

# What Else Can I Do With These Skills?

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**B**reaking into a new career often requires creativity, but employers in many fields rely on writers and editors. It would be impossible to list every possible area to search, but what follows are some areas we are familiar with, along with some advice for looking into these areas.



## Getting Started

Large online sites such as **Monster**, **CareerBuilder**, **Craigslist** and **Yahoo** contain many jobs related to journalism. Search for terms such as *editor*, *editing*, *communications*, *web producer* and *media*. Don't forget your local newspaper or its website.

The **ACES** site is an excellent resource for jobs, as are sites for organizations like **PRSA** (for public relations), the **Poynter Institute** and the **Society for News Design**. **JournalismJobs.com** has listings for everything from newspapers, magazines and online sites to trade publications, newsletters and public relations.

## Start networking:

If you're interested in a certain field, become a member of a professional group in that field. Attend functions to learn and network. Let your friends, neighbors and business acquaintances know that you're looking. Your next job lead could come from a neighbor's friend. Also use resources like **LinkedIn**, **Facebook** and **Twitter** to circulate information about you and your skills. For specific areas, consider some of the following options.



# Business

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Financial companies, health organizations and businesses rely on journalists of all types to write and edit publications and manage websites. Many businesses are eager to provide information

on the web, so knowledge of content management systems and other types of web publishing will open doors at many types of

organizations. Check the sites of individual companies for job listings. Other resources include the **Financial Communications Society** ([www.fcsinteractive.com](http://www.fcsinteractive.com)), the **Professional Association for Investment Communications Resources** ([www.paicr.com](http://www.paicr.com)), the **Association of Health Care Journalists** ([www.healthjournalism.org](http://www.healthjournalism.org)), and the **Society of Business Editors and Writers** (<http://sabew.org>).

## Advertising and public relations

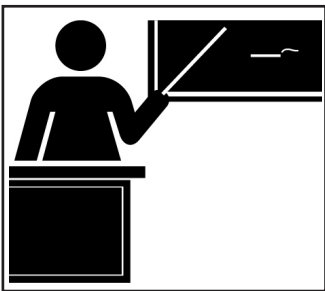
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Many companies use editors in what they call *quality assurance*, meaning someone who can see through the problems in ads or press releases. Jobs are sometimes listed under *copywriter* or *tech editor*, and are generally posted on the sites of individual companies. Some of these jobs require both writing and editing. For instance:

internal communications for larger companies, and public or community relations. Check out the **Public Relations Society of America** ([www.prsa.org](http://www.prsa.org)), and **Advertising Age** (<http://adage.com>), a trade journal that has a large jobs section. **PR Newswire** (<http://prnewswire.com>) often publishes articles on jobs and job-hunting.

## Education

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Individual colleges and universities post jobs on their websites, whether for traditional teaching positions or for writers and editors for publications, sports information, alumni associations, public

relations offices (sometimes called university relations).

If you are interested in teaching a class, watch for openings for adjunct professors, part-

time faculty members, instructors or visiting professionals.

**The Chronicle of Higher Education** (<http://chronicle.com>) contains perhaps the largest collection of job advertisements from across the United States. **Inside Higher Ed** ([www.insidehighered.com](http://www.insidehighered.com)) also contains job listings and career advice.

Many colleges, especially community colleges, offer continuing education classes. So consider pitching an idea for a class. Keep in mind, though, that most colleges and universities pay part-time teachers very little.

## Freelance

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Many small publications hire freelance editors, as does the book industry. **Freelance Success** ([www.freelancesuccess.com](http://www.freelancesuccess.com)) is one place to start if you are looking for freelance jobs.

Many university presses and academic journals use only freelance editors. Having a subject

specialty (history, biology, art, etc.) helps. Another resource:

**85+ Tools & Resources for Freelancers and Web Workers**

<http://mashable.com/2009/03/03/freelance/>

# Government

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The federal government and state governments employ writers and editors in many different agencies. For federal government jobs, check **USAJobs.gov**. For state jobs,

a state's official site is a good place to start, as it usually lists jobs within all state agencies. For an excellent listing of state government sites, as well as sites of individual agencies and county and city governments, see **State and Local Government.net**.

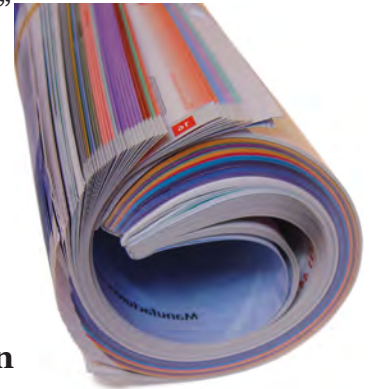
# Magazines

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Editing jobs range from proofreader to fact-checker to production editor to manager. **Media Bistro** ([www.mediabistro.com](http://www.mediabistro.com)) contains news about the magazine industry (and other areas of journalism), including job listings from around the country. **Ed2010** ([www.ed2010.com](http://www.ed2010.com)) includes a weekly newsletter about the magazine world, including open jobs and rumored open jobs. It was started by a group of graduates whose goal was to become magazine editors by the year 2010. **Folio** magazine ([www.foliomag.com](http://www.foliomag.com)) prides itself on being the “magazine for

magazine management.”

It covers news in the magazine world, but also includes articles and interviews from insiders and experts whose advice can help with magazine careers. Another organization to consider: the **American Society of Business Publication Editors** ([www.asbpe.org](http://www.asbpe.org)).



# Nonprofits

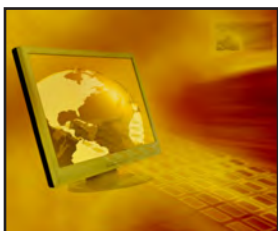
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Foundations, civic groups, chambers of commerce and museums, to name a few, all have editors of some type, or have people who take on that role even if they aren't called *editors*. In a recent article about job-hunting in the nonprofit world, **The Chronicle of Philanthropy** (<http://philanthropy.com>) said “your passion

for an organization's mission could get you the job even if your skills aren't the perfect match.” It also offered advice for standing out among job applicants: Pay attention to details. Too often, employers say, they see spelling errors on applications and resumes. That almost sounds like an invitation to editors.

# Online Publications

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The **Online News Association** (<http://journalists.org>) maintains a jobs database (which requires a \$50 membership fee for the organization) and publishes lots

of information about online publications. **CyberJournalist.net** also follows the online and traditional journalism and media. Access to its jobs database is free.

Copy editors are well-suited to the jobs of content editors and producers for websites

of businesses, non-profits and other organizations. In Seattle and other large cities, talent agencies place people with big corporations (i.e., Microsoft). After you register with them, they look for opportunities that align with your skills and interests. Other good resources:

**Mashable Jobs** (<http://mashable.com/follow/topics/jobs>) contains many listings and also lots of advice about job hunting.

**Smashing Magazine** ([www.smashingmagazine.com](http://www.smashingmagazine.com)) has a jobs section that is heavy on web development but also contains jobs in content management and design.

# Temp agencies

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Don't overlook temp agencies when seeking a job. Yes, the jobs they offer are usually temporary, but that often means many months, or even longer. Here are a few to consider.

**Artisan Creative** ([www.artisancreative.com](http://www.artisancreative.com)) caters to writers, editors, designers and related jobs.

**Match Creative Talent** ([www.matchcreative.com](http://www.matchcreative.com)) provides staffing to companies in advertising, entertainment and

design, among other areas.

**Creative Circle** ([www.creativecircle.com](http://www.creativecircle.com)) places people in advertising, marketing, visual communication and other areas.

**Aquent** (<http://aquent.us>) sometimes works with companies that need editors and proofreaders.

**Paladin Staffing** ([www.paladinstaff.com](http://www.paladinstaff.com)) also works with companies that need editors.

# Trade Publications

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Trade publications, trade associations, law firms, lobbying groups and similar organizations employ writers, web editors and copy editors. Many of these publications operate much like traditional news operations, except they are for specific groups or industries.

Some of these jobs require specialized knowledge of groups or industries, but many

do not. One place to start is **WebWire** ([www.webwire.com/IndustryList.asp](http://www.webwire.com/IndustryList.asp)), which allows you to search for trade publications by industry. **O\*Net Online** ([www.onetonline.org](http://www.onetonline.org)), which was created for the U.S. Department of Labor, lists occupations and general qualifications in hundreds of industries.

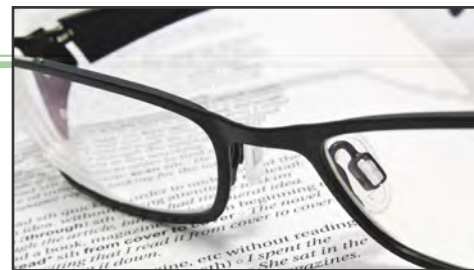
# Advice

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In a column at Poynter.org, Colleen Eddy offered these suggestions for assessing your next career move.

## What do you have to offer?

- What are your accomplishments?
- What strengths have you developed as you met challenges that seemed overwhelming?
- How have you survived in such a changing world?
- What technology has become part of your repertoire?
- What were some of the results of your work and how did they help the company?



## What do you really want?

- What are your top 10 priorities for your personal life and your career?
- What work would make you happy?
- What are you good at that will give you a sense of satisfaction?
- Where do you want to do that?
- What are your core values that keep you committed to your job?
- Where is a company that shares those values?

# ***How Do I Get There?***

## ***Copyediting Beyond the Newsroom***

ACES 16<sup>th</sup> National Conference  
New Orleans  
April 12–14, 2012

### **Career options for copyediting or proofreading instead of newspaper copyediting**

- Book publishing (there might be small, local publishers in your area)
- Trade magazines & their accompanying trade shows (may include copyediting buyers guides, tradeshow directories, ads, Web site announcements and articles)
- Freelance copyediting or proofreading — This requires work on your part to find opportunities. A few ideas: look for mistakes on company Web sites and email to offer your services, read friends' resumes, go to local networking events
- Company communications and marketing departments (brochures, new-hire benefit package materials, internal publications such as co. newsletters)
- Advertising agencies (copyediting posters, ads, brochures)
- Internet/Web site copyediting

### **Other journalism/editorial organizations you could join to network and learn of other career opportunities**

- **Society of Professional Journalists (SPJ)** *spj.org* — Works to inspire and educate the next generation of journalists and protects First Amendment guarantees of freedom of speech and press.
- **Online News Association (ONA)** *journalists.org* — Includes news writers, producers, designers, editors, photographers and others who produce news for the Internet or other digital delivery systems, as well as academic members and others interested in the development of online journalism.
- **Editorial Freelancers Association (EFA)** *the-efa.org* — Professional organization of self-employed workers in the publishing and communications industries.
- **American Society of Business Publication Editors (ASBPE)** *asbpe.org* — Professional association for full-time and freelance editors and writers employed in the business, trade, and specialty press.

### **Inspire your colleagues and get everyone together and create opportunities for discussion**

- Set up group lunches or happy hours surrounding these events below. Or have a bake-off and invite others to participate.

March

- **National Grammar Day**, *nationalgrammarday.com* (March 4 each year)
- **Words Matter Week** — First week of March

September

- **Be Kind to Editors and Writers month**
- **National Punctuation Day**, *nationalpunctuationday.com* (Sept. 24 each year)