

A JOB CENSUS OF OKLAHOMA STATE UNIVERSITY  
JOURNALISM GRADUATES

By

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## PREFACE

This study is concerned with journalism graduates of Oklahoma State University, and represents an attempt to learn their locations, present vocations and salary ranges. These facts will offer present and future journalism graduates of this institution some idea of what they can expect upon graduation, judging from the experiences of former graduates.

Indebtedness is acknowledged to Dr. Charles L. Allen, Director of the School of Journalism, for his guidance in designing the survey and assistance throughout the writing of this thesis; to the O.S.U. School of Journalism for monetary assistance in payment of all postage fees; and to the O.S.U. journalism graduates who responded to this survey.

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## CHAPTER I

### METHOD AND PROCEDURE

#### The Questionnaire

The questionnaire was designed to provide a maximum of information from a relatively small amount of space. The key points, which the questionnaire was designed to reveal, were the subject's type of job, his salary, and the length of time he stayed on each job. A specimen questionnaire is on the following page.

Each journalism graduate of Oklahoma State University first was mailed a double-postcard type of questionnaire. The subject was asked to complete and return the questionnaire portion of the postcard, with no postage expense on his part. Introductory remarks explaining the purpose and scope of the survey were contained on the other part of the postcard.

After a period of three months, those journalism graduates who had not replied to the postcard questionnaire were sent the same type of questionnaire, but in the form of a letter rather than a postcard. These letters also had a few introductory remarks on the front, with the questionnaire printed on the reverse side. A postage-free return

Name \_\_\_\_\_ Address \_\_\_\_\_  
 Date of Graduation \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
 Degree \_\_\_\_\_ News-Editorial \_\_\_\_\_  
 Home Economics Journ. \_\_\_\_\_ Industrial Editing \_\_\_\_\_  
 Agricultural Journ. \_\_\_\_\_ Advertising & Management \_\_\_\_\_

What was your first job after graduation?

Job \_\_\_\_\_  
 Company \_\_\_\_\_  
 Salary \_\_\_\_\_  
 Duties \_\_\_\_\_  
 Dates \_\_\_\_\_  
 How did you obtain your first job? \_\_\_\_\_  
 \_\_\_\_\_

Employment History: (start with present job, then list jobs in order).

1. Job \_\_\_\_\_  
 Company \_\_\_\_\_  
 Salary \_\_\_\_\_  
 Duties \_\_\_\_\_  
 Dates \_\_\_\_\_
2. Job \_\_\_\_\_  
 Company \_\_\_\_\_  
 Salary \_\_\_\_\_  
 Duties \_\_\_\_\_  
 Dates \_\_\_\_\_
3. Job \_\_\_\_\_  
 Company \_\_\_\_\_  
 Salary \_\_\_\_\_  
 Duties \_\_\_\_\_  
 Dates \_\_\_\_\_

Figure 1. Specimen of Questionnaire

envelope was enclosed for the subject's convenience.

The mailing list for these questionnaires was compiled from the records in the School of Journalism and Communications at O.S.U. These records were believed to be more reliable than similar information which could be obtained from the O.S.U. Alumni Office as it was known that many of the graduates' addresses contained in the Journalism School's records were more current.

### Response of Subjects

According to the School of Journalism records, there are 550 journalism graduates of Oklahoma State University. Each of these graduates was mailed one or two questionnaires, depending upon whether or not he returned the original questionnaire (the postcard).

Of the 550 graduates, 90 (16.4%) were not contacted at all. Their questionnaires were returned for lack of sufficient address. This lowered the total of graduates who could be included in the survey to 460.

Of the 460 graduates who could be contacted, 47% (207) replied to the questionnaire while 53% (253) elected not to make a reply. Therefore, nearly half of the graduates who could be reached cooperated in this study.

Many of these alumni were not in favor of the use of postcards for gathering confidential information. In a large number of cases, their replies were returned in an envelope. Postage-free envelopes were enclosed with the

questionnaires for the second mailing, so this problem was eliminated.

### Summarization of Data

After sufficient time had elapsed for all questionnaires to be returned, the task of tabulating the data was begun. The answers on each questionnaire were first converted to standard units in which the survey would deal. The conversion of these facts including changing reported salaries from dollars per month to dollars per week, etc.

When the answers from each questionnaire were standardized, a screening process was undertaken. The facts taken from the questionnaire were tallied on summary sheets, using the hash-mark (/) system of indicating the frequency of occurrence. Since accuracy was of vital importance, both the questionnaires and tally sheets were double checked to be certain the information was correct.

Total figures, with percentages, for each classification were determined. The use of percentages, rather than total numbers only, makes it possible for the reader easily to compare one classification with another.

Due to the amount of data resulting from the 207 replies, the data was tallied into group frequencies and mean and median calculated from these group frequency tables.

## CHAPTER II

### ANALYSIS OF ALL JOURNALISM GRADUATES

#### Majors

The School of Journalism at Oklahoma State University offers majors in seven fields: (1) news-editorial, (2) advertising and journalistic management, (3) industrial editing, (4) agricultural journalism, (5) home economics journalism, (6) community journalism and (7) public relations. Of these various majors available to journalism students, the news-editorial sequence has been the most popular among the alumni who replied to this survey.

The news-editorial major was pursued by 46.4% (96) of the 207 respondents with the other majors accounting for the following: advertising, 19.3% (40); industrial editing, 14% (29); home economics journalism, 5.3% (11 women, no men took this major); and agricultural journalism, 15% (31).

The first journalism graduate from O.S.U. received his degree in 1924 and was the only journalism graduate that year. There were no other graduates, except one in 1926, until 1931 when there were two.

As Table I, on the following page, shows, there were more graduates during the early 1930's than ever before.

TABLE I  
GRADUATION DATES OF ALL O.S.U. JOURNALISM  
GRADUATES WHO RESPONDED TO SURVEY

Year	Number	Per Cent
1924	1	0.5
1925		
1926	1	0.5
1927		
1928		
1929		
1930		
1931	2	1.0
1932	5	2.4
1933	1	0.5
1934	1	0.5
1935	6	2.9
1936	4	1.9
1937	3	1.4
1938	2	1.0
1939	2	1.0
1940	3	1.4
1941	8	3.9
1942	5	2.5
1943	4	1.9
1944	3	1.4
1945	1	0.5
1946	1	0.5
1947	12	5.8
1948	15	7.2
1949	17	8.2
1950	12	5.8
1951	6	2.9
1952	13	6.3
1953	9	4.3
1954	7	3.4
1955	7	3.4
1956	14	6.8
1957	12	5.8
1958	11	5.3
1959	8	3.9
1960	7	3.4
1961	4	1.9
Totals	207	100.0



Jobs were scarce in those years and it could be possible that more people were going to college at this time in order to secure the necessary background to receive a job.

In 1933, however, the number of graduates dropped from five in the preceding year to only one. And there was only one graduate the following year, 1934. This is when the depression really hit and probably caused a large number of students to leave the university.

The years 1935 through 1943 had a much larger number of graduates than previous years. It's highly possible this was caused by the depression years, which occurred just before these dates. After the depression, more people could afford to attend college.

The large graduation classes were stopped by World War II when many students again had to leave the university. During the war years there were few journalism graduates, but immediately following the war, graduation classes reached an all-time high in 1948 and 1949, with 15 and 17 graduates respectively.

This continued until 1950, when graduation classes became slightly smaller. This decrease in number could be attributed to the Korean conflict. Table I gives some evidence of this as there were unusually large graduating classes in 1956, 1957, and 1958, the years following the Korean crisis. Again, after the veterans had graduated, the graduating classes became smaller.

### Methods of Obtaining First Job

Table II points out that by far the greatest majority of journalism graduates (63.8%) received their first job through their own efforts and personal solicitation. "Personal application for jobs" includes any method of obtaining a job through a person's own initiative.

TABLE II  
METHODS THROUGH WHICH ALL GRADUATES WHO RESPONDED  
TO SURVEY OBTAINED FIRST JOB

Method	Number	Per Cent
University Placement	26	12.6
Friend	21	10.1
Relative	4	1.9
Personal Application	132	63.8
Previous Experience	15	7.2
Employment Agency	3	1.4
Didn't Recall	6	2.9
Totals	207	100.0

University Placement facilities, which includes the School of Journalism and its staff, found jobs for 12.6% of the respondents. Friends helped find jobs for approximately 10% of the respondents.

## Areas of Employment

O.S.U. journalism graduates have a tendency to begin their career in the state of Oklahoma, but leave this state for other jobs. Table III points out a definite trend for graduates to leave the state for succeeding jobs.

TABLE III

AREAS IN WHICH ALL GRADUATES WHO RESPONDED TO  
SURVEY WERE EMPLOYED ON EACH JOB

Area	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
Oklahoma	129	62.3	84	48.3	46	40.3	72	41.6
Out-of-state	78	37.7	90	51.7	68	59.6	101	58.4
Totals	207	100.0	174	100.0	114	100.0	*173	100.0

\* This total does not equal the number indicated on the first job as 33 (15.9%) of the original 207 respondents are women who are now housewives only. There is one man (0.5%) who has deceased. In all following tables, discrepancies in these two numbers can be accounted for by these facts.

More than half of the alumni work in Oklahoma on their first job. The percentages of graduates working in Oklahoma are around 62% for the first job, 48% for the second job, 40% on the third job and 42% on the present job.

It is apparent that after gaining experience in Oklahoma, many of them pursue careers in other areas of the country. These facts indicate that Oklahoma employers are taking a loss in their personnel investment. These employers have the expense of training journalism graduates but do not enjoy their services in later years when they are particularly valuable.

#### Types of Work

O.S.U. journalism graduates hold a variety of jobs in addition to journalism and its related fields. Table IV, on the following page, clearly points this out. As would be expected, however, journalism and its related fields account for most of the journalism graduates.

Employment by newspapers accounts for 30.9% (74) of the graduates on their first job. The number of alumni working for newspapers stays around this 30% figure until their present job, where only 26.8% of the respondents are working in the newspaper business.

In the newspaper field, editing and reporting were the most popular among the graduates' first jobs. Over 9% of the respondents went into editing on their first job and almost 16% began their careers as a reporter. On each job, editing and reporting accounted for most of the alumni who were in the newspaper business.

None of the alumni went into newspaper publishing on their first job, but five (2.9%) were publishers on their

TABLE IV

TYPES OF WORK IN WHICH ALL GRADUATES WHO RESPONDED TO SURVEY ARE ENGAGED

Type of Work	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
1. Newspapers:	74	30.9	51	29.4	37	32.3	48	26.8
Publishing			4	2.3	3	2.6	9	5.2
Managing Editor			5	2.9	3	2.6	5	2.9
Editing	19	9.2	9	5.2	12	10.5	11	6.4
Reporting	33	15.9	17	9.8	11	9.6	12	6.9
Feature Writing	4	1.9	1	0.6	1	0.9		
Advertising	13	6.3	11	6.3	5	4.4	8	4.6
Printing	4	1.9	4	2.3	2	1.7	2	1.2
Personnel							1	0.6
Circulation	1	0.5						
2. Advertising Agency:								
Management			2	1.1			3	1.7
Account Executive	1	0.5	1	0.6	1	0.9	2	1.2
Copy Writer	5	2.4	2	1.1	1	0.9	2	1.2
3. Industrial Editing:	18	8.7	26	14.9	11	9.6	20	11.6
4. Public Relations:	25	12.1	19	10.9	13	11.4	27	15.6
5. Free-lance Work:	1	0.5	1	0.6			1	0.6
6. Military:	19	9.2	12	6.9	4	3.5	10	5.8
7. Education:								
Administrative	2	1.0	1	0.6			3	1.7
Journ. Teacher	3	1.4	4	2.3	1	0.9	3	1.7
Regular Teacher	10	4.8	13	7.5	8	7.0	10	5.8
8. Radio-television:	13	6.3	8	4.6	9	7.9	7	4.0
9. Secretarial:	10	4.8	5	2.9	4	3.5	4	2.3
10. Church Work:	2	1.0	2	1.1	2	1.7	2	1.2
11. General Business:	24	11.6	27	15.5	23	20.2	31	17.9
Totals	207	100.0	174	100.0	114	100.0	173	100.0

second job while four (2.3%) were managing editors on their second job. About the same per cent were publishers or managing editors on their second job and exactly the same number, five, are presently publishers of a newspaper. However, nine (5.2%) are managing editors at the present time.

The rest of the graduates are employed in a wide variety of fields as pointed out by the table. It is possible that the type of college training they received makes them more versatile in handling different types of jobs.

After the graduate gains his experience on his first job, he tends to remain in that type of work or a related field where his experience will be valuable to him. Each of the fields listed in Table IV retains approximately the same per cent of graduates, with the exception of general business.

General business, which includes all non-journalistic fields not listed in the table, attracts more and more alumni for each job. Perhaps the graduates are finding that there are not enough journalistic fields available to them or the salaries are not adequate. At any rate, a large number of them begin to enter the general business field.

## Salaries

There are several points to consider when looking at the reports of job salaries of O.S.U. journalism graduates.

As Table V on the following page shows, the mean and median starting salaries of journalism graduates is slightly low, these being \$60.85 per week and \$57.41 per week respectively. It must be remembered, however, that several of the graduates began work in the depression years when all salaries were at an all-time low. Also, even in years before the depression starting salaries were not as high as they are today.

Salaries of present jobs are probably the best indicator of the worth of O.S.U. journalism graduates, at least after they have gained some experience. The time element is known on the present job, whereas on earlier jobs we are not sure how much this factor affects their salaries.

At the present time, O.S.U. journalism graduates have an average salary of \$155 per week with the median figure being around \$133 per week.

## Lengths of Jobs

O.S.U. journalism graduates do not stay a long time on their jobs, as pointed out by Table VI on page 15. The table reveals that the trend is for these alumni to move from job to job fairly frequently.

The mean and median figures in the table have been

TABLE V  
 REPORTED WEEKLY SALARIES OF ALL JOURNALISM  
 GRADUATES WHO RESPONDED TO SURVEY

Salary in Dollars	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
0-25	19	9.2	2	1.1	1	0.9	1	0.6
26-50	56	27.0	21	12.1	12	10.5	4	2.3
51-75	54	26.1	31	17.8	19	16.7	3	1.7
76-100	31	15.0	39	22.4	17	14.9	19	11.0
101-125	15	7.2	26	14.9	22	19.3	38	22.0
126-150	7	3.4	9	5.2	13	11.4	28	16.2
151-175			4	2.3	9	7.9	19	11.0
176-200			5	2.9	1	0.9	11	6.4
201-225			2	1.1	1	0.9	5	2.9
226-250			3	1.7	1	0.9	8	4.6
251-275					1	0.9	1	0.6
276-300			1	0.6	2	1.8	2	1.2
301-325					1	0.9	3	1.7
326-350					1	0.9	3	1.7
351-375			1	0.6				
376-400								
401-425								
426-450								
451-475								
476-500					1	0.9		
501-525								
526-550								
551-575								
576-600			1	0.6			1	0.6
601-625								
626-650								
651-675								
676-700								
701-725								
726-750					1	0.9		
751-775								
776-800								
801-825							1	0.6
no report	25	12.1	29	16.7	11	9.6	26	15.0
Totals	207	100.0	174	100.0	114	100.0	173	100.0
Mean =		\$60.85		\$98.53		\$116.14		\$155.38
Median =		\$57.41		\$87.18		\$103.41		\$133.04



TABLE VI  
 LENGTHS OF JOBS HELD BY ALL GRADUATES  
 WHO RESPONDED TO SURVEY

Length in years	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
less than 1	79	38.2	43	24.7	21	18.4	24	13.9
1-2	59	28.5	42	24.1	25	21.9	29	16.8
2-3	19	9.2	30	17.2	20	17.5	29	16.8
3-4	15	7.2	16	9.2	6	5.3	14	8.1
4-5	6	2.9	6	3.4	8	7.0	6	3.5
5-6	8	3.9	4	2.3	7	6.1	13	7.5
6-7	3	1.4	9	5.2	5	4.4	11	6.4
7-8	2	1.0	5	2.9	4	3.5	8	4.6
8-9	3	1.4	4	2.3	3	2.6	10	5.8
9-10	1	0.5	1	0.6			4	2.3
10-11	1	0.5	2	1.1	5	4.4	6	3.5
11-12	1	0.5	2	1.1	1	0.9	5	2.9
12-13			1	0.6	1	0.9	2	1.2
13-14					1	0.9	1	0.6
14-15							1	0.6
15-16					1	0.9	1	0.6
16-17							1	0.6
17-18	1	0.5			1	0.9	1	0.6
18-19								
19-20					1	0.9	1	0.6
20-21					1	0.9	1	0.6
21-22							1	0.6
22-23								
23-24								
24-25							1	0.6
no report	9	4.3	9	5.2	3	2.6	3	1.7
Totals	207	100.0	174	100.0	114	100.0	173	100.0
Mean =	2 yrs. 0 mo. 21 days		2 yrs. 9 mo. 18 days		4 yrs. 0 mo. 4 days		3 yrs. 11 mo. 10 days	
Median =	2 yrs. 4 mo. 4 days		1 yr. 11 mo. 13 days		2 yrs. 6 mo. 0 days		3 yrs. 2 mo. 16 days	

converted to years, months and days for more immediate recognition.

It should be noted that, in all cases, the mean and median lengths of jobs increase with the succession of jobs. The only exception to this is the median figure for second jobs, which is slightly lower than the median length of other jobs.

A logical deduction is that journalism graduates take their first job primarily to gain experience in their field. As this experience is gained, other jobs become more permanent. Eventually, they begin to settle into a position they will pursue the remainder of their career.

### CHAPTER III

## COMPARISON BETWEEN MALE AND FEMALE JOURNALISM GRADUATES

### Graduation Dates

Nearly three times as many men (149) as women (58) responded to the survey. This was expected as there have been more men journalism graduates than women journalism graduates from Oklahoma State University.

In the years 1924 through 1939, there were only five female journalism graduates, compared to 23 male graduates during the same period. From then on, female graduates were in every class, with the exception of the years 1946, 1951 and 1955, when there were none. The number of male graduates during these three years was one, six and seven, respectively.

Table VII, on the following page, shows the graduating dates of all male and female journalism graduates who responded to the survey. According to the respondents' replies, the largest graduating classes for male and female graduates are:

MALE	FEMALE
1956 - 12	1948 - 6
1951 - 11	1949 - 6
1949 - 11	

TABLE VII  
GRADUATION DATES OF MALE AND FEMALE JOURNALISM  
GRADUATES WHO RESPONDED TO SURVEY

Year	MEN		WOMEN	
	No.	%	No.	%
1924	1	0.7		
1925				
1926	1	0.7		
1927				
1928				
1929				
1930				
1931	1	0.7	1	1.7
1932	4	2.7	1	1.7
1933	1	0.7		
1934	1	0.7		
1935	5	3.4	1	1.7
1936	2	1.3	2	3.4
1937	3	2.0		
1938	2	1.3		
1939	2	1.3		
1940	2	1.3	1	1.7
1941	4	2.7	4	6.9
1942	3	2.0	2	3.4
1943	1	0.7	3	5.2
1944	1	0.7	2	3.4
1945			1	1.7
1946	1	0.7		
1947	7	4.7	5	8.6
1948	9	6.0	6	10.3
1949	11	7.4	6	10.3
1950	9	6.0	3	5.2
1951	6	4.0		
1952	11	7.4	2	3.4
1953	6	4.0	3	5.2
1954	6	4.0	1	1.7
1955	7	4.7		
1956	12	8.1	2	3.4
1957	7	4.7	5	8.6
1958	9	6.0	2	3.4
1959	4	2.7	4	6.9
1960	6	4.0	1	1.7
1961	4	2.7		
Totals	149	100.0	58	100.0

Only during the years 1943, 1944 and 1945 did the women outnumber the men. In 1943, there were three females and one male graduate; in 1944, two female and one male graduates; and in 1945, one female and no male graduates at all. Most of the men were in the armed services during these World War II years, accounting for their small number of graduates.

The post-war years of 1947, 1948 and 1949 respectively had 7, 9 and 11 male journalism graduates. There was also an increase in women graduates during these years with five women graduating in 1947, six in 1948 and six in 1949.

In summary, it can be said the war years had a more pronounced effect on the male students than it did on the women. Some of the women, at least, were able to stay at the university and continue their studies.

The veteran graduates of 1947, 1948 and 1949 evidently included both men and women. Many more male students received their degrees during these years than during the war years. The same is true of the women as these years produced more female journalism graduates than any other time in the history of the school.

#### Methods of Obtaining First Job

Table VIII shows that both male and female graduates tend to rely on their own initiative in acquiring their first job after graduation. Over 67% of the men and some 55% of the women found their first job with no help from

the university.

TABLE VIII  
METHODS THROUGH WHICH ALL MALE AND FEMALE JOURNALISM  
GRADUATES WHO RESPONDED TO SURVEY OBTAINED  
FIRST JOB

Method	MEN		WOMEN	
	No.	%	No.	%
University Placement	16	10.7	10	17.2
Friend	16	10.7	5	8.6
Relative	3	2.0	1	1.7
Personal Application	100	67.1	32	55.2
Previous Experience	10	6.7	5	8.6
Employment Agency			3	5.2
Didn't Recall	4	2.7	2	3.4
Totals	149	100.0	58	100.0

A noticeable difference between male and female graduates was the use of the University Placement facilities to secure the graduate's first job. Over 17% of the female graduates used this method while less than 11% of the male graduates used the university service.

This difference could be accounted for by the fact that a larger per cent of women, compared to men, went into teaching upon graduation and the University Placement office does an excellent job of finding positions for teachers.

Some 5% of the women found the services of an

employment agency helpful. None of the men, however, discovered their first job through an employment agency. No reason can be given for this, except that over 17% of the women were secretaries on their first job. Perhaps it is these jobs they found through employment agencies.

#### Types of Work

More men (38%) than women (28%) were employed by a newspaper on their first job. This is true on all succeeding jobs, with the number of men working in newspapers almost double the number of women in newspaper work on the second and third jobs. On their present job, 9% more men than women are working in newspapers.

At the same time, men tend to leave the newspaper business. Table IX, on the following page, shows that only 29% of the men are presently working for newspapers with figures of 38% for the first job, 33% for the second job and 35% for the third job.

Several women (28%) went into newspaper work on their first job and then left this type of work for other jobs. Around 17% of the women worked for newspapers on their second job and 19% on their third. Of women's present jobs, 20% are working for newspapers.

Thus, many women work for newspapers on their first job, leave the newspaper field and gradually return to newspaper work in later years. There is no logical explanation for this.

TABLE IX

TYPES OF WORK IN WHICH ALL MALE AND FEMALE JOURNALISM GRADUATES WHO RESPONDED TO SURVEY ARE ENGAGED

Type of Work	FIRST JOB				SECOND JOB			
	Men		Women		Men		Women	
	No.	%	No.	%	No.	%	No.	%
1. Newspapers:	57	38.3	17	28.2	44	33.3	7	16.7
Publishing					4	3.0		
Managing Editor					5	3.8		
Editing	19	12.8			9	6.8		
Reporting	23	15.4	10	17.2	14	10.6	3	7.1
Feature Writing			4	6.9			1	2.4
Advertising	11	7.4	2	3.4	10	7.6	1	2.4
Printing	4	2.7			2	1.5	2	4.8
Personnel								
Circulation			1	1.7				
2. Advertising Agency:								
Management					2	1.5		
Account Executive	1	0.7			1	0.8		
Copy Writer	3	2.0	2	3.4	1	0.8	1	2.4
3. Industrial Editing:	14	9.4	4	6.9	16	12.1	10	23.8
4. Public Relations:	16	10.7	9	15.5	16	12.1	3	7.1
5. Free-lance Work:			1	1.7			1	2.4
6. Military:	18	12.1	1	1.7	11	8.3	1	2.4
7. Education:								
Administrative	2	1.3			1	0.8		
Journ. Teacher	2	1.3	1	1.7	3	2.3	1	2.4
Regular Teacher	5	3.4	5	8.6	5	3.8	8	19.0
8. Radio-television:	8	5.4	5	8.6	7	5.3	1	2.4
9. Secretarial:			10	17.2			5	12.0
10. Church Work:	1	0.7	1	1.7			2	4.8
11. General Business	22	14.8	2	3.4	25	18.9	2	4.8
Totals	149	100.0	58	100.0	132	100.0	42	100.0

(Continued on next page)



TABLE IX (Continued)

Type of Work	THIRD JOB				PRESENT JOB			
	Men		Women		Men		Women	
	No.	%	No.	%	No.	%	No.	%
1. Newspapers:	33	35.5	4	19.0	43	28.9	5	20.0
Publishing	3	3.2			9	6.1		
Managing Editor	3	3.2			5	3.4		
Editing	12	12.9			11	7.4		
Reporting	8	8.6	3	14.3	8	5.4	4	16.0
Feature Writing			1	4.8				
Advertising	5	5.4			7	4.7	1	4.0
Printing	2	2.2			2	1.4		
Personnel					1	0.7		
Circulation								
2. Advertising Agency:								
Management					3	2.0		
Account Executive	1	1.1			2	1.4		
Copy Writer	1	1.1			2	1.4		
3. Industrial Editing:	7	7.5	4	19.0	16	10.8	4	16.0
4. Public Relations:	13	14.0			25	16.9	2	8.0
5. Free-lance Work:							1	4.0
6. Military:	3	3.2	1	4.8	10	6.8		
7. Education:								
Administrative					2	1.4	1	4.0
Journ. Teacher	1	1.1			2	1.4	1	4.0
Regular Teacher	6	6.5	2	9.5	5	3.4	5	20.0
8. Radio-television:	6	6.5	3	14.3	7	4.7		
9. Secretarial:			4	19.0			4	16.0
10. Church Work:			2	9.5			4	16.0
11. General Business:	22	23.7	1	4.8	31	20.9		
Totals	93	100.0	21	100.0	148	100.0	25	100.0

Most of the men working for newspapers on their first job are editors (13%) or reporters (15%). None of the women were editors on their first job but 17% were reporters, the most popular newspaper job among women.

As a matter of fact, none of the women were editors at any time while editing accounted for several of the men (6.8% on second job, 12.9% on third job and 7.4% on present job).

Also, none of the women ever became publishers or managing editors. None of the men filled either of these capacities on their first job, but several were managing editors or publishers on succeeding jobs. See Table IX for the exact number of men working as publishers or managing editors.

Many of the women became adept at secretarial duties. Over 17% were secretaries on their first job, 12% on their second job, 19% on their third job and 16% on their present job. None of the men, of course, was ever employed as a secretary.

Only a negligible number of women went into general business on their various jobs. The men seemed to have found general business lucrative to them, however, and nearly 15% were in general business on their first job, 19% on their second job, 24% on their third job and 21% on their present job. Perhaps the men, too, find their training helpful in work other than journalism.

## Salaries

Salaries of women, compared to men, are consistently lower. From the reports of journalism graduates who replied to the questionnaire, mean and median figures on every job were found to be lower for women than men. See Table X, on the following page for the salary ranges, means and medians of men and women on each of their jobs.

The average starting salary of men (\$65.10 per week) is approximately \$18 higher than the women's average starting salary (\$47.00 per week). This is also true of other jobs with the average salaries of men being around \$119 per week on their second job, \$142 on their third job and \$173 on their present job. Women, however, earn around \$70 per week on their second job, \$69 on their third job and \$100 on their present job.

## Lengths of Jobs

Female graduates don't remain as long on their jobs as men do. Table XI points out that on every job the mean and median lengths of jobs for men is higher than the same figures for women.

On the first two jobs of the graduates, the difference is slight. The difference in the average length of the men's and women's jobs is only a matter of months.

The men stay on their third job, though, almost  $4\frac{1}{2}$  years, while the women are employed on their third job

TABLE X  
 REPORTED WEEKLY SALARIES OF ALL MALE AND FEMALE  
 GRADUATES WHO RESPONDED TO SURVEY

Salary in Dollars	FIRST JOB				SECOND JOB			
	Men		Women		Men		Women	
	No.	%	No.	%	No.	%	No.	%
0-25	14	9.4	5	8.6	2	1.5		
26-50	32	21.5	24	41.4	13	9.8	8	19.0
51-75	36	24.2	18	31.0	19	14.4	12	28.6
76-100	28	18.8	3	5.2	32	24.2	7	16.7
101-125	15	10.1			22	16.7	4	9.5
126-150	7	4.7			8	6.1	1	2.4
151-175					4	3.0		
176-200					5	3.8		
201-225					2	1.5		
226-250					3	2.3		
251-275								
276-300					1	0.8		
301-325								
326-350								
351-375					1	0.8		
376-400								
401-425								
426-450								
451-475								
476-500								
501-525								
526-550								
551-575								
576-600					1	0.8		
601-625								
626-650								
651-675								
676-700								
701-725								
726-750								
751-775								
776-800								
801-825								
826-850								
no report	17	11.4	8	13.8	19	14.4	10	23.8
Totals	149	100.0	58	100.0	132	100.0	42	100.0
Mean =		\$65.10		\$47.00		\$119.03		\$70.31
Median =		\$63.89		\$45.83		\$118.75		\$66.67

(Continued on next page)

TABLE X (Continued)

Salary in Dollars	THIRD JOB				PRESENT JOB			
	Men		Women		Men		Women	
	No.	%	No.	%	No.	%	No.	%
0-25	1	1.1			1	0.7		
26-50	6	6.5	6	28.6	2	1.4	2	8.0
51-75	13	14.0	6	28.6	1	0.7	2	8.0
76-100	13	14.0	4	19.0	12	8.1	7	28.0
101-125	20	21.5	2	9.5	34	23.0	4	16.0
126-150	12	12.9	1	4.8	25	16.9	3	12.0
151-175	9	9.7			17	11.5	2	8.0
176-200	1	1.1			11	7.4		
201-225	1	1.1			5	3.4		
226-250	1	1.1			8	5.4		
251-275	1	1.1			1	0.7		
276-300	2	2.2			2	1.4		
301-325	1	1.1			3	2.0		
326-350	1	1.1			3	2.0		
351-375								
376-400								
401-425								
426-450								
451-475								
476-500	1	1.1						
501-525								
526-550								
551-575								
576-600					1	0.7		
601-625								
626-650								
651-675								
676-700								
701-725								
726-750								
751-775								
776-800	1	1.1						
801-825	9	9.7	2	9.5	21	14.2	5	20.0
Totals	93	100.0	21	100.0	148	100.0	25	100.0
Mean =		\$142.26		\$69.08		\$173.44		\$100.80
Median =		\$111.25		\$66.67		\$139.00		\$96.43

TABLE XI  
LENGTHS OF JOBS HELD BY ALL MALE AND FEMALE  
GRADUATES WHO RESPONDED TO SURVEY

Length in Years	FIRST JOB				SECOND JOB			
	Men		Women		Men		Women	
	No.	%	No.	%	No.	%	No.	%
less than 1	55	36.9	24	41.4	33	25.0	10	23.8
1-2	44	29.5	15	25.9	33	25.0	9	21.4
2-3	11	7.4	8	13.8	18	13.6	12	28.6
3-4	13	8.7	2	3.4	13	9.8	3	7.8
4-5	4	2.7	2	3.4	5	3.8	1	2.4
5-6	8	5.4			2	1.5	2	4.8
6-7	2	1.3	1	1.7	8	6.1	1	2.4
7-8	1	0.7	1	1.7	4	3.0	1	2.4
8-9	2	1.3	1	1.7	2	1.5	2	4.8
9-10	1	0.7			1	0.8		
10-11	1	0.7			2	1.5		
11-12			1	1.7	2	1.5		
12-13					1	0.8		
13-14								
14-15								
15-16								
16-17								
17-18	1	0.7						
18-19								
19-20								
20-21								
21-22								
22-23								
23-24								
24-25								
no report	6	4.0	3	5.2	8	6.1	1	2.4
Totals	149	100.0	58	100.0	132	100.0	42	100.0
Mean =	2 yrs.1 mo. 13 days		1 yr.10mo. 28 days		2 yrs.10mo. 13 days		2 yrs.6mo. 28 days	
Median =	1 yr. 4 mo. 22 days		0 yr.5 mo. 3 days		1 yr. 10mo. 21 days		2 yrs.2mo. 2 days	

(Continued on next page)

TABLE XI (Continued)

Length in Years	THIRD JOB				PRESENT JOB			
	Men		Women		Men		Women	
	No.	%	No.	%	No.	%	No.	%
less than 1	16	17.2	5	23.8	19	12.8	5	20.0
1-2	19	20.4	6	28.6	25	16.9	4	16.0
2-3	15	16.1	5	23.8	21	14.2	8	32.0
3-4	4	4.3	2	9.5	11	7.4	3	12.0
4-5	6	6.5	2	9.5	6	4.1		
5-6	7	7.5			12	8.1	1	4.0
6-7	5	5.4			10	6.8	1	4.0
7-8	3	3.2	1	4.8	7	4.7	1	4.0
8-9	3	3.2			10	6.8		
9-10					4	2.8		
10-11	5	5.4			5	3.4	1	4.0
11-12	1	1.1			5	3.4		
12-13	1	1.1			2	1.4		
12-14	1	1.1			1	0.7		
14-15					1	0.7		
15-16	1	1.1			1	0.7		
16-17					1	0.7		
17-18	1	1.1			1	0.7		
18-19								
19-20	1	1.1			1	0.7		
20-21	1	1.1			1	0.7		
21-22					1	0.7		
22-23								
23-24								
24-25					1	0.7		
no report	3	3.2			2	1.4	1	4.0
Totals	93	100.0	21	100.0	148	100.0	25	100.0
Mean =	4yrs.5mo. 13 days		2yrs.3mo. 4 days		5yrs.11mo. 9 days		2yrs.10mo. 21 days	
Median =	2yrs.8mo. 4 days		2yrs.0mo. 0 days		3yrs.8mo. 26 days		2yrs.4mo. 18 days	

barely 2½ years. The time men have been on their present job is almost double the length of women's present jobs, those figures being about six years and three years, respectively.

#### Areas of Employment

Table XII, on the following page, shows that female journalism graduates of O.S.U. tend to remain in Oklahoma on their first job, while more of the male graduates work in other areas of the country for their beginning job. Over 70% of the women worked in Oklahoma on their first job, compared to a figure of 59% for the men. Perhaps the majority of the women graduates prefer to work in their home town after graduation, while men are not so closely tied to home.

Oklahoma accounted for 47%, 41% and 41% of the male journalism graduates on their second, third and present jobs, respectively. The percentages of women working in Oklahoma are closer to the men's figures than was the case of the beginning job. Women working in Oklahoma account for 52%, 36% and 40% of the female journalism graduates on their second, third and present jobs, respectively.

Both male and female graduates seem to have found employment opportunities outside of Oklahoma more attractive, though the women graduates at least wanted to try working in the state for a while.



TABLE XII

## AREAS IN WHICH MALE AND FEMALE GRADUATES WERE EMPLOYED ON EACH JOB

Area	FIRST JOB				SECOND JOB				THIRD JOB				PRESENT JOB			
	Men		Women		Men		Women		Men		Women		Men		Women	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Oklahoma	88	59.1	41	70.7	62	47.0	42	52.4	39	41.9	7	33.3	62	41.9	10	40.0
Out-of-state	61	40.9	17	29.3	70	53.0	20	47.6	54	58.1	14	66.7	86	58.1	15	60.0
Totals	149	100.0	58	100.0	132	100.0	42	100.0	93	100.0	21	100.0	148	100.0	25	100.0

## CHAPTER IV

### ANALYSIS OF NEWS-EDITORIAL GRADUATES

More news-editorial graduates responded in this study than any other group of journalism majors. Responses from news-editorial graduates totaled 96 replies.

#### Graduation Dates

According to the responses, the first journalism graduate, and the only graduate in 1924, was a news-editorial major. There were no other news-editorial graduates until 1931, except for 1926 when one person graduated from the news-editorial sequence.

After 1931, when one person graduated, the size of news-editorial graduation classes increased until they were quite sizable at times. Table XIII, on the following page, gives the graduating dates of news-editorial alumni who responded to the survey.

The curious thing about the size of the graduating classes is the great variation in size from year to year.

In 1932, four news-editorial majors graduated, compared to only one the year before. The following two years only had one graduate each.

Then, in 1935, the number of graduates went to four,

TABLE XIII  
GRADUATION DATES OF NEWS-EDITORIAL GRADUATES  
WHO RESPONDED TO SURVEY

Year	Number	Per Cent
1924	1	1.0
1925		
1926	1	1.0
1927		
1928		
1929		
1930		
1931	1	1.0
1932	4	4.2
1933	1	1.0
1934	1	1.0
1935	4	4.2
1936	3	3.1
1937	2	2.1
1938	1	1.0
1939	1	1.0
1940	3	3.1
1941	4	4.2
1942	4	4.2
1943	3	3.1
1944	2	2.1
1945	1	1.0
1946		
1947	8	8.3
1948	7	7.3
1949	6	6.3
1950	6	6.3
1951	1	1.0
1952	4	4.2
1953	5	5.2
1954	1	1.0
1955		
1956	3	3.1
1957	5	5.2
1958	3	3.1
1959	6	6.3
1960	2	2.1
1961	2	2.1
Totals	96	100.0

with the years 1936, 1937 and 1938 having three, two and one graduates, respectively. Only one person graduated in 1939, compared to three in 1940.

It should be recalled that sizes of graduating classes discussed in previous chapters became smaller during the years of World War II. This was not the case of news-editorial majors of which four graduated in 1941, four in 1942, three in 1943 and two in 1944. Although the classes did gradually become smaller, it is difficult to explain why so many graduated during the early years of the war.

The veterans returned to school and in 1947, 1948, 1949 and 1950 there were eight, seven, six and six graduates respectively. These years had the largest news-editorial graduating classes in the school's history, according to the respondents' replies.

In 1951, only one news-editorial major graduated; a startling decrease from the year before when there were six. The next two years, 1952 and 1953, had four and five graduates, respectively. No news-editorial majors graduated in 1955.

The next few years, 1956 through 1961, provided from two to six graduates each year.

#### Methods of Obtaining First Job

The largest majority of news-editorial graduates, some 57%, obtained their first job through personal application. Help of a friend accounted for 12½% and slightly over 9%

had previously worked for the company.

Over 13% secured their first job through the university placement facilities. The O.S.U. School of Journalism can be given credit for securing a large number of positions for these graduates.

Table XIV tells the number of news-editorial graduates who used other methods to obtain their first job.

TABLE XIV  
METHODS THROUGH WHICH ALL NEWS-EDITORIAL GRADUATES WHO  
RESPONDED TO SURVEY OBTAINED FIRST JOB

Method	Number	Per Cent
University Placement	13	13.5
Friend	12	12.5
Relative	3	3.1
Personal Application	55	57.3
Previous Experience	9	9.4
Employment Agency	1	1.0
Didn't Recall	3	3.1
Totals	96	100.0

#### Areas of Employment

Again, we see the trend for journalism graduates to leave the state of Oklahoma. As shown in Table XV, on the following page, most news-editorial graduates work in

Oklahoma on their first job, but many leave the state on succeeding jobs.

TABLE XV  
AREAS IN WHICH ALL NEWS-EDITORIAL GRADUATES WHO  
RESPONDED TO SURVEY WERE EMPLOYED  
ON EACH JOB

Area	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
Oklahoma	70	72.9	43	53.1	26	44.8	34	46.6
Out-of-state	26	27.1	38	46.9	32	55.2	39	53.4
Totals	96	100.0	81	100.0	58	100.0	73	100.0

The majority (73%) are in Oklahoma on their first job, but only 53% remain in the state for their second job. Less than half (45%) chose Oklahoma in which to work on their third job while 47% are presently working in the state.

All that can be said is to repeat that Oklahoma employers are taking a beating by training these people and then losing them.

#### Types of Work

News-editorial majors are loyal to the career they choose in college. Over 53% worked for a newspaper on their

first job, some 25% working as a reporter and 21% in editing. There were no graduates who worked as publishers or managing editors on their first job.

Newspapers retained 39% for their second job with almost 5% being publishers and 6% managing editors. Editing and reporting accounted for about 10% and 12%, respectively.

Over 46% were in newspaper work on their third job and 42% on their present job. Eventually, several became publishers until some 10% are now publishers. Around 5% are managing editors.

Other fields, shown in Table XVI on the following page, account for a negligible amount of graduates compared to the number employed by newspapers.

#### Salaries

As expected, after gaining experience in his field, the salary of the news-editorial graduate increased. Table XVII, on page 39, gives individual salaries and the mean and median salary for each job.

The average beginning salary for news-editorial graduates was slightly above \$50 per week. It must be remembered, however, that many depression years have been included in these averages.

Salaries for succeeding jobs increased to a respectable amount. The mean salaries for the second, third and present jobs are around \$89, \$115 and \$162 per week, respectively.

TABLE XVI

TYPES OF WORK IN WHICH ALL NEWS-EDITORIAL GRADUATES WHO RESPONDED TO SURVEY ARE ENGAGED

Types of Work	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
1. Newspapers:	51	53.1	32	39.4	27	46.5	31	42.5
Publishing			4	4.9	3	5.2	7	9.6
Managing Editor			5	6.2	3	5.2	4	5.5
Editing	24	25.0	8	9.9	13	22.4	12	16.4
Reporting	20	20.8	10	12.3	6	10.3	5	6.8
Feature Writing			1	1.2			1	1.4
Advertising	4	4.2	3	3.7				
Printing	3	3.1	1	1.2	2	3.4	1	1.4
Personnel							1	1.4
Circulation								
2. Advertising Agency:								
Management								
Account Executive			1	1.2				
Copy Writer								
3. Industrial Editing:	1	1.0	10	12.3	5	8.6	7	9.6
4. Public Relations:	9	9.4	6	7.4	4	6.9	9	12.3
5. Free-lance Work:	1	1.0	1	1.2			1	1.4
6. Military:	7	7.3	7	8.6	2	3.4	6	8.2
7. Education:								
Administrative	1	1.0					2	2.7
Journ. Teacher	2	2.1	2	2.5	1	1.7	2	2.7
Regular Teacher	5	5.2	7	8.6	2	3.4	3	4.1
8. Radio-television:	7	7.3	3	3.7	5	8.6	3	4.1
9. Secretarial:	6	6.3	2	2.5	2	3.4	1	1.4
10. Church Work:			1	1.2	1	1.7	1	1.4
11. General Business:	6	6.3	9	11.1	9	15.5	7	9.6
Totals	96	100.0	81	100.0	58	100.0	73	100.0



TABLE XVII

REPORTED WEEKLY SALARIES OF NEWS-EDITORIAL GRADUATES  
WHO RESPONDED TO SURVEY

Salary in Dollars	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
0-25	11	11.5	1	1.2				
25-50	37	38.5	12	14.8	4	6.	1	1.4
51-75	25	26.0	15	18.5	13	22.4	4	5.5
76-100	10	10.4	20	24.7	11	19.0	5	6.8
101-125	4	4.2	11	13.6	10	17.2	16	21.9
126-150	3	3.1	4	4.9	6	10.3	13	17.8
151-175			3	3.7	2	3.4	6	8.2
176-200					1	1.7	5	6.8
201-225			1	1.2	1	1.7	1	1.4
226-250			1	1.2			5	6.8
251-275								
276-300			1	1.2	1	1.7	1	1.4
301-325					1	1.7	1	1.4
326-350					1	1.7	3	4.1
351-375								
376-400								
401-425								
426-450								
451-475								
476-500					1	1.7		
501-525								
526-550								
551-575								
576-600								
601-625								
626-650								
651-675								
676-700								
701-725								
726-750								
751-775								
776-800								
801-825							1	1.4
no report	6	6.3	12	14.8	6	10.3	11	15.1
Totals	96	100.0	81	100.0	58	100.0	73	100.0
Mean =	\$53.61		\$89.31		\$115.38		\$162.10	
Median =	\$47.95		\$83.15		\$ 95.45		\$134.60	

## Lengths of Jobs

There is a marked difference between the length of time the news-editorial graduates stayed on their first job and the lengths of their other jobs.

According to Table XVIII, on page 41, these graduates stayed on their first job less than two years, slightly over two years on the second job and exactly four years on the third job.

The news-editorial graduates' average length of their present job is nearly six years. They have been on this job approximately four years longer than on their first job, and they're still at their present position.

Evidently, they begin to settle into a type of work which will make use of the experience they have gained from other jobs. Probably, the graduates do not intend to remain a long time on earlier jobs, but think of them as stepping stones to better positions. Also, they are making higher wages on their present job, eliminating the necessity of changing jobs so often.

TABLE XVIII  
 LENGTHS OF JOBS HELD BY NEWS-EDITORIAL GRADUATES  
 WHO RESPONDED TO SURVEY

Length in Years	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
less than 1	39	40.6	16	19.8	10	17.2	8	11.0
1-2	21	21.9	22	27.2	13	22.4	9	12.3
2-3	11	11.5	18	22.2	9	15.5	14	19.2
3-4	6	6.3	7	8.6	3	5.2	2	2.7
4-5	3	3.1	3	3.7	3	5.2	3	4.1
5-6	4	4.2	2	2.5	2	3.4	6	8.2
6-7	2	2.1	2	2.5	3	5.2	3	4.1
7-8	1	1.0	2	2.5	1	1.7	4	5.5
8-9	1	1.0			2	3.4	4	5.5
9-10			1	1.2			2	2.7
10-11	1	1.0	1	1.2	3	5.2	3	4.1
11-12	1	1.0	2	2.5	1	1.7	4	5.5
12-13			1	1.2	1	1.7	2	2.7
13-14					1	1.7	1	1.4
14-15							1	1.4
15-16					1	1.7	1	1.4
16-17								
17-18	1	1.0			1	1.7	1	1.4
18-19								
19-20					1	1.7	1	1.4
20-21					1	1.7	1	1.4
21-22							1	1.4
22-23								
23-24								
24-25								
no report	5	5.2	4	4.9	2	3.4	2	2.7
Totals	96	100.0	81	100.0	58	100.0	73	100.0
Mean =	1 yr.9 mo. 0 days		2 yrs.4 mo. 4 days		4 yrs.0 mo. 0 days		5 yrs.7mo. 12 days	
Median =	1 yr.4 mo. 0 days		2 yrs.0mo. 18 days		4 yrs.8 mo. 0 days		5 yrs.0mo. 0 days	

## CHAPTER V

### ANALYSIS OF INDUSTRIAL EDITING GRADUATES

#### Graduation Dates

Of the 29 industrial editing graduates who responded to the survey, only one graduated in the early years of the O.S.U. Department of Journalism. He graduated in 1938.

No other industrial editing majors graduated until after World War II. Then, the veterans returned to the university and the years 1947 and 1948 had two graduates each.

According to the replies, 1949 had six graduates, the largest graduating class from the industrial editing major in the school's history. This number soon became smaller as only two persons graduated in industrial editing in 1950. Accounting for this is the fact that the veterans had left by this year.

From 1951 through 1954, industrial editing majors graduated at the rate of one per year.

Following the Korean conflict, there were again more graduates with 1955 and 1956 having two each. There were three in 1957.

After 1958 and 1959, which each had two graduates, the

TABLE XIX  
GRADUATION DATES OF INDUSTRIAL EDITING GRADUATES  
WHO RESPONDED TO SURVEY

Year	Number	Per Cent
1924		
1925		
1926		
1927		
1928		
1929		
1930		
1931		
1932		
1933		
1934		
1935		
1936		
1937		
1938	1	3.4
1939		
1940		
1941		
1942		
1943		
1944		
1945		
1946		
1947	2	6.9
1948	2	6.9
1949	6	20.7
1950	2	6.9
1951	1	3.4
1952	1	3.4
1953	1	3.4
1954	1	3.4
1955	2	6.9
1956	2	6.9
1957	3	10.3
1958	2	6.9
1959	2	6.9
1960		
1961	1	3.4
Totals	29	100.0

graduating classes became smaller.

Table XIX, on the preceding page, gives the graduation dates of the industrial editing alumni who made replies.

#### Methods of Obtaining First Job

Table XX tells us that over 58% of the industrial editing graduates relied upon their personal application for their first job.

TABLE XX

METHODS THROUGH WHICH ALL INDUSTRIAL EDITING GRADUATES WHO RESPONDED TO SURVEY OBTAINED FIRST JOB

Method	Number	Per Cent
University Placement	6	20.7
Friend	4	13.8
Relative		
Personal Application	17	58.6
Previous Experience	1	3.4
Employment Agency		
Didn't Recall	1	3.4
Totals	29	100.0

Almost 21% received their first job through university placement facilities, including the School of Journalism. Most of these positions, however, did come through either the Journalism department or its staff.

Another 13% had help from a friend in obtaining their first job. Approximately 3% had previously worked for the same company, either while in college or during the summers.

Over 3% couldn't remember exactly how they did come by their first position after graduation. These are alumni who graduated several years ago and probably have held a number of jobs since that time.

#### Areas of Employment

The industrial editing respondents did not find Oklahoma jobs particularly attractive, although 69% did work in the state on their first job.

On their second job, however, less than half (42%) were in Oklahoma. Less than this, 33%, stayed in Oklahoma for their third job. Now there are 31% presently working in Oklahoma.

The large number working in Oklahoma on their first job can be explained by mentioning the fact that many of them received their job through university placement facilities. Most of the contacts which the university has are in the state. Consequently, most of the people who receive jobs through this source take jobs in Oklahoma.

However, after the graduates make their own contacts, they find positions in other states more enticing. Upon discovering this, more and more leave the state.

See Table XXI, on the following page, for more exact information concerning this subject.

TABLE XXI

AREAS IN WHICH ALL INDUSTRIAL EDITING GRADUATES WHO  
RESPONDED TO SURVEY WERE EMPLOYED ON EACH JOB

Area	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
Oklahoma	20	69.0	11	42.3	5	33.3	8	30.8
Out-of-state	9	31.0	15	57.7	10	66.7	18	69.2
Totals	29	100.0	26	100.0	15	100.0	26	100.0

#### Types of Work

Industrial editing graduates have found that industrial editing and public relations go hand in hand. Each of the fields took over 20% of the industrial editing graduates on their first job.

As Table XXII on the following page explains, the two fields consistently account for most of the industrial editing graduates on succeeding jobs.

On the second job, industrial editing and public relations respectively accounted for 39% and 12%. The tables were turned on the third job as public relations employed 33% while industrial editing held only 20%.

Even more of the industrial editing graduates are in public relations on their present job. Some 42% are engaged in public relations while only 15% are active in industrial editing.



TABLE XXII

TYPES OF WORK IN WHICH ALL INDUSTRIAL EDITING GRADUATES WHO RESPONDED TO SURVEY ARE ENGAGED

Type of Work	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
1. Newspapers:	4	13.8	2	7.6	1	6.7	1	3.8
Publishing								
Managing Editor								
Editing	2	6.9	1	3.8				
Reporting	2	6.9	1	3.8	1	6.7		
Feature Writing								
Advertising								
Printing							1	3.8
Personnel								
Circulation								
2. Advertising Agency:								
Management								
Account Executive							1	3.8
Copy Writer								
3. Industrial Editing:	6	20.7	10	38.5	3	20.0	4	15.4
4. Public Relations:	6	20.7	3	11.5	5	33.3	11	42.3
5. Free-lance Work:								
6. Military:	2	6.9	1	3.8				
7. Education:								
Administrative	1	3.4	1	3.8			1	3.8
Journ. Teacher	1	3.4					1	3.8
Regular Teacher	1	3.4	4	15.4			1	3.8
8. Radio-television:	1	3.4						
9. Secretarial:	3	10.3	1	3.8	2	13.3	1	3.8
10. Church Work:	1	3.4						
11. General Business:	3	10.3	4	15.4	4	26.7	5	19.2
Totals	29	100.0	26	100.0	15	100.0	26	100.0

Other types of work account for employment of the rest of the industrial editing graduates. None of them, even newspapers, compared to the two occupations already discussed.

### Salaries

The industrial editing graduate starts his first job for more money than does the average O.S.U. journalism graduate. On his present job, however, he is making less.

The mean beginning salary of the industrial editing graduate is \$71.15 per week compared to a \$60.85 mean for all journalism graduates. Today, the average salary of the industrial editing graduate is \$135 per week while the mean for all journalism graduates is \$155.38.

Industrial editing graduates do earn higher salaries on succeeding jobs. It is likely that their experience makes them more valuable for other positions.

See Table XXIII, on the following page, for ranges, means and medians of industrial editing graduates' salaries.

### Lengths of Jobs

Industrial editing graduates don't stay with their jobs very long. Table XXIV, on page 50, tells us the mean length of the first job is less than  $1\frac{1}{2}$  years.

The average length of the second job is slightly over three years and less for the third job.

TABLE XXIII  
 REPORTED WEEKLY SALARIES OF INDUSTRIAL EDITING  
 GRADUATES WHO RESPONDED TO SURVEY

Salary in Dollars	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
0-25								
26-50	8	27.6	2	7.7	1	6.7	1	3.8
51-75	7	24.1	5	19.2	4	26.7		
76-100	5	17.2	3	11.5	1	6.7	3	11.5
101-125	6	20.7	9	34.6	2	13.3	9	34.6
126-150			2	7.7	3	20.0	4	15.4
151-175					2	13.3	4	15.4
176-200			2	7.7			1	3.8
201-225			1	3.8			2	7.7
226-250								
251-275					1	6.7	1	3.8
276-300								
301-325								
326-350								
351-375								
376-400								
401-425								
426-450								
451-475								
476-500								
501-525								
526-550								
551-575								
576-600								
601-625								
626-650								
651-675								
676-700								
701-725								
726-750								
751-775								
776-800								
801-825								
no report	3	10.3	2	7.7	1	6.7	1	3.8
Totals	29	100.0	26	100.0	15	100.0	26	100.0
Mean =		\$71.15		\$105.21		\$114.29		\$135.50
Median =		\$67.85		\$ 70.00		\$112.50		\$125.00

TABLE XXIV

LENGTHS OF JOBS HELD BY INDUSTRIAL EDITING GRADUATES  
WHO RESPONDED TO SURVEY

Length in Years	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
less than 1	7	24.1	6	23.1	2	13.3	5	19.2
1-2	13	44.8	4	15.4	5	33.3	5	19.2
2-3	2	6.9	5	19.2	3	20.0	6	23.1
3-4	4	13.8	1	3.8	1	6.7	2	7.7
4-5	1	3.4			1	6.7	1	3.8
5-6	2	6.9	1	3.8			1	3.8
6-7			3	11.5			2	7.7
7-8			2	7.7	1	6.7	1	3.8
8-9			2	7.7	1	6.7	3	11.5
9-10								
10-11			1	3.8	1	6.7		
11-12								
12-13								
13-14								
14-15								
15-16								
16-17								
17-18								
18-19								
19-20								
20-21								
21-22								
22-23								
23-24								
24-25			1	3.8				
no report								
Totals	29	100.0	26	100.0	15	100.0	26	100.0
Mean =	1 yr. 5mo. 25 days		3 yrs. 2mo. 13 days		2 yrs. 10mo. 17 days		2 yrs. 10mo. 21 days	
Median =	1 yr. 7mo. 16 days		2 yrs. 7mo. 9 days		2 yrs. 4mo. 0 days		2 yrs. 6mo. 0 days	

Industrial editing alumni have been on present jobs, on the average, less than three years. Perhaps this is the reason their salaries aren't as high as the mean salaries of all O.S.U. journalism graduates. Their tendency to change jobs frequently has probably cost them money in terms of salaries.

## CHAPTER VI

### ANALYSIS OF ADVERTISING AND JOURNALISTIC MANAGEMENT GRADUATES

Next to the news-editorial major, advertising and journalistic management majors had the highest number of replies to the survey. There were 40 advertising and journalistic management graduates who responded.

#### Graduation Dates

The years previous to 1948 had only three advertising and journalistic management graduates. These dates were 1936, 1939 and 1942, each having one graduate. No others graduated, however, until 1948, when three received their degrees.

There were two in 1949, with 1950 and 1951 having four each. These were probably mostly veterans of World War II.

It would be expected that the number of graduates would suddenly decline after most of the veterans had left the university. This was not the case, though, and in 1952 there were five graduates, more than ever before.

A decline did come the next year, however, with only two that year and one the following year. The Korean conflict occurred at this time and probably deterred a number

of potential graduates.

From 1954 through 1961, except 1956, there were from one to three graduates each year. In 1956, there were five graduates.

See Table XXV, on the following page, for further details.

#### Methods of Obtaining First Job

University placement facilities played virtually no role at all in finding jobs for advertising and journalistic management graduates. Not one of the respondents used this method for assistance in discovering his first job.

An overwhelming 82% of these graduates relied upon personal application to obtain a job after graduation. Other methods were used by only a few. Numbers and percentages for all methods are given in Table XXVI on page 55.

#### Areas of Employment

Oklahoma lost most of these advertising and journalistic management graduates from the beginning, as indicated in Table XXVII on page 55.

From the time of graduation, there has never been a majority of these graduates working in Oklahoma on any of their jobs. Over 57% left the state for their first job, and 62% worked out of the state on their second job.

TABLE XXV  
GRADUATION DATES OF ADVERTISING AND JOURNALISTIC  
MANAGEMENT GRADUATES WHO RESPONDED  
TO SURVEY

Year	Number	Per Cent
1924		
1925		
1926		
1927		
1928		
1929		
1930		
1931		
1932		
1933		
1934		
1935		
1936	1	2.5
1937		
1938		
1939	1	2.5
1940		
1941		
1942		
1943	1	2.5
1944		
1945		
1946		
1947		
1948	3	7.5
1949	2	5.0
1950	4	10.0
1951	4	10.0
1952	5	12.5
1953	2	5.0
1954	1	2.5
1955	3	7.5
1956	5	12.5
1957	1	2.5
1958	2	5.0
1959	3	7.5
1960	2	5.0
1961		
Totals	40	100.0



TABLE XXVI

METHODS THROUGH WHICH ALL ADVERTISING AND JOURNALISTIC  
MANAGEMENT GRADUATES WHO RESPONDED TO SURVEY  
OBTAINED FIRST JOB

Method	Number	Per Cent
University Placement		
Friend	3	7.5
Relative	1	2.5
Personal Application	33	82.5
Previous Experience	2	5.0
Employment Agency		
Didn't Recall	1	2.5
Totals	40	100.0

TABLE XXVII

AREAS IN WHICH ALL ADVERTISING AND JOURNALISTIC  
MANAGEMENT GRADUATES WHO RESPONDED TO SURVEY  
WERE EMPLOYED ON EACH JOB

Area	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
Oklahoma	17	42.5	13	38.2	5	23.8	16	41.0
Out-of-state	23	57.5	21	61.8	16	76.2	23	59.0
Totals	40	100.0	34	100.0	21	100.0	39	100.0

This trend increased with over 76% working out of Oklahoma on their third job. However, only 59% are working out of the state right now.

Perhaps these people are finding that opportunities in advertising and journalistic management are becoming more abundant in Oklahoma than in earlier years. Possibly for this reason, several are returning to work in this area.

#### Types of Work

As expected, advertising attracted the bulk of these particular graduates. Newspaper advertising accounted for around 18% on their first job, 27% on the second job, 24% on the third job and 15% are presently engaged in newspaper advertising.

Advertising agencies didn't take as many with 12½% of the alumni going into agency work on their first job, 8.8% on their second job, 4.8% on the third job and 12.8% on the present job. Here, the graduates went into agency work on their present job, left it on their second job and gradually returned to this type of work for succeeding jobs.

General business accounted for its share of the advertising and journalistic management graduates, too. It will be remembered that general business is interpreted to include any form of non-journalistic activity not covered in the table on the following page.

Almost 28% entered general business on their first job, 27% on the second job, 33% on the third job and 39% are

TABLE XXVIII

TYPES OF WORK IN WHICH ALL ADVERTISING AND JOURNALISTIC MANAGEMENT GRADUATES  
WHO RESPONDED TO SURVEY ARE ENGAGED

Type of Work	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
1. Newspapers:	11	27.5	11	32.4	6	28.6	10	25.7
Publishing							2	5.1
Managing Editor							1	2.6
Editing	1	2.5			1	4.8	1	2.6
Reporting	1	2.5	1	2.9				
Feature Writing								
Advertising	7	17.5	9	26.5	5	23.8	6	15.4
Printing	1	2.5	1	2.9				
Personnel								
Circulation	1	2.5						
2. Advertising Agency:								
Management			2	5.9			3	7.7
Account Executive	1	2.5						
Copy Writer	4	10.0	1	2.9	1	4.8	2	5.1
3. Industrial Editing:	3	7.5			2	9.5	3	7.7
4. Public Relations:			3	8.8	1	4.8		
5. Free-lance Work:								
6. Military:	7	17.5	3	8.8	1	4.8	2	5.1
7. Education:								
Administrative								
Journ. Teacher								
Regular Teacher			1	2.9	1	4.8	1	2.6
8. Radio-television:	2	5.0	2	5.9	1	4.8	2	5.1
9. Secretarial:			1	2.9	1	4.8	1	2.6
10. Church Work:	1	2.5	1	2.9				
11. General Business:	11	27.5	9	26.5	7	33.3	15	38.5
Totals	40	100.0	34	100.0	21	100.0	39	100.0

presently employed in general business. These large groups have probably found their training useful in several fields of endeavor.

Other fields, covered in Table XXVIII, employ only small numbers of advertising and journalistic management graduates, compared to the activities discussed above.

### Salaries

Table XXIX, on the following page, tells us that the mean salaries for advertising and journalistic management alumni are: \$72.84 on the first job, \$113.54 on the second job, \$109.87 on the third job and over \$167 on their present job. Evidently, these graduates' salaries are somewhat higher than the salaries of graduates in other curricula.

### Lengths of Jobs

The first two jobs the advertising and journalistic management alumni held averaged less than two years each. However, the third job lasted over  $2\frac{1}{2}$  years while the average alumnus from this major has been on his present job over  $3\frac{1}{2}$  years.

Again, this indicates that the advertising and journalistic management alumni are trying to gain experience when they take their first few jobs. As this experience is gained, succeeding jobs become more permanent. There is less need to change jobs so often after this experience

TABLE XXIX

REPORTED WEEKLY SALARIES OF ADVERTISING AND JOURNALISTIC  
MANAGEMENT GRADUATES WHO RESPONDED TO SURVEY

Salary in Dollars	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
0-25	2	5.0						
26-50	5	12.5	1	2.9	2	9.5	1	2.6
51-75	8	20.0	7	20.6	2	9.5		
76-100	9	22.5	8	23.5	4	19.0	4	10.3
101-125	3	7.5	2	5.9	5	23.8	7	17.9
126-150	2	5.0			3	14.3	5	12.8
151-175			1	2.9	2	9.5	4	10.3
176-200			3	8.8			4	10.3
201-225							1	2.6
226-250			1	2.9	1	4.8	2	5.1
251-275								
276-300							1	2.6
301-325								
326-350								
351-375			1	2.9			1	2.6
376-400								
401-425								
426-450								
451-475								
476-500								
501-525								
526-550								
551-575							1	2.6
576-600								
601-625								
626-650								
651-675								
676-700								
701-725								
726-750								
751-775								
776-800								
801-825								
no report	11	27.5	10	29.4	2	9.5	8	20.5
Totals	40	100.0	34	100.0	21	100.0	39	100.0
Mean =		\$72.84		\$113.54		\$109.87		\$167.34
Median =		\$75.00		\$ 87.50		\$110.00		\$145.00

has been obtained.

See Table XXX on page 61 for complete details of job lengths.

TABLE XXX

LENGTHS OF JOBS HELD BY ADVERTISING AND JOURNALISTIC  
MANAGEMENT GRADUATES WHO RESPONDED TO SURVEY

Length in Years	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
less than 1	16	40.0	9	26.5	6	28.6	7	17.9
1-2	13	32.5	9	26.5	4	19.0	6	15.4
2-3	3	7.5	5	14.7	4	19.0	5	12.8
3-4	2	5.0	3	8.8			3	7.7
4-5	1	2.5	2	5.9	2	9.5	2	5.1
5-6	2	5.0			2	9.5	4	10.3
6-7	1	2.5	3	8.8	1	4.8	4	10.3
7-8					1	4.8	1	2.6
8-9	1	2.5	1	2.9			3	7.7
9-10							1	2.6
10-11					1	4.8	1	2.6
11-12							1	2.6
12-13								
13-14								
14-15								
15-16								
16-17								
17-18								
18-19								
19-20								
20-21								
21-22								
22-23								
23-24								
24-25								
no report	1	2.5	2	5.9			1	2.6
Totals	40	100.0	34	100.0	21	100.0	39	100.0
Mean =	1 yr.9 mo. 11 days		1 yr.11 mo. 10 days		2 yrs.6 mo. 9 days		3 yrs.7mo. 19 days	
Median =	1 yr.3 mo. 23 days		1 yr. 9 mo. 14 days		2 yrs.3mo. 0 days		3 yrs.4mo. 0 days	

## CHAPTER VII

### ANALYSIS OF AGRICULTURAL JOURNALISM GRADUATES

#### Graduation Dates

According to the respondents' replies, there have been several years in which there were no graduates from the agricultural journalism major. See Table XXXI, on the following page, for proof of this.

The classes were relatively small until 1952 when there were three graduates. Then, 1952 and 1953 had only one each, with no one receiving this degree in 1955.

A curious thing occurred in 1956 when four people received a degree in agricultural journalism, compared to none only the year before. There were again no graduates the following year.

More graduates than ever before received their degree in 1958 with the number dropping to only one in 1959. Surprisingly, there was another increase in 1960 with four graduates and only one the following year.

From this, all that can be said is that it has been only in recent years that numbers of agricultural journalism graduates have achieved any real significance.



TABLE XXXI  
 GRADUATION DATES OF AGRICULTURAL JOURNALISM  
 GRADUATES WHO RESPONDED TO SURVEY

Year	Number	Per Cent
1924		
1925		
1926		
1927		
1928		
1929		
1930		
1931		
1932	1	3.2
1933		
1934		
1935	1	3.2
1936		
1937	1	3.2
1938		
1939		
1940		
1941	2	6.5
1942	1	3.2
1943		
1944		
1945		
1946	1	3.2
1947	2	6.5
1948	1	3.2
1949	1	3.2
1950		
1951		
1952	3	9.7
1953	1	3.2
1954	1	3.2
1955		
1956	4	12.9
1957		
1958	5	16.1
1959	1	3.2
1960	4	12.9
1961	1	3.2
Totals	31	100.0

### Methods of Obtaining First Job

Over 67% of the agriculture journalism alumni obtained their first job through personal application. University placement, the second most common method, provided jobs for some 16% of these graduates.

Other means of obtaining jobs upon graduation were used by only a few and are reported in Table XXXII.

TABLE XXXII  
METHODS THROUGH WHICH ALL AGRICULTURAL JOURNALISM  
GRADUATES WHO RESPONDED TO SURVEY OBTAINED  
FIRST JOB

Method	Number	Per Cent
University Placement	5	16.1
Friend	2	6.5
Relative		
Personal Application	21	67.7
Previous Experience	2	6.5
Employment Agency		
Didn't Recall	1	3.2
Totals	31	100.0

### Areas of Employment

Oklahoma has held its own in retaining agricultural journalism graduates, with the exception of present jobs where more than 65% are now working out of the state.

It is a different story for previous jobs, though. Over 48% stayed in Oklahoma on their first job, and 46% on their second job. Forty-three per cent of them are working in Oklahoma on their present job.

This compares favorably with the numbers of other graduates who left the state for employment. Perhaps this can be explained by the fact that Oklahoma is an agricultural state with more job opportunities for people trained in this type of journalism.

Table XXXIII gives the area in which the agricultural journalism alumni were employed on each of their jobs.

TABLE XXXIII

AREAS IN WHICH ALL AGRICULTURAL JOURNALISM  
GRADUATES WHO RESPONDED TO SURVEY  
WERE EMPLOYED ON EACH JOB

Area	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
Oklahoma	15	48.4	12	46.2	7	43.8	10	34.5
Out-of-state	16	51.6	14	53.8	9	56.3	19	65.5
Totals	31	100.0	26	100.0	16	100.0	29	100.0

## Types of Work

Newspapers played a relatively minor role in the employment of agricultural journalism alumni. About 19% of these graduates worked for newspapers on their first job, 15% on the second job, 13% on the third job and 14% on the present job.

In comparison, industrial editing and public relations took the greatest number of agricultural journalists, with 19% working in industrial editing on their first job and 29% in public relations. The second job found some 15% in industrial editing and 27% in public relations. There were 6% engaged in industrial editing on their third job with public relations accounting for 19%. Presently, 17% are working in industrial editing while 24% are in public relations.

The high number of graduates working in public relations is due to many of them working in public information agencies, preparing publicity releases.

Compared to newspapers, public relations and industrial editing, other types of work employ only small numbers of agricultural journalism alumni. For a more complete report on these fields, see Table XXXIV on the following page.

## Salaries

Salaries of agricultural journalism graduates are fairly attractive, as pointed out by Table XXXV on page 68.

TABLE XXXIV

TYPES OF WORK IN WHICH ALL AGRICULTURAL JOURNALISM GRADUATES WHO RESPONDED TO SURVEY ARE ENGAGED

Type of Work	First Job		Second Job		Third Job		Present		
	No.	%	No.	%	No.	%	No.	%	
1. Newspapers:	6	19.4	4	15.4	2	12.5	4	13.8	
Publishing									
Managing Editor									
Editing	1	3.2	1	3.8					
Reporting	3	9.7	3	11.5	2	12.5	3	10.3	
Feature Writing									
Advertising	2	6.5					1	3.4	
Printing									
Personnel									
Circulation									
2. Advertising Agency:									
Management									
Account Executive					1	6.3	1	3.4	
Copy Writer			1	3.8					
3. Industrial Editing:	6	19.4	4	15.4	1	6.3	5	17.2	
4. Public Relations:	9	29.0	7	26.9	3	18.8	7	24.1	
5. Free-lance Work:									
6. Military:	2	6.5	1	3.8	1	6.3	2	6.9	
7. Education:									
Administrative									
Journ. Teacher									
Regular Teacher	2	6.5	2	7.7	3	18.8	3	10.3	
8. Radio-television:	3	9.7	3	11.5	2	12.5	3	10.3	
9. Secretarial:									
10. Church Work:									
11. General Business:	3	9.7	4	15.4	3	18.8	4	13.8	
Totals	31	100.0	26	100.0	9	16	100.0	29	100.0

TABLE XXXV

REPORTED WEEKLY SALARIES OF AGRICULTURAL JOURNALISM  
GRADUATES WHO RESPONDED TO SURVEY

Salary in Dollars	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
0-25	4	12.9	1	3.8	1	6.3		
26-50	3	9.7	4	15.4	2	12.5	1	3.4
51-75	9	29.0	2	7.7				
76-100	7	22.6	7	26.9	1	6.3	2	6.9
101-125	2	6.5	4	15.4	4	25.0	6	20.7
126-150	2	6.5	3	11.5	1	6.3	6	20.7
151-175					3	18.8	3	10.3
176-200							1	3.4
201-225							1	3.4
226-250			1	3.8			1	3.4
251-275					1	6.3		
276-300							1	3.4
301-325								
326-350								
351-375								
376-400								
401-425								
426-450								
451-475								
476-500								
501-525								
526-550								
551-575								
576-600			1	3.8				
601-625								
626-650								
651-675								
676-700								
701-725								
726-750					1	6.3	1	3.4
751-775								
776-800								
801-825								
no report	4	12.9	3	11.5	2	12.5	6	20.7
Totals	31	100.0	26	100.0	16	100.0	29	100.0
Mean =		\$68.06		\$112.50		\$162.50		\$169.02
Median =		\$69.43		\$ 92.85		\$118.75		\$137.50

The table shows that the mean salary for the first job is around \$68 per week, compared to the mean of \$61 per week for all O.S.U. journalism graduates.

The graduates' salaries increase with successive jobs. The mean salary of the second job is around \$113 per week, \$163 for the third job and \$169 for the present job. Large increases are evident from one job to another, except for the present job. Here, there is only a \$9 per week increase from the third job.

Even with this small increase, the present salaries of the agricultural journalism alumni are considerably higher than the mean salary of \$155 for the present job of all graduates.

#### Lengths of Jobs

Even when their specialized training is considered, it is surprising that these alumni earn so much. They stay at their various jobs a much shorter length of time than do the rest of the graduates already discussed.

Nevertheless, they evidently find it to their advantage to change jobs frequently. The mean length of the first job is around  $1\frac{1}{2}$  years, the same for the second job,  $3\frac{1}{4}$  years for the third job and less than four years for the present job. There is no obvious reason for this frequent change of jobs by the agricultural journalism alumni.

Table XXXVI, on the following page, reports the job tenure of these alumni.

TABLE XXXVI  
 LENGTHS OF JOBS HELD BY AGRICULTURAL JOURNALISM  
 GRADUATES WHO RESPONDED TO SURVEY

Length in Years	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
less than 1	12	38.7	9	34.6	2	12.5	4	13.8
1-2	9	29.0	6	23.1	2	12.5	9	31.0
2-3	3	9.7	2	7.7	3	18.8	2	6.9
3-4	3	9.7	4	15.4	2	12.5	6	20.7
4-5	1	3.2	1	3.8	2	12.5		
5-6					3	18.8	1	3.4
6-7					1	6.3	2	6.9
7-8	1	3.2	1	3.8			1	3.4
8-9			1	3.8				
9-10	1	3.2					1	3.4
10-11							1	3.4
11-12								
12-13								
13-14								
14-15								
15-16								
16-17							1	3.4
17-18								
18-19								
19-20								
20-21								
21-22								
22-23								
23-24								
24-25							1	3.4
no report	1	3.2	2	7.7	1	6.3		
Totals	31	100.0	26	100.0	16	100.0	29	100.0
Mean =	1 yr.5 mo. 21 days		1 yr. 8 mo. 19 days		3yrs.4mo. 15 days		3 yrs.11mo. 9 days	
Median =	1 yr.4 mo. 0 days		1 yr. 6 mo. 0 days		3yrs.5mo. 0 days		3 yrs.0mo. 0 days	



## CHAPTER VIII

### ANALYSIS OF HOME ECONOMICS JOURNALISM GRADUATES

All of the home economics journalism graduates who responded to the survey were women. Consequently, any comparisons made to other graduates will be with female graduates discussed in Chapter III.

#### Graduation Dates

The graduation dates of these home economics journalism students is varied, with no more than two women receiving degrees in home economics journalism in any year.

Table XXXVII, on the following page, tells us the first person to receive this degree graduated in 1931. It was not until 1935 that another home economics journalism major graduated. There was one that year.

There were two in 1941 and no more until one graduated in 1944. The next years to have graduates in this major were 1948 and 1949, each having two graduates.

Several more years without graduates went by until 1956 and 1957 had one graduate each.

TABLE XXXVII  
GRADUATION DATES OF HOME ECONOMICS JOURNALISM GRADUATES  
WHO RESPONDED TO SURVEY

Year	Number	Per Cent
1924		
1925		
1926		
1927		
1928		
1929		
1930		
1931	1	9.1
1932		
1933		
1934		
1935	1	9.1
1936		
1937		
1938		
1939		
1940		
1941	2	18.2
1942		
1943		
1944	1	9.1
1945		
1946		
1947		
1948	2	18.2
1949	2	18.2
1950		
1951		
1952		
1953		
1954		
1955		
1956	1	9.1
1957	1	9.1
1958		
1959		
1960		
1961		
Totals	11	100.0

### Methods of Obtaining First Job

The two most common methods of gaining a job after graduation were used with about the same frequency for home economics journalism graduates and all women graduates. Personal application was used by some 55% of the home economics journalism graduates and about the same number for all women.

University placement facilities were used by around 18% of the home economics journalism graduates and approximately 17% of all the women graduates.

The largest difference was the use of an employment agency. The all women figure is around 5% while the percent of home economics journalism graduates using this method is 18%. Perhaps these are the ladies who went into secretarial work, as mentioned in Chapter III.

See Table XXXVIII, on the following page, for other methods employed by the home economics journalism graduates to secure their first position.

### Areas of Employment

Table IX on page 22 tells us that all of the female graduates tend to leave Oklahoma for their succeeding jobs.

Table XXXIX, on the following page, however, shows the opposite is true of the home economics journalism students. For the first time, journalism graduates have a tendency to stay in Oklahoma for employment.

TABLE XXXVIII

METHODS THROUGH WHICH ALL HOME ECONOMICS JOURNALISM  
GRADUATES WHO RESPONDED TO SURVEY  
OBTAINED FIRST JOB

Method	Number	Per Cent
University Placement	2	18.2
Friend		
Relative		
Personal Application	6	54.5
Previous Experience	1	9.1
Employment Agency	2	18.2
Didn't Recall		
Totals	11	100.0

TABLE XXXIX

AREAS IN WHICH ALL HOME ECONOMICS JOURNALISM GRADUATES  
WHO RESPONDED TO SURVEY WERE EMPLOYED  
ON EACH JOB

Area	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
Oklahoma	7	63.6	5	71.4	3	75.0	4	66.7
Out-of-state	4	36.4	2	28.6	1	25.0	2	33.3
Totals	11	100.0	7	100.0	4	100.0	6	100.0

Over 63% were in the state on their first job, 71% on the second job, 75% on the third job, and 67% on the present job. It is unusual that these numbers should become larger on jobs succeeding the first job. Then, the number suddenly becomes smaller on the present job.

No reason can be given for this. Neither can a reason be given for such a large number of home economics journalism graduates remaining in Oklahoma when so many others did leave this area.

#### Types of Work

No particular occupation attracts the majority of home economics journalism alumni. Table XL, on the following page, tells us that in no occupation are there more than two of these graduates employed.

In view of the small number of subjects discussed in the table, it is difficult to predict any trends.

#### Salaries

Home economics journalism graduates do not receive as high salaries as do other female graduates. This can be seen by comparing Table X on pages 26 and 27 to Table XLI on page 77. Table XLI gives the salaries of the home economics journalism graduates.

The salaries of the beginning job are comparable, each having a mean salary of around \$45 per week. A difference occurs on the second job, though, where the home economics

TABLE XL

TYPES OF WORK IN WHICH ALL HOME ECONOMICS JOURNALISM GRADUATES WHO RESPONDED TO SURVEY ARE ENGAGED

Type of Work	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
1. Newspapers:	2	18.2	2	28.6	1	25.0	2	33.3
Publishing								
Managing Editor								
Editing	1	9.1	2	28.6	1	25.0	2	33.3
Reporting	1	9.1						
Feature Writing								
Advertising								
Printing								
Personnel								
Circulation								
2. Advertising Agency:								
Management								
Account Executive								
Copy Writer	1	9.1						
3. Industrial Editing:	2	18.2	2	28.6			1	16.7
4. Public Relations:	1	18.2						
5. Free-lance Work:								
6. Military:	1	9.1						
7. Education:								
Administrative								
Journ. Teacher								
Regular Teacher	1	9.1	1	14.3	2	50.0	2	33.3
8. Radio-television:					1	25.0		
9. Secretarial:	2	18.2	1	14.3			1	16.7
10. Church Work:								
11. General Business:	1	9.1	1	14.3				
Totals	11	100.0	7	100.0	4	100.0	6	100.0

TABLE XLI

REPORTED WEEKLY SALARIES OF HOME ECONOMICS JOURNALISM  
GRADUATES WHO RESPONDED TO SURVEY

Salary in Dollars	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
0-25	2	18.1						
25-50	3	27.2	2	28.6	3	75.0	1	16.7
51-75	5	45.4	2	28.6			1	16.7
76-100			1	14.3			2	33.3
101-125					1	25.0	1	16.7
126-150							1	16.7
151-175								
176-200								
201-225								
226-250								
251-275								
276-300								
301-325								
326-350								
351-375								
376-400								
401-425								
426-450								
451-475								
476-500								
501-525								
526-550								
551-575								
576-600								
601-625								
626-650								
651-675								
676-700								
701-725								
726-750								
751-775								
776-800								
801-825								
no report	1	9.1	2	28.6				
Totals	11	100.0	7	100.0	4	100.0	6	100.0
Mean =	\$45.00		\$62.50		\$52.65		\$87.50	
Median =	\$50.00		\$62.50		none apparent		\$87.50	

journalism graduates' average salary is \$62.50, compared to \$70.31 for the all women figure.

In both cases, the mean salary of the third job is lower than the mean for the second job. The home economics journalism student earned around \$53 a week on their third job while the all women mean is around \$67.

There is approximately \$8 difference on the present job. The all women figure is around \$96 a week with the mean of the home economics journalism graduates being \$88.

#### Lengths of Jobs

It is difficult to explain the lower salaries which home economics journalism graduates earn because their length of employment for their jobs is longer than the lengths of jobs for all women graduates. Table XI, on pages 28 and 29 can be compared to Table XLII, on the following page, to see this.

The mean figures for all women graduates are about two years for the first job, less than two years for the second job, almost three years for the third job and  $2\frac{1}{2}$  years for the present job. Home economics journalism alumni stayed on their first job less than two years, about  $2\frac{1}{2}$  years on the second job, exactly three years on the third job and have been at their present job well over five years.

We see that the home economic journalism graduates stay on each succeeding job longer than they did on their previous job. This follows the pattern set by all other graduates discussed in previous chapters.



TABLE XLII  
 LENGTHS OF JOBS HELD BY HOME ECONOMICS JOURNALISM  
 GRADUATES WHO RESPONDED TO SURVEY

Length in Years	First Job		Second Job		Third Job		Present	
	No.	%	No.	%	No.	%	No.	%
less than 1	5	45.5	3	42.9	1	25.0		
1-2	3	27.3	1	14.3	1	25.0		
2-3					1	25.0	2	33.3
3-4			1	14.3			1	16.7
4-5								
5-6			1	14.3			1	16.7
6-7			1	14.3				
7-8					1	25.0	1	16.7
8-9	1	9.1						
9-10								
10-11							1	16.7
11-12								
12-13								
13-14								
14-15								
15-16								
16-17								
17-18								
18-19								
19-20								
20-21								
21-22								
22-23								
23-24								
24-25								
no report	2	18.2						
Totals	11	100.0	7	100.0	4	100.0	6	100.0
Mean =	1 yr. 8 mo. 22 days		2 yrs.7 mo. 23 days		3 yrs.0 mo. 0 days		5yrs. 4mo. 0 days	
Median =	1 yr. 0 mo. 0 days		2 yrs.0 mo. 0 days		2 yrs.0 mo. 0 days		4yrs. 0mo. 0 days	

## CHAPTER IX

### INTERPRETATION OF RESULTS

#### Summary and Conclusions

Only a few persons received journalism degrees during the early years of the O.S.U. Department of Journalism. As the years went by, more significant numbers of students received this degree from Oklahoma State University.

Until World War II, graduation classes in journalism became larger almost every year. The war caused many students to leave the university, before receiving their degrees, in order to enter the armed services. Consequently, journalism graduation classes became smaller during these years and most of the graduates at this time were women. In the years immediately following World War II, journalism graduating classes were unusually large (see Table I on page 6).

O.S.U. journalism graduates have had no difficulty in finding jobs. This seems to follow a national trend.

There have been, of course, fewer graduates during the past four years than in the years of the post-war enrollment bulge. . . . but the market for journalism graduates has been so strong in most sections of the country that all of the military-bound graduates, and a good many more non-existent graduates could have started on professional careers with the communications media or in allied fields.<sup>1</sup>

With job opportunities so abundant in this field, we can expect more O.S.U. students to pursue journalism careers.

Few graduates received their first job through university placement facilities, including the O.S.U. School of Journalism. More than 64 per cent of the respondents resorted to personal application to secure jobs after graduation.

Perhaps this has been the fault of the placement bureau and the School of Journalism at Oklahoma State University. In the past, few companies have come to the campus in search of journalism graduates. This situation still exists to some degree. Therefore, it should be the obligation of the university to encourage and interest potential employers in journalism students.

In recent years, many journalism students have obtained jobs through the School of Journalism. Nevertheless, many still search for their own contacts. It is evident, however, that the situation on campus is improving.

Oklahoma itself is not doing its share to provide

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<sup>1</sup>Edwin Emery, "The Market for Journalism Graduates," Journalism Quarterly, Winter 1956, p. 57.

attractive employment possibilities for journalism graduates. The tendency for graduates to leave the state can probably be accounted for by the low pay scales for journalistic types of work in this state.

Even journalists who start in Oklahoma leave the state to work at more profitable positions. Thus, it is actually costing Oklahoma employers to pay these initial low salaries. They have the expense of training these graduates, but are not able to retain them when their experience would be a valuable asset to the company.

O.S.U. journalism graduates are engaged in a galaxy of jobs upon graduation. Newspapers are the largest single group to employ these graduates, but on succeeding jobs, somewhat fewer remain in newspaper work.

Once again, this seems to follow a national trend as:

. . . it is almost astonishing that the newspaper continues to hold its traditional lead position as No. 1 market for journalism school products, but the returns show this is definitely the case. . . the signs that it is weakening appear to be conclusive, however.<sup>2</sup>

Possibly the lessening attractiveness of newspapers as potential employers is related to other fields that journalists find open to them.

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<sup>2</sup>Charles F. Duncan, "Newspapers Slipping as Number One Outlet for Journalism Graduates," Journalism Quarterly, Vol. 36, No. 4, Fall 1959, pp. 476-7.

In addition to jobs in newspaper reporting, new college graduates with journalism training will find numerous openings in related fields such as advertising, public relations, trade journals, radio and television.<sup>3</sup>

The wide variety of occupations in which O.S.U. journalism graduates engage seems to support the foregoing statement. Although some graduates work in areas of general business and occupations such as teaching, many have found their training useful in a number of fields related to journalism. Thus, they are able to use their talents in work such as public relations, publicity, industrial editing, radio and television, etc.

Beginning salaries of O.S.U. journalism graduates seem somewhat low. However, as mentioned several times in the body of this thesis, it must be remembered that several of the salaries reported in this study were from depression years, when salaries in all fields were extremely low.

The mean salary on current jobs, however, \$155.38 per week, compares favorably with national averages. Also, the shortage of journalism graduates in most sections of the country indicates that this salary, and the beginning salary, will be higher in the future.

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<sup>3</sup>Occupational Outlook Handbook, 1959 Edition, government Bulletin No. 1255, p. 205.

### Suggestions for Further Study

Many of the graduates who responded to this survey were enthusiastic about a study of this nature. They were happy to see that the O.S.U. School of Journalism is becoming more active, as they felt that it had become somewhat dormant in recent years.

A few people were antagonized by the use of postcards on the first mailing of the questionnaire. In view of this, the author recommends using only letters of a more personal nature in gathering future confidential information.

By all means, studies of O.S.U. journalism alumni should be continued in the future. Although it was not the primary purpose of this study to improve public relations with journalism alumni, the prestige of both the university and the School of Journalism has been increased. These graduates are anxious to learn what is happening at their university, and more frequent correspondence would certainly be appreciated.

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## APPENDIX A

### LISTING OF ALL JOURNALISM GRADUATES WITH ADDRESSES

Symbols: \* - questionnaire was returned and address is known to be correct.

\*\* - questionnaire did not reach the journalism graduate so address is last known address only.

Graduates listed without a symbol next to their name did not return a completed questionnaire. Also, their questionnaires were not returned for lack of sufficient address, so their last known address is assumed to be correct.

#### A

- |  |  |
|--|--|
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