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 2013, alumni of the Newhouse master’s program who graduated between 2010 and 2012 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>Time Frame</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>0-3 Months</td>
<td>63%</td>
</tr>
<tr>
<td>3-6 Months</td>
<td>20%</td>
</tr>
<tr>
<td>6-9 Months</td>
<td>11%</td>
</tr>
<tr>
<td>9-12 Months</td>
<td>2%</td>
</tr>
<tr>
<td>12+ Months</td>
<td>4%</td>
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</tbody>
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Overall, 88% of the survey respondents were employed full-time and 12% were employed part-time, the latter of which includes those respondents who took post-graduate internships.

Master’s students who are graduating from undergraduate programs in May 2014 and continuing immediately into the Newhouse master’s program will be looking for entry-level jobs at entry-level salaries upon completion of their graduate degree. 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) may see higher starting salaries of $3,000 to 8,000. Based on the fall 2013 survey of Newhouse master’s alumni graduating between 2010 and 2012, starting salaries for graduates’ first jobs were:

<table>
<thead>
<tr>
<th>Salary Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>$0-$20,000</td>
<td>21%</td>
</tr>
<tr>
<td>$20,000-$29,999</td>
<td>21%</td>
</tr>
<tr>
<td>$30,000-$39,999</td>
<td>32%</td>
</tr>
<tr>
<td>$40,000-$49,999</td>
<td>14%</td>
</tr>
<tr>
<td>$50,000-$59,999</td>
<td>8%</td>
</tr>
<tr>
<td>$60,000-$69,999</td>
<td>3%</td>
</tr>
<tr>
<td>$70,000-$79,999</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>$80,000+</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Successful job searches use a combination of methods and a proactive approach.

Companies that Recruit at Newhouse

- Burson-Marsteller
- Cline Davis & Mann
- Deutsch, Inc.
- Draftfcb
- Edelman
- ESPN
- Gannett Co., Inc.
- Hallmark
- Hearst
- Hill Hollickay
- The Huffington Post
- JWT
- McCann Erickson
- MediaCom
- MSL Group
- NBC Universal
- Reebok
- USA TODAY

Positions Acquired by Recent Master’s Graduates

**ADVERTISING**
- Content Manager, Crispin Porter + Bogusky
- Project Manager, JWT
- Strategic Planner, Saatchi & Saatchi LA

**ARTS JOURNALISM**
- Assistant Arts Editor, Seattle Met Magazine
- News Desk Editor, BroadwayWorld.com
- Staff Writer, The Film Stage

**BROADCAST JOURNALISM**
- Booking Producer, NBCUniversal
- International Schedule Planner, Golf Channel
- Production Assistant, ESPN

**DOCUMENTARY FILM & HISTORY**
- Researcher, Meetinghouse Productions
- Assistant Manager (Int’l. Distributor Svcs.), Focus Features Int’l.

**MAGAZINE-NEWSPAPER-ONLINE JOURNALISM**
- Assistant Editor, Rodale/Fitbie.com
- Reporter, InStyle
- SI.com Associate Producer, Sports Illustrated

**NEW MEDIA MANAGEMENT**
- Digital Media & Communications Coordinator, Florida Panthers
- Social Media Strategist, The Bowen Group

**MEDIA STUDIES**
- Community Manager, American Cancer Society
- Online Associate Producer - The Daily Press
- Researcher/Reporter - Newsweek

**PHOTOGRAPHY**
- Media Coordinator, The Metropolitan Museum of Art
- Photo Editor, Newday

**PUBLIC RELATIONS & PUBLIC DIPLOMACY**
- Comms. Leadership Development Program, Lockheed Martin
- Open Government Expert, The World Bank
- Public Relations Specialist, Welch Allyn

**TELEVISION-RADIO-FILM**
- Assistant Story Editor, Bunim/Murray Productions
- Production Assistant, Amblin/DreamWorksTV
- Producer, Cox Media Group