

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.

Most educated city in the U.S.¹ Metro for percentage of black-owned businesses²

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

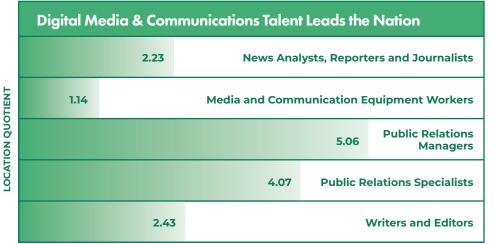




((o))) Telecommunications



Public Relations & Brand Management



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

Washington, DC has



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

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

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

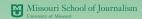
NPR's 330,000 SF HQ building was built in 2013 for its 750 employees and houses a combination of program origination centers and production studios, a 10,000 SF data center, and a 90,000 SF open-concept newsroom to encourage collaboration and creativity among NPR's employees.

Ecosystem Assets









School of Media & Public Affairs

THE GEORGE WASHINGTON UNIVERSITY

















【JNIVERSITY∰ DISTRICT OF **C**OLUMBIA



