

Overview

The media and entertainment industry consists of film, television, radio and print. These segments include movies, TV shows, radio shows, news, music, newspapers, magazines, and books.

Job Titles

In general, media and entertainment jobs include reporters, correspondents, and broadcast news analysts; writers and authors; editors; photographers; graphic designers; translators; film and video editors and camera operators; broadcast and sound engineering technicians; announcers; producers and directors; and performers—from actors to musicians and composers. The workers who are behind the scenes and focused on the business side are public relations people, talent agents and representatives, marketing managers, entertainment lawyers, and distribution workers, among others.

Skills Needed

The media and entertainment industry attracts a wide variety of personalities and backgrounds. It's a given that creative, innovative people are welcome, as are those with a knack for analyzing and prioritizing news, creating business plans, negotiating contracts, pitching and selling, marketing and promoting, or crunching numbers.

The general job requirements include strong communication skills, the ability to work well independently and on a team, management skills, problem-solving abilities, and knowing how to prioritize work and meet deadlines. Depending on the type of job, the interviewer might want to see that the candidate has social skills, has some ideas for where to begin scouting for props, or can be useful and efficient when under pressure. A flexible attitude, self-confidence, solid knowledge of the company and its players, and a decent sense of humor can help. For many of the jobs, having a thick skin is also useful.

Most media and entertainment jobs require an undergraduate degree, and some require licensure and/or membership in a trade union. The most common bachelor's degrees are in writing, editing, journalism, broadcast journalism, mass communications, radio and television arts, film, graphic design, fine art, photography, business, arts management, nonprofit management, and theater.

Top Companies

The top ten media and entertainment companies are The Walt Disney Company, Time Warner Inc., McGraw-Hill Companies, DIRECTV Inc., Viacom Inc., Comcast Corporation, Paramount Pictures Corporation, Hearst Corporation, News Corporation, and CBS Broadcasting Inc.

Film:	Fox Entertainment Group, Paramount Pictures, DreamWorks Animation SKG, Walt Disney Motion Pictures Group, Time Warner, Universal, Sony
Television:	ABC, CBS, NBC, FOX
Radio:	CBS Radio, Clear Channel Communications, Cumulus Media, Sirius XM Radio
Print:	Hachette Book Group, HarperCollins, Macmillan, Penguin Random House, Simon & Schuster

Interview Tips

Preparation is crucial to doing well in the interview, whether it's with a television network, a radio show, a book publishing company, or a film studio. In her article "Media Interview Tips," for About.com, Rachel Deahl, writes that "one of the biggest pet peeves you will hear editors and hiring managers complain about when it comes to interviewing is talking to candidates who don't know their company or their publication." If you're aiming to be a writer, journalist, researcher, or reporter, researching your subjects is intrinsic to the job, and it's intrinsic to interviewing for employment as well. This applies across the board, however, for all media and entertainment jobs.

Learn more about the division the job is in. If it's a book publishing company, find out in advance what kinds of books they publish and who their authors are. You may have read some of these books and mentioning this in the interview can only help you. If you're interviewing for a magazine job, spend time reading the magazine. Visit the magazine's Web site to search the archive for back issues and read those also. Make sure you're well versed in the format, style, and tone of the magazine, its writers, and its structure. For instance, *New York Magazine* has regular sections such as "Intelligencer," "Strategist," and "Culture Pages." You don't want to tell the hiring manager at *New York Magazine* that you enjoyed a piece in their recent "Talk of the Town" section—that would be *The New Yorker* magazine's section. Study the magazines so that you will also be prepared for questions such as "What's your favorite section of the magazine and why?" and "If there's one thing you would change about the magazine to improve it, what would that be?" Take these questions and adjust them to the media and entertainment industry in which you seek to work.

In general, some of the questions the candidate may be asked include:

Why are you interested in working in television?

Why are you interested in this job?

What are your career goals?

What do you like most about the show? What do you think could be improved, and why?

How would you deal with a difficult situation, for instance, a highly demanding cast member making unreasonable requests?

What aspect of the job do you think will be challenging for you?

What are your personal strengths and weaknesses?

Some other questions you might be asked, depending on the media and entertainment company you're interviewing with:

What is your favorite book?

What are you reading right now?

Who is your favorite author, and why?

What is your favorite movie, and why?

Who is your favorite producer, director, actor, etc.?

What's the last movie you saw, and what did you think about it?

What's your favorite radio show, and who's your favorite radio host?

What podcasts do you listen to? Whose blogs do you regularly read?

What news stations do you follow, and what news sites do you regularly check out?

Who are your favorites on Twitter?

Your questions to them

What are the immediate priorities in the first few weeks or months of the job?

What do you think will be the most challenging thing the person coming into this job will have to tackle?

What would you say are the three top skills needed to do this job?

How would you describe the ideal person for this job?

How would you describe the philosophy of the company and the leadership?

What excites you most about your job and working here?

What's the time frame for filling this position?

What's the next step?

Trends

The digitization of content and ongoing innovations in technology will continue to drive growth and force changes in the media and entertainment industry. Publishers and broadcasters alike will continue to experiment with new revenue streams, particularly to reap the benefits from digital subscriptions and online advertisements.

Film:

The film industry will have moderate growth in the next few years. An increase in distribution channels for motion pictures and an expanding global market will be the key contributors to growth. The Bureau of Labor Statistics forecasts that producers and directors will experience about 11 percent growth in employment through 2020, which is about as fast as the average for all professions. The public's demand for more movies and television shows, and the increasing demand from audiences overseas for American-made movies, will heighten the need for producers and directors. Production companies are also experimenting with new methods for content delivery, such as online television and with mobile devices, which could open up more jobs for producers and directors in the future.

More independent films are expected to be made in the next few years, and self-employed producers and directors will directly benefit from this, with 16 percent job growth by 2020. Film and video operators and camera operators will experience slower than average job growth in the next few years. Camera operators will see little or no job growth because of the increased use of automatic camera systems. Overall, competition for jobs will continue to be intense as there are usually more people interested in broadcasting and motion picture work than there are jobs to fill.

Television and Radio:

Broadcast television will continue to experience significant changes as television continues to be more interactive and customized for viewers. In recent years, the mandated change to digitized broadcasting coupled with the recession diminished broadcasters' revenue—the decrease in program spending led to layoffs and a decline in employment. According to media research group IBISWorld, "Relaxed ownership regulations will likely lead to further consolidation and additional layoffs because the broadcasting spectrum is limited and no new stations can be built."

Job growth for radio and television broadcast announcers is expected to be slower than the average, and for broadcast and sound engineering technicians about as fast as the average for all occupations through 2020. Reporters and correspondents will have heightened competition in the hunt for work as employment for them is predicted to decline moderately by 6 to 8 percent in the coming years. The consolidation of broadcast networks has decreased the need for experienced reporters, announcers, and technicians, and many will seek work in stations with medium and smaller markets, which means newcomers to the field will face more competition. Many radio stations are also relying on voice-tracking or "cyber jocking," which enables announcers to pre-record their segments rather than airing them live. This reduces the staff that's needed during air time for editing material and doing other off-air technical and production work.

On the positive side, the growth of Internet radio stations may create new opportunities for broadcast professionals. Internet radio stations have lower startup costs than land-based radio stations, and it's relatively cheap for them to identify and reach their target demographic and listening audience. The DOL also forecasts that the increase of national news and satellite stations will increase the demand for more local radio and television stations. As the DOL described it, "Listeners want localized programs with news and information more relevant to their communities. Therefore, to distinguish themselves from other stations or other media formats, stations are adding a local element to their broadcasts." The increased demand for online news and podcasts may also create some new employment opportunities for media and entertainment workers.

Print:

The publishing industry has experienced a decline in advertising revenue and drop in readership over the past few years, in part due to the recession and also due to the increased availability of free online content. The growth of e-books is expected to continue and online publications and services will offer the most opportunities for employment. The Bureau of Labor Statistics (BLS) predicts that editors will see little or no change in employment growth in the coming years, with only a 1 percent growth rate through 2020. Online media will offer some job opportunities but the continued decline in demand for traditional editing jobs in print newspapers and magazines will offset the overall employment growth in the publishing industry. Writers and authors will also experience slower-than-average employment growth during the next few years.

Resources

Academy of Interactive Arts & Sciences	http://www.interactive.org
The Academy of Motion Picture Arts and Sciences	http://www.oscars.org
The Academy of Television Arts and Sciences	http://www.emmys.com/foundation/programs/internship
Alliance for Women in Media	http://www.allwomeninmedia.org
American Cinema Editors	http://ace-filmeditors.org
American Society of Journalists and Authors	http://www.asja.org
Asian American Journalists Association	http://www.aaja.org
Association of American Publishers	http://www.publishers.org
Association of Independents in Radio	http://www.airmedia.org
Association of Public Radio Engineers	http://www.apre.us
Association for Women in Communications	http://www.womcom.org
Casting Society of America	http://www.castingsociety.com
Digital Media Association	http://www.digmedia.org
Directors Guild of America	http://www.dga.org
Dow Jones News Fund	https://www.newsfund.org
Entertainment Software Association	http://www.theesa.com
Independent Book Publishers Association	https://www.ibpa-online.org
International Game Developers Association	http://www.igda.org
Motion Picture Association of America	http://www.mpa.org
Motion Picture Editors Guild	https://www.editorsguild.com
MPA–The Association of Magazine Media	http://www.magazine.org
National Academy of Television Arts and Sciences	http://www.emmyonline.org
National Association of Black Journalists	http://www.nabj.org
National Association of Broadcasters	http://www.nab.org
National Association of Broadcasters Education Foundation	http://www.nabef.org
National Association of Hispanic Journalists	http://www.nahj.org
National Federation of Community Broadcasters	http://www.nfcb.org
Newspaper Association of America	http://www.naa.org
Online News Association	http://journalists.org
Producers Guild of America	http://www.producersguild.org
Public Radio Program Directors Association Inc.	http://www.prpd.org
So You Want to Work in TV	http://wanttoworkintelevision.com/
Society of Broadcast Engineers Inc.	http://www.sbe.org
The Society of Motion Picture and Television Engineers	https://www.smpte.org
Society of Professional Journalists	http://www.spj.org
Visual Effects Society	http://www.visualeffectssociety.com
Writers Guild of America, East	http://www.wgaeast.org
Writer's Guild of America, West	http://www.wga.org/

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