

Digital Media and Communications in Washington, DC

The media landscape in Washington, DC is highly influential given the city's international prominence. Nearly every major U.S. broadcast television network, print publication, digital media outlet and radio network has a presence in the Washington, DC metro area. Prominent media names in DC include The Washington Post, NPR, Vox, National Geographic, NPR, CNN, CBS, TikTok, Google and Facebook, among others. The world's largest public relations firms such as Edelman, APCO Worldwide and FleishmanHillard are also proud to call DC home.

#1 Most educated city in the U.S.¹

#2 Metro for percentage of black-owned businesses²

More than **2x** Concentration of employment in the Digital Media & Communications cluster than the national average³



Television, News, and Radio Broadcasting



Telecommunications



Social Media



Public Relations & Brand Management

Digital Media & Communications Talent Leads the Nation	
2.23	News Analysts, Reporters and Journalists
1.14	Media and Communication Equipment Workers
5.06	Public Relations Managers
4.07	Public Relations Specialists
2.43	Writers and Editors

Source: JobsEQ. Q3 2022 covered employment (1.00 = U.S. average)

Washington, DC has

5x

the National Average for Public Relations Managers

The Washington, DC region ranks in the top six nationally both in concentration and the total number of employees holding positions in **news analysts, reporters and journalists** (1,784), **writers and editors** (10,090), **public relations specialists**, **public relations managers** (21,857), and **media and communication equipment workers** (5,126).

1. Esri/U.S. Census Bureau, 2016-2020 American Community Survey & Population Division (2021). Based on a comparison of the top 25 most populous metropolitan areas.
2. LendingTree, February 2023; 3. JobsEQ, Q4 2022

Major Employers

Resources

Vitality Fund: A multi-year, performance-based incentive program designed to support companies in target industries actively planning to relocate, expand, or retain their physical location in Washington, DC, and to encourage the creation of new jobs.

The District of Columbia Film, Television, and Entertainment Rebate Fund can provide a rebate to help offset a percentage of the costs for the production of movies, television shows, video productions, and/or infrastructure improvements of studio space in Washington, DC.

DC Department of Employment Services: Offers recruitment and hiring support, and a variety of workforce development and training programs to help District employers including On-the-Job Training and Apprenticeship Programs.

DMPED and WDCEP: The Office of the Deputy Mayor for Planning and Economic Development (DMPED) is the District government agency that designs and implements strategies to encourage companies to choose, stay, and grow in DC. Washington DC Economic Partnership (WDCEP) is a nonprofit, public-private partnership that leads business attraction efforts for DC. DMPED and WDCEP collaborate to advance the Mayor's economic development strategy, with the primary focus of creating and retaining jobs to further drive sustainable, economic inclusion for the District of Columbia.

Collectively, DMPED and WDCEP provide the following services to support your relocation or expansion:

- **Assist** with your real estate and site selection needs
- **Connect** you directly to District government agencies, community organizations, and private sector leaders
- **Provide** key insights from local C-suite executives
- **Customize** community tours
- **Develop** key market intelligence and custom research
- **Connect** you to resources and funding opportunities, including incentives such as the Vitality Fund
- **Support** in navigating DC Government agency requirements and processes



Why DC?

Company Spotlight

NPR's 330,000 SF HQ building was built in 2013 for its 750 employees and houses a combination of program origination centers and production studios, a 10,000 SF data center, and a 90,000 SF open-concept newsroom to encourage collaboration and creativity among NPR's employees.

Ecosystem Assets

