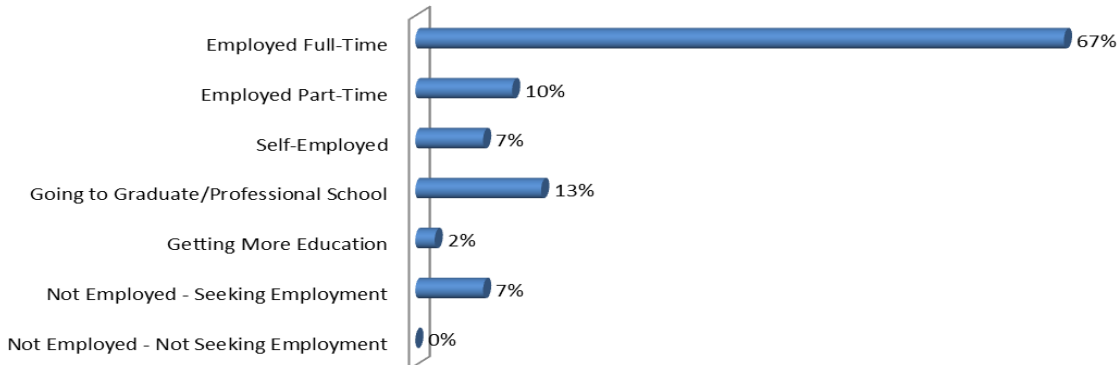


Journalism 2012 Graduates



Employment Status

Respondents: 68

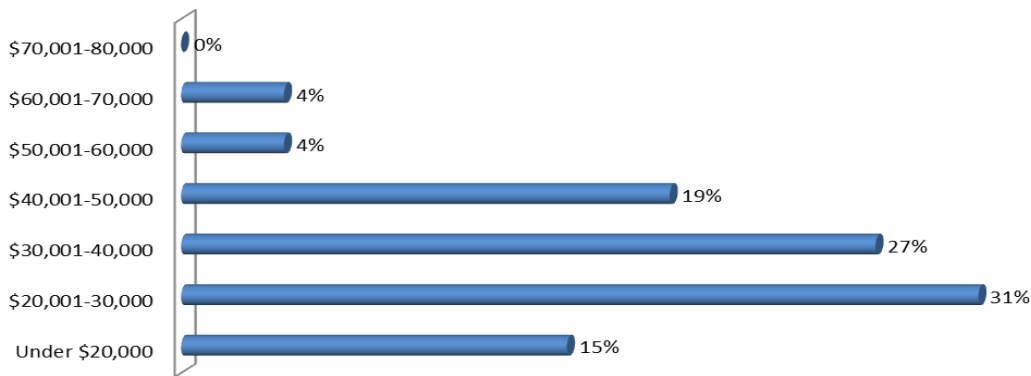


Degree Received

Degree	Percentage
Bachelors	79%
Masters	4%
Doctorate	16%

Income

Respondents: 48



Earnings Breakdown

Median Salary Bachelors:

\$25,001-35,000

Median Salary Masters:

\$35,001 - 40,000

Median Salary Doctorate:

\$60,001 – 70,000

Primary Job Functions

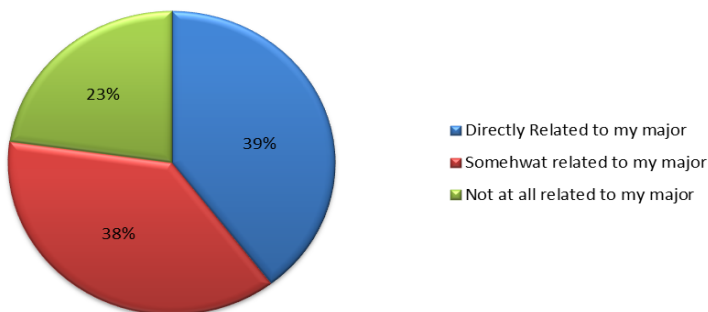
Advertising	4%
Business: Marketing/Marketing Communications	10%
Business: Other	6%
Education	8%
Entertainment	4%
Journalism: Broadcast	6%
Journalism: Editor/Copy Editor	6%
Journalism: Online/Multimedia	10%
Journalism: Reporter/Writer	14%
Non-Profit	4%
Public Relations	8%
Other	16%

Industry Sectors

Academics/Education/Education Services	10%
Advertising/Marketing/Public Relations	16%
Computer/Other High-Technology	4%
Entertainment/Media Production/the Arts	8%
Government/Public Service	4%
Journalism/News Organizations	26%
Magazine/Monographs/Publishing	6%
Non-Profit/Charities/Social Service	6%
Retailer	4%
Other	14%

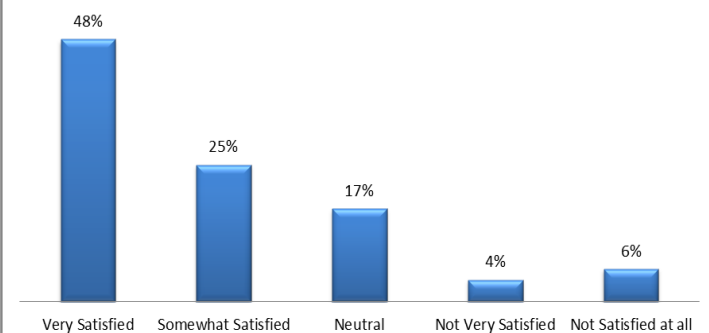
Relation of Job to Major

Respondents: 48



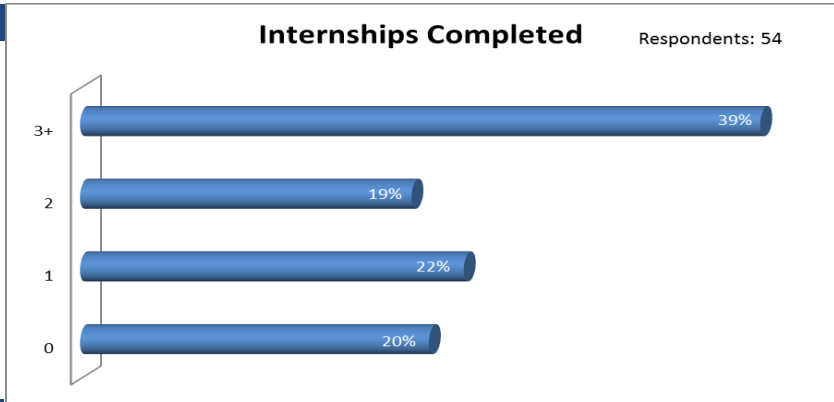
Job Satisfaction

Respondents: 48



When did they start looking for work?				When did they find their jobs?			
	Bachelors	Masters	PhD		Bachelors	Masters	PhD
Respondents	38	6	3	Respondents	40	6	2
6+ mo. Before graduation	17%	-	100%	Prior to or upon graduating	50%	33%	100%
5-6 mo. Before graduation	11%	17%	-	Within 2 mo. Of graduation	13%	17%	-
3-4 mo. Before graduation	26%	49%	-	Within 4 mo. Of graduation	20%	33%	-
1-2 mo. Before graduation	21%	17%	-	Within 6 mo. Of graduation	18%	17%	-
After graduation	17%	17%	-				

Where are they working?			
	Bachelors	Masters	PhD
Respondents	39	6	2
Austin/Central TX Area	56%	33%	-
DFW Area	5%	17%	-
Houston Area	15%	-	-
Elsewhere in Texas	5%	-	-
California	5%	-	-
New York	3%	17%	-
Elsewhere	13%	33%	100%



Where did they look for work?			
	Bachelors	Masters	PhD
Respondents	38	6	3
Around the World	11%	33%	-
Around the Country	32%	33%	100%
Texas Only	29%	-	-
Central Texas Only	29%	33%	-

What kinds of internships did they do while they were in college?		
	Bachelors	Masters
Respondents	37	6
For Academic Credit	59%	100%
For Experience Only	78%	17%
Paid Internship	49%	67%
Unpaid Internship	86%	17%

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

	Bachelors	Masters
Respondents	37	6
Yes	32%	33%
No	68%	67%

What kinds of internships did they do while they were in college?		
	Bachelors	Masters
Respondents	37	6
For Academic Credit	59%	100%
For Experience Only	78%	17%
Paid Internship	49%	67%
Unpaid Internship	86%	17%

Were they registered with CCS?

	Bachelors	Masters
Respondents	43	7
Yes	81%	71%
No	19%	29%

2012 Journalism Graduates Demographics

Survey Group	Responses	%
Journalism Graduates	69	41%
Gender		
Female		79%
Male		21%
Ethnicity		
% of Response Group		
American Indian/Alaskan Native		2%
Asian		9%
Hispanic or Latino		19%
Black or African American		7%
White		56%
International Students		2%

Undergraduate Students**Employer**

Abercrombie & Fitch
 AnnArbor.com
 Apple inc
 Aquent
 Boatner Hamad Law & Title
 Capgemini
 CBS National News
 Children of All Nations
 COG Operating
 Coldwell Banker United, REALTORS
 Cox Media Group
 CultureMap
 CultureMap, LLC.
 Employees Retirement System of Texas
 FOX 7
 Front Gate Tickets
 Greenleaf Book Group/KIPP charter schools
 Hostel Obispo
 KDC Real Estate Development & Investments
 L Style G Style
 Media Science LLC
 Monty & Ramirez, LLP
 Music One Live
 National Instruments
 Office of the Governor
 Pacific Daily News
 Pervasive Software
 Red Carpet Tickets
 Self
 Self
 Self
 Skillpoint Alliance
 St. David's North Austin Medical Center
 Teach for America
 Texas Exes - The Ex-Students' Association of UT-Austin
 Texas Monthly
 The Canadian Record
 The Local Search Group
 The University of Texas at El Paso
 TopSpot Internet Marketing
 YES Prep Public Schools

Title

Assistant Copywriter
 Business Reporter
 Apple Store Leader Program
 Editor
 Escrow Assistant
 Consultant
 Broadcast Associate/Booker
 Development Assistant
 Division Order Technician
 Social Media Coordinator
 Producer
 Listings Editor
 Staff Writer
 Workforce Management Analyst
 Morning Producer
 CSR
 Editorial Assistant/Substitute Teacher
 Staff
 Marketing Assistant
 Associate Editor
 Research Assistant
 Legal Assistant
 Customer Service Manager
 Employee Communications Coordinator
 Intern
 Assistant Editor
 Corporate Communications Coordinator
 Intern
 Health News Reporter/Freelancer; Figure Skating Instructor
 Model
 Freelance Journalist
 Communications Coordinator
 Surgery Attendant
 2012 Corp Member- 6th Grade ELA
 Assistant Editor of the Alcalde Magazine
 Executive Resource Specialist
 Sports Editor
 Content Creation Specialist
 Writer
 SEO Specialist
 Reading Teacher

Graduate Students**Employer**

Columbia Graduate School of Journalism, self
 Fossil headquarters
 Patient Conversation Media Inc. and self (as a freelancer and independent contractor)
 Self
 Texas State Independent Living Council
 Visit Baton Rouge/BR Film Commission
 West Virginia University

Title

Adjunct professor, freelance documentary journalist
 Photography assistant
 Senior Editor of Mental Health; freelancer; Tutor
 Multimedia Editor
 Project Specialist, Education & Outreach, Conference Coordinator
 Project & Design Specialist
 Multimedia Specialist

UT Degree	Current Degree (In Progress)	Field of Study	University/Graduate Institution
BJ	Doctoral degree	Journalism	University of Texas at Austin
BJ	Doctoral degree	Journalism	University of Texas at Austin
BJ	JD (Law Degree)	Law	Northwestern University
BJ	JD (Law Degree)	Law	Baylor
BJ	JD (Law Degree)	Law	The University of Texas School of Law
BJ	JD (Law Degree)	Law	South Texas College of Law
BJ	JD (Law Degree)	Law	Will be going to UT Law
BJ	M.D.	Medical school	Baylor College of Medicine
BJ	Master of Science in Nursing	Nursing	UT-Austin

College of Communication Graduates 2012

Were they connected with Career Services?		When did they connect with Career Services?	
<i>Respondents</i>	292	Respondents	209
Yes	71%	First Year	24%
No	29%	Sophomore Year	28%
		Junior Year	23%
		Senior Year	8%
		1 st Year of Grad School	10%
		2 nd Year of Grad School	1%

How Useful were Communication Career Services:						
	Very Useful	Somewhat Use-ful	Neutral	Not Very Useful	Not Useful at All	Did Not Use
Career Advising by Appointment	16%	22%	8%	4%	2%	49%
Drop-in/Walk-in Advising	11%	19%	10%	5%	2%	53%
Pre-law Advising	2%	4%	12%	2%	1%	79%
Email Notices	14%	34%	20%	5%	2%	26%
AccessUT	23%	20%	13%	6%	1%	37%
CareerSource	27%	25%	11%	8%	2%	27%
Seminars and Workshops	4%	9%	16%	3%	2%	66%
Job & Internship Fairs	18%	22%	13%	12%	5%	30%
Career Library Resources	6%	12%	13%	4%	2%	62%
Web Site	17%	32%	18%	3%	3%	28%
On-Campus Recruiting	12%	18%	13%	7%		
HireStandards Blog	8%	15%	14%	4%	2%	57%
Social Media	9%	21%	15%	5%	3%	48%
Informational Handouts	10%	15%	16%	3%	4%	52%
Employment Data Reports	8%	19%	14%	2%	3%	55%

From whom did they seek career advice?	
<i>Respondents</i>	258
CCS Career Advisor	14%
Other CoC Faculty/Staff	31%
Sanger Learning & Career Center Career Counselors	1%
Other UT Faculty/Staff	14%
UT Alumni	3%
Family members	13%
Bosses/Supervisors/Co-Workers	11%
Peers/Fellow Students	14%