

Dear member of the editorial team,

We hope this letter finds you well.

Please find enclosed our manuscript titled “‘I’m not just a content creator:’ Digital cultural communicators dealing with celebrity capital and online communities” which we would like to submit for publication as a research paper in the academic journal *International Journal of Communication*.

This article focuses on how ‘digital cultural communicators’ -i.e. digital content creators who are specialized in culture, art, or political content with a pedagogical aim- view and manage celebrity, and how these perceptions affect their relationship with their audiences. Digital cultural communicators are. To fulfil this aim, we conducted 18 semi-structured interviews with Spanish digital cultural communicators and analysed them using thematic analysis. The results suggest that participants mostly view fame as a ‘price to pay’ and their activity on social media as a way to migrate to other cultural fields (i.e. legacy media or book publishing). Likewise, they try to distance themselves from social media celebrity, and present themselves as legitimate cultural workers (and not “just” content creators). Their views on celebrity also shape their discourses about their audiences (presented as educated individuals) and how they deal with positive and negative comments.

Our manuscript is of interest for the readership of the *International Journal of Communication* because it connects with research, methods, and debates previously published in the journal (Duffy & Wissinger, 2017; Glatt, 2022; Shtern, Hill & Chan, 2019). In particular, it contributes to the current academic literature on social media content creators by studying the particularities of digital cultural communicators, a figure underexplored by previous academic scholarship. The paper also helps us to better understand how the notion of work and celebrity are interrelated in the phenomenon of digital content creators, as well as the conformation of new digital labor imaginaries.

All authors confirm that this manuscript has not been published elsewhere and is not under consideration by any other journal. Also, all authors have approved the manuscript and agree with its submission to the *International Journal of Communication*.

Thank you for considering our manuscript for publication, and we remain available if you have any questions about our work.

We appreciate your time and look forward to your response.

With our best regards,

Dr Isabel Villegas Simón

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