

Are You Interested in Content Creation?

Joseph Nathan Cohen
Department of Sociology
City University of New York, Queens College

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Are you a high school or college student who loves content creation? Do you like:

- Creating Videos (e.g., for TikTok, YouTube, TV, or film)
- Live Streaming (e.g., YouTube Live, Twitch, Facebook Live)
- Audio (e.g., podcasting, audiobooks, verbal storytelling)
- Images and Visual Design (e.g., Instagram, Pinterest, webcomics)
- Text (e.g., Reddit, Twitter, blogging, books, magazine articles, journalism)

Are you interested in exploring career opportunities lurking in these passions? There are many such opportunities. Students in New York enjoy special opportunities in content creation-related fields because the City is a global hub for mass communications, information, and culture industries.

Table 1 (below) comes from my research on content creation and content creation entrepreneurship. It shows the total number of people working in these jobs nationally and in metro NYC¹, their median annual incomes in 2021, and the projected jobs growth rate in the coming ten years (compared to overall jobs growth). For explanations of each of these occupational groups, see Appendix 2.

I love making content, but I'm unsure how to turn it into a career that is right for me. What should I do? My advice:

- ***Find Your Personal Passions.*** Start by identifying your personal passions and interests. Content creation and building an online brand requires many different skills, such as writing, production, performance, marketing, and much else. Consider the many jobs listed in Table 1. Even small independent creators have to dabble in many of these skill sets. There are many ways to be successful, as long as you focus on what you enjoy and are good at. Through the Queens Podcast Lab, or in my Content Creation seminar, you can dabble in these jobs, and see which ones you like. If you find that you enjoy a particular skill, you might follow up by taking a course that specializes in that skill to gain more knowledge and experience. If you take enough courses in a subfield, you start

¹ Defined by the Census Bureau as an urban center and outlying areas in which a requisite proportion of the population works in that center. Metropolitan New York is depicted in a map in Appendix 1.

to become professionally proficient and eventually develop expertise. See Appendix 3 for a list of Queens College classes related to the occupational groups listed below in Table 1.

- **Build a Portfolio of Awesome Stuff.** You have to invest hundreds of hours of practice to get good at anything. You can put yourself in a virtuous cycle by finding creative work you like, making stuff by doing the kind of work you like, and building a portfolio. Not only does it allow you to build your skills and develop a demonstrable track record of creation, but the successful development of your own content series can create their own opportunities.
- **Connect with Others.** The best time to jump into a field that you love is in school. You have the most access to facilities, resources, and people who share your passion. People love helping students, and many professional associations offer mentorship and other student programs to help young aspirants. School is a great place to meet new people and experiment with new collaborations. This is one area where you can leverage the advantage of your being located in New York.

Table 1: Content Creation-Related Careers

Jobs	National Employment	Metro NYC Employment	10-Year Projected Growth	Median Annual Income (2021)
Writing				
Writers and Authors	143,200	6,220	Average	\$69,510
Editors	108,600	18,610	Slower	\$63,350
Technical Writers	52,300	2,110	Faster	\$78,060
News Analysts, Reports & Journalists	46,700	4,750	Average	\$48,370
Media Production				
Graphic Designers	254,100	17,910	Slower	\$50,710
Broadcast, Sound, and Video Technicians	138,700	*	Much Faster	\$49,050
Producers and Directors	131,000	25,960	Much Faster	\$79,000
Photographers	110,500	3,260	Much Faster	\$38,950
Art Directors	98,500	8,360	Faster	\$100,890
Film and Video Editors and Camera Operators	63,300	*	Much Faster	\$60,360
Special Effects Artists and Animators	62,400	1,340	Much Faster	\$78,790
Web				
Web Developers & Digital Designers	199,400	*	Faster	\$77,200
Performance				
Broadcast Announcers and Disc Jockeys	52,200	1,380	Faster	\$45,810
Actors	51,600	3,980	Much Faster	\$23/hr
Management & Marketing				
Market Research Analysts and Marketing Specialists	740,900	77,230	Much Faster	\$63,920
Public Relations Specialist	272,300	23,920	Faster	\$62,800

*Breakdown of jobs in NYC area presented below in Table 2.

Sorted by National Employment estimates

New York is not the only place where this work exists, either. Table 2 (below) shows how job markets for these skills exist in other major US metro areas. It shows how New York and Los Angeles are major hubs for these industries, which is great because being close to an industrial hub benefits you. There are more people to meet, more events in which you can participate, more opportunities to volunteer or collaborate, and much else. Smaller hubs exist in other parts of the country, and in the cultural centers of other countries.

Table 2: Content Creation-Related Job Markets

	New York	Los Angeles	Chicago	Washington	Boston	Other Important Markets
Editors	18,610	5,500	3,220	5,840	2,820	San Francisco (2,390)
Writers and Authors	6,220	6,580	2,850	2,810	1,250	San Francisco (1,430)
News Analysts, Reports & Journalists	4,750	2,060	610	2,130	450	Atlanta (1,630)
Technical Writers	2,110	1,820	1,260	3,310	1,860	Denver (1,700)
Producers and Directors	25,960	36,850	2,460	3,650	1,720	San Francisco (3,650)
Film and Video Editors and Camera Optrs	4,530	8,880	890	410	290	San Francisco (710)
Photographers	3,260	NA	1,390	650	530	Atlanta (1,100)
Broadcast Technicians	3,060	3,090	530	720	320	Atlanta (850)
Camera Operators, TV, Video, and Film	1,710	NA	160	560	610	Atlanta (1,010)
Sound Engineering Technicians	1,180	2,810	300	240	120	Nashville (400)
Lighting Technicians	340	NA	NA	NA	NA	Las Vegas (170)
Graphic Designers	17,910	13,260	8,250	5,020	4,140	Dallas (4,880)
Art Directors	8,360	5,150	2,640	580	1,080	San Francisco (1,430)
Set and Exhibit and Designers	1,400	570	160	310	70	Atlanta (500)
Special Effects Artists and Animators	1,340	4,880	180	240	NA	Seattle (1,950)
Web and Digital Interface Designers	7,680	3,390	1,620	2,510	2,310	San Francisco (3,240)
Web Developers	6,560	4,200	2,710	3,300	1,790	San Francisco (3,090)
Actors	3,980	NA	2,050	380	110	Philadelphia (1,560)
Announcers and Disc Jockeys	1,380	1,850	630	580	360	Miami (410)
Market Analysts & Marketing Specialists	77,230	38,240	27,890	20,060	18,280	San Fran. (21,310)
Management Analyst	54,920	32,160	40,340	64,320	25,420	Sacramento (23,530)
Public Relations Specialist	23,920	9,270	4,600	23,010	5,920	Dallas (6,610)

Aren't Media Jobs Disappearing? Some jobs were far more prevalent in the pre-Internet days than today. For example, there are fewer people working as full-time journalists for small-town newspapers. But, as Table 1 suggests, job growth is expected to be rapid among content creators and those who run creative enterprises.

In our research on successful podcasters, we find that people leverage strengths in these occupationally-defined areas – for example, they lean on their background as actors, writers, or sound engineers – to create podcasts that stand out from competition. They learn the basics of other jobs (or learn what the jobs involve so that they know whom to hire or enlist as a collaborator), but develop a specialty that is in line with their gifts.

All of this is to say that, whether you are looking for someone to hire you or you dream of being an independent creator, you can benefit from learning the basics of the many jobs involved in the media business while you find your gifts.

Queens College & the Queens Podcast Lab

My colleagues and I at the Queens Podcast Lab have been working on developing learning materials, courses, and other educational opportunities for students who are interested in content creation. We assemble faculty and students interested in content creation. Our goal is to create learning and collaboration opportunities that help us understand creation and creative enterprise management, develop our skills, and advance our careers.

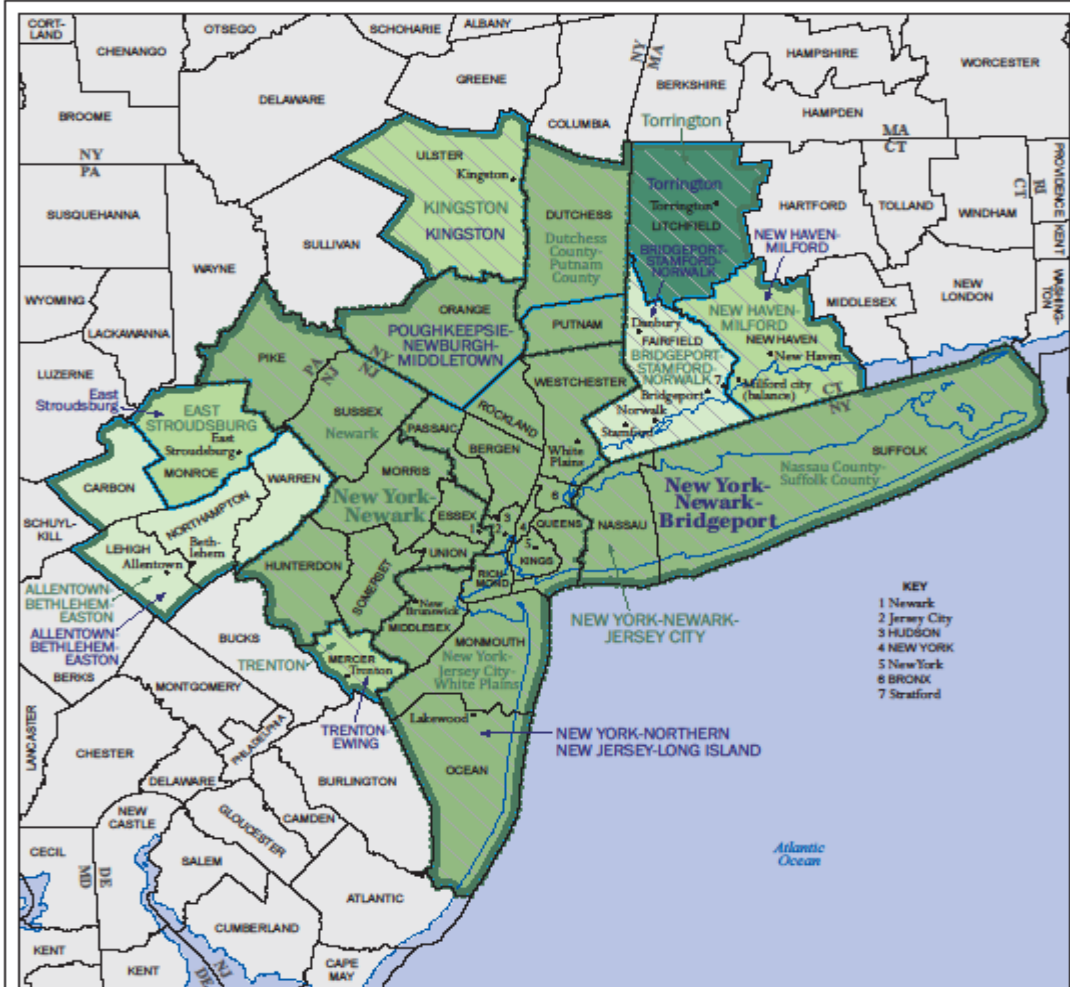
If you are a Queens College student:

- Consider signing up for Professor Joseph Cohen's ***Content Creation and Creative Entrepreneurship*** course, which is usually offered as SOC 240 or SOC 381W in the sociology department. Contact Professor Joseph Cohen for more information: joseph.cohen@qc.cuny.edu
- If you know where your passions lie, reach out to a professor who is teaching a course in that subfield. Check out Appendix 3 for a listing of Queens College classes.
- Join the Queens Podcast Lab Internship Program, which offers credit for hands-on media-related work, plus learning and mentorship workshops. Contact Professor Joseph Cohen for more information: joseph.cohen@qc.cuny.edu

Appendix 1: Metropolitan New York City

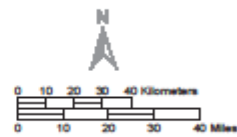
Reproduction from U.S. Census Bureau.

New York-Newark, NY-NJ-CT-PA Combined Statistical Area



- KEY**
- 1 Newark
 - 2 Jersey City
 - 3 HUDSON
 - 4 NEW YORK
 - 5 New York
 - 6 BRONX
 - 7 Stratford

- LEGEND**
- New York-Newark 2012 Combined Statistical Area
 - TRENTON 2012 Metropolitan Statistical Area
 - Torrington 2012 Micropolitan Statistical Area
 - Newark 2012 Metropolitan Divisions
 - Danbury 2012 Principal City
 - New York-Newark-Bridgeport 2007 Combined Statistical Area
 - KINGSTON 2007 Metropolitan Statistical Area
 - East Stroudsburg 2007 Micropolitan Statistical Area
 - NY State or Statistical Equivalent
 - KINGS County or Statistical Equivalent



2012 Combined Statistical Area (CSA) and Metropolitan/Micropolitan Statistical Area (CBSA) boundaries and names are as of February 2013. 2007 Combined Statistical Areas (CSA) and Metropolitan/Micropolitan Statistical Areas (CBSA) are as of December 2006. All other boundaries and names are as of January 2012.

Appendix 2: Description of Occupational Fields

Occupation	Description	Professional Organizations
Writers and Authors	Writers and authors develop written content for various types of media.	American Grant Writers' Association American Society of Journalists and Authors Association of Writers & Writing Programs National Association of Science Writers Society of Professional Journalists
Editors	Editors plan, review, and revise content for publication.	American Copy Editors Society American Society of Magazine Editors Association of Alternative Newsmedia Radio, Television, and Digital News Association Society of Professional Journalists
News Analysts, Reporters & Journalists	Writers and authors develop written content for various types of media.	Society of Professional Journalists
Technical Writers	Technical writers prepare instruction manuals, how-to guides, journal articles, and other supporting documents to communicate complex and technical information more easily.	American Medical Writers Association National Association of Science Writers Society for Technical Communication
Producers & Directors	Producers and directors make business and creative decisions about film, television, stage, and other productions.	Directors' Guild of America Producers' Guild of America
Film and Video Editors and Camera Operators	<i>Film and video editors and camera operators manipulate moving images that entertain or inform an audience.</i>	Motion Picture Editors' Guild
Photographers	<i>Photographers use their technical expertise, creativity, and composition skills to produce and preserve images.</i>	American Society of Media Photographers
Broadcast, Sound, and Video Technicians	<i>Broadcast, sound, and video technicians set up, operate, and maintain the electrical equipment for media programs.</i>	National Association of Broadcasters Audio Engineering Society Society of Broadcast Engineers Audiovisual and Integrated Experience Association
Graphic Designers	<i>Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers.</i>	AIGA Graphic Artists Guild Society for Experiential Graphic Design
Art Directors	<i>Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions.</i>	Art Directors' Club Art Directors' Guild
Special Effects Artists and Animators	<i>Special effects artists and animators create images that appear to move and visual effects for various forms of media and entertainment.</i>	Animation Educators' Forum Visual Effects Society Women in Visual Effects

Occupation	Description	Professional Organizations
Web Developers & Digital Designers	<i>Web developers create and maintain websites. Digital designers develop, create, and test website or interface layout, functions, and navigation for usability.</i>	World Organization of Webmasters Association for Computing Machinery Computing Research Association IEEE Computer Society National Center for Women & Information Technology
Actors	<i>Actors express ideas and portray characters in theater, film, television, and other performing arts media.</i>	Actors' Equity Association SAG-AFTRA
Announcers and Radio Disc Jockeys	<i>Announcers present news and sports or may interview guests on media such as radio and television. Disc jockeys (DJs) act as masters of ceremonies (emcees) or play recorded music at weddings, parties, or clubs.</i>	National Association of Broadcasters
Market Research Analysts and Marketing Specialists	<i>Market research analysts study market conditions to examine potential sales of a product or service.</i>	O*Net Description Insights Association
Public Relations Specialist	<i>Public relations specialists create and maintain a positive public image for the clients they represent.</i>	Public Relations Society of America Public Relations Student Society of America International Association of Business Communicators O*Net Entry

Appendix 3: Queens College Courses

This is a first draft for faculty discussion purposes only. Students should not use this listing in curriculum planning.

Overview of Content Creation & Creative Entrepreneurship

- SOC 240: Content Creation & Creative Entrepreneurship (with Joseph Cohen only)

Writing & Digital Publishing

- ENGL 210W. Introduction to Creative Writing
- ENGL 211W. Introduction to Writing Nonfiction
- ARTS 187. Graphic Novel
- ARTS 192. Storyboarding & Storytelling
- ARTS 248. Book Design and Production
- CMLIT 336. Forms of Fiction
- CMLIT 341. Life Writing
- JOUR 101W. Introduction to News Reporting
- JOUR 201. Digital Journalism
- JOUR 202. Visual Storytelling
- MEDST 245. Screenwriting
- MEDST 246. Art of the Adaptation

Direction & Production

- MEDST 200. Principles of Sound and Image
- MEDST 241. Multimedia
- MEDST 242. Basics of Video Production
- MEDST 255. Social Media
- MEDST 314. Directing
- MEDST 316. Commercial Production
- MEDST 317. Advanced Post-Production

Video

- ARTS 157: Digital Moviemaking
- ARTS 207. Introduction to Video Editing
- DRAM 111. Introduction to Theater Design.
- MEDST 240. Styles of Cinema
- MEDST 243. Introduction to Filmmaking
- MEDST 265. Producing Independent Movies
- MEDST 310. Documentary Filmmaking
- MEDST 318. Cinematography

Visual Art and Design

- ARTH 264. History of Graphic Art
- ARTS 190. Design Foundations
- ARTS 191. Basic Software for Design
- ARTS 244. Color
- ARTS 250. Design Thinking
- PHOTO 165. Digital Photography
- ARTS 195. Photoshop Basics
- ARTS 188. Illustration
- ARTS 211. Introduction to Adobe Illustrator
- ARTS 257. Digital Illustration

Audio

- MEDST 313. Creative Sound Production
- MEDST 330. The Music Industry
- MUSIC 314. Recording Studio Fundamentals
- MUSIC 318. Digital Recording I

Web, Games, and Apps

- ARTS 214. Web Design.
- CSCI 081. Introduction to Web Programming.
- CSCI 082. Multimedia Fundamentals and Applications
- ARTS 172. Games Design
- ARTS 263. App Design

Performance

- DRAM 100. Introduction to Acting
- DRAM 150. Introduction to Dance
- MEDST 151. Public Speaking
- MEDST 249. Media Performance
- MEDST 257. Nonverbal Communication

Enterprise Management

- BALA 200. Introduction to Entrepreneurship
- CSCI 088. Advanced Productivity Tools for Business.
- MEDST 250. Introduction to Media Law
- MEDST 264. Business of Media
- PSYCH 226. Introduction to Industrial and Organizational Psychology
- PYSCH 362. Organization Performance Management
- SOC 224. Sociology of Organizations

Audience Engagement, Marketing, and Promotion

- BALA 398. Principles of Marketing
- DATA 334. Social Research Methods
- BUS 334. Marketing Research
- MEDST 222. Introduction to Public Relations
- MEDST 260. Advertising and Marketing
- MEDST 364. Advertising, Consumption, and Culture

Focus on Audience Groups

- AFST 202. Introduction to Black Cultures
- AMST 110. Introduction to American Society
- ANTH 104. Language, Culture & Society
- ANTH 222. Sex, Gender & Culture
- LALS 201. Contemporary Society and Film in Latin America
- MEDST 225. Ethnicity in American Media
- MEDST 259. Intercultural Communication
- URBST 113. Urban Subcultures and Lifestyles
- WGS 101. Introduction to Women and Gender Studies

- WGS 104. Introduction to LGBTQ Studies

Deep Dives

- SOC 103. Sociology of Life in the United States
- SOC 216. Social Psychology
- AMST 212. Popular Arts in America
- ANTH 232. Photography and the Visual World
- ANTH 285. Sociolinguistics
- ANTH 332. Anthropology of Memory
- ARTH 255. Late Modern and Contemporary Art
- ARTH 256. Contemporary Art Practices
- CMLIT 337. Archetypes
- ENGL 170W. Introduction to Literary Study
- ENGL 371. Twentieth- and Twenty-First-Century Drama and Performance
- ENGL 390. Comedy and Satire
- LCD 105. Introduction to Psycholinguistics
- LCD 110. Phonetics
- MEDST 100. Media Technologies from Gutenberg to the Internet
- MEDST 101. The Contemporary Media.
- MEDST 103. Interpersonal Communications.
- MEDST 110. Political Communications
- MEDST 145. History of Broadcasting
- MEDST 211. Introduction to Sports Television
- MEDST 257. Nonverbal Communication
- MEDST 262. Political Economy of Media
- PSYCH 231. Psychology of Human Motivation
- PSYCH 217. Life-Span Developmental Psychology
- PSYCH 334. Development of Perception and Cognition
- SOC 218. Mass Communication and Popular Culture