Though the communications industry has clearly felt the pinch of the economic downturn, Newhouse graduates are finding work in their fields: Compared with the University of Georgia’s annual survey of mass communications graduates (released each August) five months after their graduation, the employment rate for the Newhouse class of 2013 was 29% higher than the national average at the six-month mark. This may reflect the ability of recent graduates to be more selective than in recent years and could be an early indicator of a better job market for the next year’s class. Additionally, other indicators showed positive growth: Fewer grads had plans to attend grad school and three-quarters of students taking on post-graduate internships were being paid. The following data were gathered in the fall of 2012. Stats from prior years are provided for comparison.

Newhouse Class of 2012
Six Months after Graduation

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Class of ‘12</th>
<th>Employment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed Full Time</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Employed Part Time</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Post-Graduate Internship</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Still Seeking Employment</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Attending Graduate School</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Position Related to Career Goals</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>Average Salary*</td>
<td>$33,300</td>
<td>All majors combined</td>
</tr>
</tbody>
</table>

Companies that Recruit at Newhouse

- AOL/Huffington Post
- Burson-Marsteller
- Cline Davis & Mann
- Cohn & Wolfe
- Condé Nast Publications
- Deutsch Inc.
- Digitas
- Disney ABC TV Group
- Draftfcb
- Edelman
- Fox Sports
- Golf Channel
- Grey
- Hallmark
- Hearst Television
- Hill Holliday
- Initiative
- JWT
- Lockheed Martin
- MediaCom
- McCann
- MediaVest
- Momentum Worldwide
- MSL Group
- NBCUniversal
- NESN
- Reebok
- Rodale, Inc.
- Turner Broadcasting
- Universal McCann

Successful job searches use a combination of job hunting methods, with an emphasis on proactive efforts!

How Newhouse Graduates Found Jobs

- Personal Contact/Networking: 52%
- Previous Internship: 22%
- Applied Directly to Company: 14%
- On-Campus Recruiting: 6%
- Career Fair: 1%
- Employment Agency: 2%
- Classified Ads: 0%

Positions Acquired by the Class of 2012

- Advertising
  - Asst. Account Manager, Goodby, Silverstein & Partners
  - Associate Account Executive, mcgarrybowen
  - Assistant Strategist, PHD
  - Copywriter, Mintz-Hoke
  - Media Coordinator, True North, Inc.

- Broadcast Journalism
  - Production Assistant, Comcast SportsNet
  - Production Coordinator, ABC News, “Nightline”
  - Producer, SiriusXM Radio
  - Reporter, WHBF-TV (CBS Affiliate)
  - Sports Multimedia Journalist, WAOW-TV (ABC affiliate)

- Magazine Multimedia, Photography & Design
  - Broadcast Designer, NBA
  - Graphic Designer, Boxcar Press
  - Photographer, Freelance
  - Photographer, The Orange County Register

- Newspaper
  - Associate Producer, FORTUNE Digital
  - City Desk Intern, The Buffalo News
  - News Designer, Gannett Design Studio
  - Reporter, The Chautauquan Daily

- Public Relations
  - Account Coordinator, Coyne PR
  - Account Associate, LaunchSquad
  - Communications Specialist, General Electric
  - Media Relations Assistant, New York Jets
  - Publicity Assistant, Random House

- Television-Radio-Film
  - Associate Producer, nVision
  - Assistant Editor, Storm Studios
  - Field Production Assistant, Lighthearted Entertainment
  - Producer’s Assistant, The Late Show with David Letterman
  - West Coast Page, NBCUniversal Page Program
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.