

Careers in Journalism

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Industry Definition

Journalism is a broad but competitive field that includes most careers related to researching, interpreting, and disseminating information to the public. Journalists specialize in communication and research, and thus also take positions in a variety of related fields, such as publishing, advertising, and public relations.

Digital and multimedia are becoming increasingly important to occupations in journalism, and more corporations are dedicating resources to digital content production and social media management.

Sample Job Titles (including Median Annual Salaries, in CND funds)

- Writer/author - \$40 000
- Technical Writer - \$54 000
- Editor - \$47 000
- Translator - \$49 000
- News Reporter/Correspondent/Broadcast News Writer - \$40 000
- News Anchor - \$53 000
- Media or Public Relations Specialist - \$50 000
- Corporate Communications Officer - \$50 000
- Advertising Copywriter - \$41 000

Sources:

- <http://www.allbusinessschools.com/business-careers/article/career-in-communications/>
- www.payscale.com

Where the Jobs Are

Work in electronic/mobile media is expected to increase in the long term, as traditional print journalism gives way to digital outlets (ex. Internet sites, social media). Corporate consolidation/mergers have resulted in a smaller number of large media outlets, and so journalists tend to begin with smaller or independent publications, and even freelance work. Turnover in this occupation is relatively high as journalists retire, are promoted to management, or find work in other areas of communications.

Growth Areas Include:

- Non-traditional media outlets (ex. webpages and niche publications) – Internet media is a growing employment sector
- Self-employment is common, whether through freelance or independent content production (ex. Blogging) - 13% of reporters and correspondents work freelance, or on a contract basis
- Technical writing (writing user guides and complex documentation) is growing at a rate of 10%
- Information brokers (collect data, often about certain people or demographics, and sell it to corporations or the government) often require strong research and communication skills
- Many students in Journalism also find a good fit in public relations and corporate communications, working as Communications or PR/Media Coordinators

Sources:

- http://study.com/journalism_career.html
- <http://www.allbusinessschools.com/business-careers/article/career-in-communications/www.jobbank.gc.ca>
- Journalism Job Market Report (2015) - http://www.servicecanada.gc.ca/eng/qc/job_futures/statistics/5123.shtml#outlook
- Qualitative Research Summary on the Journalism Labour Market - <http://www.nctj.com/downloadlibrary/NCTJ%20Emerging%20Skills%20FINAL.pdf>

How to Get Ready

- Most employers require a Bachelor's Degree in Journalism or Communication Studies, but programs like Law, Political Science, and Economics can sometimes lead to a position in Journalism
- Major publications (newspapers, magazines) often look for a master's degree OR several years of experience in freelance or small media
- Job responsibilities and required skillsets vary for every job title
- **Core skills to build:**
 - o Excellent communication skills (writing/speaking/presenting) and storytelling skills
 - o Curiosity; aptitude for research, investigation, and data analysis
 - o Networking and social skills
 - o Ability to perform under stress and tight deadlines
 - o Entrepreneurial skills, which are necessary for freelance work
 - o Skills in print, digital, and multimedia content production
 - o Fluency in more than one language is also an asset

Sources:

- Core Skills for the Future of Journalism - http://www.newsu.org/course_files/CoreSkills_FutureofJournalism2014v2.pdf
- Journalism Job Market Report (2015) - http://www.servicecanada.gc.ca/eng/qc/job_futures/statistics/5123.shtml

Professional Associations & Online Resources

- **Job Sites (Canadian):**
 - o Media & Communications Job Postings - <http://www.mediajobsearchcanada.com/>
 - o Jeff Gaulin's Journalism Job Board - <http://www.jeffgaulin.com/>
 - o Freelance Writing Job Postings - <http://www.freelancewritingjobs.ca/blog/category/canadian-freelance-writer-jobs/>
 - o PR & Communications Job Postings - <http://www.cprs.ca/careers/jobsandrfps.aspx>
- **Professional Associations (Canada & U.S.):**
 - o Canadian Association of Journalists - <http://www.caj.ca/category/about/>
 - o The National Press Club of Canada Foundation (forum for journalists and communicators) - <http://pressclubcanada.ca/>
 - o Professional Writers Association of Canada - <http://www.pwac.ca/index.php/en/page/about-us>
 - o Society of Professional Journalists (based in US) - <https://www.spj.org/students.asp>
 - o Radio Television Digital News Association Canada - <http://www.rtdnacanada.com/>
 - o Canadian Public Relations Society - <http://www.cprs.ca/>
 - o International Association of Business Communicators - <https://www.iabc.com/>

- **Labour Market & Career Information:**
 - o National Council for the Training of Journalists, Qualitative Research Summary on the Journalism Labour Market - <http://www.nctj.com/downloadlibrary/NCTJ%20Emerging%20Skills%20FINAL.pdf>
 - o Core Skills for the Future of Journalism - http://www.newsu.org/course_files/CoreSkills_FutureofJournalism2014v2.pdf
 - o Practical Advice for Young/Aspiring Journalists - <https://newmediaubc.wordpress.com/contents/contents-by-category/>

How can the Career Centre help?

- log onto the Career Learning Network (CLN) to seek information and experience, such as networking and volunteer opportunities, internships and summer jobs (www.cln.utoronto.ca)
- Check out the Journalism career binder, or these book titles available at the Career Centre Library: [The Canadian Writer's Market \(16th ed.\)](#), [Careers in Journalism \(3rd ed.\)](#)
- Check out our e-book collection (Log onto CLN, select Resources). Examples - [Byliners : 101 Ways to be a Freelance Journalist](#), Creative Careers: Paths for Aspiring Actors, Artists, Dancers, Musicians and Writers.
- visit the Career Centre online for resources: <http://www.utm.utoronto.ca/careers/>
- Meet one to one with a Career Counsellor or Employment Advisor for support with your career exploration or job search. Call the Career Centre to book: 905.828.5451.

This tip sheet is intended as a counseling document and the information is subject to change. Prepared February 2016.