ogy is determining language forms itself. Whether it is e-books that can be read online or downloaded to a variety of devices; business intelligence software and solutions including enterprise reporting, query and analysis, data integration, and performance management tools; or new software that can help antiterrorism planners determine how best to allocate limited resources, English majors at a minimum need to possess a solid understanding of word-processing, spreadsheet, and database software. Employers will want to know that you are comfortable with computer technology and willing to learn industry-specific technology. Throughout the following discussion of career paths, we cite many advertisements for jobs that seek English graduates but also demand a high level of computer facility.

Computers are omnipresent in the world of professional writers. Fiction and nonfiction writers, poets, and word artists of all kinds use this technology. Specialized research studies in graduate school areas such as comparative literature have been greatly enhanced by computer search skills.

Research, a staple of the undergraduate and graduate-level English student’s academic program, is now commonly done electronically via the Internet and CD-ROM technology, which are increasingly taking the place of printed reference materials because of durability, ease in cataloging, and cost.

The message here is crystal clear. If you are still in school as you read this, any computer skills you can acquire will be to your distinct advantage in the job search process. If you have already graduated, do what you can through community programs, self-study, and continuing education to learn some of the software packages you’ll see mentioned in this book. If you are employed, take advantage of professional development opportunities and your educational benefits and learn all you can about the technology that’s available. It’s a natural and essential adjunct to your English degree.

As an English major, creativity and visualization should come relatively easily to you. So let’s do an exercise using both of these skills. Place yourself in the middle of Times Square in New York City. Look around you. What do you see? Listen to the people going by—what do you hear? Then, on the Ginza in Tokyo, the Place de la Concorde in Paris, or the Spanish Steps in Rome, along with the other visual and auditory reminders of a shrinking world, you will see and hear English in constant use. English is preeminent in the United States, Great Britain, and Australia and is increasingly dominant around the world as the language of technology, business, and industry.

Let’s return to Times Square. We go into a major bookstore and immediately are impressed with the breadth and scope of publications available: books, manuals, newspapers, and magazines all written, edited, and published using English skills. But even the largest general bookstore contains only the tip of the iceberg of published materials. Much more is published in the fields of education and industry, which rival the consumer sector for employment possibilities. We are an information society, and much of that information is written.

We step into a corporate office tower, and at the reception desk we find the corporation newspaper or journal, an in-house publication written, edited, and produced for its employees. Many mid- to large-sized organizations need a number of in-house communication organs to share information about standards, employees and their activities (both professional and personal), new developments, and prospects for growth. These publications serve as vital communications links in large organizations and also help to build the esprit
Firms essential to an organization's success. The professionalism of these corporate publications, the technical resources available to produce them, and the corporate time and attention lavished on them rival the commercial publishing industry in quality.

We find ourselves outside the showroom of a major computer retailer. The Internet today holds perhaps more writing, editing, and publishing opportunities than all other fields combined. There are countless Web magazines, journals, articles, and texts produced by people like you. And if you're thinking that working in the computer industry means you'll need superior computer skills, you're mostly correct. Not only does working in this industry require superb computer skills, but it'll keep you on the cutting edge for the future. Many of these "cyber employers" are going to expect you to apply for your job on the Web, e-mail your résumé to them, and have a professional home page of your own that they can visit to learn more about you. So get ready.

Next door at a major music and video retailer, we find on the counter a free magazine filled with articles, interviews, and behind-the-scenes views of the music industry. Designed to excite customers about the products and services of these retailers, it is, nevertheless, a substantial piece of publishing with all the editorial content, graphics, and readability of a weekly newspaper. The magazine is published only after careful story planning, assignment of writers, research checks for accuracy and legality, and the solicitation of advertising sponsors. Working on such a publication would be an excellent training ground for anyone contemplating a move to Newsweek, Time, or any other well-known magazine venture.

Continuing down the street, we stop in front of a large appliance store and watch on a bank of TVs the many duplications of a network news reader's countenance as he or she reports the day's events. We should remember the support staff working behind the scenes at such a news-gathering organization: reading and selecting pieces from the news wires, editing the field reports of stringers and reporters, and putting together written texts, all under intense time pressure. We discover here in broadcast news an entirely different industry hiring employees interested in careers in writing, editing, and publishing.

The television picture blinks, and the scene changes. A reporter is now interviewing a newly published author, and we realize once again that working within an organization is not your only career option. You might have your own story to tell from either facts or fantasy. The world of freelance writing is alive and well, and although only the strong survive the entrepreneurial demands of freelancing, those who do, do so very well. Many pursue freelance writing on their own while regularly employed in the hopes that a publication will launch them into a career of pure writing; however, some find it difficult to balance writing with a regular job.

We hear a Barker farther down the street and turn to see someone working at a kiosk filled with newspapers, magazines, and journals. We think of all the writers, editors, and publishers who have come together to produce all this material who depend on the same set of writing, critical thinking, and creative skills we polished as English majors. As we look over the selection of materials, we see some of these newspapers and magazines are in English but are published overseas. The Japan Times and the journal Kyōto are among these publications, and we realize that publishing in English is not something done only in the United States.

Definition of the Career Path

Our walk around Times Square has opened up unlimited prospects for us to consider in the fields of writing, editing, and publishing. Each of these arenas—newspapers and magazines, arts and entertainment, book publishing, freelance writing, and radio and television—offers employment prospects. Within these varied employment fields are countless employers of all sizes with staffs numbering from two or three to thousands. The size and scope of the employer will have much to do with the range of skills you are able to employ in your particular job and will, in turn, affect how you are judged as a job candidate.

For example, let's examine television and radio. In a small station, you may find yourself writing copy for the announcers, researching and editing copy, helping an advertiser write an effective commercial, editing news stories as they come off the wire, and writing intros and segues for different parts of the broadcast. In a larger organization, your first job may simply be checking copy for accuracy or legal implications. Although your salary and benefits might be better in a large organization than if you worked in a small station, and perhaps your advancement possibilities are equally excellent, your initial assignments may be very limited in scope.

Regardless of the size of the organization, it is a safe bet that one skill set you will be called on to use will be computer skills. A glance at the following job listings graphically shows the omnipresence of employers' demands that anyone working with English skills and written communication be computer literate. The software may be different from what you've known, but the elements are the same, and the employer will expect you to be conver-
sant with word-processing and perhaps desktop publishing capabilities. If you're still in school and have neglected these particular skills, take advantage of your remaining time and acquire the necessary familiarity to meet most computer requirements. Some requirements we pulled from recent job listings are shown below:

- Requires keyboarding skills
- Must be capable of working in a Windows environment
- Knowledge of basic HTML and ability to code by hand are required
- Proficiency with Microsoft Word and the Internet for research and fact-checking required
- Must have strong knowledge and use of Macintosh MS Office (Word, Excel, Entourage)
- Must have aptitude for learning new software programs

Even though all the career paths we will discuss in this section rely heavily on English skills, they don't all focus on the same skills, nor do they value the same areas of expertise within the general area of English. Some place emphasis on the technical aspects of writing: syntax, subject and tense agreement, point of view, vocabulary, spelling, and the parts of speech and their correct use in writing. Others are less concerned with technical details and more focused on style, imagery, metaphor, and other aspects of writing that can further the tone of a piece, keep the writing true to itself, and accomplish the author's intention. Others emphasize critical skills in reducing or expanding a piece of writing to fit an external demand of time or space. They require the ability to condense or extend the author's message without compromising the integrity of the piece. Still others focus on the facts and details of what has been written. Is it accurate? Did it happen just that way? Were those people all there? Did he or she actually say just that? Has it been reported anywhere else? Can we say this? Attention must be paid to countless other details about a piece of writing to prevent a later controversy or contradiction that might take the focus away from the author's overall message.

Still others are concerned with the challenging task of taking densely written material or complicated prose and making it clear to the average reader. And others look at a piece of writing to help in selecting art, illustrations, book cover designs, and typefaces that are most suited to the author's intention and style.

Now take all these different realizations of editing, writing, and publishing and multiply them by the various industries in which they can occur: news organizations, broadcasting, the entertainment industry, theater, textbook and trade book publishing, corporate in-house communications, and so on, and you begin to understand the number of possibilities.

The field of writing, editing, and publishing jobs is vast, and although five different career professionals might all share an English degree in common, it's a safe bet they are all using their education in a different way and emphasizing different facets of their academic preparation as they go about their jobs. To illustrate the possibilities in the areas of writing, editing, and publishing, we will examine four possible career paths that are representative of the myriad possibilities for English majors.

To get a better idea of what it is like to work in the areas that interest you, use your alumni association or career office to create a network of graduates in these fields. Ask if you can visit alumni at their place of work or even spend a day "shadowing" them as they go about their jobs. Pay attention to the pace of their day, the nature of their duties and assignments, and the work climate. Try the job on. Then go back and do your research about who hires people to do these jobs, how much they pay, and what the outlook for employment will be.

Add to this your own values and interests, your objective evaluation of your past experiences, and your skills in your academic major, and you will have developed a solid base from which to begin your exploration and eventual entry into one of these fields. Your commitment to one over another is not a matter of great risk, however. Whereas in medicine it's rather difficult for an orthopedic surgeon to easily change to internal medicine, that is not the case in the fields of editing, publishing, and writing. There are many crossover skills and many corresspondences and overlaps within individual jobs. Your experience in a different field may, in fact, enhance your desirability to a new employer as you'll bring fresh perspective, insight, and critical judgment to your job while still using many of the same techniques and skills you have in your previous work.

**Reporting**

This job attracts many applicants because the reporter's job is challenging, ever-changing, and fast-paced and keeps you always ahead of the general public in knowing what's going on. Reporters must feel a deep commitment to communicating news and informing people of the state of the world. Though there is desk work, it would be erroneous to assume that reporting is a "desk job." Reporters may work in either corporate communications or more traditional news organizations. Consider the following job advertisements found recently on the Internet at sites such as journalismjobs.com:
**Reporter to Cover Courts.** Growing legal news service is looking for a reporter to cover state and federal courts in and around Salt Lake City. Legal background not required, but demonstrated interest and ability in writing necessary. Job entails going to state and federal courts in downtown area every afternoon, as well as driving to courts in surrounding counties. To apply, e-mail a cover letter, résumé, and two nonfiction writing samples, attached in Word format.

**Education Reporter.** Do you want to become a subject-matter expert who digs deep into stories to provide specialized information to niche audiences? One of the country’s fastest growing multimedia companies needs education reporters to gather, analyze, and synthesize information for advice-driven, subscription-based publications. Enjoy significant autonomy covering complex issues in a deadline-driven but collaborative atmosphere. We have a casual workplace and excellent benefits. Fax your résumé.

**Business Reporter.** Looking for an energetic, hardworking business reporter who will excel in covering a variety of business beats, personalities, and trends for our 115,000 daily/145,000 Sunday paper. Successful candidate will write breaking news stories and business features for daily business sections and specialized weekly sections. Looking for a thorough and accurate reporter and a clear, concise, and engaging writer who communicates honestly and constructively with the public and staff. Send résumé, cover letter, five clips, and three references by e-mail.

**Reporter.** Respected regional agricultural magazine seeks energetic reporter to cover agriculture. Must be a strong writer and adept at managing time and multiple assignments. Must have genuine interest in agriculture and general knowledge of trends in the industry. Photography and online skills desirable. Requires some travel. Send writing samples and résumé.

**Working Conditions.** Most reporting, whether in a corporate or news organization setting, is done under deadlines of time and space. Consequently, there is usually a high degree of stress in fulfilling these outwardly imposed constraints. When several reporters are working together, each on his or her own schedule, this sense of anxiety, noise, and general confusion is apt to multiply. Additionally, one seldom has the luxury of working on one article, story, or project at a time. More likely, you will be juggling several different assignments, all at varying stages. One may be in fact-checking and another may simply be a story outline. When one requires research, another needs a human touch. Reporting involves myriad assignments and myriad deadlines, all subject to change and acceleration or postponement. Significant telephone work and much time on the road characterize a reporter’s working day.

**Training and Qualifications.** Certainly, writing skills and the ability to work under pressure are paramount in most hiring officials’ minds when looking for a promising reporter. But others may look for many other indications of possible success in this line of work: intelligence, quickness, desire to succeed, and dedication. Aggressiveness and willingness to ask the difficult questions are important, too. Reporters often don’t get an opportunity to revisit a situation, so the correct information must be gathered in one meeting. That takes thinking ahead, planning, and thoroughness.

**Earnings.** In a corporate setting, reporters are often found in the public relations department. MediaBistro.com (mediabistro.com) reports by region entry-level salaries for small to mid-sized firms having PR departments: Northeast: $35,000; South: $33,000; Midwest: $36,000; and West: $36,000. Many reporters working for news organizations belong to the Newspaper Guild, an arm of the AFL-CIO. The Guild reports, on its website (news guild.org), top minimum salary information for reporters who have a given number of years of experience. Starting minimum weekly pay ranged from $387.50 at the Utica, New York, Observer-Dispatch to $1,264 at the Times-Colonist in Victoria, British Columbia.

**Editing**

Decisions, decisions, and more decisions characterize the editorial role. Making decisions, being comfortable with them, and sticking to them are important to an editor’s success. Editors decide what stays and what goes, what’s important and what’s not. In newspaper work, many editors come up from the reporting ranks, whereas in publishing, editors are often groomed to work with one particular type of material or a unique cluster of authors. Editors provide guidance, in the newsroom or in consultation with a reporter, and their job is to oversee the operation and birth of a printed product and to understand what is appropriate for publication and what is not. Assistant and associate editors also double-check facts and statistics used in the text for accuracy. Position titles include editorial assistant, assistant editor, associate editor, editor, copyeditor, and senior editor.
Assistant Editor. World’s leading electronic distributor of full-text news releases seeks assistant editor for [large metro area] bureau. Edit, process, format, and proofread clients’ news releases. Handle phone duty and troubleshoot customer issues. Requires excellent skills in customer service, proofreading, communications, and keyboarding. Bachelor’s degree required. Must possess ability to handle multiple tasks in fast-paced, deadline driven environment; must excel under pressure.

Editorial Assistant. Custom magazines and association membership directories. Work with managing editor to develop and help manage all content for client magazines and directories. Will be involved in entire process to ensure quality standards, deadlines, and client objectives are met. Also responsible for writing content and editing content written by others.


Working Conditions. Editing is a focused occupation in which distractions must be avoided. To edit well is to take on the writer’s persona, to carefully concentrate on the intention of the work, and to make what changes might be necessary in a seamless, unobtrusive manner. To edit well is to be anonymous. Although you may have seen editors effusively thanked by their authors in interviews and in book dedications, it is difficult for readers of the finished work to know what transformations the editor is responsible for when they read the final product.

Training and Qualifications. The ability to see the overall picture, be it a novel, short story, or newspaper edition, and the ability to make quick decisions about choice, tone, quality, and inclusion or exclusion of detail are important in editorial work. Very often, the editor represents the publisher and must balance his or her artistic judgment against institutional goals and considerations. The newspaper editor assigns work and maintains a flowchart of story assignments and completion dates. The book editor works closely with the author and will be involved in every aspect of publication, including technical printing details. Superior communications skills, both verbal and written, strong interpersonal skills, experience, and judgment are the hallmarks of the discerning editor.

Earnings. Any salary wizard or salary calculator can provide current salary information for the various editing job titles in specific geographic areas. Given a recent degree and limited work experience, the salary to use is the number given by the calculator for the 25th percentile. The American Society of Business Publications Editors’ salary survey currently shows junior-level editorial positions starting at $30,300. Publisher’s Weekly (publishersweekly.com) publishes an annual salary survey that reports the average salary for a variety of positions. Be sure to check the latest survey available.

Researching
Many different kinds of research work, including historical research, literary research, and scientific research, integrate training in English/writing and the critical judgment and investigative skills developed through analytical and research paper writing in college. Research provides the framework for much prose production and is often essential in the outline of a particular project. Most writing, including fiction, requires research support.

Open a copy of any popular weekly newsmagazine or daily paper and scan the stories of interest. Now read them more carefully. Note how many refer to statistics, events, dates, and all kinds of facts that had to be verified and documented by someone. Sometimes this research is done simply for the integrity of the story. It may be a lifestyle piece for Thanksgiving that needs verification of exactly what the Pilgrims ate at that first Thanksgiving Day (it wasn’t turkey!). It may be a piece on illegal immigration into Texas that requires data on the number of aliens crossing illegally into Texas in the past ten years. The number of different Barbie doll editions, the year the Edsel automobile came on the market, and the exact age of the pope are all possible research topics.


continued
Research Analyst. Canada’s largest circulation newspaper is looking for an experienced researcher with database skills. Help obtain data for newspaper stories and analyze the information. Must be proficient in building and querying relational databases and spreadsheets. Experience with freedom of information requests is an asset.

Junior Investigative Researcher. Law firm. Undertake public records research and retrieval. Conduct reliable evaluations of information that is retrieved. Requires working knowledge of research applications including LexisNexis, Edgar, and Internet sources, and also Microsoft products. Must possess strong organizational, communication, and analytical skills.

Working Conditions. Far more creative than many would give credit for, researching is the investigative art used in the world of words. Developing leads, exhausting false trails, and running a fact or thematic possibility to ground can be exciting when you realize your provision of materials through research can ultimately affect the production of a piece of text. Most researchers tend to be experienced in certain specific areas, but their skills are highly transferable, and some are able to freelance for a variety of information uses.

Both fiction and nonfiction writers buy research services. For example, a novelist might set a wedding scene in Fiji that is critical to the book but not very long. Nonfiction writers may need background on real events or people in history. And prose writers are not the researcher’s only clients; advertising agencies, television reporters, newspapers, historical societies and museums, and private individuals also have needs for research work.

Training and Qualifications. A high level of general knowledge, curiosity, persistence, perseverance, and attention to detail are salient qualifications of a researcher. Caring about written text, facts, and accuracy is crucial. Very often, researchers have little to go on as they begin their quest for information, so they must be resourceful and efficient in their work.

Perhaps you’ve been assigned to do research for a film set in the 1960s. There is continuing interest in some of the cultural, social, and political effects of the sixties. President John F. Kennedy, Marilyn Monroe, the Beatles, and Vietnam are still very much with us as touchstones of a different time.

You’ve been asked to help evoke this era by researching food trends. You discover in your research an emphasis on packaged foods. Americans had just discovered biscuits in a can, cake mixes, gelatin desserts, casseroles made with canned soup, and a host of other culinary delights (which thankfully have not all survived into the present). You’ve read newspapers and cookbooks and talked to homemakers who used these products. Your research leads you to contact some of the manufacturers who are still operating, and you discover a treasure trove of recipes, photographs, and even films of kitchens, table settings, and menus—more than you had expected it would be possible to dig up.

Perhaps some of what you discover even links with some of the material that is being developed. You locate a film, with sound, of a teen party that effectively shows off clothing, party food, behavior, and musical selections that proves invaluable to the art director for the film.

Earnings. Because the researcher can work in so many different settings and have many different job titles, salaries will vary widely. To get some sense for salary potential, visit salaryexpert.com, enter a job title, for example “market research analyst,” and a geographic location, and you will be shown current salary information. Newly degreeed researchers working for the federal government would start at Grade 7, for which the minimum salary listed in the federal government’s Annual Salary Table 2005 General Schedule is $30,567.

Creative Writing

When we think of creative writing, we think immediately of the novelist, but creative writing is far more than that. It includes lyricists, songwriters, and poets. It is the work of those who write from their own inspiration (many would substitute perspiration) and who feel strongly the need to express in writing their own view of the world, be it in song, verse, or prose. There certainly exist employers who hire creative writers, but the overwhelming majority are self-employed as writers, although they may have a “day job” to support their writing efforts.

Working Conditions. The eternal juggling act of balancing the need for income with the desire to write exerts tremendous pressure on creative writers. Many must use early-morning or late-night hours to do what they consider their “real” work of expressing themselves through words. Until they are able to support themselves by their writing, many work at jobs and
schedules that, although perhaps not the best use of their talents, will allow them the freedom and time to write. Their writing is solitary work, often done under less than ideal conditions.

For example, Dr. Perri Klass, an active Boston obstetrician, wife, and mother, as well as a prolific knitter and designer, somehow maintains the production of a fluid stream of articles, magazine pieces, and books. Do a Web search for "Perri Klass" and you are certain to turn up reviews of her books, schedules of her speaking engagements, and audio clips from her national lecture tours.

Even acknowledging that some people have more energy than others, this kind of production speaks of a determined schedule of sitting down and doing the writing. The increments of time may not be as luxurious as a full-time writer can afford, but they are dedicated, honored moments set aside to write.

There is an excellent array of published materials to help the creative writer break into this field. These books include the current year's Writer's Market, Poets Market, Song Writer's Market, and Novel and Short Story Writer's Market. Many college career offices and public libraries contain recent editions of these volumes. Each provides specific information on how to target your efforts and how to contact potential publishers. They also contain articles and interviews with top professional writers.

**Training and Qualifications.** Because so much of this work is independent and solitary, the qualifications here are simply the desire and compulsion to write and express oneself. However, close behind these primary qualifications are the ability to tolerate risk in a profession with no guarantees, the poise and equanimity to stick with a job for the income to support your writing, and a saleable skill to keep you employed until you have your first break with a publication.

Most of all, the independent writer needs self-discipline. We have said that many work at home during "fringe time"—late at night or early in the morning. Many have written about the struggle to maintain such a difficult schedule. Over and over again, the successful writer will be the self-disciplined writer who learns to stick to a schedule and accomplish something each day. Writers must see their writing as something that they do regardless of how they feel that day, of what problems or concerns have arisen, or of fine weather that may tempt them out of doors. They must stick to a schedule, whether of time or number of pages. In this way, they produce, and without that self-discipline they will have no product to present to the reading public.

**Earnings.** Unlike any other of the career paths discussed in this book, the earnings of the self-employed creative writer tend to be accretive: success builds on success, and usually published work begets published work. The artist or sculptor may set a price for a creation, but most writers will tell you that until they achieve some fame, the pricing for their efforts is established by the buyer.

There are writers who sell their work literally by the word, and others receive a flat fee for a work. Many magazines and journals issue lists indicating what they pay for unsolicited work. One excellent source providing current pricing information for hundreds of creative writing opportunities is the latest edition of Writer's Market. Online, visit writersweekly.com to see freelance job listings and what they pay. Professional fee guidelines for writers in Canada can be found at writers.ca/whatpay.htm.

**Career Outlook**

According to the U.S. Department of Labor, Bureau of Labor Statistics (BLS), employment of reporters is expected to grow more slowly than the average for all occupations through the year 2012. The BLS cites mergers and consolidation in the newspaper industry, increasing expenses, decreasing circulation, and declines in advertising profits as the reasons for this slower growth. The outlook for writers and editors is a bit better—employment is expected to grow about as fast as the average for all occupations through the year 2012.

Even with increased competition in the economy, bachelor's degree holders who want to work as market research analysts will vie for a limited number of jobs. Your best bet is to look for research assistant positions with private firms.

To gain an employer's attention as you apply for positions, you must very clearly indicate in your cover letter and résumé what relevant skills you have to offer, the experience you can bring to the table, and how you can help accomplish the goals of the employing organization.

The creative writer should take heart. We have an ever-increasing number of magazine editions for every taste and a burgeoning entertainment industry that is always looking for creative and original material. The career path of the creative writer is seldom secure and never guaranteed, but as long as media and vehicles for publishing continue to exist and thrive, there will be opportunities.
Technology has changed the face of the publishing industry. Although most industry experts say they do not believe the book as a publishing format will ever disappear, some individuals say that interactive media will replace books as the number of people comfortable with using various kinds of hardware and software increases. Available products, ways of doing business, and new job titles in the writing field, such as electronic publishing specialist, will continue to alter the face of editing and publishing as the industry embraces ever-changing technologies.

Desktop publishing has allowed many writers and editors with graphics ability to develop businesses producing pamphlets, brochures, informational pieces, booklets, and electronic (digital) layouts for any number of small publishing ventures. This kind of activity will continue to increase and reduce the obstacles to small-scale publishing.

One of the technical changes for writers, scholars, reporters, and editors has been the availability of data due to the computer's ability to store and retrieve data in response to various modes of inquiry. This proliferation of data means work for researchers, especially researchers skilled in the latest technology. Not only must researchers know how to find data, but they need to be able to create their own databases for their professional files and future reference.

Although the number of daily newspapers continues to decline, the availability of news electronically requires writers, researchers, and editors. Television promises to become more interactive and specialized. Cable television channels offer twenty-four-hour news programs that use substantial editorial and writing staffs, and we are seeing increasing numbers of programs devoted to news, features, health, business, international affairs, and senior citizen issues.

Strategy for Finding the Jobs

As we stated previously, competition for these types of jobs is stiff. However, undertaking the three tasks described below will give you a leg up on other job seekers.

Decide What Interests You and Focus on It

The preceding section is dramatic evidence that the opportunities in writing, editing, and publishing are both vast and diverse. Although traditional areas of employment such as editing and publishing may be oversubscribed, we have outlined other clusters of potential jobs. Where to begin? Begin with your strengths, energies, and enthusiasm. Simply put, select one of the possible employment areas that interests and motivates you most (such as specialized publications, broadcasting, or newspapers) and focus your initial efforts on that sector.

Create a Specialized List of Employers

You have already developed a list of job titles. Now, using the suggested employer contacts we have provided, begin to develop a full list of potential employers in the field you are targeting. Don't stop with the material provided in this text. Use the Internet, your local library, chamber of commerce, and college career center for additional employers. Perhaps your college can put you in touch with alumni who are already employed in the field you are interested in who will be willing to help you with employment information.

Use All Your Experience

Perhaps, as you work through your list, you'll discover you need more technical background than you now have for a particular writing or publishing field. Or it may be that the economy has had a negative impact on one of these areas and hiring for new positions is frozen. If, after some investigation and interviewing, you decide to move on to a different employment sector where possibilities seem greater, your initial efforts are not wasted. The research skills you've employed, the contacts you've made, and the relationships you've established with helpful professionals will serve only to enhance and speed your activity in a new direction.

Possible Employers

As you begin to develop a list of employers that offer jobs in writing, editing, and publishing, you'll see there are many possibilities. You might, for example, be interested in working in news writing because, after all, we all want to have some level of awareness about what's going on in the world. If you read a daily newspaper, you probably glance at the headlines before you leave home for the day. You may flip on the TV to see what's happened overnight. News readers fill you in on the latest. Or you may have a very hectic schedule and catch up on the news by going online during a break or at lunchtime. No matter how you get your news, someone is writing it, editing it, and presenting it via one medium or another.

We will begin to explore possible employers by examining some of the media used in writing, editing, and publishing. These include newspapers;
general circulation magazines; trade, technical, and professional publications; agricultural newspapers and magazines; targeted population publications; college and university newspapers and magazines; radio stations; TV stations; cable TV systems; book publishers; academic presses; and government.

Newspapers
There are almost 1,500 daily newspapers available in the United States, and about 100 daily newspapers in Canada. All these newspapers employ hundreds of thousands of workers. More than 1,500 of these papers have launched websites. Each one of these print and/or Internet newspapers is available because a group of people, some of whom have skills similar to those you possess, has worked together to get the written word out.

While the principal role of the daily newspaper has been to provide stories and background on local, regional, state, and national events, situations, and concerns as they occur, newspapers have become increasingly diversified. Many now have extensive indexes directing the public to sections on lifestyle, science and health, business, home and family, and entertainment. All of this has been designed to entice a larger and broader-based audience and to enunciate a younger generation to the rewards of daily newspaper reading. Because of the sheer number of newspapers being published, they continue to be a large employer of people interested in writing, editing, and publishing.

Help in Locating These Employers. If you would like to identify the newspapers currently in business in a particular area, several resources will be helpful: Newspapers.com (newspapers.com) lists newspapers by state with links to websites and also has links to well-known sites that list jobs. Editor and Publisher International Yearbook, a resource you might find at your college or larger local library, lists contact information for U.S. and Canadian daily newspapers. Be sure to review the book Careers in Journalism or the Gale Directory of Publications and Broadcast Media as well.

Some excellent resources for gaining additional information about the newspaper industry include the Newspaper Association of America (nna.org); National Newspaper Association (nna.org); and Editor and Publisher (editorandpublisher.com). Each website has links that will be extremely useful in your job search.

General Circulation Magazines
Almost nineteen thousand consumer magazines are available in North America. These publications cover a range of interests from alternative, under-

ground, and New Age to business, soccer, and youth. There are fashion magazines for infants, for men, and for women over forty. There are craft magazines for every conceivable hobby and an equally broad array of specialized sport enthusiast publications. A new and growing segment is a range of magazine publications for young people age twenty to twenty-five with editorial content, advertisements, and graphics that speak distinctly to this target market.

Each publication offers staff positions in the areas of writing, editing, researching, graphics, and thematic planning. There is also a considerable market for freelance article writers on every subject.

Help in Locating These Employers. For more information about this industry, review Folio: The Magazine for Magazine Management, the Gale Directory of Publications and Broadcast Media, the National Directory of Magazines, Standard Rate and Data Service publications, and Publishers Information Bureau publications.

Trade, Technical, and Professional Newspapers and Magazines
If you have ever examined the Encyclopedia of Associations, a four-volume set, you realize how many American nonprofit membership organizations there are. Tens of thousands of organizations are listed in this encyclopedia. You will see entries for nearly any type of organization you can imagine, from the National Institute of Benefits Administrators to the Psychic Rescue Squad, the Strategy Gaming Society, and the Swedish Chamber of Commerce of the U.S.A. Each of these organizations serves a specific purpose and accomplishes for its members what those members individually would not be able to do. One of the principal missions of this type of organization is education of the organization's members, and nearly every association publishes at least one informational piece. This is often a directory of members or an annual report, or it may be a brochure outlining the organization's members, goals, and mission. Staff sizes range from one person to several hundred people, and larger organizations employ individuals specifically to write, edit, and publish.

A visit to a succession of business employers, from the largest and most sophisticated of corporations to the smallest of warehouse operations, would dramatically demonstrate the size and pervasiveness of the trade publication sector. On coffee tables in each of these organizations you would find on display beautiful publications that rival any in the commercial marketplace, the subjects ranging from industrial boilers to commercial food products. All contain photography, graphics, color work, editorial comment, and freelance articles. Contrary to popular belief, such publications do not contain only
highly technical information, either. There are humorous articles, philosophical pieces, critical commentary, and futuristic writing. Many English majors who have found a home in the trade publishing industry make a strong case for the quality and creativity of these publications.

**Help in Locating These Employers.** Currently, there are thousands of publications that are classified as trade, technical, and professional newspapers and magazines, and you'll find them being published in nearly every state. The *Gale Directory of Publications and Broadcast Media* is an excellent resource for locating publications either by subject area or by geographic location. The *Encyclopedia of Associations* also lists the publications each professional organization makes available. Most professional organizations and associations maintain websites. Given the huge number of associations and the publications they make available, this is an employment possibility that should not be overlooked.

**Agricultural Newspapers and Magazines**
The United States is fortunate to have a variety of soil types, climates, and resources that support a great diversity of agricultural production. In this country alone there are hundreds of publications that relate to agriculture: research, livestock production, and so on. Some of the larger publications relating to this industry include *Progressive Farmer, Western Horseman, Successful Farming,* and *Agribusiness: An International Journal.*

Agricultural publications represent the history and diversity of farming and the changes the agricultural industry has undergone as it moves from a labor-intensive to a technologically intensive business. Nevertheless, agriculture remains one of the most challenging and frustrating areas of commercial endeavor, due in large part to the impact of the weather. The publications that support agriculture are indicative of those concerns, with articles and columns ranging from country cooking to the most sophisticated farming technology advice. There are interviews, biographies, historical articles, and pictorials. Be sure to obtain some copies of such publications and review them. You may be surprised at the content and delighted to find you could make a contribution.

**Help in Locating These Employers.** If you have a special interest in agriculture in addition to writing, editing, and publishing, it is easy to identify these publications using the *Gale Directory of Publications and Broadcast Media* or *Business Rankings Annual.* Then check the Internet for publications' websites.

A few of the larger professional associations that provide information and also produce publications themselves include the American Society for Horticultural Science (ashs.org), American Farm Bureau (fb.com), and Horticulture Research International (hridir.org).

**Targeted-Population Newspapers and Magazines**
One exciting change in publishing has come about with the United States' growing awareness and appreciation of our multicultural heritage. We are valuing and learning about this cultural pluralism in schools, festivals, on college campuses, and in cities and towns around the country. Communities of ethnic, cultural, racial, and gender-oriented populations are increasingly producing written materials to communicate with each other and with the general public.

These publications resist easy classification and may be found under a number of different headings in various directories. These newspapers and magazines reach out to such populations as African-Americans, foreign language speakers, members of fraternal organizations, lesbians and gay men, Hispanics, Jews, members of religious groups, and women. There are almost eight hundred publications that serve these various groups. Titles of just a few of these newspapers and magazines include *Columbia Black News, Afro-American Times, China Daily News, M.S.U. Alumni Magazine, Hispanic USA Magazine, The Jewish Herald, Gender and Society, Gay Community News,* and *Feminist Bookstore News.*

**Help in Locating These Employers.** Each one of these newspapers and magazines requires a staff of qualified people to bring it to publication. If you are particularly interested in working with one of these targeted publications, develop a list of potential employers by reviewing resources such as *Burrell's Media Directory* or *Gale Directory of Publications and Broadcast Media.* Many of these potential employers maintain a website that lists employment opportunities, so use your favorite search engine to find these sites on the Internet.

**College and University Newspapers and Magazines**
Nearly every college and university produces a student newspaper and at least one alumni newsletter or magazine. In the United States there are almost one thousand such publications. At smaller institutions, a faculty member advises students working on the newspaper, and alumni publications are written by staff working in the alumni office. At larger schools, however, there are specific positions involving writing, editing, and publishing.
Working with a publication dedicated to an audience such as college alumni means you are writing for an educated, sophisticated audience. Indiana University's alumni magazine, for example, is a glossy magazine that runs almost seventy-five pages. Along with the usual class notes and advertisements for college logo products, it carries stimulating articles on art, athletics, and psychological issues as well as alumni profiles. Production values are competitive with most commercial publications.

**Help in Locating These Employers.** Two sources that will help you to identify potential employers are the *Chronicle of Higher Education* (chronicle.com), which lists actual job openings, and the *Gale Directory of Publications and Broadcast Media*, which lists the schools that publish these types of newspapers and magazines.

Two associations that are worth contacting are College Media Advisors (collegemedia.org) and the Council for Advancement and Support of Education (case.org).

**Radio Stations**

Radio, which includes both AM and FM stations, is the most pervasive of all media. Nearly every household and vehicle on the street, and even many people walking or running, use a radio to get news, listen to favorite music, or find out about emergency situations. There are more than nine thousand radio stations in the United States employing people who write and edit for the listening public.

Radio provides wonderful opportunities to write for the spoken word. Commercials, intros, bridges, commentaries, news, and weather provide excellent opportunities to practice the writer's craft. Some of this, depending on the size of the station, is done under pressure of time and may lack editorial control. Smaller stations can prove to be valuable entries into writing careers in the public media.

**Help in Locating These Employers.** If you would like to find out which broadcasting and Web radio stations are based in a given geographic location, check shgresources.com/resources/radio or your library's copy of the *Gale Directory of Publications and Broadcast Media*.

Professional societies that can provide additional information about working in radio include the National Association of Broadcasters (nab.org), Radio Television News Directors Association (rtnda.org), and the International Radio and Television Society (irts.org).

**Television Stations**

Although many jobs in broadcast television are available at commercial stations, the biggest being ABC, NBC, and CBS, there are also a number of independent, cable, corporate, and government television stations throughout the United States. There are more than one thousand television stations operating, each of which provides job opportunities for people interested in writing and editing.

Local stations and affiliates provide a feeder system of professionals to the major stations, and there is considerable movement between employers in this industry. Moves are usually indicative of increased responsibility, salary, and professional development, so frequent job movement does not have the stigma that it might in some other industries. In fact, it is often seen in a positive light.

**Help in Locating These Employers.** Some sources that can be used to identify television stations include the website shgresources.com/resources/tv, the National Association of Broadcasters website (nab.org), and *AV Marketplace*.

**Cable Systems**

The cable television industry now counts almost nine thousand systems in use. The proliferation of competing cable companies, each offering its own package of systems and fees, has prompted intense public and government scrutiny. These firms, originally behind the scenes, now frequently find themselves in public forums and needing to produce more and more informational material for a market demanding quality and pricing standards. As this industry grows, the opportunities in writing, editing, and publishing will increase proportionately.

**Help in Locating These Employers.** If you visit Multichannel News online (multichannel.com) and navigate to the Resources tab, you will find links to cable networks and industry association websites. The *Gale Directory of Publications and Broadcast Media* will also help you identify potential employers. If you would like more information on working in cable television, contact the National Cable and Telecommunications Association (ncta.com) or the Canadian Cable Television Association (ccta.ca/index.asp).

**Book Publishers**

This category of employer includes publishers of books for the general reader (both adults and children), textbooks, and paperbacks. Hundreds of pub-
lishers are listed in *Writer's Market*, an excellent reference for those interested in writing, editing, and publishing.

For many English majors, book publishing remains a glamour industry, at least in image. The competition and attractiveness of the profession suggest that only the most aggressive and talented candidates will meet the increasingly demanding criteria for quality employees in an industry that is becoming leaner.


Several associations can provide additional information on the book publishing industry. A few examples include the Association of American Publishers (publishers.org), Newsletter and Electronic Publishers Association (newsletters.org), and the Small Publishers Association of North America (spannet.org).

**University Presses**

University presses are the publishing division primarily of the large research universities. The tradition of university presses, which started at Oxford University in 1478, continues today. These presses serve scholars by disseminating information critical to scholarship and spreading ideas necessary to the academic community. There are more than one hundred member presses in the industry association.

University presses have transformed themselves from their beginnings as a simple means of large academic institutions needing in-house production for scholarly material to contenders as major publishing houses bringing high-quality publications to commercial success with the general public through aggressive marketing and distribution.

**Help in Locating These Employers.** If you are interested in finding out more about this type of publisher, examine the *Gale Directory of Publications and Broadcast Media* or contact the Association of American University Presses (aaupnet.org).

**Federal Government**

Several federal agencies specifically hire English majors because of the specialized background these degree holders bring with them. These agencies include the Federal Trade Commission (ftc.gov), Department of Labor (dol.gov), National Archives and Records Administration (archives.gov), Research and Special Programs Administration (rspa.dot.gov), and the Department of Commerce's General Services Administration (gsa.gov) and Government Printing Office (gpo.gov).

**Help in Locating These Employers.** A good place to start looking for actual job listings is on the U.S. government's jobs website (usajobs.opm.gov). This site explains the federal employment process and lets you look at current job openings, get general information on federal agencies, and submit an online application.

If you select the option "Search Jobs" and then "Agency Job Search," you can enter the agency name in the keyword search box, complete other appropriate search items, and then submit your search. A list of job openings will appear on your screen. Select any of the entries to obtain a detailed job description, including information on whom to contact for more information and how to apply for the specific position.

**Possible Job Titles**

There is a multitude of job titles associated with working in writing, editing, and publishing. Use the *Dictionary of Occupational Titles*, published by the U.S. Department of Labor (occupationalinfo.org), to get a generic description for the particular job titles that interest you the most.

- Assignment editor
- Assistant editor
- Associate editor
- Associate news director
- Author
- Book editor
- Bureau reporter
- City editor
- Columnist
- Continuity writer
- Copy editor
- Copy writer
- Correspondent
Critic
Desk assistant
Dictionary editor
Editorial assistant
Editorial writer
Electronic publishing specialist
External publications editor
Freelance reporter
Ghostwriter
Greeting card writer
Indexer
Internal publications editor
Journalist
Lyricist
News editor
News writer
Newspaper editor
Playwright
Poet
Program proposals coordinator
Publications editor
Reporter
Researcher
Scriptwriter
Senior editor
Speechwriter
Story editor
Stringer
Technical editor
Technical publications writer
Wire editor
Writer

Related Occupations

The excellent communication skills that have led to your interest in working in writing, editing, and publishing are also valued in many other settings. Some positions directly relating to the media we have discussed include radio or television announcer, account director, account coordinator, assistant planner, creative director, media supervisor, production assistant, communications officer, public relations manager, technical writer, fund-raiser, lobbyist, traffic manager, marketing manager, or teacher.

Three words that can be used to describe the personality traits that many writers possess are artistic, enterprising, and social. These traits are also shared by many people who work as furniture designers, narrators, contest coordinators, auctioneers, magicians, dance instructors, music teachers, and intelligence specialists.

Professional Associations for Writers, Editors, and Publishers

Review each of the associations listed below to see if any of them are of interest to you. Consider joining a group that serves the career area you are interested in. The career benefits these associations provide, such as job listings online or in a journal or newsletter, are available only to members of the group.

American Book Producers Association
160 Fifth Ave.
New York, NY 10010
abpaonline.org

Members/Purpose: Book-producing companies that develop the concepts for books; purpose is to increase the book industry’s awareness of members’ capabilities and the state of the book producers’ art
Training: Offers workshops
Journals/Publications: Online directory of members, newsletter

American Medical Publishers’ Association
14 Fort Hill Rd.
Huntington, NY 11743
ampaonline.org

Members/Purpose: U.S. medical publishing companies; objectives are to exchange information among members; to improve the creation, distribution, and sale of medical books and journals; to facilitate communication with medical organizations, schools, and the medical community
Training: Provides ongoing educational programs
Journals/Publications: Quarterly newsletter, directory
Job Listings: Available positions shown in Careers section

American Society of Journalists and Authors
1501 Broadway, Suite 302
New York, NY 10036
asja.org
Members/Purpose: Freelance writers of nonfiction magazine articles and books
Training: Offers conferences and workshops
Journal/Publication: ASJA Monthly newsletter

American Society of Magazine Editors
919 Third Ave.
New York, NY 10022
magazine.org/editorial
Members/Purpose: Professional organization for editors of consumer magazines and business publications that are edited, published, and sold in the United States
Training: Offers conferences, seminars, and roundtable luncheons
Journal/Publication: Fact sheets available online
Job Listings: Job bank link on website

American Society of Newspaper Editors
11690B Sunrise Valley Dr.
Reston, VA 20191-1409
asne.org
Members/Purpose: Daily newspaper editors, people who serve the editorial needs of daily newspapers, and certain distinguished individuals who have worked on behalf of editors through the years
Training: Hosts convention
Journal/Publication: The American Editor
Job Listings: Newspaper Job Resources page links to multiple job listings

Association of American Publishers
71 Fifth Ave.
New York, NY 10003-3004
publishers.org
Members/Purpose: Trade association representing producers of hardbound and softbound general, educational, trade, reference, religious, scientific, technical, and medical books; instructional materials; classroom periodicals; maps, globes, tests, and software
Training: Conducts seminars and workshops on various publishing topics including rights and permission, sales, and educational publishing
Job Listings: BookJobs links to available positions

The Authors Guild
31 E. 28th St., 10th Floor
New York, NY 10016-7923
authorsguild.org
Members/Purpose: Professional organization of authors of books, magazine material, and plays
Journals/Publications: Author's Guild Bulletin, quarterly review

Canadian Newspaper Association
890 Yonge St., Suite 200
Toronto, ON M4W 3P4
Canada
cna-acj.ca
Members/Purpose: Represents the needs of its members and the public in the areas of public policy, marketing, and member services
Training: Offers seminars and workshops
Journal/Publication: The Press and the Courts
Job Listings: Links to job postings on website

Magazine Publishers of America
810 Seventh Ave., 24th Floor
New York, NY 10019
magazine.org
Members/Purpose: Represents more than 240 domestic publishing companies with approximately 1,400 titles, more than 80 international companies, and more than 100 associate members
Training: Offers events and seminars
Job Postings: Links to job postings on website

National Academy of Television Arts and Sciences
111 W. 57th St., Suite 1020
New York, NY 10019
emmyonline.org
GREAT JOBS FOR English Majors

Julie DeGalan & Stephen Lambert