



# ARTS, MEDIA AND ENTERTAINMENT

Tulare | Kings | Fresno Counties

OCCUPATIONS Q4 | 2019

## JOB SUPPLY



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# 10,218

Individuals in the Industry



### COMPENSATION

# \$44,337

Median Salary

## OVERVIEW

Careers in the Arts, Media, and Entertainment sector fall into four general pathways: Design, Visual, & Media Arts; Performing Arts; Production & Managerial Arts; and Game Design & Integration.

In 2019, there were a total of 10,218 jobs in the Fresno, Tulare, and Kings County region, and more than 20 percent of those jobs were in Personal Care Services.

The graduate pipeline below shows the programs and schools in our region that produced the most graduates in 2018. The occupation table shown on the next page shows the availability and potential earnings for jobs in our region.

## TOP INDUSTRIES

Industries employing the above occupations

**Personal Care Services** 21.6%

**Radio and Television Broadcasting** 7%

**Religious Organizations** 5.5%

**Other Professional, Scientific, and Technical Services** 4.7%

**Independent Artists, Writers, and Performers** 4%

## GRADUATE PIPELINE

Institutions producing graduates

### Top Programs

### Completions (2018)

Speech Communication 478

Cosmetology/Cosmetologist 368

Art/Art Studies, General 148

Manufacturing Engineering Technology 132

Journalism 123

### Top Schools

### Completions (2018)

CSU Fresno 576

Reedley College 308

Fresno City College 269

College of the Sequoias 163

For labor market insights, local industry information and more, please visit [www.tularewib.org](http://www.tularewib.org)

This report uses state data from the following agencies: Employment Development Department, Labor Market Division





# OCCUPATIONS in order according to Annual Openings (18-19)

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<b>HIGH SCHOOL DIPLOMA OR LESS</b>	2019 Jobs	Annual Openings	10 Year Change	Entry-Level 25% Earnings	Median 50% Earnings	Experienced 75% Earnings
Merchandise Displayers and Window Trimmers	346	38	19	\$11.04	\$16.82	\$13
Floral Designers	191	19	(10)	\$11.80	\$35.85	\$18
<b>SOME COLLEGE OR TRAINING</b>						
Hairdressers, Hairstylists, and Cosmetologists	633	119	240	\$11.11	\$13.45	\$12
Audio and Video Equipment Technicians	255	33	35	\$17.53	\$32.84	\$22
Broadcast Technicians	123	14	4	\$11.71	\$26	\$16
<b>BACHELORS OR MORE</b>						
Interpreters and Translators	530	64	69	\$24.64	\$33.47	\$29
Software Developers, Applications	566	63	174	\$35.35	\$62.85	\$49
Public Relations Specialists	377	46	43	\$17.76	\$31.95	\$23
Graphic Designers	299	32	13	\$15.37	\$27.13	\$19
Meeting, Convention, and Event Planners	199	26	21	\$15.69	\$25.24	\$20
Producers and Directors	211	23	11	\$19.82	\$38.12	\$24
Radio and Television Announcers	140	16	(1)	\$16.74	\$41.68	\$23
Reporters and Correspondents	146	16	(29)	\$15.46	\$38.43	\$22
Computer Programmers	213	15	(10)	\$30.78	\$48.66	\$40
Public Relations and Fundraising	150	14	8	\$36.88	\$66.83	\$53

The Regional Living Wage for a single adult in Tulare County is \$13.20 per hour.

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