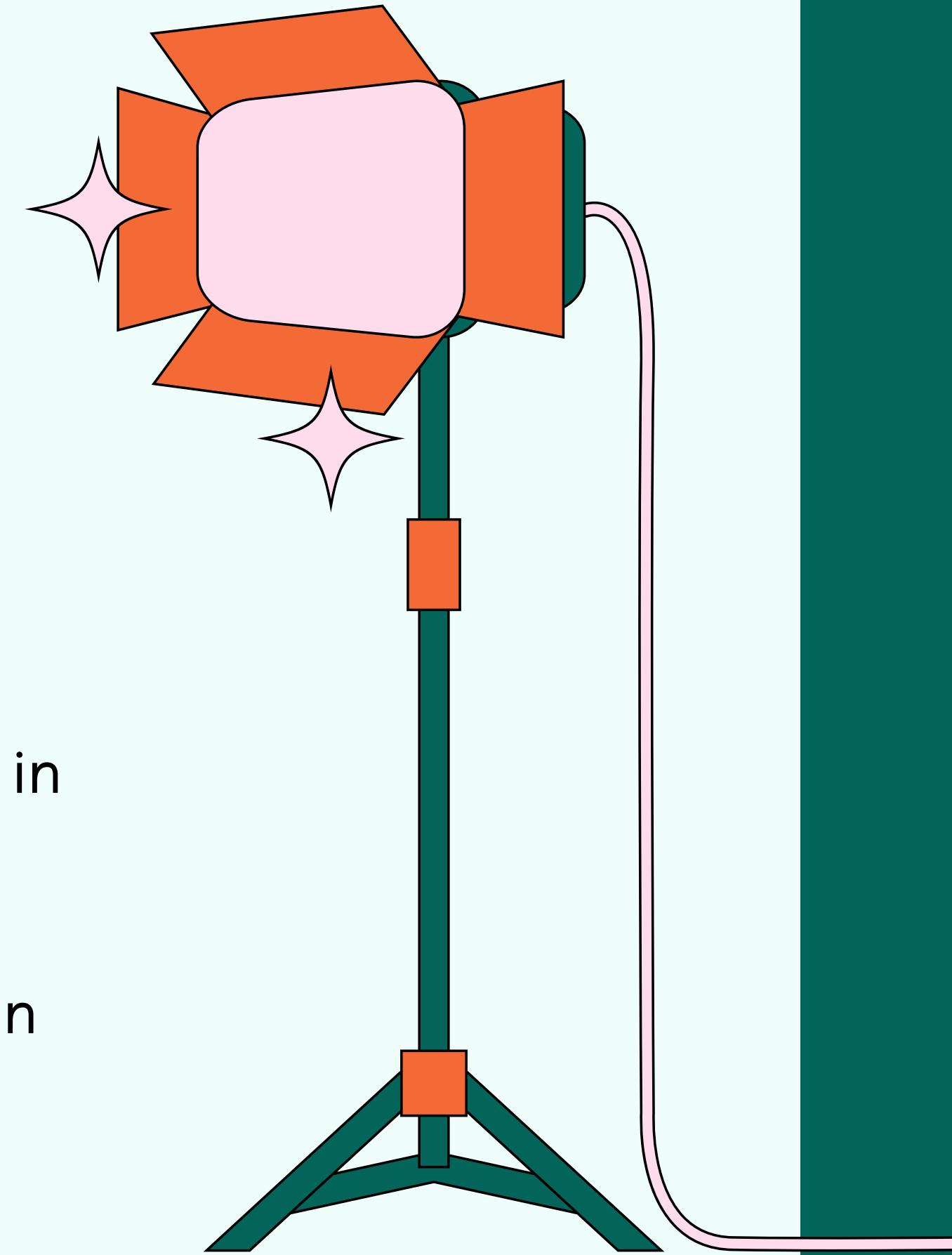


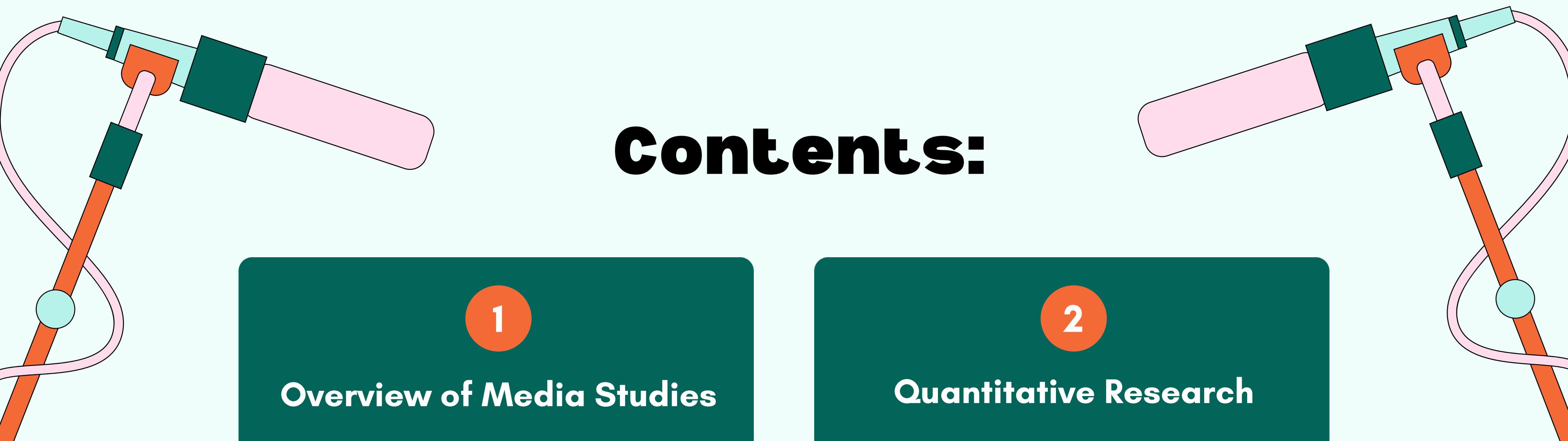
Market Research Project on Entry-Level Media Jobs

Shaira Manandhar and Katie Phan

Objective

- 1 Extensive market research on entry-level media job postings
- 2 Current trends in the media field
- 3 Future projections and anticipated changes in media careers
- 4 Critical insights for students and educators in media studies





Contents:

1

Overview of Media Studies

2

Quantitative Research

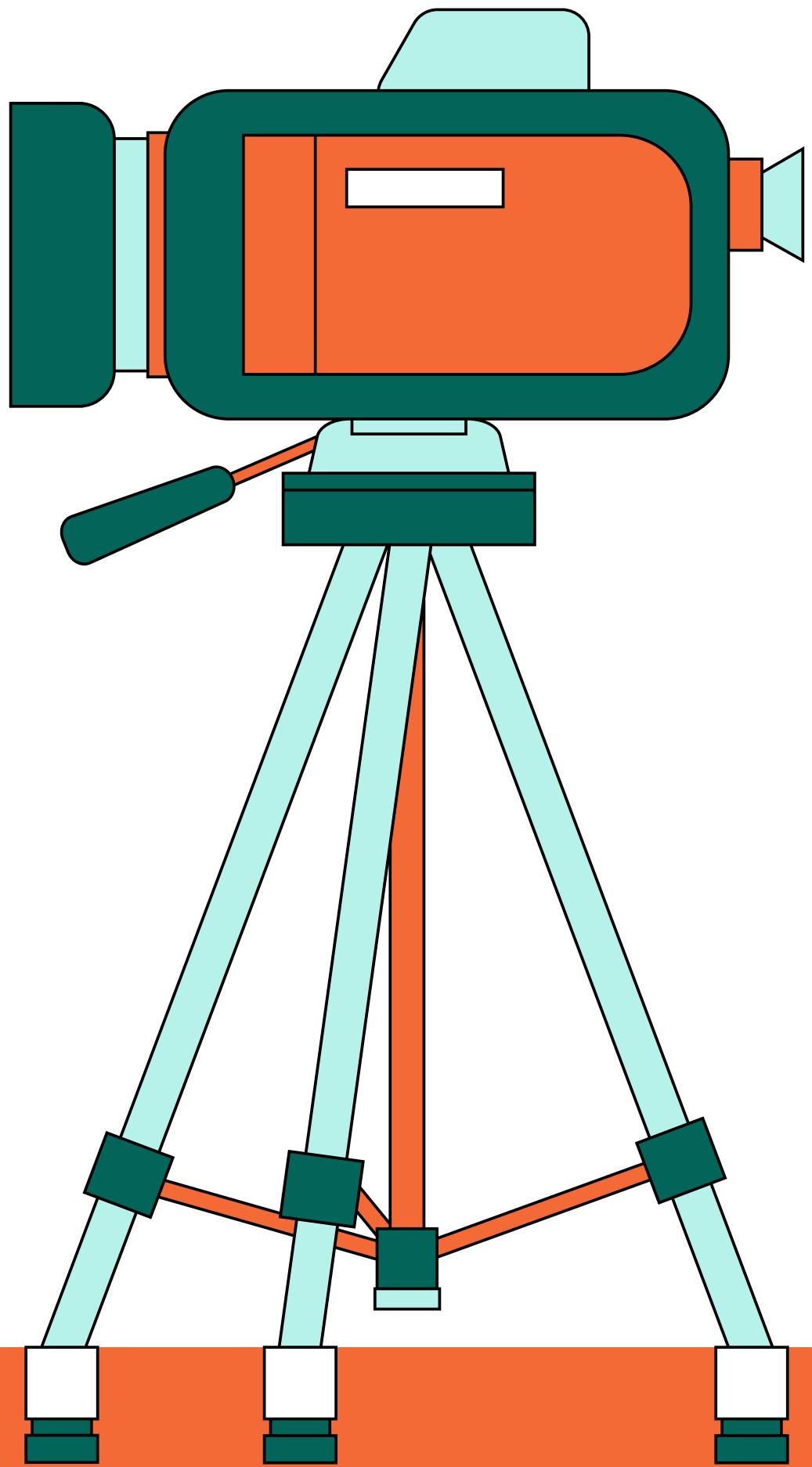
3

Qualitative Research

4

Limitations and Implications

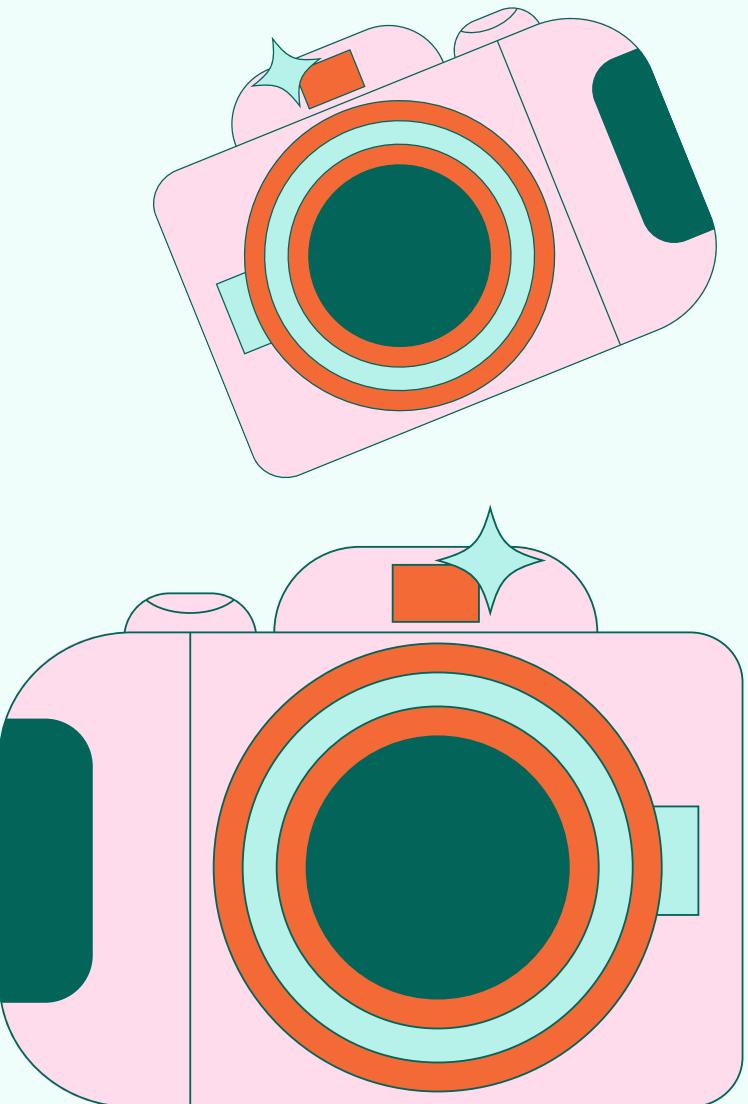
Overview of Media Studies - Entry Level Jobs



Media - Entry Level Jobs

Entry-level media jobs provide diverse opportunities in fields such as journalism, broadcasting, and digital media.

The greatest challenges in this field is having **job stability** and having the need for **continuous skill development**.



Quantitative Research



Linkedin

```
soup2 = bs(src, "html.parser")
urls.extend(soup2.find_all("a", class_ ='disabled ember-view job-card-container__link job-card-list__title job-card-list__title--link'))

for url in urls:
    try:
        link = url.get("href")
        id = link.split("/") [3]
        # if job_id in processed_job_ids:
        #     continue # Skip this job if it's already processed
        # processed_job_ids.add(job_id)
        # urls.append(link)
        link = "https://linkedin.com" + link
        print(link)
        wd.get(link)
        time.sleep(2)
        job_detail_src = wd.page_source
        job = bs(job_detail_src, "html.parser")
        title = job.find('h1', class_='t-24 t-bold job-details-jobs-unified-top-card__job-title').text.strip()
        description_elem = job.find('div', class_="jobs-box__html-content jobs-description-content__text t-14 t-normal jobs-description-conter")
        description = description_elem.text.strip() if description_elem else ""
        salary_elem = job.find('p', class_="t-16")
        salary = salary_elem.text.strip() if salary_elem else ""
        location = job.find('div', class_="job-details-jobs-unified-top-card__primary-description-without-tagline mb2").text.strip()
        skill_button = wd.find_element(By.XPATH, "//button[@class='mv5 t-16 pt1 pb1 artdeco-button artdeco-button--muted artdeco-button--icon-")
        action = ActionChains(wd)
        action.move_to_element(skill_button).perform()
        time.sleep(2)
        skill_button.click()
        time.sleep(2)
        skill_src = wd.page_source
        skill_soup = bs(skill_src, "html.parser")
        # print(skill_soup)
        skills = skill_soup.find_all("li", class_ = "job-details-skill-match-status-list__unmatched-skill")
        # print(skills)
        skill_list = []
        for skill in skills:
            s = skill.find("div", class_ = "display-flex align-items-center").text.strip()
            skill_list.append(s)
```

Indeed

```
    print(f"Page {page + 1} done.")
    page += 1 # Increment the page counter

    # Close the WebDriver after finishing
    driver.quit()

    engine = create_engine("mysql+mysqlconnector://admin:123456789@media-studies-jobs.cux1s0fa60hj.us-east-2.rds.amazonaws.com/indeed_jobs", echo=False)

    # Convert the list of job data into a DataFrame and save it
    df = pd.DataFrame(jobs_data)
    df.to_sql("indeed_jobs", con=engine, if_exists="append", index=False)

    print("Data saved to database successfully.")
```

```
Fetching: https://www.indeed.com/jobs?q=media+jobs&l=USA&sc=0kf%3Aexplvl%28ENTRY_LEVEL%29%3B&vjk=b2f183d92db32efa=0
Skip job: 8ddf0c0fbe084715
Skip job: d209e4a20ea9ec2c
Skip job: 55535dbcd4bfa894
Skip job: c96fb0c8e80394d8
ad272204ded8d642
Skip job: cdbe5bb6e82f1664
Skip job: 993e325bbefdf323
Skip job: f4195c3155c8a344
Skip job: bf81cc8824f24728
Skip job: b5f86ee5b6b95f11
70a71908bd839f3a
Skip job: 4952ef345f93393a
94995e2c7c8f5395
Skip job: 098741ad4d071224
Skip job: fb07cf6b3d3a361f
Page 1 done.
Fetching: https://www.indeed.com/jobs?q=media+jobs&l=USA&sc=0kf%3Aexplvl%28ENTRY_LEVEL%29%3B&vjk=b2f183d92db32efa=12
Timed out waiting for page to load
Data saved to database successfully.
```

MySQL Workbench

id	title	Company	location	salary	skill	description	link
1520610834	Digital Content Manager	National Criminal Justice Association	Washington DC-Baltimore Area	\$63,000/yr - \$68,000/yr	Content Management, Editing, Editing Software,...	About the job	The National Criminal Ju... https://link
2768559953	Newscast Producer	WSLS 10	Roanoke, VA		Breaking News, Broadcasting, Communication,...	About the job	Can you make your new... https://link
2988511985	FT Traffic Producer - Boston	iHeartMedia	Medford, MA		Attention to Detail, Communication, Deadline Or...	About the job	Total Traffic + Weather N... https://link
3133462563	News Anchor/Reporter	Sinclair Inc.	Kalamazoo, MI		Broadcast Television, Broadcasting, News Writi...	About the job	WWMT/CW7/wwmt.com... https://link
3314684564	News Photographer	Sinclair Inc.	Salt Lake City, UT		Desktop Computers, Editing, General Assignme...	About the job	KUTV is looking for a cr... https://link
3314689530	News Anchor/Multimedia Journalist	Sinclair Inc.	Pasco, WA		Broadcast Television, Broadcasting, Journalism,...	About the job	KEPR has an exciting o... https://link
3325498250	CURATOR - EDUCATION/INTERPRETATION...	State of Alabama Personnel Department	Alabama, United States	\$37,612/yr - \$62,894/yr	Archives Management, Art History, Curating	About the job	The Curator (Education/I... https://link
3484110088	Weekend Anchor/Reporter	Sinclair Inc.	Johnstown, PA		Anchors, Broadcasting, Editing, Photojournalis...	About the job	WJAC has an immediate... https://link
3514164779	News Photographer	Nexstar Media Group, Inc.	Amarillo, TX		Broadcast Journalism, Communication, Event P...	About the job	The News Photographer... https://link
3514165379	MultiMedia Journalist (Manhattan, KS based)	Nexstar Media Group, Inc.	Topeka, KS		Advertising, Broadcast Journalism, Editorial, Gr...	About the job	The Multimedia Journali... https://link
3514166176	MMJ/Reporter	Nexstar Media Group, Inc.	High Point, NC		Advertising, Broadcast Journalism, Broadcastin...	About the job	Nexstar Media Group is... https://link
3514167207	Weekend Anchor/MMJ	Nexstar Media Group, Inc.	Topeka, KS		Advertising, Anchors, Broadcast Journalism, Br...	About the job	The Weekend Anchor/M... https://link
3514169190	MMJ Reporter/ Anchor	Nexstar Media Group, Inc.	St Louis, MO		Advertising, Broadcast Journalism, Editorial, Gr...	About the job	The Multimedia Journali... https://link
3518947410	News Photographer	Nexstar Media Group, Inc.	East Syracuse, NY	\$15/hr - \$18/hr (from j...	Broadcast Journalism, Broadcasting, Communic...	About the job	WSYR-TV Syracuse, NY... https://link
3518950323	News Reporter/Photographer	Nexstar Media Group, Inc.	East Syracuse, NY		Advertising, Broadcast Journalism, Broadcastin...	About the job	WSYR-TV Syracuse, NY... https://link
3522458448	MMJ/Reporter	Nexstar Media Group, Inc.	Buffalo, NY		Advertising, Broadcast Journalism, Communicat...	About the job	The Multimedia Journali... https://link
3522460239	AM PT Editor I, News	Nexstar Media Group, Inc.	Amarillo, TX		Editing, Logics, News Writing, Newsletters, Onli...	About the job	The Morning News Edito... https://link
3527457965	News Producer (Part-Time)	Audacy, Inc.	New Orleans, LA		Audio Editing, Avid iNEWS, Breaking News, Bro...	About the job	OverviewWWL Radio an... https://link
3527463156	News Anchor (Pipeline Posting)	Audacy, Inc.	Chicago, IL		Breaking News, Broadcasting, Interviewing, Me...	About the job	OverviewAudacy, the na... https://link
3530404810	Tenure-Track: Assistant Professor in Film Studies	Texas A&M University	College Station, TX		Committees, Cultural Competency, Curriculum,...	About the job	The School of Performa... https://link
3537450299	Morning News Reporter	Nexstar Media Group, Inc.	Nashville, TN		Broadcast Journalism, Broadcasting, Editorial,...	About the job	The Morning News Rep... https://link
3537451011	MMJ/Reporter	Nexstar Media Group, Inc.	High Point, NC		Advertising, Broadcast Journalism, Broadcastin...	About the job	Nexstar Media Group is... https://link
3539587267	Capitol Hill Journalist / Photographer	Sinclair Inc.	Arlington, VA		American Politics, Broadcasting, Capitol Hill, Co...	About the job	Sinclair's DC Bureau is l... https://link
3544598739	Full Time News and Content Producer	Nexstar Media Group, Inc.	Fayetteville, AR		Breaking News, Content Strategy, Digital Conte...	About the job	KNWA & FOX24, the NB... https://link
3544803017	Digital Reporter	Nexstar Media Group, Inc.	Watertown, NY	\$16/hr - \$17/hr (from j...	Breaking News, Communication, Content Creati...	About the job	The digital reporter shou... https://link
3544803049	News Videographer	Nexstar Media Group, Inc.	Portland, OR		Cameras, Control Room, Editing, Editing Softwa...	About the job	KOIN 6 TV/Portland's C... https://link
3549119901	Multimedia Journalist (MMJ)	Sinclair Inc.	San Antonio, TX		Broadcast Journalism, Editorial, Journalism, Liv...	About the job	KABB/KMYS is looking f... https://link
3549123209	Multimedia Journalist (MMJ)	Sinclair Inc.	Pensacola, FL		Editing, Journalism, Live Shots, Mobile Telepho...	About the job	WEAR-TV 3 is looking fo... https://link
3550983519	MMJ /Producer(NE)	Nexstar Media Group, Inc.	St Louis, MO		Broadcasting, Cameras, Digital Media, Film Pro...	About the job	KTVI Fox 2-KPLR CW 1... https://link

I. Data Set

1. Data Source

- **Data collection period:** 1 month
- **Total data points collected:** 4449 from both platforms combined.
- Findings suggest that **LinkedIn** is more fruitful for discovering job opportunities in Media Studies.
- **Indeed** shows a significantly lower volume of job listings compared to **LinkedIn** in this field.

Data Source for Media Studies Jobs

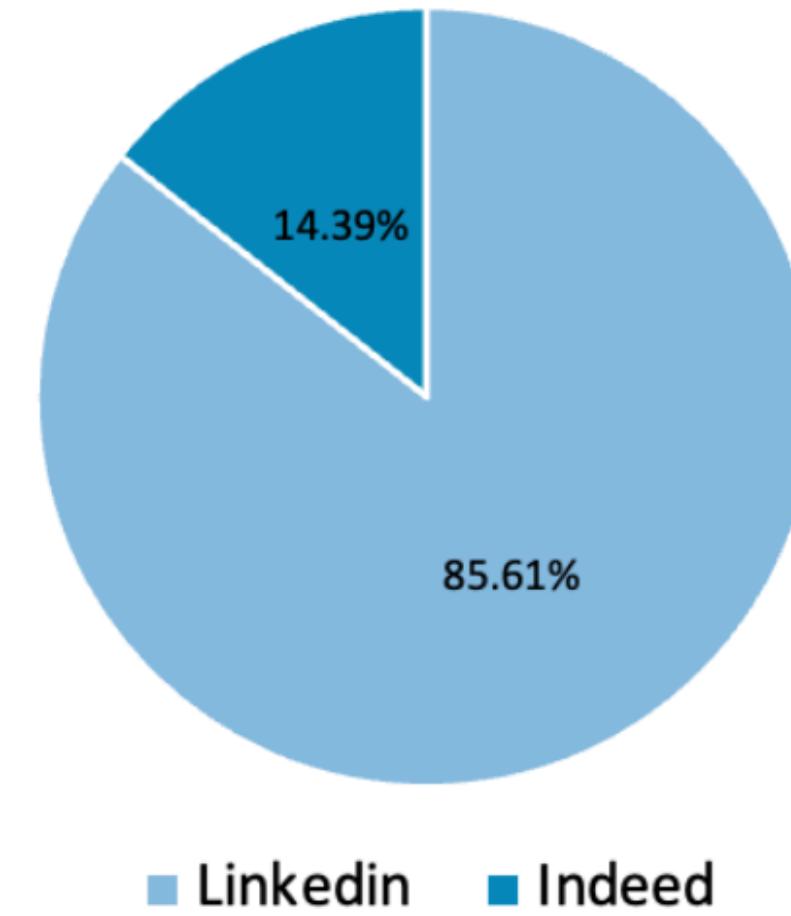
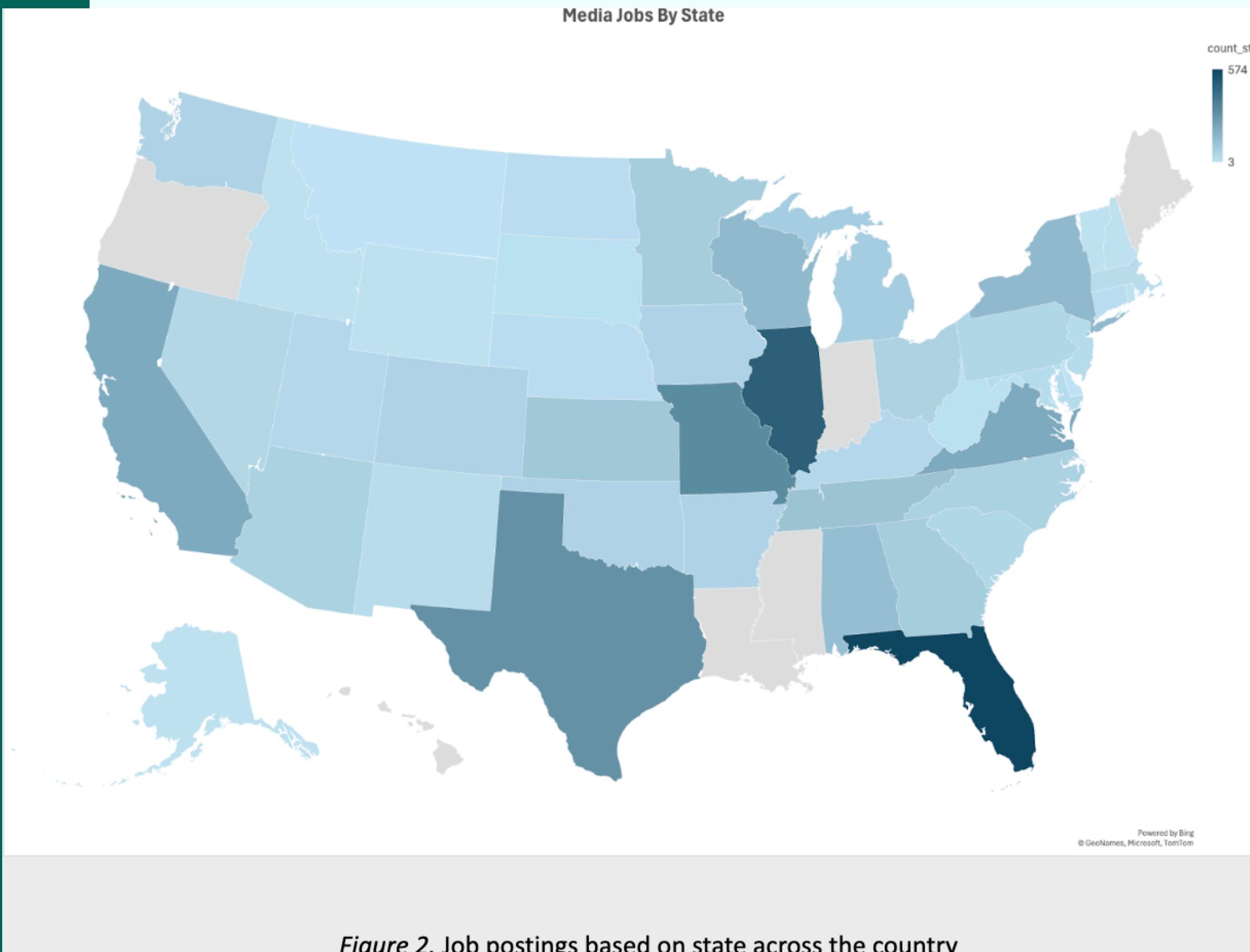


Figure 1. Number of job postings scraped from LinkedIn and Indeed

I. Data Set

2. Geographical Analysis



1. Most Frequent States:

Florida and ***Illinois*** are the states with the highest concentration of media job positions.

2. States with Lower Availability:

Oregon, Louisiana, Mississippi, Indiana, and Maine have few to no media job positions.

I. Data Set

2. Geographical Analysis

-**Washington DC, Baltimore Area** is the city with the highest number of media job postings.

-Major areas like **Chicago, St Louis** and **Nashville** fall into this category.

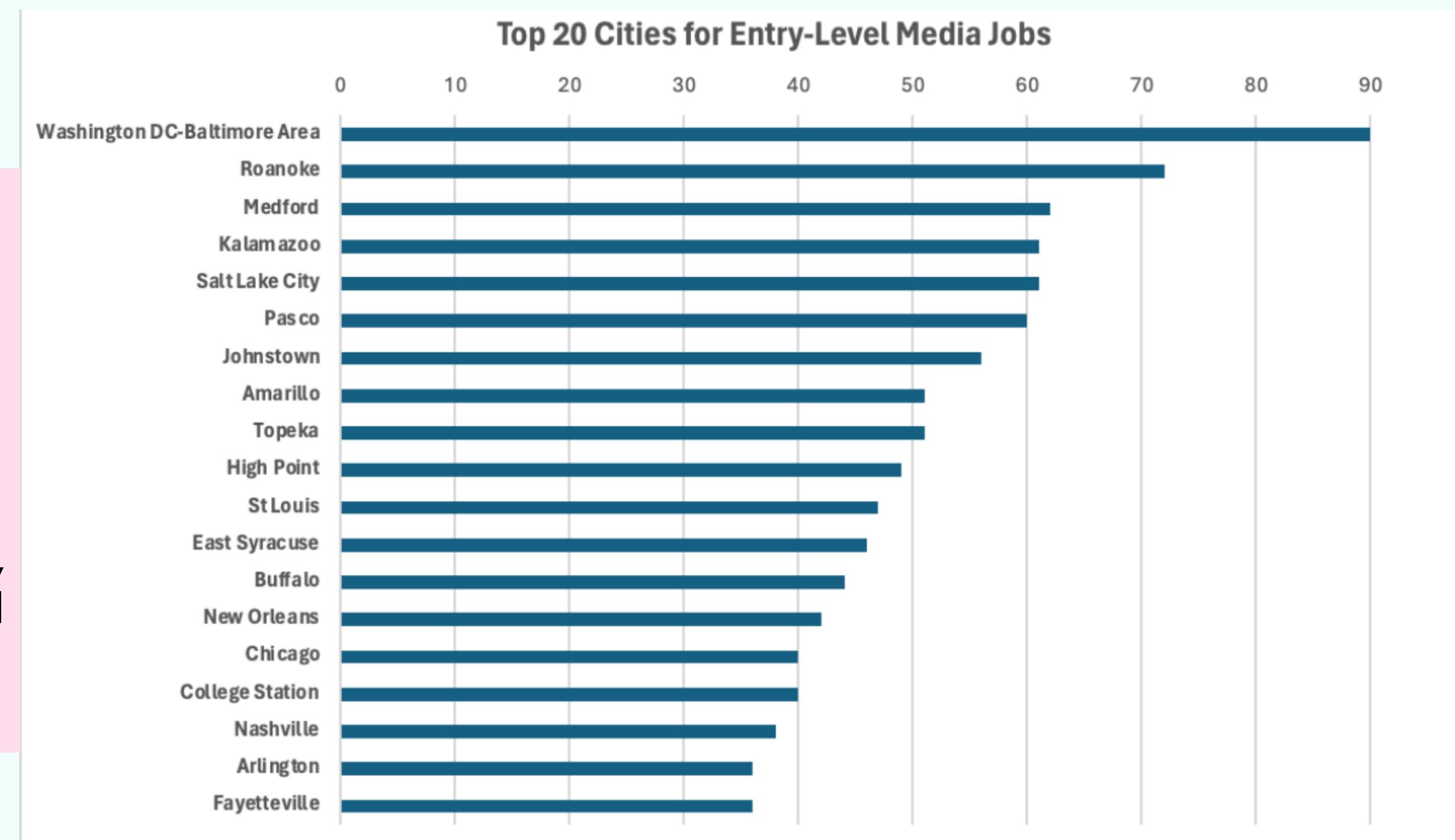
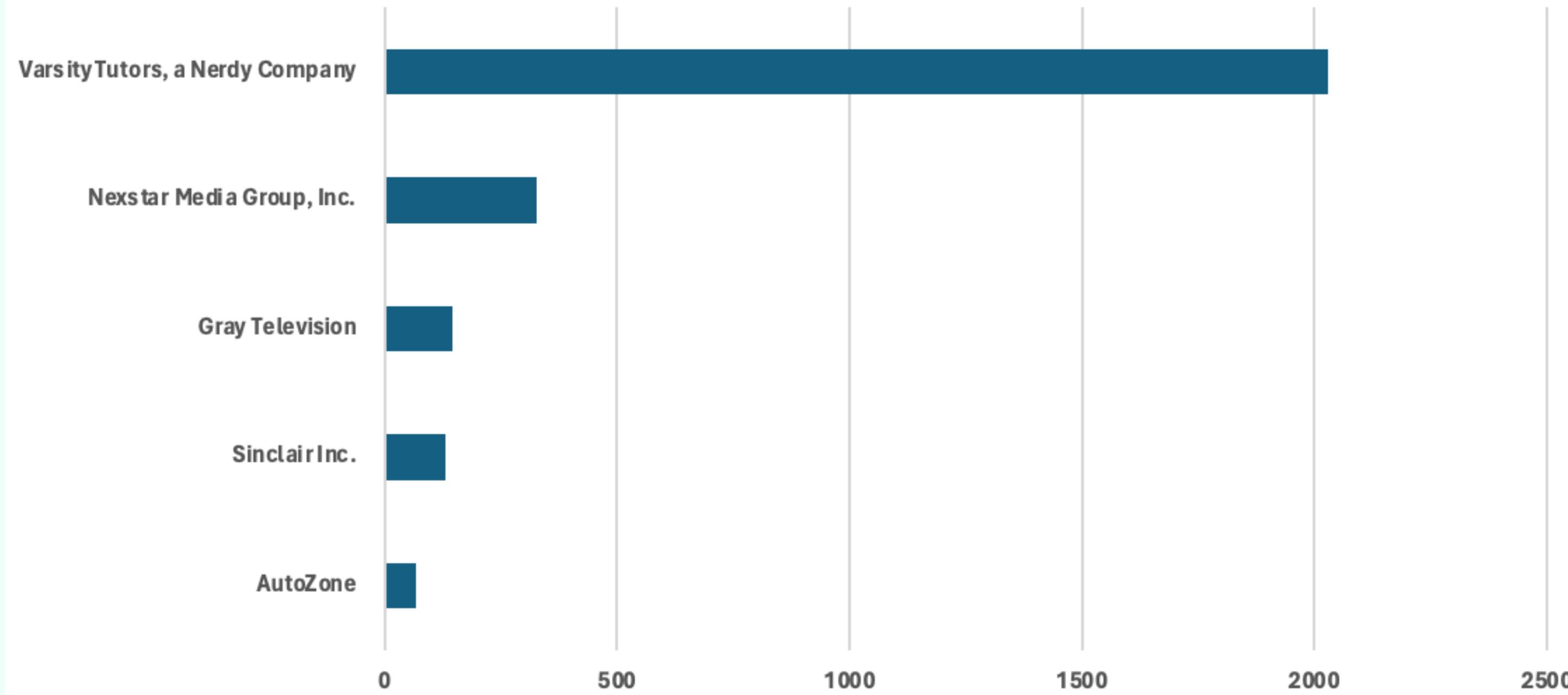


Figure 3. Top 20 Cities with the highest job postings

I. Data Set

3. Company Analysis

Top 5 Companies with the Highest Number of Job Postings



Varsity Tutors is the company with the highest number of media job postings.

I. Data Set

3. Jobs Title

Predominant Job Titles

"**News Producers**,"
"**Reporter**,"
Multimedia
Journalist," and "**News**
Photographers."

-Represent over half
(54%) of the job
postings

Conclusion

Content production
and **news handling**.

-Developing strong
writing and
storytelling skills is
crucial.

Key words

-Discuss important skills
indicated by recurrent
keywords in job titles,
such as "**Writing**,"
"Content," and "**News**."

-The industry's emphasis
on strong **writing**
abilities and **content**
creation expertise.

III. Trends in Skills Required

1. Most Frequent Skills:
Web Development, Writing/Editing, and Media Law are the top 3 skills frequently mentioned in job listings.

2. Less Frequent Skills:
Soft skills such as ***Critical Thinking & Analysis, Strategic Communication, and Research*** are less frequently mentioned in job listings.

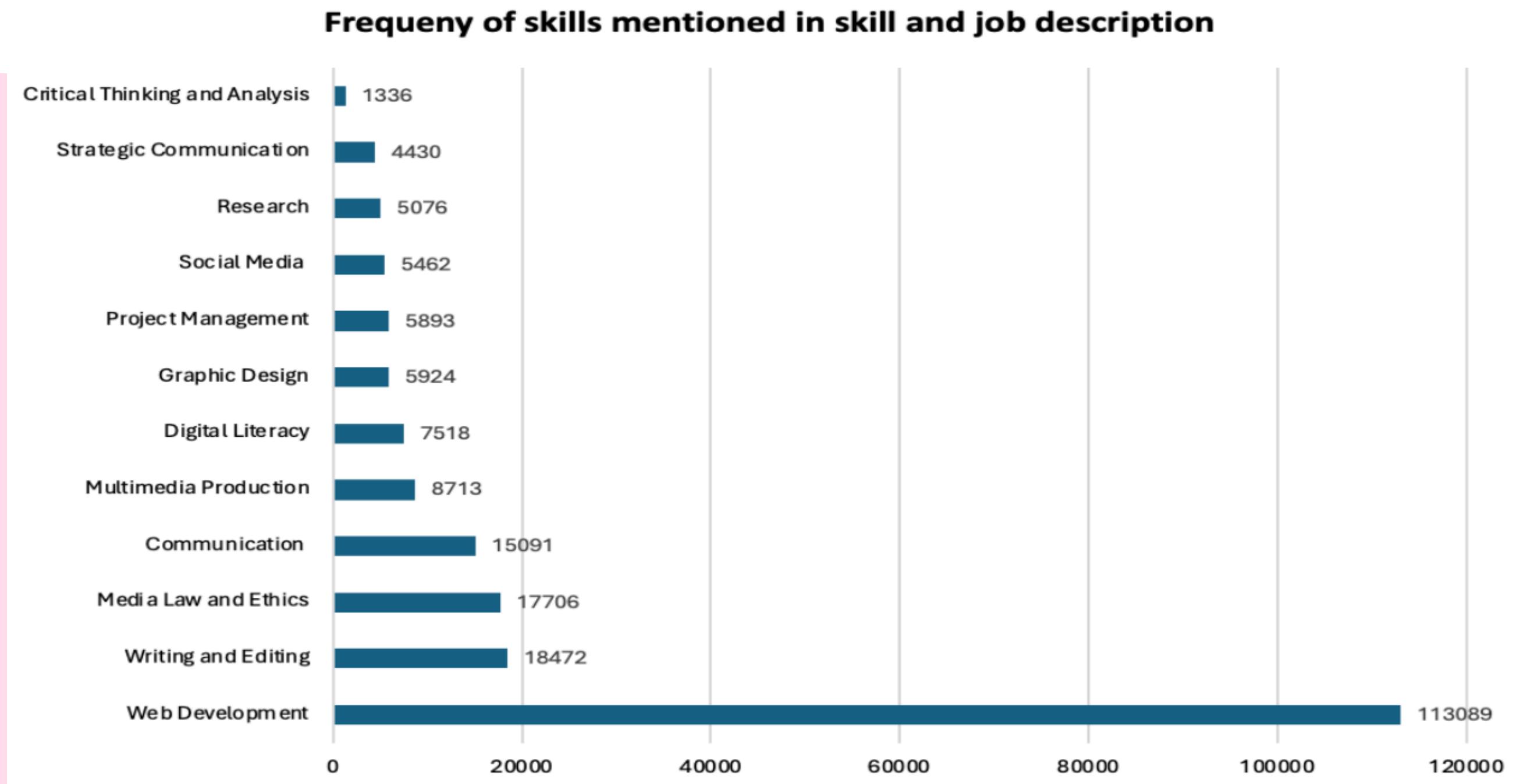


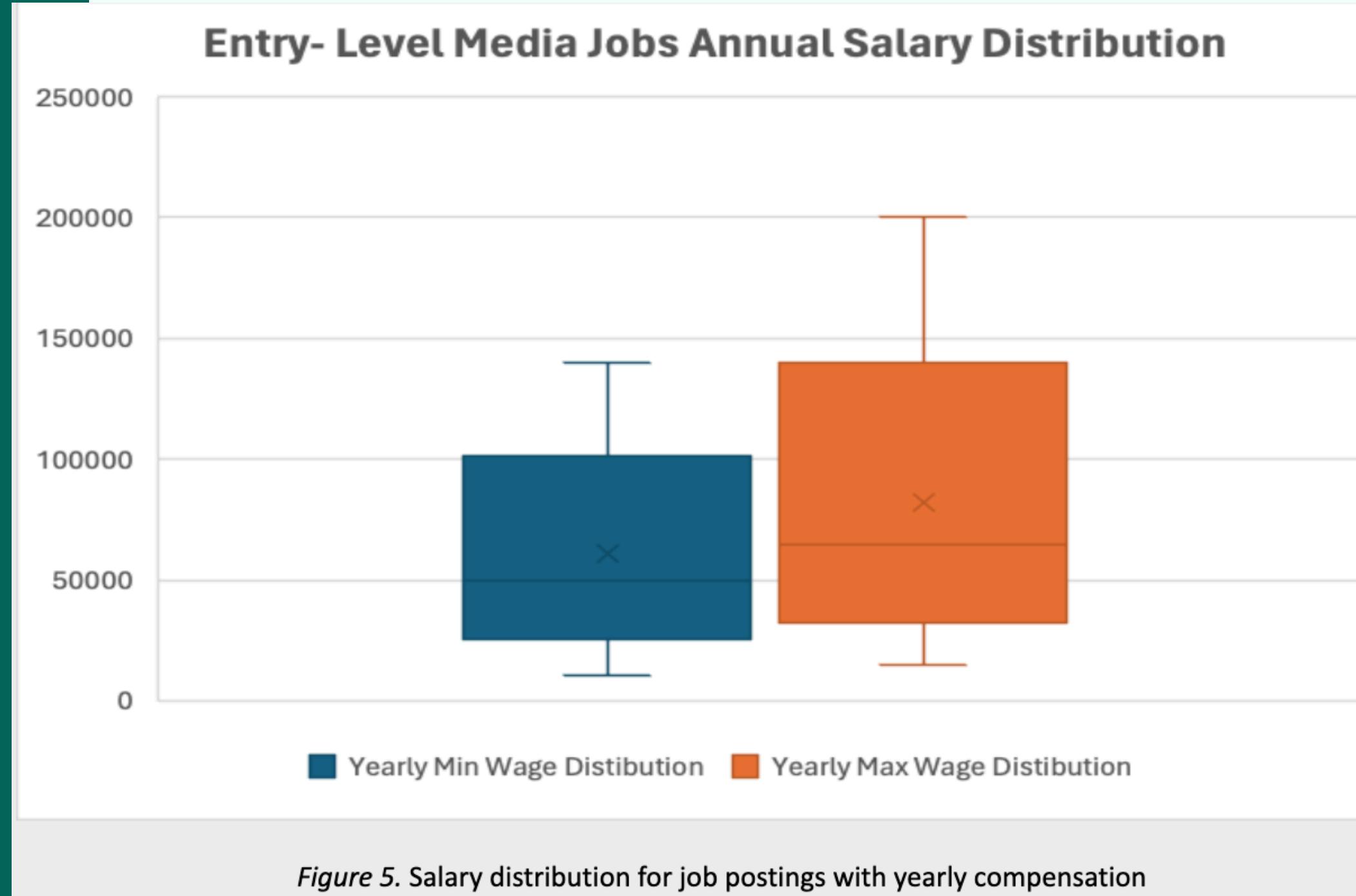
Figure 4. The counts of each skill group in the entry-level media job postings on LinkedIn and Indeed

Compensation- Salary Analysis

salary	salary_type	min_salary	max_salary
\$63,000/yr - \$68,000/yr	year	63000.00	68000.00
\$37,612/yr - \$62,894/yr	year	37612.00	62894.00
\$15/hr - \$18/hr (from job descri...	hour	15.00	18.00
\$16/hr - \$17/hr (from job descri...	hour	16.00	17.00
\$16.25/hr (from job description)	hour	16.25	16.25
\$21/hr - \$23.63/hr (from job des...	hour	21.00	23.63
\$83,100/yr - \$115,000/yr (from j...	year	83100.00	115000.00
\$42,000/yr - \$55,000/yr (from jo...	year	42000.00	55000.00
\$38,000/yr - \$40,000/yr (from jo...	year	38000.00	40000.00
\$15/hr (from job description)	hour	15.00	15.00
\$4,090/month - \$6,373/month	month	4090.00	6373.00
\$4,090/month - \$6,373/month	month	4090.00	6373.00
\$4,090/month - \$6,373/month	month	4090.00	6373.00
\$4,508/month - \$7,023/month	month	4508.00	7023.00
\$4,090/month - \$6,373/month	month	4090.00	6373.00
\$65,000/yr - \$70,000/yr (from jo...	year	65000.00	70000.00
\$18/hr (from job description)	hour	18.00	18.00
\$47,000/yr - \$52,000/yr	year	47000.00	52000.00
\$80,000/yr - \$115,000/yr (from j...	year	80000.00	115000.00
\$65,000/yr - \$75,000/yr (from jo...	year	65000.00	75000.00
\$80,000/yr - \$95,000/yr (from jo...	year	80000.00	95000.00
\$5,405/month - \$11,994/month...	month	5405.00	5405.00
\$4,530/month - \$6,056/month (f...	month	4530.00	4530.00
\$4,530/month - \$11,994/month...	month	4530.00	4530.00
\$81,888/yr - \$87,552/yr (from jo...	year	81888.00	87552.00
\$81,888/yr - \$87,550/yr (from jo...	year	81888.00	87550.00
\$18/hr (from job description)	hour	18.00	18.00
\$89,109.70/yr - \$107,187.18/yr	year	89109.70	107187.18
\$20/hr (from job description)	hour	20.00	20.00
\$18/hr (from job description)	hour	18.00	18.00
\$52.000/vr - \$80.000/vr (from io...	year	52000.00	80000.00

IV. Compensation

1. Annual Salary



- Among **283** jobs that listed yearly compensation, annual salaries show significant variation, ranging from **\$10,600 to \$200,000**.
- The median salary ranges from **\$60,720 - \$81,831**.
- Salaries can vary greatly among **different employers** and **different geographic locations** or **job specializations** within the media sector.

IV. Compensation

2. Hourly Wage

Entry- Level Media Jobs Hourly Wage Dsitribution

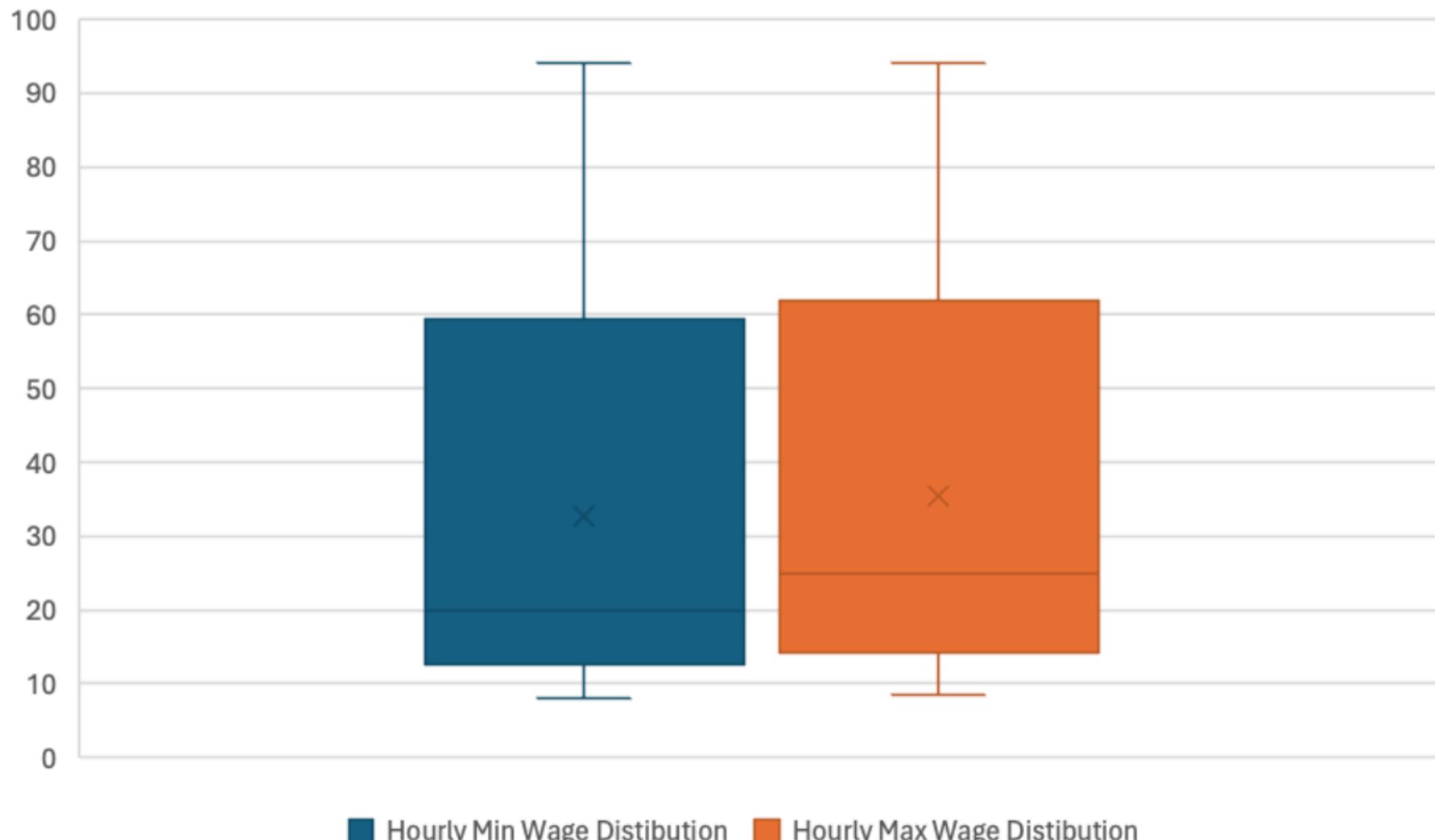


Figure 6. Hourly wage distribution for entry-level media job postings |

- Among **418** jobs that listed hourly wages, salaries range from **\$8 to \$94** per hour.

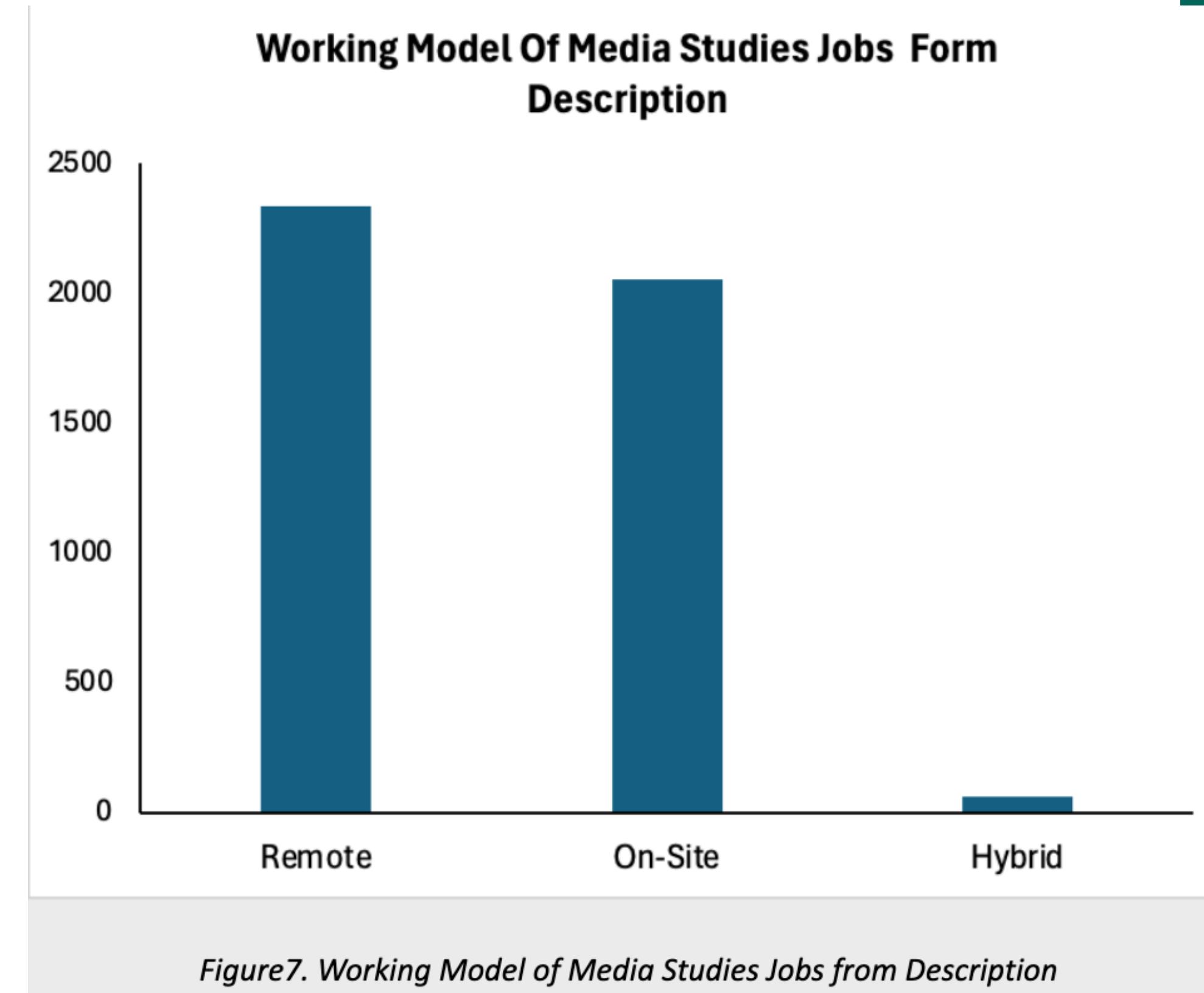
- The **near-identical spread** and **Interquartile Range** is interesting and unusual, indicating that the variability of wages is consistent across both minimum and maximum wages..

This similarity suggests the occurrence of outliers in the data, extreme wage values—both very low and very high.

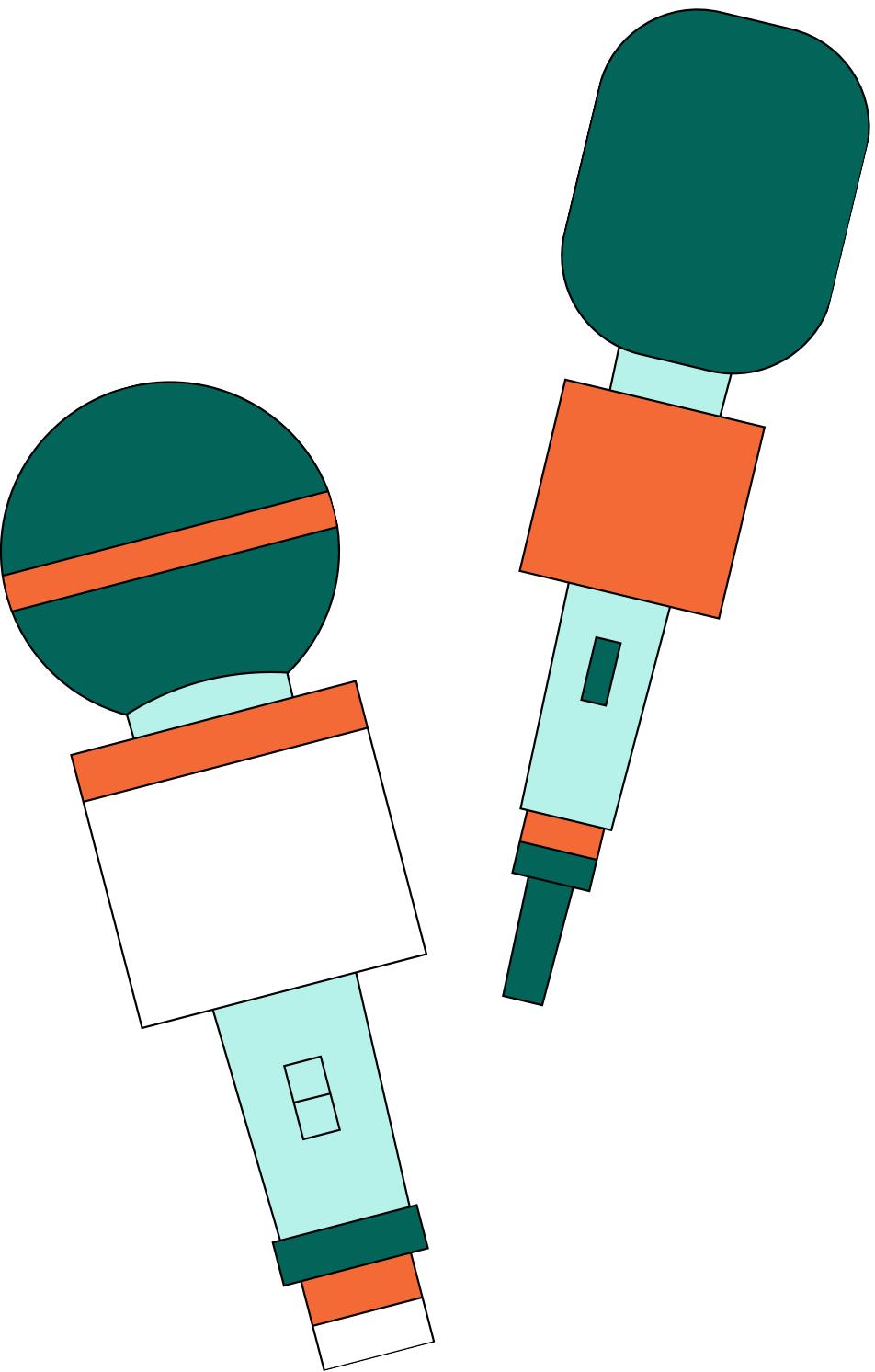
- The median salary ranges from **\$32.80- \$35.50**.

V. Working Model:

- **Remote** work emerges as the predominant working model.
- **On-site** and **Remote** settings remain **dominant**, with hybrid models yet to establish a firm footing within the sector.
- This highlights the **growing recognition** of the benefits of remote and hybrid setups today.



Qualitative Research



- Conducted **4 informational interviews** with Beloit College **alums**.
- Conducted **1 informational interview** with a Beloit College **professor**.

1. Market Trends

- Shift towards **digital content creation** and **AI integration** in the media industry.
- Increased demand for roles like **MMJs, Reporters, Producers, Social Media Managers, and Anchors**
- Need for a blend of **traditional production skills** and **digital marketing expertise** due to the growing reliance on digital platforms.
- Need to possess **social media strategy skills**, blurring the lines between marketing and media.
- Important to stay updated with **technological advancements** for **competitiveness**.

2. Skills and Credentials

Both offer perspectives or opinions.

Soft skills:

- Communication
- Adaptability
- Resilience
- Curiosity
- Storytelling
- Flexibility
- Time Management
- Presentation
- Writing
- Questioning
- Work Ethic
- Customer Engagement

Technical Skills:

- Camera Operation Proficiency
- Video Editing Proficiency
- Social Media Management Expertise
- Proficiency in Content Creation Software
 - Adobe Creative Cloud
 - Photoshop
 - After Effects
 - ENPS
 - Canva
 - Adobe Max

Formal Credentials:

While entry-level positions often require some form of higher education, whether a degree or certification, the importance of a formal degree can vary.

There is a great emphasis on having a well-curated **portfolio**, a professional **reel**, and **practical experience**.

Recommendations for Students

-Skill Development:

Enroll in courses like Intro to Sound Recording, Graphic Design, and Digital Marketing to gain technical skills.

-Soft Skills:

Improve communication, adaptability, and critical thinking through courses like Public Speaking and Creative Writing.

-Geographic Mobility:

Be prepared to relocate as job opportunities are region-specific.

-Real-World Experience:

Engage in internships and practical projects to enhance employability and stay informed about industry trends.

Recommendations for Advisors & Instructors

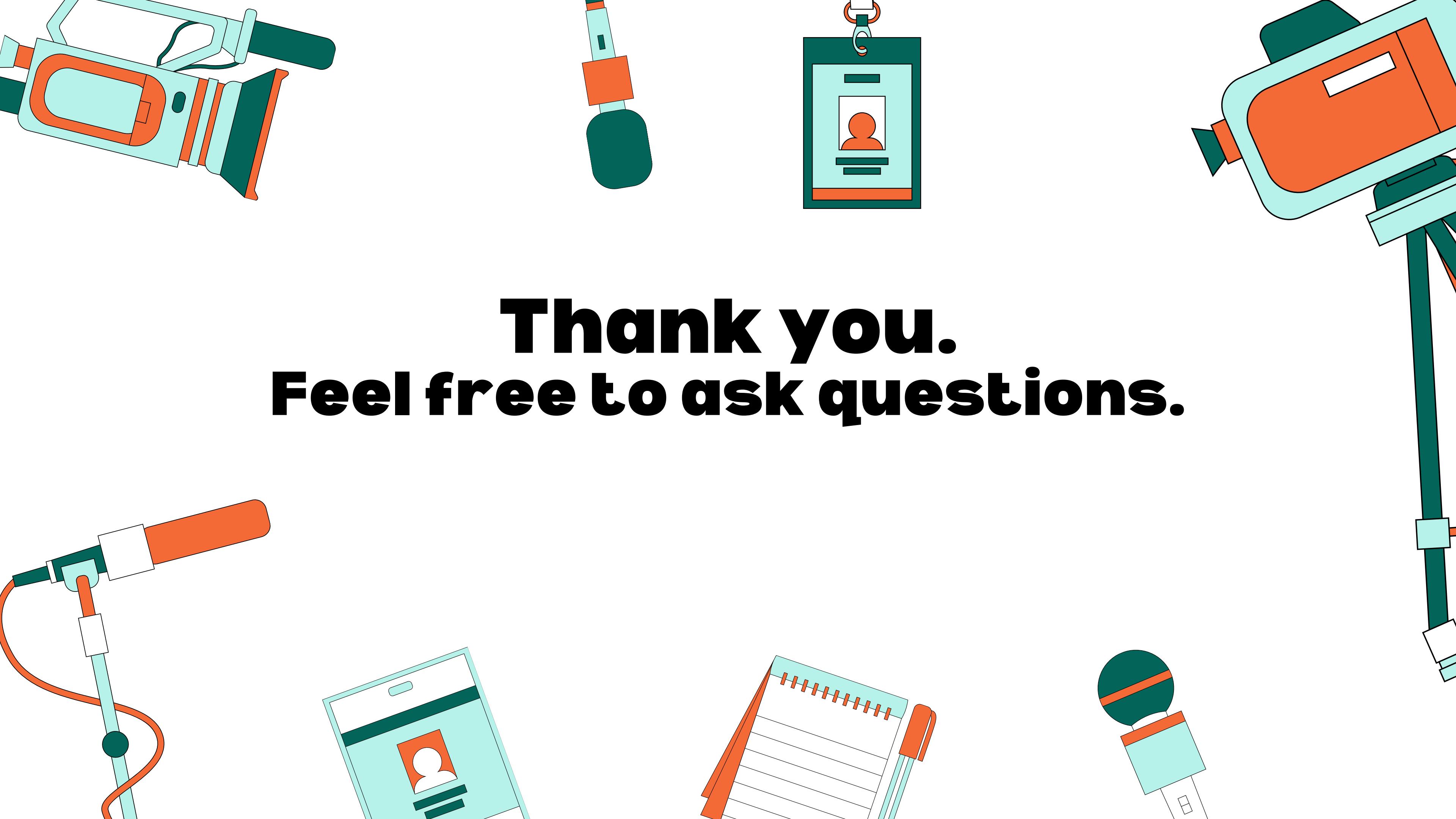
- Curriculum Development:** Tailor courses to align with industry demands and include current trends and technologies.
- Skills Enhancement:** Encourage the development of both technical and soft skills.
- Hands-On Experience:** Integrate internships, case studies, and practical projects into the curriculum.

Key Takeaways

- The media industry is increasingly adopting digital content creation, emphasizing multimedia journalism and AI integration.
- Soft skills like adaptability, creativity, writing, and presentation can make you stand out from the crowd in this competitive job market.
- Practical experience through a good **portfolio** and real-world media **projects** may outweigh formal education in hiring decisions.

Top Picks

- **Data Source:** LinkedIn
- **State:** Illinois, Florida
- **City:** Washington DC, Baltimore
- **Median Annual Salary:** \$60,720 - \$81,831
- **Median Hourly Wage:** \$32.80- \$35.50
- **Work Model:** Remote



**Thank you.
Feel free to ask questions.**