

Journalism:

High J-school enrollments and keen competition tighten up the job market

By LORA CUYKENDALL
Of the Emerald

Editor's note: This is the fifth in a series of nine articles on the job outlook for the 1976 graduate. Wednesday's article deals with Architecture and Allied Arts.

While opportunities for gratis work abound, finding a paying job in journalism these days is like trying to find a seat at a Duck basketball game: good positions are hard to come by.

With the profession becoming increasingly glamorized by movies like "All the President's Men" and the personality cults surrounding network television newsmen, more and more students are entering the field. At this University, for example, enrollment in the journalism school has risen from 370 in 1965 to 1,200 in 1976. The trend started even before Watergate and was linked to the deteriorating job market for liberal arts majors — journalism seemed a bridge between the arts and the professions.

Competition in all fields of journalism — advertising, news-editorial, broadcasting, photography and public relations — is keen, and job applicants are becoming more and more qualified. Even weekly and suburban newspapers, the traditional entry-level field, are demanding that their writers have a bachelor's degree and experience. Jobs at metropolitan dailies are rarely going to graduates — several year's reporting experience is required.

But even though the field is flooded, communications will continue to play an important role in society and journalists will be needed to get the news out. *The Graduate*, in its job outlook report, says that those students with exceptional writing skills, the ability to handle specialized subjects and related talents (such as

photography skills) will be in the greatest demand. The magazine also forecasts a bright outlook for photographers and darkroom technicians.

As with other fields, geographic mobility is essential for finding work in journalism.

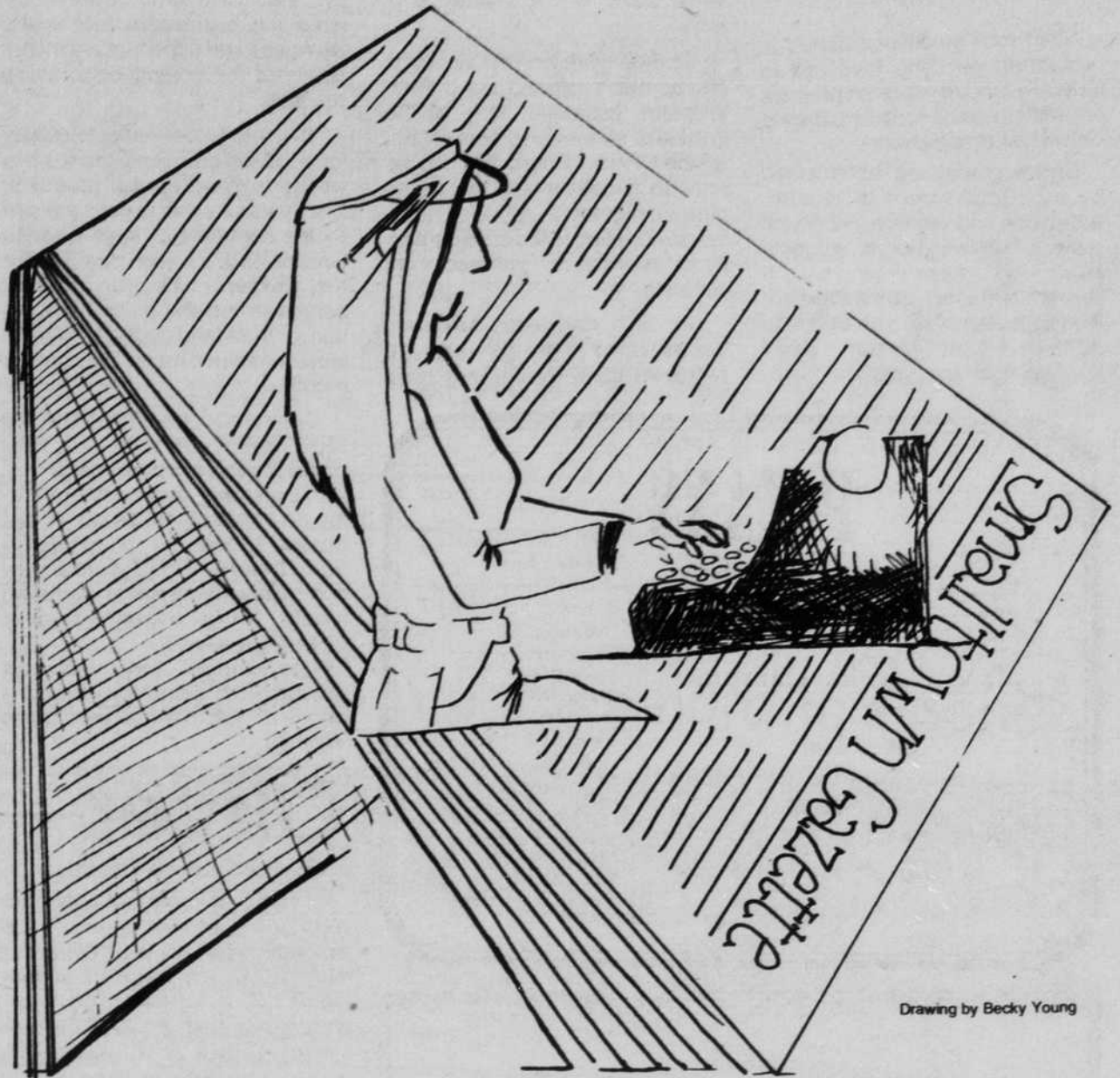
"To get a job in newspapering, go anywhere but here," is the advice given by Eugene Register-Guard managing editor Barrie Hartman. Hartman says an informal survey he took about a month ago indicated that in the Northwest even the small coastal and eastern newspapers are being inundated with applications.

Bill Hilyard, assistant managing editor of *The Oregonian*, reports that he receives about three applications a day and interviews an average of four to five persons a week. The turnover rate at *The Oregonian* is slightly less than one position a year.

Even though the job situation on the West Coast for journalists is generally tight, other areas of the country offer more opportunities. "If a person chooses an area like Montana or Idaho and writes to every decent daily in the state, he should get at least one offer," says Roy Halverson, journalism professor. "If you work at it, you can get a job at a paper you respect."

But even persistence may not win a graduate a job in broadcasting. Because of the scarcity of positions, it is one of the hardest fields for the beginner to break into. Ted Bryant, news director for KOIN-TV, Channel 6, in Portland, reports that turnover at that station is practically nil.

"People wait for years for the chance to get on here," he says. "They don't often leave." He says experience at stations in smaller markets like Eugene is essential for getting a job in the major mar-



Drawing by Becky Young

kets. "It's best to work someplace where you can learn all phases of the business," he counsels.

With more and more businesses becoming image conscious, the job market for journalists specializing in public relations is brightening. But the people who are doing the hiring in the field say several years experience in newspapering — to hone writing

skills and become familiar with the organizational structure of the media — helps in securing a public relations job.

And like everything else, experience, plus imagination, is a key to finding work in advertising. Because most agencies are located in population centers, geographic mobility — and talent — are a must.

Although the employment picture in journalism is generally bleak, there is a definite ray of hope for women.

"The field has been traditionally male-dominated, and the pressure is on to hire women," says Bryant. "A well-qualified, experienced woman — or minority — can practically write her own ticket."

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EVENTS

THE INTERNATIONAL EDUCATION CENTER is sponsoring a forum on Micronesia, conducted by Awasio Eram, currently a student at the University of Oregon. It will be held at 7:30 p.m., Tuesday June 1, 1976, in the International Lounge of the EMU. Everyone is welcome, and we encourage you to attend. 10423:1

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(1966, 95m.)

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