, the journalism graduates might be less likely to become quickly disenchanted and to change jobs (Shaver, 1978, p. 61).

Specific areas that increased satisfaction included the possibility for growth and the opportunity for acquiring new professional skills. On the other hand, poorly handled company policy and administration and low salary led to the most job dissatisfaction.

Management could make use of such information by implementing more outlets for professional growth and a new consideration for job enrichment. It is important for management to provide salaries at an appropriate level in relation to an employee's education and experience to avoid major dissatisfaction (Shaver, 1978, p. 108).

It is easy to examine the factors that are satisfying to people in journalism and those planning to make it a career, but it is also important to be aware of what potential employers are looking for in an employee. In an analysis of trade-journal advertisements, the hypothesis was that if journalism is moving toward professionalism, the move would be represented by changes in position announcements over a 60-year period. The findings, however, were rather bleak for new journalism school graduates. Experience was the most sought-after quality by newspaper recruiters in the advertisements over the 60-year period. Other qualities likely to be listed in the advertisements were salaries, editorial skills and personal qualities such as "enterprising, tenacious, industrious." An indication of

an increased demand for a college education in the trade journal advertisements was not evidenced over the 60 years the study encompassed. This certainly does not paint a rosy picture for recent journalism graduates with little real-world experience seeking their first jobs in the field (Caudill, Caudill & Singletary, 1987, p. 580).

In a study of the hiring practices of 52 of the Associated Press Managing Editors daily newspapers, several areas played an important role in the hiring of an employee. The categories were personal, experience, backing and traits. The most important aspects of each were well defined. In the personal category, the three most important characteristics were personality, nature of ambitions and appearance. In the experience category, experience on other major dailies was most important, followed by journalism education and experience on a campus newspaper. In the category labeled backing, references were most important followed by who recommended the job applicant and letters of recommendation. Finally, in the traits category, the top three were comprehension, language craftsmanship and awareness and curiosity (Trayes, 1976, p. 543).

All of these areas give clues to important characteristics of job searchers in the journalism field, but the question of the key factor in successful job placement remains. All signs seem to point to media

experience of some sort.

Actual studies of journalism graduates and their success and failure in the job market seem to give the most insight as to what makes a successful professional.

One such study, done by W.M. Rice in 1967, looked at graduates from four journalism schools. The study dealt with many aspects of a student's decision to major in journalism but also addressed the success rates of the students once they left school. Of the 1,010 graduates from Southern Illinois, Missouri, Northwestern and Iowa universities, 27 percent (273) had obtained a journalism degree but never taken a position in the field, or had left it. Recognition was given to the fact that some people had left the field for marriage, motherhood or military service. After deleting those who considered their departure as temporary, the percentage dropped to 15.4 percent.

Rice found 14.6 percent of the men and 8.1 percent of the women in the study had left the field because of low pay. While students are in school they should be given realistic information on the pay situation in journalism so those who might become disenchanted would still have time to change majors. In conclusion, Rice said:

It is doubtful journalism administrators can do much about reasons of 'change of interest' or 'found other work more attractive.' Most often journalism graduates shift within the profession from one media [sic] to another or from the media to public relations (Rice, 1967, p. 306).

A similar study, completed by C.F. Guzzy at the University of West Virginia, discovered a majority of journalism graduates found work in the field and remained in it. Of those who responded, 61 percent had remained in journalism while 39 percent had left the field completely. In this study, the two most popular areas in journalism for employment were public relations and news-editorial. The respondents not employed in journalism cited two major reasons for abandoning the field: "lack of job opportunity" and "low pay/salary" (Guzzy, 1981, p. 75).

A recent study of journalism graduates at the University of South Carolina found that of those graduates employed full-time, 67 percent had had jobs related to their sequence while in college. The survey revealed salary information that showed increased salaries for news-editorial students and male students (Intercom, 1989, p. 1).

Chapter 3

METHODOLOGY

A mail questionnaire was sent to graduates with bachelor's degrees from the A.Q. Miller School of Journalism and Mass Communications at Kansas State University. Those who had graduated from May 1983 to December 1988 and who had an address listed with K-State's alumni association were surveyed. The total number of bachelor's degree graduates over that time period was 757. The population size represented 658 graduates of the program, all of whom resided in the continental United States, or were in the military stationed overseas. Of the questionnaires sent out, 307 were returned by April 3, representing a 47 percent participation rate among graduates from those six years.

The questionnaire contained 17 questions dealing with several aspects of the job search process and job market as well as educational satisfaction. The questions could be grouped into four types: basic information about the respondent, job search questions, present job questions and questions dealing with the education the respondent received at K-State.

A cover letter was sent along with the questionnaire informing the graduates of the purpose of the study and the

importance of their participation. The original set of questionnaires was sent on March 3, 1989, and responses were accepted through April 3, 1989. Any responses received after that date were not used.

Chapter 4

ANALYSIS OF DATA

Frequencies

Frequencies were tabulated for each question, and an array of answers, including one for missing data, was possible.

Question number one asked the sex of the respondent. Of the respondents 39 percent (119) were male, while 61 percent (188) were female. All respondents answered this question.

The second question asked for the respondent's graduation. Responses were as follows: 17 percent (52) of the people graduated in 1983, 13 percent (39) graduated in 1984, 20 percent (61) graduated in 1985, 21 percent (64) graduated in 1986, 16 percent (49) people graduated in 1987 and 13 percent (41) of the people graduated in 1988. One person failed to answer this question.

Question number three let the graduates indicate the option they studied at K-State. Of these, 18 percent (55) majored in advertising; 16 percent (50) in news-editorial; 4 percent (13) in general journalism; 4 percent (13) in magazine; 19 percent (59) in public relations; 25 percent (76) in radio and television; and 13 percent (40) had dual

majors, a combination of any two of the above options. One person failed to indicate his or her option.

The fourth question asked the graduates if they had specifically looked for a media-related job upon graduation. This would be a position in any of the areas covered in question number three. All of the respondents answered this question, with 86 percent (265) saying they did look for a media-related position and 14 percent (42) saying they had not.

Question five was left open ended and asked the graduate what his or her first job after graduation was. The majority of graduates, 59 percent (188), did hold a media-related position upon graduation.

Question six asked how many months after graduation it took the graduate to find a job. Twenty-two graduates did not answer this question. Of those responding, 52 percent (149), said they had a job in one month or less. Eleven percent (30) took two months; 13 percent (37) took three months; 7 percent (20) took four months; 5 percent (15) took five months; and 12 percent (34) took six or more months to find a job.

Question seven asked if the graduate sought employment in a specific geographic region. Of the respondents, 66 percent (200) said they did, while 34 percent (103) said they did not. Four respondents left this question blank.

The eighth question asked the graduates if they were currently in a media-related position. Nearly two-thirds of them, 63 percent (191), replied yes, while 37 percent (113) of the graduates said no. Three respondents did not answer this question.

Question nine dealt with the salary ranges of the graduates at their current jobs. Fifteen of the respondents did not answer this question, but of those who did 9 percent (27) were making from \$0-9,999; 16 percent (46) were making from \$10,000-14,999; 28 percent (83) were making \$15,000-19,999; 24 percent (71) were making \$20,000-24,000; 10 percent (29) were making \$25,000-29,999; and 12 percent (36) of the graduates were making \$30,000 or more.

The tenth question concerned job satisfaction of the graduates in their current jobs. Sixteen of the respondents did not answer this question, but 44 percent (128) of those who did were very satisfied; 38 percent (110) were somewhat satisfied; 11 percent (31) were somewhat dissatisfied; and 8 percent (22) were very dissatisfied.

Question 11 was an open-ended question asking the graduates how many jobs they had held. Because no respondent had had more than six, answers were entered as one through six. Twenty-two of the respondents did not answer this question, but of those who did, 31 percent (89) said they had had only one job; 35 percent (100) said they had held

two jobs; 22 percent (62) said three jobs; 7 percent (19) said four jobs; 5 percent (13) said five jobs; and less than one percent (2) had held six jobs or more.

The twelfth question asked the graduates if they expected to be in a media-related position in 10 years. Most of them, 72 percent (215), said they thought they would; 28 percent (82) of the graduates did not think they would be in the field at that time. Ten graduates did not answer this question.

Question 13 asked whether the graduates had held a media internship or job while in college. Of the respondents, 79 percent (244) said they had, and 21 percent (63) of the graduates said they had not. All respondents answered this question.

The fourteenth question concerned whether the graduates had limited their job searches to one type of position, for example, advertising only. Of the respondents, 29 percent (87) said they had, while 71 percent (210) of the graduates said they had not. Ten respondents did not answer this question.

Question 15 was a multiple response question which dealt with how many of the graduates used certain methods to obtain employment in journalism upon graduation. The journalism building's job board was used by 18 percent (50) of the graduates. An employment agency was also used by 18

percent (55) of the graduates. Newspaper classified advertisements were used by 47 percent (141) of the graduates. Personal contact was the most widely used method, cited by 73 percent (220) of the graduates. The campus placement office was used by 19 percent (57) of the graduates. Faculty referrals were helpful for 16 percent (48) of the graduates. Trade journal advertisements were used by 12 percent (35) of the graduates. The last category asked graduates for "other," which meant any other way of getting a job. Of the graduates, 15 percent (46) said they did use methods other than those mentioned. The most common "other" method of finding a job was through ROTC. Of the respondents, 303 answered this section while four did not.

See Chart 1

The last two questions on the survey dealt with education. Question 16 specifically asked the educational satisfaction of the graduates in reference to their experience at K-State. Of the respondents, 33 percent (101) were very satisfied; 51 percent (157) were somewhat satisfied; 13 percent (39) were somewhat dissatisfied; and 3 percent (8) were very dissatisfied. Two graduates did not answer this question. See Chart 2

The final question asked the graduates if there were any types of classes they wish they would have taken more of, in particular disciplines. This question was open ended.

Chart 1

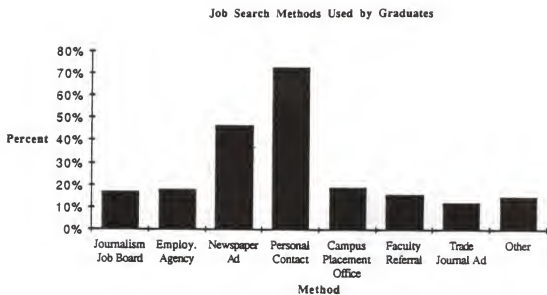
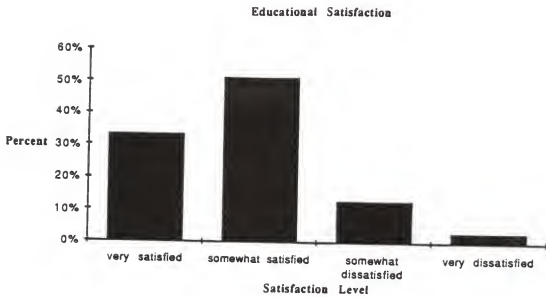


Chart 2



While many of the respondents left this question blank, the leading response was a desire for more business courses, followed by courses in computer science, English and political science. Many respondents also used this question as a forum to express their pleasure or displeasure with their education, their job and the journalism field as a whole. The majority of comments were positive. Some comments written included:

I believe I was well trained in reporting techniques by the classes I took as an undergraduate. I don't know of any additional classes I would recommend.

I feel the School of Journalism was very negligent in assisting graduates at finding their first jobs. I completed two internships and two semesters with the Kansas State Collegian. With this experience I felt I would have no trouble in finding employment, but I was wrong...

When the Texas oil crunch hit I lost my job with an ad agency, so I started my own with the clients I had...

I loved K-State. The university was a wonderful experience for me, and I haven't regretted choosing to go into journalism...

My current perspective is probably not what the journalism department will want to hear. I feel the degree is totally worthless. With it and fifty cents I might be able to buy a cup of coffee.

More faculty time needs to be devoted toward student job and internship placement.

...I am pleased with the classes and education received at K-State. I can't think of additional classes I would have taken in or out of my major.

Cross Tabulations

Cross tabulations of the above frequencies offered insight into several areas. The first dealt with the various options and how they fared. A second cross tabulation examined salaries and what they were based on.

The different options were analyzed in reference to the number of months it took for the graduate to find a job. News-editorial majors had the most success in landing a job within one month, with 77 percent accomplishing this. Following were general journalism options with 75 percent; public relations with 57 percent; radio and television with 46 percent; magazine with 45 percent; dual majors with 39 percent; and advertising with 39 percent. At the other end of the spectrum, magazine was the only option with more than 10 percent of its respondents (27 percent) taking six months or more to find a job.

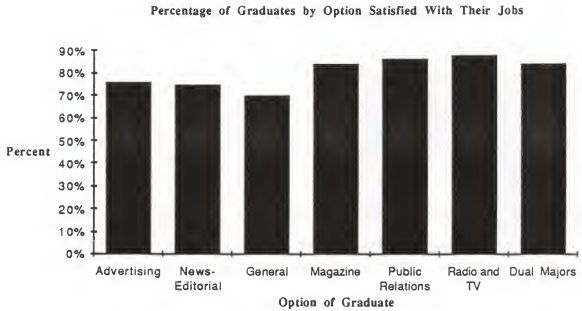
The option of the graduate compared with the number of jobs held showed interesting trends. The public relations option had the most graduates holding only one job since graduation, with 23 percent in that category. Advertising followed with 20 percent; then radio and television with 18 percent; news-editorial with 17 percent; dual majors with 11 percent; general options with 7 percent; and finally magazine option with 3 percent. The only options with

graduates having six or more jobs were magazine and public relations, with one person each.

When the comparison of job satisfaction to option was considered, most graduates fell in the two categories that registered satisfaction (very satisfied and somewhat satisfied). Radio and television majors had 88 percent in these two categories; public relations had 86 percent; magazine had 84 percent; dual majors had 84 percent; advertising had 76 percent; news-editorial had 75 percent; and general option had 70 percent. In the two dissatisfied categories (somewhat dissatisfied and very dissatisfied) general option had 30 percent of its majors; news-editorial 26 percent, advertising 24 percent; dual majors 16 percent; magazine 15 percent; public relations 14 percent; and radio and television 12 percent. See Chart 3

Educational satisfaction was also compared by option. Once again the responses were highly weighted toward satisfied responses. In the very satisfied and somewhat satisfied categories were 94 percent of the news editorial option; 92 percent of the general option; 89 percent of the public relations option; 83 percent of the advertising option; 81 percent of the radio and television majors; 79 percent of the dual options; and 77 percent of the magazine option. In the two dissatisfied categories magazine option had 23 percent; radio and television 19 percent; dual majors

Chart 3



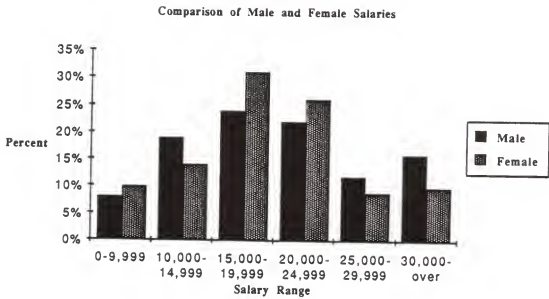
20 percent; advertising 17 percent; public relations 12 percent; general 8 percent and news-editorial 6 percent.

Salary also provided interesting cross tabulations. Differences appeared when sex was compared to the salary of graduates. Eight percent of the males and 10 percent of the females were in the \$0-9,999 range; 19 percent of the males and 14 percent of the females were in the \$10,000-14,999 range; 24 percent of the males and 31 percent of the females were in the \$15,000-19,999 range; 22 percent of the males and 26 percent of the females were in the \$20,000-24,999 range; 12 percent of the males and 9 percent of the females were in the \$25,000-29,999 range; finally, 16 percent of the males and 10 percent of the females were making more than \$30,000 a year. See Chart 4

When salary was compared by option, there were distinct differences. Of the respondents who had majored in advertising, 21 percent reported salaries under \$15,000 (salaries in one of the bottom two categories, \$0-9,999 and \$10,000-14,999). News-editorial had 22 percent reporting less than \$15,000; general had 36 percent; magazine had 23 percent; public relations 16 percent; radio and television had 43 percent and dual majors had 11 percent.

At the other extreme, of advertising graduates 24 percent reported salaries over \$25,000 (\$25,000-29,999 and \$30,000 or more); 14 percent of the news-editorial; 18

Chart 4



percent of the general; 16 percent of magazine; 38 percent of public relations; 17 percent of radio and television; and 16 percent of dual majors. See Chart 5

Salaries were comparable between graduates who indicated they were in a media-related job and those who said they were not. Of those who did have a job in the field, the ranges were as follows: 5 percent made \$0-9,999; 15 percent made \$10,000-14,999; 33 percent made \$15,000-19,999; 25 percent made \$20,000-24,999; 12 percent made \$25,000-29,999; and 10 percent made \$30,000 or more. The graduates who were not in media positions had these salary ranges: 16 percent made \$0-9,999; 17 percent made \$10,000-14,999; 21 percent made \$15,000-19,999; 22 percent made \$20,000-24,999; 7 percent made \$25,000-29,999; and 17 percent made \$30,000 or more. See Chart 6

The last comparison involving salaries was with the number of jobs a graduate had held. Graduates who had held one job only, 26 percent, fell in the \$20,000-24,999 range. Those with two jobs (33 percent) made \$15,000-19,999; three jobs, \$20,000-24,999 (30 percent); four jobs, \$15,000-19,999 (37 percent); five jobs, \$15,000-19,999 (31 percent); and of those holding six or more jobs, \$15,000-19,999 and \$20,000-24,999 were the ranges, with one person in each (50 percent).

Chart 5

Percentage of Graduates by Option Making Under \$15,000 and Over \$25,000

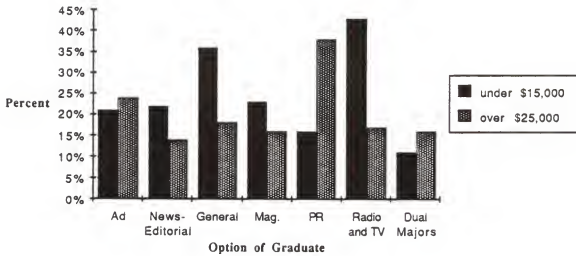
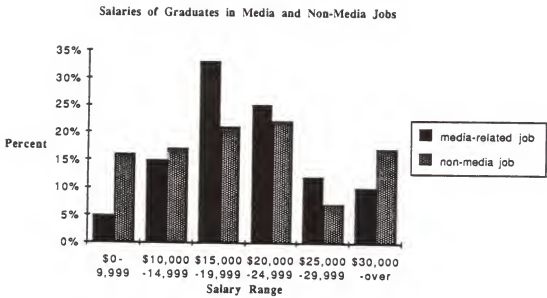


Chart 6



Chapter 5

SUMMARY AND CONCLUSIONS

This study was conducted to monitor the activity in the job market of Kansas State University journalism and mass communications graduates after they left the university.

Specifically, a mail survey was conducted to monitor graduates from May of 1983 through December of 1988. This survey dealt with various aspects of the job search process and the thoughts graduates had on various issues related to it as well as their reflections on their education.

The questionnaire examined specific areas including the job search process, how long it took to find a job, what kind of job the graduate sought, specific geographic areas, did they look for specific types of jobs, and methods used in the process (newspaper ads, etc.). The graduates' current employment situation was analyzed. They were asked if their jobs were media related, what salary range they were in, about job satisfaction, how many jobs they had held and whether they saw themselves being in a media-related job in 10 years.

A final area studied in relation to the graduates' experiences in the job market was educational factors. In this category, graduates were asked if they had a media job

or internship while in college and what was their satisfaction level concerning the education they received at K-State. A final question asked the graduates about classes they wish they would have taken more of as an undergraduate.

Conclusions

Several conclusions can be drawn from this study of journalism and mass communications graduates. In the job search process, the graduates overwhelmingly looked specifically for media-related jobs and looked in specific geographic areas for employment but didn't limit their searches to one type of position in the broad spectrum of media-related jobs. The majority of graduates did find a media-related position directly after college. Personal contact was the most commonly used method by the graduates to land that first job. The majority of students coming out of this program had a job by at least one month after the time they graduated. This was especially true for news-editorial majors, 77 percent of whom had found a job within one month of graduation.

Overall the graduates held more media than non-media jobs. Job satisfaction with the position they held at the time of the survey was also very high, with most graduates saying they were "very satisfied." When asked if they

thought they would be in a media-related position in 10 years, the graduates overwhelmingly said yes.

Salary ranges of the graduates varied, but most graduates fell in the range of \$15,000-19,999 per year. When this was further analyzed, however, important differences emerged. Females as a group seemed to be moving into the middle salary ranges with ease but it is still males who dominate the upper salary levels. Of the different options, radio and television dominates the lower levels while public relations has a strong hold on the upper salary ranges, followed by advertising. When salaries of those with media-related jobs and salaries of the graduates in non-media jobs were compared, no significant difference was found.

Two was the most common number of jobs the graduates had held. Public relations was the option most likely for a graduate to remain at the initial job. The comparison of job satisfaction to option showed radio and television majors were the most satisfied in their jobs, followed closely by the other options.

Education was the other category studied with this survey. One positive area was the number of graduates who had held an internship or media job while in college, with 71 percent saying they had had this important experience.

Educational satisfaction presented positive results. The large majority of graduates considered themselves

satisfied with the education received at Kansas State University.

The final question on the questionnaire was open ended and asked the graduates, in retrospect, what classes would they have taken more of as an undergraduate. This question, however, became more of a forum for the graduates' opinions and therefore was not analyzed on its original basis.

Overall, the reactions of the journalism and mass communications graduates were positive. The indication is that, as a whole, they are faring well in a very competitive field.

Recommendations for Further Study

Several steps might be taken to expand upon the findings of this study. They are:

1. Complete a survey of graduates from 20 years ago and compare the results with these findings.
2. Expand upon the questions on the questionnaire so certain areas can be further analyzed. Areas that could be expanded on include the study of job progression among graduates and their satisfaction along the way.
3. Broaden the scope of the study to several major universities in different parts of the country to gain a nationwide view of the situation.

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APPENDIX

A. Q. Miller School of Journalism
and Mass Communications

Kedzie Hall
Manhattan, Kansas 66506
913-532-6890

March 3, 1989

Dear Journalism and Mass Communications Graduate:

To determine the placement rate of our graduates in their areas of specialization, I am conducting a survey through a mail questionnaire sent to Kansas State University journalism and mass communications graduates from May 1983 through December 1988.

The information collected from this survey will assist the school in evaluating placement practices. It will also give administrators of the JMC school an idea of how graduates are doing in the job market today. Your input is necessary for the success of this study, and I hope you will take the time to participate.

The enclosed questionnaire has been kept as brief as possible and should only take a few minutes to complete. It is important that you answer each question so all areas covered can be studied. Your name will not be associated with your responses in any reports of survey results.

Once you have completed the questionnaire, simply mail it in the postage-paid envelope provided. Please return the questionnaire within the next two weeks so the results can be analyzed and used in planning for the next semester.

On behalf of the journalism school and myself, we thank you very much for your cooperation. We appreciate your time and consideration.

Sincerely,

David E. Hartman
Graduate Student

enclosure

Please answer all the questions as completely as possible. Thank you for participating.

- 1) Sex: Male _____ Female _____
- 2) Graduation Year: 1983 _____ 1984 _____ 1985 _____ 1986 _____ 1987 _____ 1988 _____
- 3) Option: Advertising _____ News-Editorial _____ General _____ Magazine _____
Public Relations _____ Radio and Television _____
- 4) Did you look for a media-related job upon graduation (i.e., in one of the areas listed in #3)?
Yes _____ No _____
- 5) When you graduated from K-State, what was your first job? _____
- 6) How many months after graduation did it take you to find a job? _____
- 7) Did you look for employment in a specific geographic area? Yes _____ No _____
- 8) Are you now in a media-related position? Yes _____ No _____
- 9) What is your present salary range?
0-9,999 _____ 10,000-14,999 _____ 15,000-19,999 _____
20,000-24,999 _____ 25,000-29,999 _____ 30,000-over _____
- 10) How would you rate your present job satisfaction? Are you:
_____ very satisfied _____ somewhat dissatisfied
_____ somewhat satisfied _____ very dissatisfied
- 11) How many different full-time jobs have you had since graduation? _____
- 12) Do you think you will be in a media-related job in 10 years? Yes _____ No _____
- 13) Did you have a media internship/job as a student (include Collegian, KSDB, etc.)?
Yes _____ No _____
- 14) Did you limit your job search to one type of position (for example, advertising sales, editor, PR practitioner, etc.)? Yes _____ No _____
- 15) Which of these means did you utilize to get a job after graduation?
_____ journalism job board _____ campus placement office
_____ employment agency _____ faculty referral
_____ newspaper advertisement _____ trade journal ad
_____ personal contact _____ other (explain)
- 16) How would you rate your satisfaction with the education you received at the school of journalism and mass communications? are you:
_____ very satisfied _____ somewhat dissatisfied
_____ somewhat satisfied _____ very dissatisfied
- 17) With your current perspective, what classes would you have taken more of as an undergraduate?
Please use the back of this sheet for more space.

A SURVEY OF SIX YEARS OF JOURNALISM AND MASS
COMMUNICATIONS GRADUATES FROM KANSAS STATE UNIVERSITY

by

DAVID E. HARTMAN

B.S., Kansas State University, 1987

AN ABSTRACT OF A MASTER'S REPORT

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

A. Q. Miller School of Journalism and Mass Communications

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1989

Abstract

Hartman, D.E., A Survey of Six Years of Journalism and Mass Communications Graduates from Kansas State University. M.S. Journalism and Mass Communications, 1989, Professor C.E. Oukrop.

This report is a study of job placement, job satisfaction and educational satisfaction levels of journalism and mass communications graduates from Kansas State University from May 1983 to December 1988. Questionnaires were mailed to 658 graduates, 47 percent responded.

Two-thirds of the respondents held media-related positions. Most of the graduates reported using personal contacts to find their jobs, with newspaper advertising second. Most students found a job within one month of graduation, with news-editorial students leading in this category.

Current job satisfaction was high. Four out of five said they were either "very satisfied" or "somewhat satisfied" in their current job. More than two-thirds predicted they would be in a media-related position ten years from now. The average salary range for the respondents was \$15,000 to \$19,999 per year. The highest salary ranges were reported in public relations, with the lowest salary ranges in radio-television. Yet radio-television graduates reported the highest job satisfaction rate.

Educational satisfaction among graduates was also high, with 84 percent of the respondents saying they were satisfied with their journalism education at Kansas State. In addition, most of the graduates reported having an internship or student media experience while in school.