

# Career Outlook 2019: Mass Communication

## Mass Communication Programs Available at Bemidji State University:

**Major:** Mass Communication (B.S.) See separate Career Outlook for Marketing Communication

**Minor:** Mass Communication

**Department Website:** [http://www.bemidjistate.edu/academics/departments/mass\\_communication](http://www.bemidjistate.edu/academics/departments/mass_communication)

### **EMPLOYMENT AREAS AND PROJECTED DEMAND:**

The "Occupational Outlook Handbook" (OOH) reports that the public relations specialists held 259,600 jobs in 2016, while reporters, correspondents, and broadcast news analysts held about 50,400 jobs in 2016.

The OOH reports that the median annual wages for salaried public relations specialists were \$59,300 in 2017. Employment of reporters, correspondents, and broadcast news analysts is projected to decline 9% to 2026. Salaries for news analysts, reporters, and correspondents vary widely but the median annual wage is \$62,910. Median annual wages of reporters and correspondents were \$39,370 in 2017. Having an internship or other related experience will provide an advantage when entering the workforce.

### **PLACEMENT INFORMATION FOR MASS COMMUNICATION GRADUATES:**

The competition for jobs for Bemidji State University Mass Communication graduates has increased significantly. Of the Bemidji State University 2016-2017 Mass Communication graduates, 90.9% reported obtaining related employment within one year of graduation, and one graduate continued their education. This does not include students who were continuing their education, not seeking employment, unavailable, or had unknown status.

### **PARTIAL LIST OF EMPLOYERS WHO HAVE REPORTED HIRING BSU MASS COMMUNICATION GRADUATES\*:**

**(This list only includes employment within one year of graduation.)**

De La Hunt Broadcasting	Radio Announcer	Bemidji, MN
FM 90	Sales Manager	Bemidji, MN
KKWB Coyote	Production Specialist	Bemidji, MN
Menards	Garden Supervisor	Bemidji, MN
Mintahoe Catering & Events	Project Coordinator	St. Anthony, MN
Phoenix New Media	Editor	Phoenix, AZ
RP Broadcasting	Mass Communications	Bemidji, MN
University of Minnesota	Athletic Communications Assistant	Minneapolis, MN

### **COLLEGES AND UNIVERSITIES WHERE BSU MASS COMMUNICATION GRADUATES HAVE GONE TO CONTINUE THEIR EDUCATION (previous year):**

- College of St. Scholastica, St. Cloud, MN

\*Degrees alone do not get students jobs. Internships, summer jobs, volunteer work, part-time jobs, work-study positions, and active participation in student organizations on campus are all ways to become more competitive in a tight job market.

### **Bibliography:**


- Annual Graduate Follow-Up Study 2016-2017. Bemidji State University, Bemidji, MN (2019)
- Bemidji State University Undergraduate Catalog 2018-2019. Bemidji State University, Bemidji, MN (2018)
- Occupational Outlook Handbook. U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2018)

**For more information, contact Career Services; Decker Hall/218-755-2038/career@bemidjistate.edu**

**For more job listings please visit:**



<https://www.bemidjistate.edu/services/career/events-guides-resources/job-listings/>

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