The Communications Job Search

The communications industry has some unique characteristics that will affect your job search.

1. Two- to three-week lead time to fill jobs.
The industry hires on an “as needed” basis, usually filling positions in a short time frame. This means they DO NOT recruit in December for May grads. The majority of communications companies anticipate openings but hire only when they know for certain there is a job open.

2. Outside experience required.
The single most important factor in hiring is hands-on or professional experience, NOT a college degree. “Real world” experience in the field is critical to set you apart from other job applicants.

3. People hire people they know.
As stated above, companies try to fill positions quickly and often hire through word of mouth. It’s never too soon to begin building a network of industry contacts. The more people you know who you are and what you’re looking for, the greater your chances of finding work in your field.
Newhouse graduates find work in their fields, though the communications industry has clearly felt the pinch of the recession. Our recent graduates’ statistics reflect the current state of the economy. Starting salaries dropped due to greater competition for fewer available positions, and the number of graduates hired as post-graduate interns increased, with the majority of these opportunities turning into full-time employment.

In December 2010, alumni of the Newhouse master’s program who graduated between 2006 and 2009 were surveyed to find out how long it took them to find their first job after graduation. The survey results are as follows:

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3 Months</td>
<td>73%</td>
</tr>
<tr>
<td>3-6 Months</td>
<td>16%</td>
</tr>
<tr>
<td>6-9 Months</td>
<td>8%</td>
</tr>
<tr>
<td>9-12 Months</td>
<td>2%</td>
</tr>
<tr>
<td>12+ Months</td>
<td>1%</td>
</tr>
</tbody>
</table>

Overall, 82% of the survey respondents were employed full-time and 18% were employed part-time, the latter of which includes those respondents who took post-graduate internships.

### Employment Statistics

Master’s students graduating from undergraduate programs in May 2010 and continuing immediately into the master’s program will be looking for entry-level jobs at entry-level salaries. A master’s degree doesn’t guarantee a better job right away or higher salary without professional experience before beginning a master’s program. Instead, a master’s degree pays off in the form of earlier promotions and raises a few years after graduation. Master’s graduates with prior related professional experience (two or more years) can expect salary increases of $3,000 to $8,000 with a master’s degree.

Based on the December 2011 survey of Newhouse master’s alumni graduating between 2006 and 2009, starting salaries for graduates’ first jobs were:

- $0-$20,000: 18%
- $20,000-$29,999: 26%
- $30,000-$39,999: 33%
- $40,000-$49,999: 11%
- $50,000-$59,999: 4%
- $60,000-$69,999: 4%
- $70,000-$79,000: 2%
- $80,000+: 1%

### Positions Acquired by Recent Master’s Graduates

**ADVERTISING**
- Media Buyer/Planner - Roberts Communications
- Assistant Account Executive - Grey New York
- Assistant Planner - Carat

**ARTS JOURNALISM**
- Film Critic - Indiewire.com
- Editorial Assistant - The Art Newspaper
- Theater Critic - Broadway.com

**BROADCAST JOURNALISM**
- Sports Reporter/Weekend Anchor - WTAP (NBC)
- Digital Media Production Coord. - National Geographic Chanel
- Play-by-Play Announcer - Peoria Kings

**MAGAZINE-NEWSPAPER-ONLINE JOURNALISM**
- New Media Producer - Atlanta Falcons
- Sports Reporter - The Houston Chronicle
- Associate Web Editor - Daily Candy
- Online Events Editor - New York Daily News

**MEDIA MANAGEMENT**
- Assistant Media Planner - MEC Global
- Client Liaison/ Junior Agent - Headline Media Management

**MEDIA STUDIES**
- Researcher/Reporter - Newsweek
- Online Associate Producer - The Daily Press
- Sales Executive - Gannett Corporation

**PHOTOGRAPHY**
- Photography Editor - Eyes Wide Productions
- Picture Editor - USA Today

**PUBLIC RELATIONS**
- Assistant Account Associate - Momentum Media
- Media Relations Manager - San Antonio Rampage (AHL)
- Communications Assoc. - Pew Center on Global Climate Change
- Media Relations Representative - National Grid

**TELEVISION-RADIO-FILM**
- Page - NBC Universal Page Program
- FOX Chicago - Floor Director
- Research Analyst - Turner Sports
- Producer - Comcast Spotlight

### How Newhouse Graduates Found Jobs*

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Contact/Networking</td>
<td>38%</td>
</tr>
<tr>
<td>Applied Directly to Company</td>
<td>24%</td>
</tr>
<tr>
<td>Previous Internship</td>
<td>17%</td>
</tr>
<tr>
<td>Classifieds (Online or Print)</td>
<td>7%</td>
</tr>
<tr>
<td>School Referral/Newhouse JobOps</td>
<td>5%</td>
</tr>
<tr>
<td>On-Campus Recruiting</td>
<td>2%</td>
</tr>
<tr>
<td>Employment Agency</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Based on a 43% response rate

Successful job searches use a combination of methods.

### Companies that Recruit at Newhouse

- Cline Davis & Mann
- Condé Nast Publications
- Deutsch Inc.
- Draftfcb
- Edelman
- Gannett Co., Inc.
- Hallmark
- Hearst Television
- Hill Holliday
- JWT
- McCann Erickson
- MediaCom
- MediaVest
- MSL Group
- MTV Networks
- NBC Universal
- Reebok
- Rodale, Inc.
- Turner Broadcasting
- Universal McCann