

Many J-schools point students the wrong
way in changing jobs market ...
... we learn from those who don't

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Student perception is one reason: need
jobs to justify university time

So, where *are* the jobs ... really???

- Australia in 2007
 - Cokley & Ranke (2009) study
- New follow-up studies
 - Figures from Wisconsin
 - Figures from Sweden ... a different ingredient in the market forces ... subsidies
 - What are they saying?

Four researchers

Three continents

- Jobs in Australia (Angela Ranke and John Cokley)
- Jobs in the United States (Jessica McBride)
- Jobs in Sweden
- (Maria Edstrom)



Theoretical foundation: Long Tail

- ‘Long tail’ theory (Anderson 2005, 2008; Simons 2007: 76) suggests that the sum of economic activity among medium and small enterprises and products is equal to or greater than the sum of economic activity among large enterprises and high-selling products, because there are many more medium-to-small enterprises than large ones.
- Many markets – retail (Sears & Roebuck, Marshall Field’s, Amazon, Netflix, and others)

Summary of findings

- **Existence of Long Tail shape of the market in Australia and the US is supported by this study**
- **Something interesting happening in Sweden**
- The print job market is stable or thriving in many sectors
- The market might look to the hyper-local, non Web-based approach in other countries
- Researchers want to expand research outside of Europe, Australia and North America.
- Who will join us to cover Africa, South Africa, the Middle East, and Asia?

Why study jobs?

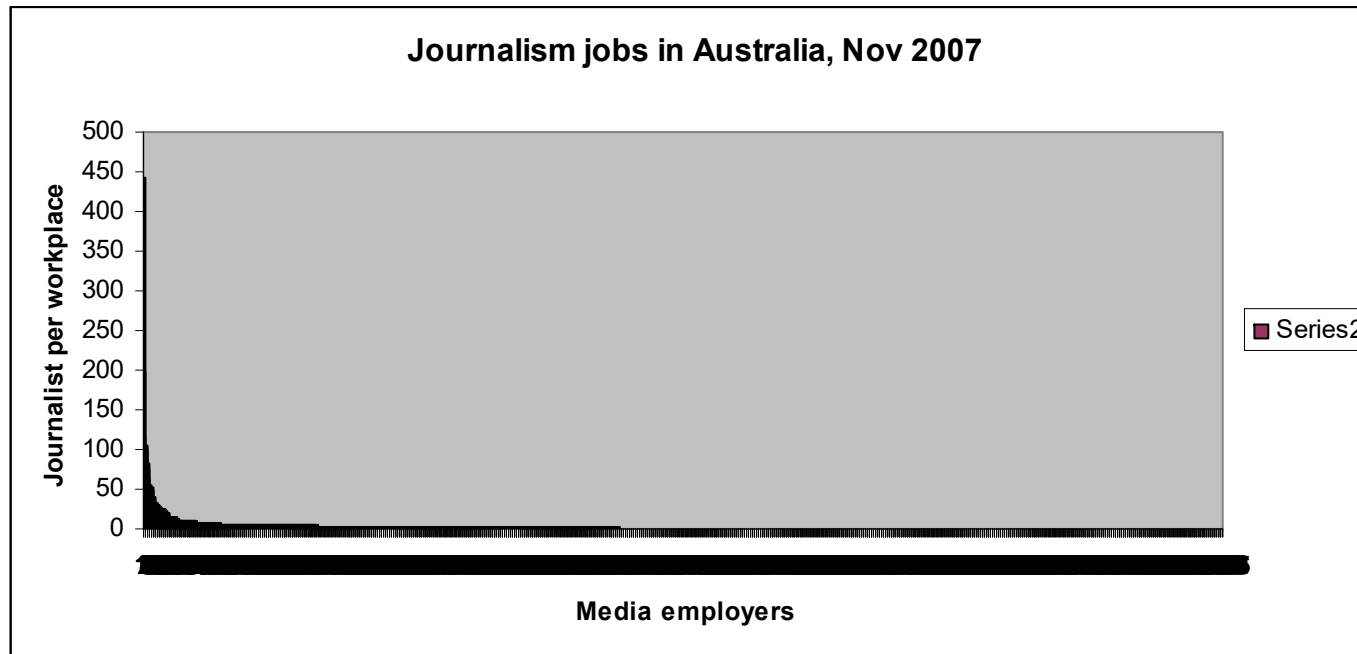
- This is a tool for developing economic capacity in Africa and South America, and a way of interrogating sustainability useful to the West
- Discovering a more viable, sustainable print model is imperative for developed countries and democracies
- Student motivation and involvement in journalism is affected by misleading rhetoric that the media are dead or dying

The graphs

- Standard Long Tail (Anderson 2008)

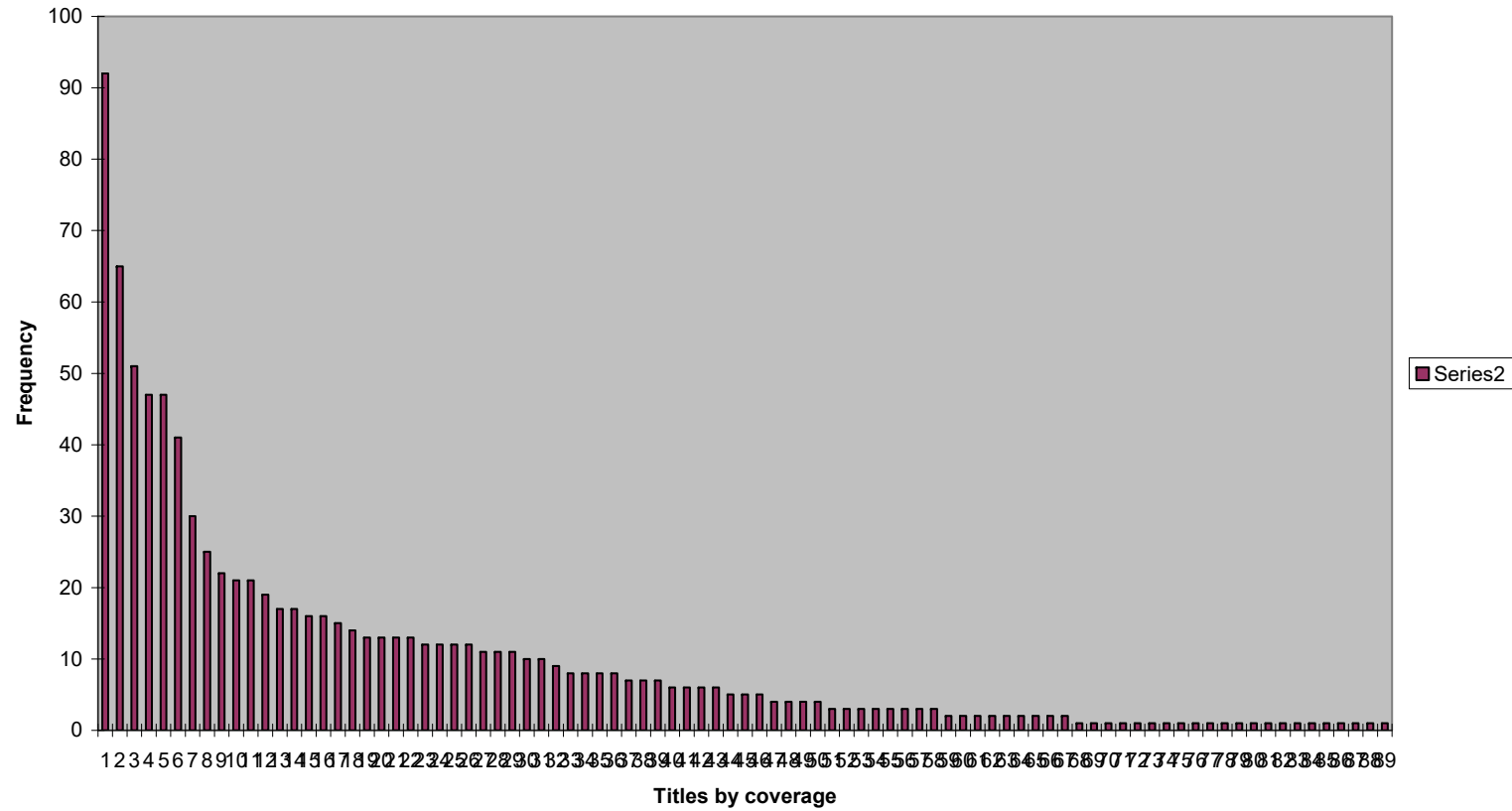


Australian media jobs

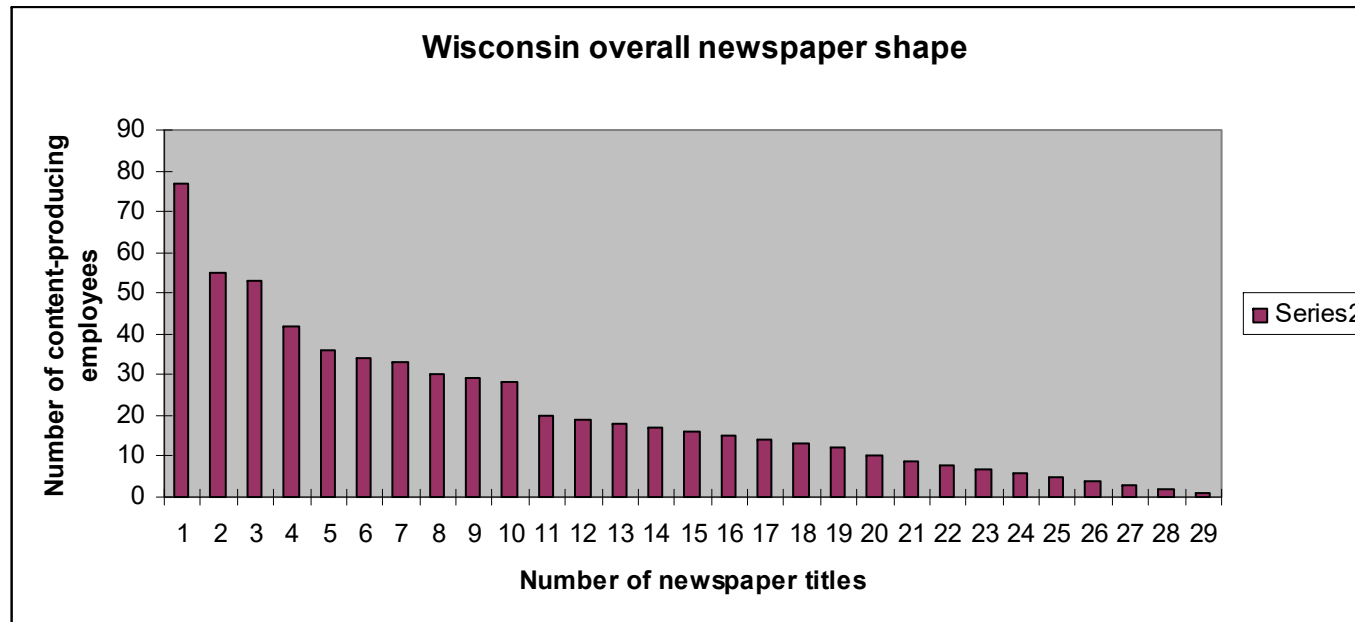


Australian magazine jobs

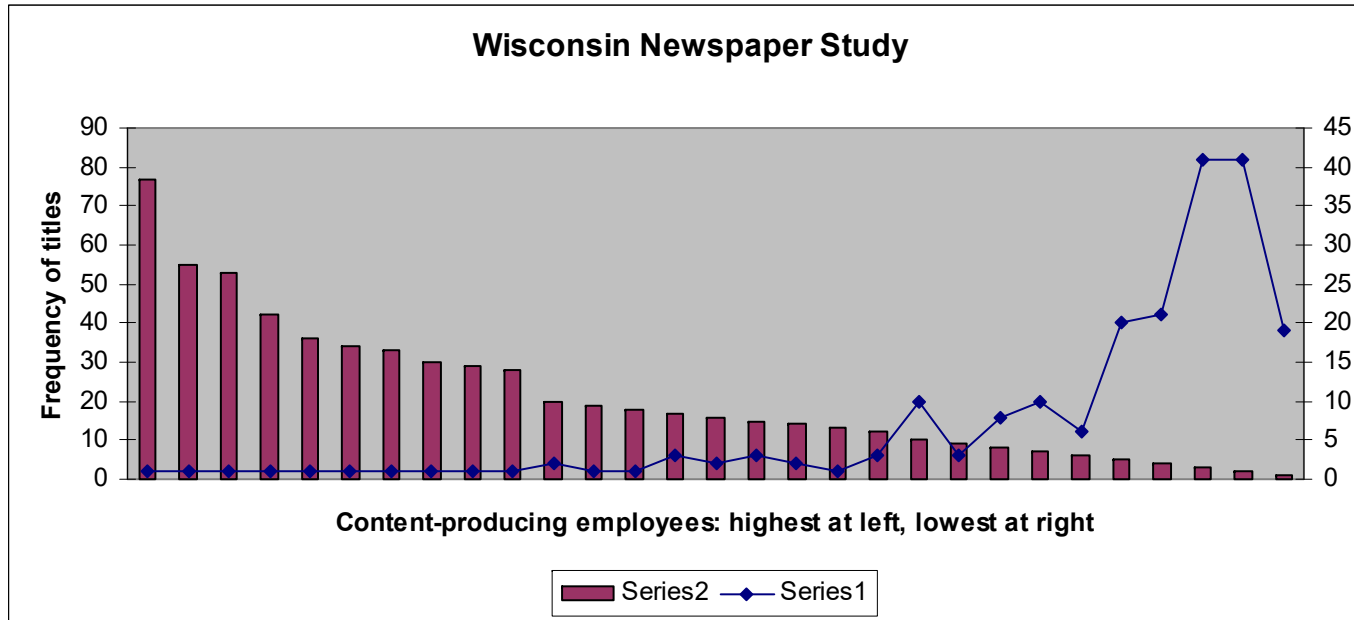
Magazine topics and titles



And in Wisconsin



Newspaper content-producing employees vs number of mastheads



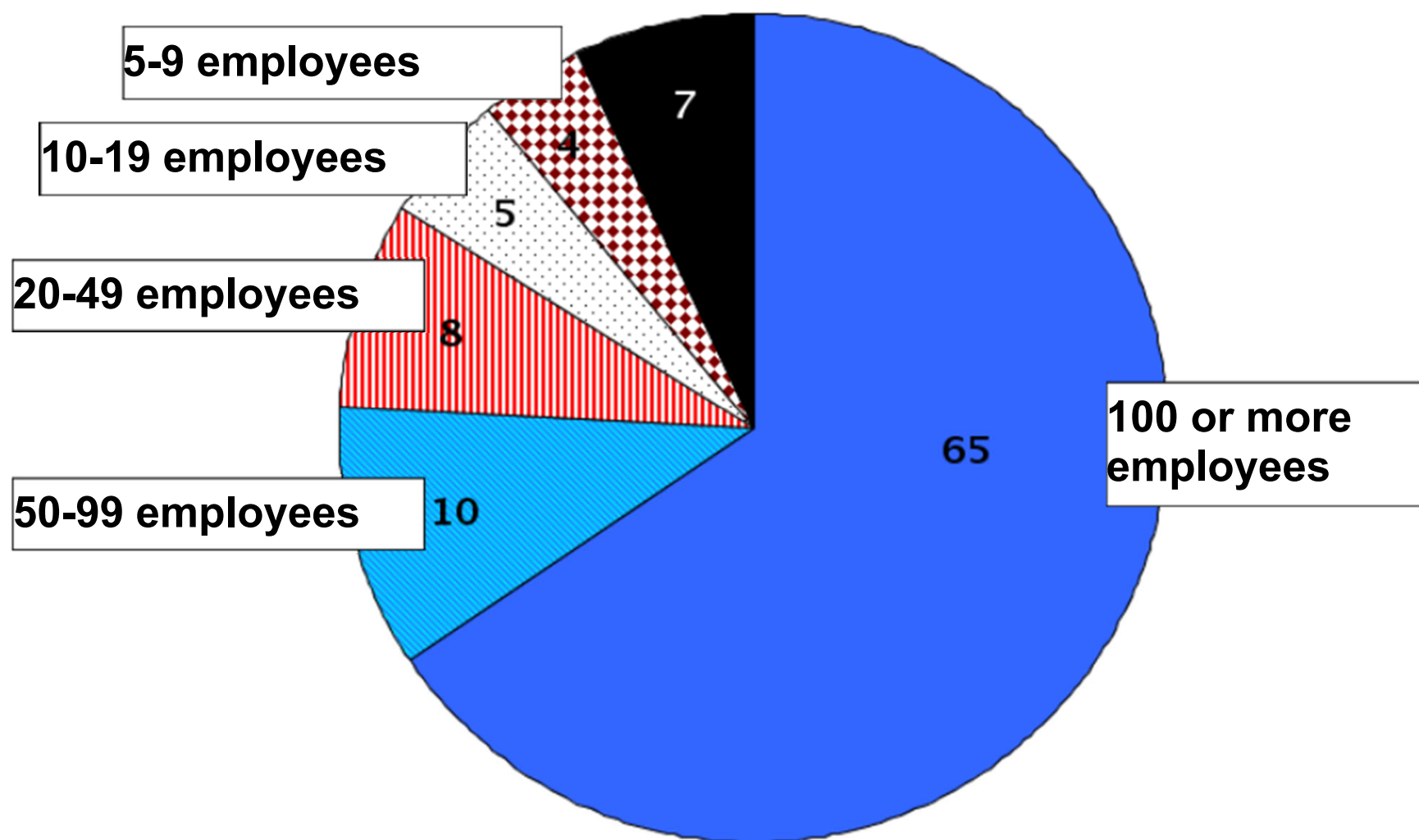


Facts about Sweden



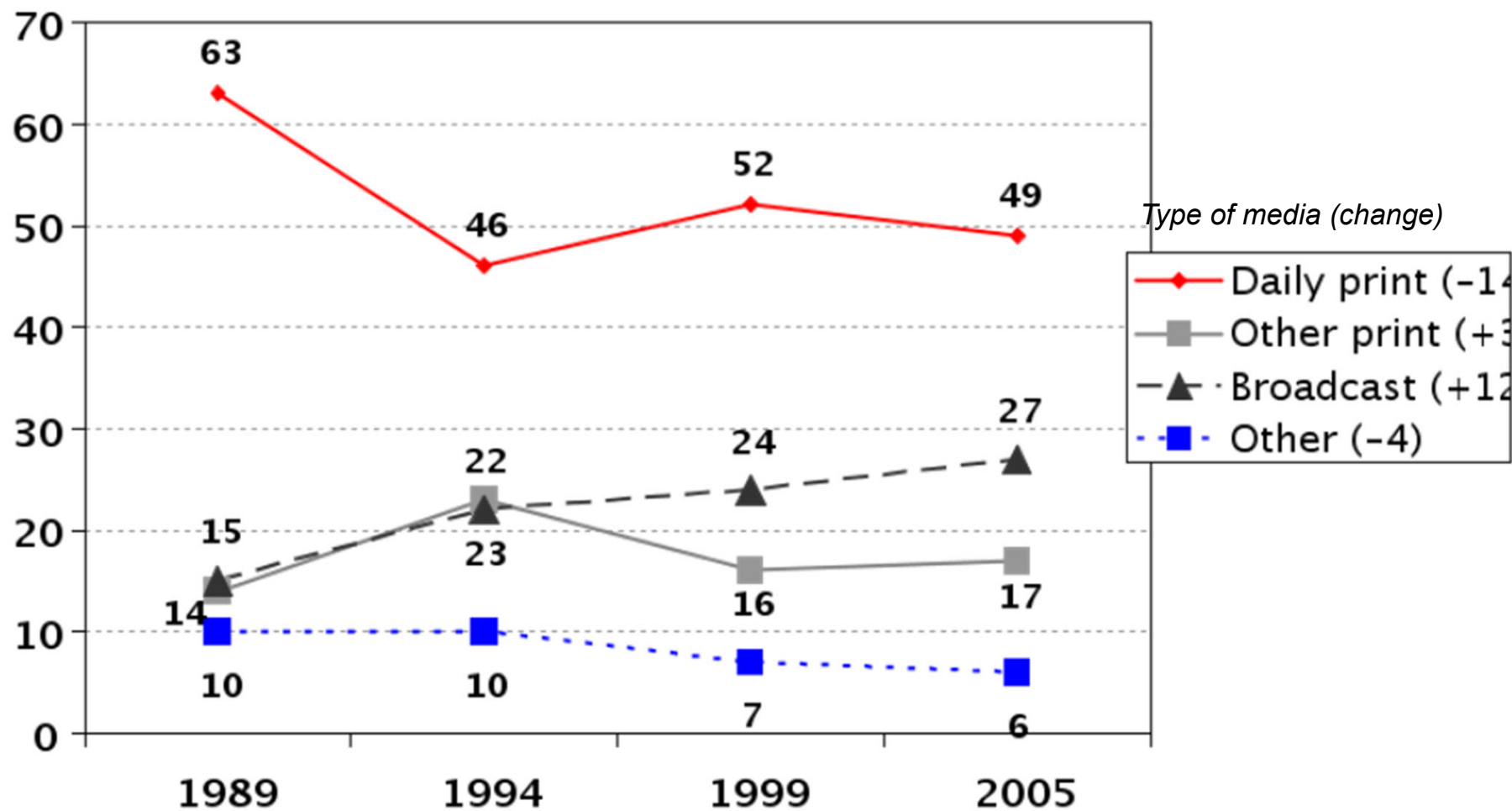
- 9 million inhabitants
- 155 newspapers (2007)
- 466 sold copies/1000 inhabitants (World press trends 2008)
- **Strong public service** through licence fees
- **Large press subsidies** as a mean for diversity and freedom of expression
- **No 1 on press freedom** together with Norway, Finland, Denmark and Ireland (2009 RSF)

Employment market for journalists, writers and information communicators in Sweden



Per cent of journalists in different types of workplaces in 2008
(Source Swedish Bureau of statistics, SCB)

Employed journalist in different types of media in Sweden 1989-2005 (per cent)



Source: The survey **Swedish Journalists** conducted by University of Gothenburg

US Urban dailies struggle

- Advertising revenue plunged 23% in 2008
- Circulation declined 7% in 2009
- 5900 journalism jobs cut in the US in 2008, double the previous year and representing 11% of the job market
- However, the newspaper market has far more breadth and the experience is not the same outside of urban markets

Smaller US newspapers nationally

- **Remained core information sources for their communities**
- Retain high readership penetration – 86% of communities
- Often weeklies

Long-tail nationally in US

- According to the National Newspaper Association:
 - Non-daily newspapers with fewer than 15,000 subscribers amount to 80% of market. Some 8,000 newspapers read by 86 million Americans each week
 - There were 1408 daily newspapers in the country

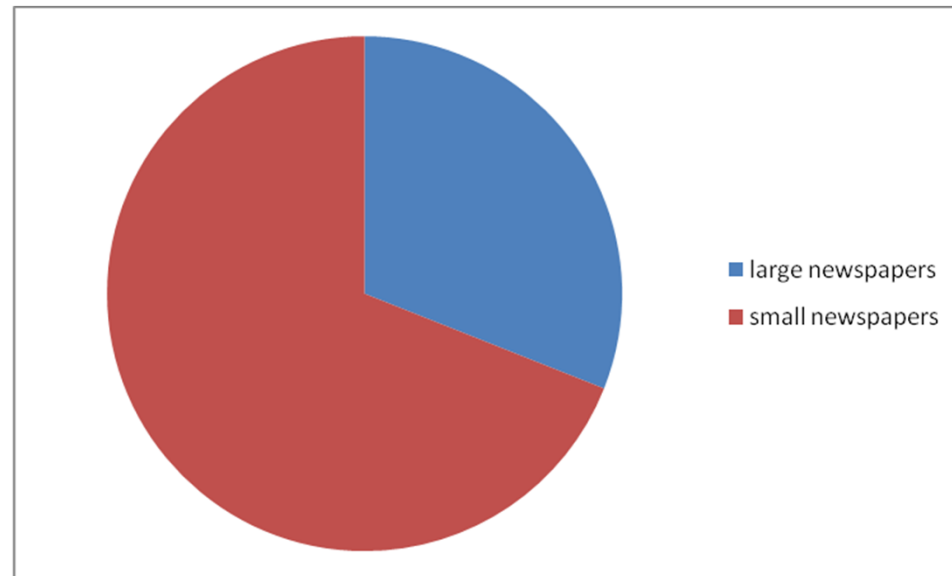
Findings in Wisconsin

- 231 active state newspapers, including 18 dailies
- 207 or 90% were contacted
- Includes ethnic and religious press
- Total of 1535 “content-producing jobs.” One daily newspaper, the *Milwaukee Journal Sentinel*, had the most – 131

Long-tail theory in Wisconsin

- 9 Wisconsin newspapers offer 32% of state's content producing jobs.
- Thus, 68% of the state's content-producing jobs are at the 198 newspapers with fewer than 30 people in the newsroom.
- Newspapers with staffs of 5 or less produced a little more than 25% of the content producing newspaper jobs in the state.

Newspaper jobs in Wisconsin



Trends

- Wisconsin journalism students were often negative about job market. Employers were often positive.
- 78% of the newspapers contacted had increased or maintained their staffing levels compared to 5 years before.
- In addition, about half of the editors at the smaller newspapers attributed their continued success in part to hyper local, exclusive product but also to a refusal to embrace a Web strategy.
- In the last couple days, we have been talking to journalists from Africa and developing countries who work for hyper-local outlets, some without Web presence. This mirrors the Wisconsin findings.

Take-home message

- Journalism educators should continue a focus on existing reporting, editing and design skills, recognizing that many community newspapers are not even on the Internet.
- Journalism educators might consider offering greater training in entrepreneurship for students, as well as offering a broader view of the newspaper job market.
- Opportunity for professional development for journalist staffers disconnected after upheaval.