

Market Analysis for Journalism/Mass Communication

*Prepared by the Office of Research
Teaming to Serve Research Needs of the College
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Introduction

There are ten local two-year colleges that compete with Harper College's Journalism/Mass Communication program. Included in this report is a list of competitor colleges that offer a similar program. In addition, local, state, and national employment projections and wage data for related positions are provided. The list of competitor colleges within a 50 mile radius was obtained through the IPEDS – COOL website (<http://www.nces.ed.gov/ipeds/cool>) and college-specific program information was obtained from each identified college's website.

Table 1: Journalism/Mass Communication Competitor Colleges (within 50 mile radius)

Major Competitor	Length of Program	Credit hour
Harold Washington College (City College of Chicago) – Chicago, IL	AA – Cinema and Media Studies, 62 credits.	\$72/credit; \$189.95/credit (out-of-district)
Kennedy-King College (City College of Chicago) – Chicago, IL	AA – Journalism, 62 credits. AAS – Graphic Communications, 60 credits. AAS – Radio & TV Broadcasting, 60 credits. Advanced Certificate – Graphic Communications, 30 credits.	\$72/credit; \$189.95/credit (out-of-district)
Richard J. Daley College (City College of Chicago) – Chicago, IL	AA – Journalism, 60 credits.	\$72/credit; \$189.95/credit (out-of-district)
College of DuPage – Glen Ellyn, IL	AA – Journalism and Mass Communication, 64 credits. AAS – Film/Video Production, 64-67 credits. AAS – Television Production, 64-67 credits. Certificate – Advertising Design, 24 credits.	\$103/credit; \$292/credit (out-of-district)
Moraine Valley Community College – Palos Hills, IL	AA – Mass Communication, 62 credits.	\$72/credit; \$204/credit (out-of-district)
Morton College – Cicero, IL	AA – Pre-Journalism, credits N/A.	\$80/credit; \$208/credit (out-of-district)
Prairie State College – Chicago Heights, IL	AA – Mass Communication, 62 credits. AAS – Graphic Communications, 60-62 credits.	\$87/credit; \$244/credit (out-of-district)
South Suburban College – South Holland, IL	AA – Multimedia, 62 credits. AA – Radio/TV, 62 credits.	\$103.75/credit; \$281.75/credit (out-of-district)
Triton College – River Grove, IL	AA – Journalism/Mass Communication, credits N/A.	\$61/credit; \$179.80/credit (out-of-district)
Waubensee Community College – Sugar Grove, IL	AAS – Mass Communication, 64 credits. AA – Mass Communication, 63-65 credits. AS – Mass Communication, 63-65 credits. Certificate – Mass Communication, 24 credits.	\$75/credit; \$224.61/credit (out-of-district)

N/A=Not Available

Table 2: Journalism/Mass Communication Employment Projections

Chicago PMSA*		Employment		Employment Change		Average Yearly Job Openings		
SOC CODE	Occupational Title	2004 Number	2014 Number	2004 – 2014		Due to New	Due to Replacements	Average Yearly Total
				Number	% Change			
27-3011	Radio and Television Announcers	946	896	-50	-5.28	-5	24	19
27-3021	Broadcast News Analysts	184	194	10	5.65	1	4	5
27-3022	Reporters and Correspondents	1,820	1,733	-87	-4.76	-9	44	35
27-3031	Public Relations Specialists	3,385	3,871	486	14.35	49	49	98
27-3041	Editors	3,534	3,721	186	5.28	19	86	105
27-3099	Media and Communication Workers, All Other	1,475	1,664	189	12.84	19	18	37
Cook County*		Employment		Employment Change		Average Yearly Job Openings		
SOC CODE	Occupational Title	2004 Number	2014 Number	2004 – 2014		Due to New	Due to Replacements	Average Yearly Total
				Number	% Change			
27-3011	Radio and Television Announcers	834	784	-50	-6.04	-5	21	16
27-3021	Broadcast News Analysts	158	166	8	4.75	1	4	5
27-3022	Reporters and Correspondents	1,425	1,371	-54	-3.78	-5	34	29
27-3031	Public Relations Specialists	2,600	2,973	373	14.34	37	37	74
27-3041	Editors	2,705	2,866	160	5.92	16	65	81
27-3099	Media and Communication Workers, All Other	1,198	1,350	152	12.66	15	14	29

*Employment projections are from <http://www.ilworkinfo.com>

Table 2: Continued

DuPage County*		Employment		Employment Change		Average Yearly Job Openings		
SOC CODE	Occupational Title	2004 Number	2014 Number	2004 – 2014 Number	% Change	Due to New	Due to Replacements	Average Yearly Total
27-3011	Radio and Television Announcers	69	71	3	4.05	0	2	2
27-3021	Broadcast News Analysts	17	19	3	15.79	0	0	0
27-3022	Reporters and Correspondents	185	175	-10	-5.26	-1	4	3
27-3031	Public Relations Specialists	461	550	89	19.29	9	7	16
27-3041	Editors	443	475	32	7.24	3	11	14
27-3099	Media and Communication Workers, All Other	160	190	30	18.75	3	2	5
Lake County*		Employment		Employment Change		Average Yearly Job Openings		
SOC CODE	Occupational Title	2004 Number	2014 Number	2004 – 2014 Number	% Change	Due to New	Due to Replacements	Average Yearly Total
27-3011	Radio and Television Announcers	8	8	0	0.00	0	0	0
27-3021	Broadcast News Analysts	N/A	N/A	N/A	N/A	N/A	N/A	N/A
27-3022	Reporters and Correspondents	114	98	-16	-13.94	-2	3	1
27-3031	Public Relations Specialists	237	284	47	19.85	5	3	8
27-3041	Editors	252	259	7	2.71	1	6	7
27-3099	Media and Communication Workers, All Other	121	154	34	28.20	3	1	4

*Employment projections are from <http://www.ilworkinfo.com>

Table 2: Continued

McHenry County*		Employment		Employment Change		Average Yearly Job Openings		
SOC CODE	Occupational Title	2004 Number	2014 Number	2004 – 2014 Number	% Change	Due to New	Due to Replacements	Average Yearly Total
27-3011	Radio and Television Announcers	7	6	0	0.00	0	0	0
27-3021	Broadcast News Analysts	N/A	N/A	N/A	N/A	N/A	N/A	N/A
27-3022	Reporters and Correspondents	42	36	-5	-12.98	-1	1	0
27-3031	Public Relations Specialists	52	56	4	7.61	0	1	1
27-3041	Editors	82	79	-3	-3.61	0	2	2
27-3099	Media and Communication Workers, All Other	23	24	1	5.29	0	0	0
Statewide*		Employment		Employment Change		Average Yearly Job Openings		
SOC CODE	Occupation Title	2004 Number	2014 Number	2004 – 2014 Number	% Change	Due to New	Due to Replacements	Average Yearly Total
27-3011	Radio and Television Announcers	1,528	1,480	-48	-3.14	0	39	39
27-3021	Broadcast News Analysts	291	305	14	4.81	1	7	8
27-3022	Reporters and Correspondents	2,929	2,749	-180	-6.15	0	71	71
27-3031	Public Relations Specialists	4,973	5,641	668	13.43	67	71	138
27-3041	Editors	5,391	5,608	217	4.03	22	131	152
27-3099	Media and Communication Workers, All Other	2,241	2,491	250	11.16	25	27	52

*Employment projections are from <http://www.ilworkinfo.com>

Table 2: Continued

National**		Employment		Employment Change		Average Yearly Job Openings		
SOC CODE	Occupational Title	2004 Number	2014 Number	2004 – 2014 Change	% Change	Due to New	Due to Replacements	Average Yearly Total***
27-3011	Radio and Television Announcers	57,469	53,741	-3,728	-6.5	N/A	N/A	1,000
27-3021	Broadcast News Analysts	7,591	7,916	325	4.3	N/A	N/A	0
27-3022	Reporters and Correspondents	56,289	59,059	2,770	4.9	N/A	N/A	2,000
27-3031	Public Relations Specialists	187,567	230,505	42,938	22.9	N/A	N/A	7,000
27-3041	Editors	127,258	146,056	18,798	14.8	N/A	N/A	5,000
27-3099	Media and Communication Workers, All Other	39,489	45,685	6,196	15.7	N/A	N/A	1,000

**Employment projections are from <http://www.bls.gov>

***Estimate of average yearly job opening due to new jobs and net replacement needs.

Table 3: Journalism/Mass Communication Wage Data**Chicago PMSA***

SOC CODE	Occupational Title	Entry Wage		Median Wage		Experienced Wage	
		Hourly	Annual	Hourly	Annual	Hourly	Annual
27-3011	Radio and Television Announcers	\$7.92	\$16,489	\$17.75	\$36,911	\$25.42	\$52,879
27-3021	Broadcast News Analysts	\$12.19	\$25,358	\$27.40	\$56,987	\$53.97	\$112,257
27-3022	Reporters and Correspondents	\$9.36	\$19,478	\$13.67	\$28,447	\$23.44	\$48,743
27-3031	Public Relations Specialists	\$14.73	\$30,639	\$24.03	\$49,974	\$33.08	\$68,804
27-3041	Editors	\$15.33	\$31,890	\$21.22	\$44,128	\$28.65	\$59,598
27-3099	Media and Communication Workers, All Other	\$13.53	\$28,153	\$21.40	\$44,516	\$26.59	\$55,312

Cook County*

SOC CODE	Occupational Title	Entry Wage		Median Wage		Experienced Wage	
		Hourly	Annual	Hourly	Annual	Hourly	Annual
27-3011	Radio and Television Announcers	\$8.78	\$18,264	\$18.84	\$39,190	\$27.03	\$56,235
27-3021	Broadcast News Analysts	\$12.91	\$26,854	\$28.14	\$58,537	\$55.74	\$115,925
27-3022	Reporters and Correspondents	\$9.11	\$18,957	\$13.98	\$29,074	\$24.74	\$51,459
27-3031	Public Relations Specialists	\$14.72	\$30,611	\$23.63	\$49,152	\$32.01	\$66,584
27-3041	Editors	\$15.24	\$31,692	\$21.11	\$43,900	\$28.59	\$59,484
27-3099	Media and Communication Workers, All Other	\$14.45	\$30,046	\$21.60	\$44,928	\$26.44	\$54,993

*State wage information from <http://www.ilworkinfo.com> (as of 1st quarter of 2006)

Table 3: Continued**DuPage County***

SOC CODE	Occupational Title	Entry Wage		Median Wage		Experienced Wage	
		Hourly	Annual	Hourly	Hourly	Annual	Hourly
27-3011	Radio and Television Announcers	N/A	N/A	N/A	N/A	N/A	N/A
27-3021	Broadcast News Analysts	N/A	N/A	N/A	N/A	N/A	N/A
27-3022	Reporters and Correspondents	\$12.14	\$25,245	\$13.28	\$27,616	\$17.00	\$35,370
27-3031	Public Relations Specialists	\$19.03	\$39,563	\$37.78	\$78,585	\$41.76	\$86,846
27-3041	Editors	\$17.73	\$36,881	\$23.29	\$48,442	\$29.82	\$62,032
27-3099	Media and Communication Workers, All Other	\$14.55	\$30,258	\$26.05	\$54,185	\$36.26	\$75,433

Lake County*

SOC CODE	Occupational Title	Entry Wage		Median Wage		Experienced Wage	
		Hourly	Annual	Hourly	Hourly	Annual	Hourly
27-3011	Radio and Television Announcers	N/A	N/A	N/A	N/A	N/A	N/A
27-3021	Broadcast News Analysts	N/A	N/A	N/A	N/A	N/A	N/A
27-3022	Reporters and Correspondents	N/A	N/A	N/A	N/A	N/A	N/A
27-3031	Public Relations Specialists	\$15.84	\$32,950	\$21.45	\$44,598	\$26.68	\$55,512
27-3041	Editors	\$15.95	\$33,182	\$21.62	\$44,973	\$27.46	\$57,127
27-3099	Media and Communication Workers, All Other	\$10.73	\$22,320	\$21.65	\$45,035	\$25.30	\$52,610

*State wage information from <http://www.ilworkinfo.com> (as of 1st quarter of 2006)

Table 3: Continued**McHenry County***

SOC CODE	Occupational Title	Entry Wage		Median Wage		Experienced Wage	
		Hourly	Annual	Hourly	Annual	Hourly	Annual
27-3011	Radio and Television Announcers	N/A	N/A	N/A	N/A	N/A	N/A
27-3021	Broadcast News Analysts	N/A	N/A	N/A	N/A	N/A	N/A
27-3022	Reporters and Correspondents	N/A	N/A	N/A	N/A	N/A	N/A
27-3031	Public Relations Specialists	\$23.06	\$47,963	\$31.67	\$65,867	\$32.70	\$68,018
27-3041	Editors	N/A	N/A	N/A	N/A	N/A	N/A
27-3099	Media and Communication Workers, All Other	N/A	N/A	N/A	N/A	N/A	N/A

Statewide*

SOC CODE	Occupational Title	Entry Wage		Median Wage		Experienced Wage	
		Hourly	Annual	Hourly	Hourly	Annual	Hourly
27-3011	Radio and Television Announcers	\$7.44	\$15,482	\$12.92	\$26,874	\$21.11	\$43,900
27-3021	Broadcast News Analysts	\$9.31	\$19,362	\$16.71	\$34,749	\$40.02	\$83,254
27-3022	Reporters and Correspondents	\$8.72	\$18,132	\$13.31	\$27,681	\$21.77	\$45,281
27-3031	Public Relations Specialists	\$13.90	\$28,903	\$22.62	\$47,052	\$31.19	\$64,865
27-3041	Editors	\$14.82	\$30,811	\$21.11	\$43,915	\$28.23	\$58,709
27-3099	Media and Communication Workers, All Other	\$13.06	\$27,174	\$21.53	\$44,780	\$26.85	\$55,847

*State wage information from <http://www.ilworkinfo.com> (as of 1st quarter of 2006)

Table 3: Continued

National**

SOC CODE	Occupational Title	Median Hourly	Mean Hourly	Mean Annual	Mean RSE***
27-3011	Radio and Television Announcers	\$11.69	\$17.36	\$36,120	2.3%
27-3021	Broadcast News Analysts	\$22.46	\$32.17	\$66,910	2.2%
27-3022	Reporters and Correspondents	\$16.09	\$20.14	\$41,900	1.4%
27-3031	Public Relations Specialists	\$22.76	\$25.85	\$53,760	0.6%
27-3041	Editors	\$22.59	\$25.59	\$53,220	0.9%
27-3099	Media and Communication Workers, All Other	\$20.47	\$22.26	\$46,310	1.4%

**National wage information from <http://www.bls.gov> (as of May 2006)

***RSE – Relative Standard Error